

**WINNIPEG ARTS COUNCIL
PLANNING FRAMEWORK REVIEW
BRIDGE TO 2025
AUGUST 2022**



Introduction:

As an agent of the City of Winnipeg, The Winnipeg Arts Council takes guidance from the City's *OurWinnipeg* goals, objectives and policies. *"Valuing arts and culture builds capacity for reflection, critical thinking, expression and dialogue about our communities' history, current and future state."** Complete communities, which are healthy, safe, equitable, resilient and sustainable rely on the *"protection, preservation, and promotion of the inherent value of the arts, cultural, built and natural heritage resources."* (*OurWinnipeg 2045 Development Plan*)

The Winnipeg Arts Council believes art is integral to our city and we strive to use art to build our city, interpret our city and create connection to our city.

With an aim to refresh its guiding document, 'Creation Participation Inspiration: Framework for Planning, 2018 to 2022', the Winnipeg Arts Council undertook an engagement process with its staff and board members. The new document will provide a planning bridge to 2025 and guide the Winnipeg Arts Council's efforts for a time frame of two years. The refresh exercise was intended to update the existing guiding document rather than conduct a new strategic planning process.

As a result of that process the Council's four Framing Themes were refined and clarified to reflect the perspectives of current board members, many of whom were not involved in the creation of the 2018-22 plan. It also allowed the document to be examined in the current context: evolving forms of practice, funding cuts from the City of Winnipeg, a global pandemic, and public dialogue around social justice, climate change, ethnocultural representation and the legacy of residential schools.

This renewed document provides thematic direction for all of WAC's programs and activities. Specific action plans and reporting are developed each year through the organization's City-mandated Corporate Plan, using the Framing Themes as a guide.

Thank you to Kali Moss, Sage Solutions, for facilitating the engagement process, and to the Board and Staff of the Winnipeg Arts Council for their participation.

Cover Photo: NAfro Dance Company. Photo by Leif Norman.

The Winnipeg Arts Council is located on Treaty 1 Territory and on the ancestral lands of the Anishinaabeg, Cree, Oji-Cree, Dakota and Dene Peoples and in the homeland of the Métis Nation. We offer our respect and gratitude to the traditional caretakers of this land.



MISSION:

The Winnipeg Arts Council funds and supports artists and arts organizations. We initiate and promote development of the arts for the people of Winnipeg.



VISION:

Winnipeg is a city of the arts, where art is woven into all people's lives. Everyone has equitable access to the arts, participates in the arts, values the arts and is enriched by the arts.



VALUES:

Our values: ART, COURAGE, INTEGRITY, EQUITY, and CELEBRATION operate within the broader context of our civic environment.

ART: Creative human expression in all its manifestations results in art. The importance of art is the basic reason for the existence of the Winnipeg Arts Council. Art making, art producing, art documenting, art interpreting, art educating—are all about making and sharing meaning through art.

COURAGE: It takes courage to arrive at great things and the Winnipeg Arts Council leads with ideas. We have courage in what we initiate and in how we respond. We take informed risks and encourage artists to do the same. We are responsive and adaptive to others.

INTEGRITY: We are centered and clear in our intentions and honest and respectful in our practices. All of our programs and relationships are conducted with transparency and accountability. Integrity is how we build credibility.

EQUITY: Access, inclusion, and diversity are encompassed beneath the banner of equity to create space and opportunity for all the people of Winnipeg to have access to art. We support diverse art forms, ideas, and communities.

CELEBRATION: We actively promote all forms of art and opportunities to engage with art. Bringing focus and attention to the arts allows for connection, communication and celebration of the arts in our city.

Framing Theme 1: The Winnipeg Arts Council will inspire the people of Winnipeg to deepen their engagement with, and value for, the arts.

TOUCHSTONES: By actively pursuing

- Broad public awareness of Winnipeg Arts Council programs, clients and activities
- A leadership role in celebrating and boosting the visibility of the arts across all sectors
- Strategic engagement that promotes, advocates for, and interacts with all Winnipeggers

IMPACTS:

- Winnipeg is a city of the arts
- The Winnipeg Arts Council is an information hub for the arts in Winnipeg
- More, and more diverse, arts participation in Winnipeg
- Citizens understand the Winnipeg Arts Council's contribution to the arts and thereby to the quality of life in our city

Framing Theme 2: The Winnipeg Arts Council intentionally serves diverse communities and artistic disciplines.

TOUCHSTONES: By actively responding to

- The varied and diverse needs of artists and audiences of all ages, incomes and abilities
- The effects of the Covid-19 pandemic on the arts
- New and evolving forms of artistic and cultural expression

And engaging with

- First Nations, Métis and Inuit Winnipeggers with the principles of Reconciliation embedded throughout WAC programs and operations
- Ethnocultural and newcomer populations
- Board and staff membership that reflects the diversity of the community the Winnipeg Arts Council serves

IMPACTS:

- Increased participation in the arts
- Increased and diversified artists and audiences
- Artists and communities feel engaged and supported by the Winnipeg Arts Council
- A more representative Winnipeg Arts Council

Framing Theme 3: The Winnipeg Arts Council facilitates a culture where art is understood as essential to city building.

TOUCHSTONES: By cultivating

- The positive relationship with the City of Winnipeg
- Support for the arts by other civic champions such as the Winnipeg Chamber of Commerce, Economic Development Winnipeg, BIZ organizations and professional associations.
- The Winnipeg Arts Council's contribution to placemaking and city building

IMPACTS:

- Broader networks of support throughout Winnipeg
- The Winnipeg Arts Council is recognized as a core service provider by the City
- Recognition of the importance of the arts in municipal planning
- The inclusion of public art in City planning and capital development budgets

Framing Theme 4: Increased funding for the Winnipeg Arts Council in order to expand support to artists and arts organizations, and to increase the public's opportunity to interact with art.

TOUCHSTONES: By strengthening

- The relationship with the City of Winnipeg
- Public awareness of the economic benefits of the arts
- Project fundraising through other levels of government and foundations

IMPACTS:

- Restored arts funding to pre-2020 levels
- Planned and sustained increases to the arts as in other major Canadian cities.
- Restored and increased funds for public art

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