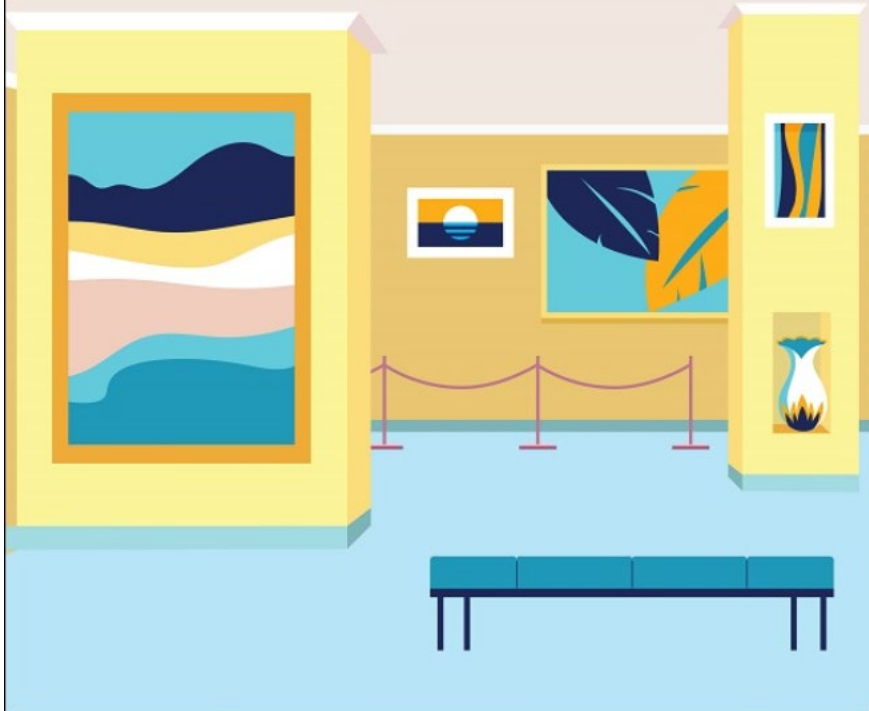


# A NEW CANVAS

*Determining the future direction of the Charles Allis and Villa Terrace art museums*



## Purpose

An organization's purpose is separate from its mission or vision. Generally speaking, mission and vision statements identify why an organization exists and how it will accomplish its goals. Purpose, on the other hand, articulates why the organization matters and what makes it meaningful to others. A well-defined purpose can create clarity around how an organization positions itself, markets itself, and determines its offerings, and it even influences internal culture.

Our analysis and interviews with CAVT staff and leaders suggest that the Charles Allis and Villa Terrace museums could benefit from a more clearly stated purpose both individually and collectively. **Neither museum has settled upon a strong proposition for why they matter.** Meanwhile, the museums' owner and primary financial supporter, Milwaukee County, has cited a purpose of telling the story of Milwaukee's founding as a city of industry and entrepreneurship that appears somewhat inconsistent with CAVT's activities and offerings and that does not appear to be on the radar of board and staff leadership.

Our interviews with officials at comparison museums as well as CAVT suggest that historic houses are no longer considered valuable in their own right, and that such museums need to find their purpose in something larger. Those who were familiar with CAVT saw significant opportunities to engage with the rich history of Milwaukee's upper and lower east side neighborhoods, the landscape, and the lakefront. Some shared that working to expand programs and exhibitions focused on diversity and inclusion similarly could attract more patrons and grants.

<b>Project #</b>	<b>Project Name</b>
WP067401	Underwood Creek Parkway Road Replacement – Roundabout to Swan
WP075001	Bender Park Roadway and Drainage
WT015701	Boilers and Boiler Pumps at KK Garage
WP0753	Lyons Playground Replacement
WP0761	Park Walkways – Phase 1, Noyes
WP070501	Cool Waters Heaters
WP076501	Mitchell Park Improvements
	<b>Total:</b>



# Underwood Creek Parkway







