

LATITUDE 53

CONTEMPORARY VISUAL CULTURE

Strategic Plan 2013-2018

STRATEGIC DIRECTIONS

To meet the dynamic needs of our artists, members, and supporters, latitude 53 will drive its strategic direction along three fluidly interconnected themes.

Empowering Contemporary Artists

We will develop and animate programming that explores the boundaries of contemporary art.

Fostering Community

We will help create meaningful and sustainable communities through fostering new relationships and reinvigorating old ones.

Enhancing Capacity

We will continue to build capacity in the areas of human resources, finance, and advocacy.

OBJECTIVES

Invest in Human Resources: Latitude 53 will develop strong and sustainable Human Resource systems.

1. Develop a sustainable succession plan for all areas, and a lateral staffing structure.
2. Offer competitive compensation and professional development that meets national standards.
3. Encourage personal and professional goals with predetermined review periods.
4. Inspire a supportive mentoring relationship between senior and junior staff.

Invest in Financial Capacity: Latitude 53 will develop and diversify the financial resources needed to achieve its mandate and build toward the future.

1. Develop a sustainable, diversified fundraising model at operational and board levels.
2. Engage new donors and broaden relationships with existing donors.
3. Seek advice and guidance from financial experts.

Build Relationships: Latitude 53 will develop strong, reciprocal relationships with its supporters.

1. Increase membership and deepen relationships with current members.
2. Drive audience engagement in physical and virtual spaces.
3. Acknowledge the different needs of our different audiences and cater to them each individually.
4. Push greater reciprocity in our relations with our members and volunteers.

Focus on Porosity: Latitude 53 will be attentive and responsive to cultural and artistic trends in Alberta and beyond.

1. Develop programming that reaches beyond the gallery walls and into the wider community.
2. Promote experimentation and risk-taking at all levels and in all contexts.
3. Enable an atmosphere of responsiveness on gallery strategies, initiatives, and programming.

Advocate for Art: Latitude 53 will take a greater role in advocating for contemporary art and will build connections that advance artists and arts organizations in the community.

1. Contribute to directly building a lively and engaged artistic community in Edmonton.
2. Foster political connections, locally, provincially, and nationally.
3. Collaborate with public organizations to broaden and deepen Edmonton's artistic community.

Improve Outreach: Latitude 53 will increase community visibility and develop meaningful outreach opportunities.

1. Develop greater positive awareness of who and what Latitude 53 is and does.
2. Drive increased connectivity between Latitude 53 and other Edmonton cultural organizations.

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Who We Are, What We Do

An artist-run centre, Latitude 53 Contemporary Visual Culture thrives at the intersection of art and ideas, promoting innovation, experimentation, and dialogue, while fostering active, creative, and collaborative communities. Enabled by a wide base of members, volunteers, donors, and sponsors, we offer a plenitude of portals to local, national, and international contemporary art.

Our Vision

Through engagement and risk, Latitude 53 will create programming that explores the boundaries of contemporary art. We will build a lively and engaged artistic community through an ongoing responsiveness to artists, ideas, and questions that are relevant to our community.

Join the Conversation!

There are many ways to get involved with Latitude 53 and our exciting strategic directions. We want to hear from you!

Visit: 10242 - 106 Street
Connect: www.facebook.com/Latitude53
Join: latitude53.org/getInvolved/becomeAMember
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LATITUDE & 53

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