

STRATEGIC PLAN

2026 — 2032

BALBOA PARK

THE SAN DIEGO
MUSEUM OF ART



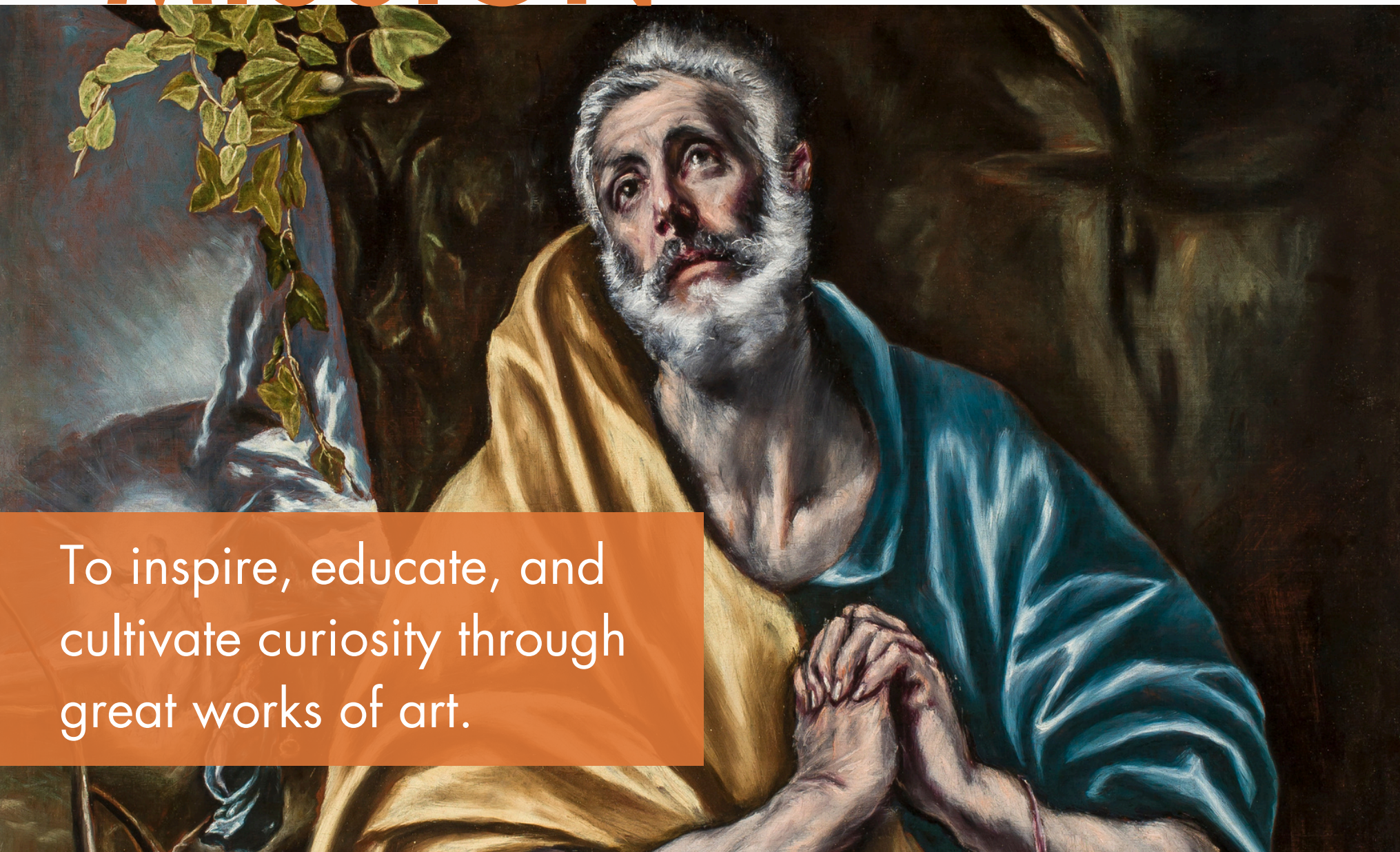
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MISSION



To inspire, educate, and cultivate curiosity through great works of art.

VISION



To be the cultural heart of the region and a globally recognized destination where art enriches lives for generations to come.

SDMA BACKGROUND

Since its opening in 1926, The San Diego Museum of Art has provided a rich and diverse cultural experience, housing some of the world's finest art. Located in the heart of Balboa Park, the Museum's internationally renowned collection of nearly 40,000 works—dating from 3000 BC to present day—includes Spanish and Italian old masters, the Edwin Binney 3rd Collection of South Asian paintings, East Asian Art, Art of the Americas, Modern and Contemporary Art, and Photography. In 2023, the Museum merged with the Museum of Photographic Arts, thus adding a second Balboa Park location (MOPA@SDMA) to its campus.

The Museum regularly features major exhibitions of art from around the world, as well as extensive cultural and community engagement programs for all ages. The San Diego Museum of Art hosts experiences that invite visitors to explore art through music, dance, film, food, and so much more. At The San Diego Museum of Art, exhibition text is always in English and Spanish.



OUR ARTS EXPANSION

The strategic expansion of the Museum's west wing by internationally renowned design firm Foster + Partners will serve our visitors through a new and innovative facility that creates pride and a sense of ownership across our community, allowing them to experience art in an environment that facilitates inspiration and discovery. It will also preserve our encyclopedic collection by providing the optimal conditions needed to steward these works for the next century. The expansion will be a catalyst to embolden excellence across all our focus areas: **Art, Community, and Institution.**



WHAT IS A STRATEGIC PLAN?



This document functions as a road map that will help the Museum define where we want to go over the next 6 years. It aligns the Trustees, leadership, staff, volunteers, benefactors, and others around a shared vision and the priorities to achieve that vision.

STRATEGIC PLAN PROCESS

LISTEN

Interviews, surveys, and discussions sought input from staff, Trustees, community stakeholders, and the Strategic Planning Committee.

DEVELOP

Workshops with senior leadership shaped the plan's strategic priorities, goals, and initiatives.

REFINE

Workgroups reviewed and strengthened the plan to ensure alignment with mission, stakeholder input, and long-term direction.

STRATEGIC FOCUS:

ART



Steward and share the Museum's collection in ways that preserve its integrity, expand public access, and create inspiring experiences that deepen human connection through art. Through thoughtful exhibitions, scholarship, and innovative storytelling, the Museum will elevate its role as a cultural leader while ensuring the collection remains relevant and meaningful for future generations.

GOALS

- Preserve and steward the collection for future generations
- Increase connection, relevance, and engagement with the collection
- Create world-class exhibitions that are thought-provoking and engage the human spirit
- Elevate the Museum as a center of excellence and expertise

STRATEGIC FOCUS: COMMUNITY



Create a welcoming and vibrant museum experience that reflects and serves the full diversity of the community. Through meaningful engagement, innovative programming, and expanded accessibility, the Museum will foster belonging, inspire lifelong learning, and position itself as a joyful gathering place for all.

GOALS

- Position the Museum as a joyful and engaging gathering place
- Innovate programs that contribute to meaningful experiences
- Expand impact through audience reach, awareness, and engagement

STRATEGIC FOCUS: INSTITUTION



Strengthen the Museum's organizational foundation to ensure long-term sustainability, operational excellence, and institutional resilience. Through strategic investment in people, systems, philanthropy, and culture, the Museum will build the capacity needed to support its expansion and fulfill its mission.

GOALS

- Ensure long-term financial sustainability and broaden philanthropic support
- Build a high-performing, future-ready organization
- Foster a unified, accountable, and mission-driven culture



YOUR MUSEUM

The arts encourage creative expression, enhance civic life, and provide a heightened understanding of the world around us. The San Diego Museum of Art's focus on ART, COMMUNITY, and INSTITUTION will serve as the blueprint as we move forward toward expanding the Museum to better serve the regional and international audiences and steward the art collection for the next 100 years. Implementation and evaluation of the strategic plan will lead to new experiences, augmented connections, and increased access to art, allowing the Museum to become a gathering place for all to feel welcome.





**The San Diego
Museum of Art**

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**Museum of
Photographic Arts
at the San Diego
Museum of Art**

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