



# 2024-2027 Arts New West Strategic Plan

**At Arts New West, we live and work on the unceded, traditional territories of the Coast Salish peoples of the QayQayt (qiqéyt) Nation as well as all Coast Salish Nations.**

# WHO WE ARE

**Founded in 1967 as the Arts Council of New Westminster, Arts New West is a not-for-profit community arts organisation built by artists and arts groups with a shared interest in visual, performing, and literary arts. Our purpose is to foster, support and promote the arts for all age groups, cultures and Indigenous community members.**

**Arts New West is a small, but mighty organization and registered charity. With the equivalent of three staff members, combined with the efforts of our volunteer Board and other volunteers, we lead and collaborate on over 100 programs, workshops and events each year.**

# OUR MISSION

**Our mission is to bring the community together through the arts.**

**We do this by championing and promoting arts for all age groups, cultures, and Indigenous communities.**

# OUR VALUES

## **Artistic Growth and Excellence:**

At Arts New West, we focus on supporting artists and arts groups as they grow and strive for artistic excellence.

## **Community-Building Through the Arts:**

We believe our community will be stronger with the contributions of a vibrant and diverse community of artists and arts offerings. We bring people of all ages together to enjoy high-quality, low-barrier artistic events and experiences.

## **Diversity and Accessibility:**

We strive to support individuals and arts groups that reflect the diversity of our community. We welcome the curious and creative from all backgrounds, interests, and abilities.

## **Partnering:**

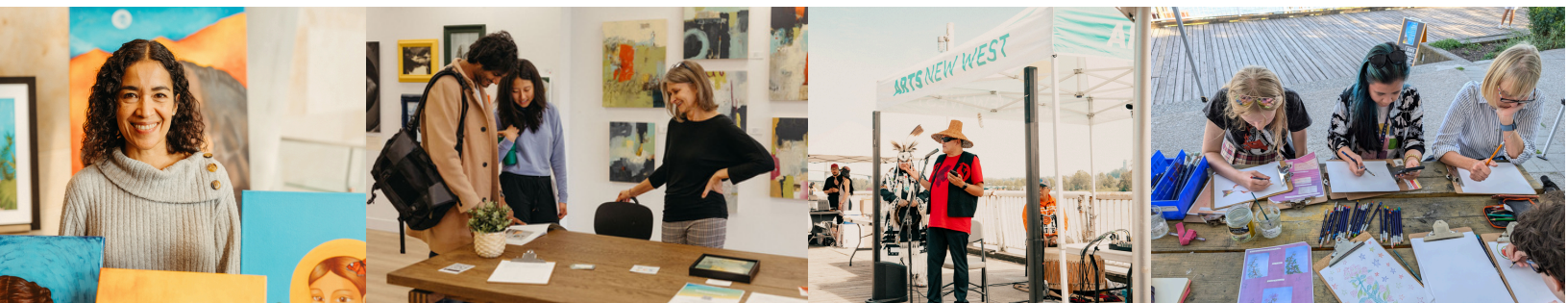
We believe partnerships and collaborations are key to bringing the community together through the arts, whether it's with the City, like-minded arts groups, or Indigenous communities. A particular focus for us is partnering with Indigenous artists to hold and create spaces for Indigenous expression and to create cultural awareness and appreciation within the larger community of New Westminster.

## **Good Governance:**

As a non-profit organization governed by a volunteer Board, we strive to use fair and transparent processes that adhere to principles of accountability, independence, merit, and equity.

## **Relevant Communication and Engagement:**

We strive to maintain relevance with and to actively serve our members, audiences and artists as communication needs change and technologies advance.



# OUR GOALS

## 1 NURTURE LOCAL ARTS AND ARTISTS

### OBJECTIVES AND PRIORITY INITIATIVES

#### 1. Provide opportunities to perform and showcase local work.

- Showcase work via New West Cultural Crawl
- Curate monthly exhibitions at the Gallery at Queen's Park and the Anvil Centre Community Art Gallery
- Introduce new exhibitions in 2024 at City Hall
- New West Craft Fairs
- Queens Park Summer Concert series

#### 2. Offer low-barrier, free, multi-generational, arts education.

- ArtsToGo Series for kids and adults
- Art Sundays: artist-led workshops in the gallery and supported by Arts New West

#### 3. Support emerging New West artists.

- Communicate opportunities via social media, e-news, website
- Maintain online resource hub & profiles
- Offer advice, mentorship, and networking,
- Offer equipment and space where possible
- Arts New West Development Fund invites local artists to submit a program proposal and receive a small activation grant

#### 4. Champion common issues.

- Actively engage New West artists and community groups to better understand and represent interests
- Represent interests on municipal & other local committees, boards, & engagement

#### 5. Recognize achievement

- ANW Community Builder Award
- NWSS Hilda Cliffe Scholarship

# OUR GOALS

## 2 PROMOTE PARTICIPATION AND INCLUSION IN THE ARTS IN NEW WEST

### OBJECTIVES AND PRIORITY INITIATIVES

- 1. Create opportunities for Indigenous artistic expression and for awareness and appreciation of Indigenous cultures within the larger New West community.**
  - Indigenous curator
  - Expressions of Reclamation event
  - Indigenous Market
- 2. Cultivate opportunities for new voices and perspectives that reflect New Westminster's diversity.**
  - Offer space, networking and advice to support the artistic endeavours of New Westminster's many cultural groups
  - Ensure the annual Cultural Crawl includes components that appeal to younger audiences
  - Foster diversity in artistic expressions (media) by supporting initiatives led by other local arts organizations (New West Film Society, New West Public Library, New West Pride)
- 3. Attract audiences, local and visitors alike, to showcase our many diverse, talented artists.**
  - Promote local events via social media, newsletter, and other publicity methods
- 4. Equity, diversity, and inclusion goals Review performance and update goals established in 2021.**
  - Continue to invest in staff and Board learning and training

# OUR GOALS

## 3 ENSURE A STRONG, SUSTAINABLE ORGANIZATION

### OBJECTIVES AND PRIORITY INITIATIVES

#### 1. Maintain diversified revenue streams.

- Grants
- Sponsorships
- New West Craft vendor fees
- New West Cultural Crawl fees
- Gallery rental program

#### 2. Educate and inform audiences and sponsors about the value that arts, and Arts New West, brings to the community.

- Build awareness and appreciation for the vital role art plays in creating a vibrant healthy city that has a strong sense of place
- Build awareness of the extensive programming and value Arts New West delivers

#### 3. Enhance our donor program.

- Increase campaign efforts, and increase donor recognition

#### 4. Maintain a strong Board.

- Recruit new Board members
- Prepare for leadership change

#### 5. Maintain a strong staff team.

- Strive for competitive, living wages
- Update succession plans and operations manuals

#### 6. Maintain policies, practices, and procedures of good governance.

- financial regulations, accounting standards, legal requirements



**This strategic plan was shaped by the  
2024 Arts New West Board of Directors**

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**Laura Grady, Executive Director  
Tracy Bijl, Manager of Finance and Development**

