

TOGETHER WE THRIVE

STRATEGIC PLAN
2026–2030

The Cultch

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WHO WE ARE

WE ARE A *PLATFORM* FOR CULTURAL EXPRESSION, A SPACE FOR *SOCIAL DIALOGUE*, AND A CATALYST FOR CHANGE.

The Cultch (Vancouver East Cultural Centre) is one of Western Canada's most dynamic and inclusive performing arts organizations. Rooted in East Vancouver for over 50 years, we deliver exceptional, innovative performing arts that engage, challenge, and inspire.

We are home to three venues — the Historic Theatre, Vancity Culture Lab, and York Theatre — as well as a community gallery and rehearsal hall. We support artists at every stage, champion equity and access, and bring audiences together through multiple forms of performing arts.



WIDELY RECOGNIZED FOR ITS ARTISTIC EXCELLENCE AND LEADERSHIP IN INCLUSION, THE CULTCH CONTINUES TO *CREATE LASTING SOCIAL IMPACT* THROUGH THE ARTS AND HAS RECEIVED NUMEROUS AWARDS, INCLUDING THE JESSIE AWARD FOR REPRESENTATION AND INCLUSION, AND THE GASCON-THOMAS AWARD FOR INNOVATION.



VISION, VALUES AND MISSION

VISION

A vibrant, sustainable arts centre where creativity, community, and artistic excellence thrive together.

MISSION

We share extraordinary performing arts that spark conversation, foster inclusion, and strengthen community.

VALUES

- Art is the centre**
- Collaboration**
- Equity and Inclusion**
- Accountability**
- Sustainability**
- Local Roots, Global Reach**



STRATEGIC PRIORITIES 2026–2030

Artistic Impact

Maintain national and international recognition through bold programming and partnerships.

Financial Reserves

Build operating reserves and adopt a formal reserve policy.

Revenue Innovation

Grow philanthropic support and explore social enterprise opportunities.

Leadership and Governance

Strengthen board capacity and plan for leadership succession.

Community Engagement

Expand access, deepen relationships, and enhance brand recognition.



OUR PLAN TO THRIVE

Impact Indicators

Measurable progress in artistic reach, financial strength, and community connection.

Adaptive Framework

Annual review by senior leadership and the Board to ensure flexibility.

Transparency

Annual Impact Report to share outcomes publicly.

Shared Leadership

Collective stewardship of the strategy between the Board and Staff.

Financial Project

■ Operating Reserves Goal: Grow reserves from \$0 to \$200,000 by 2030. This is the starting point toward a long-term goal of 3 months' operating coverage (~\$1.3M).

REVENUE SOURCE	2030 PROJECTION
Earned	65%
Donations	18%
Grants	16.5%
Operating Reserve	.5%

CONNECT WITH US

The Cultch

The Cultch is a place of beauty, honesty, and imagination. A space to hold complexity and create connection. Over the next five years, we will take bold steps—not just to survive, but to lead. We invite artists, staff, board members, audiences, the community, and partners to walk with us.

Pippa Mackie
Partnerships Manager
pippa@thecultch.com

theculch.com
[@thecultch](https://www.instagram.com/thecultch)

