



Phoenix Art Museum
STRATEGIC PLAN
2024–2030

LEAD. INSPIRE. TRANSCEND.



THE TIME IS NOW.

Phoenix is a global city on the rise, a thriving desert metropolis strengthened by evolving and culturally rich communities, businesses that drive international partnerships and expansive economic opportunity, and meaningful spaces of social exchange that bridge demographic differences. As a cultural leader in Arizona and the southwestern United States, Phoenix Art Museum is positioned to achieve heightened success in the coming years, in pursuit of our mission and in line with the innovative spirit and transformation of our region.

Located along the city's central corridor, PhxArt is the largest art museum in the multinational Southwest with over 21,000 outstanding art objects. We are a place to *discover* and *experience art*—a bold, authentic, and welcoming space that sparks curiosity, connection, and community among audiences of all ages, interests, and backgrounds, through exhibitions, arts programming, and community-focused events centered in the visual arts.

We are ready to share this new chapter with the world.



Horacio Zabala, *Hipótesis para una ecuación (amarillo, azul, marrón, verde, rojo)*, 2012.
Acrylic on canvas, enamel on wood, Gift of Nicholas Pardon.

MEETING THE MOMENT.

With committed leadership, an invested Board of Trustees and donor base, the largest endowment in the Museum's history, and a heightened local, national, and international reputation, PhxArt is poised to fulfill our new mission and vision, diligently and collaboratively crafted over a 12-month period during the Museum's first strategic planning process in nearly a decade.

OUR MISSION

Phoenix Art Museum creates spaces of exchange and belonging for all audiences through dynamic exhibitions, collections, and experiences with art.

OUR VISION

We seek to lead and instill pride in the cultural landscape of Greater Phoenix through art experiences that fuel participation and exchange.

A ROADMAP TO SUCCESS.

The Museum has set forth seven strategic priorities to achieve our mission and vision. We will:

- ***Be a space of belonging***—an accessible, inclusive, and welcoming environment in which visitors, residents, collaborators, and artists of our rapidly growing region can foster a lifelong appreciation of art. We seek to bolster engagement among existing audiences while also deepening engagement with diverse communities, focusing on Latinx, Spanish-speaking, African American, African diasporic, Asian, and Indigenous communities; families with children; tourists; and suburban audiences.
- ***Practice thoughtful collection stewardship*** by extending the scope and relevance of our collections, while focusing on future study, care, exhibition, and refinement of the Museum’s collection. Doing so will allow us to grow, deepen investment in, and increase public access to our collection, held in the public trust.
- ***Present impactful art experiences*** by curating captivating exhibitions that demonstrate exemplary research and scholarship while sparking audience interest in new and exciting interpretations of art in a global context. We seek an audience-centered approach that grows visitation, amplifies the Museum’s collection strengths, prioritizes excellence and original research, and elevates Arizona-based artists.
- ***Serve as a center for enrichment and community*** by providing valuable and impactful arts-education and engagement programs that expand audiences and amplify the Museum’s artistic offerings. Our re-envisioned programmatic strategies will focus on expanding program attendance and revenue, engagement from target audiences, and Docent diversity and impact.
- ***Prioritize institutional capacity and agility*** by modernizing the Museum’s building and campus to ensure the institution can best serve and adapt to the evolving needs of contemporary audiences. We are committed to updating our facilities, technology, and operations to embrace efficiency, safety, and accessibility.
- ***Serve as a model for good governance and management*** by fostering a culture of respect, support, and advancement through comprehensive orientation, training, and engagement practices for staff, volunteers, and Trustees. We strive to build a diverse and inclusive Board, staff, and volunteer corps while increasing efficiencies and serving as good stewards of the public trust.
- ***Strengthen the Museum’s financial sustainability and empower the institution for growth and dynamism*** through expanded and enhanced contributed, earned, and endowment revenues. Our commitment to fiscal responsibility remains undeterred.



WORK IN PROGRESS.

With these strategic priorities as a compass to guide our path forward, PhxArt is on the cusp of becoming an exceptional regional art museum, and our efforts to achieve excellence are already underway.

- **3,600+ artworks photographed + digitized** to increase access to the PhxArt Collection for audiences around the world
- **New wayfinding + gallery renovations** completed to refresh the visitor experience
- **Annual blockbuster exhibitions** such as *Barbie®: A Cultural Icon Exhibition*, presented to bring diverse + new audiences to the Museum
- **Family + child-friendly gallery space** with soft-touch experiences and other arts-engagement spaces
- **New collecting plan** to expand, strengthen, and diversify the Museum's collection
- **New restaurant slated to open late 2024**, in partnership with Conceptually Social
- **An expanded films program**, with a focus on art-house and global classics
- **Free Bloomberg Connects app** launched to offer unique art content for on-site and off-site visitors
- **Increased investment in Arizona artists** through annual grant programs
- **Expanded hours of operation** to serve wider audiences



Phoenix Art Museum

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IMAGE CREDITS: COVER: Photo by Bill Timmerman. PAGE 2: Jamaal Peterman, *Rise and Shine*, 2020. Oil, vinyl, glitter, and sand on canvas. Gift of John and Susan Horseman. PAGE 3: Horacio Zabala, *Hipótesis para una ecuación (amarillo, azul, marrón, verde, rojo)*, 2012. Acrylic on canvas, enamel on wood, Gift of Nicholas Pardon. PAGE 4: Agnes Pelton, *Day*, 1935. Oil on canvas, Gift of The Melody S. Robidoux Foundation. Installation view of *Fashion's Subversives*, 2021, Phoenix Art Museum; PhxArt Family FunDay, 2024. PAGE 5: PhxArt Digitization Team, 2024; PhxArt TeenNight, 2018; Installation view of *2023 Arizona Artist Awards*, 2023, Phoenix Art Museum; PhxArt AfterHours, 2024; Installation view of *Art of the Americas + Europe*, 2021, Phoenix Art Museum.