

## Regional Arts & Culture Council

**2012 YEAR IN REVIEW** 

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#### **OUR ROLE**

The Regional Arts & Culture Council (RACC) is an independent, not-for-profit 501(c)(3) arts service organization that works to integrate arts and culture in all aspects of community life. RACC's service area includes more than 1.5 million residents, 250 not-forprofit arts and culture organizations and countless artists of every discipline in the Portland, Oregon, metropolitan region including Clackamas, Multnomah, and Washington Counties.

# Welcome

Welcome to the Regional Arts & Culture Council's Annual Report for 2012. It has been a remarkable year with challenges and opportunities large and small, and these pages document our many accomplishments in helping the arts thrive in our region.

This was a year of intense advocacy work with our colleagues in the Portland Mayor's office, the Creative Advocacy Network and thousands of volunteers. More than 62% of Portland voters approved a new Arts Education and Access Fund that will ensure certified art and music teachers for every elementary school student in Portland schools, strengthen arts organizations, and provide new grants to help schools and nonprofits serve new populations. RACC stands ready to help other municipalities in the region achieve similar groundbreaking progress.

As our population becomes increasingly diverse, bringing cultural and artistic richness from many corners of the globe, RACC is committed to celebrating this growth and making the arts accessible to all citizens. We have been diversifying our board, staff, panels and presenters, and we urge the arts organizations we fund to plot their own course of progress reaching new audiences. The entire region will benefit from our collective efforts.

On behalf of the staff and board, thank you everyone who contributed to the vitality, creativity and livability of the Portland region in 2012. We look forward to advancing all of this work in 2013, and we feel very fortunate to live in this extraordinary time and place!



Lina Garcia Seabold Board Chair

Eloise Damrosch Executive Director

January 2013

Photo by Brian Foulkes

#### 2012 HIGHLIGHTS



#### THE ARTS EDUCATION & ACCESS FUND

## The Votes are in

ON NOVEMBER 6, Portlanders approved Measure 26-146, the Arts Education & Access Fund, with 62% of voters supporting a permanent, dedicated funding source for arts education and arts organizations. Given the belt-tightening of the current economy, it may seem an unlikely time to pass a new tax, but Jessica Jarratt Miller of the Creative Advocacy Network (the organization that shepherded the measure to the ballot) says that "Portland residents recognize the value of investing in art and music teachers, and they want more access to arts activities throughout the city."

Starting with the 2012 tax year, all income-earning Portland adults living above the poverty level will pay \$35 as a result of the measure. Over half of the proceeds (an estimated \$6.8 million) will go to the six school districts that operate in the city, to hire art and music teachers for K-5 students, restoring arts learning programs that have fallen under the ax of state and local budget cuts. RACC will also play a new role in coordinating arts education in public schools.

The rest of the funds (about \$5 million) will be distributed by RACC to nonprofit organizations and schools, helping them increase access not only for students but for all Portlanders, with a particular focus on communities that have been underserved in the past.

When it comes to distributing grants, RACC has strong systems in place. An added challenge will be data collection, as arts organizations are called upon to articulate the benefits they're providing to the community, and RACC must convey this information to the city council and a new citizen oversight commit-



Top: Peter Frajola of the Oregon Symphony and musician Thomas Lauderdale at a rally at City Hall to support Measure 26-146. Above: Arts leaders show their support during the morning commute. Photos courtesy of the Creative Advocacy Network.

tee. (The measure also calls for audits of both RACC and school district expenditures.)

RACC's Jeff Hawthorne expects that many arts organizations are plenty eager to engage underserved pockets of the community; they simply need resources to do so. The ultimate goal, he says, is for people throughout the city to "feel more connected to their community through the arts."

While some local media and other vocal opponents argued against the new tax, years of community input and engagement by the Creative Advocacy Network ensured a solid win. The hefty margin of victory, Jarratt Miller says, "reaffirms what Portlanders have been saying all along: the arts are an essential component of a complete education for our children, and every citizen should have access to a Portland's creative and cultural riches."

#### INTERACTIVE WORKSHOPS

### RACC Puts Practical Skills in Hand

IN 2012, RACC brought artists and others together to share tools that can widen audiences, hone business strategies, and open up new funding sources.

Artist and performer Gigi Rosenberg hosted workshops in Portland and Oregon City on effective communication, leaving participants with easy-to-implement ideas on how simple conversations can help take their work to the next level. Write Around Portland cofounder Ben Moorad led a hands-on grantwriting seminar that showed how the quest for funding can also be part of the artistic process. One session from Sound Advice attorney Peter Vaughan Shaver gave a rundown on copyrights and contracts in the music industry, and another featured a lawyer, booker, and musician on a panel to discuss moving a music career forward. In another sold-out workshop, marketing consultant Elgé Premeau shared strategies for getting the most out of online tools Twitter, Facebook, and more.

Many of the popular workshops, which cost between \$25 and \$35, will repeat in 2013, and some sessions are already selling out.



Ben Moorad presenting a 2012 RACC Workshop, photo by Tonisha Toler



#### PORTABLE WORKS

## **Collection Adds Artists**

MANY ARTISTS have no plans to paint an outdoor mural or see a permanent sculpture through the fabrication process. But they can still join the public art collection—and the conversation as part of the Portable Works Collection. In March, RACC announced the purchase of 52 works by 32 artists, bringing the collection to more than 1,000 pieces. The artworks are displayed on a rotating basis in publicly accessible buildings throughout Portland and Multnomah County.

Additions to the collection are made only when a significant amount of money has accumulated from city and county contributions. The recent round of purchases totaled \$57,100 and covered subjects as local as Hampton Rodriguez's paintings of Alberta Street, and as distant as Corey Arnold's photographs of fishing boats on the North Sea, or Surabhi Ghosh's planetary Satellite paintings. Rodriguez, Arnold, Ghosh, and the other artists included in this round of acquisitions all had one thing in common, though: All of them are new to the Portable Works. In an effort to expand both the diversity of artists and the subject matter in the collection, only artists not yet represented were eligible to submit work.

Artwork from the Portable Works Collection: Top: Surabhi Ghosh's Satellite; Left: Corey Arnold's The Beam Trawl, North Sea, Netherlands

#### 🖌 FELLOWSHIP AWARD

### **RACC Fellow Reaches** into His Own Past

LARRY JOHNSON brings history to life with Museum Media Inc., which offers AV production and design for exhibits at museums across the country. RACC's 2012 Fellow in Media Arts set off on a more personal path with Stuff, a film about sorting through his late father's storage unit.

"It was brilliantly made," says grants officer Helen Daltoso, "and it turned out more personal than I think he ever anticipated." His next project, tentatively titled *Ghost Money*, focuses on his experience in Vietnam as an entertainment booker for the military.

RACC's fellowship award, which cycles through literary, performing, visual, and media arts each year and is open to local artists who have worked in their field for at least ten years, comes with a cash award of \$20,000. Johnson has already used some of the funds to travel to Vietnam, shooting current scenes to go with his own archival footage.



Larry Johnson, joined by Carolyn Anderson and family and friends, received the Fellowship in Media Arts award in the fall of 2012. Photo by Bill Barry



# New PUBLIC ART Expanding the Collection

THE MONUMENTAL sculptures along the new east-side streetcar line have dominated recent discussion about Portland's public art collection, but they weren't the only new entries in the region's free indoor-outdoor museum.

Public art throughout Portland and Multnomah County continues to diversify, not only in terms of the artists but also the styles, mediums, and locations of the works. One of six murals funded in 2012, Antwoine Thomas's energetic *The Eyes of All* at SE 162nd Avenue and Stark Street, for example, is far from the established cultural zones of downtown Portland. Nearly 100 community members of all ages helped with the project.

Since May 2012, artists Carl Diehl, Ariana Jacob, Mack Mc-Farland and Jeffrey Richardson have been leading video production workshops with clients at Bud Clark Commons in Old Town. The BCC-TV project might be physically located downtown near public-art-heavy bus and MAX lines, but instead of being housed in a major arts institution it's based at a social service center for the homeless and those transitioning out of homelessness. This partnership with Home Forward and Transition Projects, Inc. exemplifies a major goal of the program and its collection: to represent and engage the entire community, according to public art manager Peggy Kendellen.

Another group that might be overlooked by traditional arts programming: sports fans. Last March, Timbers supporters got their first look at sculptor Ron Baron's cast-bronze log round, *You Are Here*, at Jeld-Wen Field. The beloved piece is nine feet in diameter and studded with allusions to the history of the stadium and the surrounding Goose Hollow neighborhood.

From Top: Antwoine Thomas's The Eyes of All mural in SE Portland; Ron Barron's You Are Here at Jeld-Wen Field, photo by Dave Elkin, Green Works





PARTY IN THE NAME OF ART

### **Party People**

IN DECEMBER, RACC threw its first-ever signature fundraising event, "pARTy in the Name of Art," honoring and thanking the man many partygoers called "the greatest arts mayor we've ever had." With only weeks left in his tenure, Sam Adams was at times tossed onto a stage that also featured Storm Large, Julianne Johnson-Weiss, Grupo Condor, and performers from the Circus Project, BodyVox, and PHAME Academy, among many others. Artisan eats, pop-up performances, local celebs and a DJ'ed dance party rounded out an evening of entertainment that only RACC could convene.

Held at YU Contemporary on the inner east side, the fete was also a benefit for The Right Brain Initiative and Work for Art. Event sponsors and the 750 attendees raised \$18,000 for the two programs. "RACC continues to explore ways to celebrate and support the local arts community," says Jeff Hawthorne, RACC's director of community affairs. "This event provided us a great template if we'd like to do something similar in the future."

#### **PORTLAND BUILDING**

### Tents and Talks Fill Installation Space

guests paint a 24' long mural; Julianne Johnson serenades the mayor. Photos by Dodge & Burn Studios

*PORTLANDIA* LOOMS outside, but art doesn't stop at the door of the Portland Building. Anyone popping in to pay a water bill might spot the installation space just off of the lobby. Submissions are sought each fall for works to fill the 13-by-8foot space for a month at a time.

Clockwise from Upper Left: Sam Adams and Peter Zuckerman enjoy the festivities; artists and

Jodie Alexi Cavalier's minimalist sculpture was a distillation of the Portland Building itself, while Christy Hawkins's *Outdoors In* eschewed the cityscape in favor of a plush quilted camping scene meant to inspire visitors to find a little nature of their own. Hawkins and Cavalier were among three artists selected last winter from 31 applicants in the student category, while another six pieces were drawn from 33 proposals in the professional artist category. The space became a recording studio for Stephen Kurowski and Marina Tait's *Project Everyone*, which invited participants to answer a series of eight questions in videos that then became part of the show.



Outdoors In, an installation by Christy Hawkins

#### **ARTS EDUCATION**

# The Right Brain Initiative's training incites inspired teaching

IN 2012, a record 14 new schools joined The Right Brain Initiative, bringing the total served by RACC's five-year-old arts education program to more than 11,000 students at 44 schools from six districts across the region. Right Brain teaching artists excite these students with classroom experiences that integrate the arts with other subjects from their curriculum.

Professional development for teachers, principals and teaching artists is key to Right Brain's long-term vision of change. By giving educators the tools to facilitate the arts in their own classrooms, they can build a culture for creativity in their school—every day of the week. Multiply the number of students each teacher serves by the number of years they'll teach, and the total sum of students this impacts is staggering.

"Every year, we can only add a handful of new teachers to our professional development program from each school, but they go back and share Right Brain strategies at their schools, so that over time, whether they've been through our training or not, teachers are beginning to adopt the approach," says program manager Marna Stalcup. "It's beginning to ripple and spiral out."

Eventually, teachers at all partner schools will participate in Right Brain's training. The professional development series, which includes continuing education credit through Portland State University, is a 42-hour, three-part sequence designed in partnership with Deborah Brzoska, a teaching artist with The Kennedy Center in Washington, DC who facilitates all of the sessions. The first stage lays the foundation for arts integration, which spreads across all subjects using the arts to engage students in higher-order thinking. (In a Hillsboro school, for example, a dance artist worked with students to create dances inspired by the water cycle, an idea their teacher carried back to the science classroom.) The second year of the sequence takes teachers, artists, and administrators even deeper into the practice, while the third year focuses on assessment, helping educators respond to students' needs and make adjustments that enhance learning. All participants take away a ring of strategy cards, an in-hand set of ideas that can be put into practice in the classroom. The strategies tie in with the Common Core, a set of standards adopted by 47 states that will be fully implemented in Oregon by 2014-15.

A May 2012 survey revealed that 100 percent of teachers who have participated in the professional development program have used Right Brain strategies in their classrooms, with 64 percent using them on a regular basis (more than six times in the past three months). The longer schools have been involved with the program, the more often strategies were implemented, but the benefits begin right away. Stalcup recalls a story from a newly enrolled school: "The teacher who had been at professional development had shared one of the strategies, and everybody wanted strategy cards. Everybody was starting to use them already, and they haven't even had an artist walk into a classroom! We're seeing how this is really igniting the excitement among teachers and reinvigorating their work with children. It's sparking their imaginations as much as it is the kids'."

Learning opportunities aren't limited to partner schools, though. Right Brain's "Imagine This!" summer seminar is open to anyone and draws educators from across the country. Presenters have included Rae Takemoto, an arts integration specialist from Hawaii, and Frances Bronet, dean of the University of Oregon's School of Architecture and Allied Arts, who used a design challenge to simulate students' experiences and show the value of open-ended, ambiguous assignments as vital learning tools.

Like Bronet's activity and the Hillsboro team's water dance, all of Right Brain's professional development offerings practice what they preach: "It's not a sit-down-and-talk-about-it experience," Stalcup says. "It's a get-up-and-do-it experience." **\*\*** 

10,376 total students served in 2011-2012



54 teaching artists



Clockwise from top left: Students at Sunnyside Elementary in Clackamas take part in a photography residency with Julie Keefe, photo by Allie Maya; students learn African drumming at Hollydale Elementary in Gresham, photo by Matt Kowal; Kindergarteners sing at Lewis Elementary in Portland, photo by Miri Stebivka





















# Work for Art keeps working—and growing!

FROM THE CRAYONS that come with a kids meal to the radio playlists you'll hear in each store, local Burgerville restaurants feel a little artsier than other fast-food outlets. That's no fluke. In fact, the company's cashiers and milkshake makers and sustainability planners are an arts-supporting lot, and have helped Burgerville achieve the highest number of employee donors of any Work for Art campaign.

Work for Art is RACC's workplace giving program that engages 73 companies across the region, giving employees an opportunity to support arts and culture, most commonly through their paychecks. Burgerville's president and CEO, Jeff Harvey, is leading the charge as the honorary chair of the seventh annual campaign, which runs through June, 2013.

Last year's honorary chair, PGE Foundation president Carole Morse, helped Work for Art raise a record-setting total of \$823,693. Portland General Electric remains a perennial top campaign, along with NW Natural, The Standard, and OHSU—all of which maintain an active presence in the arts and culture community. NW Natural invites Work for Art funded groups to perform at employee events year-round. The Standard encourages employees to spend time volunteering, and many of them choose to do so with groups funded by Work for Art. The connection between arts and healing is not lost on employees at OHSU—their children's hospitals in particular welcome arts activities for patients.

Employees and other donors who opt to give at least \$60 (just \$5 a month) get a lot in return, including an Arts Card, which provides two-for-one tickets to performances by 65 of the very groups that benefit from the money being raised. "We have more and more donors with Arts Cards every year," says program manager Kathryn Jackson, adding that the cards are especially prized by families who want to expose their children to arts experiences, which have become less present in schools.

The Arts Card is one aspect that sets Work for Art apart from

similar community funds. Another benefit that donors appreciate is that a coalition of city and county governments and private entities matches each gift dollar-for-dollar, and all of the proceeds go to arts and culture groups in Clackamas, Multnomah and Washington Counties. When a company signs on with the program, Work for Art brings artists into the workplace for a campaign kickoff event, and sometimes businesses engage these artists for leadership meetings and other corporate events as well. This ongoing relationship gives workers a glimpse of services that their donations

Arts Cards are especially prized by families who want to expose their children to arts experiences.

fund, and the performances they can attend with their Arts Card if they become donors.

As honorary chair, Harvey isn't just drumming up support among his own employees. Everyone who enters a Burgerville runs the risk of exposing themselves to art—and to Work for Art through various events and promotions. One such promotion, called Feed the Arts, gives a percentage of a spring day's sales from all 39 Burgerville restaurants directly to the Work for Art Community fund. Who knows? The arts might prove as addictive as Burgerville's Walla Walla onion rings—to satisfy the craving with an Arts Card of their own, diners might ask their own employers to participate. **\*** 

\$823,693 total raised FY12



73 participating workplaces



Clockwise from upper left: A caricature artist draws Federal employees at a campaign event; Burgerville's Feed the Arts Day; Work for Art's photo booth was a hit at the PGE campaign breakfast; Jeff Harvey, CEO of Burgerville, is the new Honorary Chair for Work for Art (photo by J. Baker); Bag&Baggage Productions is one of the many places where you can get two-for-one tickets with an Arts Card (photo by C. Campbell); the 2012 Arts Card

#### GRANTS

# RACC funds help keep the stage lights on, creativity flowing

WITH VOTERS' APPROVAL of the Arts Education & Access Fund, RACC will soon be charged with awarding record new funds in new ways. But in the meantime, grant monies for 2012-13 set a few records of their own.

The largest chunk of funds, more than \$1.7 million, was awarded last summer in the form of general operating support grants to 48 local arts organizations, including four first-time recipients: Bag&Baggage, NW Documentary Arts and Media, the Independent Publishing Resource Center (IPRC), and PHAME Academy. These grants are not for mere ideas or startups-to qualify, organizations need to have been in existence for three years, maintained \$80,000 or more in eligible income for at least two years, and meet other strict eligibility requirements. The inclusion of the Hillsboro-based theater company Bag&Baggage is a marker of "the increased support and advocacy" in Washington County, says grants officer Ingrid Carlson. And grants officer Helen Daltoso points out that this year's group of newcomers all show strong community impact, as well as artistic programming. Among the work that both IPRC and NW Documentary are doing is giving individuals the skills and the tools to tell their own stories, while PHAME is serving a unique population engaging adults with developmental disabilities in the fine and performing arts.

An additional 66 organizations (including schools) and 94 individual artists received \$732,440 in project grants in December of 2012 for work to be produced in 2013. At five percent higher than the previous year, it's the largest sum awarded yet for project grants – and helped meet the 12 percent increase in applications at 352, another record. Daltoso credits the increases to several key efforts: "We believe that our outreach activities and online application process have been very successful in helping us support so many new applicants." She also says that RACC's ongoing artist workshop series, free grant orientation sessions, and the bimonthly artists' meet-up event, Art Spark, have all made a difference.

Some seventy volunteers staffed 18 peer-review panels to evaluate project applications. Funded efforts to look forward to in the coming year include Opera Theater Oregon's *The Cunning Little Vixen*, staged in a Sauvie Island barn, and comedy classes through the Clackamas County's branch of the National Alliance on Mental Illness designed to serve people with chronic mental health issues. Carlson points out that the grants also help people wrap up longterm projects, like finishing a film that's been years in the making or publishing a zine anthology.

RACC's professional development grants focus on growth and were awarded to 65 individuals and 16 groups in 2012 – they split nearly \$100,000 between the spring and fall grant cycles. These funds, sometimes just a few hundred dollars, are used for marketing materials, websites, or business classes. Many recipients also use the funds for education in their field, to study with a mentor, or travel for exhibitions or conferences—any way to take their work or their career to the next level. Daltoso says, "to have the opportunity to engage audiences outside of Oregon and speak to people about your work is a pretty big deal."

Carlson and Daltoso are looking forward to the new opportunities that will come with the Arts Education & Access Fund. "This fund will help us serve an ever-increasing, diverse pool of applicants, and provide critical resources to help arts organizations provide more access to their programs," says Daltoso. The overarching question for RACC: "How do we effectively and efficiently use these funds to benefit the entire community?" **\*** 

**8**/volunteers served on grant panels

**2,329,000** combined audiences of all grant recipients

**ADD** State of the region's nonprofit arts organizations



V

Clockwise from top left: From Lesley's Throwing Paint Party, courtesy of Children's Healing Art Project (CHAP) ; Chamber Music Northwest, Jasper Quartet, photo by Jim Leisy; Portland Art Museum, Body Beautiful. Red-figured drinking cup, kylix, Greek, made in Athens, about 510-500 BC, attributed to Onesimos, from Caere, Italy. © The Trustees of The British Museum, 2012; Portland Center Stage, *It Ain't Nothin' But the Blues*, photo by Patrick Weishampel









### **EQUITY & OUTREACH**

## Arts community strives to reach everyone

THE TREND TOWARD AN increasingly diverse metropolitan region has accelerated over the last few years, and the local arts community is responding by speeding up its efforts to ensure that all citizens have access to meaningful participation in arts and culture. With the publication of a comprehensive new Outreach & Equity Plan in November, 2012, RACC has demonstrated its intention to lead the way.

"Diversity isn't just about the color of your skin, your sexuality or your heritage," says RACC outreach specialist Tonisha Toler. "It's about recognizing the unique value that everyone brings to the table. When you honor different perspectives, experiences and values, possibilities are expanded and new solutions are found."

Reaffirming its goal to cultivate and support the broadest array of arts and culture experiences possible, RACC has ramped up its partnerships with other nonprofit organizations to connect new communities to RACC's programs and services. In 2011 RACC partnered with Colored Pencils to expand both organizations' outreach and services for local immigrant artist communities. RACC expanded these types of partnerships in 2012 with an RFP process that resulted in \$26,000 in funding for eight new community partners that will reach African immigrants and Latino day laborers, among other groups. One proposal from the Laotian American Foundation to stage a singing contest could have been dismissed as too American Idol, but genuine interest in other people and cultures won out: instead of chalking it up to a cultural disconnect, the funding panel learned that contests like these are important cultural customs in the local Laotian artist community.

Expanded outreach efforts such as these have succeeded in attracting more artists from all corners of the community to RACC workshops and networking events, which ultimately results in more grant applications and awards to pockets of the community that RACC hadn't served before.

In Portland, these opportunities will only grow thanks to the passage of the new Arts Education & Access Fund. With new resources come new incentives for RACC-funded organizations to meet the goal of ensuring that all Portland residents have equal access to the arts and arts education.

"In doing this important work sometimes people can take the easy path of counting noses and reaching quotas, but we've been very clear that that's not our approach," says executive director Eloise Damrosch. "Really the goal is to think about how our organizations reflect and represent the community we live in, and that means different things to different groups. We don't expect everyone to get there overnight through some magic formula, but if we work together and take advantage of our different strengths and different approaches, together we can achieve the task at hand."

Damrosch says that RACC's challenge "is to be as much of a resource as possible. We have posted a web page focused on equity statistics and strategies, and links to other resources, and we've convened conversations with people who are actually doing this work in the field – not just talking about it. Some of them have been very effective."

The principles set forth in RACC's Outreach & Equity Plan apply to every aspect of doing business, from recruiting Right Brain teaching artists who can mirror the diversity of student populations to proactively encouraging entries from artists not yet represented in the city's public art collection. "Once you get in the habit of asking if there's another step you can take to make a new connection that could improve the outcome, the results start to speak for themselves," says Toler. "Overall, this has infused the entire organization with a new way of thinking and acting." **\*** 

45% of local public school students from communities of color **25.7%** of Oregonians have a disability

32% of RACC board members represent ethnic minorities



# PUBLIC ART

# Monumental works take place along new streetcar line

AS EAST-SIDE commuters get used to the mammoth metal sculpture by the Hawthorne Bridge, the conversation it inspires is shifting from "What in the world is that?" to "Ah, it's art, and it's pretty cool." When its fraternal twin goes up this year a few blocks north, by the Morrison Bridge, the two structures will be in conversation with each other, a call-and-response pairing of a positive and negative rendering of space.

The pieces line the Portland Streetcar's east-side extension and were funded through the streetcar's contribution to the Percent for Art program. The size of the streetcar project gave RACC, which oversees the city's public art collection, the chance to do something big, with a \$700,000 budget.

"I don't think we'll see another project on this scale for a while," says public art manager Kristin Calhoun. "We could have taken these funds and divided them into ten smaller projects, but made the choice to do something bold and monumental." She adds that RACC was excited about the chance to commission large-scale, highly visible works on the east side.

Working with a local selection panel that included artists, neighborhood business owners and employees, RACC used an invitational process to attract artists who demonstrated an ability to accomplish these kinds of projects.

The pieces by the Hawthorne and Morrison Bridges, collectively called *Inversion: Plus/Minus*, are the work of Lead Pencil Studio, founded by David Douglas grad Annie Han and Daniel Mihalyo, who are also responsible for the recently installed Non-Sign II at the US-Canada border in Blaine, Washington. The skeletal, seemingly floating buildings of *Inversion: Plus/Minus* are "ghosts" of the Phoenix Iron Foundry that used to be on the site, a marker of the area's past. "We really wanted work that spoke to that neighbor-

hood and its industrial sanctuary," Calhoun says.

Han and Mihalyo are based in Seattle, but their work here certainly has "economic tentacles," says Calhoun. "They moved to Portland temporarily, rented studio space, and hired local welders." Those choices keep much of the investment in the community.

The other major artwork on the new line, a shelter to be built later this year at the streetcar stop where Broadway and Weidler converge, is the first municipal project in the US by Los Angelesbased Cuban-American artist Jorge Pardo, a recipient of a MacArthur Foundation "genius" grant. Given the long gray rainy season, the selection panel hoped Portlanders will appreciate the "boost of color" in Pardo's work.

Portland and Multnomah County have Percent for Art ordinances, which call for two percent of most publicly funded capital construction budgets to be set aside for public art. RACC manages the funds and the artist selection process for the city and county.

Calhoun says "we are fortunate to live in a city where we prioritize creativity and the uniqueness of what artists contribute to the community." RACC continues to look for ways to make sure that Portland's public artworks reflect the whole city. "We take seriously that this is a collection for and of the community and needs to represent a diversity of styles, artists, and reflect the growing diversity of our city and region."

"Everyone has their favorite pieces of public art, and we believe that the collection as a whole continues to give Portlanders something to be proud of," says Calhoun. "Some works draw more attention than others—for better or for worse."

With the size of these new works and their location on a major transit corridor, these latest pieces of public art are sure to be among the most noticed. **\*** 

bb murals added to Portland's collection since 2005



64 artists added to the collection since 2010 RACC's online public art database racc.org/ publicart



#### **FINANCES**

## **Leaps and Bounds**

IN 2012, THE Right Brain Initiative expanded to new schools as it entered its fifth year. Another RACC program, Work for Art, also continued to grow. Through the Percent for Art program, the expansion of the Portland Streetcar to the east side meant new public art works along the Central Loop, including huge, highly visible, marquee projects like *Inversion: Plus/Minus*. It seems like everything at RACC is growing—everything, that is, except for RACC itself.

"We just continue to do more with the same staffing," says director of operations Cynthia Knapp. "We make decisions based on what our organization needs to look like instead of trying to pile on a bunch of staff." For a grant-awarding organization, she adds, "The goal is to get the most money out, so we don't want to keep money in here to increase our overhead."

In the coming year, RACC's ability to distribute grants will have

a major growth spurt thanks to the passage of the Arts Education & Access Fund in November 2012. The new, \$35-per-adult tax will send an estimated \$6.8 million to local school districts and roughly another \$5.4 million through RACC, the majority of which will go to general operating support grants. Knapp says the measure's passage is an opportunity to create a new grant program for education and access for arts organizations working with schools and underserved populations.

As mechanisms are put in place for the funds and attendant citizen oversight (also mandated by the ballot measure), it's too early to tell exactly what the resulting program will look like. But with 62 percent of voters supporting the new tax, one thing is very clear: In Portland, Knapp says, "They see the value in the arts, and providing our children with arts education." **\*** 

REVENUE	
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\* Includes \$1,596,973 in percent-for-art revenues and \$290,000 pass-through funds to Artists Repertory Theatre and Creative Advocacy Network

\*\* Includes \$411,772 in percent-for-art revenues and \$200,000 in transient lodging tax revenues

\*\*\* Includes \$135,175 donor designated funds to arts organizations



\* Includes \$290,000 pass-through funds to Artists Repertory Theatre and Creative Advocacy Network

\*\* Includes \$135,175 donor designated funds to arts organizations

\$556,493	0.5%
¢FFC 402	6.3%
\$95,495	1.1%
\$451,148	5.1%
\$505,007	5.7%
\$155,901	1.8%
\$90,000	1.0%
\$100,000	1.1%
\$771,978	8.8%
\$6,080,257	69.0%
	\$771,978 \$100,000 \$90,000 \$155,901 \$505,007 \$451,148 \$95,495

**Total Revenue** 

\$8,806,280

A. Advocacy	\$335,739	4.0%
B. Grants*	\$3,060,676	36.8%
<b>C.</b> Public Art	\$2,130,646	25.6%
D. Community Services**	\$738,065	11.9%
E. Arts Education	\$748,270	9.0%
F. Management & General	\$1,054,949	12.7%

Total Expenses\$8,323,863Increase in Net Assets\$344,712Net Assets, Beginning of Year\$1,796,644Net Assets, End of Year\$2,141,356

racc.org

## CONTRIBUTIONS

This list includes donations received between January 1 and December 31, 2012.

#### Unrestricted Gifts

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