



LESS ABOUT SPACE MORE ABOUT **PLACE**

Strategic Plan
2020-2025

EXECUTIVE SUMMARY

For the past twenty years TAP has been a fixture in the downtown London community arts scene. With a foundation of egalitarianism TAP has provided countless opportunities for artists to innovate, create, experiment and incubate. Emerging, professional and recreational artists working in virtually all artistic mediums have found their muse at TAP with original creations that have enriched, engaged and challenged.

With an eye to creating a sustainable future for the TAP community the TAP Board initiated a strategic planning process in the Winter of 2019. TAP wanted to know its relevance to the arts community and the downtown. TAP also wanted to get a perspective of what the future could look like in a new revitalized Dundas Place. With over 200 people consulted through stakeholder interviews, focus groups and an online survey TAP not only affirmed its relevance but also learned how important the organization is to London arts community, and the community as a whole.

Stakeholders, almost to a person, articulated the positive impact TAP is making in the community with the nurturing of emerging artists, the uniqueness of the black box theatre space and the naturally lit studio space for visual artists. TAP is a place where art happens every single day in nearly every single format.

Stakeholder consultation revealed the following themes. That TAP:

- Continue to engage and support emerging artists
- Explore and continue developing the creative hub model
- Become a voice of advocacy and leadership in the London arts community
- Look to leading the evolution and becoming an anchor of Dundas Place street space
- Reach out to the artists and emerging artists of London's diverse communities
- Eliminate all barriers (physical, cultural and attitudinal) to enhance and increase who TAP reaches in the community.
- Determine a path to long-term sustainability

With 99 percent of stakeholders seeing TAP as a positive force in the London arts community it is obvious TAP is an integral part in creating a vibrant London and in ensuring artists from all spectrums have a PLACE to find their MUSE.



**A creative hub where art,
performance and experimentation
are the spark for a diverse and
connected community.**

OUR VISION

TAP

CENTRE FOR CREATIVITY



We empower Londoners through creative opportunities to learn, work and build diverse audiences.

By nurturing excellence in artistic creation we contribute to the health, economy and revitalization of our city through our shared creative impact.

OUR MISSION



OUR
EQUITY
STATEMENT

Working with difference and promoting equality underpins our work. Our learning, exhibitions, studio practices and collaboration transforms thinking in our artistic community and our individual and collective contributions influence perspectives of the audiences that view our work.

As a community we are committed to creating and sustaining learning and working environments where difference is respected and the widest possible range of cultural and social perspectives are valued.

We treat each other fairly, according to need, and work to reduce barriers to participation for all. By fostering a hub where difference nourishes creativity and where respect is a catalyst for change and excellence, we support the learning and development of artists and audiences and our collective contribution to the common good.

WE VALUE:

INCLUSION

We recognize there are many forms of inequality in the arts and intentionally work to reduce barriers to participation, presentation and understanding.



**WE BELIEVE
IN THE
POWER OF
WORKING
CREATIVELY
TOGETHER.**

WE VALUE

COLLABORATION

A person is shown in profile, focused on drawing on a large roll of paper. The setting appears to be a workshop or studio with wooden floors and various equipment. The image is overlaid with a semi-transparent blue filter.

As a small organization, we are not afraid of promoting radical change in our work, our community and our sector.

WE VALUE:

DISRUPTION

WE VALUE

ADVOCACY

**We act with courage
to communicate the
importance of
investing in
sustainable arts and
to amplify the voices
of our diverse
artistic community.**

STRATEGIC DIRECTIONS

Open our space by growing our creative hub

Create a diverse revenue model to support sustainability

Seek out and support different kinds of creative expertise

Commit to continual evolution and responsive change

Be leaders in the activation of our creative neighbourhood

For more information about TAP and how to get involved,
visit tapcreativity.org