

STRATEGIC PLAN 2022-24

A Strategic Plan for CreativeHub 1352



CreativeHub 1352

connect | collaborate | create

THANK YOU

CreativeHub 1352 acknowledges the support of the Ontario Trillium Foundation Resilient Communities Grant in funding this project. We would like to thank all who contributed directly and indirectly to the completion of this Plan. This invaluable feedback has helped to produce a more robust and inclusive plan, including from:

- Over 150 community respondents to an online survey
- Over 45 individual interviewees, including advisors, staff, volunteers, program partners, creative artists, non-profit peers, government and higher learning institutions

**We truly appreciate your
time and input.**

**This plan would not
have been possible
without your
assistance.**



INTRODUCTION

In 2021, CreativeHub 1352 partnered with Consulting Matrix Inc. to complete a strategic planning process focused on the wants and needs of Mississauga residents and visitors. Our cohesive 3-year strategic plan responds to the future growth of arts, heritage, and environmental initiatives in Mississauga.

The strategic plan reflects the aspirations and wisdom of our community's residents, partners, Board and staff, who were engaged throughout the process.

We have responded and adapted to the challenges of COVID-19. Our new Strategic Plan for 2022-2024 will help us harness the momentum we have built over the last decade, and build new opportunities for long-term growth and success.

**We see a future where
a more sustainable
CreativeHub 1352
can drive an even
greater impact on
community cultural
development.**

Images from *InSitu Multi-Arts Festival: The Lost Museum*
Noelle Hamlyn Studios



BACKGROUND

CreativeHub 1352 is a non-profit, community-driven organization that brings creative people together and strengthens community cultural development.

Working with community partners, The Hub fosters year-round creative multi-disciplinary programming that spans the arts, culture, heritage, and environmental sciences, for the benefit of the Mississauga community and beyond. Through our collaboration with the City of Mississauga, we are a key tenant and stakeholder in the adaptive re-use and programming of the Small Arms Inspection Building (“SAIB”) as a community creative hub.

In 2008, CreativeHub 1352’s predecessors, the Lakeview Legacy Community Foundation (LLCF), later known as the Small Arms Society (SAS), helped to save the SAIB from intended demolition.

Since 2018, our organization has been operating as a resident tenant in the SAIB, which is managed by the City of Mississauga. As the SAIB’s largest tenant and key stakeholder, we have been able to secure an increasing number of annual programming days in the building which supports our creative curatorial vision.



Small Arms Pollinator Garden, 2019



At its heart, CreativeHub 1352's mission elevates the need for community creative hubs. Our mission is rooted in 'Place-making' — a process that seeks to strengthen people's relationships with their community public spaces.

We believe in the power of our multidisciplinary programming which combines the arts, culture, heritage and environmental sciences to support inclusive experiences and opportunities for learning.

Following the disruptions to our normal operations by the COVID-19 pandemic, we see further opportunities to raise awareness of our organizational identity and role to the community to increase our community cultural development impact in Mississauga and beyond.

We are honoured to be recognized for our leadership and advocacy in supporting community cultural development in the Lakeview neighbourhood and throughout Mississauga. With programs and events such as the award-winning InSitu Multi-Arts Festival: The Lost Museum, the Lakeview Farmers' Market and Artisan Market, and the Mississauga Festival of Trees, we've partnered and collaborated with over 300 individual artists, community groups, academic institutions, local businesses, and more.

VALUES

CONNECT
COLLABORATE
CREATE

MISSION

CreativeHub 1352 exists for the advancement of community cultural development through the arts, heritage, and environmental sciences.

VISION

CreativeHub 1352 is a catalyst for change that fosters the advancement of creative endeavours, human potential, and place-making in communities.



STRATEGIC PRIORITIES

CreativeHub 1352 will focus on 5 strategic priorities:

Strong Brand Identity

- Invest in Marketing and Communications
- Cultivate recognition for our role

Outstanding Programs

- Build connections locally and further afield
- Invest in digital capabilities

Community Support and Engagement

- Build connections locally and further afield
- Demonstrate our social impact and reach

Diverse Sources of Funding

- Build fundraising and new revenue streams

A Strong Organization

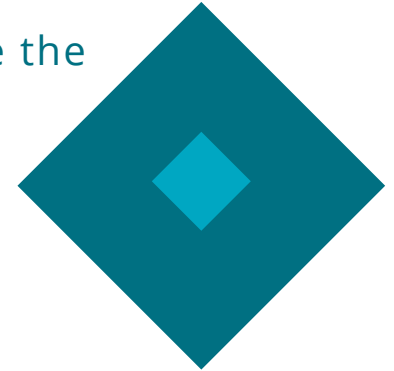
- Provide the tools our people need to be effective



Cawthra Repertoire Dancers, InSitu 2018
VOITEK

PRINCIPLES

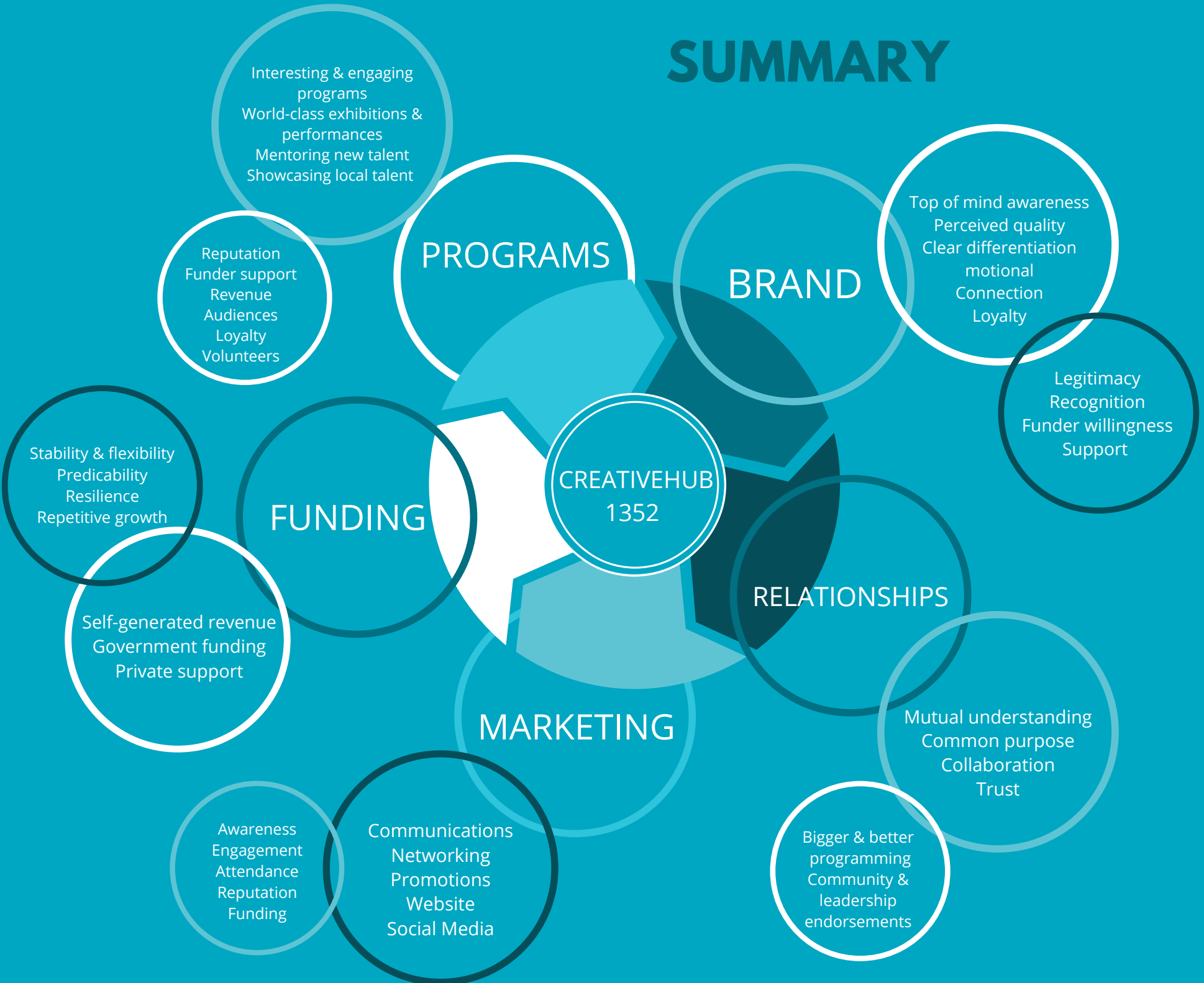
In developing our programs and activities, CreativeHub 1352 will use the following principles to inform and guide program design and implementation:



- Support sustainable community development
- Be accessible, inclusive and honour diversity and differences reflecting stakeholder and community aspirations and priorities
- Reflect multi-disciplinary, collaborative and cross-sectoral opportunities
- Foster innovation, networking and capacity building
- Be environmentally and fiscally sustainable
- Champion and celebrate local, emerging and established talent
- Provide for the flexible use of spaces and site (built and natural environment)
- Explore boundaries of traditional and contemporary practice
- Support entrepreneurship and professional development



SUMMARY





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Thank you to:

Ontario
Trillium
Foundation



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