The Arts Mean Business in Oregon

These Partners are here to tell you how
The AEP6 is the sixth national economic impact study of America's nonprofit arts and cultural industry. The study is enacted every five years. It documents the economic contributions of the arts in over 250 diverse communities and regions across the country, representing all 50 states and the District of Columbia. Previous partners have included local arts agencies, community foundations, tourism agencies, economic development agencies, chambers of commerce, performing arts centers, and more.

Even in the wake of COVID-19 and the resulting economic recession, the arts continue to provide a significant boost to recharging the economy in America’s local communities. The arts draws people out of the homes and back into community life—spending time with each other and spending their money with local merchants.

www.americansforthearts.org/research
Tualatin Valley Creates (TVC) drives the development of inclusive, resilient, creative communities using arts, culture, heritage, and humanities.

Enriching our communities through arts and culture.

Supporting the creative economy in greater Portland by providing equitable funding and services to artists, creatives, and art organizations and private partnerships.

Independent 501c3 Nonprofit serving Washington County, OR.

Keeping Arts + Culture Central to Life in Clackamas County

At the heart of our work is the creative community – artists working across mediums, makers, actors, singers, writers and anyone contributing to the cultural vitality of the places and spaces we live, work and plan.

Enriching our communities through arts and culture.

Supporting the creative economy in greater Portland by providing equitable funding and services to artists, creatives, and art organizations and private partnerships.

Independent 501c3 Nonprofit serving all three Portland Metro Counties.

Independent 501c3 Nonprofit serving Clackamas County, OR.
Professional Development Workshops, including Arts & Culture Leadership Incubator

Communication Hub (website, social media, newsletters)

La Strada dei Pastelli Chalk Art Festival

Networking Events

Arts Access Advocacy and Public Art Coordination

Through **Advocacy and Engagement**, we help build support for a strong arts and culture community.

We provide artists and arts organizations **Financial Support** through operating support, project grants, and commissions.

Our nationally acclaimed public art program **integrates a wide range of art in public places**, currently managing Percent for Art programs for the City of Portland and Multnomah county.

We **Provide Community Services**, including education programs, workshops for artists, fundraising for artists and arts organizations, and online resources.

**Support** arts educators through direct advocacy, engagement, and professional development, currently hosting artlook®oregon to better support a well-rounded arts education for all K-12 students centering equity, access, and inclusion.

We **Champion** creatives and cultural organizations by providing a path to opportunities and experiences that reach current and future arts enthusiasts and supporters.

We **Advocate** as a strong voice for Clackamas County’s arts and culture community, ensuring representation in local and regional conversations about the future of Oregon’s arts.

We **Connect** by building bridges between arts and culture, local businesses and governments as they develop mutually beneficial partnerships and collaborate to promote a vibrant economy for Clackamas County.
In Multnomah County, nonprofit arts and culture organizations spent an estimated

- $236.9 million.
- Supported 4,021 jobs.
- Generated $48.2 million in local, state, and federal government revenue.

Organizations reported their City as Portland and their County as Multnomah (the vast majority), and a few from Washington and Clackamas Counties.

- **City** analysis includes all orgs reporting their city as Portland (regardless of county).
- **County** analysis includes all orgs reporting each unique county.
- **City** findings are modestly larger than County’s due to a few additional orgs outside of the County but included in the City analysis.
In the City of Portland, a total of 1,300 valid audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, exhibits, and special events.

- **$405,142,123**
  - Total Industry Expenditures Between Organizations and Audiences

- **$10,488,795**
  - Local Tax Revenue
  - *City and County*

- **$309,193,341**
  - Earned as Personal Income to PDX Residents.
  - **6,446 Jobs***

- **$15,207,786**
  - State Tax Revenue

- **$62,433,305**
  - Federal Revenue

- **$36.45 avg.**
  - spent per person, per event outside of cost of admission

- **32.1%**
  - Nonlocal and 67.9% Local Attendees to PDX Events

- **28.5%** of Audience Surveys were collected at/during BIPOC Activities

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*Based on the number of responses to Organization Surveys. 184 of the 894 total eligible nonprofit arts and culture organizations identified by Regional Arts & Culture Council provided the financial and attendance information required for the study analysis—an overall participation rate of 20.6%.
Multnomah County: AEP6 Findings

In Multnomah County, a total of 1,370 valid audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, exhibits, and special events.

- **$400,770,004** Total Industry Expenditures Between Organizations and Audiences
- **$9,428,635** Local Tax Revenue City and County
- **$286,110,853** Earned as Personal Income to MC Residents. 5,841 Jobs*
- **$36.85 avg.** spent per person, per event outside of cost of admission
- **$10,385,725** State Tax Revenue
- **$52,248,127** Federal Revenue
- **$9,428,635** Local Tax Revenue
- **31.8%** Nonlocal and 68.2% Local Attendees to MC Events
- **27.1%** of Audience Surveys were collected at/during BIPOC Activities

*Based on the number of responses to Organization Surveys. 176 of the 836 total eligible nonprofit arts and culture organizations identified by Regional Arts & Culture Council provided the financial and attendance information required for the study analysis—an overall participation rate of 21.1%.
Experience Multnomah County & the City of Portland

Visit the Regional Arts & Culture Council (RACC)
Washington County: Unique and Diverse

137 Registered Cultural Organizations:
- 6+ Performance Theatres
- 6 Historical Societies
- 19+ Performance Orgs
- 3 Museums
- 6+ Art Galleries
- 15 Heritage Orgs

5 City-provided arts programs

**Beaverton** - Art Staff, Art Commission, Grants, Patricia Reser Center of Arts

**Hillsboro** - Art Staff, Arts Council, Grants, Arts Endowment, Walters Art Center, Mural Roster

**Forest Grove** - Public Art Commission, Mini-Grants

**Sherwood** - Art Commission, Grants, Sherwood Center of Arts

**Tualatin** - Arts Advisory Commission, Calls for Artists opportunities

Ritual Azteca Huitzilopochtli, Photo by Ashley Baker, 2019
In Washington County, a total of 826 valid audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, exhibits, and special events.

<table>
<thead>
<tr>
<th>Total Industry Direct Expenditures between Organizations and Audiences</th>
<th>$29,655,007</th>
</tr>
</thead>
<tbody>
<tr>
<td>$16,589,413 by Organizations</td>
<td>$13,065,594 by Audiences</td>
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<thead>
<tr>
<th>Earned as Personal Income to WC Residents</th>
<th>$18,800,811</th>
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<tbody>
<tr>
<td>533 Jobs*</td>
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<tr>
<th>Local Tax Revenue City and County</th>
<th>$579,968</th>
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<td>$29.49 avg. spent per person, per event outside of cost of admission</td>
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<tr>
<th>State Tax Revenue</th>
<th>$857,848</th>
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<td>25% of Audience Surveys were collected at/during BIPOC Activities</td>
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<tr>
<th>Federal Revenue</th>
<th>$3,453,912</th>
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<td>25% of Nonlocal and 74.6% Local Attendees to WC Events</td>
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*Based on the number of responses to Organization Surveys. 47 of the 308 total eligible nonprofit arts and culture organizations identified by Tualatin Valley Creates provided the financial and attendance information required for the study analysis—an overall participation rate of 15.3%. Estimated actual is 3,553 Jobs within arts organizations, sole proprietors and indirect jobs benefiting from arts activities, such as hospitalities and retail.
Experiences in Washington County, OR

Visit the Tualatin Valley Creates Calendar at

www.tvcreates.org/calendar-of-events
ARTS & ECONOMIC PROSPERITY 6
Clackamas County: Growth and Vitality

Arts and Culture businesses grew by 45% from 177 to 257.

Clackamas County Arts and Culture Sector generated:

- $26.1 million in economic activity
- That economic activity supported 573 jobs
- 87% of arts and culture attendees agree that the activity or venue where they were surveyed “is inspiring a sense of pride in this neighborhood or community.”

School Summer Program: 2022
In Clackamas County, a total of 415 valid audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, exhibits, and special events.

$26,072,057
Total Industry Expenditures Between Organizations and Audiences

$28.02 avg. spent per person, per event outside of cost of admission

$454,460 Local Tax Revenue City and County

$17,490,513 Earned as Personal Income to CC Residents.

573 Jobs*

$646,654 State Tax Revenue

$3,419,547 Federal Revenue

*Based on the number of responses to Organization Surveys. 52 of the 257 total eligible nonprofit arts and culture organizations identified by Clackamas County Art Alliance provided the financial and attendance information required for the study analysis—an overall participation rate of 20.2%.
Explore Clackamas County, OR

Visit the Arts Alliance Calendar
https://clackamasartsalliance.org/explore/

<table>
<thead>
<tr>
<th>MON</th>
<th>TUE</th>
<th>WED</th>
<th>THU</th>
<th>FRI</th>
<th>SAT</th>
<th>SUN</th>
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<td>25</td>
<td>26</td>
<td>27</td>
<td>28</td>
<td>29</td>
<td>30</td>
<td>31</td>
</tr>
<tr>
<td>300pm - 3:30pm</td>
<td>A. W. Rohr Choir</td>
<td>Fall Authors Series - Brian Levin</td>
<td>1:30pm - 3:30pm</td>
<td>A. W. ROHR CHOIR</td>
<td>Amor and Old Lime at Lethbridge Theatre</td>
<td>3:00pm - 11:30pm</td>
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<td>400pm - 5:00pm</td>
<td>Leukemia-Lymphoma Society - Denver Getaway</td>
<td>1:00pm - 3:00pm</td>
<td>Amor and Old Lime at Lethbridge Theatre</td>
<td>3:00pm - 5:00pm</td>
<td>Amor and Old Lime at Lethbridge Theatre</td>
<td>10:00am - 12:00pm</td>
</tr>
<tr>
<td>200pm - 3:00pm</td>
<td>Fall Authors Series - Brian Levin</td>
<td>1:00pm - 3:00pm</td>
<td>Amor and Old Lime at Lethbridge Theatre</td>
<td>3:00pm - 5:00pm</td>
<td>Amor and Old Lime at Lethbridge Theatre</td>
<td>10:00am - 12:00pm</td>
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Please hold.
(Elevator music... doo do doop do doo)
Make your money count. If you donated to any arts, heritage or humanities nonprofit in Oregon this year, you are eligible to direct a greater portion of your taxes—taxes you’re going to pay anyway—to support cultural projects throughout the state with the Cultural Tax Credit.

“Oregon’s Cultural Tax Credit is a way to make paying taxes satisfying.”*

Did you know that Oregon allows you to direct your taxes to supporting arts and culture? It’s true! If you donate to any cultural organization, including The Shedd, you are eligible for the Cultural Tax Credit.

Direct your state taxes to culture. Act before December 31.

Learn more at CulturalTrust.org, by phone at 503-986-0088, or consult your tax preparer.

* The Oregonian Newspaper

www.culturaltrust.org/get-involved/donate