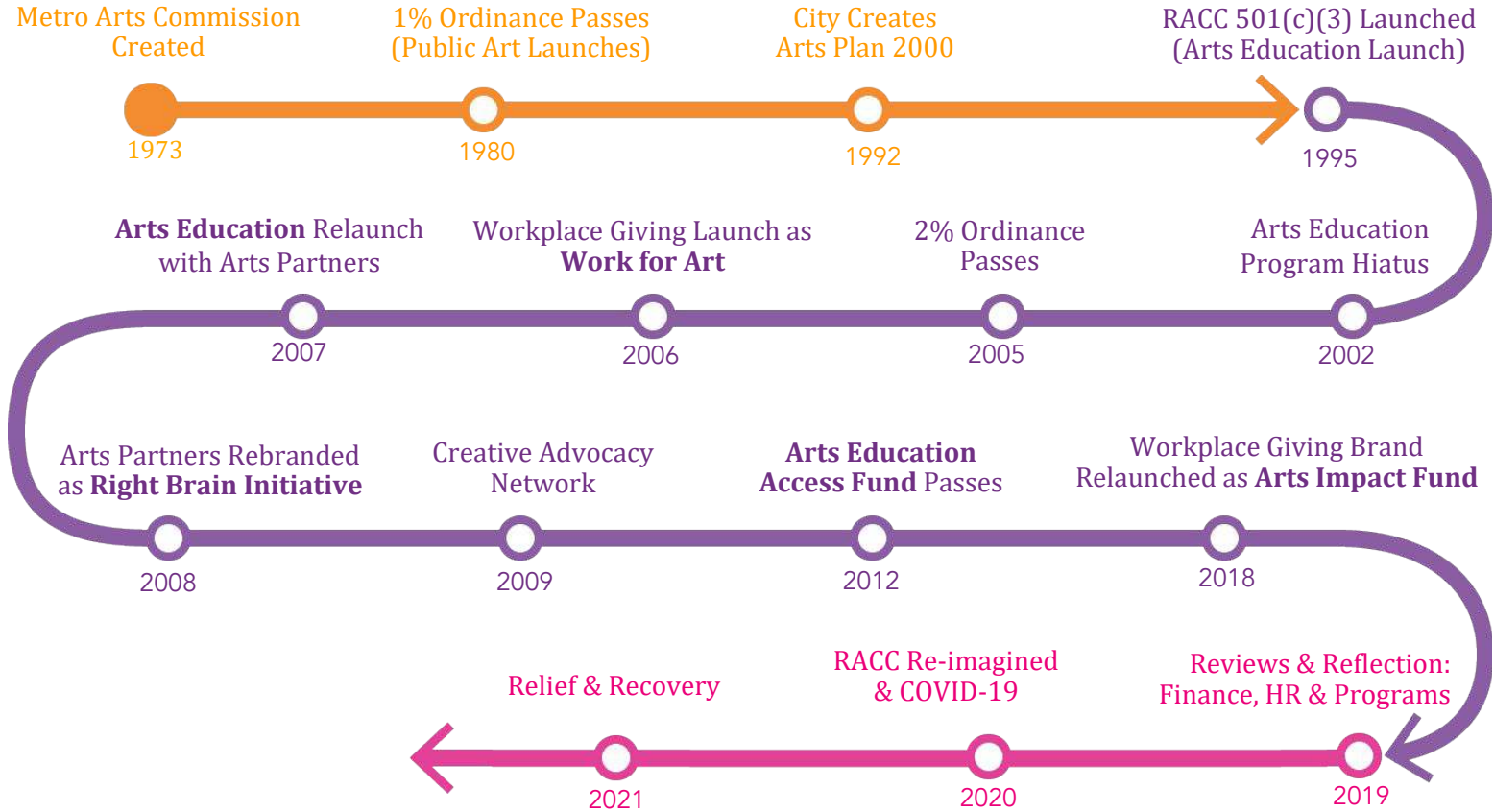


Regional Arts & Culture Council
Strategic Framework
2020-2022

RACC Timeline

Metro Arts Council (MAC) RACC 1st 24 years RACC Re-imagined



Mission

To enrich our communities through arts and culture.

Vision

A thriving region, powered by creativity, with arts and culture in every neighborhood.



What Have You, Eatcho, 2017

Core Values

- **Accessibility** - Inclusion, simplicity, and ease
- **Advocacy** - Visibility, resources, and impact
- **Equity** - Racial justice and representation in services and investments
- **Diversity** - Of art forms and artistic traditions
- **Community** - For belonging, support, and connection
- **Innovation** - Testing & adapting; finding new ways to deliver value.



Connections of Love, William Hernandez, 2018

Goals

1. Build RACC as an equitable, innovative, and sustainable organization
2. Increase Access
3. Advocate for Arts and Culture
4. Diversify & Increase Resources
5. Drive Innovation & Partnership



Untitled, Molly Mendoza, 2017, Fresh Paint temporary mural program (with Open Signal)

Goal 1: Build RACC as an equitable, innovative, and sustainable organization

Objectives

- CREATE - Create and support a positive organizational culture centered on equity
- BUILD - Invest in infrastructure to better support people, program delivery, and reporting
- GROW - Provide opportunities for staff, volunteers, and board members to learn, grow, and lead.



Untitled, SpaceCraft: Mission to Arts, 2012, detail, 3150 N Mississippi Ave.

Goal 2: Increase Access

Objectives

- INCREASE - Increase access to resources and investments in artists, students, businesses, communities and individuals marginalized by conventional support systems
- REACH - Increase community access to arts, culture, and creative programming
- ENGAGE - Engage with underrepresented* communities, continue to identify and reduce barriers to resources and services.

* Black, Indigenous, people of color, low-income, LGBTQ+, and individuals with disabilities



Cloud Houses, Tenya Rodriguez, 2019

Goal 3: Advocate for Arts and Culture

Objectives

- DEVELOP - Dedicate staff and resources to frame issues, and develop champions for the creative, design, and arts communities
- ADVOCATE - Identify key policy topics, such as equitable access, affordability, and arts education, to positively impact our communities
- UPLIFT - Raise awareness and visibility for all creatives with an intentional focus on underrepresented arts, culture and creative communities.



Inversion +, Lead Pencil Studio (Annie Han and Daniel Mihalyo), 2012–2013

Goal 4: Diversify and Increase Resources

Objectives

- IDENTIFY - Identify and secure new, sustainable, sources of funding
- INVEST - Increase overall annual investment in the region's arts, culture, and creative sector
- PARTNER - Build innovative partnerships with individuals, businesses, foundations, and others to generate new revenue and non-monetary resources.



History of Hawthorne, Chris Haberman, 2013,
4904 SE Hawthorne St.

Goal 5: Drive Innovation and Partnership

Objectives

- SUPPORT - Support underrepresented arts organizations in the way they believe will be most impactful for them
- EQUITY - Make intentional investments, over time, in people and projects that have been marginalized by institutional racism and/or conventional support systems
- CREATE - Create and provide resources, training, and tools that enable creatives to make a living wage and grow wealth from their art, creative, or cultural practice



Streetcar Stop for Portland, Jorge Pardo, 2013