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# Arts Touring Alliance of Alberta Strategic Plan

2020-2023



**Arts Touring Alliance**  
of Alberta

**Shari Hanson**

FACILITATOR: GOVERNMENT OF ALBERTA

## Acknowledgement

*The Arts Touring Alliance of Alberta and all persons in our membership wish to acknowledge the traditional homeland of the many diverse First Nations and Métis people whose elders have walked this land before us, and those persons with whom we share this great land with today. We are grateful to work and live upon this territory together; and, for the means to learn from all of the traditional peoples of these lands – as we move forward together in reconciliation.*

*We are thankful to our funders: the Alberta Foundation for the Arts, and the Government of Canada – Department of Canadian Heritage for their financial assistance.*



Canada





**Arts Touring Alliance**  
of Alberta

**VISION:** Albertans support performing arts as an essential, vibrant component of their quality of life.

**MISSION:** As a professional network, we work to connect artists and artists' agencies with presenting organizations; and offer mentorship, education and advocacy to facilitate a strong performing arts touring industry in Alberta.

### **GOALS 2020-2023**

1. To strengthen the governance and functions of ATAA.
2. To facilitate access to live performances for all Albertans.
3. To build stronger links between artists and art presenters.
4. To provide professional development that reflects the diversity of members.

## VALUES:

- Pride, passion and love of the arts: We believe in the transformative power of the arts.
- Education: We understand the challenges of the touring artist and presenting organizations, and support capacity building (skills and ability) for effectively hosting performing artists.
- Inclusion: While performing arts focussed, we support art of all genres and disciplines of art; we connect a diversity of venues as both rural and urban presenting organizations, and work with all ages. We work together in respectful community to strengthen Alberta's arts touring industry.
- Excellence: We facilitate a jury process to encourage high calibre of artists performing in Alberta.
- Advocacy: We are advocates for progressiveness and originality in the arts.
- Collaborative: We intentionally build bridges and links to other organizations and provide opportunities for networking. We work to bring artists and art forms that have previously skipped over Alberta.

## Outcomes/Desired Impacts:

- We will have and effectively administer adequate human and financial resources that support the operations and initiatives of the ATAA.
- Increased audience for the arts in Alberta.
  - + Reduced barriers for intergenerational participation in the arts in Alberta.
  - + Younger generation interested in live performance.
- A stronger sense of community around the arts, with meaningful connections.
- Increased visibility of the presenting network in Alberta.
- Connected with artists to build their ability to tour with us and our diversity of venues.
- Increased skills of presenting organizations to host higher calibres of artists.
- Visionary, inclusive programs and services that are beneficial and appropriate to the membership of art presenters and touring artists.

## Action Plan:

### 1. To strengthen the governance and functions of ATAA.

Strategy	Actions	WHO	By When	With What	OUTCOMES
Clear Roles	Define Board roles Define ED roles + Board orientation at Nov mtg ( <i>annually</i> ) + Develop a manual + include process for communication	President of Board and Board  Board and Staff	End of 2020  2021	Current information on roles & history	<ul style="list-style-type: none"> <li>➤ We will have and effectively administer adequate human and financial resources that support the operations and initiatives of the ATAA.</li> </ul>
Strengthen local Boards	Visit rural boards to inform of opportunities and encourage new ideas. Perhaps utilize online townhall type of meetings  Encourage members to attend board development programs / online programs, etc.	Staff & Board Members  Region Representatives	Within next 12 Months	Make the time Have a 'board building capacity' workshop at Showcase (small boards could benefit = some who have never done strategic planning).	
Operational Plan	Develop Operational Plan for 1.5 to 2 years	ED	2020-2021	Individual skill of board members = members of the boards as 'tool box'	
Defining Terms	Definition of language for ease of communication	ED & Board	Ongoing + Showcase to include in program	With knowledge to simplify & clarify basic terms in layman	

### 2. To facilitate access to live performances for all Albertans.

Strategy	Actions	WHO	By When	With What	OUTCOMES
Finance forecasting based on current economy in Alberta.	Keep it affordable	Presenters and Artists	ongoing	Grants Sponsorship	<ul style="list-style-type: none"> <li>➤ Increased audience for the arts in Alberta.</li> <li>➤ Reduced barriers.</li> <li>➤ Intergenerational participation in the arts in Alberta.</li> <li>➤ Younger generation interested in live performance.</li> </ul>
Increased focus on family programming for sustainability.	Attract younger generation (30-45 and kids) Source out professional development to assist groups. Visit Boards to encourage action.	Presenters  ATAA (grassroots)	2021-2023	Social Media Email Share innovative "out of the box" events	
Educate families to benefits of the arts (video testimonials, share research).	Ease of access to live performance (family/youth)	ATAA Agents Managers Artists Presenters	2021-2023	Advertise Video interviews with audiences. Members track: why did they come to performance as a family? = what impacts on family?	

### 3. To build stronger links between artists and art presenters.

Strategy	Actions	WHO	By When	With What	OUTCOMES
Block booking	Process for connecting art presenters to artists.  Gather options and present process on block booking.	ED/Board Committee	Work on Website – 2020-2021 Present at next conference – perhaps as a workshop or table talk	Online meetings with Agents and Artists  Showcase one-on-one meetings	➔ A stronger sense of community around the arts, with meaningful connections. ➔ Increased visibility of the presenting network in Alberta. ➔ Connected with artists to build their ability to tour with us and our diversity of venues.
Facilitating conversations between dance and presenters to share	Develop plan to help presenters build capacity for dance in their community  Partner with sister organizations who specialize (Alberta Music, Theatre Alberta, AB Dance Alliance)	ED+ Dance Committee	2021-2023	Knowledge re: dance shows – types, logistics, themes, availability, etc. + seek feedback from artists = stories of impact of performing in Alberta (survey artists)	

### 4. To provide professional development that reflects the diversity of members.

Strategy	Actions	WHO	By When	With What	OUTCOMES
Analysis of membership.	Determine who is in our membership.  Decide if our membership database should be made public.	ED led – with board support	2021	Website membership  Membership Committee to gain members	➔ Increased skills of presenting organizations to host higher calibre of artists. ➔ Visionary, inclusive programs and services that are beneficial and appropriate to the membership of art presenters and touring artists.
Professional development strategy for membership	Develop a multi-year member professional development strategy and objectives.	ED led - with board support	2021	How do we facilitate, on a professional level, interactions between presenters and artists?  Collaborate with sister organizations to present workshops (e.g. ATAA present artist workshops along with Music Alberta).	