

STRATEGIC PLAN 2024 - 2026

This Strategic Plan was developed according to the Bill Reid Foundation's [Strategic Planning Policy](#). The plan was developed with input from joint Board and staff planning sessions in October 2023, and was approved by the Board of Directors on November 30, 2023.

We respectfully acknowledge the xʷməθkʷəy̓əm (Musqueam), Skwx̓wú7mesh (Squamish), and Səlilwətaʔ/Selilwitulh (Tseil-Waututh), and all the Indigenous peoples of the Northwest Coast, on whose traditional and unceded territories we live and work.

Mission

The purpose and mission of the Foundation is to perpetuate, protect, enhance and promote Bill Reid's artistic and cultural legacy in the public interest.

Vision

The Bill Reid Foundation and its Gallery celebrates the vital and diverse Indigenous cultures of the Northwest Coast through the extraordinary work of Bill Reid and the presentation of exceptional contemporary art.

Values

- *Artistic Excellence:* We share Bill Reid's belief that "joy is a well-made object" and celebrate artistic excellence by presenting the work of Bill Reid and other contemporary Northwest Coast artists.
- *Indigenous Guidance:* We are guided by Indigenous community members and Indigenous values in all aspects of our organization.
- *Meaningful Collaboration:* We form lasting partnerships and collaborate to create innovative programs that engage, educate, and inspire a deeper understanding of Indigenous cultures and art.
- *Respect and Understanding:* We embrace and respect diversity and build bridges of understanding between Indigenous and non-Indigenous 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. INDIGENOUS CULTURES & CONTENT

Deliver high quality exhibition, education, and public programs that support Indigenous knowledge and values

II. COMMUNITY ENGAGEMENT & ACCESSIBILITY

Establish and nurture key partnerships, relationships, and capacity to build accessible and relevant programs that address Indigenous priorities and effectively engage Gallery visitors.

III. PROFILE & IDENTITY

Focus on the Gallery's unique reputation and expertise in Northwest Coast Art, leveraging this identity and recognition to expand audiences and increase impact.

IV. SUSTAINABILITY

Further develop financial, staff, and volunteer capacity as well as policies and processes to support longevity, diversified revenue streams, and responsiveness to changing socio-economic conditions.

Strategic Goals and Key Tactics for Years 2024-2026

I. INDIGENOUS CULTURES & CONTENT

Deliver high quality exhibition, education, and public programs that support Indigenous knowledge and values, and that honour Bill Reid's legacy.

- a) Design exhibitions that feature established and emerging artists bringing Indigenous perspectives to the forefront.
- b) Continue to improve the school education program through digital and in-person learning resources that strengthen learning opportunities for students and educators.
- c) Innovate our public programs to engage diverse community and add to discourse of Indigenous issues and priorities, respecting Indigenous content and knowledge.
- d) Actively support artists by providing exhibition, performance, and promotional opportunities as part of the Chief 7idansuu James Hart Emerging Artist Program and evaluate the impact of this work.

II. COMMUNITY ENGAGEMENT & ACCESSIBILITY

Establish and nurture key partnerships, relationships, and capacity to build accessible and relevant programs that address Indigenous priorities and effectively engage Gallery visitors.

- a) Build strong and respectful relationships with host nations of the land, specifically Musqueam, Tsleil-Waututh, and Squamish Nations.
- b) Deepen existing relationships and build new partnerships with corporations, patrons, government, other funders, and non-profit partners to enhance program offerings.
- c) Improve in-person and online visitor experience and strengthen accessibility, in all its forms, to exhibitions and public programs.
- d) Develop and implement programs and processes to provide a culturally safe space and increase engagement with Indigenous youth.
- e) Continue to offer mentorship opportunities to build capacity in the cultural sector and among Indigenous arts and culture workers.

III. PROFILE & IDENTITY

Focus on the Gallery's unique reputation and expertise in Northwest Coast Art, leveraging this identity and recognition to expand audiences and increase impact.

- a) Utilize new and existing media tools to execute marketing framework that builds brand recognition and increases visibility and engagement with differing audiences.
- b) Gather and utilize qualitative data to illustrate impact across all promotional channels.
- c) Target marketing to local, regional, and international audiences, presenting the Bill Reid Gallery as a leading place to learn about Indigenous culture in BC.

IV. SUSTAINABILITY

Further develop financial, staff, and volunteer capacity as well as policies and processes to support longevity, diversified revenue streams, and responsiveness to changing socio-economic conditions.

- a) Establish efficient technology, tools, and processes to support program development, revenue goals, and equip board and staff.
- b) Continue to grow the endowment fund through targeted fundraising that includes planned giving.
- c) Refine and implement a long-range revenue development plan that includes a diversified mix of membership, sponsorship, donor, earned revenue, and multi-year grants.
- d) Solidify and document recruitment, selection, training, succession plans, and cultural safety practices for all staff, volunteers, and Board members to support sustained leadership and team engagement.