

Grand Forks Art Gallery Society Strategic Plan 2018 – 2023

INTRODUCTION

The Grand Forks Art Gallery Society is pleased to share its 2018-2023 Strategic Plan. Gallery 2 has a long history of delivering exhibitions and programming that expands our understanding of the world, pushes boundaries, and provides unique perspectives.

This plan provides an exciting framework to look to the future, building on our strengths and successes while questioning our assumptions. Working creatively and collaboratively, we can build a resilient, relevant, and inclusive gallery that will remain a cornerstone cultural institution for the citizens of Grand Forks and the Boundary region.

ROLE OF THE GRAND FORKS ART GALLERY SOCIETY

The Grand Forks Art Gallery Society is registered under the Societies Act of the Province of British Columbia with the purpose to establish a public, non-profit organization in the City of Grand Forks and its surrounding region, dedicated to the professional advancement of cultural assets.

MISSION, MANDATE & CORE VALUES

Mission:

- To advance the aesthetic and comprehensive presentation of contemporary visual arts and cultural assets in Grand Forks and region through responsive programming and exhibitions.

Mandate:

- A commitment to providing universal public access to visual arts and cultural programming.
- A responsibility to foster understanding, interest, and enjoyment of arts and culture throughout the community and region.

Core Values:

- Commitment to advocate for an inclusive environment that recognizes the contribution of art and culture to the fabric of society.
- Commitment to social, environmental, and financial responsibility and sustainability.
- Commitment to enriching the community through diverse arts and culture exhibitions and outreach programming
- Commitment to the financial, professional, and ethical standards required by public visual art and heritage institutions.

GOALS, OBJECTIVES, & STRATEGIES

GOAL 1: ADVANCE VISUAL ART AND CULTURAL EXHIBITIONS AND PROGRAMMING

Objectives:

- To provide a comprehensive and aesthetic presentation of visual arts and cultural exhibitions and programming for the community and region.
- To nurture emerging artists, showcase established artists, and encourage artistic exploration and collaboration.
- To present exhibits that place Grand Forks and the Boundary Region in the larger contemporary cultural context.

Strategies:

- Develop exhibitions and programs that speak to emerging issues.
- Develop and implement a utilization and management plan for the Grand Forks Art Gallery Society's permanent collection.
- Invigorate program offerings through increased utilization of the Heritage Gallery.

GOAL 2: INCREASE COMMUNITY ENGAGEMENT

Objectives:

- To connect artists, audiences, schools, organizations, and the public through initiatives that build and sustain positive relationships.
- To engage our communities through the lens of indigenous perspective, gender diversity and inclusiveness.
- To challenge perspectives and encourage conversations.

Strategies:

- Provide effective and comprehensive communication of programs and events.
- Evolve a comprehensive and responsive identity reflective of all aspects of gallery operations.
- Actively seek opportunities and partnerships to increase inclusiveness.

GOAL 3: ENSURE AND EXPAND FINANCIAL STABILITY

Objectives:

- To maintain a stable, predictable revenue stream to support Grand Forks Art Gallery Society operations.
- To grow revenue to expand exhibitions and programs and invest in infrastructure and staff resources in support of Grand Forks Art Gallery Society operations.

Strategies:

- Establish a holistic financial framework as a lens for budgetary decision-making and long term planning.
- Effectively utilize available annual financial resources by aligning operating budgets with this strategic plan.
- Seek additional external funding opportunities.
- Grow internal revenue streams through greater utilization of current initiatives and development of new ones.