

Mandate

MAP is a non-profit service organization that supports Manitoba artists in the creation and development of new work for theatre and live performance.

Vision

To be a home for Manitoba playwrights and storytellers, and to nurture, support, develop, and champion their creations

Values

- **Stories have the power to change the world**
- **New plays sustain our art form**
- **We honour the artist**
- **One-size-fits-one**
- **All voices deserve to be heard**

Goals

- Provide a home for our region's playwrights and storytellers
- Serve the full diversity of our sector
- Increase our regional and national profile and collaborations
- Expand provincial representation and participation
- Define MAP membership

Strategies

1. Enhance services to historically marginalized and underserved communities

Remove barriers and work towards equitable and culturally competent services for all by addressing a lack of diversity in MAP's leadership and dramaturgical team, and by moving away from Eurocentric creation methodologies towards creation models devised and led by the communities being served.

2. Increase and diversify revenues

Address financial constraints towards strengthening MAP's ability to expand on our present program and service portfolio, and to sustain operations in an evolving public funding sector.

3. Develop and implement a plan to enhance organizational profile

Amplify MAP's profile within the theatre sector and community at large; to increase our visibility and engagement with the full diversity of our province's playwrights and storytellers, and to enhance our ability to expand and diversify support for the organization.

4. Create an HR plan for organizational sustainability

Explore new staffing structures and membership models to address organizational capacity, towards redistributing and increasing the human resources required to sustain and expand on the organization's vision and mandate.