

ALLIED ARTS COUNCIL

A RENEWED STRATEGY 2022 – 2024

RELATIONSHIPS

New faces and time apart during COVID-19 mean that the work started in 2019 remains just as relevant. The challenges of the past two years also mean there are new initiatives calling for our attention.

MEMBERS

- ▶ Host member meetings to coordinate & understand activities
- ▶ Cultivate relationship between Board & members
- ▶ Tell our impact story to members

COMMUNITY

- ▶ Bring members & stakeholders together
- ▶ Continue to develop relationship with U of L and Lethbridge College, especially with new leadership

CITY

- ▶ Strengthen ties to The City that focus on the relationship beyond fee-for-service

WELL-RUN & SUSTAINABLE ORGANIZATION

The past years have set the AAC up well but the work of being a well-run organization doesn't end. Our focus now shifts to:

SUCCESSION

- ▶ Develop employee succession plan
- ▶ Intentionally fill gaps that will be left by outgoing Board members

STAFF

- ▶ Ensure that our total compensation package, including benefits, supports our staff to make a living in arts.

BOARD EFFECTIVENESS

- ▶ Board focus on strategic conversations for the organization (e.g., dedicated agenda time; committee structures)
- ▶ Lay the groundwork to lead up to a new 2024 Strategic Plan

“ARTS LETHBRIDGE”

For the past 10 years, AAC has worn many hats; it's now time to look at who our organization is as an umbrella for members, as an arts space, and the voice for the Lethbridge arts community. This next phase builds on our past success and legacy.

MISSION LIVED

- ▶ Explore an umbrella “Arts Lethbridge” to fulfill our mission provide leadership in advancing and enhancing the arts in Lethbridge
- ▶ Work with staff, members, stakeholders, and community to define and launch Arts Lethbridge

STRONG ORGANIZATION, STRONGER COMMUNITY

- ▶ Position Arts Lethbridge as a trusted advisor to the City on how a community of arts makes Lethbridge a better place to live and contributes to a vibrant economy