

The Georgina Centre for Arts and Culture has three primary core values that guide decision making



Collaboration

Relationship Building

Community

Diversity



Accountability

Integrity & Transparency

Accessibility

Environmental Sensitivity



Excellence

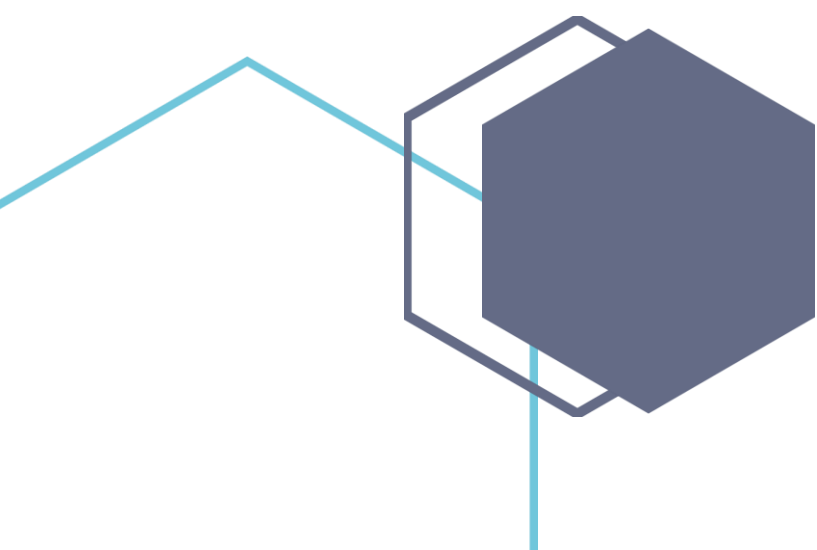
Arts Programming

Educational Programming

Leadership

Innovation

Customer Service





Strategic Plan 2020-2025



The Georgina Centre for Arts & Culture

Engagement. Exploration. Enjoyment.



Strategic Plan 2020-2025

Mission Statement

The Georgina Centre for Arts and Culture will present a variety of art and cultural experiences exploring, stimulating and expanding public perceptions of art and culture as a part of their life and community. Our mission is to promote creativity, learning and growth and to inspire passion and appreciation for the arts and culture.

Vision Statement

A gathering place that engages the community and promotes arts and culture as a cornerstone of community and creative development. Creativity is an essential part of a healthy, vibrant community. By nurturing creativity through the arts, we will continue to contribute to both community and individual growth and development. We demonstrate leadership by illustrating the value of the arts and culture in and to the community by promoting both beyond the gallery walls.

Values

Innovation: We are at the forefront of creativity with quality programming and exhibitions.

Collaboration: We work in partnership with others in the community.

Stewardship: We preserve and promote our artistic resources responsibly and with leadership.

Excellence: We will continue to provide quality programming to meet the needs of our community.

Advocacy: We are committed to raise community awareness about the importance of arts and culture.

We Strive to...

Be self-sustaining

Actively solicit and involve volunteers

Encourage and promote involvement of all members of the community

Advocate accessibility for local and emerging artists and the community

Provide numerous diverse exhibitions and event opportunities

Support creative freedom by providing an open framework across genres.



Strategic Directions

Strengthen our Foundation

- Develop Goals and objectives that align and drive each strategic direction.
- Develop a stronger membership base by offering clear membership benefit to new and existing members.
- Develop new membership recruitment strategies.
- Commit to best practices to ensure the strategic direction will be communicated internally and where appropriate externally.

Engage our Community

- Involve the community through effective communication and outreach.
- Empower the community through education and opportunities to explore the arts and culture through a broad lens.
- Develop and deliver a diverse range of programming opportunities.
- Foster community relations.
- Grow our online and social media presence to provide opportunities for community engagement.
- Develop a dedicated volunteer base with task specific training with appropriate recognition.

Diversify & Grow Revenue Streams

- Develop new fundraising strategies.
- Seek ways to diversify existing revenue streams to ensure the continuity of valued programs and services.
- Research new opportunities to collaborate and form key partnerships within our community.



Strategic Directions

Build our Capacity

- Strengthen our capacity to sustain the high standards of exhibits and programming, the GCAC must reinforce effective governance and strong relations with funders, partners and sponsors, enhancing our ability to meet our mandate.
- Audit our existing HR resources ensuring the necessary skill sets exist to execute the new strategic direction. This may require adjustments to current staff roles and staffing compliment with the intention to maximize Human Resources.
- Proper planning for board succession, ensuring the necessary skill sets exists to execute the new strategic direction.
- Commit to fostering an internal positive culture through transparent communications.
- Commit to acquiring and implementing the required technology.



To support these goals, the Staff and Board of Directors will:

1 - Act as a community leader through the development of diverse education and recreation opportunities in the creative arts.

Initiatives:

- Provide opportunities in the arts to children and youth through hands on group classes.
- Provide experiences in arts and cultural through the offerings of March and Summer break camps, and curriculum-based school programs.
- Engage adults through lecture series, docent programs and interactive arts & culture programming and workshops

2 - Engage visitors in an interactive dialogue to support the exploration of current exhibitions and the permanent collection.

Initiatives:

- Maintain a balance of exhibitions supporting local and emerging artists and link them to educational programs where possible.
- Utilize new and emerging technology where appropriate to enhance exhibitions and programming.
- Develop docent tours and provide training and access to individual interpretation to support the volunteer docent program.
- Develop an arts and culture lecture series that will appeal to audiences beyond our current membership.

3 - Function as a creative hub and meeting space to better serve the artistic community of Georgia.

Initiatives:

- Provide opportunities to engage with local artists and beyond to discuss common goals.
- Provide opportunities to engage with local artists and beyond to develop collaborative initiatives.
- Encourage and promote local and emerging artists' creative efforts beyond exhibitions.
- Develop stronger and more diverse children, youth and adult social and creative programming that will inform and educate.



4 - Play an active role in the socio-economic development of Georgina

Initiatives:

- Foster a cooperative working relationship with the Town of Georgina.
- Foster cooperative relationships with local organizations and businesses
- Determine key areas of joint action in order to help stimulate the socio-economic development of Georgina
- Initiate and roll out festivals, shows and events that create economic and tourist influx for the Town of Georgina

5 - Examine the existing and future spatial requirements

Initiatives:

- Identify the benefits and deficits of the existing facility.
- Determine spatial requirements to fulfill current and expanded exhibitions and education programs
- Consider future program and services not currently offered, such as a sculpture garden, performance art/rental space, event space for celebrations and meetings and café/coffee services.
- Determine if the current footprint works.

6 - Increase the number of visitors, attract new membership, retain existing members and nurture engaged membership initiatives

Initiatives:

- Develop a stronger brand to allow for growth and a greater diversity in messaging.
- Develop solid outreach strategies to connect and attract new residents to Georgina.
- Create more effective signage and advertising/marketing strategy specific to the “new” Arts and Culture Centre throughout Georgina and beyond.
- Create a new website, with the goal of making it more interactive and provide the capability of on-line registration.
- Clarify and promote the benefits of membership, sponsorship, individual giving and single patron donation.
- Increase the profile of the gallery shop.



7 - Development governance and management policies that will support the effectiveness of the Gallery Initiatives

Initiatives:

- Review and update current By-Laws to ensure growth and development in all areas.
- Review existing Board Governance and include potential to develop new policies if required.
- Develop a business plan to include budgets to align with the five-year strategic plan.
- Review and alter existing positions and job descriptions to fit with the new strategic goals.