

Colborne Art Gallery - Strategic Plan 2017 - 2020

Mission

To art lovers, collectors and students from Toronto to Bellville, the artist-run co-operative, The Colborne Art Gallery, is a highly respected gallery and shop with exhibitions that will challenge how they look at the world. Visitors will be inspired to do more art making on their own and buyers will have a more beautiful home, garden or office environment.

Our space will welcome highly esteemed guest artists, participants in a well-run prestigious juried show, and visitors to the Cramahe Heritage Room. We will work closely with our community to build use of the open space in our heritage building and viewership of our art.

Members will be challenged by great exhibition themes and will see their work evolve through team critiques and workshops. They will benefit from the sales of their works at every exhibition, and the collaborative business support of fellow members.

Mission Statement (current)

The Colborne Art Gallery is an artist-run co-operative dedicated to building awareness of and accessibility to contemporary visual art as practiced by our members and guest artists. By seeking the widest possible audience, the gallery supports and advances the careers of local artists while contributing to the cultural life of Northumberland County.

Goals

	2016	2017	2018	2019	2020
Sales	\$4,310	\$2,000	\$2,200	\$2,500	\$3,000
Commission	\$506	\$250	\$330	\$375	\$450
Juried Show Income	\$1,500	\$2,000	\$2,200	\$2,500	\$3,000
Guest Show income	\$720	\$720	\$800	\$800	\$800
Donations	?	?			
Fundraising events	0	0	\$1,300	\$1,500	\$1,800
Visitors, excluding openings	1,036	1,200	1,400	1,600	1,600
Visitors at openings	340	380	400	440	500
Members	10	8 to 10	12	14	15
Co-op member activities	1	2	3	4	5

Notes: Commission is 15% for members and 35% for non-members

Strategic Pillars

Develop as Artists	Drive Traffic and Sales	Build Community	Grow Membership	Collaborate Effectively
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Strategic Action Plan

Strategic Pillars	Strategies	Actions	Responsibility	Timing	
Develop as Artists	create opportunities for artists to provide feedback to each other	hold critique circle, research how to do this, set parameters, schedule			
		hold discussion sessions using book "Show Your Work"	Marion	Jan- Mar 2018	
		hold an annual discussion around the themes and our work for those themes	Charles		
Drive Traffic and Sales	storefront enhancement	create signs for each show for front banner pole	Josie & Marion		
		new steel sign "Gallery, Shop & Heritage Exhibit"			
		improve front door sign, create signs for front door, create all-in-one sign template and add new exhibit, 6 x a year	Josie & Marion		
		create outside wall sign/mural on west side			
		invest in marketing with a wider variety of materials	produce posters for library, municipal office, stores, for every show	Josie & Marion	
		price out new materials		Marion	
		add costs of new materials to budget	Clare		

Strategic Pillars	Strategies	Actions	Responsibility	Timing
		create a new brochure and share with Heritage Room	Marion	Dec 2018
		create general ad formats	Josie	
		budget for mailing out juried show postcards to accepted artists (usually 35-40) well in advance of the show for them to distribute	Marion to price	
		look into ads in Watershed, Grapevine		
		investigate Jazz FM and Classical FM radio		
	develop Social Media program	change admins on website	Marion	fall 2017
		continue to promote Juried Show and Guest artists on Facebook	Marion	ongoing
		write plan	Marion	fall 2017
		gather content from members	Marion & Susan	fall 2017
	revitalize newsletter		Marion	winter 2018
	create a gift shop of smaller items in a wider variety of media and at lower price points	research potential display units and use of existing units		summer 2017
		create a new floor plan with shop area		summer 2017
		gather information from all members on what the could include		summer 2017
		provide information on making of G-prints	Omar	summer 2017

Strategic Pillars	Strategies	Actions	Responsibility	Timing
	investigate and test tourism related opportunities	participate as a site in Cramahe Studio Tour, do demonstrations during tour		starting in 2017
		Marion to do demonstration Sunday 2017, plan for future years?	Marion	starting in 2017
		be a site on Northumberland Studio Tour for 2018 (2nd weekend in September); do demonstrations during tour		
		develop relationship with Northumberland Tourism		
		get new brochure and posters into tourist info sites		
	attract well-known guest artists and active artist groups	actively search for guests, approach guests and artist groups	Charles	
	create enticing themes for our exhibits, and for member portions of exhibits	map out themes for end of 2017 - 2018		
		write story around each theme, artists provide stories about their work to help build show book and advance media		
	update website functionality	meet with John Charlton and develop more editing functions for members	Marion & Lorelyn	
	members work on self-promotion	hold a Facebook Page development workshop	Marion	
	require that all work of guest and juried show artists must be for sale	add to handbook		

Strategic Pillars	Strategies	Actions	Responsibility	Timing
	keep donation jar on desk	add to handbook		
Build Community Participation	use the gallery for evening classes, soirees, wine & cheese	hold art related classes, workshops, open studio		
	invite community to use the gallery as Event Space for concerts, teas, receptions	find gaps in community needs for space such as yoga classes		
	maximize partnership with Historical Society and Archives - Heritage Gallery	include Heritage Gallery images, news and editorial in our marketing including newsletters		
	continue with exhibits in the library and Township offices			
	create a relationship with the Big Apple	Big Apple could supply pies/tarts for our openings, offer to give our visitors, ad in programs such as for Juried Show		
		provide them with sponsorship acknowledgement on website, Facebook and on posters		
	host school tours by schools in Castleton and Colborne	visit local public schools in the fall of each year and provide calendar of exhibitions		
		organize schedule for visits		
Grow Membership	Continue to pursue artists who've shown in our Juried Show	provide membership package to each participant	Josie	with each Jury show

Strategic Pillars	Strategies	Actions	Responsibility	Timing
	Develop position of Membership Coordinator	group to ask new member Susan to do Membership		
		create membership recruitment plan	Susan	
		update all information to go to every new member	Susan	
		actively research and pursue talented artists in the area	Susan	
Effective Collaboration Among Members	attempt to balance tasks among members and have people take jobs they like and are capable of	discuss and update job lists annually in Jan/Feb	Susan	
	plan for retirement of Yoka	add to agenda to plan at future meeting	Charles	fall 2018
	plan for fewer shows - 6 per year	redo 2017 schedule and timing, schedule 2018	Lorelyn	complete
	collaborate on curating	draft 2018 plan for group review	Charles	complete
		work on themes for next few years that will attract locals such as concepts around the local history, geography and parks	Charles	
		create art for auction in gallery as an event		