



PRINCE ALBERT
ARTS BOARD

STRATEGIC PLAN

2020-2022

Prince Albert Arts Board

3 Year Strategic Plan – 2020 to 2022

EXECUTIVE SUMMARY:

VISION

The Vision of the Prince Albert Arts Board is drawn from the City of Prince Albert's Civic Arts Policy.

That Prince Albert's...

- Citizens have a multitude of opportunities to engage in creative pursuits as artists, students, participants, and audience members.
- Reputation as an inclusive, innovative and culturally vibrant city is broadly recognized.
- Artists thrive in an open and encouraging environment that places high value on their contributions to our community.

MISSION

The Prince Albert Arts Board achieves its vision by:

- Advocating on behalf of artists and arts organizations
- Stewarding the Civic Arts Policy and assisting the City of Prince Albert in its implementation
- Actively engaging artists and arts organizations to understand their unique perspectives and needs
- Representing the arts in public policy making
- Generating and sharing resources to benefit the diverse community of Prince Albert and area through the arts
- Promoting Prince Albert and area arts within the city and beyond

VALUES

We celebrate the arts as a key contributor to the fabric of Prince Albert and area and are accountable for the following values:

- ✘ **Inspiration:** We nurture an environment where others will be inspired to explore and participate in the arts and where artists will be inspired to create
- ✘ **Accessibility:** We actively work to reduce barriers to participation in the arts
- ✘ **Inclusivity:** We recognize, celebrate, and encourage diversity in artistic practice and participation
- ✘ **Relevance:** We are committed to proactively and responsively serving the artists and arts participants of Prince Albert and area
- ✘ **Respect:** We will strive to ensure respectful relationships within the Prince Albert Arts Board and between the Arts Board and the community it serves
- ✘ **Collaboration:** We recognize the value and importance of collaboration in everything we do.
- ✘ **Fiscal responsibility:** We are committed to good stewardship of our resources.

STRATEGIC DIRECTIONS

Strategic Direction #1

Foster a community of artists and arts organizations

Strategic Direction #2

Enhance the City of Prince Albert's support of the arts

Strategic Direction #3

Increase the understanding and awareness of the Prince Albert Arts Board in Prince Albert and beyond (CS)

2020-22 STRATEGIC OBJECTIVES and MEASURES

a. *Improve engagement with and among the arts community, ensuring that it includes Indigenous artists, cultural organizations, and groups*

Measure	Target
i. % growth in attendance at PAAB PARTS for the Arts	100% per year
ii. Indigenous content at Arts Hall of Fame (e.g. Inductees; performers; MCs; etc.)	TBD
iii. Number of engagements with arts community	Year 1: Establish a baseline and target Years 2 & 3: TBD

b. *Explore how PAAB can address reconciliation*

Measure	Target
i. # of activities designed to foster reconciliation	TBD, pursuant to discussions with the Office of the Treaty Commissioner

Actions

- i. Revisit the organization's mission
- ii. Revisit the organization's values
- iii. Invite the Office of Treaty Commissioner to present
- iv. Explore membership in Prince Albert Urban Indigenous Coalition.

a. *Formalize advocacy processes and the stewardship role for the Civic Arts Policy with the City of Prince Albert*

Measure	Target
i. # of times Community Services and/or City Council request recommendations from PAAB	Every arts issue

Actions

- i. Develop a plan with Community Services to formalize processes and roles (i.e. clarify municipal/political role and community development role)

b. *Increase financial support for the arts initiatives, grants, sponsorships, and infrastructure*

Measure	Target
ii. % increase in financial support for the arts	Equivalent to the annual Consumer Price Index

Actions

- i. Work with the City of Prince Albert to ensure the programs and services currently located at the Margo Fournier Centre are retained and, if necessary, relocated.

a. *Strengthen our existing events*

Measure	Target
i. Reduce the net financial loss of the Arts Hall of Fame event	50% reduction in loss by end of year 3

Actions

- i. Explore participation in ArtsVest

b. *Strengthen our communications*

Measure	Target
i. # of social media 'likes'	1,000 by end of Year 3
ii. # of social media shares	Year 1: Establish baseline and target Years 2 & 3: TBD
iii. # of promotional opportunities participated in by PAAB	1 event per board member per year