



Arts Habitat Strategic Plan  
2015-2018

## 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.



# BUILD

(Property Development and Management)



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

## 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.



# ADVOCATE

*(Stakeholder Engagement and Education)*



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

## GOAL 1

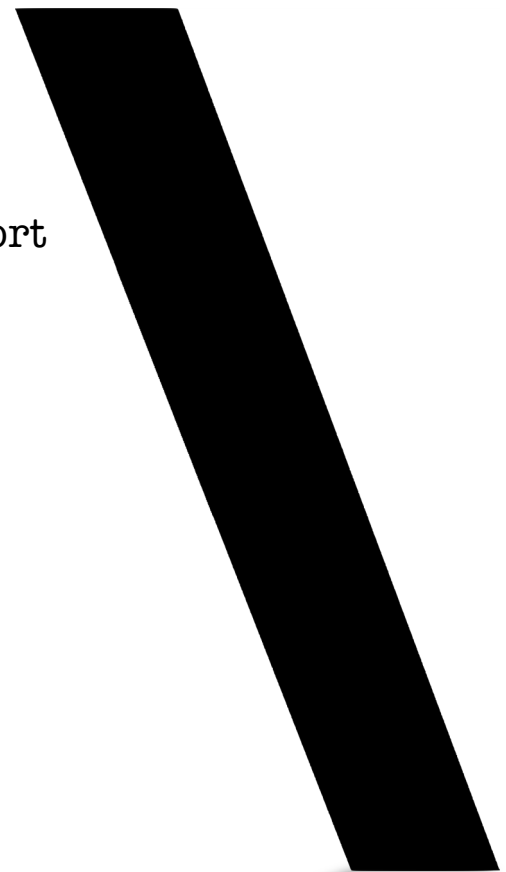
Arts Habitat will be a knowledgeable advocate for effective, affordable, and sustainable arts spaces.

- ▲ 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'.





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.

