RACC Launches New Website at WWW.RACC.ORG

From the Executive Director

Eloise Damrosch, RACC Executive Director

Oregon Cultural Trust Needs Our Help

As this year winds down the Cultural Trust is ramping up. Over $1.3 million has been granted so far to support arts, heritage and humanities in Oregon, but this is just the beginning.

The Trust has a new manager, Scott Palmer, who is traveling the state and spreading the word about how we all can help. New informational materials are now available - a brochure and donor contribution and thank you cards. Call or e-mail Suzanne Heath 503.986.0088 or suzanne.heath@state.or.us for a supply. Please distribute them in any way that works for you. You may also call Scott at 503.986.0089 for information and speaking engagements.

And most importantly, please make a contribution by December 31, 2004. Give to any arts and culture organization in Oregon. Then, give a matching gift to the Oregon Cultural Trust. You get a tax deduction for both gifts, PLUS a tax credit of up to $500 ($2,500 for businesses) -- these are dollars you won't have to pay to the state at tax time. So, you win twice and support arts and culture, too.

Finally, please buy a Cultural Trust license plate (see www.culturaltrust.org). Enable your vehicle to join the growing number sporting this colorful motif. I even saw one on a Radio Cab the other day. The dollars do add up!

Thanks for your help in this critical endeavor. As the Trust grows we will all benefit and once again Oregon leads the way with an innovative progressive idea.

By Chris Bisgard
RACC Information Technology Specialist

On October 26, RACC launched its new website at www.racc.org. The new-and-improved RACC website is easier to navigate and includes search functionality to make it easier to find the resources that visitors are looking for. In addition, www.racc.org includes a host of new features, including links to local and national arts and culture headlines; information about RACC’s long-term advocacy and resource development efforts; public art collection one-sheets; and fun arts links for kids.

At RACC, we are often asked by artists and art groups how to develop effective websites that can serve their artistic needs within limited budgets. Having worked for the last year in developing this complex site for RACC, I thought it would be a good time to go over some of the basics of website development for the arts.

There are some specific challenges that face artists and arts organizations when it comes to developing and maintaining a web presence. With tight budgets and limited time, it’s easy for arts websites to fall short of their potential, to become stagnant from neglect or simply to not exist at all. Here are a few tips on how to approach the web from an arts perspective.

1 Define Your Needs. You should know what purpose you want your website to serve. The kind of designer you hire will depend on the kinds of features your site needs. For example, a visual artist may want a structurally simple website that showcases his or her work like an electronic brochure. On the other hand, an event-based organization may want a more dynamic site with the ability to purchase tickets online.

— continued on flap
**AROUND TOWN**

All events funded in part by the Regional Arts & Culture Council

---

**Continuing-11/14** El Dia de los Muertos Festival, Miracle Theatre Group, 503.236.7253, www.milagro.org


**Continuing-11/23/05** Lucien Freud: Etchings from the UBS Art Collection, Portland Art Museum, 503.226...811, www.pam.org

**11/1-12/7** Between Patriotism and Fanaticism, by Sebastian Garrido-Bor, RACC Temporary Public Art Installation, www.racc.org

**11/4** Recollections: a multimedia Installation by Ryan Jeffery, Ethan Rose, Michael Bauch, Gallery 500, 503.358.3791

**11/5-14** Between Patriotism and Fanaticism, by Sebastian Garrido-Bor, RACC Temporary Public Art Installation, www.racc.org

**11/5-21** The Reluctant Dragon, Tears of Joy Theatre, 503.248.0557

**11/5-12/12** Vitriol and Violets, Lakewood Theatre Company, 503.635.3901, www.lakewood-center.org

**11/6** Old London Town, Oregon Symphony, 503.228.1353, www.or symphony.org


**11/9-28** Anna in the Tropics by Nilo Cruz, Portland Center Stage, 503.274.6588, www.pcs.org


**11/13** A Journey in Time, Portland Youth Philharmonic’s Fall Concert, 503.223.5939, www.portlandyouthphil.org


**11/15, 22, 29** Living Shakespeare with Thomas Bray, 503.715.3105, www.wordplaytheatre.com/shakespeare


**11/19** Intense Lyricism, Columbia Symphony, 503.234.4077

**11/19-21** Spain, South America and Africa, Portland Baroque Orchestra, 880.494.8497, www.pbo.org


**11/28** Langivela Khona (Where I Come From), a dance production by Loveness Weza, 503.281.4599

**12/1** The Beautiful and the Fine, a film by Archipelago (Adrienne Leverette, Eric Schapmeyer, Rob Tyler), 503.772.7988

**12/7-24** The Santaland Diaries & A Christmas Memory, Portland Center Stage, 503.274.6588, www.pcs.org

**12/10-24** George Balanchine’s The Nutcracker, Oregon Ballet Theatre, 503.222.5538, www.obb.org


---

**AT RACC**

Finally we have landed! RACC is now permanently installed in Suite 300 in the Graphic Arts Building on NW 9th and Couch. Our address is: 108 NW 9th Avenue, Suite 300, Portland, Oregon 97209-3318. Phone 503.823.5111, FAX 503.823.5432, email: info@racc.org and website: www.racc.org will remain the same.

RACC Funding News: RACC has received significant grants from The Collins Foundation and the Paul G. Allen Family Foundations to support a newly-revived Cultural Leadership Program, which affords local arts organizations ongoing leadership consultations with George Thorn of Arts Action Research. Contact Helen Daltoso at 503.823.5402.

**11/6 Talent to Enterprise Workshops: Creating a Marketing Connection Between Customer and Art.** 10am-1pm. Rob Fenty leads this workshop which helps artists articulate their strengths and establish a strong connection with customers. Sponsored by RACC and The University of Portland Center for Entrepreneurship, 5000 N. Willamette Blvd. See www.racc.org/resources/workshops.php or call 503.943.7782.

Upcoming RACC Grant Opportunities:

- **SUN Arts for the School Year 2004-05.** This program, which is part of the Schools Uniting Neighborhoods (SUN), creates before and after school arts programs for students, as well as evening and weekend arts offerings for parents and the community. ONLY the 46 SUN Community Schools in Multnomah County may apply. See www.racc.org/arteducation/sunarts.php or call Michele Giassante at RACC at 503.823.5423. Deadline for School Applications: 12/10/04.

Upcoming Public Art Opportunities:

- **Intersections:** community health + social justice, a public art residency program in Multnomah County. Artists/teams in all disciplines residing in Multnomah, Clackamas, and Washington county can apply for this project, which explores the convergence of the “art of work” and the “work of art” by selecting artists to work directly with city or county resources, staff and their clients. For application see www.racc.org. Deadline: 11/22/04, 5pm.

- **Visual Chronicle of Portland, a city-owned archival collection of works on paper that portrays artists’ ideas, visions, and perceptions of what makes this city unique.** A Call for Artists coming in mid-December. Deadline: 1/28/05.

For both projects contact: Peggy Kendellen, Public Art Manager, 503.823.4396 or pkendellen@racc.org.

RACC Performance Installation in November:

**11/3-7** Penta: Metal (below) - 4th installment by dancer/choreographer Cydney Wilkes presented by RACC in situ PORTLAND program. This outdoor dance performance is part of a year-long series of five ground-and-aerial duets inspired by the Five-Elements Theory. 6pm, South Waterfront Park by the Marquam Bridge, near 2100 SW River Parkway. Free. Bring blankets or chairs. See www.cydneywilkes.org or call 503.823.5111 for details.

For updates: www.racc.org/resources/_ANRACCOpportunities.php

---

**Penta: Metal**

Photo: Val Williamson

Nov 3 - 7
South Waterfront Park
Continuing through mid-Jan. Local sculptor Kate Simmons’ Pulling Strings at the Skylight Gallery. This sculpture installation is currently surrounded by award winning artwork from the North Clackamas Art Guilds Annual Fall Exhibition. Skylight Gallery, 9101SE Sunnybrook Blvd., Clackamas, www.co.clackamas.or.us/artsaction. (C)

11/1-29 Irresistible Artwork: The Art of Giving, a group event showcasing affordable artwork by gallery members. Opening reception 11/5, 5-8pm. Spiral Gallery, 3415S. Broadway, Estacada, 503.630.7273. (C)

11/2-12/21 Arranging Experiences, work by Rita Robillard & Judy Vogland. The exhibit features collage and mixed media works of art by two of the regions most notable artists. Also the Center seeks artwork for exhibitions in 2005-06 (deadline: 12/20/04). Call 503.615.3485 or visit www.ci.hillsboro.or.us/wcac. Glenn & Viola Walters Cultural Arts Center, 527E. Main St, Hillsboro. (W)

11/13 The Nutcracker, performed by the Pacific Festival Ballet. 11a.m. at the Beaverton City Library, 12375 SW 5th, in the auditorium. Free. Contact Beaverton Arts Commission, 503.526.2288. (W)

Beaverton Visual Arts Showcase 2005 Call to Artists. Oregon and SW Washington artists are encouraged to apply. Contact the Beaverton Arts Commission at 503.526.2288 or www.ci.beaverton.or.us/departments/arts. Postmarked Deadline: 11/19/04. (W)

Board Members Sought. Village Arts, which presents the Village of Willamette Arts Festival, is looking for committed artists or arts supporters for board members. The positions are volunteer with monthly meetings from Jan. through Oct. Call Betsy Bensen @ 503.650.0046 or bensen@msn.com. (C)

For more: www.racc.org/resources/_ANWAAndClack.php

Grants/Fellowships/Residencies

The Tiffany & Co. Foundation provides grants to nonprofit craft organizations and educational institutions, that provide artisans with instruction to become highly skilled professionals. See www.tiffanyandcofoundation.org. Deadline: 11/15/04.

Museum Assessment Program (MAP) Grants to museums of all types and sizes. Museums choose one of four types of assessments: institutional, collections management, public dimension, or governance. IMLS grants pay for most assessment costs. See www.aam-us.org/map. Grants are awarded on a first-come, first-served basis to eligible institutions. Contact: Jeannette Thomas at the Institute for Museum and Library Services at 202.606.0948 or jkthomas@imls.gov. Postmarked Deadline: 12/15/04.

Sundance Institute’s Theatre Lab Program is a 3-week workshop that offers playwrights, directors, choreographers, composers, solo performers, and ensembles the time, space, and support to develop new plays, musicals or existing scripts. Contact: SI Theatre Program, 8857 West Olympic Blvd., Beverly Hills, CA 90211, 310.360.3981, www.sundance.org. Deadline: 12/15/04.

Puffin Foundation provides grants that encourage emerging artists in the fields of art, music, theater, dance, photography, and literature whose work, due to their genre and/or social philosophy, has difficulty being aired. Awards $1,000-$2,500. Contact: PF, 20 E Oakdene Ave., Teaneck, NJ 07666, 201.836.8923, www.puffinfoundation.org. Deadline: 12/30/04.

Money for Women/Barbara Deming Memorial Fund, Inc. offers small grants ($500-$1,500) to feminist women in the arts whose work focuses on women. Categories: Visual Art, Mixed Genre and Fiction. $10 fee. Contact: MFW/BDMF, PO Box 630125, Bronx, NY 10463. Deadline: 12/31/04.

ArtsLink Projects provide support to US artists, curators, presenters, and arts organizations working in visual and media arts who are undertaking projects in Central Europe, Russia, and Eurasia that benefit participants and audiences in both the US and the host country. Contact: CEC ArtsLink, 435 Hudson Street, NY, NY 10014. Postmarked Deadline: 1/14/05.

The Oregon Council for the Humanities (OCH) 2005 Research Grants. $5,000 are awarded to two Oregon scholars. Grants are intended to sustain a period of scholarly inquiry that contributes significantly to work within the disciplines of the humanities and to a broad public discourse in ideas. To obtain guidelines: E-mail: och@oregonhum.org or visit www.oregonhum.org. Contact Carol E. Hickman, Public Program Associate, Oregon Council for the Humanities, 812 SW Washington St., Suite 225, Portland, OR 97205, 503.241.0543. Postmarked Deadline: 1/15/05.

For more: www.racc.org/resources/_ANGrants.php

Competitions

Gresham Art Advisory Committee is seeking artists for an exhibit titled Gresham, Then and Now, celebrating the city's 100th birthday celebration. Artwork should refer to the city of Gresham’s past and/or present. Contact Christine Singer, 503.320.8675, Singer9@aol.com. Deadline:11/15/04.


Artists Wanted for 7th Annual Hollywood Booster’s Art Exhibit & Sale (11/23-12/24). Artwork may be photography, sculpture,
watercolor, oils/ acrylics, drawings, and abstract art. Must be ready for presentation at the time of delivery to 42nd Street Station Lobby, 2000 NE 42nd (near Sandy), Portland, 503.287.1951. Delivery ONLY on: 11/20/04 (1-4pm) or 11/21/02, (12-2pm).

Copper Canyon Press seeks submissions from new and emerging poets for the 4th Annual Hayden Carruth Award. $1,000 award, publication, and a Vermont Studio Center residency. See www.coppercanyonpress.org. Contact: CCP, PO Box 271, Port Townsend, WA 98368. Deadline: 11/30/04.

Call for Entries for The PDX Film Festival (4/20-24/2005). Seeking artistic, underground, quirky and challenging work that reflects contemporary culture, documents historic oddities, and is otherwise generally unclassifiable. $15 fee. See www.peripheralproduce.com. Deadline: 11/6.

Other Opportunities & Information

11/14 Fox Chase Family Artwalk. A festival of independent films for children, children’s fashion show, free dance and movement classes, a special luncheon at Grolla, arts and crafts for children at Milagros, displays of art by local students at many businesses. NE 30th Avenue and Killingsworth Street 11am - 4pm. Email to milagros@milagosboutique.com.

Volunteer and Work Exchange at Conduit Dance. Stage crew and volunteers are needed for upcoming events. Also seeking work exchange partners for the Winter Intensive 12/27-30. Contact Catherine 503.221.5857 or info@conduit-dx.org.


Media Artist sought by The Evergreen State College (Olympia, WA) with demonstrated teaching experience in both digital moving image technologies, and cultural and critical theories of media. This is a Regular Faculty position, eligible for continuing appointment after two, three-year renewable contracts. See www.evergreen.edu/facultyhiring. Review of complete files starts 11/19/04.

For more: www.racc.org/resources/_ANCompetitions.php
2. Know Your Visitors. You need to know who will be visiting your site and why. Send out postcards to your potential visitors asking what they’d like to see in a website or run an online survey (linked from your current site) to get visitor feedback (visit free or very cheap online services such as www.zoomerang.com and www.surveymonkey.com).

3. Look for Inspiration. Spending some time looking at the websites of similar organizations to your own can be a valuable exercise. See what works and doesn’t work then communicate your findings to your designer.

4. Less is More. The best websites are those that aren’t bloated with a lot of unnecessary information or technological bells and whistles. For example, pages designed in Flash and interactive components, which could be perfect for showcasing film, video or music, might be too confusing on a page soliciting contributions.

5. Don’t Overpay for Web-related Services. As use of the internet continues to grow, competition between internet service providers (ISPs) grows with it. So shop for deals. Local ISPs such as Easystreet (www.easystreet.com) and SpiritOne (www.spiritone.com) offer a non-profit discount, if your organization qualifies. If you are an individual artist and are paying for home internet service through a company like Comcast, Earthlink or AOL, your account probably already includes a website.

6. Keep it Fresh. Once your website is designed and working, it’s easy to forget all about it, but one of the most important things that can get overlooked by arts groups is website maintenance—regularly updating your content with fresh and relevant information. To be serious about keeping your website current, you may need to work out an ongoing maintenance deal with your designer or they can provide you with a “content-management system,” which is a way for you to update your site by yourself with minimal skill.

RACC’s new website has been in development for the past 12 months as part of an overall publication and technology upgrade for the organization, which included a new-look printed newsletter that debuted in the summer of 2003 and a fresh new electronic newsletter format that was unveiled earlier this year. After polling visitors to www.racc.org and understanding more about what they were looking for online, work on the new web site began.

The new site was developed by Chris Bisgard, part-time Information Technology Specialist for RACC, and Mary Bauer, RACC’s Communications Associate, with content input from all RACC staff and several external sources. Chris Bisgard is responsible for ongoing functionality and design, while Mary remains the day-to-day webmaster and content producer for the website.

To share your comments and questions about the new RACC website, visit www.racc.org/feedback.
NEW! VIRTUAL SPACE www.racc.org

The new RACC website is easier to navigate and chock-full of helpful tools to support the local arts and culture community. Visit us anytime online.

NEW! ACTUAL SPACE

108 NW 9th Avenue, Suite 300

RACC’s new home is a beautiful 4,000-sq.ft. loft above the Pearl Bakery in the Graphic Arts Building at NW 9th & Couch in the Pearl District. Our phone 503.823.5111, fax 503.823.5432, email: info@racc.org remain the same.