



# Strategic Plan

## 2023-2026



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The background of the entire page is a collage of various artistic elements. At the top, there are images of art supplies like markers and paint tubes. Below these are several rectangular panels, each featuring a different painting. These include a landscape with mountains, a close-up of a pink flower, a colorful abstract painting of a horse, and a detailed black and white painting of a duck's head. The text of the table of contents is overlaid on these panels.

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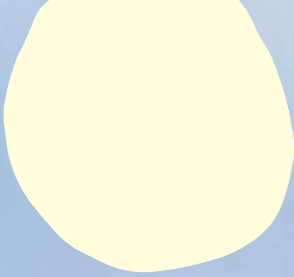
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# Mission & Vision



## Vision:

Connecting people through art

## Mission:

Leduc Arts Foundry works collaboratively with arts groups to serve as a catalyst for artists and arts organizations by providing affordable access to inclusive creative spaces, tools and quality educational programs that stimulate and nurture diverse artistic and cultural development.



The background of the page is a photograph of an art gallery. A man in a grey jacket and blue jeans stands in the center, gesturing with his hands towards several framed artworks on the wall. The gallery has white walls, track lighting, and a dark wooden cabinet in the foreground. The overall tone is warm and artistic.

# Core Values

## Community

Every community needs meaningful cultural experiences and art, these enrich where we live. We are passionate about community-based artisans delivering these experiences.

## Creativity

Creativity is essential to one's well being and all people have the capacity for creative exploration and expression. We believe everyone should have the opportunity to develop their creativity.

## Creative Process

Arts and culture open, inspire, and ignite hearts and minds.

## Creative Space

Every community deserves a safe and accessible place to gather, where the exchange of ideas and creative experiences inspire curiosity and understanding.

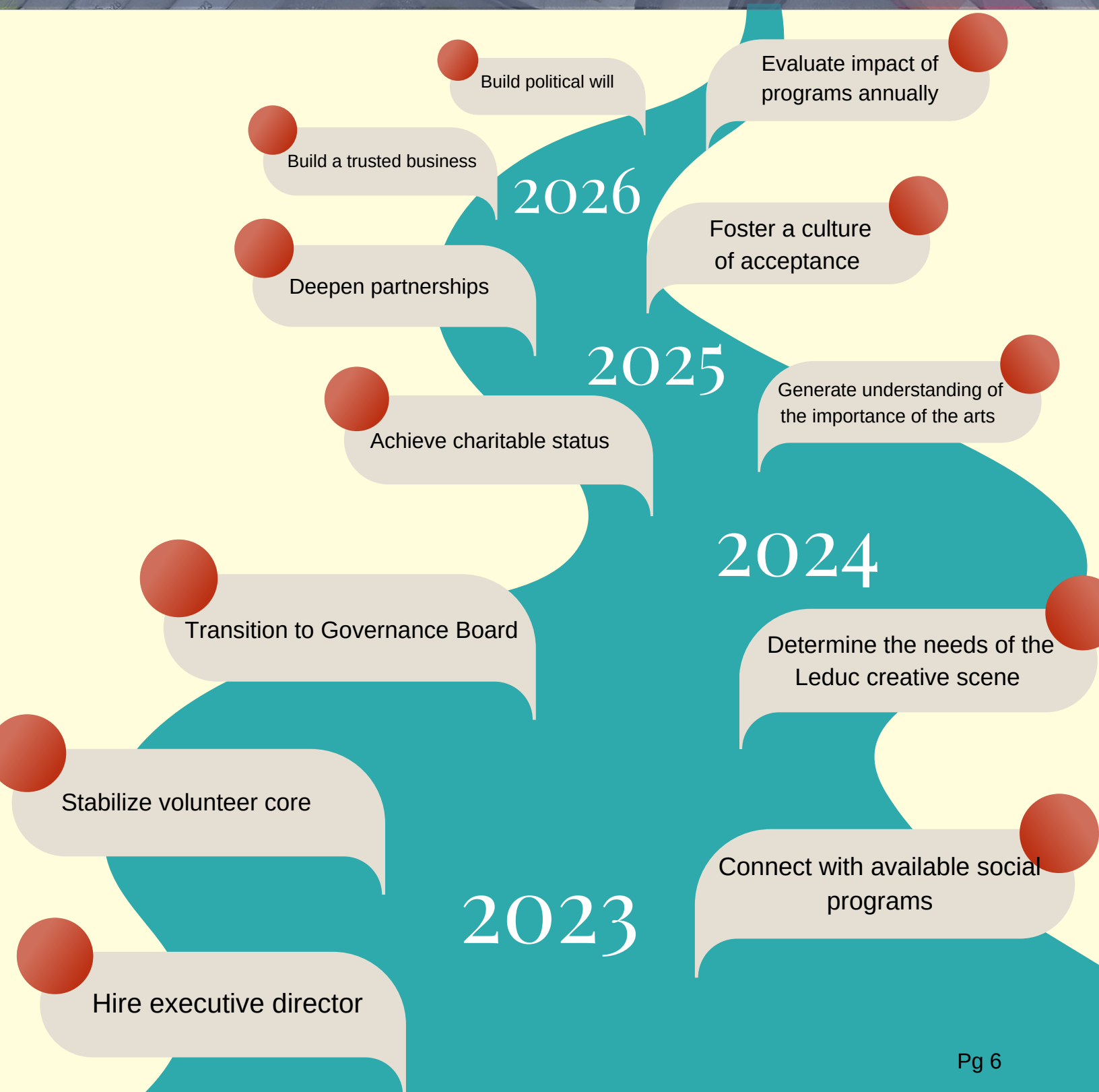
## Diversity & Inclusion

We foster an open and welcoming space to gather and experience art in all its forms. We engage, educate and inspire all people regardless of skill, education, experience, purpose or medium.

## Advocacy

We take an active role in our community and serve as a voice in arts education, innovation, and inspiration.

# Timeline











# Strategies





# Build Strong

Invest in the infrastructure of the organization.

## Strategy 1: Strengthen our Board

### Activities:

- Develop education and policy to transition to a governance board
- Design a clear organizational structure that clarifies roles and relationships
- Recruit skill sets; train and orient board with focused roles
- Support each other as we develop competencies and learn through volunteering

Who	With	When
<ul style="list-style-type: none"><li>• Board</li><li>• ACSN</li><li>• ED</li></ul>	<ul style="list-style-type: none"><li>• Training</li><li>• Consultants</li><li>• Competency matrix</li><li>• Mentorship</li></ul>	2024

### Outcomes:

- Become a governing Board
- Strengthen individual skill sets
- Build role clarity
- Ensure a safe and healthy organizational culture





# Build Strong

Invest in the infrastructure of the organization.

## Strategy 2: Build HR & personnel capacity in preparation of expanding space

### Activities:

- Grow our volunteers and ensure they are supported in their roles
- Intentionally build mentorship into volunteer processes
- Develop clear procedures and tasks for role assignment
- Hire an Executive Director

Who	With	When
<ul style="list-style-type: none"><li>• The Board</li><li>• ED</li><li>• Volunteers</li></ul>	<ul style="list-style-type: none"><li>• Mentorship</li><li>• Team building</li></ul>	End of 2023

### Outcomes:

- Cultivate an organization in which staff, volunteers and patrons are appreciated, valued and recognized
- Ensure clear expectations and accountabilities
- Nurture an active and stable volunteer core
- Establish a living Policy and Procedure manual





# Build Strong

Invest in the infrastructure of the organization.

## Strategy 3: Know better how we fit with others and they with us

### Activities:

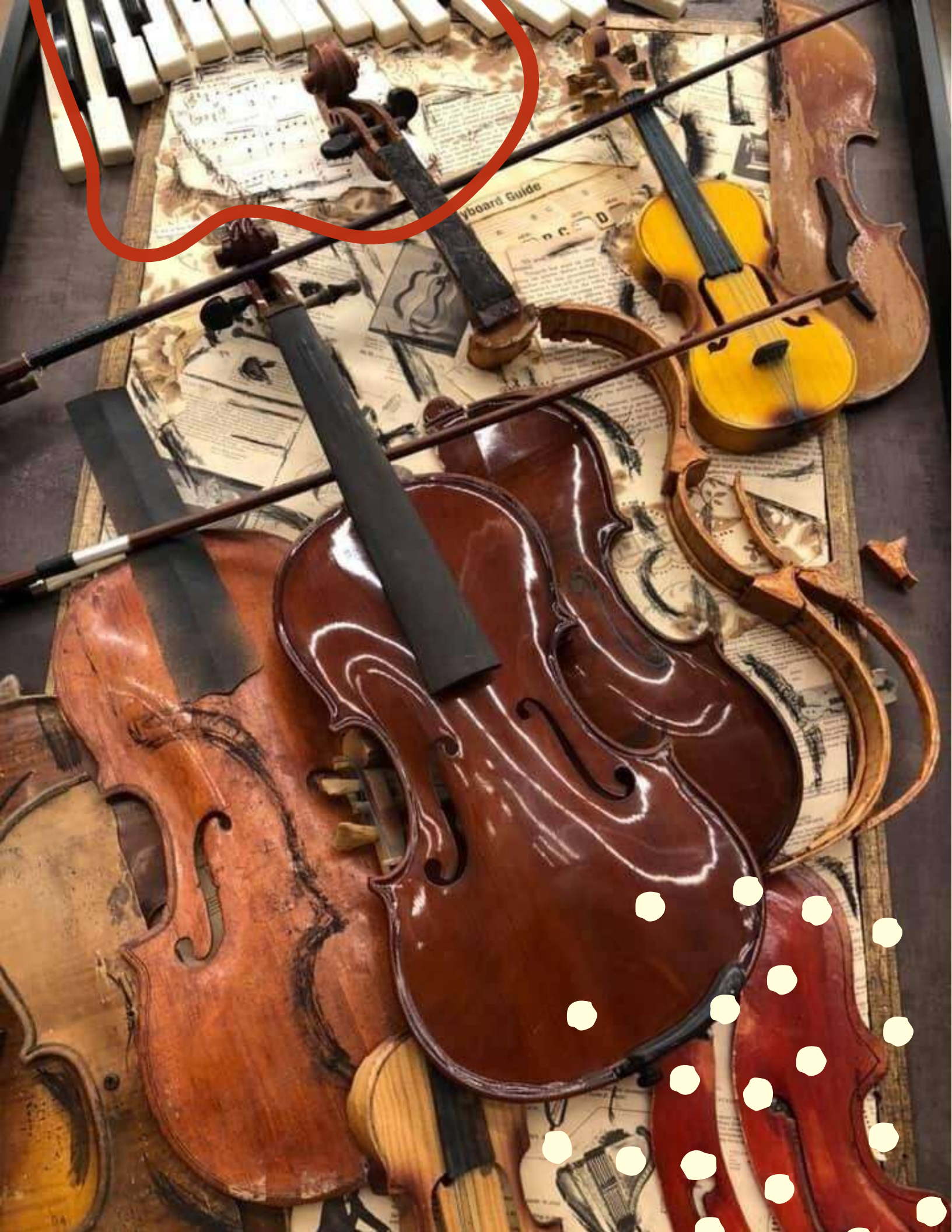
- Foster and deepen partnerships, collaborative efforts, and relationships
- Read framework policies of other arts stakeholders and groups
- Support local artistic endeavors
- Steward connections and resources in the arts community

Who	With	When
<ul style="list-style-type: none"><li>• User groups</li><li>• The Board</li><li>• Staff</li></ul>	<ul style="list-style-type: none"><li>• Appreciation events</li><li>• Recognition</li><li>• Outreach</li></ul>	2026

### Outcomes:

- Establish a dynamic hub for the arts
- Create a strong and connected arts scene
- Become a trusted partner









# Diversify Scope

Expand opportunities and space to support all art forms.

## Strategy 1: Refine our craft

### Activities:

- Continue to build our reputation and impact in our interim facility
- Nurture and grow community collaborations

Who	With	When
<ul style="list-style-type: none"><li>• ED</li><li>• Staff</li></ul>	<ul style="list-style-type: none"><li>• Communications</li><li>• Grants</li><li>• Sponsorship</li></ul>	2026

### Outcomes:

- Become a leader in inspiring and supporting local artistic endeavors
- See annual increases in program numbers
- Sustain and deepen community partnerships



# Diversify Scope

Expand opportunities and space to support all art forms.

## Strategy 2: Diversify our scope

### Activities:

- Reach out to fill gaps in arts offerings
- Actively connect with diverse users
- Follow trends and changing needs

Who	With	When
<ul style="list-style-type: none"><li>• ED</li><li>• Staff</li></ul>	<ul style="list-style-type: none"><li>• Research</li><li>• Communications</li><li>• Pop-up shows</li><li>• Collaboration</li></ul>	2026

### Outcomes:

- Represent diverse users and artforms
- Remain responsive to changing community needs
- Maintain artistic and community relevance
- Guarantee inclusive spaces



# Diversify Scope

Expand opportunities and space to support all art forms.

## Strategy 3: Work toward expanding space

### Activities:

- Regularly report on outcomes to existing and potential stakeholders
- Collect user and space usage data
- Foster connections between users
- Secure satellite spaces for existing and future tenants

Who	With	When
<ul style="list-style-type: none"><li>• ED</li><li>• The Board</li><li>• Tenants</li></ul>	<ul style="list-style-type: none"><li>• Statistics and charts</li><li>• Annual report</li><li>• Appreciation events</li></ul>	2026

### Outcomes:

- Increase in the value of tenancy
- Connect people through shared purpose
- Hub for community engagement
- Demonstrate the need for more space
- Expand opportunities for showcasing local art





# Diversify Scope

Expand opportunities and space to support all art forms.

## Strategy 4: Sharing our vision

### Activities:

- Commission interactive visual representation of what the Foundry centre could/will be
- Develop a business forecast
- Increase team engagement
- Build a clear and compelling vision

Who	With	When
<ul style="list-style-type: none"><li>• The Board</li></ul>	<ul style="list-style-type: none"><li>• Capstone project</li></ul>	2023

### Outcomes:

- Widespread understanding of our vision
- Utilize a tangible, shareable product
- Engage with impactful communication tools
- Improved ability to share our story









# Increase Accessibility

Market and build access to the arts.

## Strategy 1: Keep opportunities affordable

### Activities:

- Write grants and fundraise for the organization
- Look for funding streams for users
- Develop fundraising committee
- Offer sponsors opportunities to support
- Build infrastructure for resource sharing
- Connect with available social programs

Who	With	When
<ul style="list-style-type: none"><li>• ED</li><li>• The Board</li></ul>	<ul style="list-style-type: none"><li>• Various types of funding</li><li>• Statistics &amp; charts</li></ul>	2026

### Outcomes:

- Increase the accessibility of art experiences
- Remove barriers to arts participation
- Increase participation across a broader spectrum of participants
- Grow the capacity of user groups



# Increase Accessibility

Market and build access to the arts.

## Strategy 2: Promote the importance and value of creative process

### Activities:

- Encourage artists to embrace vulnerability by embracing it ourselves
- Foster the creative process
- Model practices that strengthen innovation, personal growth, creative problem-solving, positive mental health, and social connectedness

Who	With	When
<ul style="list-style-type: none"><li>• ED</li><li>• The Board</li></ul>	<ul style="list-style-type: none"><li>• Collaboration</li><li>• Research</li></ul>	2026

### Outcomes:

- Build individual confidence and growth mindset
- Change to artists' relationship to their work
- A culture of acceptance
- Innovative arts spaces





# Increase Accessibility

Market and build access to the arts.

## Strategy 3: Encourage all people to invest in their creativity

### Activities:

- Engage more people through Community Drop-Ins
- Give exposure to variety, providing a “taste of arts”
- Increase engagement opportunities
- Create an environment of growth instead of judgement
- Provide sensory-driven opportunities for all individuals

Who	With	When
<ul style="list-style-type: none"><li>• ED</li><li>• The Board</li><li>• Partners</li></ul>	<ul style="list-style-type: none"><li>• Communication</li><li>• Policy and Procedures</li></ul>	2026

### Outcomes:

- Increase new and recurring attendance
- Create more value for and investment from core volunteers
- Grow the breadth of demographic served
- Increase accessibility and inclusivity



# Increase Accessibility

Market and build access to the arts.

## Strategy 4: Promote our programs, events and opportunities

### Activities:

- Strengthen our social network
- Cross-market with partners
- Meaningfully recognize sponsors

Who	With	When
<ul style="list-style-type: none"><li>• ED</li><li>• The Board</li><li>• Marketing Manager</li></ul>	<ul style="list-style-type: none"><li>• Social media,</li><li>• Cross marketing</li><li>• Personal invitations</li><li>• Partnerships</li><li>• Flyers and signage</li><li>• Electronic signage</li></ul>	2026

### Outcomes:

- Expand reach and impact
- Sustain ongoing sponsorship investment
- Build stronger partnerships





# Increase Accessibility

Market and build access to the arts.

## Strategy 5: Increase visibility and influence

### Activities:

- Create recognizable signature products and services
- Share our achievements
- Collect and share testimonials

Who	With	When
<ul style="list-style-type: none"><li>• ED</li><li>• The Board</li><li>• Marketing Manager</li></ul>	<ul style="list-style-type: none"><li>• Social media</li><li>• Cross marketing</li><li>• Personal invitations</li><li>• Partnerships</li><li>• Flyers and signage</li><li>• Electronic signage</li></ul>	2026

### Outcomes:

- Become a trusted business and sought-after collaborator
- Grow our reputation amongst artists and the local community







# Advocate & Amplify

Generate understanding of the importance of art for both individual growth and community value.

## Strategy 1: Measure and evaluate the impact of our programs

### Activities:

- Actively and consistently seek feedback
- Gather data on participation, attendance and quality
- Determine future programs based on input received

Who	With	When
<ul style="list-style-type: none"><li>• ED</li><li>• The Board</li><li>• Marketing Manager</li><li>• Volunteers</li><li>• Participants</li></ul>	<ul style="list-style-type: none"><li>• Community testimonies board</li><li>• Qualitative and quantitative data</li><li>• Click counter</li></ul>	Annually

### Outcomes:

- Increase understanding and support for the importance of arts and creativity in Leduc
- Tell our story with data
- Access more funding opportunities
- Continuously improve our offerings



# Advocate & Amplify

Generate understanding of the importance of art for both individual growth and community value.

## Strategy 2: Determine the needs of the Leduc creative scene and build the community profile

### Activities:

- Actively engage with the local arts community
- Learn through doing in our interim physical space
- Build stronger relationships with stakeholders
- Engage in needs-based reflective planning
- Support community asset mapping

Who	With	When
<ul style="list-style-type: none"><li>• ED</li><li>• City of Leduc</li><li>• Marketing Manager</li></ul>	<ul style="list-style-type: none"><li>• Gap identification</li><li>• Surveys</li><li>• Personal contact</li><li>• Interactive media</li></ul>	2024

### Outcomes:

- Identify synergies to benefit impact and efficiency
- Demonstrate the case for an arts facility
- Broaden the scope of impact
- Create more buy-in with stakeholders
- Align the arts community around shared issues





# Advocate & Amplify

Generate understanding of the importance of art for both individual growth and community value.

## Strategy 3: Build political will to support an expanded art centre in Leduc

### Activities:

- Form a coalition with key stakeholders to amplify the message and build momentum
- Develop a compelling case that demonstrates benefits to wellness, economy, social and community health, education
- Leverage densification trends and population growth with the need for placemaking
- Build relationships with decision-makers at local, provincial and federal levels

Who	With	When
<ul style="list-style-type: none"><li>• ED</li><li>• The Board</li></ul>	<ul style="list-style-type: none"><li>• Personal invitations</li><li>• Presentations</li><li>• The Chamber</li></ul>	2026

### Outcomes:

- Establish the Foundry as a cultural anchor
- Draw investment into the community
- Heighten visibility of the cause
- Increase relevancy outside the arts community



# Advocate & Amplify

Generate understanding of the importance of art for both individual growth and community value.

## Strategy 4: Continue to engage and update stakeholders, gaining public support for expanded art opportunities and facilities in Leduc

### Activities:

- Deliver regular updates on Foundry business
- Invest in stakeholder stewardship
- Educate and expose the benefits of art
- Create a visual representation of partnership projects
- Achieve charitable status
- Active community participation

Who	With	When
<ul style="list-style-type: none"><li>• ED</li><li>• The Board</li><li>• Marketing Manager</li></ul>	<ul style="list-style-type: none"><li>• Invitations for event</li><li>• Regular communications</li><li>• Regular event for stakeholder engagement</li></ul>	2026

### Outcomes:

- Strengthen existing relationships
- Demonstrate more value to stakeholders
- Grow broader community support
- Consistent and reliable impacts
- Increase credibility with stakeholders





# Advocate & Amplify

Generate understanding of the importance of art for both individual growth and community value.

## Strategy 5: Supporting artists and art groups

### Activities:

- Advocate for the arts
- Identify needs of artists and how to support them
- Create opportunities for user groups and individual artists
- Manifesting connections
- Provide professional development and art industry education

Who	With	When
<ul style="list-style-type: none"><li>• ED</li><li>• The Board</li></ul>	<ul style="list-style-type: none"><li>• Vendors markets</li><li>• Birthday parties</li></ul>	2026

### Outcomes:

- Enriching the art scene
- Positive economic impact
- Individual and community capacity building





