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GOAL 4 DIVERSITY

Become a more diverse and inclusive organization

- ✓ Establish a progressive strategy at all levels of our organization
- ✓ Expand our circles to reflect the diversity within our community
- ✓ Incorporate our diversity strategy
- ✓ Reach out to community partners who can offer advice and assist in expanding our network


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GOAL 5 INNOVATION

Foster innovation and growth

- ✓ Encourage an environment of ingenuity and creativity in all our operations
- ✓ Invest resources in exploring cutting edge ideas and become active thought leaders
- ✓ Become a hub for exploration and development in our community

THE TORONTO
FRINGE
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**FOSTERING
INNOVATION**
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Our three year strategic plan
Create, Collaborate, Innovate

Our strategic plan builds on the core values that have supported our development for over 27 years. We use these five goals to enhance our flexibility, positioning us to better respond to the ever-changing environment of the arts world.



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GOAL 1 LEADERSHIP

Bolster leadership through training, development and succession planning

- ✓ Create a succession plan for core staff positions and for the board of directors
- ✓ Encourage goal setting and growth for both our board and staff
- ✓ Promote professional development opportunities for year-round staff

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GOAL 2 SUSTAINABILITY

Strengthen and secure dedicated financial support

- ✓ Establish a comprehensive 3 year fundraising plan
- ✓ Create clear messaging and a compelling case for support
- ✓ Enhance the Visionaries Circle donor benefits to include more opportunities for engagement

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GOAL 3 VISIBILITY

Enhance awareness amongst target audience

- ✓ Increase Fringe Festival exposure to grow our network
- ✓ Boost community visibility through partnerships and collaboration
- ✓ Increase marketing budget and marketing spend