

A scenic view of a lighthouse on a rocky island in the ocean under a cloudy sky. The lighthouse is a tall, black and white striped tower with a red top. It is situated on a small, rocky island with a few white buildings and a red-roofed structure. The ocean is dark blue with white-capped waves. The sky is a deep blue with scattered white and grey clouds.

THE MARITIME MUSEUM OF BC

OUR VISION FOR REVITALIZATION

WHERE ARE WE AT?

- Our mission is to “promote and preserve our maritime experience and heritage and to engage people with this ongoing story.”
- Negotiations for a new space are ongoing

HOW DID WE GET HERE?

- The Museum opened in 1955 at Signal Hill, and moved into Bastion Square in 1965
- The search for a new space has been ongoing for a number of years due to challenges at Bastion Square.
- Staff, board, and volunteers have developed strategic plans, vision documents, goals, and benchmarks informed by community consultations and visitor surveys

OUR VALUE

- The MMBC will be a key cultural institution that will share BC's coastal experience – both contemporary and historical – with visitors and locals alike. It will welcome visitors to the west coast and will provide opportunities for family-learning, skill-development including historical and ocean literacy, and entertainment. The new MMBC will be a culturally relevant, community-supported, collaborative not-for-profit that is both self-sufficient and sustainable.

OUR NEW SPACE

- Moveable, Flexible, and Changing Exhibits
- A Research Station
- Dedicated Programs Space/Classroom
- People-focused exhibits
- A Harbour-front Gallery
- Family-friendly exhibits
- Community co-curation

OUR GOALS


We will be:

1. A PLACE TO EXPLORE THE COAST'S ECONOMIC, POLITICAL, ENVIRONMENTAL, AND SOCIAL IMPACT



OUR COAST IS A
CROSSROADS
WITH GLOBAL
SIGNIFICANCE

2. A PLACE TO EXPLORE HOW HUMANS IMPACT OUR COASTAL ENVIRONMENT, AND VICE-VERSA.



"CAN COASTLINES BE
THOUGHT OF AS A
BOUNDARY
BETWEEN
TWO DOMAINS?"

-Museums, Coastlines, and the Sea



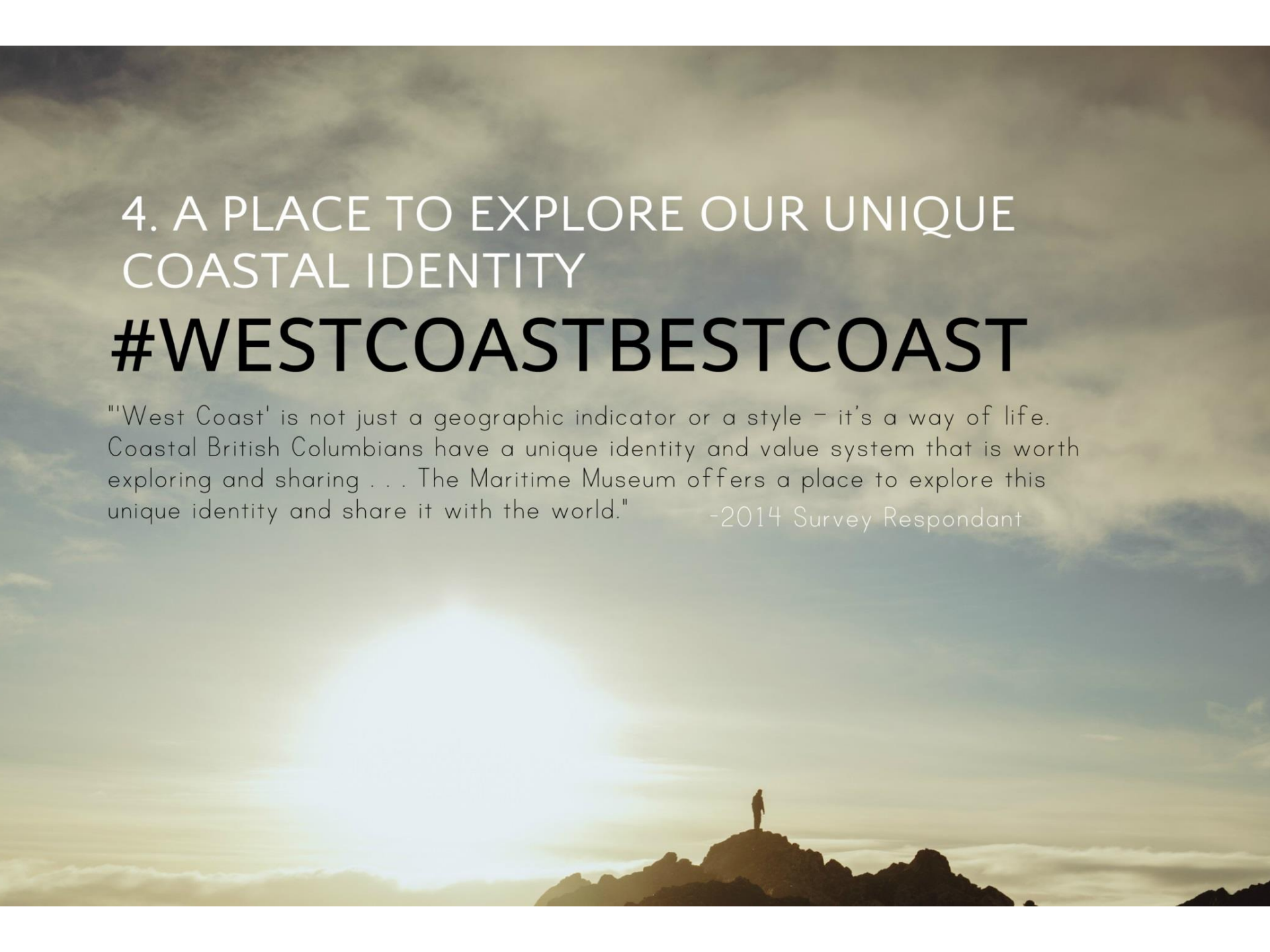
3. A PLACE FOR SKILL DEVELOPMENT

Our **COLLECTION** holds the history of the west coast, but our **VISITORS** hold its future.

4. A PLACE TO EXPLORE OUR UNIQUE COASTAL IDENTITY

#WESTCOASTBESTCOAST

"'West Coast' is not just a geographic indicator or a style – it's a way of life. Coastal British Columbians have a unique identity and value system that is worth exploring and sharing . . . The Maritime Museum offers a place to explore this unique identity and share it with the world." -2014 Survey Respondant





5. A HUB FOR MARITIME GROUPS AND GATHERINGS

"Gathering places are essential to community and public life ...
[and] are central to local democracy and community's
social vitality."
-California Association of Museums

6. A PLACE FOR SOCIAL ACTION

A row of offshore wind turbines in the ocean. The turbines are white and extend into the distance, creating a sense of depth. The water is a deep blue, and the sky is a lighter blue, suggesting a clear day. The overall tone is professional and clean.

"[Museums] can provide us with the skills, knowledge, and resources to tackle the overwhelming amount of information that we are faced with everyday. They are a place where we can make up our own minds and can share our opinions safely. And, they are a place where we can begin to take action - or at least, be inspired to take action - to help protect, preserve, or change the world we live in."

- 2014 Survey Respondant

7. A PLACE TO HIGHLIGHT LOCAL INDUSTRY AND INNOVATION

'Victoria's \$2 billion advanced
technology sector is relatively
unknown outside of British Columbia'
-victoriotechjobs.com



8. A NIMBLE ORGANIZATION THAT CAN ADAPT QUICKLY

A MUSEUM SHOULD
"REPOSITION ITSELF
CONTINUOUSLY IN
ORDER TO ENSURE ITS
VITALITY"

-STEPHEN WEIL



9. A SUSTAINABLE ORGANIZATION, ENVIRONMENTALLY AND ECONOMICALLY

"By becoming more aware of our connection to maritime culture, we are better placed to conserve and protect it and our waterways."

-2014 Survey Respondant





10. A PLACE FOR INTERCULTURAL COLLABORATION

"Museums are not only important repositories of information ... they can be places where the community gathers, discusses, hangs out [and] learns about each other."

-2014 Survey Respondant

11. A PLACE FOR CAREER DEVELOPMENT

Sometimes, the **JOURNEY**
is more important than the **DESTINATION**

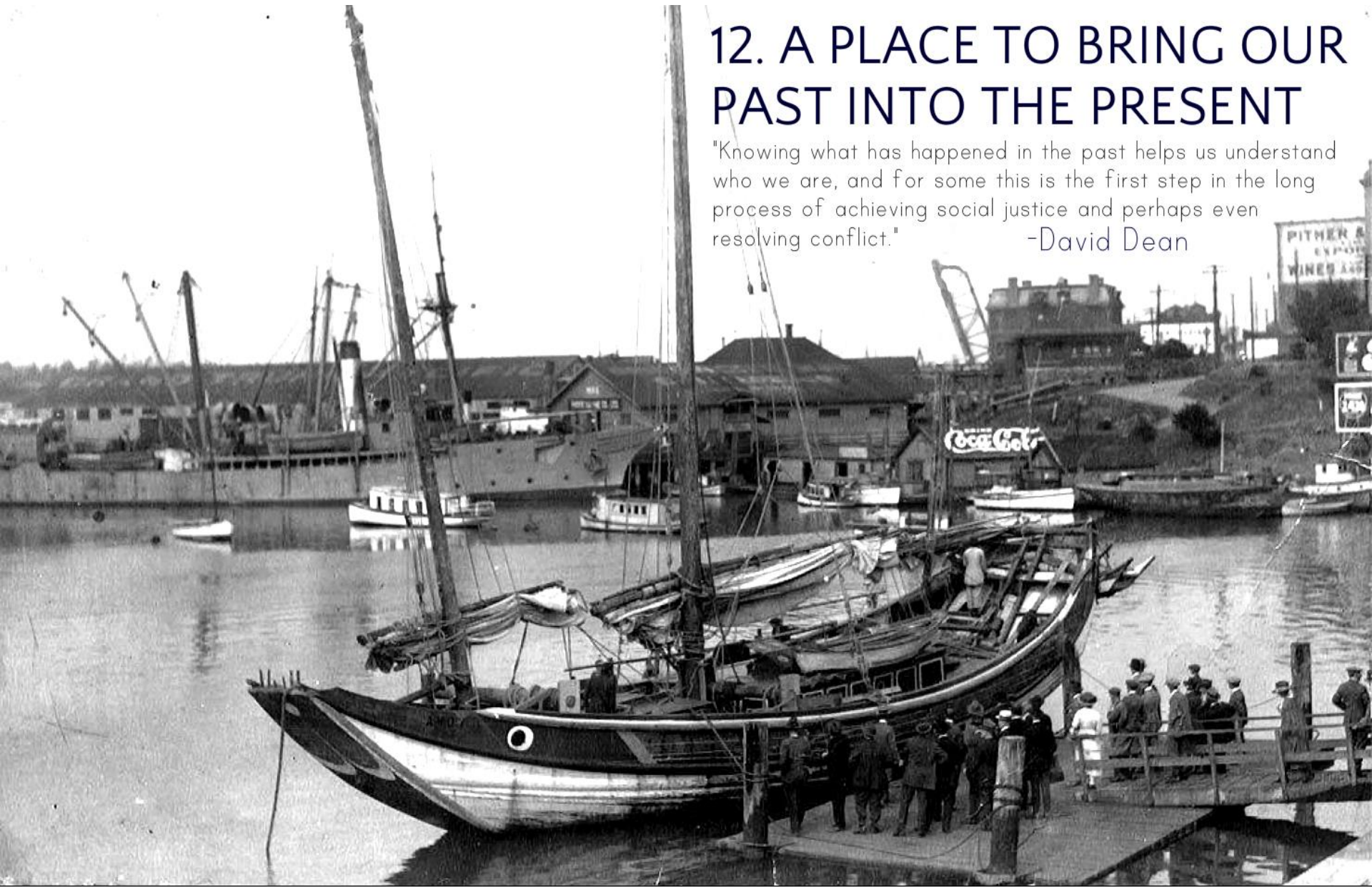
We can help young professionals and students take their first step in the museum/ public history sector, and can ensure they have the skills to take the next step in the journey



12. A PLACE TO BRING OUR PAST INTO THE PRESENT

"Knowing what has happened in the past helps us understand who we are, and for some this is the first step in the long process of achieving social justice and perhaps even resolving conflict."

-David Dean



13. A WINDOW INTO VICTORIA

We can provide visitors with a sense of what our city is all about. The **LOCAL** experience will help newcomers connect with our **UNIQUE** city.



14. A WELCOME CENTRE FOR THE WEST COAST

What is West Coast? Is it a destination, an experience, a lifestyle, a privilege, an environment, an ecosystem, a culture, a border, a community, an artform, a style, a relationship between a people and their environment, or an inspiration? Or is it something entirely different? We can be the welcome centre that helps locals and visitors develop a sense of place and understand the west coast's significance, locally and globally.



HOW CAN YOU HELP?

- Letters of Support
- Input into our future
- How can the Maritime Museum work with your organization to reach your goals?