

## **FOR IMMEDIATE RELEASE**

January 25, 2023

Contact: Laine Snyder, Executive Director  
[laine@zanesvilleart.org](mailto:laine@zanesvilleart.org)

### **A New Vision for the Zanesville Museum of Art**

ZANESVILLE, Ohio– The Zanesville Museum of Art Board of Directors has defined a new vision for the arts organization, creating a path to transform the museum over the next several years into a nationally recognized regional attraction and tourist destination.

The ZMA Board and its Executive Director are positioning the museum to be a competitive partner in the application process for Governor Mike DeWine’s Appalachian Community Grant Program "OhioBuilds – Small Communities, Big Impact – A Plan for Appalachia."

To achieve this the ZMA contracted with economic development professionals Martin Hohenberger the Director of the Center for Economic Development and Community Resilience and Mark Barbash, founder and Director of the Ohio Economic Development Institute and an Executive in Residence at the Voinovich School of Leadership and Public Service to conduct a three-day strategic planning retreat with the ZMA Board and its Executive Director. As a result, “the ZMA will focus on continuing to be a strong community partner. When organizations work together the possibilities are endless and the museum intends to be a leader in this exciting, transformational moment.” states Alice Graham, a ZMA Life Trustee and member of the strategic planning committee.

#### **A New Vision**

The ZMA Board approved five guiding principles that will steer and inform decision making at the arts organization during the ZMA’s exciting transformation. These

# ZANESVILLE MUSEUM of ART

principles clarify the museum's identity, focus on creative placemaking, developing robust and beneficial community and regional partnerships, and creating a strong and agile financial future for the museum.

## The Five Guiding Principles

The Zanesville Museum of Art has developed five guiding principles that will be used to steer and inform decision making during the museum's transformation.

The Zanesville Museum of Art will:

1. **Develop** a nationally recognized American art pottery collection that reflects the rich history of the region and the diversity of its people.
2. **Offer** an inclusive, interactive, and fun experience for people of all ages to develop a deeper appreciation of the role that art plays in their lives.
3. **Partner** with other organizations, artists, educators, and community leaders who share in the mission of growing and enhancing the region.
4. **Serve** as a community gathering place for the region, offering educational and artistic opportunities that bring together people from all walks of life.
5. **Strengthen** its financial position to support the museum's guiding principles and ensure its long-term success.

"The retreat provided a forum for the Board to boldly state aspirational goals, challenges, and strategies acknowledging the value of the ZMA's strong role in the cultural and economic development of the region" stated Kristy Szemetylo, ZMA Board President.

The retreat and the strategic planning process are part of a larger comprehensive study that will guide the museum's growth strategy. "The ZMA has a significant body of well-attended programs, it is financially stable, and now we need a growth strategy so that we can better serve the community for another eighty years," stated Zanesville Museum of Art Executive Director Laine Snyder.

# ZANESVILLE MUSEUM of ART

## **A Growth Strategy— Location Strategy and Scenario Analysis**

“In July 2021, a five-year plan reimagined the museum and its grounds.” stated ZMA Board President Kristy Szemetylo. “As one would expect, these worthwhile improvements would come at a substantial cost. After thoughtful discussion, the Board decided that before making this large investment on Military Road, the governing body should fully examine whether it might better serve the community if it was relocated to a downtown location, especially now that there is an initiative to strengthen arts and culture downtown.”

The ZMA Board hired the Cleveland-based consulting firm Allegro Real Estate Brokers & Advisors to conduct a Location Strategy and Scenario Analysis, which has been generously funded by three local foundations including the J.W. and M.H. Straker Charitable Foundation, the Cora E. Rogge Memorial Foundation, and the Robert E. Fellers and Leona L. Fellers Foundation Trust.

This data-driven study, which concludes in April 2023, examines how the museum can become an economic driver in the arts and cultural sector in our region, increase tourism, enhance our community’s quality of life, and partner with the city of Zanesville in its revival. The study guides the museum’s next steps. The options include:

1. Relocate to downtown Zanesville near Interstate 70
2. Build or repurpose a downtown site for a museum annex and remodel its current facility
3. Stay in its current location and remodel/expand its current facility, creating a destination museum that better utilizes its five-acre green space by building a sculpture park, walking paths, and an amphitheater.

This past fall, Allegro Consulting sought input from over 1,000 community members regarding the ZMA, its location, programming, and the museum’s future. One hundred and seven people divided into nineteen stakeholder groups were interviewed onsite and

# ZANESVILLE MUSEUM of ART

in South Zanesville, while 937 people responded to a survey. A Location Strategy report featuring compiled data from the community interviews and survey will be issued in late January 2023 on the ZMA's webpage [www.zanesvilleart.org](http://www.zanesvilleart.org).

###

The Zanesville Museum of Art is an arts and cultural cornerstone of Zanesville, Muskingum County, and Appalachian Ohio. Over the last eight years, the museum has grown, and it is poised to further increase visibility, visitors, tourism, event programming, staff, and its collection as it positions itself as a nationally recognized regional museum specializing in American art pottery, Zanesville's cultural legacy.

Visit us at [zanesvilleart.org](http://zanesvilleart.org)

Look for us on Facebook, YouTube, Twitter, and Instagram

The ZMA is generously supported by the



The J.W. and M.H. Straker Charitable Foundation

The Cora E. Rogge Memorial Foundation

The Robert E. Fellers and Leona L. Fellers Foundation Trust

The Taylor-McHenry Memorial Fund

The Foundation for Appalachian Ohio

100 Women Who Care Muskingum County

The Masterpiece Society

The Beaux Arts Club

ZMA Members

Free admission to the ZMA is generously provided by

