

Bill Reid Gallery of Northwest Coast Art

We respectfully acknowledge the Coast Salish Peoples on whose traditional territories we live and work, and all the First Nations of the Pacific Coast.

2018 – 2020 Strategic Plan

The purpose of the Strategic Plan is to define the key goals and objectives for 2018 – 2020 to ensure the continued relevance and sustainability of the Bill Reid Gallery.

Joint Board and staff planning sessions were held in January and March 2017 to produce this plan.

Vision

The Bill Reid Gallery reveals the vital and diverse indigenous cultures of the Northwest Coast through the extraordinary work of Bill Reid and inspirational contemporary art.

Values

- We share Bill Reid’s belief that “joy is a well-made object” and celebrate artistic excellence by presenting the work of Bill Reid in the SFU Art Collection and other Northwest Coast artists in our galleries; and by featuring work made by or designed by Northwest Coast artists in our Gallery Shop.
- We form lasting partnerships and collaborate to create innovative programs that engage, educate and inspire a deeper understanding of indigenous cultures and art.
- We engage indigenous community members within all aspects of our organization.
- We embrace diversity and build bridges of understanding among cultures.
- We respect artistic freedom, indigenous and other peoples, and the interconnectedness of culture, land, sea and people.

Strategic Goals

The Bill Reid Gallery has four equally important and interdependent strategic goals:

- I. PROFILE
Refine profile/brand to clearly convey our unique role and contribution
- II. CONTENT
Exhibition and Program to build awareness, engage community and celebrate the living cultures of the Northwest Coast
- III. PARTNERSHIP
Establish and nurture key partnerships to build program capacity
- IV. SUSTAINABILITY
Further develop diversified revenue strategy to build organizational strength and resilience

Strategic Goals and Key Tactics

I PROFILE

Refine profile/brand to clearly convey our unique role and contribution

- a) Define key target audience(s)
- b) Review visual identity and develop brand strategy for the Bill Reid Gallery
- c) Expand multi-platform marketing and communications strategy that positions Gallery as a must visit destination for Metro Vancouver residents and visitors
- d) Create additional profile raising opportunities at Gallery and in community to build and diversify audience
- e) Exhibition and program schedule designed to support vision and attract target audience(s)

II CONTENT

Exhibition and Program to build awareness, engage community and celebrate the living cultures of the Northwest Coast

- a) Actively program Gathering Space to support K-12 school program, adult programs, other programs and space rentals as well as provide a safe space for community dialogue
- b) Offer immersive hands on programs for students of all ages and abilities
- c) Offer programs that build bridges of mutual understanding between all peoples including Indigenous peoples and settlers (all non-Indigenous people)

III PARTNERSHIP

Establish and nurture key partnerships to build capacity

- a) Deepen and clarify partnership with SFU
- b) Build respectful relationships with host Nations of the land including Musqueam, Tsleil-waututh and Squamish Nations.
- c) Deepen partnership with the City of Vancouver
- d) Continue to collaborate with other organizations to deliver ground breaking exhibitions and programs
- e) Build on partnerships with community groups to provide community access to key programs and events
- f) Create capacity for volunteer coordinator to build volunteer base
- g) Offer mentorship opportunities to help build capacity in the cultural sector and among Indigenous cultural and arts workers

IV SUSTAINABILITY

Further develop diversified revenue strategy to build organizational strength and resilience

- a) Attract increased government support from municipal, provincial and federal governments
- b) Develop technology plan to define, resource and invest in technology required to support earned revenue activities (Gallery Shop, membership, programs and event rentals)
- c) Attract 15,000 paid visitors in 2020
- d) Establish joint fundraising position with SFU to support annual and endowment campaign
- e) Develop plan and capacity (volunteer leadership and staff) to raise endowment funds