



STRATEGIC PLAN | 2019-2022

MISSION We inspire learning by sharing the stories of the Mid-Columbia River Region, its people, and its impact and contributions to the world.

VISION The REACH will be an indispensable educational resource and premier cultural destination that serves as a gateway for understanding the natural and cultural significance of the region, for present and future generations.

Program Development

We will devote time, effort & resources to develop meaningful & relevant educational exhibits & public programs for people of all ages.

- Upgrade & refresh exhibits.
- Pilot new adult programs & tie to adding evening hours.
- Expand signature programs like Screech at the REACH.
- Create an Education Advisory Committee to promote school tours.

Community Engagement

We will focus on building relationships & partnerships with community organizations & corporations, while encouraging diversity & inclusion in our audience, staffing, & board development.

- Evaluate, recruit & retain volunteers.
- Build relationships with regional Native American tribes.
- Work with local community organizations.
- Collaborate with area schools & colleges.
- Engage with local, state & national government agencies.
- Establish program partnerships with Manhattan Project National Historical Park & US Fish & Wildlife.
- Build public awareness/brand recognition through strategic marketing plan.
- Launch Strategic Plan tied to 5th Anniversary.

Financial Independence

We will work with the Richland Public Facilities District Board & the Reach Foundation Board to diversify our revenue streams, build our endowments, & increase our long-term commitment to program excellence & capital development.

- Hire a Development Director.
- Improve all revenue streams for self-sufficiency.
- Find funds for exhibits on Hanford history.
- Build endowment to \$2M - \$5M.
- Host fundraisers to complete lower level.
- Establish & maintain equitable funding for school programs.

Sustainable Operations

We will build on our current strong organization to augment our existing revenue streams & actively plan & manage for future growth.

- Strengthen organizational capacity to meet growth.
- Create a master plan for Information Technology (IT) infrastructure.
- Invest in staff training, development, and recognition in order to attract and retain high caliber and diverse staff.
- Build capital for 6 - 12 month operating reserve and building maintenance.
- Secure large (\$50K+) multi-year gifts and/or grants.
- Explore funding from federal and state agencies, regional Public Facilities Districts, long-term government contracts and other legislative opportunities like Cultural Access Washington (CAWA).

Facility Use

We will work to complete the original vision for use of our facility, complete needed renovations & expand our facility to provide the best use & maximize the potential of our entire site including the outdoor amphitheater.

- Define the work to complete the lower level of the Museum.
- Expand the facility to incorporate a West Wing.
- Explore opportunity for additional facility rentals.
- Create restroom facilities in lower level.
- Upgrade the Amphitheater.
- Create a long-term Facility Maintenance/Tech plan.
- Remove Connex from grounds.