

2025-2029 Strategic Plan Overview

The MacLaren Art Centre strategic plan 2025-2030 sets out an ambitious and achievable plan building on the strengths of the institution and guided by the deep consultation and engagement process in 2024. Below is a high-level overview of Strategic Plan timelines and priorities, and a refreshed vision, mission and values.

Vision: To spark creativity and reflect community

Mission: Design and deliver contemporary visual art and educational experiences to connect our diverse communities and partners

Values

- Artistic Excellence
- Innovation
- Fostering Belonging
- Curiosity
- Creativity

Strategic Directions 2025 – 2029

Colour-Coded Timeline:

2025:

Signal change via brand awareness, enhance facilities, invest in outreach, fundraising, and stabilize leadership

2026:

Launch a refreshed artistic vision and advocate for increased public funding

2027:

Focus on preparing for Category A designation and developing the Barrie Cultural District

2028:

Execute capital infrastructure projects

2029:

Achieve Category A designation, and celebrate the growth of Barrie's creative economy in collaboration with partners and the City of Barrie

Strategic Directions and Goals:

I. Achieve artistic excellence and Category A designation

- 1. Goal:** Curate high-quality contemporary art exhibitions
- 2. Goal:** Modernize the collection policies and mandate
- 3. Goal:** Implement infrastructure upgrades and facility improvements
- 4. Goal:** Achieve Category A designation

II. Expand community outreach and foster a sense of belonging

- 1. Goal:** Advance reconciliation with Indigenous communities
- 2. Goal:** Engage diverse and growing communities with inclusive programs
- 3. Goal:** Modify operating hours to increase access and attendance

III. Build organizational capacity and enhance community investment

- 1. Goal:** Stabilize leadership
- 2. Goal:** Implement progressive HR policies
- 3. Goal:** Increase visibility and market share
- 4. Goal:** Build fundraising capacity and donor engagement
- 5. Goal:** Revitalize the volunteer program
- 6. Goal:** Secure grants and operational funding

IV. Strengthen Barrie's creative economy

- 1. Goal:** Strengthen initiatives with the regional cultural sector
- 2. Goal:** Play an active part in the cultural district in downtown Barrie
- 3. Goal:** Partner to grow the creative economy in Barrie and Simcoe Region