

STRATEGIC GOALS & PRIORITIES 2021-2024

Edmontonians have a sense of belonging and connectedness to the people, places, and stories of their city.

- ▶ Create and support opportunities for cultural connection and understanding between people, communities, and places.
- ▶ Advance Edmonton City as Museum Project as a place of dialogue, exchange, and collaborative city building.
- ▶ Work with heritage community to adopt inclusive practices in museums, archives, historical research, and programming.
- ▶ Contribute to placemaking through connections to cultural landscapes, natural history, built history, object, language, and story.
- ▶ Support Indigenous peoples in revitalizing and participating locally in traditions that reflect their connections to ancestors and the land.

Heritage leaders are actively engaged in civic planning and implementation.

- ▶ With City Administration, develop policy guiding interpretation, naming, commemoration, participation, built heritage, boards, committees, facilities, and collections. Incorporate heritage into City strategies and planning.
- ▶ Encourage active civic engagement and participation in cultural activities.
- ▶ Adopt a definition of civic vitality including heritage as a valued component.
- ▶ Apply a Fourth Pillar approach to City of Edmonton planning and policy development.

Remove barriers for all Edmontonians to participate in heritage experiences.

- ▶ Create learning opportunities to build sector capacity and remove barriers to participation.
- ▶ Review Historian Laureate program and mandate for cultural inclusion.
- ▶ Stand with Indigenous leaders in cultural work.
- ▶ Resource Indigenous-led activities that support cultural practice and reclamation.

Edmonton's neighbourhoods offer meaningful opportunities for heritage participation and engagement.

- ▶ Nurture cultural curiosity through planned and spontaneous heritage experiences.
- ▶ Inventory and develop heritage interpretative experiences to increase visibility, access, and engagement.

Dynamic exchanges of ideas and expertise between Edmonton's heritage sector and the world.

- ▶ Work with City Administration to champion public heritage experiences and raise awareness of Edmonton's leading practices.
- ▶ Create opportunities for practitioners to develop and promote innovative practices.
- ▶ Work with public and private partners to celebrate and promote Edmonton's historic urban landscapes, including sites of conscience.

Edmonton's heritage sector, organizations, and individuals are innovative and economically resilient.

- ▶ Increase investment in Edmonton's heritage through Heritage Community Investment Program (HCIP).
- ▶ Research, develop, and implement an equitable pay scale for practitioners.
- ▶ Build funding opportunities for heritage practitioners and organizations.
- ▶ Increase heritage sector capacity through training and mentorships.
- ▶ Research prospect of grants for organizations to enhance program development, access, and consistency.
- ▶ Provide change capital to cultural organizations to meet the needs of a rapidly changing city.

Diverse platforms for collaboration within Edmonton allow heritage communities to connect and create.

- ▶ Broaden Edmonton City as Museum Project to include public art as well as neighbourhood and cultural heritage in a significant platform for cultural discovery and knowledge building.
- ▶ Connect individuals and groups with the resources they need to do creative, innovative heritage work.