

# OUR CREATIVE FUTURE

co-creating an arts & cultural plan for all

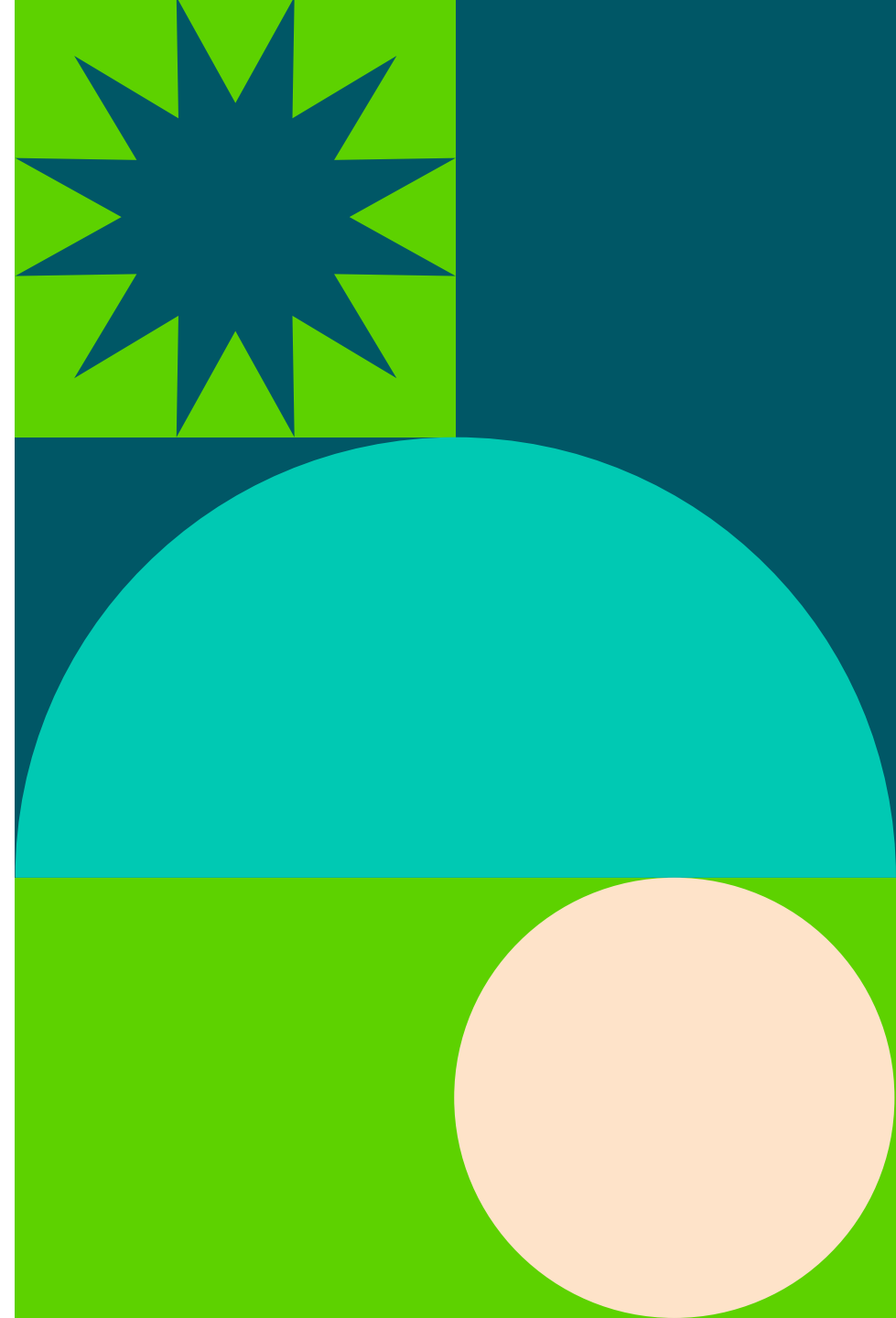
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Portland metro region and Clackamas, Multnomah, and Washington Counties

Welcome!  
Say Hello in Chat!

Draft Cultural Plan Review

April 9, 2024



# Zoom Tips & Recommendations

- **All Attendees:** Please click “Interpretation”, found on the zoom menu bar, select your preferred language (Spanish, English)
- If you have requested (or would prefer) interpretation services during the town hall please message one of the panelists.
- Please use the chat function to introduce yourself & ask questions to the panelists.
- Following Breakout Sessions:
  - In your breakout session, please designate someone to share out your findings.

*For any technical difficulties, please message/chat Metropolitan Group and Kyle will help support you.*

*This meeting will be recorded and shared out at a later date!*



# Today's Agenda

Draft Plan Overview

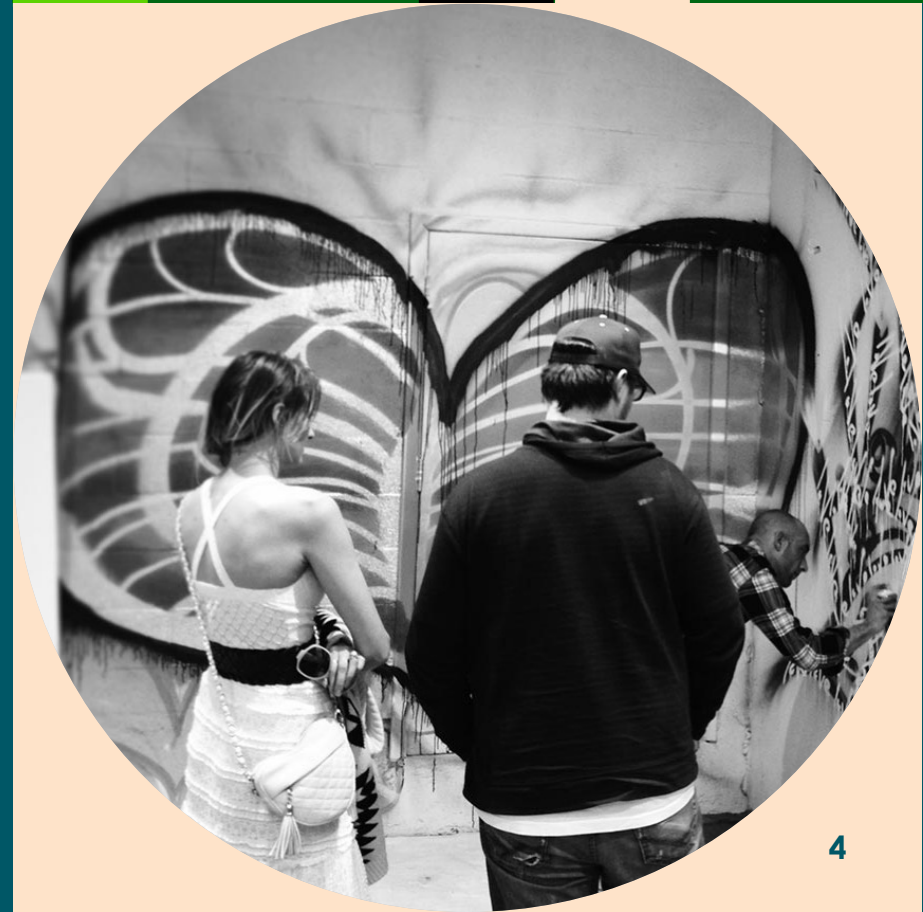
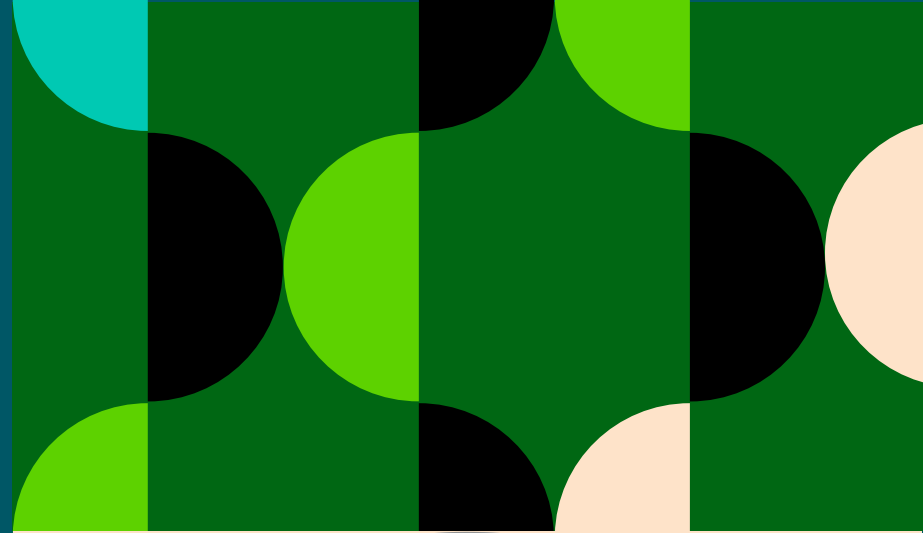
Small Group Peer Discussions

What Comes Next

[ourcreativefuture.org/draft-plan](https://ourcreativefuture.org/draft-plan)



# Draft Plan Overview



# Big Picture

- What is a cultural plan?
- This plan is:
  - A regional framework!
  - Action plans now happening with seven local governments.
  - ALL can play a role in action.



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

# Vision Statement

*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.*

# The Planning Process

## PMT and Steering Committee

3,500 people

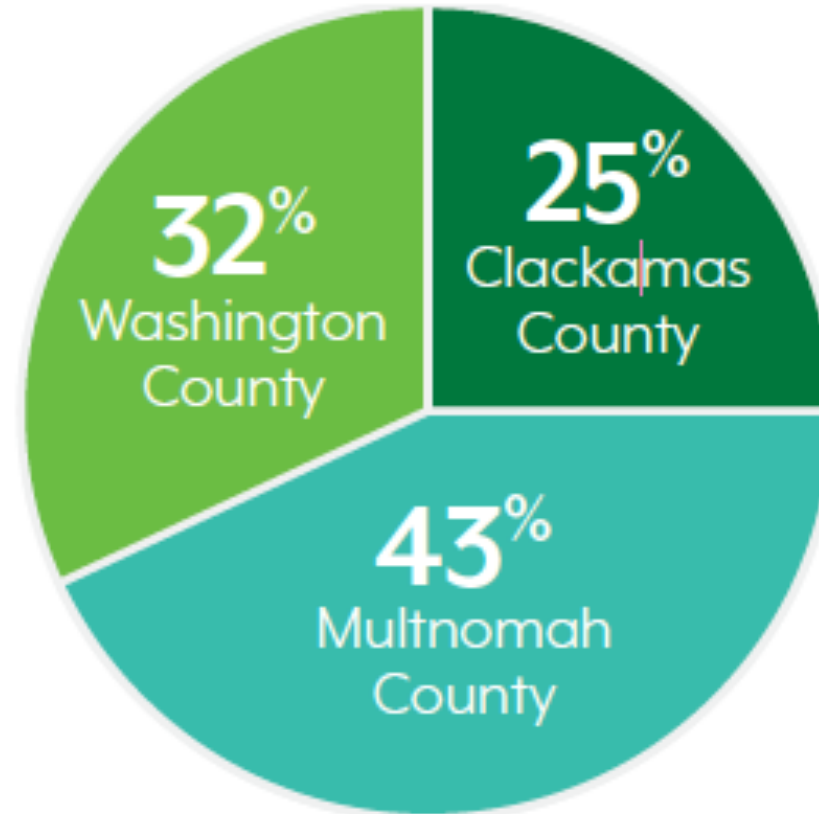
- 50 discussion groups
- 40+ interviews
- Two surveys

## Complementary research

- Arts Grants Review
- Arts Demand Study
- Arts Funding Models
- Creative Economy Portrait

## Statistically Valid Public Opinion Survey

705 completed





# Goals & Strategies

Goals: **What** we want to see different and better

Strategies: **How** we will make progress

Actions: can be adopted and customized

# Five Goals

**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.

1. **Inclusive arts and cultural funding and other resources for all – BIPOC, immigrant, LGBTQIA+, people with disabilities, cities and towns throughout the region, etc.**
2. Increased support for programs for underrecognized populations and communities.
3. Support services for cities throughout the region.
4. **Support for programs, artists, groups, and venues in smaller cities and unincorporated areas.**
6. **Create a racial and cultural equity fund.**
10. Continue and expand support for K–12 arts education and creative youth development.

## Goal 2: Forge purposeful connection and coordination within the arts and cultural community.

1. View arts and cultural community as inclusive and mutually supportive.
2. Broaden support to include the commercial and quasi-commercial arts.
- 3. Advocate for effective public policy and action.**
- 4. Build comprehensive public awareness – public will campaign.**
- 5. Develop a network of local arts agencies.**
6. Promote information and resource sharing within the arts and culture community.

# Goal 3: Empower the arts and cultural community with sufficient, sustainable funding and other resources.

1. **Significantly increase funding across the region.**
2. Provide support services for artists and their networks.
3. **Develop a comprehensive affordable space program.**
4. Align arts funding policies with best practices in equity and accessibility.
5. **Convene a cohort of foundation arts funders and corporate arts funders.**
6. Explore rebuilding the existing United Way-style fundraising campaign.
7. Support service organizations in achieving the goals of this plan.
8. Expand communitywide marketing and audience development.
9. Develop a systemic solution to sustainability of P'5 and its users.

## Goal 4: Drive economic growth through the arts and cultural community.

1. Provide economic development support for the commercial arts sector.
- 2. Build markets for commercial arts sectors.**
- 3. Invest in arts and culture as a tool to revitalize areas.**
4. Strengthen coordination with tourism organizations for cultural tourism.
- 5. Integrate arts and culture into workforce development.**
6. Expand documentation of economic impact and ROI for arts and culture.

## **Goal 5: Utilize the arts and cultural community as a vital partner in the health and development of every community.**

- 1. Local governments invest in arts and culture as a tool for social service.**
2. Develop metrics and evaluations to demonstrate success.
- 3. Develop programs celebrating and supporting inclusive, amateur, and community-based creativity.**
- 4. Explore and develop policies to require or incentivize public art in private real estate development.**

# Funding

- **City of Portland: update the Arts Tax**
- **Metro: long-term regional funding source**
- **Metro: increased tourism fund allocations**
- **State enabling legislation modeled on Washington Cultural Access Program**
- **Cities and counties: continued/increased allocations**
- **Increased support for Oregon Cultural Trust and Oregon Arts Commission**
- **Cohorts/collaborations of foundations and corporations**
- **Expand RACC's workplace giving program**



# Implementation and Governance

Each jurisdiction will review and customize the regional plan.

Each will highlight and tailor specific recommendations into an action plan.

Implementation passes to cities, counties, Metro and RACC.

All cities, towns, communities, organizations, artists are encouraged to take a role.

Creation of a regional team to oversee implementation and provide accountability.

# Break Out Groups/ Peer Discussion



# BREAK OUT ROOMS

**Three questions in 30 minutes!**

***Be creative and solutions-oriented.***

***Be brief in your comments so all can participate.***

***Encourage all to provide insight and ideas.***

***Respect and support different, multiple perspectives and ideas.***

# BREAK OUT ROOMS

**Nominate a/volunteer as a note taker.**

- **Note all ideas!**
- **If there are any good quotes from the group, please record and indicate it as a quote.**
- **Record notes either on paper or your device.**

# DISCUSSION

## OF ALL THE STRATEGIES....

- Identify 2 early priorities.
- Identify 2 longer term priorities.
- What if, if any, significant changes do you want to see in the plan?

# DEBRIEF

**Volunteer from each room to share from each of the questions.**

**Be Brief!**

# What Comes Next

IF ADDITIONAL COMMENTS PLEASE VISIT...

<https://ourcreativefuture.konveio.com/>

THANK YOU!!!!





## Our Creative Future Steering Committee

Name	Affiliation	Geography
Trieste Andrews	Oregon City Arts Commission	Clackamas
Nicole Bradin	Explore Tualatin Valley	Washington
Julie Bunker	Milestone Initiatives	Washington, Multnomah
Joe Cantrell	Artist	Washington
Gus Castaneda	Aloft Hotels	Multnomah
Corinn deTorres	Chapel Theatre	Clackamas
Jerry Foster	PassinArt	Multnomah
Subashini Ganesan-Forbes	New Expressive Works	Multnomah, Washington
John Goodwin	Portland Art Museum	Multnomah
Kimberly Howard Wade	Caldera Arts	Multnomah
Joaquin Lopez	Creative Laureate of Portland	Washington
Jaimie Lorenzini	City of Happy Valley	Clackamas
Barbara Mason	Artist	Washington
Jeremy Okai Davis	Artist	Clackamas
Sushmita Poddar	Small business Owner	Washington
Sankar Raman	The Immigrant Story	Multnomah, Washington
Barbara Steinfeld	Consultant	Clackamas, Multnomah, Washington
Karis Stoudamire-Phillips	MERC Commission	Clackamas, Multnomah, Washington
Toni Tabora-Roberts	Consultant	Multnomah
Tonisha Toler	Collins Foundation	Clackamas, Multnomah, Washington
Tammy Jo Wilson	Art in Oregon	Clackamas