



Arts Touring Alliance of Alberta

ARTS TOURING ALLIANCE OF ALBERTA

STRATEGIC BUSINESS PLAN 2016-2019

Accepted

Arts Touring Alliance of Alberta

Vision

Successfully integrate the performing arts as an essential, vibrant component of the quality of life in Alberta.

Mission Statement

Our organization provides visionary, inclusive programs and services that are fundamental to the growth of a strong arts touring industry in Alberta.

Strategic Priorities

- To ensure that services and projects are beneficial and appropriate to the Membership of Presenters and Touring Artists
- To secure and administer adequate human and financial resources that support the operations and initiatives of the Arts Touring Alliance of Alberta
- To increase the visibility of the Arts Touring Alliance of Alberta and the presenting network in Alberta
- To foster intergenerational participation in the arts in Alberta and build stronger links between Emerging Artists and Presenters
- To identify and develop the Alberta audience for the Arts

Arts Touring Alliance of Alberta Historical Overview

The Arts Touring Alliance of Alberta was founded in 1993 and is dedicated to fostering a strong arts touring industry in Alberta. The activities that the Arts Touring Alliance of Alberta undertakes focus on service and programs that nurture professional arts touring.

The Arts Touring Alliance of Alberta's vision is guided by an elected, volunteer Board of Directors, who represent a broad cross section of community presenters from each provincial region, artists, artist managers and touring companies that provide a crucial perspective and expertise on arts touring issues. In addition the organization ensures that the arts and arts touring issues are top of mind with local, provincial and national governments, arts organizations and funding entities.

The Arts Touring Alliance of Alberta employs professional arts management, with its operations conducted by a full-time Executive Director and Membership Services Co-ordinator, and project based arts consultants. Core programming and initiatives of the Arts Touring Alliance of Alberta are:

- Touring Arts Marketing;
- Publications, Web-based Data and Information Sharing;
- Touring Arts Development; and
- Education and Awareness.

Across the province the Arts Touring Alliance of Alberta Board, staff and members are active in representing and promoting awareness of the touring arts in Alberta. The Arts Touring Alliance of Alberta Board and staff, network and exchange information on a regular basis with tour industry colleagues, arts groups, service organizations, media, and government.

The Arts Touring Alliance of Alberta is a registered non-profit organization. It is the only Alberta agency dedicated to the promotion of arts touring and is a vital link between community presenters and the professional performing arts. Membership is representative of community presenters, touring artists, agents and managers, arts service organizations, arts professional colleagues, and individuals who support the vision of the Arts Touring Alliance of Alberta.

Challenges and Opportunities

The Arts Touring Alliance of Alberta is fortunate to be working with a dynamic and dedicated group of artists, presenters and volunteers. Funding and support from various levels of government remains difficult to secure and the arts remain a “nice to have” and not a “need to have” in the eyes of some politicians and members of the public.

Challenges

1. Reductions in arts funding and threats to other funding
2. Political uncertainty and support
3. Uncertain economic climate
4. Limited awareness of Arts Touring Alliance of Alberta
5. Volunteer commitment
6. Lack of understanding of role of Presenting
7. Engaging intergenerational audiences
8. Aging Membership

Opportunities

1. Economic diversification agenda
2. More federal interest in the Arts
3. More engagement in politics from younger generations
4. We promote creative expression and enhanced quality of life
5. Building stronger connections within existing presenting network
6. Membership loyalty to Alberta Showcase
7. Highly committed Board & Staff
8. Technology creating more avenues for social connections and arts awareness

Many more challenges and opportunities exist and these serve to highlight the key issues that will be addressed as we go forward with our 2016 - 2019 Strategic Business Plan.

Goals, Strategies and Outcome Measures

Goal One

To ensure that services and projects are beneficial and appropriate to the Membership of Presenters and Touring Artists

Strategies

1. Maintain and improve the Website with the aim of achieving optimum Membership accessibility and usability.
2. Ensure a high quality exciting Showcase conference that is attracting high caliber artists and a multitude of presenters.
3. Ensure the presenters have the appropriate skill base through workshops, discussions, and webinars.
4. Strategies to engage communities:
 - a) Distribute information to members: deTour, broadcasts, etc.
 - b) Increase Directory listings and services

Outcome Measures

1. The redesigned Website features improved opportunities for Members to access information and services and to provide feedback via survey(s) and the forums to the Arts Touring Alliance of Alberta; there is an increase of hits and activity on the website.
2. Participation in the Showcase Conference and the high level of satisfaction with the quality of the event among all stakeholders is maintained.
3. The Directory becomes a viable publication with wide distribution.
4. Members are engaged in professional development.

Goal Two

To secure and administer adequate human and financial resources that support the operations and initiatives of the Arts Touring Alliance of Alberta

Strategies

1. Ensure the appropriate staff is in place to realize goals.
2. Explore other avenues of earned revenues through fundraising and advertising.
3. Maintain contact with granting bodies (i.e. Canadian Heritage and Alberta Foundation for the Arts).

Outcome Measures

1. Arts Touring Alliance of Alberta will be well staffed with stable personnel that will allow the Board to pursue other goals.
2. 2016 – 2018 Strategic Business Plan Goals will be achieved through grants funding as well as new/increased sources of revenue.
3. A sustainable and viable operation.

Goal Three

To increase the visibility of the Arts Touring Alliance of Alberta and the Alberta presenting Network

Strategies

1. Ensure the Arts Touring Alliance of Alberta brand is one consistent message
2. Encourage all Members to display the Arts Touring Alliance of Alberta logo
3. Promote closer relationships with PASO's, RPN's, RAFA and other provincial networks (e.g. agricultural societies).
4. Attend other conferences to boost awareness of the Arts Touring Alliance of Alberta and encourage other conferences to book booth space at our conference
5. Continue/increase lobbying efforts with all levels of government.
6. Use our rural strength to enhance the mandate of the Arts Touring Alliance of Alberta.

Outcome Measures

1. All marketing mediums will feature the new brand.
2. Arts Touring Alliance of Alberta will enjoy an increased realm of influence.
3. Increased representation of PASO's, RPN's, RAFA, etc at our conference

Goal Four

To foster intergenerational participation in the arts in Alberta and build stronger links between Emerging Artists and Presenters

Strategies

1. Encourage interaction between all members in order to harness multiple strategies for intergenerational audience and volunteer development
2. Explore different types of Showcases in order to promote a connection between Emerging Artists and Presenters
3. Develop time for 1-on-1 meetings with Presenters both at Showcase and all year long
4. Promote adding social opportunities to shows within our presenting network (e.g. encourage social media usage during performances (twitter, facebook, instagram, etc.))

Outcome Measures

1. Determine the most effective method of developing intergenerational participation based on the strategies offered by the membership and independent research
2. Discussions about intergenerational issues on the forums and feedback received through surveys and office communications
3. Increase in Emerging Artists engaged by Presenters
4. Increase in social media usage within the presenting network and development of other social engagement strategies