



Strategic Planning Overview

TO Live is seeking guidance from its Board of Directors on the creation of a strategic plan for 2021-2025. We have proposed a draft refined mission and vision, along with core values (see Appendix 1). We believe these foundational statements better reflect the organization and its aspirations. In addition, they help to distinguish TO Live from other organizations in the arts and culture sector.

The following questions reflect specific areas where Management seeks Board direction. This discussion will assist Management in developing a comprehensive strategic plan including a mission/vision and core values.

Strategic Planning Questions for the Board

1. What are our most significant achievements and opportunities for improvement as an organization since amalgamation?
2. What is the role of revenue in achieving the goals of the organization? What are the ramifications of focusing on revenue generation vs investment in the arts? Where should TO Live fall on the scale of fully curated content or open to all in the City? (see Appendix 2 for TO Live Financial Overview)
3. As an agency and multi-arts organization of the City of Toronto, what are the possible ways for TO Live to further align with the priorities of the City? (see Appendix 3 for COVID-19 Impacts and Opportunities Report – Summary of Synergies with TO Live).
4. What is the role of fundraising for TO Live and what role do you think the Toronto Live Foundation should play in the success of TO Live's future? (see Appendix 4 for Toronto Live Foundation Roadmap)
5. How can we structure the relationship between the Board and TO Live Management to strengthen the success of the organization?