

YORK REGION ARTS COUNCIL

# STRATEGIC PLAN 2020 - 2024





# BUILDING RESILIENCE FOR YRAC AND YORK REGION ARTS

The York Region Arts Council Strategic Plan 2020-2024 is based on extensive research and consultation. Halfway through the strategic planning process, the COVID-19 pandemic hit and changed our world for the foreseeable future, deeply impacting the arts and cultural sector. Similarly, the racial inequalities that are already prevalent in our society have been further exposed in the last several months. This strategic plan therefore focuses on opportunities to build resilience for the organization and for the arts and cultural sector in York Region. The strategic directions aim to establish YRAC as a hub for arts, culture and tourism in York Region. The directions and goals prioritize advocacy, education, strategic programming, partnerships and antiracism and equitable practices.



## THE VISION

We envision a **resilient, diverse and thriving arts** and culture scene in York Region where:

- All artists and arts organizations are supported at the municipal and regional level
- The arts and culture sectors are recognized and celebrated for their social and economic impact in York Region
- Residents and visitors of all ages and backgrounds are aware of the dynamic arts and culture scene, feel connected to and value the arts in York Region
- The diversity of York Region is represented through its local artists and cultural organizations and governance structures

## THE MISSION

YRAC will be the hub for a vital and vibrant arts, culture, and tourism scene in York Region, by giving voice to the diverse artists and cultural organizations in our community through advocacy, education, programming and strategic partnerships.



# BELIEFS

- **Equity, diversity and inclusivity** are integral to York Region's arts and culture sector
- **The arts are vital** to creating a unique and exciting identity for York Region
- **Awareness and access** to local arts and cultural activities increases quality of life and connectedness to each other
- The arts, culture and creative industries play **an essential role in the Region's economic prosperity**
- Artists and cultural workers **contribute to the regional knowledge economy and innovation ecosystem**
- Grass roots arts organizations and independent artists have the capacity to be **change makers and community leaders**



# DIRECTIONS



## Sharing the Story

Advocacy and Marketing

Share the benefits of art, and culture in the Region and the role YRAC can play in resilience and recovery.



## Creating Connections

Collaborations and Convening

Act as the main hub for art and culture in York Region by building strong relationships, partnerships and communications both virtually and in person.



## Engaging and Supporting Diverse Artists

Equity and Inclusion

Engage a diversity of artists through equity-based outreach, anti-racist practices and continued programming.



## Investing in Community

Place-Based Investment and Tourism

Invest in and reimagine the role that arts and culture can play in community building, placemaking and local tourism.



## Organizational Resilience

Build a more resilient YRAC by building a stronger Board, team and funding models.

STRATEGIC DIRECTION 1

# SHARING THE STORY

## ADVOCACY AND MARKETING

GOAL 1.1

### Art as resilience

Promote dialogue and advocacy to advance support for the arts and arts organizations

GOAL 1.2

### A Strong YRAC Profile

Market and raise the profile of YRAC's innovative and impactful work







STRATEGIC DIRECTION 2

# CREATING CONNECTIONS

COLLABORATION AND CONVENING

GOAL 2.1

## The 'main hub'

Advance YRAC's role as a connector and convener of the arts and culture community

GOAL 2.2

## Stronger relationships

Develop new relationships with private sector, public sector, nonprofit and community members

STRATEGIC DIRECTION 3

# ENGAGING AND SUPPORTING DIVERSE ARTISTS

## EQUITY AND INCLUSION

### GOAL 3.1

#### **An inclusive and diverse artist community**

Engage a diversity of artists from different disciplines and demographics

### GOAL 3.2

#### **Continued program development**

Continue to deliver programs and support artists involved in the network





STRATEGIC DIRECTION 4

# INVESTING IN COMMUNITY

PLACE-BASED INVESTMENT  
AND TOURISM

## GOAL 4.1

### Investment in placekeeping and communities

Take a leadership role in placemaking, placekeeping and city-building initiatives in York Region

## GOAL 4.2

### A Reimagined Art-Tourism- Placemaking Portfolio

Seamlessly integrate arts with tourism in York Region, to leverage the tourism portfolio in service of arts and culture



STRATEGIC DIRECTION 5

# ORGANIZATIONAL RESILIENCE

GOAL 5.1

## Stronger Board

Expand the role and accountability of the Board

GOAL 5.2

## Stronger Team

Develop strong internal team, policies and procedures through tools, training and technology

GOAL 5.3

## Stronger Funding Models

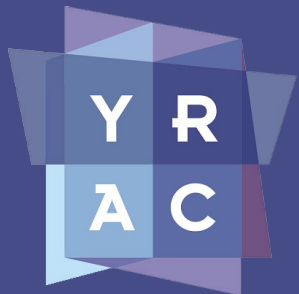
Diversify funding (and revenue) sources





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**[YORKREGIONARTSCOUNCIL.COM](http://YORKREGIONARTSCOUNCIL.COM)**

This strategic plan was developed by  
**PROCESS** and the **York Region Arts Council**.



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