ARTS ORILLIA

Creativity | Culture | Community

Strategic Plan 2026 – 2031

the otherhalf consultants inc.

Building Creative Futures… Through Education, Arts, and Community 2026 to 2031

Our theme for the next five years, **Building Creative Futures… Through Education, Arts, and Community**, brings Arts Orillia's vision to life. It celebrates the creativity, connection, and possibility at the heart of our work—and the future we are building together through three interconnected pillars:

1. **Education**
   We open doors to creativity through school partnerships, in-class programming, youth mentorship, Global Steps, SHSM, the Creative Youth Lab, the Creative Youth Writing Lab, and lifelong learning opportunities.

2. **Creative Development**
   We champion artists and new ideas through residencies, creative incubation, performances, festivals, and opportunities that nurture artistic excellence, professional growth, and the creation of bold new work.

3. **Community**
   We bring people together through accessible cultural experiences, meaningful partnerships, and wel coming spaces that strengthen inclusion, belonging, well-being, and economic vitality across our region.

Together, these pillars connect **The Community We Want** with The **Arts Orillia We Need**. They turn our vision into action—guiding every program, partnership, and investment as we grow a resilient, sustainable organization with an even greater impact.

Building Creative Futures is also an invitation to take part. Donors, sponsors, businesses, foundations, governments, artists, educators, families, and community members can all help shape a vibrant cultural future. Every contribution—of time, talent, partnership, advocacy, or funding—creates more opportunity, deepens belonging, and empowers the next generation of artists, audiences, and community builders.

Arts Orillia is not simply delivering programs. We are building creative futures through education, arts, and community.

Mission

Arts Orillia fosters a dynamic cultural scene through arts education, mentorship, and performance.

Vision

By **2031**, Arts Orillia will be…

- The most sought-after arts education programmer for **youth** in our region;
- The leading creative incubator north of Barrie for **artists'** residencies, developing new work;
- A respected provider of **cultural** and artistic programs that grow and inspire broader community participation and engagement.

Values

Arts Orillia Believes in…

- **Diversity and Inclusion** – we are committed to providing opportunities that are equitable, diverse, accessible, and inclusionary. We seek to celebrate and lift up our community and everyone in it through the arts.
- **Collaboration** – we actively work with individuals, organizations, and government from our community, our region and beyond.
- **Innovation** – we strive to demonstrate our organization's value to the community and our commitment to diverse and new expressions of creativity and artistic endeavours.
- **Sustainability** – we demonstrate resiliency and nimbleness, and adapt to changing circumstances, in securing resources that will enable us to achieve our mission and vision.

Strategies and Key Initiatives...Arts Orillia's focus from now to 2031

Ensure Financial Resilience and Sustainability

- Advocating for increased funding from government (OAC, CCA, CAPF, City, etc.)
- Increased Philanthropy – Core Funding from Private Foundation or Corporation – Establish possible Reserve Fund for the organization's security
- Revenue diversification – e.g., Increased ticket sales (#+$); Program Variety; Small business & Corporate Sponsorships; Foundation Grants

Growing Audiences & Expanding Access

- Grow the number of partnerships with the education sector
- Grow audiences and presence within and beyond North Simcoe
- Multi-year engagement with youth to foster life-changing development
- Explore delivery of programs in collaboration with other arts "partners"
- Increase connections and understanding between local cultural groups through relevant artistic programming and events

People & Culture

- Board, Committee & Volunteer Development, and a clear definition of Roles and Responsibilities
- HR Plan – additional staff & volunteers to grow capacity for participation and involvement.

Communications and Brand Awareness

- Increased social media presence; media partnership
- Brand ambassador program
- Increased community awareness & engagement = more support
- Greater advocacy with the City of Orillia, County & Province re Value of Arts to Communities

Call to Action...

Arts Orillia believes that vibrant communities are built through creativity, connection, and opportunity. As we enter the next phase of our journey, we invite artists, youth, educators, cultural organizations, businesses, funders, volunteers, and community members to join us in shaping a stronger cultural future for our region.

The years ahead will require collaboration, innovation, and investment. Together, we will create opportunities for young people to discover their potential, support artists in developing and sharing new work, and increase access to meaningful arts experiences for people of all ages and backgrounds.

Through education, performance, mentorship, and cultural engagement, Arts Orillia will continue to demonstrate that the arts are not an extracurricular luxury—they are essential to building healthy communities, strengthening belonging, inspiring dialogue, and contributing to economic and social vitality.

This Strategic Plan is our collective commitment to ensuring that creativity continues to thrive in Orillia and across the region. We invite everyone who believes in the power of the arts to be part of the journey.

The Community we Want...

We envision a community where creativity is accessible, valued, and woven into everyday life. A community...
...where young people have opportunities to explore their creativity, develop confidence, and see pathways for personal and professional growth through the arts.

...where artists are recognized as contributors to community well-being, economic development, education, and social change—and where they are supported to create, experiment, collaborate, and thrive.

...that embraces diverse voices, cultures, traditions, and perspectives, using the arts to foster understanding, dialogue, and belonging.

...where arts experiences bring people together across generations, creating opportunities for shared learning, celebration, and connection.
...that recognizes the arts as an investment in quality of life, fostering youth development through education partnerships while contributing to a vibrant and resilient community and economy.

...where every person—regardless of age, background, ability, identity, or circumstance—can participate in and benefit from meaningful creative experiences.

The Arts Orillia We Need...

As an evolving organization, Arts Orillia is committed to building a sustainable, focused, and impactful future. We will continue to grow deliberately, aligning our resources with the areas where we can make the greatest difference.

We need an Arts Orillia that:

- Centres youth by creating transformational opportunities for learning, mentorship, leadership, and artistic expression.
- Supports artists through residencies, incubator programs, professional development, creation opportunities, and meaningful presentation platforms.
- Builds audiences by making arts experiences accessible, welcoming, relevant, and engaging for a broad and diverse public.
- Leverages partnerships with elementary and secondary schools, post-secondary institutions, cultural organizations, businesses, municipalities, and community groups to increase impact and reach.
- Champions diversity, equity, inclusion, and belonging, ensuring that underrepresented voices are celebrated and reflected in our work.
- Balances artistic excellence with community impact, delivering programs that inspire creativity while strengthening community connection.
- Operates sustainably, with diversified revenues, strong governance, committed volunteers, capable staff, and long-term financial resilience.
- Acts as a regional cultural leader, helping position Orillia and surrounding communities as a destination for arts, culture, learning, and innovation.
- Measures and communicates impact, clearly demonstrating how arts participation changes lives, strengthens communities, and contributes to economic and social well-being.
- Creates opportunities for people to participate, not simply attend, fostering lifelong engagement with the arts.

By 2031, Arts Orillia will be recognized not only for the programs it delivers, but for the opportunities it creates, the partnerships it builds, the artists it supports, and the lasting positive impact it has on youth, community, and culture throughout the region.

23 Mississaga St W, Orillia, ON L3V 3A5
Charitable Reg#: 81819 8764 RR0001
www.artsorillia.ca / info@artsorillia.ca