**VISION**

Arts Habitat promotes and creates dynamic, sustainable, and entrepreneurial artistic communities in Edmonton.

**MISSION**

Arts Habitat nurtures, advocates for, and builds vibrant, healthy, and creative arts spaces.

**MANDATE**

Arts Habitat is a non-profit enterprise engaged in finding, managing, and developing space for the arts.

**ARTS HABITAT BELIEVES IN:**

- Encouraging artists to live and work and stay in Edmonton
- Edmonton as a city with strong, diverse places and spaces for its artists and arts community
- Building stimulating and enduring environments for the Arts
- The Arts as a viable career path
- Providing means for artists to develop equity and become successful entrepreneurs
- Being a courageous leader in our on-going discussions and pursuit of a “creative ecology”
- The importance of the ongoing evolution of the organization.

**Strategic Priority Areas**

*Our focus for the next three years*

**BUILD**

*(Property Development and Management)*

*Arts Habitat will build sustainable, appropriate, and affordable spaces for the arts.*

**ADVOCATE**

*(Stakeholder Engagement and Education)*

*Arts Habitat will advocate for arts spaces and places in Edmonton.*

**GROW**

*(Organizational Resilience)*

*Arts Habitat will evolve our organizational expertise, capacity, and opportunity for excellence in arts space development within a creative ecology.*
**GOAL 1**
Arts Habitat will create a portfolio of affordable and appropriate spaces for artists.

- **Strategy 1.1**
  Develop and own viable living and working Arts Habitat spaces, with partners whenever possible, and on our own when necessary.

- **Strategy 1.2**
  Manage existing Arts Habitat owned facilities.

- **Strategy 1.3**
  Collaborate on potential arts space projects that may be led and owned by others.

**GOAL 2**
Arts Habitat will identify opportunities and stimulate the growth of effective sustainable arts spaces in Edmonton.

- **Strategy 2.1**
  Encourage and be a catalyst of space development with a significant arts component.

- **Strategy 2.2**
  Define actual arts space needs through environmental scanning, research, education, and experimentation.

- **Strategy 2.3**
  Develop cultural maps and inventories for Edmonton.

- **Strategy 2.4**
  Liaise with City of Edmonton officials and members of the arts community on arts space issues.
GOAL 1
Arts Habitat will be a knowledgeable advocate for effective, affordable, and sustainable arts spaces.

- **Strategy 1.1**
  Be the organizational face and collective voice for the need to provide spaces for arts on municipal and provincial levels.

- **Strategy 1.2**
  Identify community leaders and influencers to champion the need for arts spaces and places.

GOAL 2
Arts Habitat Association will speak out in support of arts space as essential to Edmonton.

- **Strategy 2.1**
  Raise awareness among citizens about the social and economic benefits of a ‘creative ecology’.
GROW
(Organizational Resilience)

Arts Habitat will evolve our organizational expertise, capacity, and opportunity for excellence in arts space development within a creative ecology.

GOAL 1
Arts Habitat will strengthen its capacity to provide expert leadership in space development and management in Edmonton’s arts community.

- Strategy 1.1
  Develop our knowledge base.

GOAL 2
Arts Habitat will be known for its expertise in supporting arts space excellence.

- Strategy 2.1
  Build profile of Arts Habitat and public awareness of its projects.
- Strategy 2.2
  Celebrate our successes and analyze our challenges.
- Strategy 2.3
  Be a resource on space for the arts community.

GOAL 3
Arts Habitat will develop its resource capacity to support its mandate and strategic plan.

- Strategy 3.1
  Explore new financial mechanisms to grow and sustain our ambitions into the future.
- Strategy 3.2
  Strengthen human capacity and capabilities.