MANAGERS INDICATE:

**Programs respond to needs and interests of artists + cultural producers**

Programs respond to needs and interests of the public.

**Equity is a priority - focus should be on reaching new and diverse audiences**

Strategic Planning

1. **Identify key resources**
   - Identify key resources
   - Identify target audiences

2. **Develop a plan**
   - Develop a plan
   - Develop a strategy

3. **Implement actions**
   - Implement actions
   - Implement strategies

Resource Management

1. **Manage resources**
   - Manage resources
   - Manage budgets

2. **Monitor performance**
   - Monitor performance
   - Monitor outcomes

3. **Adjust strategies**
   - Adjust strategies
   - Adjust plans

Communications

1. **Clear objectives**
   - Clear objectives
   - Clear messages

2. **Effective communication**
   - Effective communication
   - Effective dissemination

3. **Engage stakeholders**
   - Engage stakeholders
   - Engage partners

**Program objectives and applications may lack clarity**

Strategic Planning

1. **Focus on clarity**
   - Focus on clarity
   - Focus on objectives

2. **Improve communication**
   - Improve communication
   - Improve dissemination

3. **Engage stakeholders**
   - Engage stakeholders
   - Engage partners

Resource Management

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   - Manage resources
   - Manage budgets

2. **Monitor performance**
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Communications

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**Artists + cultural producers work opportunities to engage new audiences**

Arts and Cultural programs provide:

1. Accessible public art experiences in new locations, outside downtown

2. Multiple opportunities with new engagements and access to new spaces and audiences

**Capacity building through funding, mentorship + employment**

Arts and Cultural programs provide:

1. New opportunities for capacity building

2. Mentorship and employment opportunities

**The public with opportunity to develop new relationships and enhance social cohesion**

Arts and Cultural programs provide:

1. New opportunities for networking

2. Social cohesion opportunities

**Funding should not be used to pay for City programs**

Arts and Cultural programs:

1. Contribute to the economic development of the city

2. Enhance social cohesion

**Programs flexible, dynamic and responsive to changing policies**

Arts and Cultural programs:

1. Flexible and dynamic

2. Responsive to changing policies

**There is a lack of evaluation that measures success of program objectives**

Arts and Cultural programs:

1. Lack of evaluation

2. Lack of success measurement

**Programs need to be more engaging**

Arts and Cultural programs:

1. Need to be more engaging

2. Need to be more accessible