

Art Gallery of Peterborough – Three-Year Strategic Plan

Vision

A gathering place that engages the community and promotes the arts as a cornerstone of community creativity and development

Mission

As an exhibition venue with educational programmes, the AGP will present a variety of visual art experiences and explorations to stimulate and expand public perception of art as a part of their life and community.

Roles

The AGP will:

1. Engage visitors to the Gallery in an interactive dialogue exploring current exhibitions and the permanent collection
2. Function as a creative hub and gathering space to serve the artistic community in the City of Peterborough and the surrounding area
3. Act as a community leader through developing diverse educational opportunities in the visual arts
4. Play an active role in the socio-economic development of Peterborough

To achieve this the AGP will:

5. Examine the existing and future spatial requirements of the gallery
6. Increase the number of visitors, attract new members, retain existing members and nurture an engaged membership
7. Provide a framework to support individual contributions by staff, Board members and volunteers, integral to the success of the Gallery
8. Develop governance and management policies and processes that will support the effectiveness of the Gallery

Key Initiatives

To fulfill these goals, the staff will undertake the following initiatives:

Role 1 – Act as a community leader through developing diverse educational opportunities in the visual arts

Initiatives

- Provide learning and exhibition opportunities in the visual arts to children and youth through group classes, March break and summer camps, and curriculum-based school programmes
- Engage adults through lecture series, docent programmes and art workshops

Role 2 - Engage visitors to the Gallery in an interactive dialogue exploring current exhibitions and the permanent collection

Initiatives

- Maintain a balance between regional, national and permanent collection exhibitions, and link them to educational programmes
- Utilize evolving technologies where appropriate to enhance exhibitions and programmes
- Develop docent tours and provide training and access to interpretation to support a volunteer docent programme
- Continue evening lecture programme and expand to include lunch-hour lectures

Role 3 – Function as a creative hub and gathering space to serve the artistic community in the City of Peterborough and the surrounding area

Initiatives

- Meet regularly with artists and their representative organizations to discuss common goals and concerns
- Encourage and promote artists' creative efforts
- Increase adult educational programming

Role 4 - Play an active role in the socio-economic development of Peterborough

Initiatives

- Foster a cooperative working relationship with the City and with Peterborough area arts organizations
- Determine key areas of joint action in order to help stimulate the socio-economic development of Peterborough

Role 5 – Examine the existing and future spatial requirements of the gallery

Initiatives

- Identify the benefits and deficits of the existing facility
- Determine spatial requirements to fulfill current and expanded exhibition and educational programmes
- Consider future programmes and services not currently offered, such as a sculpture garden, performance art/rental space, research library and food services.
- Refine our acquisitions and permanent collection exhibition policies in relation to vault space requirements
- Substantiate staffing levels required to support current and future programmes

Role 6 –Increase the number of visitors, attract new members, retain existing members and nurture an engaged membership

Initiatives

- Create more effective signage and advertising around the Gallery and throughout the city
- Update web site, with the goal of making it more interactive and provide monthly/quarterly e-mail mailings to the on-line database
- Clarify and promote the benefits of membership, sponsorship and donation
- Where possible, accompany children's programmes with a concluding exhibition or event that will attract parents and friends of the students taking part
- Increase the profile of the Gallery Shop and the art rental and sales programme

Role 7 - Provide a framework to support individual contributions by staff, Board members and volunteers, integral to the success of the Gallery

Initiatives

- Discuss current issues at Board meetings
- Promote clear communications between staff and Board on constraints and opportunities encountered by the Gallery
- Hold an annual session between the Board, staff and volunteers to analyze the previous year and assess new initiatives

Role 8 - Develop governance and management policies and processes that will support the effectiveness of the Gallery

Initiatives

- Reach understandings with the City of Peterborough on the role of the Gallery
- Review and update current By-Laws
- Review existing, or develop new, Board governance policies
- Develop plans and budgets to align with this three-year strategic plan