The Art Gallery at Harbourfront (operating as The Power Plant) is Canada’s leading non-collecting, public art gallery dedicated exclusively to contemporary visual art from Canada and the world. Governed by its Board of Directors, The Power Plant serves a strong network of community stakeholders and is a registered Canadian charitable organization, supported by its members, sponsors, donors, and funding bodies at all levels of government.
In fulfillment of our Mission, we...

**Present**
- Present new and recent works of Canadian and international artists

**Commission**
- Commission new works of art

**Circulate**
- Circulate exhibitions to other institutions

**Publish**
- Create digital and printed content that documents our exhibitions

**Educate**
- Deliver public education programming and multi-disciplinary outreach initiatives

**Steward**
- Steward and operate and exceptional facility, staffed by a professional team, and deliver great value in all our work, with a commitment to continuous improvement

**Partner**
- Partner with diverse groups to increase our impact both on the arts community and the broader community
# The Vision of The Power Plant

<table>
<thead>
<tr>
<th>Service</th>
<th>Excellence</th>
<th>Education</th>
<th>Accessibility</th>
<th>Inclusion</th>
<th>Economic growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>We serve the community by being an artist-focused institution that creates opportunities for people to be face to face with contemporary art</td>
<td>TPP is a leading global platform for presenting excellence in Canadian and international contemporary art</td>
<td>We educate and inspire audiences to engage in meaningful dialogues, to their benefit and to the benefit of society as a whole</td>
<td>We ensure our programs are accessible to all</td>
<td>In all our actions, we are inclusive of the diversity of Toronto, Canada and the world</td>
<td>As leaders in the cultural sector, we contribute to Ontario’s economy. Through our work and working with partners, we help make Toronto a cultural capital and tourist destination</td>
</tr>
</tbody>
</table>
NEAR TERM GOALS

Increase onsite visitation to 100,000
- Marketing and Communications strategy
- Integrated Digital Media strategy
- Group visits

**PERFORMANCE MEASURES**
- Visitation Statistics

Increase funding by 25% over 3 years
- Continue to build base funding
- Create an endowment fund
- Expand the Circle of Contemporaries program
- Expand partnerships

**PERFORMANCE MEASURES**
- Donation and sponsorship levels
- Donor and sponsor retention
- New donors and sponsors acquired

Expand scope of offerings
- EXHIBITIONS
  - Project based
  - Exterior large scale commissions
  - Children focus commissions
  - Develop offsite satellite framework

- EDUCATION AND PUBLIC PROGRAMS
  - Focus on underserved communities
  - Work with adjunct curators

**PERFORMANCE MEASURES**
- Qualitative/quantitative
- Increased Canadian and international recognition

Increase awareness of TPP
- Marketing and Communications strategy
- Integrated Digital Media strategy
- Stakeholder strategy
- Outreach initiatives

**PERFORMANCE MEASURES**
- Qualitative/quantitative metrics
- Followers, media impressions, etc.

Increase service to arts community
- Master Class and Studio visits
- Portfolio Nights
- Reading Groups
- Fellowships
- Horizon project
- Critical writing development projects

**PERFORMANCE MEASURES**
- Participation levels, etc.

Continuous improvement
- Staff Retention
- Building Audit
- Board development and succession plan