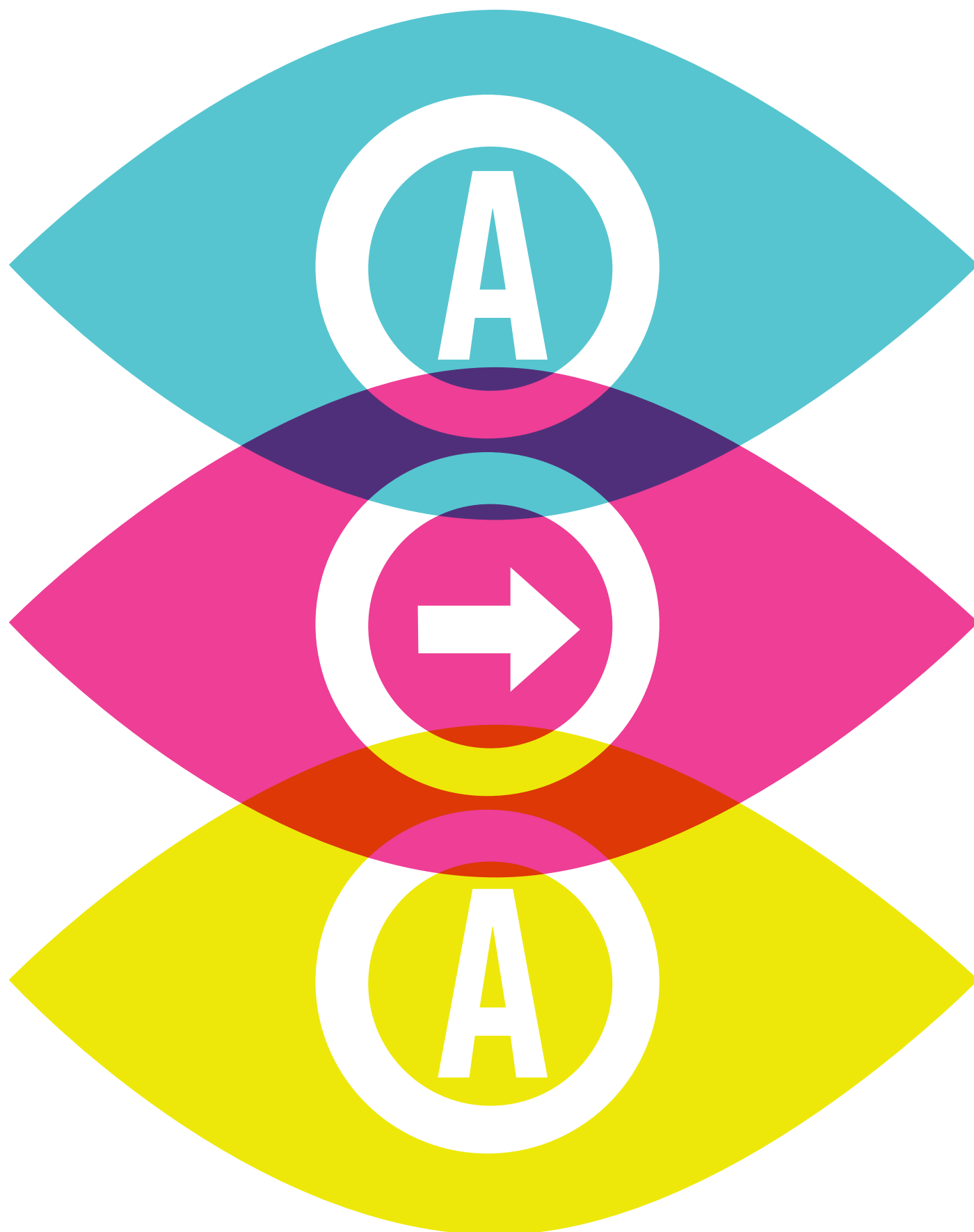


# ACT FOR ART

THE CREATIVE ACTION PLAN FOR THE PORTLAND METROPOLITAN REGION

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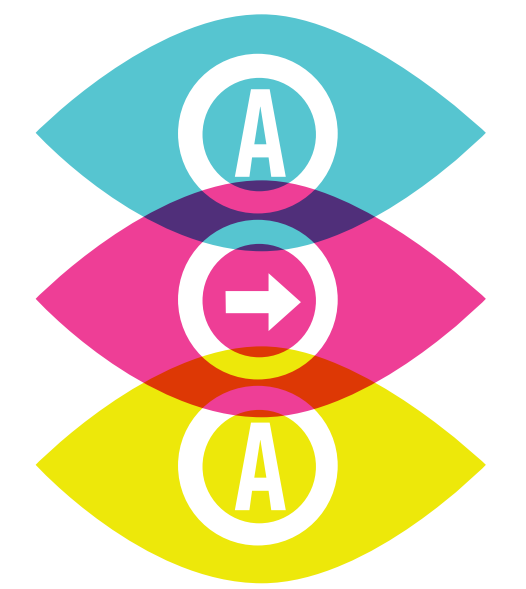
Strengthen  
our cultural  
infrastructure

Improve  
access to the  
arts and arts  
education

Invest in  
creative  
talent

**PRESENTED BY:**

Portland Mayor Sam Adams  
Metro Councilor Carlotta Collette  
Washington County Commissioner  
Dick Schouten  
The Regional Arts & Culture Council  
Skyline Consulting Group



# WELCOME

**IN THIS REGION,  
CREATIVITY IS A PART  
OF EVERYTHING WE DO,  
EVERYTHING WE ARE.**

We wander in words and in old growth forests, immerse in lakes and symphonies. Bank walls are a canvas of mixed media, and children learn to crawl on art museum floors and stomp through puddles in handmade shoes. The arts are not a luxury here, but an integral part of our everyday lives.

Decades of work by talented artists and diverse arts organizations have attracted other creative businesses and individuals, helping position the region as one of the country's leading centers of creativity. But we cannot rest on our laurels – especially in this economy. Difficult decisions are being made about where to invest, and where to cut. We know that if we want to fully realize the true creative capacity of our region, and reap more extraordinary benefits for years to come, we must be proactive and we must get organized.

Over the past 22 months, more than 1,500 citizens participated in the “Regional Creative Capacity Project,” an assessment of the region’s strengths and weaknesses when it comes to culture, creativity and the arts. This task-oriented Action Plan is the culmination of that effort.

You won’t get too far into this report before you realize there is a significant focus on the need to secure \$15-\$20 million annually in dedicated public funding for the arts in the region. Public opinion research suggests that it recently has become feasible to ask voters to approve such a thing. Citizens in all three counties are making it very clear that they value creativity, art, culture and arts education – and that requires intentional, sustained investment.

We don’t know for certain what the future will bring, and the specific strategies suggested today may have to change over time, but we are committed to meeting the overarching goals stated in this Action Plan. Over the next five years, scores of organizations and individuals will help us achieve our vision, and they will be shepherded all the while by a new Regional Steering Committee that we have agreed to co-chair.

We’d like to extend our appreciation to everyone who has informed this work to date by serving on a committee, participating in an online survey, attending a Town Hall, or offering other input over the past two years. Now we are ready to roll up our sleeves and get to work. Please join us if you haven’t already.

**Mayor Sam Adams,**  
City of Portland

**Councilor Carlotta Collette,**  
Metro

**Commissioner Dick Schouten,**  
Washington County



# contents

## SUMMARY

p.4

### GOAL 1 STRENGTHEN OUR CULTURAL INFRASTRUCTURE

p.6

**A**

#### IMPROVE PUBLIC FUNDING

Implement a dedicated, sustainable public funding mechanism for arts and culture that will yield \$15-\$20 million per year.

**B**

#### INCREASE PRIVATE SECTOR GIVING

Leverage public funds to stimulate more giving from the private sector.

**C**

#### HELP ARTS SPACES FLOURISH

Support public and private efforts that make our region’s performance and exhibition venues, rehearsal and office spaces, studios, and live/work sites more exciting, more affordable and more accessible.

### GOAL 2 IMPROVE ACCESS TO THE ARTS AND ARTS EDUCATION

p.8

**A**

#### ACCESS TO THE PUBLIC

Provide more free and reduced-cost arts and culture experiences for the citizens of the region.

**B**

#### EXPAND ARTS EDUCATION

Integrate arts learning into the education of every K-8 student in the region, and support arts learning throughout the community.

**C**

#### BUILD THE BRAND

Position the Portland metropolitan region as a center of excellence for art and design.

### GOAL 3 INVEST IN CREATIVE TALENT

p.10

**A**

#### SUPPORT ARTISTS

Eliminate barriers and support the basic needs of artists and other creative professionals in the region.

**B**

#### NETWORK

Create opportunities for artists to network with other creatives, supporters, and consumers – locally, nationally and internationally.

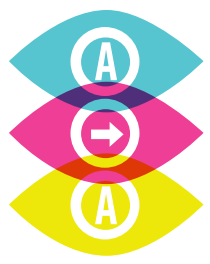
**C**

#### BUY LOCAL

Increase the purchase of locally produced art and create more cultural consumers. Support collaborations that help the entire creative services sector thrive.

## APPENDIX & CREDITS

p.11



# SUMMARY

## Who's Who

### ARTS PLAN 2000

The nation's first regional cultural planning process was initiated by Bill Bullock (Executive Director of the Metropolitan Arts Commission or MAC, a bureau of the City of Portland). Among the accomplishments of this plan: MAC became RACC, an autonomous non-profit arts services organization serving the entire tri-county region; a portion of hotel/motel tax revenues were set aside to support the PCPA and Multnomah County's cultural tourism efforts; and strategies were implemented to increase both public and private sector giving.

### Regional Arts and Culture Council

RACC provides grants, workshops, and other services for artists and arts organizations in Clackamas, Multnomah, and Washington Counties. [www.racc.org](http://www.racc.org).

### CAN

The Creative Advocacy Network was established in the fall of 2008 to lead advocacy efforts that will be necessary to establish sustainable dedicated funding for arts and culture in the region. [www.theartscan.org](http://www.theartscan.org).

### NW/BCA

Northwest Business for Culture & The Arts provides programs and services that connect businesses and the arts, and works to stimulate public and private support for arts and culture. [www.nwbc.org](http://www.nwbc.org).

### MERC

The Metropolitan Exposition Recreation Commission manages the three buildings that compose the Portland Center for the Performing Arts (PCPA) along with the Oregon Convention Center at the Portland Expo Center. [www.merc-facilities.org](http://www.merc-facilities.org).

### PDC

The Portland Development Commission is the development planning agency for the City of Portland, working to ensure a diverse, sustainable community with healthy neighborhoods, a vibrant central city, a strong regional economy, and quality jobs and housing for all. [www.pdc.us](http://www.pdc.us).

### Creative Services Sector

This plan focuses primarily on the not-for-profit arts and culture community – including heritage, humanities, culture and the arts – but links directly to the broader Creative Services Sector, which includes small businesses and large corporations including design firms, advertising agencies, architects, and other arts-related businesses.

### Regional Creative Capacity Project

One hundred individuals served on two committees from Spring, 2007 through Fall, 2008 to investigate the broad creative needs of the region. Over 1500 people participated in several surveys, town hall meetings, and scientific focus groups. This Action Plan is the result of that effort. [www.creativecapacity.org](http://www.creativecapacity.org).

### Regional Steering Committee

A new committee of civic leaders is being established now (Spring, 2009) to oversee all aspects of this plan moving forward. The Steering Committee may appoint special task forces and commission research studies as needed. The Committee welcomes more community input between now and when this plan is revisited in the Fall of 2010.

## THE PORTLAND METROPOLITAN REGION'S LAST BIG MASTER PLAN FOR THE ARTS WAS ARTS PLAN 2000, WRITTEN IN 1992.

Much progress has been made since then, and we certainly have a strong and vibrant arts community to show for our efforts. But there remains a persistent, systemic problem of inadequate public funding for the arts in our region – a condition that has undermined our creative capacity for far too long. Today's economic crisis has only exacerbated the situation.

Even in this challenging environment – or perhaps because of it – artists and arts organizations are being proactive and creative in serving the community. Confronted with major shifts in audience and donor behavior, most organizations are making prudent budget cuts where they can while engaging their most loyal supporters to meet them half way. Artists are forging collaborations and sharing resources with each other more than ever before – you can attend the symphony one night and they will encourage you to use your ticket stub to get a discount at the theatre the next. We applaud the arts community's commitment to serving the citizens of our region even in difficult times. Perhaps this is when we need them the most.

We know that the arts feed our souls, whatever the economic environment. We know our children must continue to learn creative skills. We know that innovation is critical to the success of our businesses. For these reasons and many more, government bodies throughout the Portland metropolitan region have a vested interest in the success of our local arts community.

In June of 2007, Portland City Commissioner (now Mayor) Sam Adams worked with the Regional Arts & Culture Council to assemble 100 arts, business and education leaders and elected officials from throughout the tri-county region (including Clackamas, Multnomah, and Washington Counties) to be part of the Regional Creative Capacity Project. Working in committees facilitated by Kathleen Cosgrove of Skyline Consulting Group, participants identified the broad creative needs of the region and helped quantify the extent to which citizens value arts and culture.

The Creative Capacity committees collected input from local artists, business leaders, educators and creative professionals to identify the broad creative needs of the region, and ultimately developed a series of recommendations

for moving forward. Through town hall meetings, on-line surveys, and roundtable discussion groups, more than 1500 individuals participated in the vetting of the recommendations that are outlined in this report.

In addition, scientific focus groups and telephone surveys in the Spring of 2008 revealed strong and consistent support for arts and culture across the tri-county area.

Now work is underway to identify the organizations and structures that will have an important role to play in achieving the goals set forth in The Action Plan. A new Regional Steering Committee of civic leaders from throughout the tri-county

## ARTS AND CULTURE ARE SIGNIFICANTLY UNDERFUNDED HERE

region will oversee its implementation and revisit the strategies as needed.

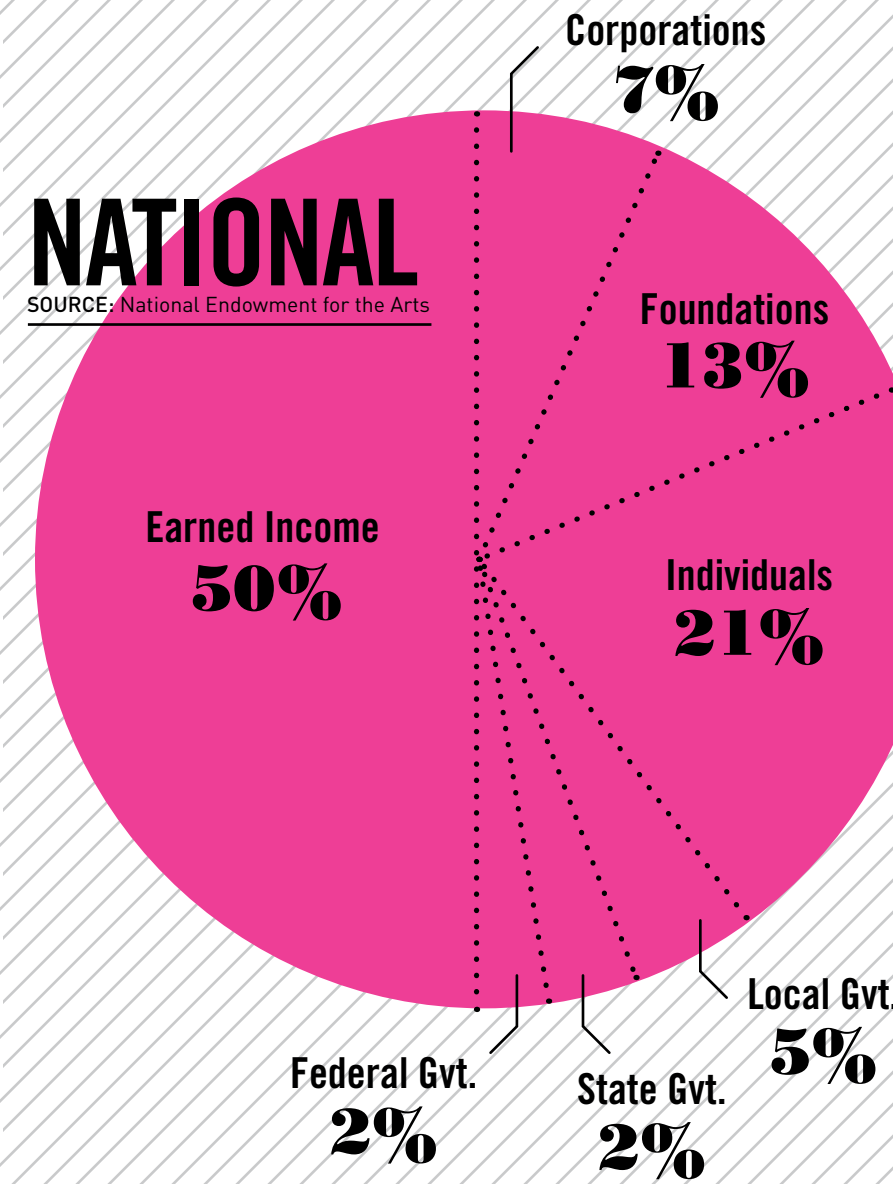
Recently, a new nonprofit organization, Creative Advocacy Network (CAN), was formed to ensure that the local arts community does not lose the gains of the past few years; to expand grassroots outreach and advocacy efforts; and to mobilize the arts community as needed. CAN is also conducting additional research on the viability of various dedicated funding options; the final objective of securing public support (either on the ballot or through other legislative action) is expected to be achieved within three to five years.

Although much of our progress will depend on the speed of the economic recovery and other factors that are beyond our control, many civic leaders are committed to moving this plan forward. These goals and strategies will be re-evaluated at the 18-month benchmark (in the fall of 2010). In the meantime, additional comments and suggestions can be made by visiting [www.creativecapacity.org](http://www.creativecapacity.org) or by writing to the Regional Arts & Culture Council.

# ARTS SUPPORT

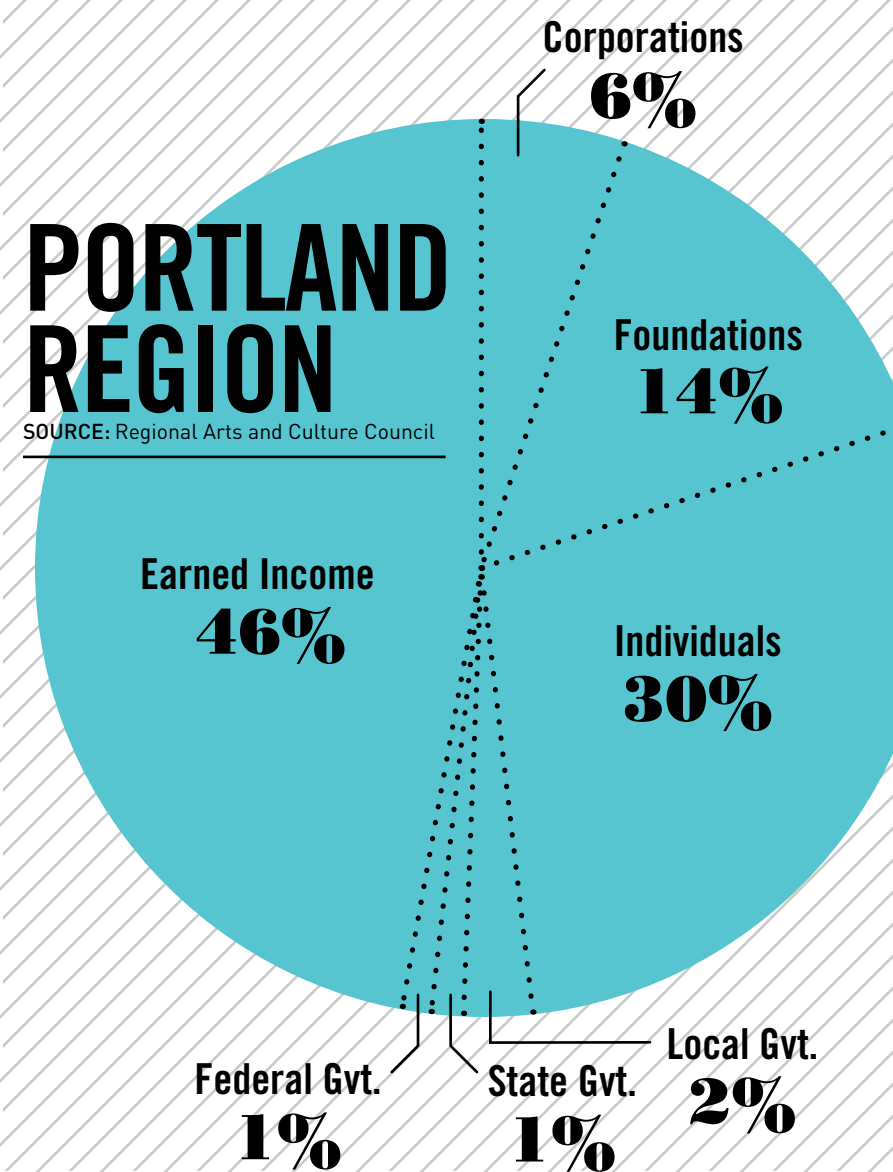
## SOURCES

Average arts organization funding



## PORTLAND REGION

SOURCE: Regional Arts and Culture Council

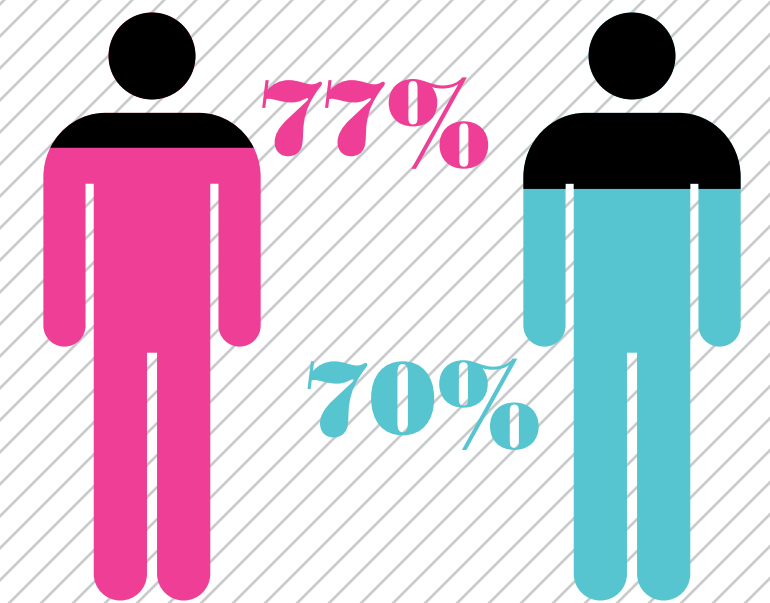


## FUNDING NEED

**\$15-20 million**

Public funding to support the region's \$318 million nonprofit arts and culture industry. (Current amount is 4.2 million.)

## PUBLIC INTEREST



Percentage of people polled stating that opportunities to enjoy the arts and creative learning is essential to themselves and their family.

Percentage of those polled that would be willing to pay \$1 per month to support additional dedicated funding for the arts.

SOURCE: Fairbank, Maslin, Maullin & Associates in a spring 2008 telephone survey of 600 likely voters in the tri-county region.

## ARTS BUSINESSES

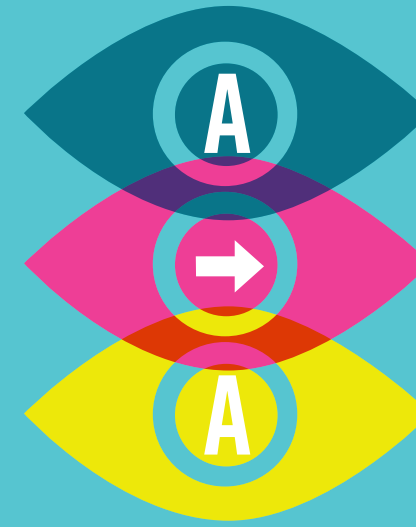
**3,354**

number of arts-centric businesses\* in the region in 2008, employing more than 18,000 people.

\*Arts-centric businesses as calculated by Americans for the Arts, and Dun & Bradstreet: museums, galleries, theatre companies, symphony orchestras, cinemas and movie theatres; architecture, advertising, and creative design firms; film, radio, and television production companies; art supply stores; and art schools.

GOAL

# STRENGTHEN OUR CULTURAL INFRASTRUCTURE



## WHERE WE ARE:

A REGIONAL STEERING COMMITTEE of civic leaders in Clackamas, Multnomah, and Washington Counties is being established to monitor the progress of The Action Plan over the next five years. Portland Mayor Sam Adams, Metro Councilor Carlotta Collette and Washington County Commissioner Dick Schouten will co-chair. The Regional Arts & Culture Council (RACC) will lend administrative support.

THE CREATIVE ADVOCACY NETWORK (CAN) has been formed to protect current levels of funding for the arts, and to build the grassroots effort and legislative research necessary to ultimately help secure dedicated funding.

CAN, RACC AND NW/BCA are collaborating with arts organizations to align strategies, achieve efficiencies, cross-promote each other's efforts, and develop stronger advocacy messages to meet our short-term funding challenges as well as the long-term dedicated funding objective.

THE REGION is becoming increasingly well known for its galleries and music scene, art festivals and creativity conferences.

RACC AND GOVERNMENTAL AGENCIES are developing an inventory of performance and exhibition venues in the tri-county area.

ARTISTS AND ARTS ORGANIZATIONS report a dearth of venues that seat 100-250 people, and several have identified the need for an 1800-seat venue. Several of the region's venues are not ADA accessible.

SOME ARTS ORGANIZATIONS cannot afford the Portland Center for the Arts (PCPA) because both they and the buildings are undercapitalized. The significant ongoing costs of maintaining these public facilities are being passed on to tenants.

SEVERAL CITY CENTERS including Gresham, Milwaukie and Hillsboro have established or are in the process of establishing cultural facilities, performance spaces, galleries and studios.

RACC LEVERAGED \$4.2 million of public support with an additional \$2.8 million in earned and contributed income for a total \$7 million budget to support arts and culture in the region in FY09.

WORK FOR ART, RACC's workplace giving program, will raise \$650,000 in the annual campaign ending June 30, 2009.

### STRATEGY

### ACTION by fall 2010

### RESULT by '14



#### IMPROVE PUBLIC FUNDING

**Get Organized. Support the Regional Steering Committee and Creative Advocacy Network to ensure this plan succeeds.**

**RACC, CAN and regional cities and counties** Host quarterly meetings of the Steering Committee to monitor and review all progress on this plan.

**Arts organizations and individuals** Get involved by joining the Creative Advocacy Network.

**Maintain or increase current public investments in the arts**

**RACC** Secure more federal

investments for the local arts community, including economic stimulus funds. Help arts organizations secure more grants from the National Endowment for the Arts and other federal programs. Support arts advocacy efforts at the state level.

**CAN** Conduct a grassroots campaign to maintain or increase the arts budget (RACC) among local governments in FY10 and FY11.

**Identify preferred dedicated funding mechanism(s)**

**CAN** Conduct additional public opinion research and facilitate

region-wide discussions on arts funding. Increase public awareness of the need for dedicated funding. Draft and help pass state legislation that may be necessary to form a Cultural District for the Portland metropolitan region. Engage the public in determining the most viable dedicated funding option, and the best method of equitable distribution of dedicated funds.

**Steering Committee** Act as a resource for CAN for review and recommendations of specific, viable funding mechanisms and other technical details for securing dedicated fund.

Establish a dedicated, sustainable public funding mechanism that generates \$15-20 million per year



#### INCREASE PRIVATE SECTOR GIVING

**Increase total private sector giving to the arts by 5%. Increase Work for Art campaign to \$750,000.**

**CAN and RACC** Work with Portland City Council and other local governments to make Work for Art matching challenge fund investments annual and permanent.

**RACC and NW/BCA** Measure total private sector giving each year.

**RACC** Expand Work for Art annual campaign to \$750,000.

Expand national fundraising efforts. Help local arts organizations secure more support from national foundations. Secure national foundation support for The Right Brain Initiative (see strategy 2.A).

**RACC, NW/BCA and CAN** Position the arts as an important benefactor of more philanthropic contributions. Advocate for more corporate and foundation giving to the arts. Recruit more business

and civic leaders to be strong voices for arts giving.

**Steering Committee, RACC and arts organizations** Identify collaborative fundraising solutions that could be helpful. For example, explore the feasibility of a comprehensive, combined capital campaign or a shared planned giving program for the arts.

Increase total private sector giving to the arts by 10-25%

Generate \$1 million or more annually through Work for Art



#### HELP ARTS SPACES FLOURISH

**Complete inventory and assessment of arts venues. Develop public incentives for private development of arts spaces.**

**RACC and governmental agencies** Assess public and private venues in the region. Develop recommendations on using public funds (such as urban renewal funds and/or a dedicated funding mechanism) to improve affordability of publicly owned venues. Develop incentives for private developers to build more arts spaces. Conduct a venue needs assess-

ment and develop a complete inventory of performance and exhibition venues in the tri-county area. Identify the ADA status of each facility and facilitate education and planning for future ADA accessibility.

Post the venue inventory online as a searchable database for artists and arts organizations.

Develop a plan for updating the accessibility of non-ADA compliant venues with federal economic stimulus dollars and work with PDC to explore other funding sources.

**Regional Cities and Counties** Develop incentives for more private development of artists communities and live/work spaces.

**Steering Committee** Determine the amount of public funds that should be spent on the construction, maintenance, and improvement of arts venues and facilities.

Prioritize wish list of venues, including the feasibility of a new 1800 seat venue.

Finalize recommendations for investing public dollars in venues and facilities

## OUR VISION

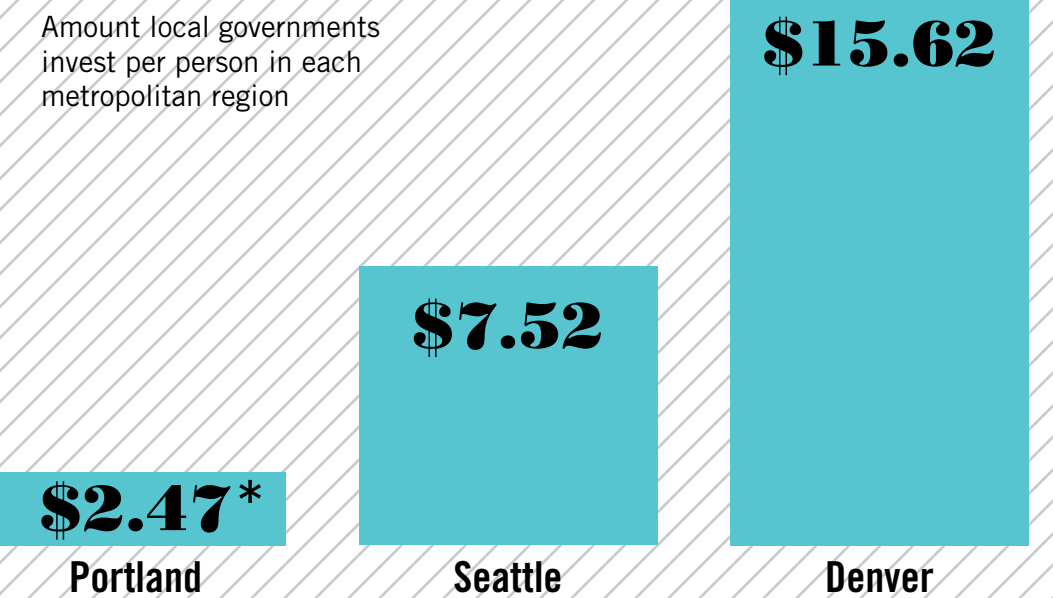
To link creativity, innovation, and a vibrant economy by supporting diverse cultural offerings in all disciplines throughout the tri-county region.

# STATUS

Though the demand for creative excellence in the Portland area is great, the majority of the financial support comes from a relatively small base of private supporters. Public funding is insufficient.

## GOVT. SUPPORT

Amount local governments invest per person in each metropolitan region

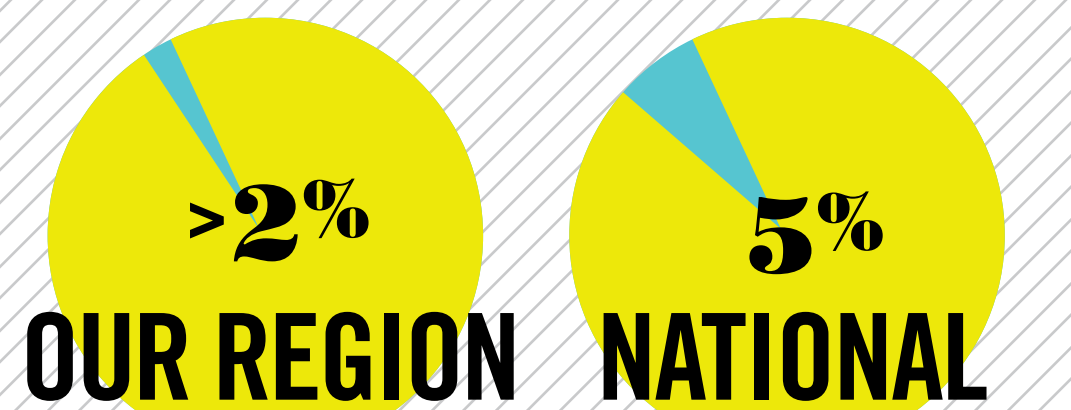


\*RACC currently receives \$4.2 million in public support from the City of Portland, Multnomah County, Clackamas County, Washington County, and Metro.

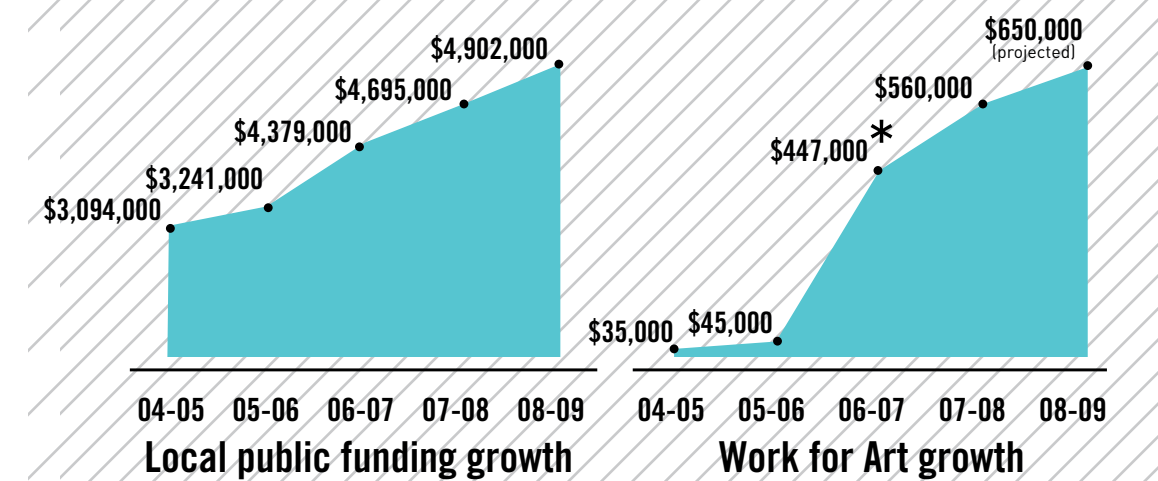
SOURCE: Americans for the Arts

## PUBLIC FUNDING

Percentage of the average arts organization budget that is received from local government sources:



SOURCE: Regional Arts and Culture Council, National Endowment for the Arts



\*City of Portland established \$200,000 matching challenge fund in 06-07



# IMPROVE ACCESS TO THE ARTS AND ARTS EDUCATION



## WHERE WE ARE:

**MANY EXAMPLES** of free and reduced-cost opportunities exist throughout the region. From free museum days for children or families to performances in parks, our region's arts organizations are stretching dollars to provide more arts access. Many arts organizations participate in discount programs including the Work for Art "Arts Card" which gives cardholders 2-for-1 tickets at hundreds of local arts events each year.

**PERCENT FOR ART** programs as managed by RACC are among the oldest and most respected public art programs in the country. City of Portland and Multnomah County are as high as 2%, other jurisdictions and quasi-governmental agencies also have percent-for-art programs.

**RACC AND TRAVEL PORTLAND** have collaborated twice on producing a public art walking tour brochure, and RACC has created an online searchable database.

**SOME INCENTIVES EXIST** for private developers to voluntarily set aside percent for art.

**AFTER A 7-YEAR HIATUS**, Community Murals are again being created in the City of Portland, but the permitting and review process is still overly-cumbersome for many mural artists.

**THE REGION'S ARTS ORGANIZATIONS** are conducting a wide variety of effective arts education programs that have restored some of the arts education activities that schools can no longer afford to provide on their own.

**YOUNG AUDIENCES** maintains a comprehensive directory of arts education programs and artists residency programs in the region that are available to schools.

**RACC IS PILOTING** The Right Brain Initiative in 20 schools, training teachers, artists and arts organizations to work together to integrate theater, music, dance, and art into other K-8 standard curriculum subjects including reading, writing, math, science, and social studies. It systemically changes the arts education delivery system in our region to help ensure that every child has access to meaningful, ongoing arts learning experiences.

**THE REGION** is home to many outstanding education programs for arts and design. Pacific Northwest College of Art, The Art Institute of Portland, Portland State University, Oregon College of Arts and Craft, The University of Oregon, Marylhurst University and many other institutions of higher learning have established significant programs.



## OUR VISION

To enrich the quality of life for our community and inspire innovation by integrating the arts into our schools and the daily lives of all who live and visit the Portland region.

### STRATEGY

### ACTION by fall 2010

### RESULT by '14



## ACCESS TO THE PUBLIC

**Identify and promote affordable arts opportunities to the public and explore opportunities to expand public art programs in the region.**

**RACC** Conduct an ongoing inventory of free and reduced-cost arts events, and promote those events on the RACC website and event calendars throughout the region.

**RACC** Convene arts organizations to establish the arts community's goals and strategies for improving access to the arts. Support collaborative marketing efforts that support these goals.

**RACC and The Right Brain Initiative** Promote affordable family arts experiences in the region to families and students participating in The Right Brain Initiative.

**RACC and Parks and Recreation** Compile comprehensive listing of free and low cost arts events and arts learning experiences. Evaluate cost and benefits of current partnerships (e.g., Free Oregon Symphony concerts in the Parks).

**RACC** Develop and implement a marketing campaign to promote the Work for Art "Arts Card." Explore the feasibility of an "Arts Sampler Weekend" to further brand Work for Art while promoting new audiences for arts organizations.

**Steering Committee** Identify extent to which additional public funding will create more access for the citizens of the region.

**RACC** Complete online database of public art collections with descriptions, images and map links.

**Other jurisdictions** Collaborate with RACC to create a centralized master database of all public art in the region.

**RACC** Establish best practices document for other local jurisdictions considering percent-for-art ordinances.

**RACC and City of Portland** Explore additional incentives for private developers to participate in the percent for art program.

**RACC and Government Entities** Streamline processes for community murals, create a larger roster of lead muralists and artists with mural experience and encourage hiring of local artists first.

**RACC** Secure more grants to fund the deferred maintenance and repairs that are still needed for much artwork in the collection.

Increase in free and reduced cost arts experiences and cultural activities.



## EXPAND ARTS EDUCATION

**Integrate arts learning into the education of every K-8 student in the region, and support arts learning throughout the community.**

**The Right Brain Initiative** Expand program to 40 schools.

**The Right Brain Initiative** Report on evaluation findings.

**RACC and The Right Brain Initiative** Launch grassroots campaign and develop comprehensive website for sharing best practices in art education. Secure more support from national foundations.

**Support arts learning throughout the community.**

**RACC and Young Audiences** Work with local arts organizations to in-

ventory and promote all existing arts education programs being offered in the region and identify additional stipend opportunities for arts businesses to provide education.

**RACC and CAN** Enhance arts education advocacy messages.

Dedicate more public funds to support proven arts education programs.



## BUILD THE BRAND

**Establish the Portland metropolitan region as a center of excellence for art and design, and promote this status broadly.**

**Institutions of higher learning and economic development organizations** Explore opportunities for more collaboration in design education. Focus on outreach into the area's high schools, greater connections with the business community and links to local economic development strategies.

**Steering Committee** Identify links between this goal and the

region's emergence as a center of environmental sustainability.

**Travel Portland** Continue to identify single-hotel and convention center design and arts-related meeting business that are a good match for Portland's convention product (hotels, meeting space, air service, etc.). Continue to promote the region as an ideal location to these groups.

**Regional tourism agencies and RACC** Evaluate current cultural tourism investments and goals. Working within mission of enhanced economic development

via increased visitor spending, promote existing programs, festivals and other cultural events through communication and marketing efforts whose goal is to attract cultural tourists for overnight, multi-day stays.

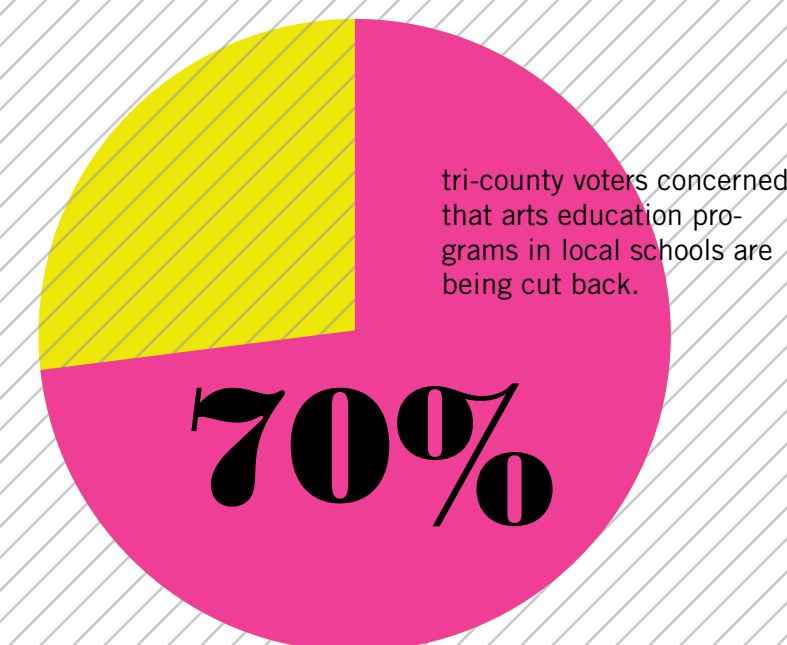
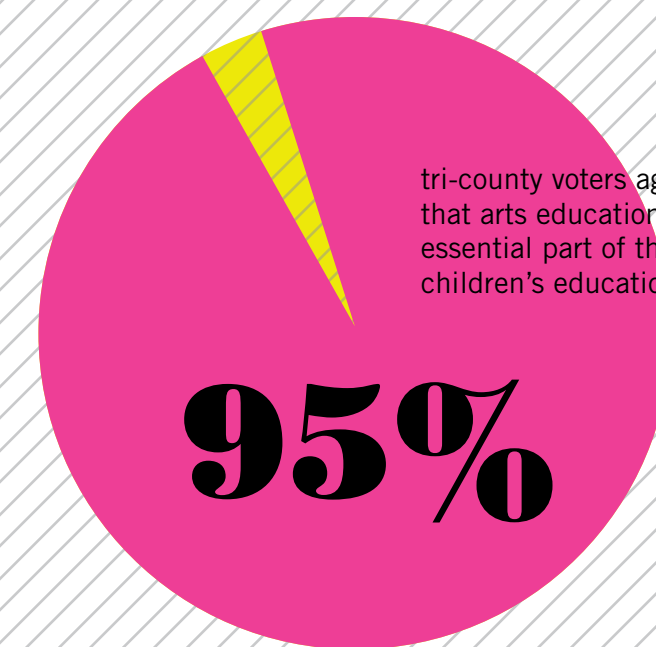
**All Government Entities** Integrate arts and culture, creativity and innovation as key elements of the jurisdictions' brand. When exchanging gifts with dignitaries from other regions, include tokens of our diverse arts community.

Increase in national and international media visibility and cultural tourism.

# STATUS

Making arts and culture accessible to all is a top priority. Accessibility can be addressed in many ways, but it begins with ensuring that every child has access to a complete education that includes arts learning experiences.

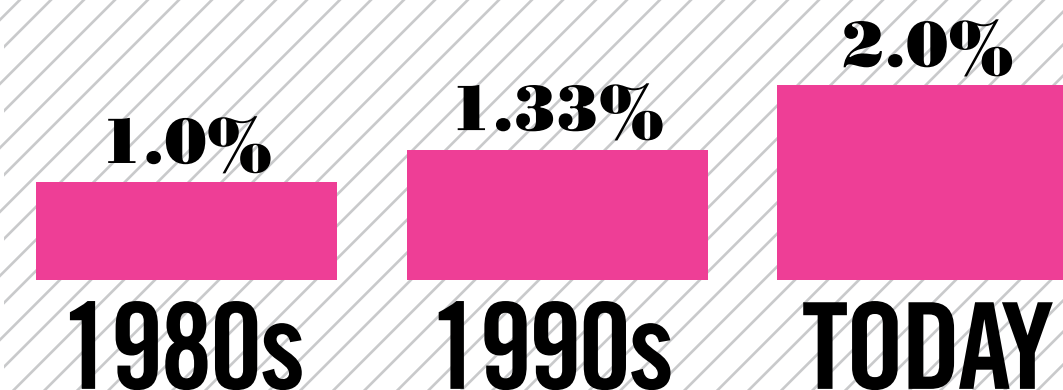
## ART IN SCHOOLS



SOURCE: Fairbank, Maslin, Mauldin & Associates in a Spring 2008 telephone survey of 600 likely voters in the tri-county region

## PUBLIC ART

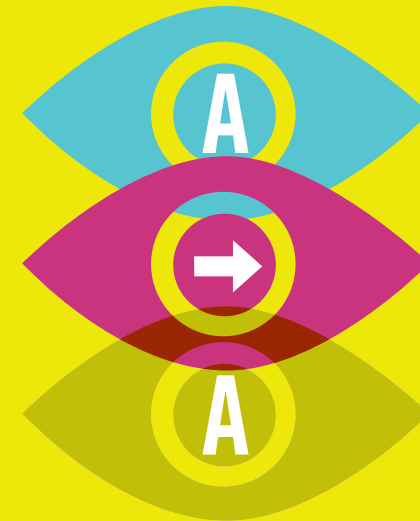
Amount of all publicly-funded capital construction projects that must be set aside for the creation and maintenance of public art through City of Portland and Multnomah County's percent-for-art ordinances



SOURCE: Regional Arts and Culture Council

GOAL

# INVEST IN CREATIVE TALENT



## WHERE WE ARE:

**THE PORTLAND REGION** continues to experience one of the country's highest rates of in-migration among young creatives.

**PORTLAND HAS BEEN WORKING** to encourage private development of live/work space and other affordable housing solutions for artists.

**ARTISTS STRUGGLE WITH** many of the same challenges that affect other citizens in our community – finding affordable health insurance, being priced out of their residence, understanding safety codes and navigating permitting procedures.

**ARTISTS** report that it is not always easy to find consumers or each other.

**ART SPARK** was established in the summer of 2008 as an opportunity for artists to meet and mingle on the third Thursday of each month.

**MANY ARTISTS AND ARTS ORGANIZATIONS** have migrated their calendars and online box offices to a comprehensive, collaborative online calendar system, pdxcc.net.

**ARTISTS** have identified the need for additional technology solutions to help share information and promote their products and services. RACC and the City of Portland are developing a scope of work for this additional technology.

**CITIES THROUGHOUT** the region have flourishing gallery scenes, although many artists still cannot secure spaces to display and sell their work.

**THROUGH ITS NEWSLETTER** and website, RACC serves as a conduit and clearinghouse for technical assistance opportunities that help artists learn to make and market their products and services and run sustainable businesses.



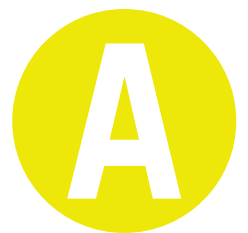
## OUR VISION

To have public policies that encourage creative expression and contribute to the Portland region as a destination where consumers visit from all over the globe, both physically and virtually, to access top designers and creative talent.

### STRATEGY

### ACTION by fall 2010

### RESULT by '14



### SUPPORT ARTISTS

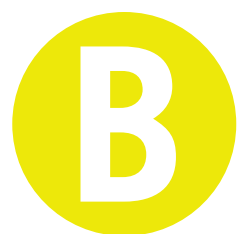
**Eliminate barriers and support the basic needs of artists and other creative professionals in the region.**

**RACC, CAN and Creative Industries Sector** Collaborate to survey artists and creative professionals to learn barriers and unmet basic needs.

**RACC and Steering Committee** Identify and prioritize the challenges facing creative individuals.

**City of Portland** Establish collaborations between housing organizations and the arts portfolio to identify opportunities for more live/work spaces and to address other artist housing needs.

New strategies for helping artists achieve savings on housing and other basic living expenses.



### NETWORK

**Help the creative services sector thrive by creating opportunities for artists to network with other creatives, supporters, and consumers.**

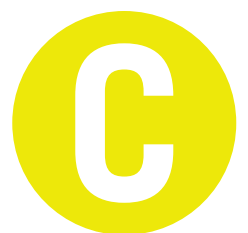
**RACC and City of Portland** Launch additional online networking and promotion solutions.

**RACC** Evaluate feasibility of a travel fund for local artists.

**RACC and other organizations** Provide more technical assistance to artists and creative professionals.

**RACC** Expand artist workshop series and promote more technical assistance opportunities in the region. Evaluate feasibility of a scholarship program.

Comprehensive technology solution(s) to help facilitate artist networking



### BUY LOCAL

**Create more cultural consumers and help increase the purchase of locally produced art.**

**RACC and City of Portland** Include creative businesses and creative professionals in technology solutions discussed in strategy 3.B.

**Collaborative Effort** With additional funding, launch public

awareness campaign to promote local artists and encourage the purchase of their work.

**RACC and local tourism agencies** Increase funding for cultural tourism and public relations efforts. Pitch op-eds to national media. Explore feasibility of establishing a "suitcase fund."

Measurable increase in earned revenues for artists and arts organizations

## COMMENTS?

**CONTACT:**  
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## QUESTIONS?

# appendix

### Statewide, Local and Regional

Arts & Economic Prosperity III, an economic impact report of arts and culture in the Portland metropolitan region. <http://www.racc.org/resources/research/aep3.php>

Creative Services Strategy developed by PDC and ECO Northwest [http://www.pdc.us/programs/edstrategy/PDFs/creative\\_services-appendix.pdf](http://www.pdc.us/programs/edstrategy/PDFs/creative_services-appendix.pdf)

Creative Vitality Index, measuring for-profit and non-profit activities in Oregon. <http://www.oregonartscommission.org>

Hillsboro 2020 <http://www.hillsboro2020.org>

Oregon Business Plan: Innovation <http://www.oregonbusinessplan.org/innovation.html>

Regional Business Plan, A plan for long-term economic prosperity and global competitiveness. <http://www.regionalbusinessplan.com/>

VisionPDX, the community's vision for Portland for the next 20 years. <http://visionpdx.com/>

The Young and the Restless: How Portland Competes for Talent by Joseph Cortright. [http://www.pdc.us/pdf/bus\\_serv/pubs/young\\_and\\_restless.pdf](http://www.pdc.us/pdf/bus_serv/pubs/young_and_restless.pdf)

Oregon Arts Commission, [www.oregonartscommission.org](http://www.oregonartscommission.org)

Oregon Cultural Trust <http://www.culturaltrust.org>

The Cultural Advocacy Coalition <http://www.oregonculture.org>

Oregon artPAC <http://www.oregonartpac.com>

Work for Art <http://www.workforart.org>

The Right Brain Initiative <http://www.theRightBrainInitiative.org>

Art Spark <http://www.portlandartspark.com>

Portland Cultural Calendar <http://www.pdxcc.net>

### National and International

Arts and Culture in the Metropolis: Strategies for Sustainability [http://www.rand.org/pubs/monographs/2007/RAND\\_MG477.pdf](http://www.rand.org/pubs/monographs/2007/RAND_MG477.pdf)

*City Vitals* by Joseph Cortright [http://www.ceosforcities.org/newsroom/news/files/CityVitals\\_%28visual%29\\_final.pdf](http://www.ceosforcities.org/newsroom/news/files/CityVitals_%28visual%29_final.pdf)

Creative Capacity+ (Victoria, Australia) <http://www.arts.vic.gov.au>

Crossover: How Artists Build Careers Across Commercial, Nonprofit and Community Work <http://www.hhh.umn.edu/img/assets/6158/crossover.pdf>

Gifts of the Muse: Reframing the Debate About the Benefits of the Arts <http://www.rand.org/pubs/monographs/MG218/>

*The Rise of the Creative Class and Who's Your City*, by Richard Florida, <http://www.creativeclass.com>

*A Whole New Mind*, by Daniel H. Pink <http://www.danpink.com>

Being a Player: A Guide to the IRS Lobbying Regulations for Advocacy Charities [http://www.afj.org/for-nonprofits-foundations/resources-and-publications/?resource\\_type=book-booklet](http://www.afj.org/for-nonprofits-foundations/resources-and-publications/?resource_type=book-booklet)

Americans for the Arts <http://www.artsusa.org>

# credits

### Regional Creative Capacity Project Committee Members

- |                     |                     |                       |                      |                |  |
|---------------------|---------------------|-----------------------|----------------------|----------------|--|
| Sam Adams           | Brian Ferriso       | Andrew McGough        | Karen Stein          | Robyn Williams | <b>DESIGNED BY</b><br>Davison/<br>Blackheart   |
| Jennifer Armbrust   | Bruce Fife          | Sandra McDonough      | Kathe Swaback        | Linda Womack   |  |
| Dave Allen          | Harrell Fletcher    | Victoria Frey         | George Thorn         | Wanda Wright   | <b>CAN POSTER ART BY</b><br>North and<br>Makelike                                    |
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| Sarah Bailen-Smith  | Paul Fujita         | Wendy Miller          | Minh Tran            | David Wynde    | <b>WRITTEN BY</b><br>Kathleen Curtis<br>Cosgrove<br>Jeff Hawthorne<br>Jennifer Yocom |
| Shane Bemis         | Brian Gard          | Ken Mitchell-Phillips | Jeremy Tucker        |                |  |
| James Bernard       | Darrell Grant       | Carole Morse          | Jon Ulsh             |                |  |
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| Sunshine Dixon      | Lori Leyba          | Arlene Schnitzer      |                      |                |  |
| Geoff Dorn          | Kramer              | Dick Schouten         |                      |                |  |
| Rob Drake           | Andy MacRitchie     | Martha Schrader       |                      |                |  |
| Tim DuRoche         | Tom Manley          | Christine Singer      |                      |                |  |
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| Mark Edlen          | Debbie McCabe       | Stephanie Snyder      |                      |                |  |
| Chris Erickson      | Mary McDonald-Lewis | Nancy Stueber         |                      |                |  |
| Daniel Etra         |                     | Bwana Spoons          |                      |                |  |
|                     |                     | Marna Stalcup         |                      |                |  |

**NEXT STEP**  
Get involved:  
visit us at  
[www.theartscan.org](http://www.theartscan.org)



Creative Advocacy Network

## **THE ARTS ARE NOT A LUXURY.**

The arts are a necessity for Portland to keep creating, inspiring, innovating and thriving. The arts can, and must, happen here.

Find out what you can do now. [theartscan.org](http://theartscan.org)