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

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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
Councillor Carliotta Collette,
Metro
Commissioner Dick Schouten,
Washington County
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 pride in vibrant and growing 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, education and community 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, strategic 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 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 arts-centric businesses as calculated by Americans for the Arts and Dun & Bradstreet: 18,000 people.

*Arts-centric businesses as calculated by Americans for the Arts and Dun & Bradstreet: architecture, advertising, and creative design firms; film, radio, and television production companies; art supply stores; and art schools, employing more than 18,000 people.

ARTS SUPPORT

ARTS BUSINESSES

SUMMARY

PUBLIC INTEREST

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

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

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 all likely voters in the tri-county region.

ARTS AND CULTURE ARE SIGNIFICANTLY UNDERFUNDED HERE

Who’s Who

ARTS PLAN 2000

The nation’s first regional cultural planning process was launched in 1992 by the Metropolitan Arts Commission (MAC) of the City of Portland, Oregon, as part of a unique arrangement between the City of Portland and the Metropolitan Area Planning Commission (MAPC), an independent organization serving the entire urban area. MAC became RACC, an autonomous non-profit arts services organization serving the entire region in the Fall of 2010.

One hundred individuals served on two committees working to ensure a diverse, sustainable community with healthy neighborhoods, a vibrant central city, a strong regional economy, and quality jobs and housing. This plan focuses primarily on the not-for-profit sector giving.

Regional Arts & Culture Council

RACC provides grants, workshops, and other services and is headquartered on Southwest 4th Avenue in downtown Portland.

Regional Creative Capacity Project

One of the recommendations of this plan is to establish additional research on 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.

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Artwork is furnished as calculated by Americans for the Arts and Dun & Bradstreet: architecture, advertising, and creative design firms; film, radio, and television production companies, design and instrument makers, architects, advertising, and interior design firms, firms, arts, and service providers: architecture, advertising, and interior design firms.ARTS AND CULTURE ARE SIGNIFICANTLY UNDERFUNDED HERE

ARTS BUSINESSES

SUMMARY

ARTS SUPPORT

PRESENTATION

PUBLIC INTEREST

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ARTS BUSINESSES
**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 Carla Calabrese and Washington County Commissioner Dick Schuh have co-chaired The Regional Arts & Culture Council (RACC) will lead 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.

**RACC AND NW/BCA** are collaborating with other arts organizations to align strategies, achieve efficiencies, create and 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 ART ORGANIZATIONS** report a dearth of venues that suit 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 (PAC) 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 LEVERAGE** $2.2 million of public support with an additional $2.8 million in earned and contributed income for a total $7 million budget.

**WORK FOR ART** is a $4.5 million 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.

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**STORY**

By fall 2010

RACC has raised $650,000 in the annual campaign ending June 30, 2009. By fall 2010, RACC, CAN and regional cities and counties plan quarterly meetings of the Steering Committee to monitor and review all progress on the plan. Art organizations and individuals get involved by joining the Creative Advocacy Network.

**ACTION by fall 2010**

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

**RESULT by ’14**

- Increase total private sector giving to the arts by 25%
- Increase Work for Art campaign to $575,000
- 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.
- Conduct a grassroots campaign to maintain or increase the arts budget (RACC, CAN and NW/BCA)
- Identify preferred dedicated funding mechanisms
- 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.
- Conduct the most viable dedicated funding mechanisms 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.
- 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, explore the feasibility of a comprehensive arts district campaign or a shared planned giving program for the arts.

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**TWO%**

**OUR REGION**

**5%**

**NATIONAL**

**Finalize recommendations for investing public dollars in venues and facilities**

- Regional Cities and Counties: Develop incentives for more private development of arts venues.
- Steering Committee: Conduct a venue needs assessment and develop a complete inventory of performance and exhibition venues in the tri-county region. Review 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 inventory database on an annual basis.
- Prioritize each list of venues, including the feasibility of a new 1800 seat venue.

**GoVt. Support**

- Portland
- Seattle
- Denver
- **$2.47**
- **$7.52**
- **$15.62**

**Public Funding**

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

- Local public funding growth
- Work for Art growth

---

**Strategy**

**A** IMPROVE PUBLIC FUNDING

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

**ACTION**

- RACC, CAN and regional cities and counties plan quarterly meetings of the Steering Committee to monitor and review all progress on the plan.
- Art organizations and individuals get involved by joining the Creative Advocacy Network.
- Maintain or increase current public investments in the arts.

**RESULT**

- 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.
- Conduct a grassroots campaign to maintain or increase the arts budget (RACC, CAN and NW/BCA)
- Identify preferred dedicated funding mechanisms
- 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.
- Conduct the most viable dedicated funding mechanisms 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.
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**B** INCREASE PRIVATE SECTOR GIVING

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

**ACTION**

- RACC and governmental agencies: Assess public and private venues in the region. Develop recommendations on using public funds such as urban renewal grants and/or a dedicated funding mechanism to improve affordability of public venues.
- Develop incentives for private development.
- Conduct a venue needs assessment and develop a complete inventory of performance and exhibition venues in the tri-county region.
- Review 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 inventory database on an annual basis.
- Prioritize each list of venues, including the feasibility of a new 1800 seat venue.

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**C** HELP ARTS SPACES FLOURISH

**OUR REGION**

- **$4,952,000**
- **$4,379,000**
- **$647,000**
- **$560,000**
- **$150,000**
- **$45,000**
- **$447,000**
- **$15,62**
- **$7.52**
- **$15.62**
- **5%**
- **2%**

**Finalize recommendations for investing public dollars in venues and facilities**

- Regional Cities and Counties: Develop incentives for more private development of arts venues.
- Steering Committee: Conduct a venue needs assessment and develop a complete inventory of performance and exhibition venues in the tri-county region. Review the ADA status of each facility and facilitate education and planning for future ADA accessibility.
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- Portland
- Seattle
- Denver
- **$15.62**
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**Public Funding**

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

- Local public funding growth
- Work for Art growth

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**Our Vision**

To link creativity, innovation, and a vibrant economy by supporting diverse cultural offerings in all disciplines throughout the tri-county region.
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 state’s most requested public art programs in the country. City of Portland and Multnomah County are at or above 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 arts education activities that schools can no longer afford to provide on their own.

Young audiences maintain 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 systematically 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 the 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 College of Arts and Craft, The University of Portland, Portland State University, Oregon College of Art and Craft, and many other institutions of higher learning have established significant programs.

IMPROVE ACCESS TO THE ARTS AND ARTS EDUCATION

ACCESS TO THE PUBLIC

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

RACC: Conduct an ongoing inventory of all free and reduced-cost arts events, and promote these events in community calendars and through local media and calendars throughout the region.

RACC: Create arts organizations to establish the arts community’s goals and strategies for improving access to the arts. Support coalition building 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.

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 all 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 arts education. Secure more support from national foundations.

Support arts learning throughout the community.

RACC and Young Audiences: Work with local arts organizations to integrate arts and promote existing programs, festivals, and other cultural events through communication and marketing efforts whose goal is to create significant overnight, multi-day stays.

All Government Entities: Integrate arts and culture in their daily operations. Develop an education program for employees, in consultation with the region’s arts organizations.

RACC, CAN, and Work for Art: Develop an education program for businesses to help ensure arts learning opportunities.

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 arts program in the general fund for the arts program.

RACC and Government Entities: Support arts learning advocacy messages.

BUILD THE BRAND

Establish the Portland metropolitan region as a center of excellence for arts and design, and promote the brand broadly.

Institutes of higher learning and economic development organizations can work together to identify new and expanded opportunities for arts businesses to increase their visibility and profitability.

RACC: Increase in free and reduced-cost arts experiences and cultural activities. Increase awareness and promote arts programs in the region.

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

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.

G O A L

Access by fall 2010

Art in Schools

67%

Access by fall 2010

Art in Schools

67%
The Portland Region continues to experience one of the country’s highest rates of in-migration among young creative professionals. Many artists and arts organizations have migrated to our region, attracted by affordable housing, thriving arts communities, and growing cultural resources. To help artists thrive by creating opportunities for creative expression and contribute to the Portland regional economy, RACC and the City of Portland are developing a conduit and clearinghouse for technical assistance opportunities for artists and creative professionals in the region.

WHERE WE ARE:

THE PORTLAND REGION continues to experience one of the country’s highest rates of in-migration among young creative professionals.

PORTLAND HAS BEEN WORKING to encourage private development of livable 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.

WHERE WE ARE:

THE PORTLAND REGION

WHERE WE ARE:

ARTISTS STRUGGLE WITH

WHERE WE ARE:

ART SPARK

WHERE WE ARE:

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.

ARTISTS STRUGGLE WITH

WHERE WE ARE:

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.
FOOD.

SHELTER.

ART.

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