

Summary of 2020/21/22/23 Strategic Areas - GOALS AND OUTCOMES

1. Programming

GOAL: To ensure programming that integrates artistic endeavor and regional life, supporting professional artists and providing creative opportunities for individuals and communities.

- a. Outcome 1 – Professional and emerging artists receive services they need to support artistic development, visibility, and market opportunities
- b. Outcome 2 – Individuals of all ages are offered opportunities to expand their awareness, knowledge and practice of a variety of art forms, supported by arts professionals; engagement increases by 20%
- c. Outcome 3 – Communities are connected to art and to their artists.

2. Human Resources

GOAL: To retain and grow the human resources needed to ensure capacity to continue our activity with excellence.

- a. Outcome 1: ARTsPLACE will have sufficient staff, supported by volunteers, to manage organizational activities effectively without overload
- b. Outcome 2: The membership base will provide Board and committees with skilled human resources
- c. Outcome 3: The volunteer base will have the skills and numbers necessary to support special event and project activity

3. Revenue Generation

GOAL: To generate sufficient revenues to achieve our mandate in a sustainable way

- a. Outcome 1 – Earned revenue will increase by 10% by year 4
- b. Outcome 2 – Private sector revenue will increase by 10% per year
- c. Outcome 3 – Public sector revenue will be at least maintained through a combination of operating and project grants.

4. Marketing, Communications and Advocacy

GOAL: To increase ARTsPLACE profile, visibility, revenue and engagement through improved communications, marketing, and advocacy

- a. Outcome 1 – ARTsPLACE will have a more consistent, clear brand that reflects our artistic vision and commitment to community
- b. Outcome 2 – Communications are aligned for programming, marketing, fundraising, and advocacy
- c. Outcome 3 – Government awareness and support for our activity will increase through planned advocacy

5. Operations, Governance and Facility

GOAL: ARTsPLACE operations, governance, and infrastructure will smoothly and efficiently support our activity

- a. Outcome 1: Tools and processes will be in place to improve operations
- b. Outcome 2: The Board will strengthen its governing functions
- c. Outcome 3: The facility will have modifications to support visibility, function, and accessibility