Cadillac & LaSalle Club Museum & Research Center
2026 Strategic Plan

This Strategic Plan is the result the Cadillac LaSalle Museum & Research Center (CLCMRC) Board of Directors discussions and feedback during 2025 and 2026.

MISSION, VISION & VALUES

The existing CLCMRC mission and vision statements were reviewed and accepted.

> **Mission Statement:** To celebrate, preserve and showcase the rich heritage of Cadillac.
>
> **Vision Statement:** To present to the public the pre-eminent collection of Cadillac vehicles, memorabilia and technical & historical information.

Organizational Values

The values that guide the CLCMRC's thinking and actions are:

- We behave honestly, with integrity, adhering to the highest professional standards; while demonstrating respect for all.
- We understand and honor our role as responsible stewards of all resources entrusted to us.

VISION PRIORITIES

To achieve the CLCMRC's vision of providing the pre-eminent collection of all things Cadillac to educate and inform, the CLCMRC has four program priorities:

Increase the accessibility of collection (museum & literature)
CLCMRC will integrate electronic technology to make its collection accessible throughout the world without the need to visit its facilities.

Increase educational content of museum displays
CLCMRC will incorporate its cars and artifacts into meaningful displays that provide context and historical significance of each to tell the Cadillac story.

Expand outreach
CLCMRC will adopt practices to make its collection and resources known to the community beyond that included in the Cadillac & LaSalle Club.

Include contemporary focus
CLCMRC will help Cadillac acquaint new owners and others interested in its products with the brand's rich heritage.

FACILITIES, STAFFING & FINANCES

To achieve the program priorities requires facilities with the necessary capacity. It also requires personnel – employees, contractors, and/or volunteers with the necessary experience and capabilities. In the case of volunteers, they must also be able to devote the time necessary to perform the work. Another ingredient necessary for any organization is financial resources consistent with its needs and plans.

Strategic planning work in 2025 and 2026 focused on providing the necessary personnel and sustainable financial resources. The CLCMRC specifically prioritized the following items:

Sustainable Financial Resources
The CLCMRC will grow the endowment large enough so its investment income can fully support the Museum's annual operating expenses. A Director of Advancement was added to the Board in 2025. He has reached out to Cadillac LaSalle Club members and is working with the Board on fundraising strategies.

Provide the necessary Personnel
The CLCMRC will continue to seek dedicated volunteers and Board members to ensure the organization continues to operate at the high standard our members expect. In addition, we will increase the endowment to a level it can support the cost of a full-time professional staff member.

Provide appropriate Facilities (to effectively and comprehensibly tell the Cadillac story)
Once the CLCMRC has a secure financial standing it will raise the funds necessary to expand the Museum to its fully allotted size of 23,000 square feet. It will also invest in professional displays to effectively use the space to tell the Cadillac story.

PLAN MONITORING

The CLCMRC Board of Directors will obtain and review progress reports on the implementation of Strategic Plan priorities at each of its regular meetings. Between those meetings, the CLCMRC President will oversee the actions of the committees and individuals responsible for each priority.