



Artists' Association of Beaumont Strategic Plan 2026 – 2030

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Executive Summary

The Artists' Association of Beaumont (AAB) “has played a major role in creating Beaumont’s cultural scene and beautifying the city since 1988” (<https://artinbeaumont.com/>). Through a collaborative strategic planning process carried out in June 2026, involving organizational analysis and the ideation of HARD (Heartfelt, Animated, Required, and Difficult) goals, the Artists' Association of Beaumont Board and Executive team created eight strategic priorities:

1. Provide value and a positive environment at AAB meetings and events
2. Create a fresh, inviting brand, unified across platforms for a more professional look
3. Grow and retain membership
4. Develop a more efficient administration
5. Refine and focus our service design / offerings
6. Develop Board competencies
7. Build current and future partnerships and collaborations
8. Improve and sustain financial stability

These priorities will serve as the basis for a strategic action plan spanning the next five years. Actions for the Board include a presentation to members at the Annual General Meeting, updating the Mission and Vision statements wherever they are currently visible, e.g. on the website, and transforming the draft strategic plan into a sequenced action plan to be implemented over the next 12-24-36 months and beyond.

NEW Vision and Mission

Vision: A vibrant community through creativity and connection.

Mission: Encourage, educate, promote art by creating welcoming spaces for people to connect, learn, and be creative.