

## **Rails End Gallery and Arts Centre**

We bring art to life in Haliburton

### **Overview**

A sense of belonging brings purpose to our lives and is key to building vibrant communities. Rails End Gallery and Arts Centre is a registered charity that supports human connection and belonging through creative arts engagement and shared experience in public spaces.

### **Organizational Themes**

Programming – We are a vibrant and welcoming arts centre with a year round program of engaging and accessible cultural activities.

Tourism – We provide an authentic tourist experience that aligns with Ontario's Highlands Tourism Region 11

People – We have an effective and motivated team of staff and volunteers focused on relationship building.

Stewardship – We take good care of our facilities and the environment.

Finance – We have the financial resources to meet our organizational objectives.

### **Vision**

We bring art to life in Haliburton.

### **Strategic Direction 2020-2021**

Rails End Gallery and Arts Centre will be a place where audience members can safely and creatively connect through the arts in the face of the upheaval caused by the COVID pandemic.

GOALS	STRATEGIES	PERFORMANCE INDICATORS
<ul style="list-style-type: none"> <li>• Grow online audience numbers with engaging content</li> </ul>	<ul style="list-style-type: none"> <li>• Refine “the online voice of Rails End” and communicate with existing audiences and stakeholders</li> <li>• Survey our members to learn what social media they now use, preferred delivery devices, trends, needs and wants</li> <li>• Investigate new channels to attract target audiences defined by Ontario’s Highlands Tourism</li> <li>• create in house video for Youtube channel</li> <li>• source, create, and share relevant content</li> </ul>	<ul style="list-style-type: none"> <li>• digital report card stats across all media evaluated year over year</li> <li>• amount of content creation, quality and how audience responded to our content</li> <li>• 200% subscriber inc to YouTube channel by year end</li> <li>• at least 6 - 2 min videos on our Youtube channel FB statistics</li> <li>• at least 10 – 30 second clips on FB</li> <li>• 15% inc in likes on FB</li> <li>• Instagram statistics</li> <li>• Ratio followers&gt;followed within 6 months for both FB and Instagram</li> </ul>
<ul style="list-style-type: none"> <li>• enhance the tourist experience with a new offering based on building’s unique design features and architecture.</li> </ul>	<p>Summer Student project to research gallery features</p> <ul style="list-style-type: none"> <li>• Staff and volunteers work with Friends of the Rail Trail and Hike Haliburton to support their programmes</li> <li>• Staff to invite the Museum to collaborate on a joint exhibition</li> <li>• Staff create a virtual tour</li> </ul>	<ul style="list-style-type: none"> <li>• Completion of summer project as outlined in grant</li> <li>• Uptake of at least one element of digital content we create by Ontario’s Highlands Tourism Region 11</li> <li>• One article in local paper</li> <li>• At least one interview on local radio</li> <li>• Groundwork laid for a joint exhibition with the Museum</li> </ul>

GOALS	STRATEGIES	PERFORMANCE INDICATORS
<ul style="list-style-type: none"> <li>Revive cancelled programs i.e. drum circles/knit/uke/WIP</li> </ul>	<ul style="list-style-type: none"> <li>Use creative alternatives to in-person engagement including digital media, new partnerships, shared resources, online meetups,</li> <li>Maintaining physical distancing</li> <li>Explore outdoor locations for program space</li> </ul>	<ul style="list-style-type: none"> <li>Participation numbers to remain at pre COVID level as a minimum</li> </ul>
<p>Retain Membership at pre COVID level</p>	<ul style="list-style-type: none"> <li>Increase frequency and content of Member communications</li> <li>Open lines of communication to members using poll/survey/invitation to provide content</li> <li>Promote early renewal with a reward</li> <li>Add members' benefits</li> <li>Support artist members with services i.e. online store, profiles on our website</li> </ul>	<ul style="list-style-type: none"> <li>10% Increase Member Update opening on Member emails vs prev yr</li> <li>Renewal # &gt;75%</li> </ul>
<p>Keep Haliburton Art and Craft Festival on the map and plan for next year in spite of cancellation.</p>	<ul style="list-style-type: none"> <li>Survey artists to ask how we can help them this year</li> <li>Bolster online presence of ACFest this year in prep for next year</li> <li>Use this year to develop promotional material and</li> </ul>	<ul style="list-style-type: none"> <li>Response rate to survey &gt; 60%</li> <li>Number of committed returning artists &gt; 50% at end of September 2020</li> <li>Volunteer commitment will be strong for 2021 &gt; 24</li> </ul>

GOALS	STRATEGIES	PERFORMANCE INDICATORS
	<p>social media assets for participants</p> <ul style="list-style-type: none"> <li>• Get volunteer commitment for 2021 this year</li> <li>• Enhance volunteer experience with an ACFest insider story feature in Member update and/or Blog</li> </ul>	<p>signed up before May 2021</p>
<p>Reopen the Gallery Shop to retain and serve and both consignors and shoppers.</p>	<ul style="list-style-type: none"> <li>• Set policies and procedure to mitigate COVID risk</li> <li>• Resolve issue of potential damage to consignment good re: sanitizing.</li> <li>• Change display methods i.e. move to window displays</li> <li>• Keep profit margins up through efficiency, use of volunteers, and curated selection of goods</li> <li>• Boost website presence of consignors</li> <li>• Implement Personal Shopping service by appointment (touchless)</li> <li>• Apply all regulations for safety of staff and visitors i.e. masks, hand sanitizing, physical distancing, signage</li> </ul>	<ul style="list-style-type: none"> <li>• Shop will be open within 4 months</li> <li>• 30% of prev yr in retained earnings</li> <li>• Loss of consignors &lt; 15 over the year</li> </ul>

