



STRATEGIC PLAN 2014-2019

WE ARE HALIBURTON'S PUBLIC ART GALLERY

WHO WE ARE, WHAT WE DO

Rails End Gallery and Arts Centre exists to serve the public interest. From the outset in the early 1960s we sought to enhance public awareness of the creative arts, provide community arts education and create opportunities for artists. Since 1980 we have maintained a community art gallery in the historic railway station in Haliburton Village. Today, Rails End is Haliburton's public art gallery with two exhibition spaces and a Boutique featuring work by artist members. We present the Haliburton Art and Craft Festival (the largest outdoor event in Haliburton County) and are active partners with several local not-for-profits groups. As a mature arts organization we seek to lead with confidence inspired by our mission and support by the belief that the arts are an essential part of a healthy and prosperous community.

OUR VISION

Rails End Gallery and Arts Centre is registered Canadian Charity committed to being:

- A year-round public art gallery;
- A cultural hub in Haliburton County;
- A community gathering place with gallery exhibition spaces and creative arts programming for all ages;
- A tourist destination in a historic railway station promoting cultural activities in Haliburton County.

OUR STRATEGIC PLAN

The Strategic Plan 2014-2019 was prepared by a committee of the Board of Directors: Susann James (President), Vicki Sisson (Past President), Jackie Wells (Vice President, Angelica Blenich (Director) with staff support from Laurie Jones Curator and Director.

This 5 Year Strategic Plan for Rails End Gallery and Arts Centre names four key priorities and lists things we plan to do to support these priorities, called, “strategies”. An ad hoc Board committee reviewed our Vision, Mission, Goals and Values, our previous Strategic Plan and our current reality in preparation for The Plan. The Strategic Plan is an important tool to help us achieve our Vision. It provides a framework for decision making, action planning and measuring success. It was approved by the Board of Directors in August, 2014.

The Plan has four priorities:

- Strengthen human resources
- Improve external relationships
- Be good stewards of our building and facilities
- Balance artistic programming with financial responsibility

A set of strategies we will put into action is listed under each priority.

ONE: STRENGTHEN HUMAN RESOURCES

Rails End will ensure Human Resources are in place to carry out our Mission and maintain day to day operations.

STRATEGIES

- PLAN FOR SUCCESSION OF STAFF, VOLUNTEERS AND BOARD MEMBERS
- ENHANCE OUR VOLUNTEER PROGRAM
- TARGET AND CREATE RELATIONSHIPS WITH SERVICE GROUPS AND COMMUNITY ORGANIZATIONS THAT MAY BE ABLE TO HELP US MEET OUR HUMAN RESOURCES NEEDS
- LEARN ABOUT GRANT OPPORTUNITIES THAT COULD BOLSTER STAFFING
- ASSESS HUMAN RESOURCES NEEDS AT CURRENT SERVICE LEVELS AND PROJECT FUTURE NEEDS

TWO: IMPROVE EXTERNAL RELATIONSHIPS

Rails End will nurture existing relationships with stakeholders, visitors, funders and the broader community.

STRATEGIES

- PROMOTE RAILS END IN OUR COMMUNITY AND BEYOND
- COMPILE LIST OF EXISTING RELATIONSHIPS AND THEIR STATUS
- CROSS POLLINATE WITH OTHER ORGANIZATIONS
- IMAGINE AND THEN REALIZE NEW RELATIONSHIPS
- GIVE BACK TO THE COMMUNITY

THREE: BE GOOD STEWARDS OF OUR BUILDING AND FACILITIES

Rails End is privileged to be the long term tenant of Haliburton's historic railway station and takes pride in being a good steward and contributor to local history.

STRATEGIES

- MAINTAIN BUILDING IN GOOD WORKING CONDITION
- MAXIMIZE EXISTING STORAGE AREAS
- IMPROVE USE OF SPACE AND ENERGY EFFICIENCY
- MAINTAIN AN ATTRACTIVE AND WELCOMING STREET PRESENCE

FOUR: BALANCE ARTISTIC PROGRAMMING WITH FINANCIAL RESPONSIBILITY

Rails End strives to operate within our means at all times, to maintain a broad foundation of support and to deliver programming that sustains our Vision and achieves our Goals.

- CREATE A FUNDRAISING DEVELOPMENT PLAN THAT INCLUDES SPONSORSHIP, GRANTS, LEGACY GIVING AND ACTIVE FUNDRAISING
 - INCREASE BOUTIQUE INCOME
 - DEMONSTRATE FISCAL RESPONSIBILITY
-