

STRATEGIC PLAN - Mission/Vision and Core Values

Proposed vs Previous

PROPOSED	PREVIOUS (2018-2020)
MISSION AND VISION	
Vision: Building a better city through the arts.	Vision: To be Canada's foremost multi-arts centre - pushing the boundaries of creativity and diversity through artistic excellence, education and public engagement.
Mission: TO Live believes that the arts are crucial to create healthy, vibrant, and engaged diverse communities. TO Live strives for excellence in everything that we do. We are stewards of landmark city theatres and activate our spaces through programming and rentals. We are a creative hub for audiences, artists and all those who work with us.	Mission: To activate creative spaces by inspiring local and international artists, and connecting audiences - to be the nexus for new ideas, elevate artistic potential and be the catalyst for creative expression that is reflective of Toronto's diversity.
CORE VALUES	
Diversity and Inclusion: We model the diversity of the communities we serve and embrace our differences. We strive to be an anti-racist organization.	Inclusive: We welcome, support, foster and embrace creativity and artistry from all walks of society and culture. Diverse: We provide spaces for creativity and help the many voices of Toronto's rich cultures be heard. We actively seek out and work with partners from an array of communities - artistic to corporate, locally and globally - to expand our vision and mission.
Innovative: We are unafraid to experiment and to push the boundaries of creativity. Excellence: We strive to be the best in class in all we do. Accountability: We value responsibility and take ownership of our work and actions. Adaptable: We see opportunity in embracing our changing world. Community-Minded: We listen to and are responsive to the people and groups we serve.	Innovative: We are unafraid to experiment, to be bold and push the boundaries of creativity and diversity. We are passionate about people, ideas and technologies that elevate the artistic creativity of Toronto.