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

ACT FOR ART
THE CREATIVE ACTION PLAN FOR THE PORTLAND METROPOLITAN REGION

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
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 stamp 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 Carliota Collette, Metro
Commissioner Dick Schouten, Washington County
Who’s Who

ARTS PLAN 2000

The region’s first comprehensive arts planning process was initiated and funded by The Portland Development Commission (PDC) at the request of the Portland Metropolitan Arts Commission (MAC), a forum of the City of Portland (City) and Multnomah County leadership working to stimulate public support for the arts in the region. This process was facilitated by the Consulting Firms of Stern & Charlick and includes participation by City and County agencies, local arts organizations, citizens and professionals.

ARTS PLAN 2000 was revised and refocused in 2005, and a new Arts Plan 2000 Action Plan was completed and presented in 2007. To ensure that the action plan integrated arts into the plan-making process, the Arts Plan 2000 Action Plan was presented to the new Regional Steering Committee, a group of community leaders from throughout the tri-county region.

ARTS PLAN 2000 was initiated by Bill Bulick (Executive Director of the Metropolitan Arts Commission) who’s who

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 more vibrant 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.

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 leaders 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, a focus group and telephone surveys in the Spring of 2008 revealed strong and consistent support for arts and culture throughout 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 region will oversee all aspects of this plan – an unprecedented approach to arts planning in the region. www.creativecapacity.org
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 Carlacht Collier, and Washington County Commissioner Dick Schuetzen will co-chair. The Regional Arts & Culture Council (RACC) will send 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 NWBCA 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 180-250 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 not ADA accessible.

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 $2.2 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.

OUR VISION

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

1 GOAL

STRATEGY

A 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 plan 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 local levels.

CAN Conduct grassroots campaigns to maintain or increase the arts budget (e.g., through local civic leaders and radio/tv and other media). Identify preferred dedicated funding mechanism(s).

Develop incentives for private development of arts spaces.

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 CAN).

RACC, NWBCA and CAN: Position the arts as an important economic contributor. Advocate for more comprehensive policies and funding going to the arts. Recruit more business and civic leaders to be strong voices for arts giving.

Steering Committee, RACC and arts organizations: identify collaboration fundraising solutions that could be helpful. For example, replicate the feasibility of a comprehensive fundraising campaign or a shared planned giving program for the arts.

B INCREASE PRIVATE SECTOR GIVING

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 and other dedicated funding mechanisms to improve accessibility of public funded venues. Develop incentives for private developers to develop new art venues.

Conduct a venue needs assessment and develop a complete inventory of performance and exhibition venues in the tri-county area for use by the AOD facilities. Conduct a venue needs assessment and complete inventory of performance and exhibition venues in the tri-county area for use by the AOD facilities.

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

Regional Cities and Counties: Develop incentives for more private development of arts 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, ensuring the feasibility of a new 1800 seat venue.

C HELP ARTS SPACES FLOURISH

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

RACC, CAN and regional cities and counties plan 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 local levels.

CAN Conduct grassroots campaigns to maintain or increase the arts budget (e.g., through local civic leaders and radio/tv and other media). Identify preferred dedicated funding mechanism(s).

Develop incentives for private development of arts spaces.

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 CAN).

RACC, NWBCA and CAN: Position the arts as an important economic contributor. Advocate for more comprehensive policies and funding going to the arts. Recruit more business and civic leaders to be strong voices for arts giving.

Steering Committee, RACC and arts organizations: identify collaboration fundraising solutions that could be helpful. For example, replicate the feasibility of a comprehensive fundraising campaign or a shared planned giving program for the arts.

Finalize recommendations for investing public dollars in venues and facilities.

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

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

Portland

$2.47

Seattle

$5.38

Denver

$0.78

GOVT. SUPPORT

PUBLIC FUNDING

Amount local governments invest per person in each metropolitan region

RACC, CAN and regional cities and counties report a dearth of venues that seat 180-250 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 not ADA accessible.

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 $2.2 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.

OUR VISION

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

1 GOAL

STRATEGY

A 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 plan 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 local levels.

CAN Conduct grassroots campaigns to maintain or increase the arts budget (e.g., through local civic leaders and radio/tv and other media). Identify preferred dedicated funding mechanism(s).

Develop incentives for private development of arts spaces.

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 CAN).

RACC, NWBCA and CAN: Position the arts as an important economic contributor. Advocate for more comprehensive policies and funding going to the arts. Recruit more business and civic leaders to be strong voices for arts giving.

Steering Committee, RACC and arts organizations: identify collaboration fundraising solutions that could be helpful. For example, replicate the feasibility of a comprehensive fundraising campaign or a shared planned giving program for the arts.

B INCREASE PRIVATE SECTOR GIVING

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 and other dedicated funding mechanisms to improve accessibility of public funded venues. Develop incentives for private developers to develop new art venues.

Conduct a venue needs assessment and develop a complete inventory of performance and exhibition venues in the tri-county area for use by the AOD facilities 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.

Regional Cities and Counties: Develop incentives for more private development of arts 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, ensuring the feasibility of a new 1800 seat venue.

C HELP ARTS SPACES FLOURISH

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

RACC, CAN and regional cities and counties plan 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 local levels.

CAN Conduct grassroots campaigns to maintain or increase the arts budget (e.g., through local civic leaders and radio/tv and other media). Identify preferred dedicated funding mechanism(s).

Develop incentives for private development of arts spaces.

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 CAN).

RACC, NWBCA and CAN: Position the arts as an important economic contributor. Advocate for more comprehensive policies and funding going to the arts. Recruit more business and civic leaders to be strong voices for arts giving.

Steering Committee, RACC and arts organizations: identify collaboration fundraising solutions that could be helpful. For example, replicate the feasibility of a comprehensive fundraising campaign or a shared planned giving program for the arts.

Finalize recommendations for investing public dollars in venues and facilities.

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

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

Portland

$2.47

Seattle

$5.38

Denver

$0.78

GOVT. SUPPORT

PUBLIC FUNDING

Amount local governments invest per person in each metropolitan region
Many examples of free and reduced-cost opportunities exist throughout the region. From free museum days for children or families to performance 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**
Three jurisdictions manage arts programs as RACC are among the oldest and most respected public art programs in the region. Portland and Multnomah County set aside percent for art. Some incentives exist for private developers to voluntarily set aside percent for art. Other jurisdictions and quasi-governmental agencies also have percent-for-art programs.

**RACC AND TRAVEL PORTLAND**
RACC and Travel Portland have collaborated twice on producing a public art walking tour brochure, and RACC has created an online searchable database. Travel Portland provides funding and visibility for RACC’s brand efforts, while RACC enables the city to fulfill its obligation to provide arts programs to the citizens of the region.

**ART IN SCHOOLS**
Increasing arts access to children and families is one of the region’s top priorities. In 2006, the Portland region’s arts organizations agreed to make arts education a priority and to commit resources to it. These arts organizations established the Portland Metropolitan Arts Education Steering Committee to lead the arts education effort.

**SUCCESS IN ARTS EDUCATION**
Local arts organizations are expanding arts participation in the region. Participating arts organizations maintain comprehensive directories of arts and culture organizations in their communities, and provide resources through RACC’s Arts Council, RACC’s website, and local arts agency websites.

**GOAL**
To integrate the arts into all aspects of every child’s K-8 education to provide every child with meaningful, ongoing arts learning experiences. To help ensure that every child has access to meaningful, ongoing arts learning experiences. 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.

**IMPROVE ACCESS TO THE ARTS AND ARTS EDUCATION**
Many examples of free and reduced-cost opportunities exist throughout the region. From free museum days for children or families to performance 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.

**WHERE WE ARE:**
Many examples of free and reduced-cost opportunities exist throughout the region. From free museum days for children or families to performance 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.

**WHAT IS ACCESS TO THE PUBLIC?**
Access to the public includes identifying and promoting affordable arts programs in the public and exploring opportunities to expand public arts programs in the region.

**WHAT IS EXPAND ARTS EDUCATION?**
Expand arts education includes establishing the Portland metropolitan region as a center of excellence for arts and design, and promote this status broadly.

**WHAT IS BUILD THE BRAND?**
Build the brand includes establishing the Portland metropolitan region as a center of excellence for arts and design, and promote this status broadly.

**WHAT IS ART IN SCHOOLS?**
Art in schools includes increasing arts access to children and families is one of the region’s top priorities. In 2006, the Portland region’s arts organizations agreed to make arts education a priority and to commit resources to it. These arts organizations established the Portland Metropolitan Arts Education Steering Committee to lead the arts education effort.

**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**

**A** **ACCESS TO THE PUBLIC**
Identify and promote affordable arts opportunities in the public and explore opportunities to expand public arts programs in the region.

**RACC and Parks and Recreation**
Circle comprehensive listing of free and low-cost arts events and arts learning experiences. Evaluate cost and benefits of current partnerships (e.g., The Oregon Symphony, Director’s Guild Union, Portland Art Museum, etc.).

**RACC**
Develop and implement a marketing campaign to promote the Work for Art “Arts Card.”

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

**RACC**
Complete online database of public arts 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**
Suggest processes for community input, create a larger roster of local artists and social artists and encourage hiring of local artists first.

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

**B** **EXPAND ARTS EDUCATION**
Integrate arts learning into the education of every K-6 student in the region, and support arts learning throughout the community.

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

**Support from local community.**
RACC and Young Audiences: Work with local arts organizations to improve and promote all existing arts education programs being offered to the region and identify additional appropriate opportunities for arts businesses to provide education.

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

**C** **BUILD THE BRAND**
Establish the Portland metropolitan region as a center of excellence for arts and design, and promote this status broadly.

**Institutions of Higher Learning and Economic Development Organizations**
Conduct a wide survey of 600 arts educators in a Spring 2008 telephone survey of 600 arts educators. Source:

**OUR 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**
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 arts ordinances.

**PUBLIC ART**

**Growth in percent-for-art ordinances**
Percentage of lead muralists and artists with experience in the region that are available to schools.

**GOAL**
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.

**SUCCESS IN ARTS EDUCATION**
Local arts organizations are expanding arts participation in the region. Participating arts organizations maintain comprehensive directories of arts and culture organizations in their communities, and provide resources through RACC’s Arts Council, RACC’s website, and local arts agency websites.

**WHERE WE ARE:**
Many examples of free and reduced-cost opportunities exist throughout the region. From free museum days for children or families to performance 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.

**WHAT IS ACCESS TO THE PUBLIC?**
Access to the public includes identifying and promoting affordable arts programs in the public and exploring opportunities to expand public arts programs in the region.

**WHAT IS EXPAND ARTS EDUCATION?**
Expand arts education includes establishing the Portland metropolitan region as a center of excellence for arts and design, and promote this status broadly.

**WHAT IS BUILD THE BRAND?**
Build the brand includes establishing the Portland metropolitan region as a center of excellence for arts and design, and promote this status broadly.

**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**

**A** **ACCESS TO THE PUBLIC**
Identify and promote affordable arts opportunities in the public and explore opportunities to expand public arts programs in the region.

**RACC and Parks and Recreation**
Complete comprehensive listing of free and low-cost arts events and arts learning experiences. Evaluate cost and benefits of current partnerships (e.g., The Oregon Symphony, Director’s Guild Union, Portland Art Museum, etc.).

**RACC**
Develop and implement a marketing campaign to promote the Work for Art “Arts Card.”

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

**RACC**
Complete online database of public arts 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**
Suggest processes for community input, create a larger roster of local artists and social artists and encourage hiring of local artists first.

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

**B** **EXPAND ARTS EDUCATION**
Integrate arts learning into the education of every K-6 student in the region, and support arts learning throughout the community.

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

**Support from local community.**
RACC and Young Audiences: Work with local arts organizations to improve and promote all existing arts education programs being offered to the region and identify additional appropriate opportunities for arts businesses to provide education.

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

**C** **BUILD THE BRAND**
Establish the Portland metropolitan region as a center of excellence for arts and design, and promote this status broadly.

**Institutions of Higher Learning and Economic Development Organizations**
Conduct a wide survey of 600 arts educators in a Spring 2008 telephone survey of 600 arts educators. Source:
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 cre- atives.

PORTLAND HAS BEEN WORKING to encourage private develop- ment of livework space and other affordable housing solu- tions for artists.

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

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

ART SPARK was established in the summer of 2009 as an op- portunity 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, col- laborative online calendar system, pdxart.net.

ARTISTS have identified the need for additional technology so- lutions 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 opportuni- ties 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.

GOAL

Eliminate barriers and support the basic needs of artists and other creative professionals in the region. RACC, CAM and Creative In- dustries Sector. Collaborate to remove barriers and support creative professionals to learn basic needs.

RACC and the Stepping Committee identify and prioritize the chal- lenges facing creative individuals. City of Portland. Establish col- laborations between housing orga- nizations and the arts portfolio to identify opportunities for more live/work spaces and to address other housing needs.

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.

Credits

Statewide, Local and Regional


Portland Creative Calendar. http://www.publictv.org

National and International


http://www.creativeclass.com

THE PORTLAND REGION has been working to encourage private development of livework 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 other artists.

ART SPARK was established in the summer of 2009 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, pdxart.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.

GOAL

Eliminate barriers and support the basic needs of artists and other creative professionals in the region. RACC, CAM and Creative Industries Sector. Collaborate to remove barriers and support creative professionals to learn basic needs.

RACC and the Stepping 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 housing needs.

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.

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 livework 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 2009 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, pdxart.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.

GOAL

Eliminate barriers and support the basic needs of artists and other creative professionals in the region. RACC, CAM and Creative Industries Sector. Collaborate to remove barriers and support creative professionals to learn basic needs.

RACC and the Stepping 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 housing needs.

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.

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 livework 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 2009 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, pdxart.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.

GOAL

Eliminate barriers and support the basic needs of artists and other creative professionals in the region. RACC, CAM and Creative Industries Sector. Collaborate to remove barriers and support creative professionals to learn basic needs.

RACC and the Stepping 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 housing needs.

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.
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