**BC** Alliance for Arts + Culture 2024-2027 Strategic Plan

### **FOSTER**

collaboration through meaningful relationships

- · Lead coalition-building and partnership initiatives
- Strengthen relationships with federal, provincial, and local governments
- Ensure inclusive and accessible space for dialogue

## **ENHANCE**

recognition of the value of arts and culture

- Lead research that advances knowledge, shares the value of the sector, and challenges conventional belief systems
- Advocate the value and impact of the arts to public and private sector stakeholders
- · Build a case for enhanced investment in arts and culture

# **MISSION**

WATIONSHIPS We build relationships that connect, energize, and activate the cultural community.

### **VISION**

Creativity and culture are thriving and celebrated throughout British Columbia.

RESILIENCE

### **DEEPEN**

our impact with arts and culture organizations throughout the province

- Attract, diversify, and support members, with a focus on cultural organizations
- Utilize storytelling to share the impact of the Alliance
- Increase the presence and awareness of the Alliance outside the lower mainland

# **STRENGTHEN**

organizational sustainability

- · Continually evaluate and improve upon board and administrative systems, policies, and procedures
- Diversify funding sources
- Explore new and sustainable revenue streams

## **VALUES**

#### **BELONGING**

We listen with open hearts. and welcome diverse voices.

#### **CURIOSITY**

We embrace different ways of thinking and approach our work with openness.

#### **KINDNESS**

We ground our relationships in respect and empathy.

#### **INTEGRITY**

We lead with fairness. transparency and accountability.

# **GUIDING PRINCIPLES**

#### **WE BELIEVE:**

- that arts and culture play a vital role in nurturing individual well-being and growing healthy communities.
- that participation in arts and culture must be equitable, inclusive, and accessible.
- in the transformative power of creative expression.
- in the importance of hearing all voices in the telling of stories.
- that creativity and culture should be recognized and celebrated for their capacity to build communities of belonging.
- in advocating for broad support of arts and culture within an ecosystem of understanding and collaboration.