



**TwoRivers
Gallery**

Two Rivers Gallery

2022 – 2027 Strategic Plan

► LAND ACKNOWLEDGEMENT

Two Rivers Gallery is gratefully located on the traditional, unceded territory of the Lheidli T'enneh First Nation.

We are grateful to operate on the traditional and unceded territory of the Lheidli T'enneh First Nation and commit to continuing to enhance our support of local Indigenous artists and communities, to build relationships built upon respect and recognition of culture, and to continue to work toward the [TRC Calls to Action](#).



► STRATEGIC PLANNING PROCESS

This strategic plan process was designed to hear from as many diverse voices and users as possible over the course of a four-month discovery period in early 2022. Discussion points throughout the strategic planning feedback process generally focused on the role of arts and culture in the lives of participants now and in the post-pandemic future; the capabilities and successes of the gallery; and the ability for the gallery to increase outreach efforts.

Feedback was collected through a variety of streams, such as:

- One-on-one interviews and group discussions with stakeholders including:
 - Members of Indigenous communities, including the Lheidli T'enneh First Nation
 - Working artists connected with the gallery
 - Staff and leadership from other arts, culture and museum organizations
 - City of Prince George administration officials
 - Funders, sponsors and other financial partners
 - Gallery members and volunteers
 - Post-secondary institutions with the region
 - Schools operating within the region
 - Program delivery partners
 - Youth participants who use gallery programs
- A survey was made available to the general public and sent to members.
- Facilitated meetings with the Board of Directors and the staff of Two Rivers Gallery.

This plan is the result of those discussions, meetings, workshops, and other process elements.

THE STRATEGIC PLAN

Through contemporary art and creativity, and in response to emerging social circumstances, Two Rivers Gallery commits to being a growing catalyst of meaningful social change within this community, city and region as a means of improving quality of life, promoting equality, and furthering our reconciliation efforts.

► STRATEGIC FOUNDATIONS

Strategic foundations are woven into every priority – implicitly and explicitly. Any actions taken under the priorities need to be guided by – and advance – each of these.

PRINCIPLE FOUNDATION: Reconciliation

The work of reconciliation is not just a category of specific action, but ongoing, everyday work to unravel our own harmful historic systems that continue to oppress Indigenous communities. This is our first foundational element, above all others. As the gallery works through its strategic priorities, it will always be looking for ways to honour a sacred commitment to reconciliation. With continued demonstrated commitment, the relationship will build over time. **Two Rivers has the values, skills and will to make a commitment to setting a standard with their reconciliation efforts.**

FOUNDATION: Fostering Learning Through Contemporary Art, Creativity and Creation

While the gallery may exceed the conventional definition of a cultural institution, its impact will always centre on learning through contemporary art, creativity and creation. Supporting creation at every level – from spectator, to one-time participant, to emerging amateur, to established artist and everything in between – maintains the momentum required to accomplish the priorities of this plan. **The impacts of Two Rivers Gallery will emanate from the gallery's core of fostering learning from contemporary art, creativity and creation.**

FOUNDATION: Administrative and Financial Health

Every element of the gallery's strategic ambition requires the application of best practice in administrative support and financial resourcing. Excellence in these areas allows the gallery to focus its creative and emotional energy on its organizational emergence. **The gallery will focus application of best practice and distribution of resources to serve the foundations and priorities of this strategic plan, particularly its social impact opportunities.**

► STRATEGIC PRIORITIES

PRIORITY: Be a Magnetic Hub for Connection and Understanding

The gallery creates places for the community to gather with the expectation that they will experience and interact with something new or unfamiliar. Through exhibitions, in-person and online programming, community-focused outreach, partnerships and beyond, the gallery is a convener for the community, the city and the region, offering platforms for coming together to understand new perspectives and build new relationships. The gallery is also site for critical conversations that may demonstrate the power of unconventional or even unpopular ideas. This ability to bring people together is essential to social impact. **Two Rivers Gallery will focus exhibitions programming, learning and engagement programming, and partnership development within the lens of expanding its depth as a convener both within the gallery and across the community.**

PRIORITY: Be a Place of Exceptional Belonging

Cultivating a space of belonging is not just about accessibility, inclusion or shelter, it must also encompass acceptance, encouragement to grow, and a culture of accountability that nurtures safety. To belong means you are in a place in which you may feel comfortable healing a hidden wound, or taking a first step without fear of judgement. It also means lending the platform of the gallery to people and communities that need it. **The gallery will increase its efforts to continually expand the number of people and communities who feel a sense of belonging with the gallery, regardless of their relationship with the gallery.**

PRIORITY: Make a Demonstrated Impact on the Civic Landscape

Two Rivers will share their unique values and ambition beyond gallery-related activity, participating actively in the formal and informal processes that shape the civic landscape of Prince George and the region as a whole. Regular participation in discussions around land development, budgeting, community campaigns, public engagement and major events will allow the gallery to influence these matters, embedding the gallery's ambitions of social impact through creativity and convening. The gallery will seek a seat at as many public conversation tables as possible to expand the impact of the gallery and promote the values of the gallery within the community.

PRIORITY: Support the Critical Impact of Staff and Other Contributors

Throughout the strategic planning process, the impact of the gallery's staff came up repeatedly, regardless of the audience or stakeholder. Two Rivers Gallery has a legacy of staff reaching beyond their normal duties, paying attention to those who needed extra support, and speaking up when they felt the gallery could do more. **The gallery will support the growth of staff and encourage them to use their values of social justice, inclusion and service to others to deepen the social impact of the gallery.** Expanding efforts to have interested artists, gallery volunteers or even program participants adopt and employ these values will further layer impact.