



ARTS BC

EST.1979



Arts BC acknowledges that the land on which we gather, share and learn together is the traditional and ancestral territory of Indigenous nations throughout British Columbia.

Our thanks to the Lekwungen-speaking people and the Esquimalt and Songhees First Nations on whose lands we operate our main office.



On behalf of the Board of Arts BC, I am pleased to present our 2022-26 strategic plan.

As we began our planning work earlier this year we reflected on what we set out to achieve in our most recent plan, the challenges of the pandemic and the opportunities presented by national conversations on equity and reconciliation. We recognized the accomplishments, against all odds, of artists and arts organizations and celebrated our collective resilience. And, we recommitted ourselves to our values and our role in building strong communities through knowledge-sharing and advocacy in the arts.

We listened to you.

Our plan is focused on what our members, partners, funders and allies said was important—community, connection, change and capacity.

We are excited about the future.

We know some things will change as we move through our plan horizon. And, as they do, we will continue to respond in a spirit of collaboration, guided by our values. We will apply an equity lens to everything we do. And, when it's time once again to enter the strategic planning cycle, we will measure our success based on how our work has helped you succeed.

Thank you for your support and engagement.

Laurel Wood
President



PURPOSE

Arts BC exists to power the people who power the arts, so that all communities in BC grow stronger, healthier and more vibrant.

MISSION

Working for the people powering the arts.

MANDATE

To give individuals and organizations the tools and support to excel at arts and culture leadership of all types and forms. Arts BC accomplishes this by:

- Connecting people and promoting partnerships.
- Being artist-centered and dedicated to creative empowerment.
- Championing artistic endeavours across all disciplines, emerging and established.
- Sharing deep knowledge and expertise and fostering exchange through peer learning.



GUIDING PRINCIPLES

To accomplish our work we are committed to the following:

- Share knowledge in an open and transparent way with respect and integrity.
- Encourage forward-thinking by being creative in our work and amplifying new ideas.
- Make a difference by equipping our provincial network with the tools they need.
- Higher standards in the delivery of our work to improve community arts and cultural practices in BC.
- Stewardship in upholding open and inclusive province-wide conversation in arts and culture matters.
- Strive to challenge and reduce barriers to services and opportunities, while advocating for equity, diversity and accessibility in our work and across the sector.





ARTS BC

STRATEGIC DIRECTIONS

2022-26

FOSTER COMMUNITY AND COLLABORATION

GOALS

- Develop new, and maintain current connections with arts organizations, individual artists and other members of the arts ecosystem
- Embody values of equity, adaptability, integrity, connection, trust and service in all our relationships
- Seek opportunities to collaborate within a network of value-aligned peers to advance systems change

OBJECTIVES

- Inventory existing relationships to identify gaps and synergies; prioritize listening in approaching relationships with communities we are not yet serving while continuing to steward Arts BC's ongoing relationships.
- Leverage diverse means of communication to share knowledge; connect peers and build and enhance community relationships
- Develop and implement an outreach strategy with specific emphasis on engaging new members early and often
- Maintain Arts BC's active participation and contribution to the informal network of BC ASO's.



40% ↑
IN MEMBERSHIP
OVER THE PANDEMIC

PROMOTE COMMUNITY CULTURAL DEVELOPMENT

GOALS

- Strengthen Art BC's connection to communities across British Columbia
- Activate and develop communities by supporting artistic and cultural practitioners
- Foster the development of community arts and culture leaders
- Increase cultural literacy in communities throughout British Columbia
- Advance principles of equity in community cultural development throughout British Columbia
- Invite dialogue and connection within the sector, as well as across sectors, to share knowledge and learn from one another

OBJECTIVES

- Develop greater public, board/staff and government understanding of, and language to speak about, the arts
- Share/amplify stories of local achievements to create greater awareness of the impact of cultural programming in building stronger communities province-wide among business, municipal, philanthropic and volunteer communities
- Explore opportunities to strengthen Arts BC presence and profile in all regions of BC
- Seek opportunities to deliver locally-facilitated programming to support and develop relevant, vibrant and sustainable in-community cultural leadership
- Position Arts BC as a synergistic partner to be leveraged to support the implementation of open and inclusive cultural development programs in member communities.
- Bolster the capacity, knowledge and skills of arts and culture leaders in communities across the province through facilitating peer-to-peer exchange.

CHAMPION SECTOR CHANGE

GOAL

- Seek to shift culture, mindsets and behaviours
- Advance and embed equity in all areas of our work; reduce barriers to Arts BC services, programs, and membership

OBJECTIVES

- Centre and support those best-suited to deliver the work
- Make information and resources accessible to raise awareness and develop shared understanding of key issues and challenges
- Support our membership and the broader sector through ongoing systems change towards a more equitable sector
- Complete an equity and accessibility audit; formalize continuous reflection and assessment, and expand ongoing consultation.
- Seek collaborations that help align mindsets and goals on the pathway to change
- Influence the development of provincial arts ecosystem policies that reinforce systemic change

ANTICIPATE AND RESPOND TO MEMBER NEEDS

GOALS

- Strengthen the capacity of individuals and organizations to build vibrant communities through the arts

OBJECTIVES

- Continue the delivery of timely, relevant, diverse programs/ services, prioritizing accessibility and affordability
- Utilize the results of member surveys and community consultation to create and deliver programs/services in direct response to member needs
- Introduce a shared (fee for service) professional services offering
- Continue working closely with Arts BC members to identify and mitigate program/service gaps autonomously or through collaboration with partners in our community
- Actively work with partners and communities to identify and shape programs and services responsive to communities that Arts BC is not yet serving

370+
members

(ARTS COUNCILS, ARTS/CULTURE/
HERITAGE ORGANIZATIONS, ARTISTS,
AND CREATIVE ENTREPRENEURS)

CLEARLY COMMUNICATE THE ARTS BC STORY

GOALS

- Articulate the value proposition of Arts BC as part of the provincial arts ecosystem
- Create awareness of the human and financial resources required to deliver our work in more accessible and affordable ways

OBJECTIVES

- Develop and execute an integrated communication plan to consistently tell the story of Arts BC's core purpose, strategic directions, goals and impact
- Explicitly communicate the principles that guide our work

126 (48%) MEMBER
ORGANIZATIONS REPORT

budgets
< \$20K

INVEST TO MANAGE THE GROWTH OF ARTS BC

GOALS

- Know and communicate Arts BC's unique role, specific competencies and capacity, and in doing so seek to advance a complimentary and collaborative provincial arts ecosystem
- Clearly establish internal human resource priorities resulting from strategic and operational planning
- Hire a member relations coordinator for Arts BC
- Advocate for sustainable (non-directed) funding for Arts BC
- Advance the operational stability of Arts BC and its ability to be nimble and innovative when responding to opportunities and challenges.
- Invest time and talent in stewarding positive, productive relationships with funders, partners and members of Arts BC

OBJECTIVES

- Develop an ongoing succession plan for staff of Arts BC
- Grow BC Arts Council operating funding for Arts BC
- Acquire additional sources of revenue for Arts BC
- Secure ongoing funding for the equivalent of 3.5 full-time staff members for Arts BC
- Reposition the Arts BC hotline (1-844-ARTS911) as a preventative measure; connecting Arts BC members to resources they require in order to respond to new and unfamiliar challenges in their work



WORKING FOR THE PEOPLE POWERING THE ARTS.



Supported by the Province of British Columbia



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