



- Research
- Analysis
- Strategy
- Implementation

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Chandler Museum Strategic Plan

The City of Chandler engaged Keen Independent to develop a five-year strategic plan for the Chandler Museum.

The Chandler Museum includes:

- Chandler Museum campus;
- Ranch at Tumbleweed Park;
- Vision Gallery;
- Gallery at the Chandler Center for the Arts; and
- Other virtual and dispersed assets throughout the city.



The plan is a step toward leveraging the alignment of efforts across disciplines and physical locations and working in concert with the Museum's affiliated nonprofit, the Chandler Museum Foundation. As part of this plan, Keen Independent will work with the City and stakeholders to develop an innovative vision, define key audiences the Museum will serve and identify goals and strategies the Museum will enact to fulfill its vision.

Schedule. This work was launched in May 2025 and will be completed in February 2026.

About the Consultant

The Keen Independent team includes former museum leaders, strategic planners and market researchers with experience consulting for museums in the public sector. Our team has conducted many strategic planning exercises for cultural attractions throughout the country.

For more information about Keen Independent, visit www.keenindependent.com.

How to Get Involved and Stay Updated

Stakeholder feedback will inform this project throughout its duration. Submit input anytime by:

- Calling the study hotline: (602) 767-7067
- Emailing Keen Independent: ChandlerMuseumStrategicPlan@keenindependent.com

Visit the project website for updates: www.keenindependent.com/studies/chandlermuseumstrategicplan

