

STRATEGIC PLAN

2023 - 2026



Images:

Background: Mariah Plant – *Unlocking Inspiration*

Kimberley Arts Council – Centre 64

The Frog Prince

Castlegar Sculpturewalk



Introduction

Our strategic plan pinpoints how we can best support the arts, culture and heritage sector in the Kootenays. The following is a summary, or read the full plan at wkartscouncil.com/strategicplan.

Our Vision

The West Kootenay Regional Arts Council (WKRAC) acts as a catalyst to build capacity in the creative ecology so that arts, culture and heritage thrive throughout the region.

Our Values

Adaptability

We are prepared to respond to emerging needs within the sector and react flexibly to changing operational contexts.

Collaboration

We seek to support other actors in the cultural community where possible, and acknowledge our own work is made stronger by the contributions of artists and cultural organizations in the region.

Connection

We undertake our work in close relationship and dialogue with our partners in the cultural community.

Equity, Diversity, Inclusion and Accessibility

We prioritize the collaborative and equitable involvement of artists, audiences and organizations from equity-deserving communities in all of our programs and processes.

Sustainability

We develop and deliver impactful programming, backed by the resources and capacity necessary to sustain these offerings for as long as they are relevant. We value investment in WKRAC's operational infrastructure.

Ambition 1

WKRAC is the convenor/connector for the regional cultural sector.

Aim

- Foster the conditions that build ever-more-collaborative and inclusive relationships with partners, arts organizations and artists.

Actions

- Target communications to extend reach and profile and establish greater dialogue to support community-based artistic activity.
- Nurture connection among and between local arts councils and cultural organizations.
- Collaborate with other values-aligned organizations to support inclusive community cultural development.
- Create a clear value proposition for joining WKRAC as a member.
- Increase capacity for in-person staff outreach to communities in the region.
- Enhance connection with local arts councils to strengthen networks between them and us, and each other.

Ambition 2

WKRAC offers a comprehensive suite of programs and services that strengthen the regional arts community.

Aims

- Strengthen the sustainability of the organization to ensure flexibility and adaptability in programming.
- Establish WKRAC as a widely recognized and sought-after cultural sector partner.

Actions

- Identify new potential funding streams to increase the organization's financial capacity.
- Monitor constituents' critical and essential capacity-building needs.
- Recognize and invest in Kootenay-based arts organizations and artists through a broad range of programs and granting streams.
- Seek opportunities to contribute to the continued evolution of arts service organizations across the province.
- Recognize and invest in WKRAC staff, volunteers and board members.

Ambition 3

The Kootenay region is a source of world-class arts and culture.

Aim

- Foster an adaptable and thriving arts and culture sector in the Kootenay region.

Actions

- Map the composition of the sector.
- Identify needs and formulate the development of professional practices for arts managers, arts leaders and artists.
- Advocate for and educate about the need for greater resources for the arts and culture sector.
- Leverage technology to create a repository of resource material for local arts councils, organizations and artists to draw upon, as desired.
- Direct financial support to the arts community.



Katherine Russell Glass –
Over Reacted Series

Learn more at
wkartscouncil.com/strategicplan.



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