

STRATEGIC PLAN 2023 - 2025

GOALS AND OBJECTIVES



Increase, leverage and diversify public investment

- We have a clear, data-driven plan to diversify funding for BAO and Brampton's creative community.
- We have a roadmap for increasing arts and culture funding in Brampton.



Present programs and resources that empower, celebrate and connect the creative community.

- Artists and arts organizations recognize the value of our programs, services and resources in supporting their work.
- Our programs, participants, partners, services and resources truly reflect Brampton's diverse communities.



Be the trusted voice and impactful advocate for arts, culture and creative industries.

- Brampton creatives and our partners recognize BAO as the leading voice representing the sector.
- We have a clear plan for developing and enriching partnerships to support our work and to advance arts and culture in Brampton.
- We have developed tools to measure and articulate our impact on Brampton's cultural ecology.



Set standards for a progressive, inclusive working environment in Brampton.

- Our staff and volunteers feel valued, supported and empowered.
- We have a Diversity, Equity and Inclusion Policy and the systems and training to ensure and monitor its implementation.



Be an accountable, transparent and financially sustainable organization.

- We have established an independent NPO under an agreement with City of Brampton that secures a sustainable independent future for BAO.
- We have established the systems and policies necessary to realize our values, vision, and mission.

KEY FOCUS AREAS



1 Funding, Finance and Investment



2 Leadership, Advocacy and Innovation



3 Sector Development and Growth