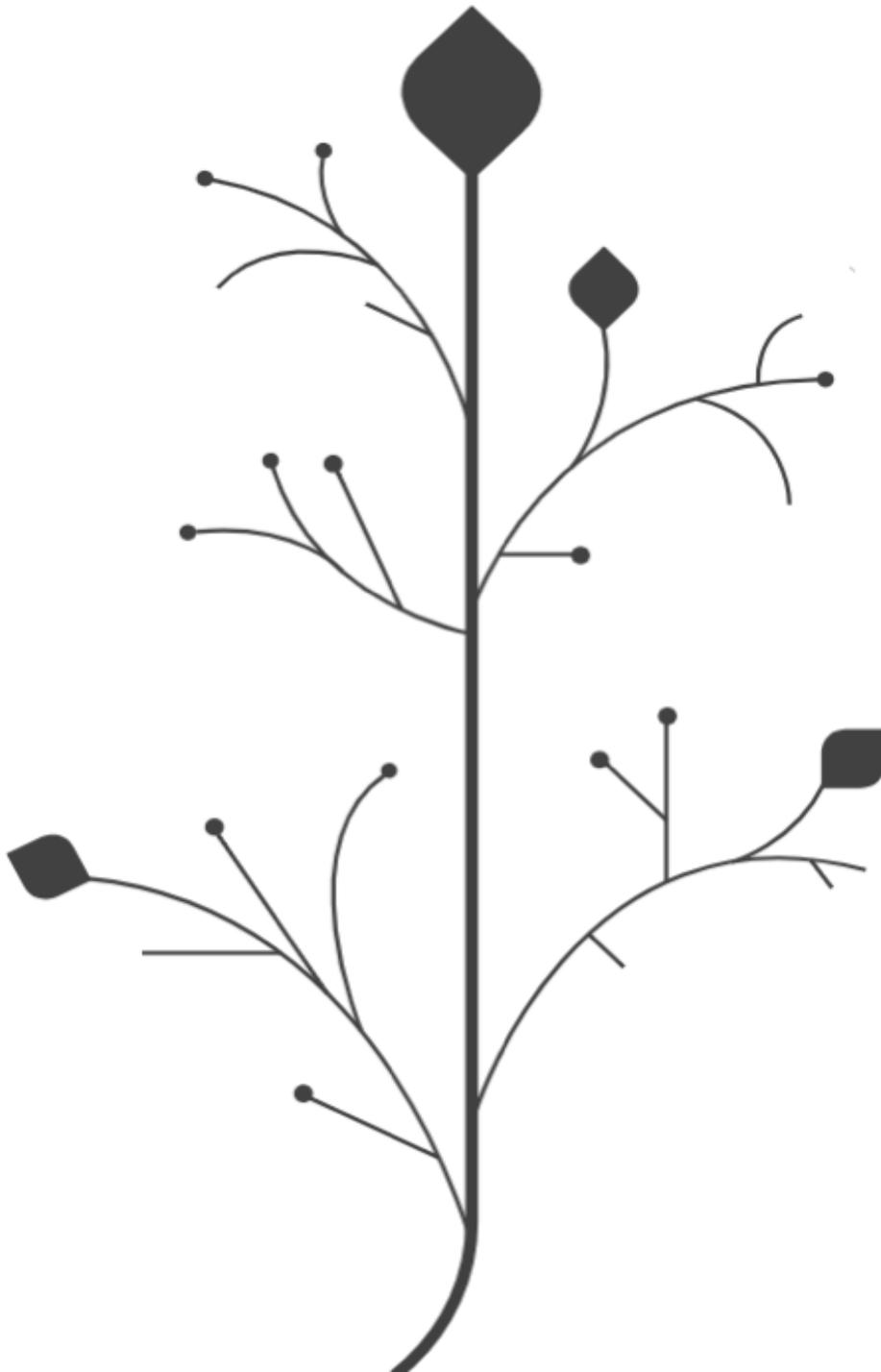


# **A**rts Habitat Strategic Plan 2020-2022



## 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.

## 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.

## 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.*