

Mira

ARTQUAKE BOARD MEETING

MARCH 26, 1991 12:00 NOON

U.S. BANCORP 26TH FLOOR CONFERENCE ROOM B

I. INTRODUCTION

*THANK YOU FOR INVITING ME, I AM DELIGHTED TO BE HERE.

A

*MANY YEAR COMMITMENT TO ARTQUAKE, PERSONALLY HELPING WITH
FUNDRAISING AND ALWAYS ENJOYING THE CELEBRATION.

B

*INTERESTINGLY, THREE OF MY STAFF HAVE BEEN ARTQUAKE
BOARD MEMBERS, KATHLEEN JOHNSON-KUHN, DAVID JUDD, AND
CURRENTLY LINDA DOBSON.

C

*TODAY'S DISCUSSION IS THE FINACIAL HEALTH OF THE ARTS-
SPECIFICALLY AFTER PROP 5, AND ARTQUAKE'S FUTURE ROLE IN THAT
LIGHT.

II. IMPACT OF MEASURE 5 ON THE ARTS

A. STATE:

*OREGON ARTS COMMISSION'S 1990/1991 BUDGET \$2,113,883.

41st

*THIS BUDGET REPRESENTS OREGON FINALLY MOVING UP TO 41ST RANKING NATIONALLY IN PER CAPITA PUBLIC FUNDING FROM AN EMBARRASSING RANK OF 53RD. 53rd -

*\$1,395,614 IS GIVEN TO STATE WIDE ARTS ORGANIZATIONS

*ARTQUAKE RECIEVED \$3000.

*OAC EXPECTS A 10% TO 13% CUT, 14% WILL BE CUT OUT OF ADMINISTRATION AND THE MASTERS FELLOWSHIP HAS BEEN ELIMINATED

*LESLIE TUOMI, DIRECTOR OF OAC, SAYS THAT THE REAL IMPACT OF MEASURE 5 IS THAT THE OTHER AGENCIES THAT ARE PARTNERS IN THE ARTS (SCHOOLS, LIBRARIES ETC.) ARE IN WORST SHAPE WHICH MEANS LESS ART PROGAMS, LITTLE RISK TAKING, AND LESS ACCESSIBILITY.

*IN ADDITION, THE CHANGE IN NEA REGULATIONS WILL IMPACT THE DOLLARS TO ARTS ORGANIZATIONS.

B. PORTLAND METROPOLITIAN AREA:

*MAC'S BUDGET FOR REGRANTING IS APPROXIMATELY \$570,000

*60% OF THAT IS CITY GENERAL DOLLARS, 40% IS MULTNOMAH COUNTY FUNDS.

*MEASURE 5 HAS FORCED THE CITY TO CUT 18.8% OF ITS
ALLOCATION TO MAC

*THE COUNTY MAY CUT ITS ENTIRE SUPPORT.

*LAST YEARS MAC GRANT TO ARTQUAKE WAS \$7,879.

*IT WILL BE AT LEAST \$1500 LESS, POSSIBLE MUCH MORE.

III. OVERVIEW

*THE GOOD NEWS IS THAT GOVERNMENT SUPPORT HAS ALWAYS BEEN
A VERY SMALL PART OF FUNDING THE ARTS SO THAT PROP 5
DOESN'T DRASTICALLY EFFECT YOUR BUDGET.

*HOWEVER, NO MATTER HOW SMALL THE SUPPORT IS, EVER PIECE
IS IMPORTANT AND GOVERNMENT SUPPORT SETS AN EXAMPLE.

*YOU ARE TO BE CONGRATULATED ON YOU LEADERSHIP IN PUTTING
YOUR ORGANIZATION IN A FISCALLY SOUND SITUATION.

*BUT TO REACH YOUR POTENTIAL OF BECOMING A GREAT
FESTIVAL, PROVIDING ACCESSIBLE, AND DIVERSE ART
EXPERIENCES FOR THE PEOPLE OF OUR REGION, YOU NEED
GREATER RESOURCES.

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*WE KNOW THAT WE CANNOT COUNT ON MORE FUNDING IN THE NEAR
FUTURE FROM THE CITY OF PORTLAND OR THE COUNTY GENERAL
FUND.

*WE ALSO KNOW THAT THE LOCAL FOUNDATIONS AND THE FEW
LARGE CORPORATIONS WHO HAVE BEEN STRONG SUPPORTERS OF THE
ARTS CAN NOT PICK UP THE DOLLAR DEFICIT CREATED BY
MEASURE 5. WE MUST FIND NEW REVENUE SOURCES.

IV. OPPORTUNITIES/HOPES/OPTIONS FOR THE ARTS

*SOME SAY THAT ISSUES LIKE MEASURE 5 CREATE
OPPORTUNITIES BECAUSE THEY FORCE DISCUSSIONS, COALITIONS, AND
CREATIVE SOLUTIONS.

*EVEN PRIOR TO MEASURE 5, THE ARTS COMMUNITY REALIZED
THAT OUR REGION NEEDED A MAP TO GUIDE US TOWARDS A
HEALTHIER, RICHER AND MORE DIVERSE FUTURE.

*LAST AUGUST, ARTS PLAN 2000 PLUS WAS LAUNCHED. I
UNDERSTAND THAT BING SHELDON, CHAIR OF THIS REGIONAL
PROJECT SPOKE TO YOU AT YOUR LAST BOARD MEETING.

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*THERE ARE MANY ANTICIPATED OUTCOMES FROM AP2+. WITH A REGIONAL APPROACH, GOVERNMENT, BUSINESS, EDUCATION, FOUNDATIONS, AND ARTISTS ARE WORKING TOGETHER TO CREATE SOLUTIONS TO:

REGIONAL MARKETING

EXPANDED AUDIENCES

COORDINATION AND SHARING OF INFORMATION AND PROGRAMS

NEW REVENUE OPTION

*NEW REVENUE SOURCES WILL CERTAINLY BE ONE OF THE MOST IMPORTANT RECOMMENDATIONS OF AP2+. IT IS EXPECTED THAT THE ISSUE OF FUNDING THE ARTS WILL BE MULTI-FACETED AND WILL INCLUDE:

SOME FORM OF AN ENDOWMENT DRIVE

A REGIONAL DEDICATED FUNDING SOURCE

NEWLY IDENTIFIED INDIVIDUAL BUSINESS SUPPORT

*THESE OPTIONS WILL ONLY BE POSSIBLE IF THE ENTIRE ARTS COMMUNITY WORKS TOGETHER AS ONE VOICE.

V. ARTQUAKES FUTURE

*I KNOW THAT YOU TOO HAVE UNDERTAKEN A PLANNING PROCESS FOR ARTQUAKE. YOUR MISSION STATEMENT ^{MESHES} ~~MESES~~ SO WELL WITH THE OVERALL GOALS OF THE ARTS PLAN

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*ACCESSIBILITY AND APPROACHABILITY TO THE ARTS IS SO IMPORTANT.

*THE OTHER ELEMENTS THAT I BELIEVE ARE ESSENTIAL FOR THE SUCCESS OF ARTQUAKE IS EXCELLENCE IN WHAT YOU PRESENT, CULTURAL DIVERSITY TO ADD RICHNESS AND TEXTURE, MORE OF A SENSE OF THE ART RATHER THAN FOOD (AN OLD BUT TRUE ISSUE), AND A REAL YEARLY IDENTITY TO DISTINGUISH ONE ARTQUAKE FROM ANOTHER (YOU COULD DO THIS BY EMPHASIZING ON ART FORM SUCH AS DANCE, OR AMERICAN CRAFT, OR AFRICAN ART FORMS, ETC)

*I PERSONALLY WANT TO SEE ARTQUAKE BECOME BIGGER, STRONGER, WITH AN EVEN GREATER ECONOMIC, SOCIAL, AND ARTISTIC IMPACT ON OUR REGION.

*NATIONALLY ART FESTIVAL ARE BECOMING MAJOR ART FUNDRAISING EVENTS BRINGING HUGE TOURISM DOLLARS INTO THEIR COMMUNITY.

To make

*IN THE END, WE CAN ALL WIN. MORE PEOPLE ENJOY THE ARTS. THE ARTIST DEVELOPES A LARGER AUDIENCE. OUR COMMUNITY BENEFITS FINACIALLY SO THAT WE CAN EXPAND OUR FUNDING FOR THE ARTS TO BEGIN THE CYCLE ALL OVER AGAIN.

Kathleen -

Comments? This will go in
the development packet soliciting
Contributors so it needs to be persuasive.

October 27, 1992

Jinda

Dear Patrons:

Premier

I strongly endorse Artquake, this region's preeminent arts festival. It's mission is clear: it provides the opportunity for all citizens of our region to experience, enjoy and learn about the arts. At the same time it affords the artistic community an opportunity to showcase the tremendous talent of the area. The creativity and excellence surrounding this event has come to be a source of pride for us all.

Last year's Artquake was an unprecedented success with accolades coming from the arts community, business leaders and visitors alike. We are building on this success and through a long range planning process see the potential for creating a world class arts festival.

I encourage your support of Artquake. All of us in the community; individuals, corporations and foundations must join together to support this important arts festival, ensuring its financial stability.

Sincerely,

MIKE LINDBERG
Commissioner
Office of Public Affairs

I've attached last year's
letter



CITY OF

PORTLAND, OREGON

OFFICE OF PUBLIC AFFAIRS

Mike Lindberg, Commissioner
1220 S.W. Fifth Ave.
Portland, OR 97204
(503) 823-4145

COMMISSIONER LINDBERG'S OFFICE

October 10, 1991

Dear Patrons,

I strongly endorse Artquake, Portland's downtown arts festival. Its mission is clear: it provides the opportunity for all citizens of our region to experience, enjoy and learn about the arts. This arts' organization carries out this mission with great creativity, ensuring excellence, and fun as it stimulates many to come downtown and explore the city.

I encourage support of this important festival. For Artquake to continue to present this celebration of the arts, individuals, corporations, and foundations must join together to ensure its financial stability.

Sincerely,

MIKE LINDBERG
Commissioner
Office of Public Affairs

ARTQUAKE GOALS

- To broaden public awareness of the arts.*
- To contribute to the economic development and tourism of Portland.*
- To showcase the finest local and regional art and artists.*
- To present nationally known performers.*
- To mark the beginning of Portland's fall/winter cultural season.*
- To fund new works in all disciplines.*
- To provide a vehicle for arts organizations and individual artists to broaden their audiences.*
- To make Art in all its various guises affordable, accessible, and challenging to all.*



BE A PART OF ARTQUAKE

Artquake is a popular, family-oriented event that employs more than 700 professional artists from all disciplines. It

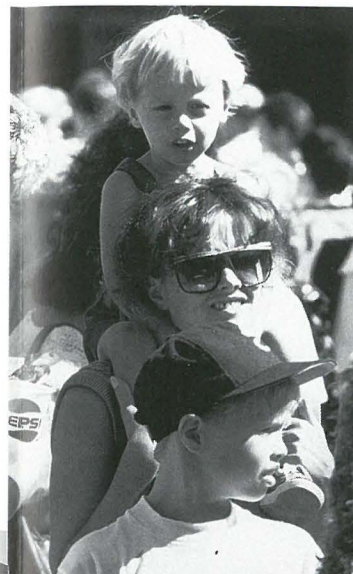
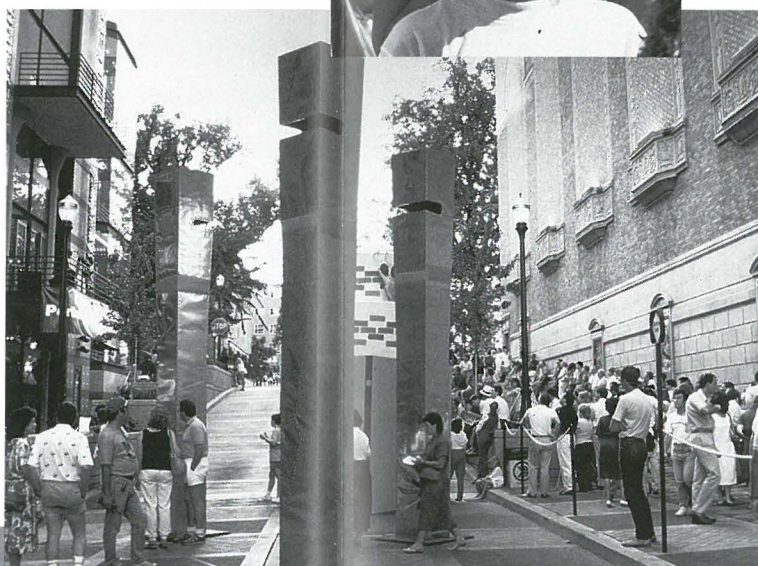


spends nearly half of its budget to pay artists and performers for their participation in the festival. Additionally, volunteers donate more than 55,000

hours each year to ensure the success of the festival. Whether you'd like to be a sponsor, a contributor, or a

volunteer, Artquake welcomes your support. Artquake is a non-profit event, and your contributions are tax

deductible. Your help is needed to guarantee that Artquake can continue its commitment to the Arts.



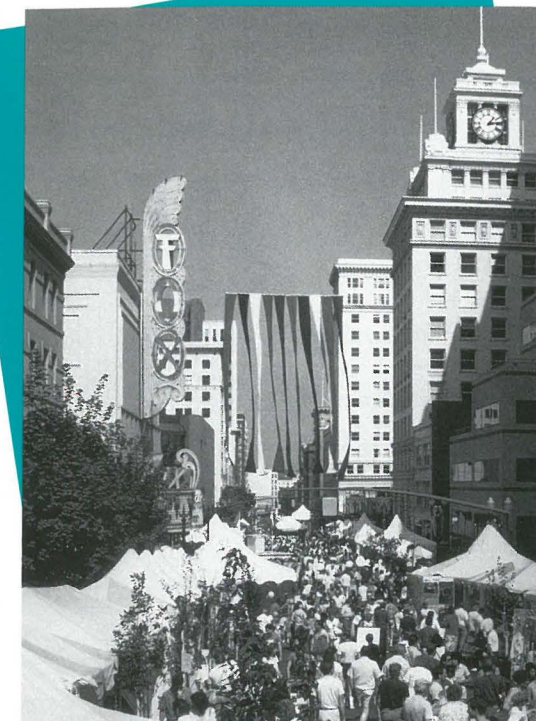
ARTQUAKE



For further information on how YOU can help, call or write:

ARTQUAKE
P.O. Box 9100
Portland, OR 97207
503/227-ARTS

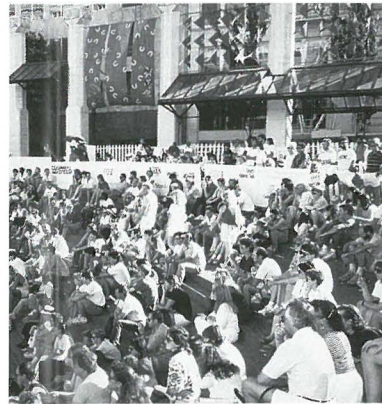
ARTQUAKE



**PORTLAND'S
CELEBRATION
OF THE ARTS**

ARTISTS' MARKETPLACE

In addition to the display of visual arts in the indoor Gallery, the outdoor Artists' Marketplace offers a wide spectrum of fine artwork sold by participating artists, including sculpture, ceramics, photography, painting, drawing, printmaking, furniture and woodworking.



"The Oregon Lottery applauds Artquake for showcasing some of Oregon's finest artistic talent and making it accessible to people of all ages. The Lottery is proud to be a significant contributor to an event that benefits the artist, public and community as a whole."

James J. Davey
Oregon Lottery Director



MUSIC

Drawing from world-class performers on both a local and national level, Artquake brings the very best

in music to the Northwest. The festival provides an opportunity for the public to experience new types of music as well as traditional musical entertainment.



"Artquake makes art both fun and challenging. It's art without barriers."

Selina Ottum
Metropolitan Arts Commission



DANCE

Dance is a global language and Artquake's dance program showcases many of the dialects of that language.

"Artquake is a great way to show off our flourishing arts community. With the city as a backdrop, Artquake gets the fall arts season off to a rousing start."

Kevin Kelly
President, U.S. Bank

From ethnic/international to contemporary, Artquake's dance will move you, sometimes right out of your seat!

KIDSPACE

Entertaining and educating best describes Kidspace, an area designated to pique the curiosity of children about the arts. Mask-making, KIDS-TV, face-painting

and a chance to build an interactive sculpture are just a few of the hands-on opportunities provided to kids and their families.



"Freightliner is proud to be a participating sponsor of an event that has a positive impact not only on the artistic community, but on the economic development of Oregon as well."

Bob Warner
Director of Sales Support
Freightliner Corporation



THEATRE

Audiences have the opportunity to whet their theatrical appetites as Artquake features some of the best and most diverse of the talented Portland theatre community.



ARTQUAKE... THE FESTIVAL

The sights, the sounds, the color... this special celebration makes art easily accessible to everyone.

Free concerts and performances on the Main Stage,

the Cabaret Stage and the Kidstage; site-specific art; street corner music; and fine cuisine from Portland's best restaurants are there to enjoy while exploring the latest

creations of local and national artists. Enjoy one of America's great celebrations. Artquake!

ARTQUAKE

T H E N O R T H W E S T ' S P R E M I E R E A R T S F E S T I V A L

ARTQUAKE is an urban celebration of the Arts, the prime benchmark of Portland's livability. In a cooperative venture, major corporations, small businesses, theatre and dance companies, galleries, schools, individual artists and citizens come together annually to celebrate and support the Arts.



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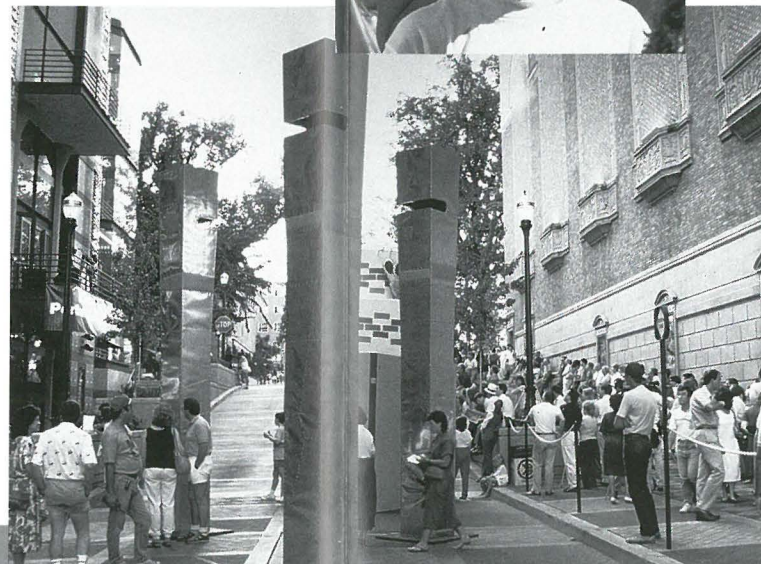
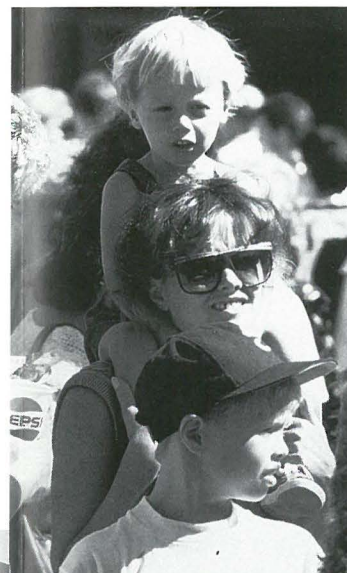


spends nearly half of its budget to pay artists and performers for their participation in the festival.

Additionally, volunteers donate more than 55,000 hours each year to ensure the success of the festival.

Whether you'd like to be a sponsor, a contributor, or a volunteer, Artquake welcomes your support. Artquake is a non-profit event, and your contributions are tax

deductible. Your help is needed to guarantee that Artquake can continue its commitment to the Arts.



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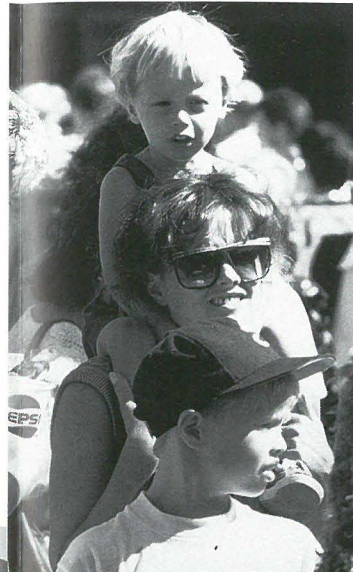
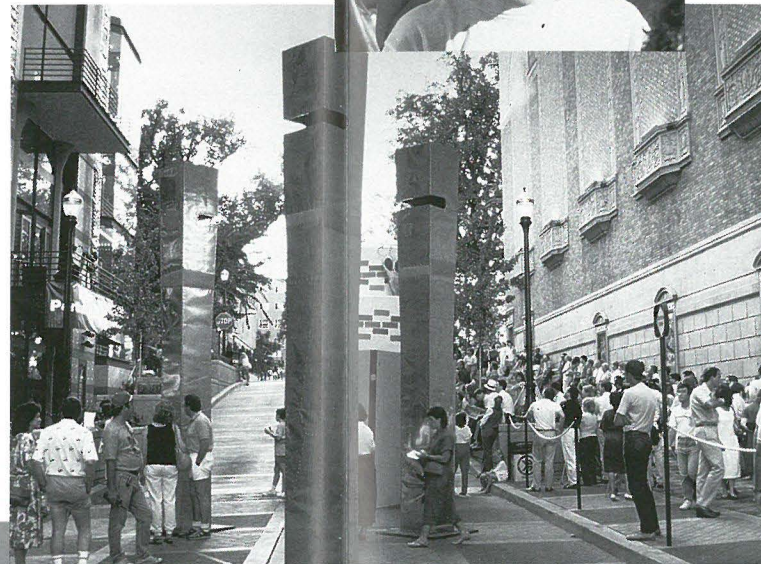


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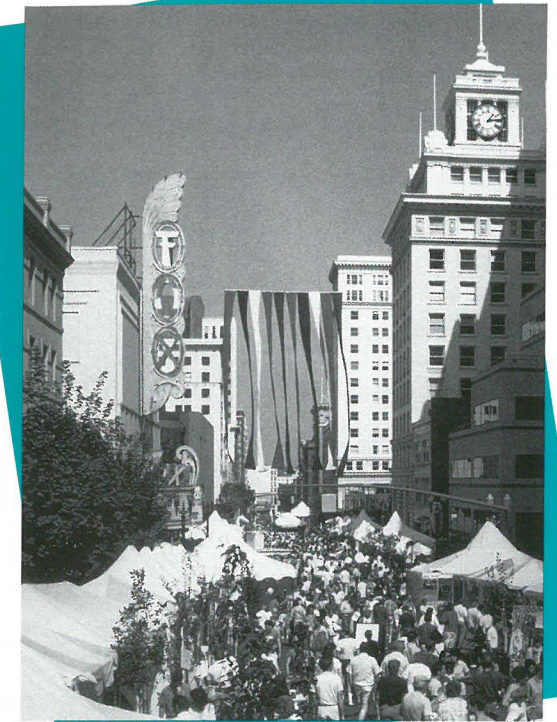
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