

TO LIVE - 2021 GOALS AND OBJECTIVES SUMMARY

Start date: January 2021

Current as of: February 5 2021

DEPARTMENT	TASK	CATEGORY
FINANCE & ADMINISTRATION		
Finance >>>	Deliver timely reporting	NSP
	Deliver clean timely Audit	R
	Manage expenses during pandemic	R
	Deliver 2022 Budget on time	R
Information Technology >>>	Create and deliver a Cybersecurity Budget and Plan Phase 1	NSP
Human Resources >>>	DEI training	DEI
	Create and implement a Recruitment and Outreach plan	DEI
PROGRAMMING		
TO LIVE Presents >>>	Implement Program for Recovery within parameters of budget & COVID-19 restrictions	R
	Curate, budget and contract 2022 & 2023 TO Live Presents programs	NSP
	Work on the potential of the Meridian Arts Centre as a vibrant inclusive cultural centre	NSP
	Integration of inclusion, diversity, equity & access as central to program & process	DEI
Resident Companies and Rentals >>>	Work proactively with renters to facilitate the return to live performance	R
	Support resident companies and not-for-profit annual hirers	R
Education & Engagement >>>	Position TO Live to lead in access and social impact	DEI
	Engage local residents and TO Live audiences	NSP
Private Events >>>	Promote TO Live venues as 'open' for business within COVID protocols in 2021	R
	Ensure TO Live's competitiveness is maintained beyond the pandemic period	NSP
Production >>>	Successful negotiation of new trade union agreements	NSP
	Increase opportunities and representation for BIPOC workers in Production	DEI
	Enhance stage services to ensure user satisfaction and market competitiveness	NSP
Producing >>>	Provide producing support for Programming across all events	NSP
	Review and implement changes to administrative processes and systems	NSP

DEPARTMENT	TASK	CATEGORY
MARKETING & COMMUNICATIONS		
	Develop and implement marketing and communications plan for re-opening	R
	Implement Digital Transformation project in conjunction with internal committee	DT
	Contribute to developing a culture of Diversity, Equity and Inclusion	DEI
	Budget, plan and market TO Live programming	NSP
	Enhance TO Live brand to achieve corporate objectives	NSP
	Work on the potential of the Meridian Arts Centre as a vibrant inclusive cultural centre	NSP
	Support the public consultation for the STLC redevelopment	NSP
	Support Development in meeting revenue and partnership objectives	NSP
OPERATIONS		
Facilities >>>	Achieve GBAC Star Facility Accreditation	R
	Develop new waste diversion program	NSP
Capital Projects >>>	Increase capital expenditures to 70% or higher of approved cashflow	NSP
Patron Services and Food & Beverage >>>	Develop and implement COVID-19 audience safety program	R
	Integrate virtual concessions ordering options (as part of digital transformation project)	DT
DEVELOPMENT		
	Ensure the objectives of the DEI committee and plan are met	DEI
	Grow and optimized digital engagement and fundraising strategy for Annual fundraising	NSP
	Launch a Patron Circle program and giving circle	R
	Build a sustainable foundation giving and community portfolio through Gov't grants and foundations	NSP
	Implement strategic growth plan of TO Live's sponsorship portfolio	R
	Build a Legacy Giving & Major Gift Program	NSP
STLC REDEVELOPMENT		
	Deliver an Inspirational Digital Series on creative spaces/public commons	R
	Build on relationships with Community, Neighbourhood and Performing Arts Sector	R
	Execute Public Engagement PLAN	NSP
	Deliver STLC Redevelopment Report	NSP
	Implement future digital experience for re-opening	DT
	Deliver Diversity, Equity and Inclusion plan	DEI