

FOR IMMEDIATE RELEASE

MUSEUM BEGINS MASTER PLAN PROCESS

The Whistler Museum & Archives invites public contributions to new facility design

Whistler, BC - July 25th, 2006 - After a winter sojourn, the Whistler Museum is excited to continue planning activities related to the design and development of a new facility. This next stage involves the development of a Museum Master Plan, a process that will build upon conclusions obtained in last year's comprehensive Market Analysis.

The Market Analysis, through extensive research and public consultation, concluded that there is a desire for a new museum with a preferred institutional theme of "Mountain Culture", which includes the four sub-themes of Local History, Natural History and the Environment, Mountain Life, and Arts and Culture. The success of the initiative will be linked to key ingredients including a central village location, flexible approach to programming, integrated partnerships with a variety of local and regional groups, and seasonal programming that links to Whistler's outdoor passions. –

The Master Plan process, launched this past June, will further develop the conclusion achieved in the Market Analysis Study. The objectives of the Master Plan are to conduct a collection resources overview, develop exhibition and program storylines, define space needs, identify an appropriate operating model, describe cost implications and potential funding streams, and develop an implementation plan.

The Master Plan will be directed under the supervision of the Museum Task Force, which is a joint Museum – Resort Municipality of Whistler initiative. A consulting team has been engaged to lead the Project, including David Whetter of Cornerstone Planning Group, David Jensen of D Jensen & Associates, and Suzanne Denbak of Cadence Strategies. David Jensen and Suzanne Denbak were both involved in the Market Analysis.

The Whistler community is encouraged to become involved in the Master Plan process. In particular, public ideas will be solicited in regards to the exhibition and program storylines. The development of exhibits and programs for the new facility will centre on "Whistler Stories". A number of public workshops are planned for the coming months.

Traditional planning studies often follow the “build it and they will come” approach. This approach usually does not work and traditional museum models are no longer sustainable or relevant. Whistler has a history of breaking boundaries and creating its own models. The Whistler Museum is excited to be developing an entirely new museum concept – one based on market research, community collaboration and a sustainable approach to construction, operations and public support.

The Whistler Museum is currently located at 4329 Main Street and is open Friday through Monday from 10:00AM to 4:00PM, and Thursdays from 10:00 AM to 8:00 PM. It will remain in that location, adjacent to the new Library facility, until a more suitable facility is identified.

For more information, please contact:

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