Arts Habitat Strategic Plan
2020-2022
**Vision**
Dynamic, sustainable, and entrepreneurial artistic communities thrive in the Edmonton area.

**Mission**
Appropriate and accessible arts spaces are essential for thriving arts communities.

**Mandate**
Arts Habitat is a non-profit enterprise that leads in advocating for, building, and managing, appropriate and accessible spaces for the arts in Edmonton and area.

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**Strategic Priorities**
Arts Habitat will achieve its Vision and Mandate by actively pursuing three strategic priorities:

- **Building** appropriate and accessible spaces for the arts.
- **Engaging** the community and advocating for arts spaces.
- **Developing** organizational capacity and resilience.

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**Arts Habitat’s Values**
The standard or quality that directs Arts Habitat’s conduct and decision-making include:

**Leadership** - We will continue to be part of the decision-making process for arts space development in Edmonton and area.

**Sustainability** - We focus on achieving a long-term impact and creating a legacy of arts spaces in the Edmonton area.

**Collaboration** - We build strong relationships, work with others, including Indigenous people, and share our knowledge and expertise.

**Inclusion** - We support arts spaces and experiences that are welcoming, safe, and respectful of all.

**Professional** - We actively support the arts as a career path.

**Expression** - We champion artistic, craft, expression, and experience: essential for a healthy community.
Goals and Objectives

Build

1.1 Identify opportunities to develop effective, sustainable arts spaces in Edmonton and area.
~ Develop a portfolio of appropriate and accessible spaces for artists and arts organizations.
~ Manage the portfolio of appropriate and accessible spaces for artists and arts organizations.

1.2 Apply a four-pillar approach to City of Edmonton planning and policy development: social, environmental, economic, and cultural.
~ Lead the development of a cultural infrastructure plan in collaboration with the City of Edmonton.

Engage

2.1 Advocate, educate, and lobby for effective, affordable, and sustainable arts spaces as essential to Edmonton and area.
~ Encourage active civic engagement and participation in cultural activities.
~ Adopt a holistic definition of civic vitality that includes culture (inclusive of heritage) as a value component.

2.2 Broker relationships with community-based entities to increase access to affordable space for arts and heritage programs, presentations, and events.
~ Identify the strategic relationships that need to be developed and/or maintained to find, manage, and develop arts spaces in Edmonton and area.
~ Continue to nurture relationships with the City of Edmonton to influence policy outcomes within the Direct Service Agreement.

2.3 Provide expert advice on shared arts space models to support the integration of arts activities in neighbourhood revitalization/regeneration initiatives.
~ Consult on appropriate and accessible space for artists.
~ Contribute actively to placemaking that includes cultural landscapes, natural heritage, built heritage, material culture, and intangible cultural heritage.
~ Provide support to cultural organizations to retool and reorganize to meet a rapidly changing city.
~ Provide tools, resources, and advice to the cultural community in support of space audits, capital project management, and assets management solutions.

2.4 Support Indigenous artists in revitalizing and participating in their local cultural traditions.
~ Initiate conversations with Indigenous organizations and individuals about appropriate and accessible arts space to support Indigenous artists and Indigenous arts organizations.
Develop

3.1 Strengthen Arts Habitat’s capacity in order to provide expert leadership in space development and management in the Edmonton and area arts community.
   ~ Develop the human resource capacity needed to implement Arts Habitat’s Mandate and Strategic Plan.
   ~ Develop the capital resource capacity needed to implement Arts Habitat’s Mandate and Strategic Plan.

3.2 Be the recognized organization for arts space excellence in Edmonton and area.
   ~ Increase the number of quality projects/engagements where Arts Habitat contributes its knowledge and expertise on arts spaces in Edmonton and area.
   ~ Develop an arts space engagement protocol with the City of Edmonton.
   ~ Develop a framework for collaboration on arts space projects.
   ~ Execute a communications plan to promote, educate, and inform stakeholders and the broader community about Arts Habitat’s values.