



VISION
Connecting vibrant communities through the arts

MISSION
CV/Arts cultivates a thriving, culturally dynamic Comox Valley through advocacy, partnerships, events, promotion, and programming in arts, culture, and heritage.

VALUES
*Collaboration
 Equity
 Sustainability
 Accountability*

STRATEGIC PLAN

PARTNERSHIP

- Foster a strong arts, culture, and heritage community
- Exceed expectations of our partnership agreements

- Connect broadly with cultural workers and organizations
- Collaborate on regional, municipal, and Indigenous gov't plans
- Solidify and enhance depth of community partnerships
- Develop registry of venues, facilitators, and artists
- Build partnerships with key tourism agencies and municipalities through tourism planning
- Contribute to creation of regional cultural plan
- Develop and implement comprehensive partnership management plans

EQUITY

- Foster diversity & equity throughout CV/Arts
- Actively participate in reconciliation initiatives
- Advocate for equitable access to arts and culture funding and programs for underrepresented and/or equity-seeking artists, organizations and community members
- Support and create programming that promotes social inclusion and addresses important social issues

- Develop & implement an equity lens across CV/A
- Establish an Equity, Diversity, and Inclusion (EDI) committee to support the development of policies, practices and tools
- Develop & implement EDI HR policy
- Collaborate with other local organizations that provide services and programs for equity-seeking groups
- Support projects that work across multiple sectors and promote social inclusion in new ways
- Engage with Indigenous artists and organizations guided by principles of cultural vitality and self-determination
- Establish formal relations and partnerships with local Indigenous groups
- Create and implement an assessment tool to measure our successes
- Assess our organization and develop an accessibility policy and plan

PROMOTION

- Grow and promote the Comox Valley as an arts & culture hub
- Increase community investment in CV/Arts
- Increase CV/Arts profile within the Comox Valley

- Promote public arts and cultural literacy
- Create marketing plan
- Enhance our fundraising efforts
- Conduct regular engagement meetings with constituents
- Increase paid memberships
- Develop community awareness campaign on the value of arts & culture
- Promote accessibility options
- Celebrate our successes

IMPACT

- Represent & advocate for local artists and patrons
- Foster opportunities to experience arts, culture, and heritage

- Assess activities and programs for effectiveness
- Build the community capacity for cultural development through other cultural organizations
- Streamline programs and services to ensure excellence
- Facilitate economic opportunities for artists
- Communicate with and support smaller arts organizations to deliver key programs and services

CAPACITY

- Build staff and organizational capacity & cohesion
- Enhance volunteer engagement
- Ensure sustainable & diverse funding

- Ensure effective organizational succession planning
- Re-evaluate and reprioritize funding streams
- Assess organizational structure, policy, protocol, and procedures
- Build internal staff capacity
- Improve internal documentation at both Board and staff level
- Develop and implement professional development plan for staff
- Develop and implement a robust volunteer plan
- Strengthen board capacity and governance

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- *Exceed expectations of our FFSA and other partnerships*

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- *Enhance volunteer engagement*
- *Ensure sustainable & diverse funding*