



Regional Arts & Culture Council

411 NW Park Avenue, Suite 101
Portland, OR 97209-3356
racc.org

PRESENTATION TO COUNCIL

Date: March 15, 2012
To: Mayor Sam Adams, City of Portland
From: Eloise Damrosch, RACC Executive Director

Subject: Accept RACC's "State of the Arts" Presentation

In accordance with our contract with the City of Portland, the Regional Arts & Culture Council (RACC) will deliver its annual "State of the Arts" presentation to City Council on Wednesday, March 21, 2012.

RACC's 2011 annual report highlights many of the ways that RACC invested and leveraged City funds to serve Portlanders with a stronger arts and culture community last year. Among our accomplishments:

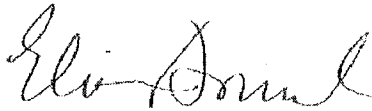
- RACC awarded \$3.3 million to more than 40 schools, 175 nonprofit organizations and 120 individual artists, directly supporting 2,150 jobs. The extended economic impact of the region's nonprofit arts and culture organizations is \$318 million, supporting more than 10,300 jobs in Oregon.
- Work for Art exceeded its goal – again – and raised more than \$764,000 for the arts community to provide arts experiences to the public. This includes workplace giving contributions from more than 1,600 donors at 65 participating companies.
- The Right Brain Initiative served 11,321 K-8 students in the region by pairing 523 teachers with 48 artists to integrate arts and culture into the standard curriculum.
- RACC has been recognized as a leader in implementing equity initiatives to help ensure that all Portlanders can participate in arts and culture and enjoy the benefits. RACC has expanded its outreach to communities of color, and continues to enter new partnerships that help us reach out and serve communities that have been underserved before.
- RACC supported and helped expand the Arts for All program, which offers deeply discounted \$5 tickets to Oregon Trail cardholders. 43 groups are now participating, and more than 1,400 tickets were sold through this program in the first six months alone.
- RACC continues to provide opportunities for artists to learn and network with each other. More than 500 people attended last year's series of six Art Spark events, and 450 have attended the three RACC-sponsored Colored Pencils Arts & Culture Nights, which are designed specifically to engage communities of color.

- RACC helped preserve the City's public art collection, including routine maintenance as well as special restoration work on several aging and damaged sculptures.
- RACC continues to unveil public art projects throughout the city, and last year funded six culturally diverse public art murals in different neighborhoods.

We are tremendously proud of our accomplishments in turning the City's limited but critical investments into powerful results for Portlanders. This year we would like to draw your attention to one of our community's most critical unmet needs – arts education. In Portland, too many children are being deprived the benefits of arts education, which is contributing to lower test scores, more truancy problems and higher drop-out rates. As you will see in our presentation, arts education has been proven to improve academic achievement and graduation rates, as well as foster the creative thinking and problem-solving skills that are essential to the success of our young people – and our City's workforce – in the innovation-based economy of the future.

We look forward to working with you in the months ahead to find ways to restore arts education for every child and create equal access to the arts for every Portlander.

We recommend that Council accept RACC's "State of the Arts" report.



Eloise Damrosch
Executive Director

TO THE COUNCIL

Mayor Sam Adams concurs with the findings of the RACC Executive Director, and

RECOMMENDS:

That the Council accept the report.

Respectfully submitted,



Sam Adams
Mayor, City of Portland

Agenda No.
REPORT NO.
 Title

Accept Report on the state of the arts from the Regional Arts and Culture Council (Report)

<p>INTRODUCED BY Commissioner/Auditor: Mayor Sam Adams</p>	<p>CLERK USE: DATE FILED _____</p>
<p>COMMISSIONER APPROVAL</p> <p>Mayor—Finance and Administration - Adams <i>Sam Adams</i></p> <p>Position 1/Utilities - Fritz</p> <p>Position 2/Works - Fish</p> <p>Position 3/Affairs - Saltzman</p> <p>Position 4/Safety - Leonard</p>	<p style="text-align: right;">LaVonne Griffin-Valade Auditor of the City of Portland</p> <p>By: <i>[Signature]</i> Deputy</p>
<p>BUREAU APPROVAL</p> <p>Bureau: Regional Arts & Culture Council Bureau Head: Eloise Damrosch, Executive Director</p>	<p>ACTION TAKEN:</p> <p>MAR 21 2012 ACCEPTED</p>
<p>Prepared by: Eloise Damrosch Date Prepared: March 9, 2012</p>	
<p>Financial Impact Statement</p> <p>Completed <input checked="" type="checkbox"/> Amends Budget <input type="checkbox"/> Not Required <input type="checkbox"/></p>	
<p>Council Meeting Date March 21, 2012</p>	
<p>City Attorney Approval</p>	

AGENDA

TIME CERTAIN
 Start time: 9:30 a.m.

Total amount of time needed: ³⁰~~60~~ minutes
 (for presentation, testimony and discussion)

CONSENT

REGULAR
 Total amount of time needed: _____
 (for presentation, testimony and discussion)

FOUR-FIFTHS AGENDA	COMMISSIONERS VOTED AS FOLLOWS:		
		YEAS	NAYS
1. Fritz	1. Fritz	✓	
2. Fish	2. Fish	✓	
3. Saltzman	3. Saltzman	—	
4. Leonard	4. Leonard	✓	
Adams	Adams	✓	