



Kimberley Arts at Centre 64





ABOUT THE KIMBERLEY ARTS COUNCIL

The Kimberley Arts Council is a non-profit charitable society that promotes and celebrates the arts throughout Kimberley BC and the surrounding area. We provide safe and inviting opportunities for participation in all art forms. We collaboratively operate Centre 64, our community's local arts centre, in collaboration and partnership with the City of Kimberley.



INDIGENOUS ACKNOWLEDGEMENT

We acknowledge, with deep respect and gratitude, our home as *kukamaʔnam* (pronounced: 'koo-ka-mah-nam'), in the beautiful and special Homelands of the Ktunaxa people. We recognize these Homelands as *ʔamakʼis Ktunaxa* and commit to a pathway of reciprocal relationship, respect and reconciliation to the past, present, and future generations of Ktunaxa and all Indigenous Peoples.



MESSAGE FROM THE BOARD

The Kimberley Arts Council Board is pleased to present our 3-year Strategic Plan. This plan will serve to both clarify and guide the Council's focus on community-based priorities as we strive to reach our Vision. We identify ourselves as "Kimberley Arts Council at Centre 64" because of the priority both the Council and the community of Kimberley places in the importance of Centre 64 as our central gathering place honoring the arts.

This Strategic Plan is intended to be a living document that provides a road map for what we aim to accomplish over the next 3 years. It also acts as a guide for supporters, partners, members and volunteers to envision pieces of this Plan that truly speak to you. We encourage any and all Kimberley patrons of the arts to find a piece of this Plan for you to get involved in - the more creativity and passion, the better!

We thank the City of Kimberley for their support and collaboration over the years and also thank all of our members, volunteers, community artists and hard-working employees. With your continued dedication, we are excited to bring this Plan to life!

Yours in the arts,

Kimberley Arts Council



VISION

We envision the City of Kimberley as an artistically inspired community where everyone has access to and is enriched by art.

MISSION

We are dedicated to enhancing the artistic culture of our community and making the arts inviting and accessible for all.



MANDATE

The mandate of the Kimberley Arts Council at Centre 64 is to:

- Engage in and promote opportunities for community to participate in all art forms;
- Successfully operate and collaborate to maintain Centre 64 so to provide a safe and inviting space for the arts in Kimberley, BC;
- Stimulate and cultivate the artistic culture of our community by engaging in the development and maintenance of relevant arts and cultural events and activities; and
- Bring to the attention of civic and provincial leaders the artistic needs of our community.



VALUES



DIVERSITY: We strive for openness and inclusivity. We value diversity in ideas, people and art forms.



COLLABORATION: We see the value and opportunity in working with others to achieve optimal outcomes.



LEADERSHIP: We contribute guidance, initiative, expertise and positive action.



CELEBRATION: We acknowledge and promote local artists and we empower the community to celebrate a vibrant, artistic community.



CONNECTION: Providing exposure, opportunity and access for the community to actively engage in the arts.



GOALS

GOAL 1: Cooperatively cultivate the artistic culture of Kimberley BC by enabling access to art in all forms.

GOAL 2: Strengthen community engagement in the arts and enhance support to artists.

GOAL 3: Collaboratively develop, manage and operate Centre 64 and its related resources.

GOAL 4: Ensure organizational sustainability and stewardship.

GOAL 1: Cooperatively cultivate the artistic culture of Kimberley BC by enabling access to art in all forms.

- 1.1 Focus on renewing and managing existing, "core" programs and events efficiently and effectively by empowering and equipping committees/working groups. The "core" of the programs we manage include:
 - Visual Arts programs including Art Gallery exhibitions,
 - 1st Saturdays,
 - Kimberley Kaleidoscope Festival,
 - Live @ Studio 64 programs, and
 - Creative Kids and studio space for makers including ceramics and fibre arts.
- 1.2 Provide the dance studio, meeting and theatre space for artists, groups and broader community needs.
- 1.3 Reactivate a Performing Arts Committee to develop a 1-3 year plan for performing arts and music performances.
- 1.4 Build internal capacity to support with events and festival coordination.

GOAL 1: Cooperatively cultivate the artistic culture of Kimberley BC by enabling access to art in all forms.

- 1.5 Build a clear pathway and process for art practitioners and community members to provide a diversity of workshops and events for all ages with a renewed focus on youth and young families. Market this process to enable access and ease for independent workshop providers. Act as a community leader to market events, administer and provide adequate space for hosting.
- 1.6 Develop learning opportunities for the Board and Community to understand, reconcile and engage with Indigenous arts and culture sharing. Focus on the importance of Indigenous futures, representation and mutual respect.

GOAL 2: Strengthen community engagement in the arts and enhance support to artists.

- 2.1 Complete a Brand Identity with consistent messaging strategy for Kimberley Arts Council.
- 2.2 Redesign the website.
- 2.3 Develop a social media strategy with regular scheduling and targets.
- 2.4 Develop an advertising/marketing template and handbook to support efficient and effective promotion of events and programs.
- 2.5 Provide online database for Kimberley-based artists to improve exposure and celebrate talents.
- 2.6 Advocate to update the City of Kimberley's "Cultural Plan" (last completed in 2009). Connect with the City of Kimberley, Kimberley Chamber of Commerce and Tourism Kimberley to develop a joint planning initiative.

GOAL 3: Collaboratively develop, manage and operate Centre 64 and its related resources.

- 3.1 By the end of 2023, finalize a plan for the “parking lot” space outside Centre 64 as per the MOU with the City of Kimberley.
- 3.2 Develop a Building Exterior Revitalization Plan including new signage for building and community (in preparation for the 2026 50th Anniversary celebration).
- 3.3 Collaborate with the City of Kimberley and funding partners to develop a Capital Management, Maintenance and Asset Replacement Strategy to address the needs for safety and longevity of the Centre 64 building structure. Until such time this Plan is complete, review lease with the City of Kimberley to ensure clarity is provided around Asset Management responsibilities.
- 3.4 Address current priority capital needs including: roof, theatre lighting, and sound system.
- 3.5 Incorporate Ktunaxa language into Centre 64 signage.

GOAL 4: Ensure organizational sustainability and stewardship.

- 4.1 Create Board Manual/Handbook that includes updated Bylaws and Board responsibilities/procedures.
- 4.2 Create Administrator Handbook for succession planning.
- 4.3 Develop clear Board, Employee, Committee and Volunteer expectations, guidelines and job descriptions.
- 4.4 Create process for, and complete, annual Board and Employee evaluations and measurements.
- 4.5 Develop series for Board Member training and development.
- 4.6 Develop long-term (3-year) budget to support annual budget.
- 4.7 Develop an organizational chart that includes Committees.
- 4.8 Develop a Management & Volunteer Appreciation Program.
- 4.8 Increase project management capacity for any additional major projects. Major projects include new major events and/or capital projects.



MONITORING & REPORTING

In order for this Plan to be successfully implemented, the Kimberley Arts Council commits to:

- Incorporating Strategic Plan reporting into all Board Meetings and to actively monitor progress by completing at least quarterly checkpoints to analyze successes, challenges and any appropriate amendments;
- Remain both realistic and committed. Challenges are sure to arise but creativity and commitment are key!;
- Attach this Plan to an annual operating budget.
- Report regularly and annually to members, stakeholders and the City of Kimberley Council.
- Present this Plan and consult with the City of Kimberley at a regularly scheduled meeting. Develop a relationship based on integrity and common objectives.
- Provide a copy of this Plan and any Annual or other Reports on the Kimberley Arts Council website and other public spaces.



GRATITUDE

As the Kimberley Arts Council looks ahead to the completion of this Strategic Plan, it will be with the dedication of its outstanding supporters. The realization of our Mission is made possible by its passionate staff and volunteers – past, present, and future – whose energy and commitment to its purpose advances the arts within our community and our collective efforts. Without you none of this will be possible.

In particular, many thanks to the City of Kimberley, the Kimberley Arts Council Board of Directors, all of our incredible volunteers, our generous donors, outgoing Administrator Christine Besold, incoming Administrator Corrine Highwood, and Administrative Assistant John Stafford. With immense gratitude for your generosity and community spirit.



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