

STRATEGIC PLAN

Medalta in the Historic Clay District

2023 – 2028



MEDALTA
in the Historic Clay District



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BRIDGING HERITAGE AND INNOVATION

The Friends of Medalta Society (Medalta) operates an industrial heritage museum, two National Historic Sites, and three Provincial Historic Resources in Medicine Hat, Alberta, Canada. Working from a mixed economy business model, this once-static museum has been transformed into a dynamic facility that activates the community and inspires change. Our museum campus results from a dedicated restoration effort over many years and provides a stunning context for our programming.



Our award-winning education program is an innovative, experiential, cross-curricular learning model that moves student learning “beyond the classroom” into the Historic Clay District. We provide cultural and educational immersion that engages students in inquiry-based learning and exploration through a host of creative, integrated activities. We create pottery that is sold throughout Canada. We use original factory equipment and materials from within a 100-kilometer radius. Additionally, our firing process utilizes energy extracted from beneath our facility. Our Artist-in-Residence program attracts artists from around the world to our community to conduct engaging research in a proximal learning environment.

With an emphasis on material, The Friends of Medalta Society takes lessons from its industrial & entrepreneurial past and aligns them with social, artistic, and educational priorities to create an enriching, relevant and forward-thinking cultural organization that engages a local, regional, and international audience.

SCULPTING THE HISTORIC CLAY DISTRICT

The Friends of Medalta Society aspires to shape the Historic Clay District into a globally relevant cultural hub grounded in clay.

Vision

The Friends of Medalta Society is dedicated to developing the Historic Clay District as “A world-class cultural district with a heart of clay.”

Mission

The Friends of Medalta Society (the “Society”) fosters an understanding and appreciation of the Medicine Hat Clay Industries National Historic District (known as the “Historic Clay District”), its importance in the development of Medicine Hat, and its impact across Canada through collection, preservation, exhibition and interpretation.

Core Values

Central to all we do are our core values:

- Diversity and Accessibility
- Sustainability
- Collaboration
- Responsible Stewardship and Management



GOAL ONE LEARNING



FOSTER AND GROW OUR ROLE AS A TEACHING AND LEARNING ORGANIZATION THAT ENGAGES LEARNERS IN ACTIVITIES THAT PROMOTE PRESERVATION, CULTURAL AWARENESS, STEWARDSHIP, AND SUSTAINABLE PRACTICES.

Objectives

1. Increase programming reach through the introduction of:
 - Programs geared to adolescents
 - Expanding the learner experience through “hands-on” activities
 - Virtual programming
2. Pursue development of an archeology program based in the Historic Clay District through partnership with an appropriate post-secondary institution
3. Preserve and promote industrial ceramics processes through hands-on learning and experimentation.

We will know that we are making progress on achieving our Learning goal when:

- The number of programs and program enrolment increases
- Our educational offerings include programs designed for adolescent learners
- Programs include a variety of experiential learning opportunities
- Our educational offerings include virtual learning opportunities
- We have identified and begun working with appropriate collaborative partners

GOAL TWO HERITAGE

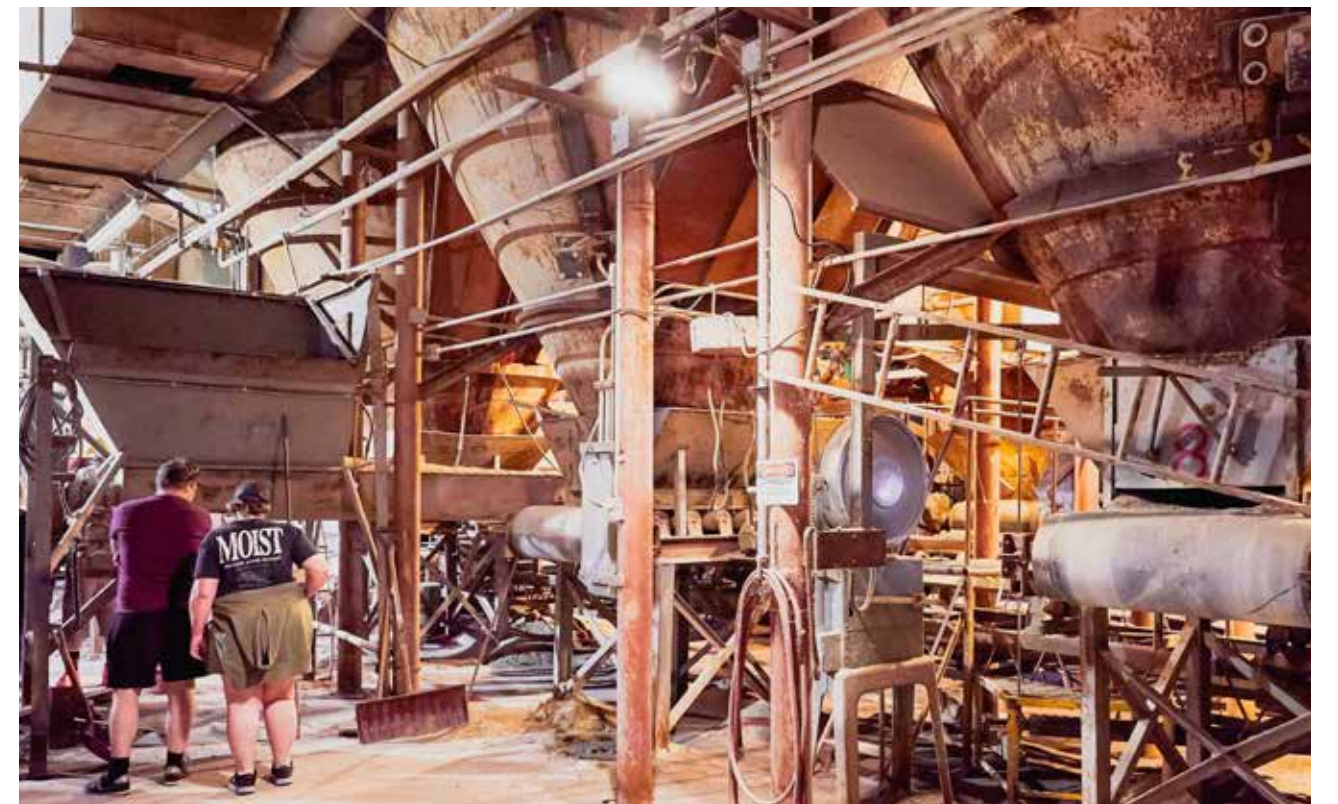
PRESERVE THE HISTORIC RESOURCES AND CULTURAL HERITAGE OF THE HISTORIC CLAY DISTRICT IN ACCORDANCE WITH INDUSTRY STANDARDS WHILE SHARING THE PAST THROUGH EXHIBITIONS, PROGRAMS, AND EDUCATION.

Objectives

1. Create museum exhibits that reflect societal changes and generate the interest and attention of visitors
2. Expand access to museums, collections, and programs to ensure full participation in cultural heritage regardless of need or ability
3. Increase pottery skill demonstrations and create interactive opportunities for museum visitors
4. Continue development of the Medicine Hat Potteries/Hycroft site and promote the project through the re-development of the National Porcelain site in accordance with Medalta’s Long-Term Plan

We will know that we are making progress on achieving our Heritage goal when:

- Our number of returning visitors grows
- Our facilities are barrier-free and inclusive
- Our site development plans are moving forward



GOAL THREE INTERNATIONAL ARTIST IN RESIDENCE PROGRAM

PROVIDE FACILITIES AND PROGRAMS FOR ARTISTS TO WORK IN AN IMMERSIVE ENVIRONMENT, AMONG A COMMUNITY OF CERAMIC ARTISTS, WHERE THEY CAN DEVOTE THEMSELVES TO DISCOVERY, SKILL DEVELOPMENT, CREATIVITY, AND ARTISTRY.



Objectives

1. Establish a funding model to reinstate an Artistic Director position
2. Engage the Medalta International Artist in Residence (MIAIR) alumni community through programming, conferences, thematic residencies, and events
3. Expand the rental offerings of the Shaw International Centre for Contemporary Ceramics facilities and equipment
4. Explore the acquisition of emergent digital technologies and required facility expansion
5. Create a strategy and funding model for evergreening kilns and ceramics equipment, including computers and related information technology (IT)
6. Explore the development of indoor and outdoor spaces for the comfort and to build community among artists in residence and alumni of the MIAIR programs
7. Create opportunities and seek funding to offer MIAIR programs to under-represented communities
8. Develop/renovate MIAIR facilities to be barrier-free

We will know we are making progress on achieving our MIAIR goal when:

- We have engaged an Artistic Director to lead MIAIR programming
- When rental revenue from the use of Shaw Centre for Contemporary Ceramics facilities and equipment grows
- When we have a plan to introduce the acquisition and use of emergent technologies in MIAIR programs
- When our development plans include expansion of MIAIR facilities that are linked to MIAIR program growth and sustainability
- When plans are in place to ensure all MIAIR facilities are accessible work on making facilities accessible has begun
- When Alumni are reconnected with MIAIR and are actively participating in new programming and events

GOAL FOUR COMMUNITY

STRENGTHEN MEDALTA'S AND THE HISTORIC CLAY DISTRICT'S IDENTITY AS A HISTORICAL AND CULTURAL HUB THROUGH INCREASED COMMUNITY ENGAGEMENT AND SUPPORT THAT REPRESENTS THE DIVERSE COMMUNITIES WE SERVE.



Objectives

1. Grow the number of Medalta-hosted events to garner community awareness and support
2. Increase our physical capacity to hold events through the development of the National Porcelain, Medicine Hat Potteries/Hycroft, and SHAW International Centre for Contemporary Ceramics sites
3. Grow our resource capacity through an enhanced volunteer program and coordination
4. Increase public engagement through regular communication
5. Redevelop Medalta's membership program
6. Demonstrate the value of the Historic Clay District to funders and partners to grow our funding levels and fellowships/grants for artists
7. Develop/renovate facilities to be barrier-free

We will know we are making progress on our Community goal when:

- The number of Medalta-hosted events increases
- When we develop the National Porcelain site and continue progressing on the development of the Medicine Hat Potteries/Hycroft sites
- When we have a vibrant volunteer program
- When our public communications are consistently provided and appropriate channels are used to reach various audiences/stakeholders
- When more of our facilities are barrier free
- When we have policies and procedures in place that clearly define membership in the Friends of Medalta Society and a program for supporters of Medalta
- When we meet or exceed our fundraising targets

GOAL 5 SUSTAINABILITY

MEDALTA'S SUSTAINABLE FUTURE WILL BE DEMONSTRATED IN OUR PROGRAMS, EXHIBITS, COMMUNITY OUTREACH, AND RESEARCH.

Objectives

1. Continue to seek partnerships to share skills, resources, and ideas
2. Ensure environmental sustainability is reflected in our policies and practices
3. Ensure appropriate staffing levels, through paid and volunteer staff, to maintain energy and support to operate a vibrant and relevant Historic Clay District
4. Continually evaluate programs and services for effectiveness and return on investment (ROI) in terms of mission and impact
5. Assure fiscal sustainability through alignment of budget with priorities and development of an effective fundraising strategy

We will know we are making progress on our Sustainability goal when:

- Our partnerships are helping us to meet other goals and objectives
- When human resources are sufficient to achieve the goals of the strategic plan
- When our investment in programs is sufficient to achieve the goals of the strategic plan
- When we meet our fundraising targets



MEDALTA
in the Historic Clay District

CASH DRAW
\$15,000.00

GOAL 6

DESTINATION DEVELOPMENT

MEDALTA WILL BE A VISITOR DESTINATION OF CHOICE. WE WILL PROVIDE COMPELLING EXPERIENCES, NOTEWORTHY SITES, AND OUTSTANDING SERVICES TO ENCOURAGE REPEAT VISITS, WHILE PRESERVING THE CULTURAL HERITAGE OF THE HISTORIC CLAY DISTRICT, SUPPORTING SUSTAINABLE DEVELOPMENT, AND PROMOTING ECONOMIC DEVELOPMENT IN THE AREA.

Objectives

1. Provide an experience that is more than a museum
 - Exhibits and supporting materials will be provided in multiple languages
 - The Medicine Hat Potteries/Hycroft redevelopment will be initiated
 - Programs will be engaging and experience-based
2. Ensure more people, more of the time through
 - Innovative local, regional, provincial, national, and international programs and campaigns to attract visitors to the site
 - Visual demarcation of the Historic Clay District

We will know we are making progress on our Destination Development Goal when:

- We have immersed an increased number of visitors in the industrial heritage experiences we provide
- Brand recognition is increased
- Medalta's experiences are accessible to the widest variety of audiences
- Visitors are aware they have entered the Historic Clay District



To become a partner contact us:



MEDALTA
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The Friends of Medalta Society is a
Registered Charity
#12058-1467-RR0001



For more information about Medalta visit us online at www.medalta.org