

THE 5 YEAR PLAN

2015-2020
STRATEGIC PLAN



CENTRE DES ARTS
SHENKMAN
ARTS CENTRE

VISION

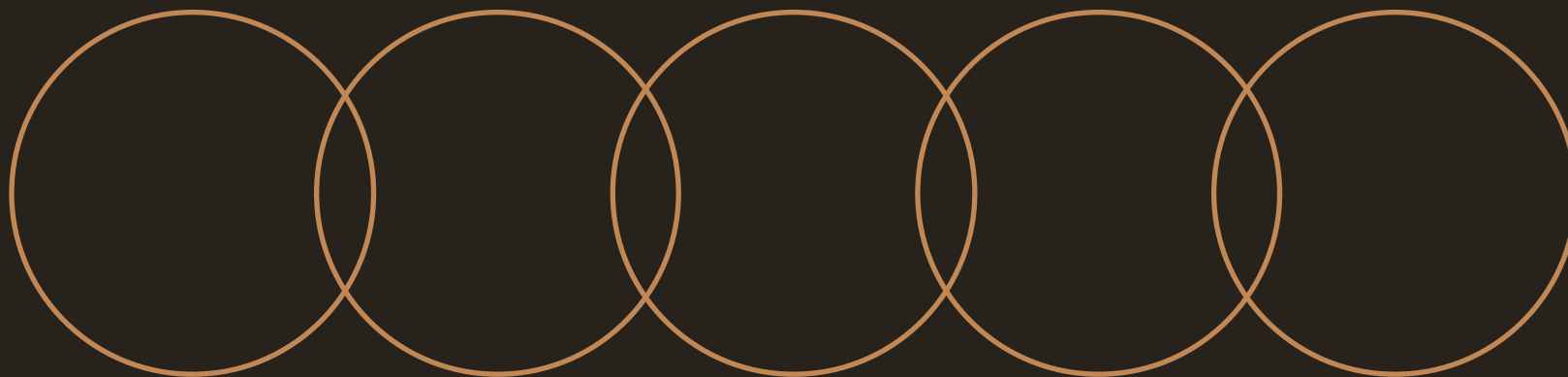
By 2020, the Shenkman Arts Centre will be a place where the combined efforts of a growing number of partners will enrich the cultural and artistic experiences of a broader spectrum of Orléans and the city at large.

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A PLACE

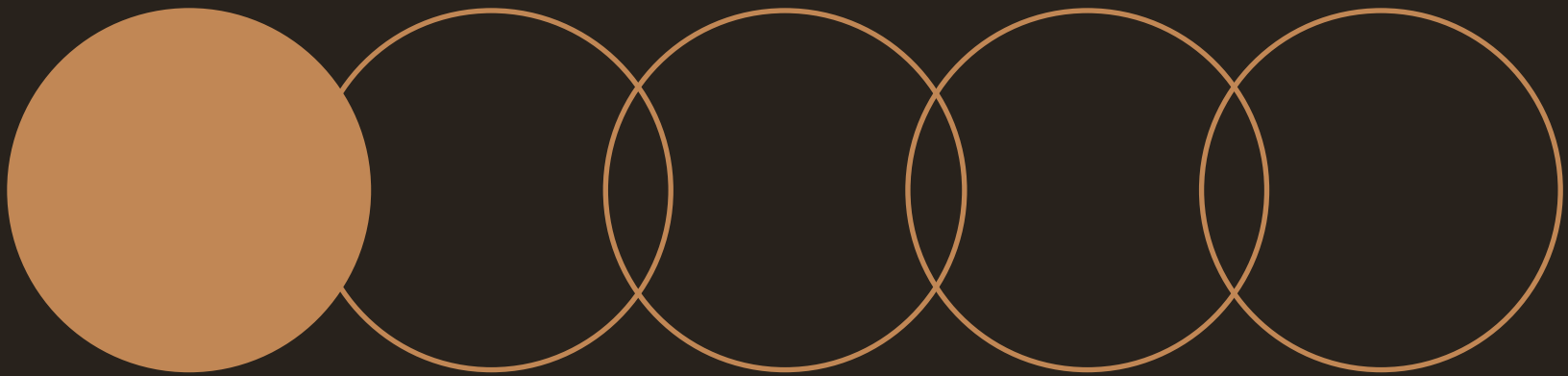
PARTNERS



**CULTURAL
AND ARTISTIC
EXPERIENCES**

**COMBINED
EFFORTS**

**BROADER
SPECTRUM**



CULTURAL AND ARTISTIC EXPERIENCES

CULTURAL AND ARTISTIC EXPERIENCES



GOAL

Enrich the programming offered inside and outside the Centre in order to provide a broader range of cultural and artistic activities that reach a population quickly changing in its social and demographic profile.

OBJECTIVES



CULTURAL AND ARTISTIC EXPERIENCES

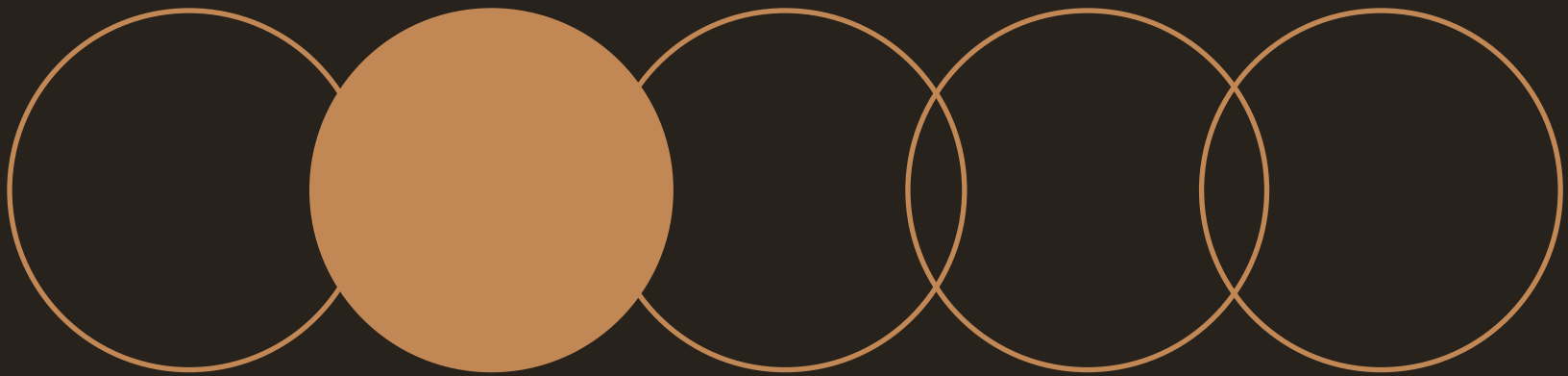
UPDATE DEMOGRAPHIC PROFILES

OUTREACH TO DIVERSE COMMUNITIES,
YOUTH AND LOCAL ARTISTS

ENHANCE PROGRAMMING ACCESSIBILITY

PROGRAM SPACES

ENRICH THE CLIENT EXPERIENCE



A PLACE

A PLACE



GOAL

Improve the efficiency of the Centre's building and outdoor spaces as well as their capacity to accommodate enhanced and varied cultural and artistic programming.

OBJECTIVES



A PLACE

UPGRADE SIGNAGE AND LIGHTING

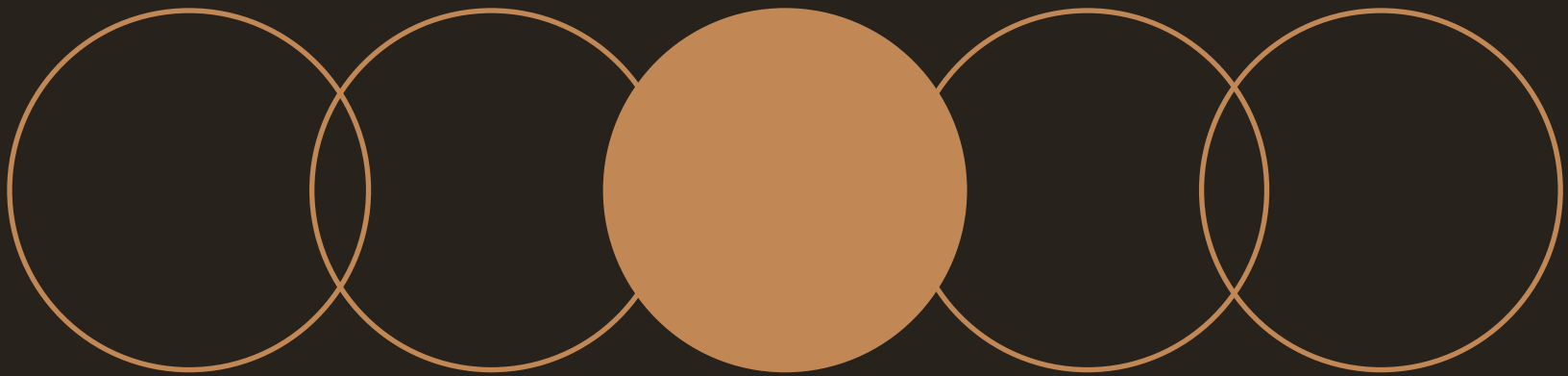
INCREASE CAPACITY OF THE AGORA

IMPROVE ACCESS

INCREASE DAYTIME TRAFFIC

MAXIMIZE ACCESS FOR COMMUNITY USE

ASSESS SEATING CAPACITY



COMBINED EFFORTS

COMBINED EFFORTS



GOAL

Preserve and strengthen the financial and human resources of the Centre in order to maintain its success.

COMBINED EFFORTS



GOAL #2

Attract new partners and rental clients to increase the Centre's capacity to participate in the neighbourhood's cultural, artistic, community and commercial life.

OBJECTIVES



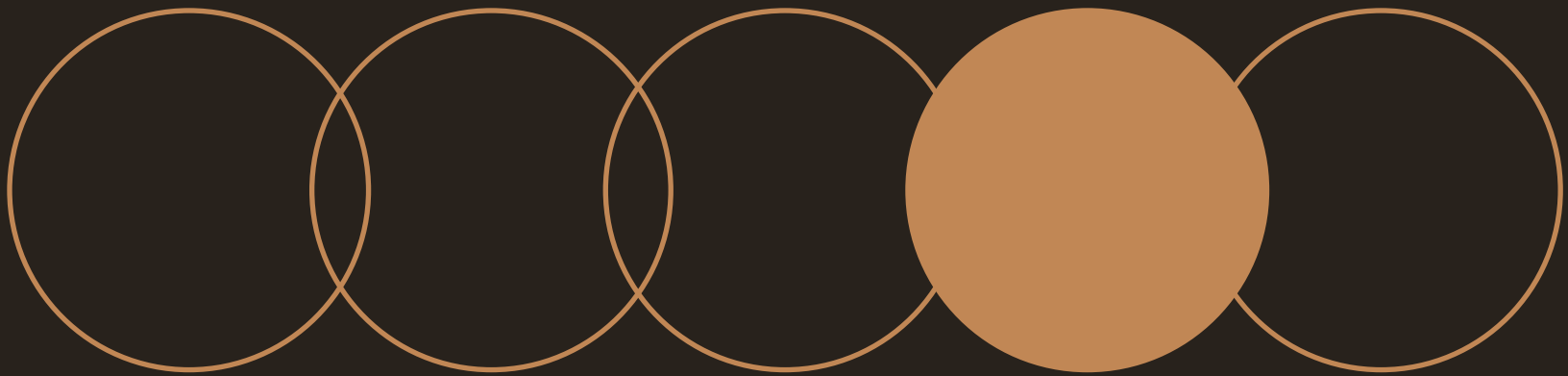
**COMBINED
EFFORTS**

INTEGRATE VOLUNTEERS

**ATTRACT AND WORK WITH
MORE PARTNERS**

GENERATE NEW FUNDS

ACCOMMODATE COMMUNITY NEEDS



PARTNERS

PARTNERS



GOAL

Establish an inclusive and collaborative service delivery model to support and reflect the enhanced programming of diverse cultural activities in the building, its outdoor spaces and the neighbourhood.

OBJECTIVES



PARTNERS

**INCLUSIVE
CO-CHAIRLED
4 COMMITTEES
REPORTS TO THE PUBLIC
RESPONSIBLE
COLLABORATIVE
COMMUNITY
RECOMMEND TO THE CITY**

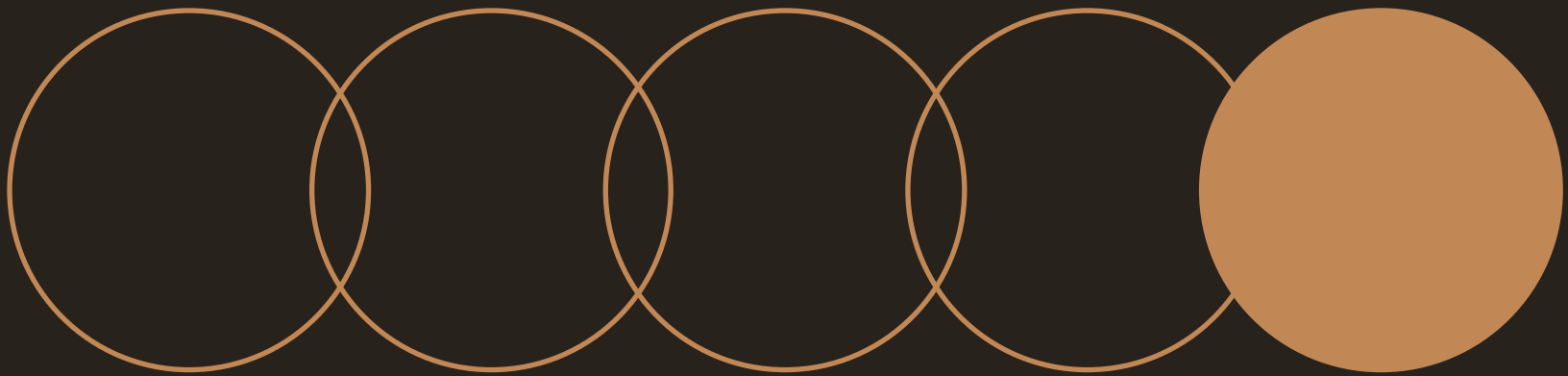
SHENKMAN ARTS CENTRE COMMUNITY CONSULTATIVE GROUP

**VOLUNTEER
PROGRAM
COMMITTEE**

**PROGRAMMING
AND COMMUNITY
PARTNERSHIPS
PROGRAM
COMMITTEE**

**COMMUNICATION,
AUDIENCE DEVELOPMENT
AND CORPORATE
PARTNERSHIPS
PROGRAM COMMITTEE**

**BUILDING
AND ASSET
DEVELOPMENT
PROGRAM
COMMITTEE**



BROADER SPECTRUM

BROADER SPECTRUM



GOAL

Improve the Centre's ability to communicate and promote its cultural and artistic programming.

OBJECTIVES



**BROADER
SPECTRUM**

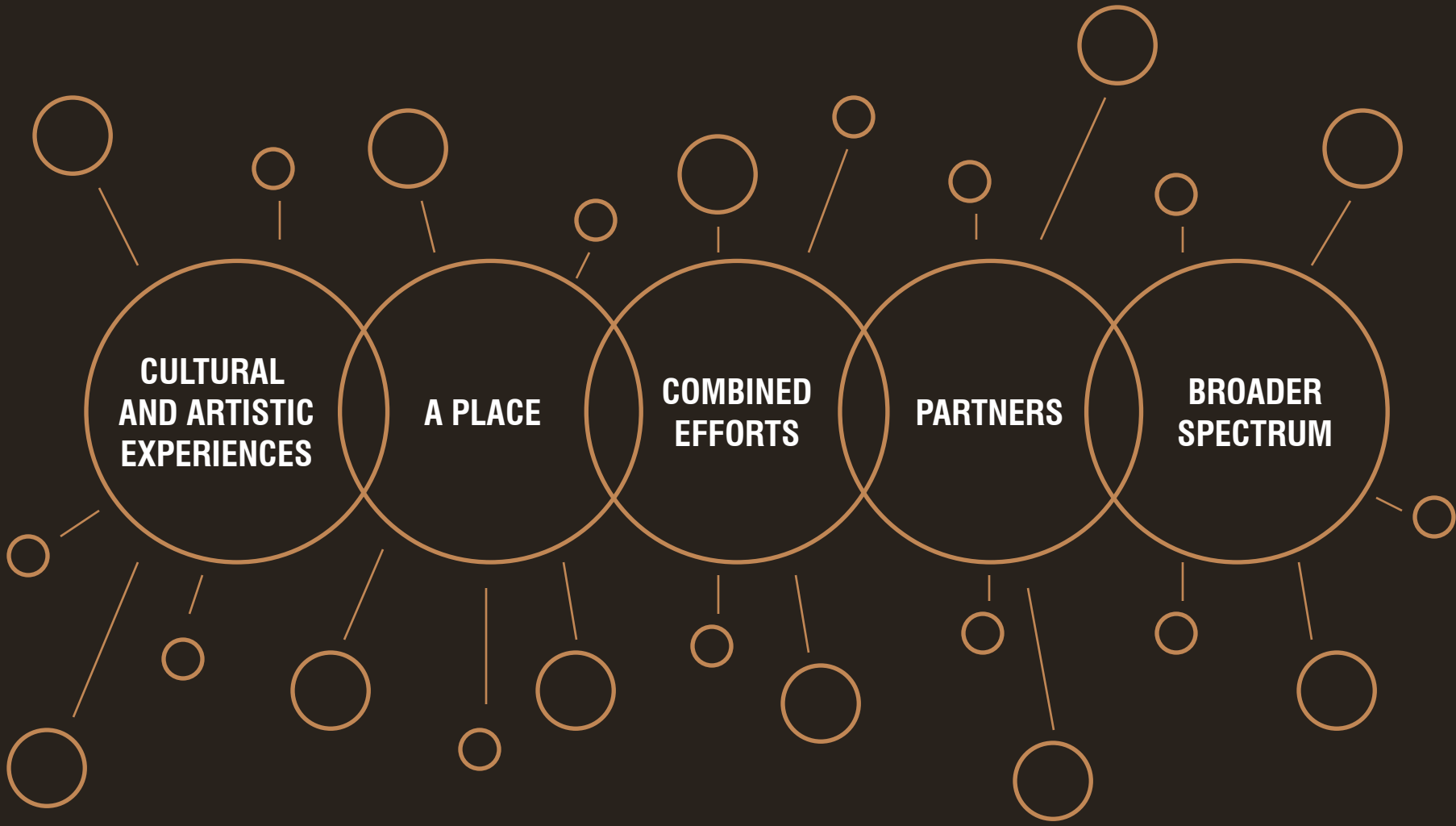
IMPROVE ACCESS TO INFORMATION

TARGETED MARKETING

PARTNER CROSS-PROMOTION

NEW TECHNOLOGIES

CLIENT EXPERIENCE



QUESTIONS?

THANK YOU

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