

San Bernardino County Museum

Location: San Bernardino,
California

Scope of Work: Strategic Planning



The San Bernardino County Museum (SBCM) is a multi-faceted institution with a number of facilities including a branch museum and historic sites throughout the County, as well as the museum in Redlands with extensive cultural, historic, fine arts, and natural history collections. Furthermore, SBCM is a “public-private partnership,” operating as a County Department with a mandate to serve the largest County in the United States with a diverse population approaching two million people. The complexity of SBCM and its surrounding environment intensified the need for a Strategic Plan. As a result, MMC assisted SBCM in developing a comprehensive five-year *Strategic Plan* by bringing together a unique group of key stakeholders including senior representatives from the County Administration, the Museum Association (an independent membership group), other affinity groups, museum staff, and the general public. The planning process enabled the museum to begin to reenergize and sustain itself after several years of instability. Resulting goals of the plan harmonized with a new *Visitor Experience Plan* to modernize outdated exhibits and support the accreditation process of SBCM by the American Association of Museums.

As a result of working with the Strategic Plan, as of December 2004 a new Hall of Geological Wonders will open in 2006 with generous funding from the County Board of Supervisors, federal appropriations, and other donors. Furthermore, gallery space at the Museum is being refurbished based on the goals of the Plan.