



2021-22 Strategic Plan

Our Vision: We will lead the development of our community into a recognized centre of creativity; a place where art has no boundaries.



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Our Story

The Community Arts Council of Prince George & District (“CAC”) was established in 1968 to respond to a growing need to expand the reputation of artistic endeavours throughout the Regional District of Fraser-Fort George. The CAC has been a vital component of the Prince George district for over 50 years. Since its founding, the CAC and its members have been providing a wide range of services and programs that have helped contribute to the spirit of innovation, ingenuity and open-mindedness that defines the Prince George district. As of this year, the CAC is the umbrella organization to 245 members, comprising professional and emerging artists, performers, ensembles, artisan guilds and cultural organizations, all living and working in an area covering more than 51,000 km². The heart of our organization has been at Studio 2880, situated on the traditional unceded territory of the Lheidli T’enneh First Nation, for the past forty-two years. These facilities have become a destination for people who wish to purchase locally created artwork and access and benefit from the unique educational programs and services offered there.

Our Mission

To foster the arts by providing events, programs and services to residents and artists in our community.

Our Purpose

- To deliver arts and cultural events, programs and services to residents of, and visitors to, Prince George & District.
- To provide support services to local artists and cultural organizations.
- To stimulate public interest and participation in arts and culture.
- To operate and maintain a creative arts facility that serves the needs of local artists, cultural organizations, and residents of our area.
- To bring the artistic and cultural needs of Prince George & District to the attention of municipal, provincial, and federal authorities.

The Community Arts Council of Prince George & District
2021 – 2022 Strategic Plan



Strategic Context

What has led us here?

We anticipate an exciting transition and are moving towards a new creative hub. This is a metamorphosis. We are climbing a pyramid and we are getting to the point we can see the top and the height we've gained behind us.

What are our high points?

We have become more successful with grants and building relationships. There is a growing reception and understanding of the importance of arts and culture to social, community and economic development that we are leading. The CAC is nimble and can adapt. This has been our strength over the years developing ambitious opportunities from the Children's Festival, Studio Fair, NIAC and now the Creative Hub.

What are our values?

We care about our members and are cautious about supporting, but not competing with them. We strive to be equitable, inclusive, open minded, connected, progressive and user friendly, grass roots, business oriented and not focused on limitations but rather abundance.



What is changing?

There is a growing understanding that there is a vibrant arts community here and it is directly connected to the community's wellness. We need to grow in our advocacy role, working to secure increased funding tied with economic development. We are preparing for a transition to a new facility and new ways of operating. New technologies and ways of supporting artists due to COVID-19 demand pivoting of programs and services.

What is the best future we can imagine?

We will be in a building that serves us and our members, creating a very vibrant and active space. We will be one of the first new arts facilities in a post pandemic era which opens the opportunity for us to be best in class doing novel and unique things. There will be new challenges as a downtown tenant - can we be a beacon and steer conversations in a new direction and play a role in healing the downtown environment.

What will it take to get us there?

We will need to be realistic and set reasonable targets for what we can achieve. There is a challenge in being transformative yet also honest about our goals. There will be a need for good advisors. We cannot alienate our members and need to continue to be advocates for them and respond to their needs. We will need commitment from everyone for **what we can do**, individually and collectively, not what we cannot do.



GOAL 1: To support the CAC's members, Studio 2880 tenants and community partners to ensure continued viability and sustainability.

STRATEGIES:

- A. Identify and support COVID related needs and issues experienced by tenants and partners
- B. Engage and involve tenants in facility planning
- C. Develop a model for formalizing tenancy and user relationships in new Creative Hub
- D. Develop a culturally appropriate and mutually supportive relationship with Northern Indigenous Arts Council that can support transition

GOAL 2: To re-envision CAC programs and services in preparation for the new Creative Hub

STRATEGIES:

- A. Adjust existing and identify new programs and services that incorporate lessons learned from the pandemic that can be transitioned into new facility
- B. Focus on artist development programs and services while considering facility space planning, cost/revenue implications and staffing/expertise
- C. Develop digital content lab to support artists and members to pivot to online presence
- D. Develop an on-line sales platform and become a leader in the art sales marketplace



GOAL 3: To design new fundraising and revenue earning opportunities.

STRATEGIES

- A. Adjust fundraising and revenue streams to respond to pandemic health and safety requirements (i.e., Studio Fair, B&W Ball, Chili Cook-off)
- B. Develop charitable giving focus with board engagement beginning with executive
- C. Assess and launch a direct fundraising campaign focusing on donation of securities

GOAL 4: To prepare new facility readiness plan as per the CAC's application to the BC Pivot Program.

STRATEGIES:

- A. Prepare a new facility readiness plan with facility interior design, physical transition, risk management
- B. Develop a new organizational structure and human resource plan for operations with the envisioned Creative Hub
- C. Incorporate planning for CAC programs and services, tenant and member relationships, fundraising and revenue development for transition
- D. Prepare financial and operating plans for transition to Creative Hub