



Two Rivers Gallery

Strategic Plan 2017–2021

Our Mission

Two Rivers Gallery is a vital centre for visual art in the Region. In Prince George and throughout the central interior of British Columbia, we will continue to:

- Encourage lifelong learning through the Arts
- Create an environment for vigorous artistic and cultural expression
- Provide opportunities for diverse experiences through participation and exhibition

Strategic Plan

Reflecting the nature of Two Rivers Gallery as a creative organization, the committee consciously steered away from the language of a traditional corporate plan. In alignment with our name, branding, and emphasis on the creative process, “Streams” direct our strategic priorities and “Destinations” outline our goals.

As a working document that transcends departmental boundaries, this Strategic Plan presents a holistic vision for Two Rivers Gallery as a vital centre for visual art in the Region.

Reach Engage
Enhance
Inspire



Reach and expand creative influence in the community

Casting a net of creative influence, Two Rivers Gallery will reach out to people, organizations, communities and funding sources

Destinations

- Raise the profile of the Gallery
- Initiate relationships with new audiences
- Exceed the reach of the building



Engage communities through deep participation

Two Rivers Gallery will engage its audiences, using exhibitions, programs and the permanent collection as tools to foster conversations through art and champion opportunities for deep participation, honouring the diversity of the Region

Destinations

- Engage audiences in authentic experiences with art and creativity
- Collaborate with organizations within the community, focusing on the social good
- Honour and engage Indigenous peoples
- Embrace cultural diversity within our communities



Enhance our capacity

Two Rivers Gallery will work collaboratively and creatively to enhance its capacity to operate effectively and efficiently

Destinations

- Develop a strong team of champions
- Maximize and diversify the use of the facility
- Develop outstanding Public and Exhibition Programs
- Achieve financial sustainability that supports and enables growth



Inspire by embracing new opportunities

As a catalyst and creative force in the communities in which it operates, Two Rivers Gallery will kindle a culture that encourages taking brave new steps and embracing new opportunities

Destinations

- Position Ourselves as Creative Leaders
- Advance Creative Innovation
- Integrate Technology

