



Yukon Prize Strategic Plan (Spring 2022 - Winter 2025)

Approved April 13, 2022

1 - Our Vision

We are a recognized champion of excellence in Yukon visual arts and are respected nationally for spotlighting talented Yukon artists.

2 - Our Mission

We recognize excellence by Yukon visual artists and act as a catalyst for the promotion of Yukon visual art nationally and internationally.

3 - What we value¹

- **Artist-centered:** We make choices to benefit the careers of individual Yukon visual artists and encourage their creative confidence.
- **Seek excellence:** We recognize examples of Yukon art which raise the bar, fostering high quality critical discourse.
- **Embrace diversity and inclusion:** We celebrate the diversity of art forms and art creators and strive to be inclusive of artists from all communities and backgrounds including Indigenous artists and artists from historically underrepresented groups.
- **Celebrate:** We showcase Yukon artists locally and invite the world to better appreciate Yukon artists in all their diversity.

4 - How we operate

- **Be bold:** We are visionary and collaborate with other trail-blazers.
- **Be agile:** We value our strengths of independence, grassroots, and innovation.

¹ We accept that some of these values are in tension, and we embrace relativity.

- **Be transparent:** We use independent juries and are transparent about our partnerships and processes.
- **Be respectful:** We are respectful in all manners of what we do.
- **Be exceptional:** We excel in all that we do so that we attract artists, partners, sponsors, jurors, galleries and collectors.
- **Be a great partner:** We act like the partners we seek, in the interest of mutual benefit and sustainability.

5 – Our strategic priorities

Priorities	Elements
Host bi-annual Yukon Prize Exhibition, Celebration and Yukon Prize Weekend events	<ul style="list-style-type: none"> ● Build on 2021 experience and prepare for 2023
Build relevance for the Yukon arts community	<ul style="list-style-type: none"> ● Clarify who our constituents and partners are ● Be artist-centered ● Explore and seek alignment with TRC Calls to Action ● Build connections with recognized galleries, arts and cultural presenters and visual arts curators ● Increase our awareness of other Yukon art ecosystem players and strive to be complementary
Clarify our scope so we can be excellent	<ul style="list-style-type: none"> ● Be clear and confident when to say ‘yes’, and when to say ‘no’, and know why ● Define boundaries and be aware of setting expectations ● Be intentional when leveraging new opportunities that support our vision
Improve our sustainability	<ul style="list-style-type: none"> ● Focus first on building our foundation and core business ● Clarify governance model ● Clarify/formalize relationships with partners ● Seek paid administrative capacity
Improve our revenue model	<ul style="list-style-type: none"> ● Diversify depth and breadth of fundraising streams ● Explore revenue-generation opportunities