



**Strategic Plan 2019 – 2021**



station gallery

# introduction

Station Gallery is for, about and by community.

It is a safe, welcoming space where new audiences can explore arts and culture and share meaningful experiences.

It is a destination where members, visitors and students of all ages and abilities courageously create and engage with arts and culture.

It is a cultural centre where artists gather to network with their peers, mentors, fans and critics.

What began over 50 years ago as a charitable passion project for a handful of Whitby neighbours, has sustained and evolved into today's Station Gallery: **a thriving arts and culture hub within our creative community.**

In strategizing about the capacity for Station Gallery to serve our growing communities, we explore organizational priorities and opportunities to lay the foundation for long-term relevancy and sustainability.

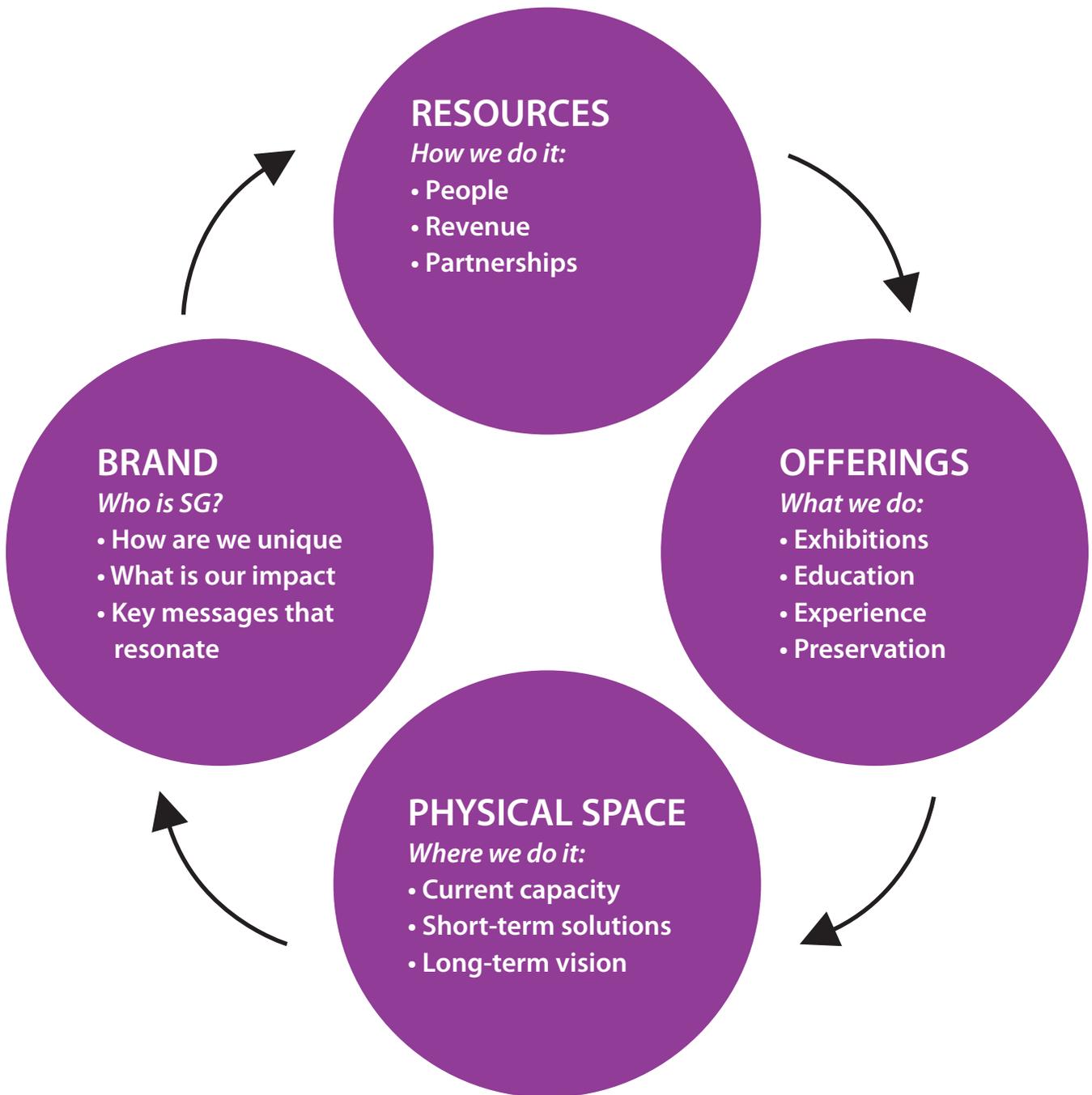


# background and process

We've been listening.

During 2018, 184 of our community members responded to a survey, giving us valuable feedback and conversation starters. Their thoughts fueled the discussion during the strategic planning session between our staff and Board of Directors.

From these conversations four themes emerged:





## vision

To be a creative hub that inspires a thriving community where diverse people make meaningful connections through local arts and culture experiences.

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## mission

Station Gallery exists to ensure arts and culture experiences are accessible to all people of Whitby and beyond for today and for the future.

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## at Station Gallery, we believe

- Arts and culture experiences are vital to a healthy, thriving community.
- Diverse people connect in cultural spaces.
- Artists and innovators should be celebrated and supported.
- Artwork and the creative process must be preserved and stewarded.
- Our brand, programs and services bring real value to partners, collaborators and community.
- People matter. Station Gallery cares about our employees, volunteers, members, visitors, contributors and supporters.
- We are responsible for ensuring a viable place for arts, culture and artists in our community.



# strategic priorities for 2019 – 2021

## 1. **develop and manage resources for growth and long-term viability**

- 1.1. Enhance organizational capacity by investing in staff, volunteers and stakeholders
- 1.2. Engage key stakeholders to source and leverage significant strategic partnerships
- 1.3. Ignite community interest to expand community support

## 2. **be the voice for arts, artists and members in municipal and regional planning**

- 2.1. Preserve and personify our warm, inclusive values through all interactions
- 2.2. Encourage connections between and among local artists and their community
- 2.3. Communicate branded stories of human impact through innovative content delivery across traditional and electronic media platforms
- 2.4. Expand reach to new audiences and deepen engagement with existing stakeholders

## 3. **focus on highly-valued arts experiences**

- 3.1. Invite new audiences through targeted outreach and events for underserved markets
- 3.2. Exhibit artwork that attracts, challenges and engages our diverse community
- 3.3. Promote arts education offerings, especially for youth and adults
- 3.4. Create opportunities for emerging artists and art forms to develop and prosper

## 4. **develop new spaces**

- 4.1. Seek opportunities to infuse arts experiences into collaborative events and programs
- 4.2. Reimagine existing gallery spaces to maximize capacity
- 4.3. Lay the groundwork for significant future expansion
- 4.4. Engage a broader 'virtual' audience through the use of digital technology