

OUR CREATIVE FUTURE

A regional framework to advance arts & culture for all

Portland City Council | May 22, 2024











REGIONAL ARTS AND CULTURE COUNCIL:

Clear City goals aligned with strong Arts Council strategy will improve arts and culture services

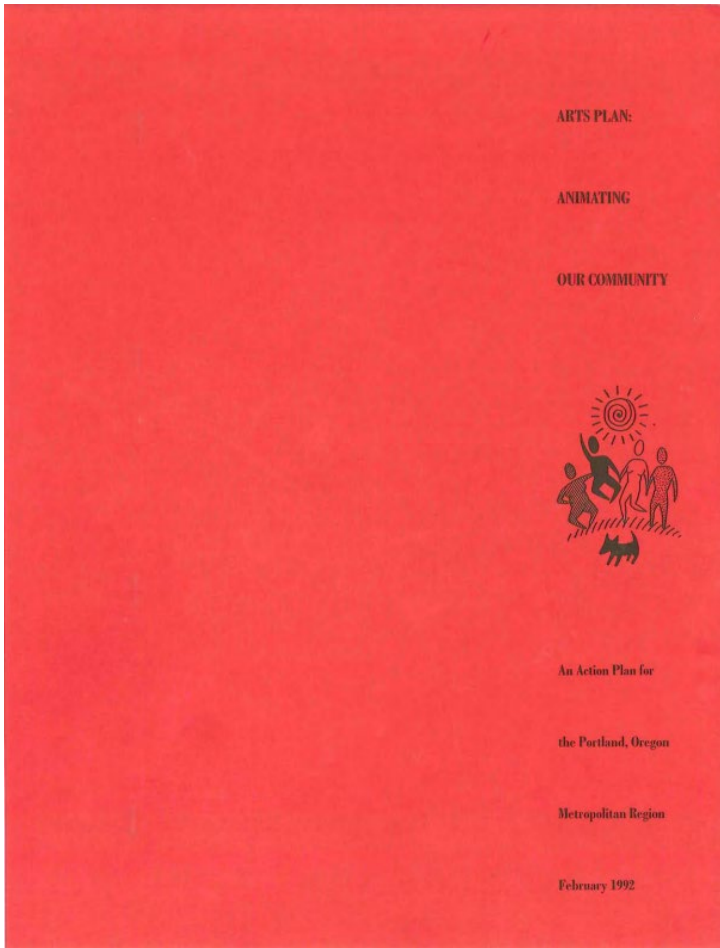
May 2018

2018 Audit Report: “City needs clear goals for arts and culture.”

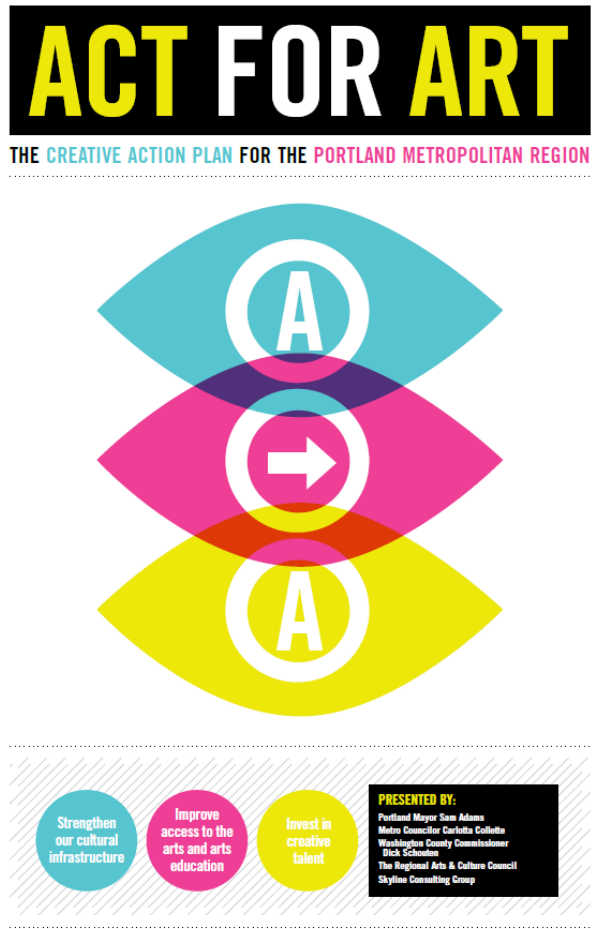
Auditor’s recommendation: The Arts Commissioner and the Mayor should work with the Arts Council, City leaders, City agencies involved with arts and culture, and community stakeholders to:

- Assess the state of arts and culture
- Identify needs
- Develop clear goals, vision and strategy for arts and culture for City Council adoption

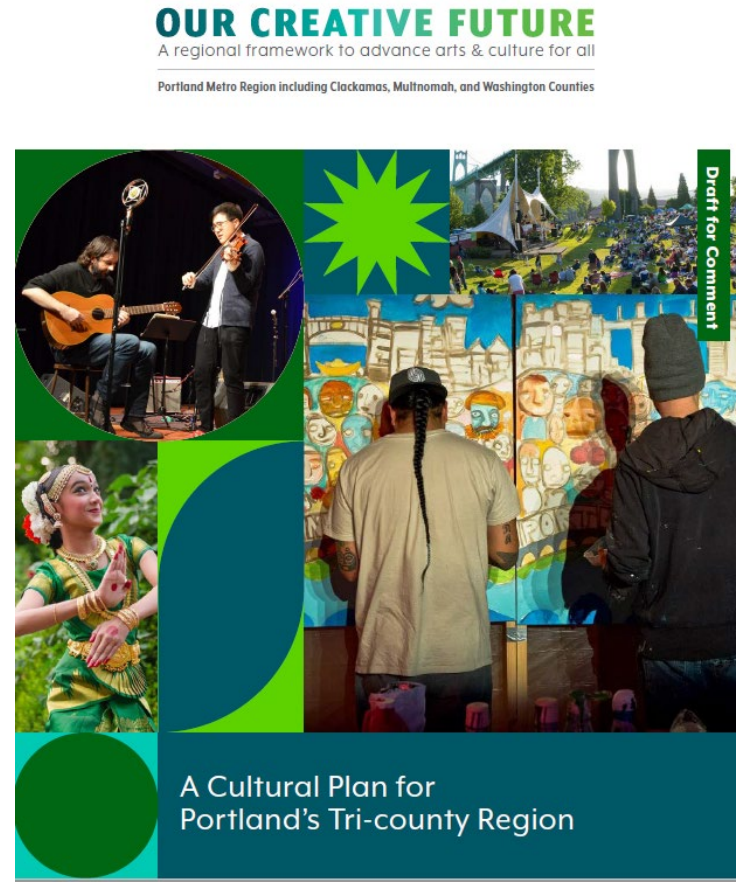




Arts Plan 2000 (1992)



Act for Art (2009)



Our Creative Future (2024)

ARTS PLAN 2000

ARTS PLAN

(1992)

Recommended the City's Metropolitan Arts Commission become part of a regional arts agency, establishing the Regional Arts & Culture Council in 1995.

Called for a dedicated funding source of \$15 million/year to support this new regional system.

ACT FOR ART

THE CREATIVE ACTION PLAN FOR THE PORTLAND METROPOLITAN REGION

(2009)

Renewed the call for regional dedicated funding of \$15 million/year.

Established a goal of funding arts nonprofits at a rate of 5% of their annual budget.

Identified a particular need to stabilize arts education.

Ultimately led to Portland's Arts Education & Access Fund

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Portland Metro Region including Clackamas, Multnomah, and Washington Counties

(2024)

Assesses the state of arts and culture across the region, and presents new goals and strategies based on extensive community feedback.

Observes that funding for artists and arts organizations is still insufficient across the region.

Our Creative Future: Pre-planning

Fall 2021:

Secured funding (\$500,000)



December 2021:

Established Project Management Team

January, 2022:

Launched RFQ + RFP

July, 2022:

Hired Cultural Planning Group



All communities have access to the framework to adapt to their community

Steering Committee

TRIESTE ANDREWS

Oregon City Arts
Commission

NICOLE BRADIN

Washington County
Visitors Association

JULIE BUNKER

Milestone Initiatives

JOE CANTRELL

Artist

GUS CASTANEDA

Aloft Hotel

CORINN DETORRES

Chapel Theatre

JERRY FOSTER

PassinArt

**SUBASHINI
GANESAN-FORBES**

NEW Expressive Works

JOHN GOODWIN

Portland Art Museum

**KIMBERLY HOWARD
WADE**

Caldera

JOAQUIN LOPEZ

Creative Laureate of
Portland

JAIMIE LORENZINI

Happy Valley Policy
Analyst

BARBARA MASON

Artist

JEREMY OKAI DAVIS

Artist

SUSHMITA PODDAR

Small business owner

SANKAR RAMAN

The Immigrant Story

**BARBARA
STEINFELD**

Consultant

**KARIS
STOUDAMIRE-
PHILLIPS**

MERC Commission

**TONI TABORA
ROBERTS**

Consultant

TONISHA TOLER

Collins Foundation

TAMMY JO WILSON

Art in Oregon

Community Engagement

Participation from 3,500+ Oregonians across the tri-county region:

- 40+ key stakeholder interviews
- 50 discussion groups
- Two public surveys
- Two community feedback town halls in Spring 2024



Community Engagement

Arts and Affordable Housing

Arts and Cultural Organizations

Asian and Pacific Islander Group

Beaverton Diversity Advisory Board and
Arts Commissioners

Black Community Members

Clackamas County Community
Conversation

Contemporary Arts

Corporate Arts Gathering

Creative Economy, Economic
Development, Tourism and Travel

Culturally-Specific Organizations

East Multnomah County Residents

Elected Officials across the region

Film Industry

Foster Program Young Adults

Foundation Funders

Housing Insecure Youth

Houseless Community Members

Immigrant and Refugee Artists and
Leaders

Indigenous Arts Community

Latino/Latinx/Latinè Community

Metro Area Cultural Coalitions of the
Oregon Cultural Trust

Multnomah County Libraries

Music Industry, hosted by MusicPortland

Queer Artists of Color, hosted by Q Center

Seniors

Student Artists and Creatives

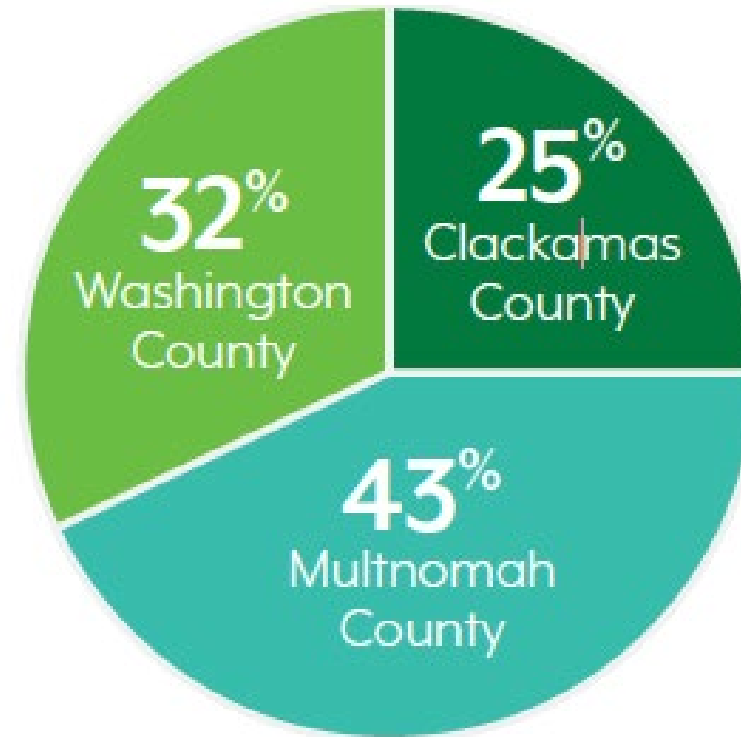
Teaching Artists

Washington County Architecture/Real
Estate/Development



Statistically valid public opinion survey

- Public participation from more than 700 respondents
- Oversampling of people of color
 - *Base sample of n=603 residents, with an oversample of an additional n=102 people of color; overall credibility interval of ±3%*

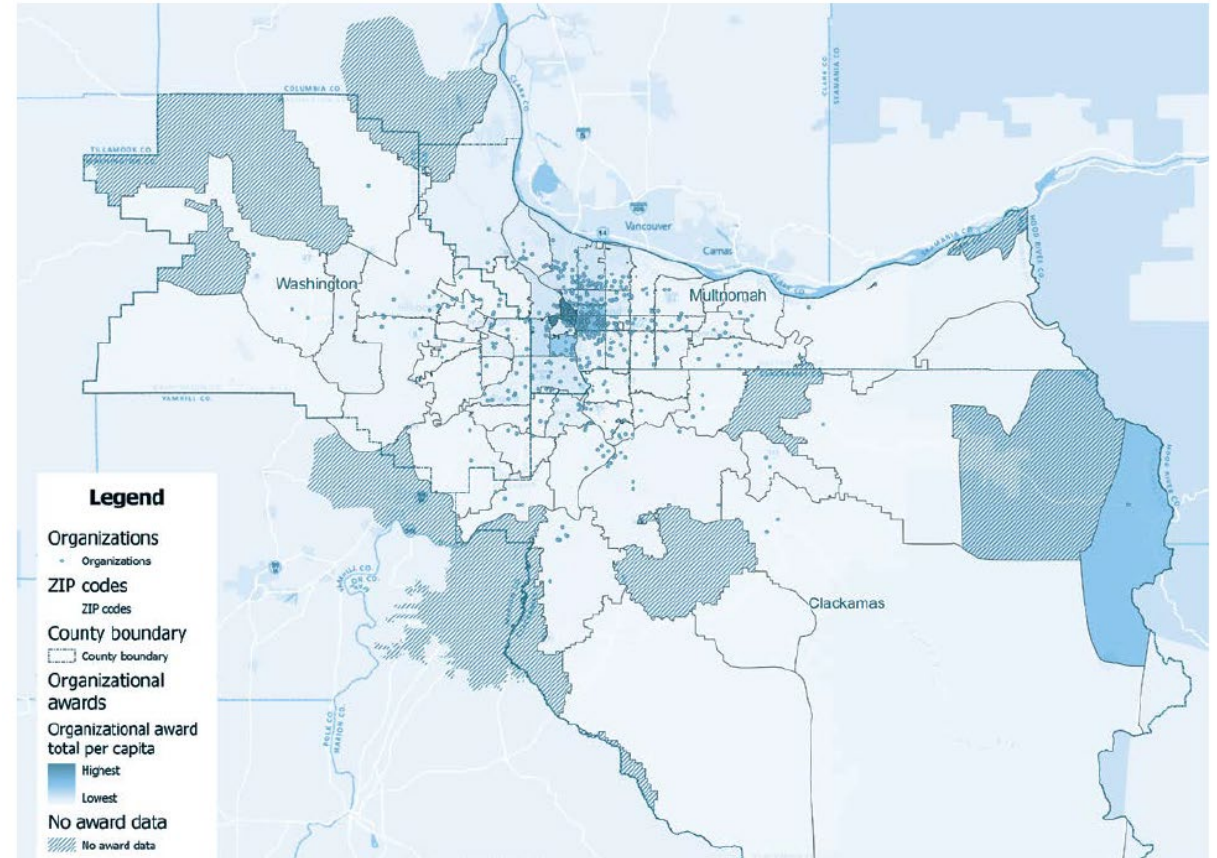


Supplemental Research

- Arts Grants Review
- Arts Market Study
- Arts Funding Models
- Creative Economy Portrait
- Arts & Economic Prosperity 6

All research reports are online at ourcreativefuture.org

Organizational Grants



What we learned

Throughout the region, residents highly value arts and culture for themselves and their communities. About two-thirds participate actively. They prioritize equity, accessibility, inclusion and funding for arts and culture.



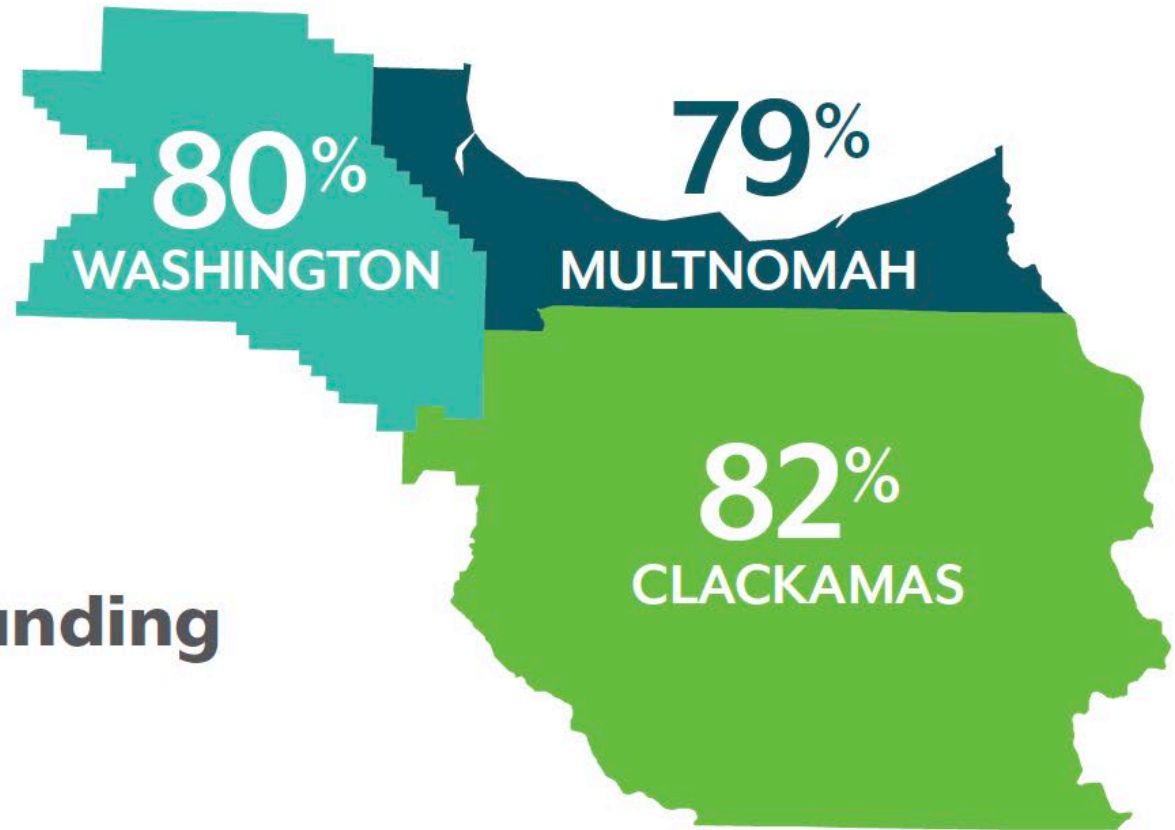
What we learned

Across the region,

80%

of tri-county residents

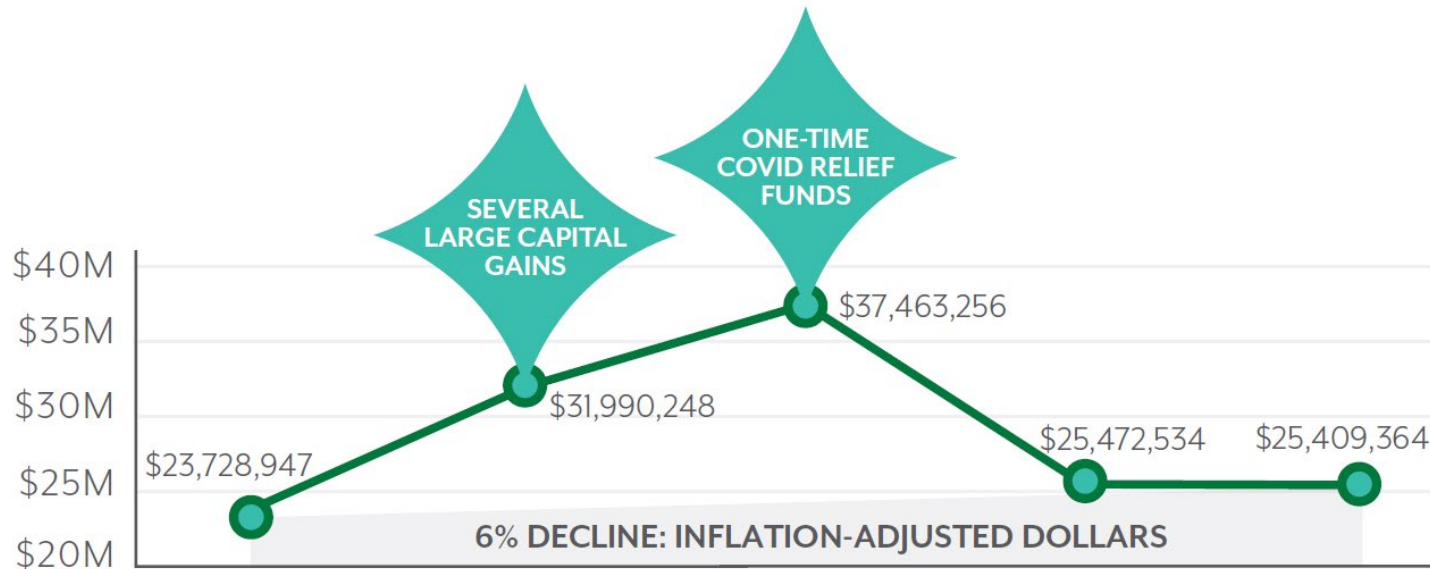
support dedicated arts funding



What we learned

The arts and cultural community faces multiple and worsening challenges, and the reputation of our tri-county region as a creative hub and desirable place to live has diminished.

Graph: Grants to nonprofit arts organizations and individual artists by the region's nice largest arts funders



- Collins Foundation
- Marie Lamfrom Foundation
- Meyer Memorial Trust
- Miller Foundation
- Murdock Trust
- Oregon Arts Commission
- Oregon Cultural Trust
- Oregon Community Foundation
- Regional Arts & Culture Council

What we learned

Arts and culture play multiple roles benefiting our communities.

Most residents agree that artistic, cultural, and creative communities are beneficial to themselves, their families, and their local communities.

TRI-COUNTY RESIDENTS:

- Strongly Agree
- Somewhat Agree



74% of tri-county residents have participated in at least one arts/cultural event in the past six months.

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Vision and Recommendations

We envision a tri-county region where all of us have access to relevant and dynamic arts, culture and creative experiences as an essential part of our lives.

Goal 1:

Build towards an inclusive arts and cultural community that reflects, serves, and welcomes all.

Goal 2:

Forge purposeful connection and coordination within the arts and cultural community.

Goal 3:

Empower the arts and cultural community with sufficient, sustainable funding and other resources.

Goal 4:

Drive economic growth through the arts and cultural community.

Goal 5:

Utilize the arts and cultural community as a vital partner in the health and development of every community.





Goal 1:

Build towards an inclusive arts and cultural community that reflects, serves, and welcomes all.

Some regional strategies:

- Increase support for programs that serve underrecognized populations and communities, including Black, Indigenous and People of Color; immigrants and refugees; LGBTQIA+ community members and people with disabilities,
- Create a regional service organization for arts education to provide convenings, networking, leadership and advocacy.
- Expand public art programs and support other arts-related development services for smaller cities throughout the region.

Suggested strategies specifically for the City of Portland:

- Create a racial and cultural equity fund – a public-private partnership.
- Expand support for K–12 arts education and creative youth development.
- Provide increased support for program in libraries, parks, and other community settings for underrecognized populations and communities."

Goal 2:

Forge purposeful connection and coordination within the arts and cultural community.

Some regional strategies:

- Broaden the definition of arts and culture to include artists, musicians, makers, culture bearers, cultural nonprofits, commercial arts activity, and others.
- Broaden funding, support services, and advocacy for individual creatives and small businesses working in arts-related industries.
- Organize for effective advocacy on public policy and action.

Suggested strategies specifically for the City of Portland:

- Lead a network of local arts agencies in the region.
- Create new funding opportunities with criteria specifically for individual creatives and small businesses.
- Promote information sharing and networking within the arts and culture community – e.g., an online “hub” of resources, an enhanced arts marketing program (collaborate with Travel Portland and Oregon Arts Watch).

Goal 3:

Empower the arts and cultural community with sufficient, sustainable funding and other resources.

Some regional strategies:

- Significantly increase funding across the region.
- Provide stronger support services for artists and their networks.
- Convene corporate and foundation arts funders. Explore rebuilding a United Arts Fund (a United Way-style fundraising campaign).

Suggested strategies specifically for the City of Portland:

- Develop a comprehensive affordable space program -- including a directory, rent subsidy, facilitation of space projects, technical assistance, matching capital grants, and support for increased accessibility. Identify opportunities to use empty commercial spaces.
- Support service organizations who have an important role to play in achieving the goals of this plan.
- Develop a systemic solution to sustainability of Portland's 5 Centers for the Arts and its users.

Goal 4:

Drive economic growth through the arts and cultural community.

Some regional strategies:

- Strengthen coordination with tourism organizations for cultural tourism.
- Build markets for commercial arts sectors.
- Integrate arts and culture into workforce development initiatives.

Suggested strategies specifically for the City of Portland:

- Invest in arts and culture as a tool to revitalize downtown Portland and other cultural corridors.
- Streamline and facilitate permitting for event production and other arts and culture activities
- Measure and document economic impact and ROI for arts and culture.
- Provide economic development support for the commercial arts sector – including music, film, media, fashion, and design. Consult and partner with service organizations to identify and provide high-priority supports.

Goal 5:

Utilize the arts and cultural community as a vital partner in the health and development of every community.

Some regional strategies:

- Arts and culture investments can be a powerful tool for supporting the social service missions of cities and counties across the region, supporting strong and equitable outcomes in health, transportation, housing, community engagement, public safety, and more.
- Develop metrics and evaluations to demonstrate the impact of arts and culture investments in other municipal functions.
- Develop programs celebrating and supporting inclusive, amateur, and community-based creativity.

Suggested strategies specifically for the City of Portland:

- Explore and develop policies to require or incentivize public art in private real estate development.
- Create artist residencies within City government.
- Explore expanding Portland's Creative Laureate program.

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Next Steps

The continued call for more funding...

- **Cities and counties:** continued/increased allocations
- **City of Portland:** update/improve the Arts Education and Access Fund to increase revenue, advance equity, and raise awareness of impacts. We celebrate what has been accomplished over the last 10 years!
- **Metro:** long-term regional funding source
- **Metro and counties:** increased tourism fund allocations
- **State enabling legislation** modeled on Washington Cultural Access Program
- Advocate for increased support for **Oregon Cultural Trust** and **Oregon Arts Commission**
- Build cohorts/collaborations with foundations and corporations

Next steps: implementation and governance

- Implementation passes to cities, counties, Metro and RACC.
- Each jurisdiction will review and customize the regional plan into a local action plan.
- Communities, organizations, and artists are all encouraged to use this information as they continue to advocate for the arts.







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Thank you.