

# The Edmonton City Museum Strategy

---

**A GUIDE FOR 2015 – 2022**



intelligent futures 

& WorldViews Consulting

[intelligentfutures.ca](http://intelligentfutures.ca) • [worldviewsconsulting.org](http://worldviewsconsulting.org)

Document prepared June 2015.

# Table of Contents

The Edmonton City Museum	A NEW KIND OF MUSEUM	1
--------------------------	----------------------	---

Guiding the City Museum		2
-------------------------	--	---

Exploring the Issues of Edmonton		4
----------------------------------	--	---

Our Journey Ahead		6
-------------------	--	---

Be a Part of the Edmonton City Museum		8
---------------------------------------	--	---



WHAT IF EDMONTON HAD A PLACE TO EXPLORE ITS past, present and future in an authentic and honest way, built on the voices of Edmontonians?

The Edmonton City Museum is an attempt to answer that question. It is a new kind of museum. One that starts with community and the exploration of what makes the Edmonton experience unique.



# The Edmonton City Museum

A NEW KIND OF MUSEUM

The Edmonton City Museum is more than a building with exhibits.

The Museum will be woven into the fabric of Edmonton. The museum will offer multiple opportunities to connect - from online to in-person; from big group events to individual opportunities for reflection. By taking this approach, the Museum integrates into the life of the city, and becomes a bigger part of the city.

The Edmonton City Museum explores issues that matter to Edmontonians.

Edmonton faces challenges that are unique to our city. We also face challenges that other cities around the world do. By co-creating the Museum with the community, we can ensure that the Museum stays relevant and plays an active role in how we address our collective challenges, understand one another and navigate the future together.

The Edmonton City Museum focuses on co-creating experiences with the community.

Edmonton is made up of a diversity of people, places and experiences. In order to create a truly community-focused museum, we need to build our story together. The Edmonton City Museum will facilitate and coordinate with the community to help us build this Museum together.

The Edmonton City Museum focuses on positive impacts for our city.

This is not a passive institution. This Museum will apply the knowledge and skills of heritage and museum disciplines to the community to have impacts that make Edmonton the best city it can be. In doing so, we can build on our past to build a brighter future together.

Our city deserves an opportunity to gather, to ask hard questions, to talk about where we've come from and where we're going, and to celebrate what makes us unique. The Edmonton City Museum will help build a stronger city today, so that we can continue to thrive in the future. This is a unique approach to museums, one that is focused-outward into the community – we are excited about this journey and encourage you to join us

The following pages share our vision, mission, values and intended impacts in the city. We encourage you to explore our vision and challenge you to find ways that you can help make the Edmonton City Museum something that all Edmontonians can be proud of.

# Guiding the City Museum

## VISION

The vision captures the potential of the Edmonton City Museum as a community facilitator that is completely interwoven throughout Edmonton's urban fabric. This means that the museum will remain current and up-to-date on the issues important in Edmonton by adding important historical, and potentially international, perspectives. Facilitation is the crux of the museum's role – to connect people, institutions and ideas.

### Vision for the Edmonton City Museum

*A museum, interwoven throughout Edmonton, created by Edmontonians for Edmontonians.*

## MISSION

Since a mission statement is the strategic direction that states what the museum does, for who and how, the statement below provides a concise way to achieve the larger vision statement.

### Mission of the Edmonton City Museum

*The Edmonton City Museum will explore issues that are important to Edmontonians through co-creation, experimentation and dialogue.*

## CORE VALUES

In addition to a vision, clarifying the organizational values will help in decision-making and identifying specific impacts that the museum can have in Edmonton. The following core values are important to a community-driven museum.

### Core Values of the Edmonton City Museum

#### 1. Social Cohesion

The strength of social bonds within a group of people. Strong social cohesion creates a sense of belonging, security, and equality.

#### 2. Open Communication

The approach where honesty and transparency are cornerstones to all interaction.

#### 3. Connection

The creation of a relationship between a person and another person/concept/movement.

#### 4. Co-creation

A collaborative effort between multiple parties to make or design a product or concept to create a more equal and accurate final result that better reflects those who use it.

#### 5. Adaptability

The ability to change and modify to fit with new surroundings or scenarios.

#### 6. Heritage

The whole series of past events related to someone or something.

#### 7. Learning

The gaining of knowledge through studying, experience, or being taught.

#### 8. Reflection

The process of looking internally at one's own values.

#### 9. Action

Moving forward and starting to make changes and progress based upon what one learns and is motivated by.

## IMPACTS

A community-driven museum must have clearly defined impacts. By clarifying intended impacts it becomes easier to design effective public engagement strategies.

This strategy recommends developing both desired cultural impacts and related measures of success as the central planning focuses of the museum. The best way to do this is through experimentation.

To embark on this process of experimentation, the list below highlights measureable impacts for the Edmonton City Museum to use to determine what resonates with Edmontonians.

### *1. Improved level of awareness and engagement with the issues of the city*

Through a program of thoughtful and deliberate experiments, the Edmonton City Museum will educate citizens about Edmonton to raise the level of awareness and engagement with the city and its issues.

### *2. Improved dialogue about city issues*

With an emphasis on collaboration and interactivity, the Edmonton City Museum will be a space for safe and productive conversation about Edmonton's historical and contemporary development, its successes, and its issues.

### *3. Increased level of individual and collective action related to addressing city issues*

By prioritizing experiments and exhibits that position the citizen (visitor) as an active, rather than passive, participant in the city and its history, the Edmonton City Museum will encourage both individual and collective action in addressing issues facing the city at large.

### *4. Celebration of opportunities and innovation occurring in Edmonton*

Drawing on a multi-faceted program of experiments designed to reach different communities, the Edmonton City Museum will celebrate both the prominent and understated opportunities and innovation occurring in Edmonton.

### *5. Illuminate Edmonton's unique and evolving identity*

By attending to the diversity of communities, interests, and actions that have contributed to the development of a vibrant and contemporary northern city, the Edmonton City Museum will illuminate Edmonton's unique and constantly evolving identity.

### *6. Strengthen relationships between different groups and communities*

Through a decentralized and varied approach to museum design and programming, the Edmonton City Museum will position itself as a fair and impartial cultural facilitator to strengthen relationships between different groups and communities within the city.

# Exploring the Issues of Edmonton

## WHEN LOOKING AT THE ISSUES THAT MATTER TO

Edmonton, it is important to recognize that history and heritage informs us about our present and can help navigate the future. As we explore issues with Edmontonians, the Edmonton City Museum will maintain a broad focus on Edmonton and look to investigate and integrate social, economic, environmental, built environment and cultural issues. By maintaining this broad focus, we can understand our city more completely and engage with a wider community.

By exploring important and difficult questions, the Edmonton City Museum will help Edmonton's citizens and communities to adapt in this changing world. In this way, we can help build a thriving culture in our city – one that is resilient and dynamic.

As we build the Edmonton City Museum, some questions we may grapple with include:

*How can Edmonton shift from a boom/bust economy that has been our reality for decades?*

*How do we consider equity in the context of urban revitalization so that it adds value to community well being for all citizens?*

*How do we work with the Aboriginal community to accurately and respectfully present their history and contribute to the emerging cultural reality of this pluralistic city?*

*How can we explore Edmonton's relationship to oil production and other industries?*

The Edmonton City Museum can't do this alone. By engaging with the community and building partnerships, we will co-create these dialogues and explorations with the city, so that the Museum is relevant to the issues that matter to Edmonton.





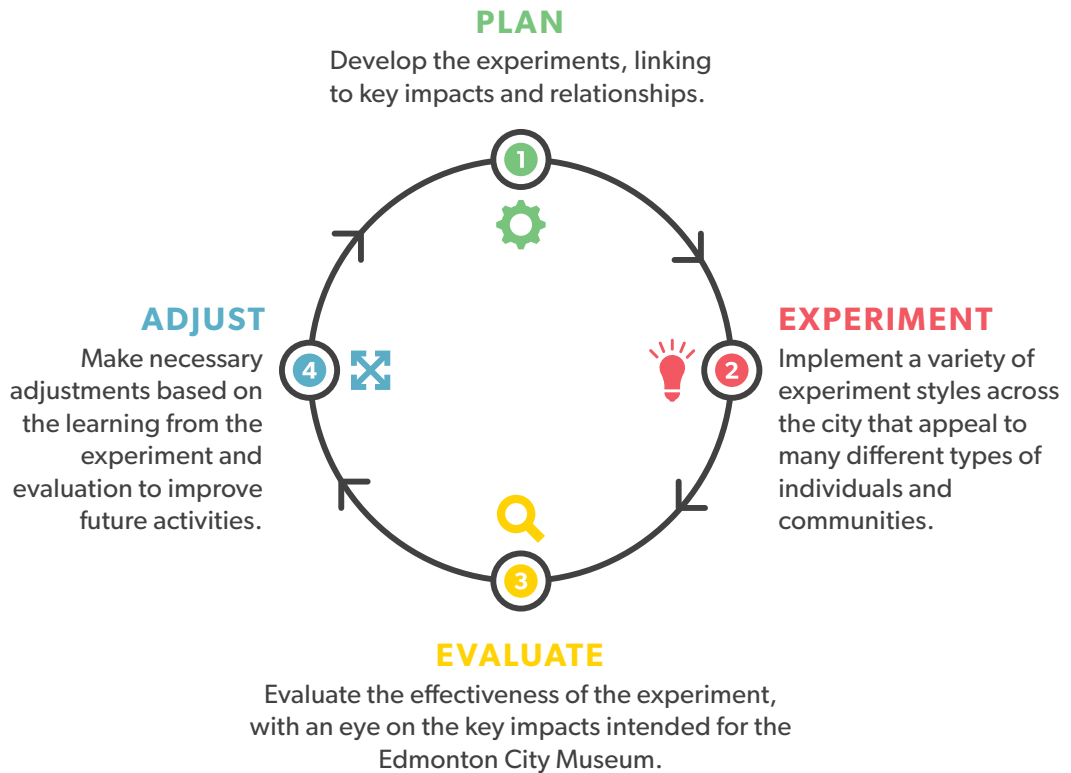
# Our Journey Ahead

**THIS IS A NEW KIND OF MUSEUM FOR OUR CITY.** In building the Edmonton City Museum, we want to be bold and experiment with new ways of realizing our intended impacts. In doing so, we want to learn along the way, so that every year we focus on more effective ways of co-creating the Edmonton City Museum with our community.

That's why we're taking a field-testing approach based on constant experimentation and evaluation. Experiments will happen in many ways: online, within the city itself and in spaces and festivals where the community can gather.

Experiments generate excitement, test concepts, encourage engagement and allow for constant evaluation and measurement about what resonates with the community. This way, decisions are based on demonstrated results and experiences within the community. By taking this approach, we can experiment, learn and adapt to become a relevant museum that is increasingly part of the life of the city.

A significant amount of experimentation is occurring throughout the museum world. Museums are exploring new territories and testing ideas through innovative programming. Many museums are re-inventing themselves based on community inclusion, relevancy and creativity. The Edmonton City Museum will be at the vanguard of this movement with its community focus. By taking a field-testing approach, we not only positively impact Edmonton, but also share our learning to influence leading-edge thinking across the museum world.



The field-testing approach of *Plan-Experiment-Evaluate-Adjust* will allow the Edmonton City Museum to become a bold, yet thoughtful museum that is always focused on positive impacts in the community.

# Be Part of the Edmonton City Museum

**IN ORDER TO BE A SUCCESSFUL AND THRIVING PART** of the community, the Edmonton City Museum is focused on collaboration with individuals and organizations across the social, cultural, economic, environmental and built environment areas of the city.

If you have an idea, a space, a collection or just a passion to make Edmonton an even better city, we want to hear from you.

To get involved in this exciting journey, contact us and let's explore the possibilities.

PLEASE CONTACT:

**Monica Roberts**

*Museum Strategy Coordinator*

*Edmonton Heritage Council*

E: [mroberts@edmontonheritage.ca](mailto:mroberts@edmontonheritage.ca)







Prince of Wales Armouries Heritage Centre  
2nd Floor : 10440 – 108 Avenue  
Edmonton AB T5H 3Z9