

NORTH  
VAN  
ARTS

# Strategic Plan 2025-2030





# Message From The Board

This plan serves as a template for guiding our organization through the next five years, focusing on our priorities of:

- **Organizational Sustainability**
- **Artist Empowerment and Support**
- **Awareness and Access**
- **Community Connections.**

The recent pandemic reminded our communities of the importance of the arts. We need to continue to strengthen our understanding of the power of the arts to sustain all of us, both when times are dark and when they are not. We are navigating challenging times again with governments and others reducing their support for so many arts organizations. This Strategic Plan will direct our way forward and continue to provide a vision for the arts in our communities.

We invite you to join us in this exciting journey as we work together to build a sustainable, inclusive, and vibrant arts community for the years to come.

***Kathleen Whyte, Board Chair***







# Contents

Introduction	3
--------------	---

Vision	5
--------	---

Priorities	6
------------	---

Strategic Framework	7
---------------------	---

Implementation	12
----------------	----



# Introduction

With gratitude as guests, we acknowledge that North Vancouver Community Arts Council activities take place on the unceded territories of the Skwxwú7mesh (Squamish) and səliłwətał (Tsleil-Waututh) Nations.

## About North Van Arts

North Van Arts was founded in 1969 as The North Vancouver Community Arts Council – a grassroots, non-profit, charitable cultural organization. The mandate of North Van Arts is to enable emerging and professional artists in all disciplines, to bridge cultures, and to build strong and healthy communities through the arts.

North Van Arts manages an interactive community art gallery, CityScape Community Art Space, operates educational programs at Maplewood House and offers exhibits at various community exhibition spaces on the North Shore.

The organization consists of a volunteer Board of Directors, an Executive Director and support staff, and over 300 dedicated volunteers. Our membership is over 450 strong and includes individuals, students, seniors, families, cultural groups and businesses.





# Introduction

## Plan Overview

The objective of the Strategic Plan is to provide strategic guidance to inform North Van Arts' work as an organization. The purpose of the Strategic Plan is to help fulfill North Van Arts' mission over the next five years (2025 – 2030).

The Strategic Plan outlines an aspirational vision for the future that articulates what North Van Arts aspires to become over the long-term. To help realize the vision, a strategic framework is outlined that is organized around North Van Arts' values-based priorities. Each priority is aligned with a goal to be achieved during the planning term (2025-2030).

The Strategic Plan is the result of a collaborative effort, led by the Governance and Strategic Planning Committee, and supported by Board members, staff and volunteers.





# Vision

## *Communities connected and empowered through the arts.*

North Van Arts has deep roots in the cultural fabric of the North Shore. It is a progressive, inclusive and collaborative organization that is committed to representing and addressing diverse needs and supporting health and wellness through the arts. Using innovative projects, events, education and outreach activities, North Van Arts empowers local professional and emerging artists and builds community connections.





# Priorities

The following values-based priorities inform North Van Arts' strategic framework, including goals and strategic directions that will guide actions over the next five years.



## **Organizational Sustainability**

We recognize the importance of maintaining the organizational sustainability of North Van Arts and see this as a key priority for us to be 'small and mighty'.



## **Artist Empowerment and Support**

We value local emerging and professional artists and strive to create opportunities that empower and support them.



## **Awareness and Access**

We value inclusion and accessibility and support efforts to raise awareness about the arts through the diverse offerings of North Van Arts.



## **Community Connections**

North Van Arts brings community together to create community connections and a healthier community through the arts.



# Strategic Framework

## Organizational Sustainability



### Goal

*Strengthen and improve the organizational sustainability of North Van Arts.*

### Strategic Directions

1. Strengthen North Van Arts' financial position to achieve fiscal sustainability.
2. Improve organizational effectiveness through development/improvement of North Van Arts' systems, operations and practices.
3. Provide a healthy, positive and supportive work environment that encourages the entire North Van Arts team to thrive.

### Actions could include:

- Refreshing the volunteer recruitment program to better support the needs of our programs.
- Developing partnerships with local community organizations to share resources and collaborate on projects.
- Exploring new ways to bring in short- and long-term funding such as event sponsorships, community partnerships, and creative fundraising initiatives.
- Continuing to enhance use of technology for events management and membership development.
- Investing in our team by reviewing and improving benefits.



# Strategic Framework

## Artist Empowerment and Support



### Goal

*Support and promote local professional and emerging artists.*

### Strategic Directions

1. Empower local professional and emerging artists through creative learning and professional development opportunities.
2. Improve the visibility of local artists in the community.
3. Explore new and innovative opportunities to support local artists based on current needs.
4. Compensate local artists for their work to support art exhibitions and creative projects programmed by North Van Arts.

### Actions could include:

- Hosting arts-based professional development and networking events.
- Creating programs and events that highlight cultural diversity and inclusion.
- Providing underserved groups with equal opportunities and a platform to showcase their artistic talents\*.
- Growing our creative membership benefits.

\* Underserved groups are communities that have limited access to the arts due to factors like race, disability, economics or geography. North Van Arts currently defines the following groups as underserved in our region:

- Indigenous Peoples (First Nations [Status/Non-Status], Métis, and Inuit)
- People of Colour
- People living with one or more Disability
- 2SLGBTQIA+ communities
- Other groups that experience systemic barriers to participation



# Strategic Framework

## Awareness and Access



### Goal

*Build awareness and access to the arts and North Van Arts.*

### Strategic Directions

1. Elevate the profile of North Van Arts to promote greater arts access and awareness.
2. Build awareness and engage the public on the value and diversity of arts on the North Shore.
3. Involve the local community in North Van Arts' mission through outreach, partnerships, and storytelling to connect with a wider audience.
4. Create accessible programs and events that meet the diverse needs of the North Shore community.

### Actions could include:

- Increasing the visibility of North Van Arts, both online and offline, to achieve greater recognition and understanding of our charitable organization's impact and offerings.
- Organizing free or low-cost events/workshops that bring community members together to experience the arts, learn about North Van Arts, and meet staff.
- Partnering with local schools, businesses, and community organizations to co-host events and promote North Van Arts' activities.
- Hosting community feedback sessions to identify barriers to access and gather insights on issues that resonate with the local community.



# Strategic Framework

## Community Connections



### Goal

*Strengthen connections within and between communities.*

### Strategic Directions

1. Cultivate community connections to bring arts to the community and support inclusivity and well-being.
2. Encourage community building through innovative programming and events.
3. Bring awareness through the arts to issues affecting local communities.
4. Collaborate to advance arts and cultural development on the North Shore.
5. Encourage intergenerational and cross-cultural participation across all North Van Arts programs.

### Actions could include:

- Working with underserved groups to remove barriers to participation and encourage diverse engagement.
- Creating accessible arts experiences where community members can explore their creativity in a welcoming environment.
- Improving and growing North Van Arts' popular community events to reach new audiences.
- Partnering with local schools and organizations to host arts-based programs and events that inspire cross-cultural participation and bridge intergenerational gaps.



# Implementation

The implementation of the Strategic Plan will rely on collaboration to effect change. Staff, Board members, volunteers and partners will all have a role in helping North Van Arts work toward its long-term vision and realize its goals.

The actions identified in the Strategic Plan are starting points - serving as examples of what implementation could look like and informing annual operations planning. Operations plans will include clear actions and supporting details regarding required resources, timing, potential partnerships, etc.

To ensure annual operations are guided by North Van Arts' vision and strategic framework, it is recommended that operations plans identify how the Strategic Plan is considered. For example, how the operations plans reflect one or more strategic priorities and achieve one or more goals. Similarly, staff reports to the Board and Annual Reports shared with the public should identify how the Strategic Plan is operationalized and report on progress toward meeting strategic goals.







CityScape Community ArtSpace  
335 Lonsdale Avenue  
North Vancouver, BC V7M 2G3

604 988 6844

[www.northvanarts.ca](http://www.northvanarts.ca)