



Oregon Cultural Trust Board Meeting October 28, 2022

9:00 am to 12:00 pm

Cultural Trust Board Meeting

Join Zoom Meeting

<https://oregon4biz.zoom.us/j/85821773023?pwd=cEI2L3R1eTlxNEhtNVFEQIR0NUZ3QT09>

Meeting ID: 858 2177 3023

Passcode: 296848

One tap mobile

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Upcoming Meetings

- February 23, 2023 - 9:00am to 12:30pm

**Oregon Cultural Trust
Board Meeting Agenda**

Thursday
October 27 2022
9:00 to 12:00pm



Zoom Link <https://oregon4biz.zoom.us/j/85821773023?pwd=cE12L3R1eTlxNEhtNVFEQIR0NUZ3QT09>

Phone: 1 669 944 9171 Meeting ID: 85821773023 Passcode: 296848

	9:00 AM	Welcome Introductions	Niki Price, Chair
1 Action Page 6	9:05 AM	Minutes: July 28, 2022	Niki Price
2 Information Page 10	9:10 AM	Cultural Partner Reports	Partners, see list below
3 Information	9:25 AM	Oregon Folklife Network Presentation	Emily West Hartlerode, Associate Director
4 Information Page 24	9:45 AM	Funding Programs Update + Cultural Development + County and Tribal Coalitions + Cultural Partners + ARPA Live Venues	Aili Schreiner, Cultural Trust Manager
5 Information Page 26	10:00 AM	Celebrate Oregon License Plate Sales Update	Carrie Kikel, Communications Manger
Break	10:10 AM	Break	
6 Discussion Page 27	10:20 AM	End-of-Year Campaign Update	Carrie Kikel, Aili Schreiner, Raissa Fleming
7 Discussion Page 47	11:00 AM	Strategic Planning and DEIA Process	Aili Schreiner, and Liora Sponko, Senior Program Manager
8 Information Page 53	11:20 AM	Executive Director Report	Brian Rogers, Executive Director
9 Information	11:35 AM	Board Member and Staff Updates	
10	11:55 AM	Public Comment	
11 Action	12:00 PM	Adjourn	Niki Price

Oregon Cultural Trust Partners

Oregon Arts Commission	Jenny Green, Chair Oregon Arts Commission
Oregon Heritage Commission	Kuri Gill, Heritage Commission Coordinator
State Historic Preservation Office	Chrissy Curran, Deputy State Historic Preservation Officer
Oregon Humanities	Adam Davis, Executive Director
Oregon Historical Society	Eliza Canty-Jones, Director of Community Engagement

Unanticipated agenda items may or may not be included. The meeting is a Zoom meeting with phone conference option. A request for an interpreter for the hearing impaired or for other accommodations for persons with disabilities should be made at least 48 hours before the meeting to Raissa Fleming 503-986-0088. TTY 800-735-2900



<p>Mission</p>	<p>To enhance the quality of life for all Oregonians through the arts by stimulating creativity, leadership and economic vitality</p>	<p>To lead in building an environment in which cultural organizations are sustained and valued as a core part of vibrant Oregon communities.</p>
<p>Overview Purpose</p>	<ul style="list-style-type: none"> • Policy development and advice to government on programs related to arts • Official state arts agency • Grantmaking • Advocacy • Multiple programs (Community Development, Arts Education, Percent for Art) 	<ul style="list-style-type: none"> • Policy development and advice to government on programs related to culture • Fund development • Grantmaking • Advocacy • County/Tribal Coalition development
<p>Governance</p>	<p>9 Members Appointment by the Governor</p>	<p>11 Members Appointed by the Governor, confirmed by the Senate 1 House Member; 1 Senate Member</p>
<p>FTE</p>	<p>4.5 Admin & Programs 3 Contract (Percent for Art)</p>	<p>3.5 Fund Development, Communications, Assistant</p>
<p>Budget</p>	<p>\$3,728,492</p>	<p>\$3,384,340</p>
<p>Revenue Sources</p>	<p>General Fund, Federal Fund (NEA) Other Funds (Percent for Art, Cultural Trust, The Ford Family Foundation, Oregon Community Foundation, Lottery)</p>	<p>Other Funds (Contributed, License Plate, Interest Earnings)</p>
<p>Services & Technical Assistance</p>	<p>Percent for Art</p>	<p>Grant Trainings • Staff Outreach • Online Resources • Communications</p> <p>Coalition Leadership</p>
<p>Shared Services</p>	<p>Office • Technology/Software • Financial • Contracts • Human Resources • Administrative • Communication Staff</p>	
<p>Grants FY2021: July 1 20120 – June 30, 2021</p>	<p>Grants FY2021: July 1 20120 – June 30, 2021</p>	
<p>Grants FY2021: July 1 20120 – June 30, 2021</p>	<ul style="list-style-type: none"> • Arts Access Reimbursement, \$5,914 • Arts Build Communities, \$180,002 • Arts Learning, \$190,000 • Career Opportunity, \$164,126 • Designated, \$40,000 • Fellowship, \$25,000 • Operating Support, \$1,493,981 • Small Operating, \$209,423 • Total = \$1,493,981 	<ul style="list-style-type: none"> • Cultural Development, \$1,350,719 • Coalitions, \$676,760 • Cultural Partners <ul style="list-style-type: none"> • Oregon Arts Commission, \$181,868 • Oregon Heritage Commission, \$60,623 • Oregon Historical Society, \$60,623 • Oregon Humanities, \$181,868 • State Historic Preservation, \$60,623 • Total = \$2,573,084

1
Executive
Director

FY19
Donations
\$4,557,355

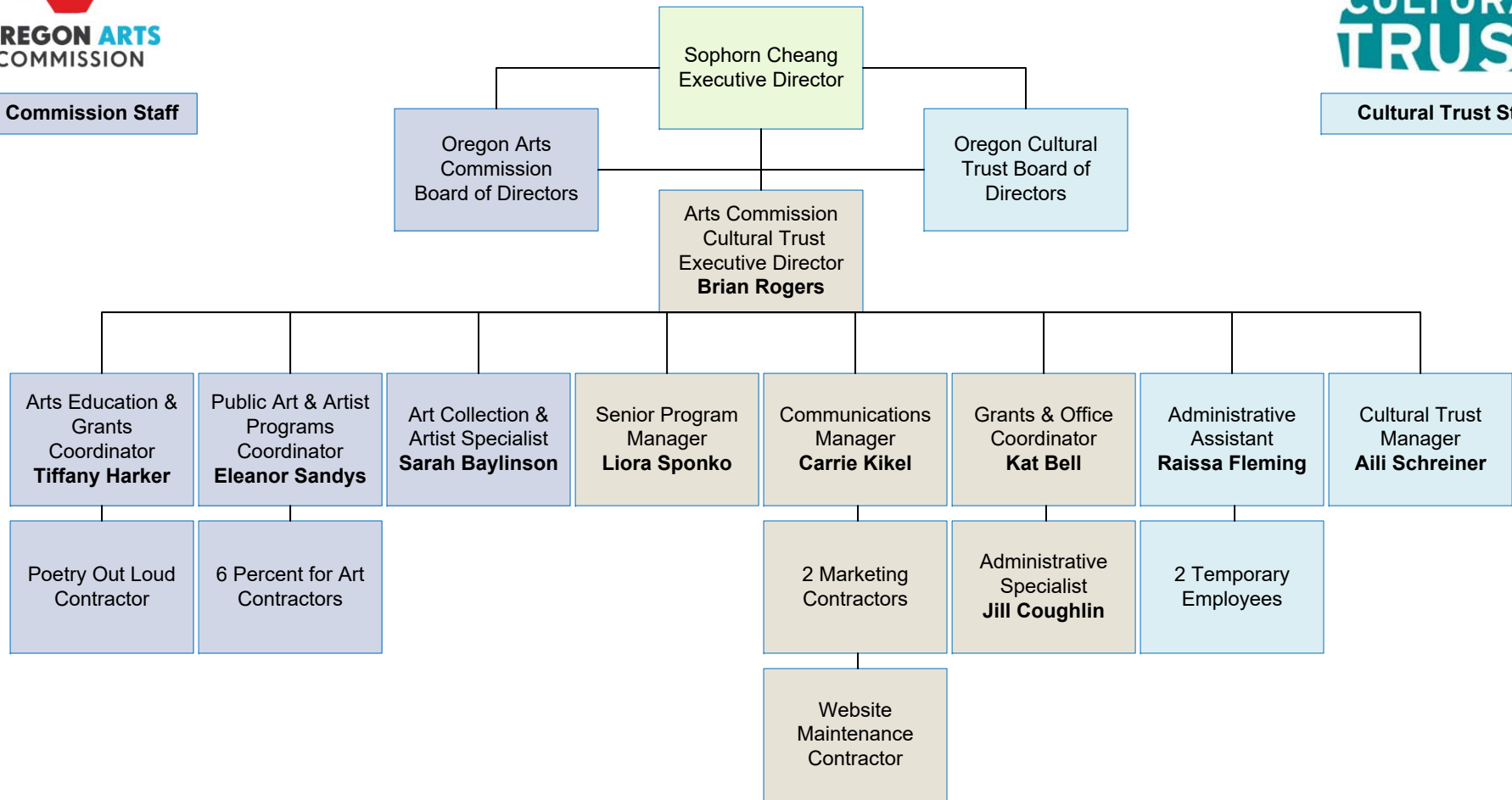


**OREGON ARTS
COMMISSION**

Arts Commission Staff



Cultural Trust Staff



Arts Commission and Cultural Trust Staff

DRAFT
Oregon Cultural Trust Board Meeting Minutes



July 28, 2022

Teleconference

Board Members Present: Nicki Price, Chair; George Kramer, Vice-Chair; Gayle Yamasaki, Treasurer; Sean Andries; Nathalie Johnson; Gustavo Morales; Myong-Hui Murphy; Chris Van Dyke; Sen Bill Hansell

Board Members Absent: Bereniece Jones-Centano; Rep John Lively

Staff Present: Kat Bell, Grants & Office Coordinator; Raissa Fleming, Trust Assistant; Carrie Kikel, Communications Manager; Aili Schreiner, Trust Manager, Liora Sponko, Senior Program Manager

Partners Present: Eliza Canty-Jones, Oregon Historical Society, Chrissy Curran, State Historic Preservation Office; Adam Davis, Oregon Humanities; Kuri Gill, Oregon Heritage Commission; Jenny Green, Oregon Arts Commission

Others Present:

Welcome and Call to Order

Price called the meeting to order at 9:03 am.

Minutes: May 19, 2022

Motion: Yamasaki moved approval of the minutes from the May 19, 2022 meeting as presented. Seconded by Andries. Motion passed unanimously.

Cultural Partner Reports

Green and Sponko presented Oregon Arts Commission report.

Gill presented report.

Curran presented report. She discussed the Preservation Plan and the Oregon Heritage Plan. They are intended to guide heritage efforts statewide and the work of Oregon Heritage.

Davis presented report.

Canty-Jones presented report.

Action: Priced asked Partners to provide list of grantees with fund sources and location in their subsequent reports.

Disbursement Plan & Budget

Schreiner presented disbursement plan. Yamasaki asked which people in the organization chart provided in packet are paid by the Cultural Trust and at what percentage. Schreiner said it would clearer after we receive administrative budget detail from our fiscal department.

Action: Provide administrative budget with detail of staff and percentage paid by the Cultural Trust.

Motion: Yamasaki moved approval of the proposed budget plan as presented contingent upon approval of state budget plan. Seconded by Kramer. Motion passed unanimously.

Funding Program Recommendations

Cultural Development

Schreiner presented report. Andries asked if they chose option 3, how many grants in each category would receive funding. Schreiner directed the board to page 32 of the packet that shows the breakdown. Yamasaki asked why there aren't any new access applications outside Portland. Schreiner said there were several that were new to applying but didn't score high enough for funding. Kramer suggested collecting project budget data.

Action: Provide breakdown of Development, Coalition, and the Organization and Professional Development grants by population in the state.

Priced asked if there were any conflicts of interest. Kramer has conflicts with Little Theatre on the Bay and the Lakeview Community Partnership. Murphy has a conflict with the Patricia Reser Center for the Arts.

Motion: Yamasaki moved approval of Option 3 as presented with the following exceptions: Little Theatre on the Bay, the Lakeview Community Partnership and the Patricia Reser Center for the Arts. Seconded by Van Dyke. Motion passed unanimously.

Motion: Murphy moved approval of Option 3 as presented for the Little Theatre on the Bay and Lakeview Community Partnership. Seconded by Hansell. Kramer abstains. Motion passed.

Motion: Yamasaki moved approval of Option 3 as presented for the Patricia Reser Center for the Arts. Seconded by Kramer. Murphy abstains. Motion passed.

County and Tribal Coalitions

Schreiner presented report.

Motion: Kramer moved approval of the County and Tribal Coalition funding allocation as presented. Seconded by Yamasaki. Motion passed unanimously.

Cultural Partners

Schreiner presented report.

Motion: Yamasaki moved approval of the Cultural Partner funding as presented in the spending plan. Seconded by Murphy. Motion passed unanimously.

Marketing Campaign and Trust Fiscal YTD

Fleming and Kikel presented report.

License Plate and Celebrate Oregon Update

Kikel presented reports. Discussion followed about options for creating swag and how to share it out.

Strategic Planning Process

Sponko presented report.

Diversity, Equity, Inclusion and Accessibility Plan (DEIA) Process

Sponko presented report. Price asked how long we've been working on the plan. Sponko said staff started working on a statement last year but realized that it needed to be more than just the statement.

American Rescue Plan Act (ARPA) Program Update

Schreiner presented report.

Executive Director Report

Schreiner and Sponko presented report. Kramer suggested a name change in the statute for the "Arts Program" that oversees the "Trust for Cultural Development Account"

Discussion followed about the purpose of the caucus. Price suggested reaching out to partners that weren't in statute.

Board Member and Staff Updates

Yamasaki said the spring mailing message was a good one and changed when she gives.

Schreiner said we have a limited duration employee starting on Monday, August 1.

Price attended a July 4 thank you for Rep. Gomberg. They are hosting an event for the new director of Oregon Community Foundation.

Kramer said the dome installation for Liberty Theatre in North Bend is happening.

Public Comment

None.

Adjourn

Price adjourned the meeting at 12:02 pm.



Partner Update for the Oregon Cultural Trust Board Meeting
10/27/22

The Arts Commission is having an extraordinarily busy fall and, in keeping with the spirit of the season, we are experiencing some exciting changes.

STAFF & COMMISSIONERS

- We are in the process of saying goodbye to our former Chair Anne Taylor. We're grateful to Anne for her years of service and for being a strong advocate for rural communities.
- Stephanie Kim will replace Anne at the end of the month, and as sad as we are to see Anne go, we are thrilled to have Stephanie join us. Stephanie is a color designer at Nike, a board member of the Hillsboro Arts and Culture Council and a mother to her 8-month-old son. Stephanie's bio is attached.
- We are also pleased to announce that Tiffany Harker has accepted the position of Arts Education and Grant Coordinator. Tiffany is currently an Art in Public Places project manager as well as the director of Holding Contemporary Gallery, and a project administrator for Gather:Make:Shelter. Tiffany's bio is attached.
- Our beloved Eleanor Sandys, Public Art & Artist Programs Coordinator will be leaving the Arts Commission at the end of this month to pursue her own art practice. Eleanor started as the Commission's Registrar and Research Specialist and was promoted to the Public Art and Artist Programs Coordinator. During the pandemic Eleanor ran two rounds of Artist Resiliency funding in partnership with Oregon Community Foundation and the James F. and Marion L. Miller Foundation. The state of Oregon's public art and all of our artists are in a much better place thanks to the dedication and hard work of Eleanor!
- We are in the process of interviewing for Eleanor's position now and hope to have our new person start in mid to late November.
- We have finalized our Strategic Plan for the next five years and are excited to start implementing our Action Steps and working toward our goals. The plan is attached.
- We are in the final stages of creating our DEIA Plan and will share it out in the coming months.
- Many of our staff members (Brian, Kat and Liora) were able to attend NASAA's Annual Conference in Kansas City and have returned energized, enthusiastic and with helpful new connections and ideas for our programming and grants.

● GRANTS & PROGRAMMING

- We currently have six contractor project coordinators managing 20 Percent for Art in Public Places projects across the state.
- Arts Learning, Operating Support and Small Operating Support Grants have all been



awarded and grant agreements are being sent out to the awardees now.

- Panels are currently reviewing Arts Build Communities Grants, Performing Arts Fellowships and Career Opportunity Grants and those awardees should be announced by the end of the year.
- We selected the Cultural Planning Group as our consultant for the Creative/Cultural Districts Program. Cultural Planning Group consists of Martin Cohen and David Plettner-Sauders, who have experience in developing and reviewing creative/cultural districts for states and municipalities. They are currently interviewing key stakeholders and meeting with the Steering Group as part of their research phase. (see attached planning documents)
- We selected SeeChange as our contractor for the Poetry Out Loud Program. The team consists of Aimee Craig and Jason Graham, who have extensive experience in planning events and working with schools. They will start recruiting school participation this fall and planning for our March 11th statewide contest (in-person).

- **ARTS & CULTURE CAUCUS**

- We held a meeting with OCT and CACO to discuss everyone's legislative priorities for the upcoming session.
 - The Arts Commission's priority is our ask for an increase of \$10m to our General Fund Disbursement
 - The Arts Commission has not had a General Fund increase in 10-15 years. During this time we have only not been keeping up with general cost of living increases, we have also brought in hundreds of new arts organizations and artists meaning we have unfortunately seen our awards diminish in size and impact.
 - CACO's priorities are their CREF capital construction funding requests, \$50m Relief Funding Request and \$200m in lottery bonds for the Cultural Trust!
 - The Cultural Trust's priority was the removal of the Admin Cap.
- We have scheduled meetings (or are in process of scheduling) with these legislators to launch the Informal Arts & Culture Caucus:
 - Senator Anderson
 - Senator Knopp
 - Senator Hansell
 - Senator Steiner-Hayward
 - Representative Nosse
 - Representative Lively
 - Representative Gomberg



- Representative Marsh
- If anyone has a legislator they believe would be interested in joining the Arts & Culture Caucus please let us know!

Thank you Oregon Cultural Trust for your partnership and support



October 27, 2022

TO: Oregon Cultural Trust Board
 FROM: Kat Bell, Grants Officer
 SUBJ: Funding Sources for Oregon Arts Commission grants

Below is the Arts Commission allocation to grant programs for FY 2023.

Program	General	Federal	Other	Other Funder
Arts Access Reimbursement	\$15,000		\$3,500	Oregon Cultural Trust
Arts Build Communities	\$105,000	\$120,000		
Arts Learning	\$110,000	\$120,000	\$10,000	Oregon Cultural Trust
Career Opportunity	\$90,000		\$130,533	The Ford Family Foundation
Operating Support	\$578,501	\$534,300	\$159,039	Oregon Cultural Trust
Operating Support for Small Orgs	\$219,905	\$17,500		
Oregon Folklife Network	\$40,000	\$40,000		
Literary Arts Fellowship	\$14,000			
Media Arts Fellowship	\$10,000			
Performing Arts Fellowship	\$25,000			

Requested Action:

Informational only For commission input/discussion For commission action

Stephanie Kim Bio



Stephanie received her BFA in textiles at the Rhode Island School of Design. Upon graduating she pursued NYC's fashion industry working for various brands like Ann Taylor, Tory Burch, and Tibi until she was recruited by Nike in 2016. Currently, she is working as a Sr. Color Designer for Nike Women's Footwear.

She has established roots in Oregon and believes in serving her local community. She currently sits as a board member on the Hillsboro Arts & Culture Council and Five Oaks Museum and is actively serving as a mentor in her Korean immigrant community. She believes in the power of art and believes it is her duty to be a bridge for Korean immigrants and the wider Asian community to fully integrate into society and create accessibility in the arts.

Tiffany Harker Bio

Currently Tiffany is the owner/director of HOLDING Contemporary, which presents exhibitions and programs by emerging and established visual artists across disciplines. She is also a Project Coordinator for the Oregon Arts Commission's Percent for Art in Public Places program. Previously, Tiffany was a Project Administrator for Gather:Make:Shelter, which provides opportunities for people experiencing houselessness and poverty to engage in collaborative, skill-building projects in creative fields, connecting houseless and housed people together to empower each other. Tiffany has built relationships with K-12 schools and institutions throughout Oregon.

Strategic Plan
Oregon Arts Commission
January 2023-December 2027

Mission:

The Oregon Arts Commission enhances the quality of life for all Oregonians through the arts by stimulating creativity, leadership and economic vitality.

Vision:

The Oregon Arts Commission envisions a future where communities celebrate creative expression, artists and arts organizations thrive through robust public support, the arts are recognized as an essential economic driver and Oregon is recognized as a leader for equity and inclusion in the arts.

Goals:

IMPACT: Strengthen and Secure Dependable Funding for the Creative Sector to Meet the Needs of All Oregonians

Objectives

- Engage at least 10 bipartisan/bicameral legislative advocates through a robust Arts and Culture Caucus to dramatically increase awareness of the impact of the creative sector in Year One. Expand the number of advocates in Year Two and Year Three.
- Advocate for \$10 million increase in General Funds to expand arts and cultural offerings for all Oregonians during the 2023-2025 legislative biennium session.
- Identify new funding opportunities for increased stability and growth of the sector as part of an on-going three-year effort.

Actions

- Hire a contractor in Year One to assist in the organization of the Arts and Culture Caucus.
- Work with contractor to hold and coordinate regular meetings and events with caucus members to increase funds and Legislative Concepts during the upcoming legislative session, including increases in general funds, Art in Public Places and Creative Districts.
- Ensure consistent communication between the Arts and Culture caucus and partners in the field.
- Communicate the impact and value of artists and arts organizations through locally relevant stories including data.
- Strengthen current partnerships at all levels and build new relationships with funders.

EQUITY: Facilitate Community-Informed Work to Increase Diversity, Equity, Inclusion and Accessibility

Objectives

- Actively work to reduce barriers to our grant programs and services through increased awareness in Year One.
- Increase funding to currently and traditionally underserved and under-resourced communities and artists in Years One through Three.
- Monitor and evaluate progress in reducing barriers to grant programs and services in Year Two.
- Increase the diversity of staff, Arts Commissioners, panelists, and stakeholders by 15% in Years One through Three.

Actions

- Review and revise all grant programs with the assistance of stakeholders to ensure that guidelines are accessible and equitable.
- Implement grant management systems that are efficient, accessible, and effective.
- Explore alternatives to traditional grant application process.
- Develop a process to determine equity gaps to ensure funding is equitably distributed to underserved communities.
- Identify barriers of rural communities in accessing grant programs.
- Propose changes and revisions to current policies and explore new programs to address inequities in grantmaking.
- Develop and implement our Diversity, Equity, Inclusion and Accessibility Action Plan.
- Revise policies and practices to ensure our programs and services are accessible to people of all abilities.
- Annually review progress of our DEIA work.
- Develop peer review panels that represent the diversity of the state.
- Develop compensation for panelists to acknowledge their professional expertise.

ENGAGE: Utilize the Power of the Arts to Engage Oregonians of all Ages

Objectives

- Increase the agency and partner's participation in arts education in Year One through Three to support lifelong learning.
- Support an increase of 50% in funding to current programs to ensure the sustainability of arts organizations beginning in Year Two.
- Secure 50% increase in financial support to invest in public art that increases civic engagement by Year Four.
- Encourage ongoing recognition of the role of artists in enhancing the quality of life in Oregon's communities through effectiveness evaluation in Years Four and Five.

Actions

- Work with Oregon Department of Education and other statewide partners to support arts education initiatives.
- Support arts education leaders through convenings and technical assistance.
- Explore new strategies to increase operating support for arts nonprofits.
- Convene cohort groups for peer learning on a regular basis.
- Develop annual capacity building programs and initiatives for arts nonprofits and artists particularly in the areas of fiscal management, board development, and long and short-range planning.

- Explore opportunities to increase support to older adults.
- Increase resources to sustain the Art in Public Places program and collection.
- Increase funding to artists through our current programs.
- Explore and develop new opportunities for earning by and funding of artists.

THRIVE: Advance the Creative Sector as an Economic Driver in Communities

Objectives

- Develop the Creative/Cultural Districts Program to support vibrant arts and cultural communities in Years One through Three.
- Promote the awareness of the creative sector as a high return investment during Years One through Three.
- Integrate the arts with economic, community development, and tourism goals in Years Two and Three.
- Increase artists' access to resources by 25% in Years Two through Five.

Actions

- Implement the Creative/Cultural Districts Program in communities across the state.
- Communicate the economic impact of the arts through data from the Arts and Economic Prosperity Study.
- Evaluate grant programs to identify the return on investment.
- Partner with Business Oregon on economic and community development initiatives across the state.
- Coordinate efforts with Travel Oregon and Regional Development Marketing Organizations.
- Promote the artist registry and increase artists' participation.



Oregon

Kate Brown, Governor

Parks and Recreation Department
Oregon Heritage Commission
725 Summer St. NE, Suite C
Salem, OR 97301-1271
(503) 986-0685
www.oregonheritage.org



Oregon Heritage Commission Report

Heritage Technical Resources Coordinator Position Filled Again!

Our Heritage Technical Resources Coordinator position is filled with someone new. Rachel Thomas, who had joined us in June, has opted to be a stay-at-home parent for her child with special-needs. Cam Amabile has joined us. Cam has degrees in Anthropology & Environmental Biology from Tulane, a certificate on DEI in the Workplace from USF, and is a Certified Interpretive Trainer & Certified Interpretive Guide with the National Association for Interpretation. She has spent her career in cultural and natural heritage organizations including the Audubon Nature Institute, the National Park Service, Oregon Dept. of Forestry, and the State Library of Oregon. In her career she has been lucky to be offered an extremely wide variety of opportunities—cemetery preservation, heritage interpretation, training development, volunteer management, large event planning, museum curation, collections management, complex logistics & emergency response—allowing for a lot of exploration, as well as skills and network building that she hopes to put to good use here with Heritage. In her personal life, Cam & her partner are fur-parents to a French bulldog and two rescue cats who live in an old farm home on a small orchard in Cornelius. Her hobbies include sketching and painting, birding, hiking, gardening, and traveling.

Oregon Heritage MentorCorps mentorships started

The Oregon Heritage MentorCorps received 14 applications for mentors, resulting in 12 assignments.

NOTE: The idea for this program came from the partner grant tours organized by the Oregon Cultural Trust. We discussed the capacity issues of the organizations showing up in the grant applications and how to help them improve. The initial implementation of and the reorganization of this important program was funded in part by our Cultural Trust partner funds. We would be happy to provide a full report on the results of this program to the board if desired.

Oregon Main Street impacts documented

The [Impact of Oregon's Main Streets Report](#) shares the story of how the Oregon Main Street Network strengthens community networks, bolsters the economy, generates state and local tax revenue, and fosters social connections across the state. The report includes the economic, fiscal, and community impacts of the key programmatic efforts of Oregon's Main Streets, including:

- Historic Preservation
- Economic Development and Resiliency
- Tourism and Customer Attraction
- Placemaking and Public Realm Improvements

- Partnerships and Program Operations

The [Impact of Oregon's Main Streets Report](#) highlights the many ways local Main Streets are preserving, sustaining, and enhancing their downtown communities under the leadership of Oregon Main Street. Some of the key findings in the report include:

- Oregon Main Street strengthens community connection and culture. The network recognizes each community's history, works to preserve local character, and creates inviting gathering places for social interaction.
- Oregon Main Street bolsters the economy. Between 2011 and 2021, the Oregon Main Street network helped generate \$266 million in additional sales revenue throughout the state. As a result of this increased spending, 2,400 jobs were supported in or by Main Street businesses.
- Oregon Main Street helps generate tax revenue. Between 2011 and 2021, the State of Oregon invested \$1.8 million in Oregon Main Street administration and generated \$3.5 million in additional state tax revenues as a result of the on-the-ground work of Oregon's Main Streets.

NOTE: This project was funded in part by Oregon Cultural Trust.

What's Up Downtown? A Playbook for Activating Oregon's Upper Stories released

Oregon Heritage, in partnership with University of Oregon's Institute for Policy Research & Engagement (IPRE), announces the release of [What's Up Downtown? A Playbook for Activating Oregon's Upper Stories](#). The report inventories the status of core buildings in some 33 Main Street communities across Oregon--specifically, their upper floors—identifies reasons for their disuse, and outlines potential ways to rejuvenate the spaces.

City and nonprofit organizations and property owners within the network of Oregon Main Street communities participated in surveys and interviews in spring 2022. The survey results affirm that upper story vacancy is common: nearly 50% of upper floors in their main street areas are unused and 19% are usable, but unoccupied.

Many of these buildings are historic, and at least a third of the communities surveyed have a National Register Historic District in their downtown.

The most common problems with redeveloping upper floors were cost and the perceived complexity of code compliance. The study found that even when resources are available to support redevelopment, they are hard to find and access. The report recommends possible solutions at the state and local level, with government agencies, nonprofit organizations, and property owners, including:

- Track conditions of upper stories over time.
- Develop a strategy for upper floor development.
- Improve property owner's access to funding.
- Maintain existing and create additional financial supports at the state and local level.
- Support creative investment and financing strategies.

- Evaluate current building code and support responsible and flexible applications of the code.
- Organize and publicize existing technical resources.
- Collaborate with downtown development experts to remove the technical burden from individual property owners.
- Encourage collaboration at the local and between state and local actors.

In addition to the report, the project provides tools including an inventory guide, resource list and templates for project planning. The project team completed a pilot inventory with the Lebanon Downtown Association and used it to develop the guide to be used in communities throughout the state.

Advisors on the project included people from housing agencies and organizations, DLCD, ODOT, state building code division, business and banking organizations, and more.

NOTE: This project was funded in part by Oregon Cultural Trust.

Oregon Heritage Commission and Oregon Commission on Historic Cemeteries meeting in person again & seeking new commissioners

We are figuring out hybrid public meetings and tours again. It is a bit challenging and takes more staff support, but so far the results have been good.

Oregon Heritage Commission met in Salem in August and also had a site visit to Powerland in Brooks. They are meeting in Talent in October, with site visits highlighting fire recovery and other visits in Phoenix.

Oregon Commission on Historic Cemeteries will meet in Wilsonville in October. This meeting will also include a cemetery tour and a demonstration of the use of Ground Penetrating Radar in historic cemeteries.

Also, the Oregon Commission on Historic Cemeteries is seeking new members in Southern Oregon and the Willamette Valley.

Work continues...

- Economic Impact of Heritage Study
- NW Digital Heritage HUB
- Disaster mitigation planning for historic resources – grant to FEMA
- Oregon Heritage All-Star Community grants applications open

Oregon Humanities

To the Oregon Cultural Trust Board of Directors,

Here is an overview of some of Oregon Humanities' recent activities as of October 20 2022:

We've just published an episode of our podcast, [The Detour](#), on Monuments and Memorials (with David Harrelson and Clint Smith), and we're soon to publish an episode on Conspiracy Theories (with Leah Sottile and Eli Saslow). The Detour continues to air in partnership with several community radio stations around the state. Please feel free to follow/subscribe, recommend to your people and networks, tell us what can be improved, and maybe also enjoy.

Our current Consider This series, which explores the theme People, Place, and Power, will include [Vanessa Veselka](#) in January and [Kiese Laymon](#) in March. Laymon was just named a MacArthur Fellow. We're also supporting Consider This programs at a number of rural libraries this spring and summer.

[Conversation Project](#), [So Much Together](#), and [Humanity in Perspective](#) are in full swing, with events regularly being added to our [calendar](#). This round of [Dear Stranger](#) is accepting letters for a few more days. We recently published the [Memory](#) issue of our magazine, and in a couple of months, our Winter issue will explore the theme "Underground." We also continue to share stories through Beyond the Margins, including [this recent piece](#) on harvesting Wokas and making fry bread. And we've recently run reflective discussion [facilitation trainings](#) in Delaware and around Oregon, and we'll run a training in Colorado in February.

On the operations side, we've recently hired two new staff members. Mika Morton is our new Program Manager, based in La Grande (along with Vicky Hart, our newish Development Associate). And Juliana Posada is about to start as our new Program Lead, focused especially on Spanish-language programs and outdoor programs. Our 21-person board gathered at the Salem Art Association in mid-October for our Fall board meeting and participated in a discussion about Technology and Connection led by Caroline Gao, a senior at West Albany High School.

Thanks, as always, for Oregon Cultural Trust's partnership and support.



The Next 125 capital campaign

Progress continues well on the quiet phase of OHS's capital campaign, with the endowment portion fully funded and donations being received for the preservation, access, and education portion. The campaign will announce on December 17, 2022, and is scheduled to conclude on OHS's 125th birthday, in December 2023.

Public Programs

OHS hosted Pulitzer Prize–winning author Doris Kearns Goodwin on October 18, kicking off our 2023 Hatfield Lecture Series, with a talk specifically written for her appearance in Oregon and focused on President Lyndon Johnson's leadership nearly sixty years ago on issues relating to civil rights and voting rights. Goodwin emphasized that the nation's history includes many breaking-point moments and that important progress has come from organized, grassroots activists' finding conduits to power through receptive leaders. She spoke of the importance of shoring up the Voting Rights Act and ending gerrymandering and lamented the January 6, 2021, attack on the US Capitol and the political support the attackers have received from elected officials in the months since. The 2023 Hatfield Series will continue with speakers Nina Totenberg, Mae Ngai, Douglas Brinkley, and Peniel Joseph, with the event offered both virtually and in-person; tickets went on sale to OHS members on October 19. Our all-virtual "Historians and the News" series will continue January 10 with Dr. Jeremi Suri. On November 5 and 6, OHS will host in Bend, Oregon, the "[Human Experience in the Oregon Great Basin](#)" public symposium, bringing together tribal knowledge-holders, anthropologists, and archaeologists who have researched and learned about the land, plants, animals, people, and climate of the Great Basin in Oregon. The event is free and open to the public, and OHS is providing stipends for about 15 teachers who have committed to attend the full program.

Exhibitions

Currently on display in OHS's Brooks Julian gallery is *Motown: The Sound of Young America* (on loan from the Grammy Museum), which closes March 26; and *Sign of the Times: The Great American Political Poster, 1844–1912*, which closes November 30. *I Am An American Stories of Exclusion and Belonging* is the third exhibition by The Immigrant Story hosted by OHS, which will have an associated program on November 16: "I Am An American: Panel Discussion with Asian American Women." OHS's traveling exhibitions, which are booked at venues across the state, continue to be popular: *The Call of Public Service: The Life and Legacy of Mark O. Hatfield*; *Oregon Voices*; *Many Happy Returns: 50 Years of the Oregon Bottle Bill*; and *Brave in the Attempt: Celebrating 50 Years of Special Olympics Oregon*.



Research Library

OHS's newly renovated research library is open for walk-in researchers, who are encouraged to contact libreference@ohs.org in advance so the reference staff can help plan for relevant materials to be available. The library is free and open to everyone! Library staff have created [research topical guides](#) on “House and Building History” and “LGBTQ Community Collections” and will be adding more guides in the future. OHS has hired project staff to process the Yasui Brothers Co. collection project, including contractors who are reading and recording the substantial portion of the collection that is written in pre-WWII Japanese (funded by LSTA).

Education

OHS has hired an Ethnic Studies Educator, Emilie Krutzik, who will help teachers across the state meet new Social Sciences Standards Integrated with Ethnic Studies (adopted in 2021 and required to meet by 2026) and who started the position on October 17. OHS's Education & Programs Manager, Katie Pearson, has been updating OHS resources and conducting virtual and in-person workshops with teachers around the state. Katie has also updated our core curriculum, now named Experience Oregon History curriculum, so that it provides scaffolds for all students, step-by-step instructions for teachers, and clear links to the new standards. OHS has scheduled the 2023 Oregon History Day contest to be held in person at Willamette University and expects the national contest to be held near Washington, DC. OHS offers scholarships that ensure contest fees do not present barriers for any students participating in the project. The elementary-school readers *Portland: Our Community* and *Portland Since Time Immemorial* are being finalized and will be sent to the printer soon for classroom use this school year. Translation of the texts into the five PPS language happening during the following months.



October 27, 2022

TO: Cultural Trust Board Members
FROM: Aili Schreiner, Trust Manager
SUBJ: Cultural Trust Program Updates

Cultural Development Grants

The majority of FY2023 CDV grant award payments have been issued. FY2024 guidelines will be posted by the beginning of 2023, with a May 5, 2023 application deadline. We may make changes to the program through the work of the DEIA Committee. Those will be determined in the first quarter of calendar year 2023.

Cultural Participation Grants

The majority of FY2022 CPT grant award payments will have been issued by the end of this month. Coalitions continue their work in recruiting new members, updating their cultural plans and, in some cases, registering as 501c3 nonprofits. An inaugural “Cultural Coalition Meet-Up” is scheduled from noon to 1 pm Friday, October 28. Meet-ups will be held quarterly as a time and space for members to discuss shared topics and exchange experiences and ideas. Topics for the October meet-up include a review of the Trust presentation, ways to support our end-of-year campaign, and a general Q&A forum.

Several rural Coalitions had to cease operations during the pandemic- specifically Jefferson, Gilliam and Wheeler Counties. We are working with their Coalition leadership to find solutions to regroup and begin making grants again. Gilliam and Wheeler anticipate making grants this fall, and Jefferson is in conversation with its members and fiscal agent about coming back on board.

Cultural Partner Grants

Most FY2023 direct Partner grant awards are in process. The Trust is waiting for final reports to be submitted from the Oregon Arts Commission before funding can be awarded.

Each year, the Trust Partners invest in statewide cultural projects using Cooperative Funds. The FY2023 award is \$181,904. Funds already committed in FY2023 include:

- \$40k, Oregon Poet Laureate program
- \$35k, Travel Information Council for new Oregon Trail Interpretive Kiosks developed in consultation with culturally specific organizations (e.g. Oregon Black Pioneers) and tribal representatives

- \$19k out of \$40k, Organizational & Professional Development Grants, including to-date:
 1. Rogue Valley Wind Ensemble, \$2,000 for Strategic Planning
 2. Oregon Coast School of Art, \$2,000 for Strategic Planning
 3. Push/Fold, \$1,900 for Fundraising Strategies
 4. All Classical Portland, \$750, for Public Media Diversity Training
 5. Columbia Gorge Orchestra Association, \$2,000 for a DEI Consultant
 6. DanceWire, \$2,000 for a Digital Marketing Consultant
 7. Gold Beach Main Street, \$1,800 for Strategic Planning
 8. Hillsboro Downtown Partnership, \$750 for Leadership Hillsboro Conference
 9. Samoa Pacific Development Corporation, \$2,000 for Native Americans Western Region Trainings
 10. Yamhill County Historical Society & Museum, \$2,000 for Strategic Planning
 11. Lane Arts, \$2,000 for Strategic Planning

The Partners will meet on November 22 to allocate the remaining balance of \$66,904. Current proposals include funding for in-person and virtual Conversations with Funders and Partners in spring of 2023. We'd like to visit communities for a few days each in Portland, La Grande, Eugene, and Medford. A virtual event will be held as well. In addition to the Funder event, an invitation to which will be sent to statewide and local cultural funders, this will be a time to connect with County Coalitions and perhaps convene community members interested in Cultural Districts and/or connecting with their legislators.

American Rescue Plan Act (ARPA): Funds for the Live Event Industry

The ARPA program team will close out the emergency federal relief program by end of October 2022. \$50 million in ARPA funds was allocated to Business Oregon in HB 5006 "for grants to music, cultural, and community venues and organizations that were negatively impacted by the COVID-19 pandemic." \$5 million was distributed to [small and independent community movie theaters](#). \$33.5 million was distributed to the live events industry, including [live event operators, music, cultural and community venues](#). And \$10 million was distributed to live event support industry vendors (recipient list to be published shortly).

Requested Action:

- Informational only For board input/discussion For board action



October 27, 2022

TO: Cultural Trust Board Members
FROM: Carrie Kikel, Communications Manager
SUBJ: License Plate Update

We are thrilled to report that sales of the new Cultural Trust Celebrate Oregon! license plate are holding steady at about 800 new plates sold per month.

To ensure continued strong sales, we will dedicate \$75,000 of our FY2023 marketing budget to license plate promotion.

Our marketing plans include:

1. New mover postcard list purchase, printing and postage (monthly)
2. Outdoor boards, preferably placed near car dealerships
3. 1/2 page full color print in location-specific print: 1859, Bend Magazine, Portland Monthly, Eugene Magazine driving people to the key narrative
4. Ads on social media targeting people in the market for new cars
5. Google ads targeting in-market new car buyers
6. Creating stickers of the artwork

In addition, we'll develop a mailing to plate buyers asking that upload a photo of people with their license plate with a short explanation of why they chose it and what it means to them (Include a sticker that they will hopefully display on a water bottle or bike or journal). We'll develop a Google form for photo upload and information. We will design and place social media ads and develop a gallery of the individuals (not including names) for the Trust website.

Other artwork placements/installations and collaborations are in the works - we'll focus in on opportunities after the first of the year.

Requested Action:

Informational only For board input/discussion For board action



October 27, 2022

TO: Cultural Trust Board Members
FROM: Carrie Kikel, Aili Schreiner and Raissa Fleming
SUBJ: End-of-Year Campaign

Our expanded campaign team is in place and the end-of-year push is well under way!

Campaign Contractors and Media Buys

The wonderful result of booming license plate sales is that our budget for campaign contractors has more than doubled since last year, from \$181,095 to \$440,000.

We conducted an RFP process to expand the campaign team - gratitude to Chris Van Dyke for his participation - and are excited to share that [Watson Creative](#) of Portland has joined Bell+Funk as a Cultural Trust marketing contractor. Watson is a research-based creative agency that has worked with the Oregon Symphony, Oregon Ballet Theatre, Portland Center Stage and the Oregon Zoo Foundation. Their team will serve as consultants for the duration of 2022 and guide our digital media work. After the first of the year, they will lead a creative process that will include brand and campaign audits as well as research (including focus groups) to hone our messaging, visuals and campaign strategy into the future.

We have also expanded our investment in fundraising media buys (\$100,000). We are once again sponsoring the **Willamette Week Give!Guide's** Creative Expressions category (\$5,000). Our Give Big Day this year is scheduled for Dec. 30 and we have partnered with Friends of Timberline to offer a **Mt. Hood/Timberline Lodge experience** featuring an exclusive immersion package at Oregon's revered and historic Timberline Lodge. It includes a night of lodging (plus breakfast) and a personally guided tour of the lodge and its many artisan features courtesy of lead lodge historian and author Sarah Munro - plus a pristine, rare and original copy of "The Builders of Timberline," a 1937 volume produced by the Works Progress Administration for the lodge's dedication ceremony. Also included is a day ski pass for two and passes to other cultural experiences on the mountain. This prize package was inspired by the Celebrate Oregon! artwork, in which Mt. Hood is prominently featured. A Timberline Lodge artisan door knocker is one of the 127 symbols woven into the artwork.

We will invest \$30,000 in public media (**OPB, JPR, KLCC, All Classical**), working to negotiate packages that will include exposure with their donors. We also are buying ads in programs for the Oregon Symphony, Portland Opera and other performing arts groups and have commitments with 1859 Magazine, Oregon Business and other key publications.

We will also once again place ads on social media and other digital platforms; Watson will lead that work with their expert digital team.

Our \$25,000 partnership with **Here is Oregon** has resulted in great engagement for a growing number of cultural stories, many of which feature funded projects. Stories to-date have focused on: [Trust FY2023 grant awards](#); a [Cultural Trust overview](#); [Portland Magic Society's 100th Anniversary](#); the [Kum Wah Chung Museum](#); the [Elgin Opera House](#); [Converge 45's Social Forms: Art as Global Citizenship](#); [Baker City's Great Salt Lick Auction](#); and [Oregon Coast Art Bus](#). Stories are in the works on the Talent Historical Society, the Indigenous Garden Network and the Tamástslikt Cultural Institute.

Board Presentations and Outreach

We have updated our PowerPoint presentation to leverage the engagement with the Celebrate Oregon! artwork, positioning it as a tribute to Oregon arts, heritage and humanities. There are currently **70 cultural board presentations** scheduled; Aili Schreiner held an orientation for board members who'd like to present last week. You can view the orientation [here](#). A similar orientation will be held on Oct. 28 for Cultural Coalition members, who will also be provided with an end-of-year marketing toolkit. The presentations are fun and informative - we'd love to have you participate!

Aili is leveraging the relationships she built during her ARPA live venues grant work with Business Oregon to distribute Trust messaging to members and audiences of the **Live Events Coalition** and the **Independent Venues Coalition** - both have offered to send emails to their constituent groups.

Direct Mail

We have just finalized our **fall appeal letter**, which will drop in 10,500 donor, Coalition board members and Coalition subgrantee mailboxes on Nov. 15. We are also planning mailings to license plate owners, ARPA grant recipients, Partner board members, Cultural Advocacy Coalition of Oregon board members and corporate donor prospects.

A **reminder postcard** will drop mid-December.

Other campaign strategies

Once again we will distribute a pre-produced PSA to radio stations and coordinate op ed letters for board members to sign. We are also working with a tax professional on the P5 Centers for the Arts Foundation board to send a letter to all Oregon CPAs; that letter will also be used as an op ed.

Carrie has conducted interviews with potential contract writers and hopes to have a writer on contract within the next week to create impact stories that will be used for website, social media and digital promotion through the end of the year.

We also plan to produce year-end videos; that content will be driven by impact stories.

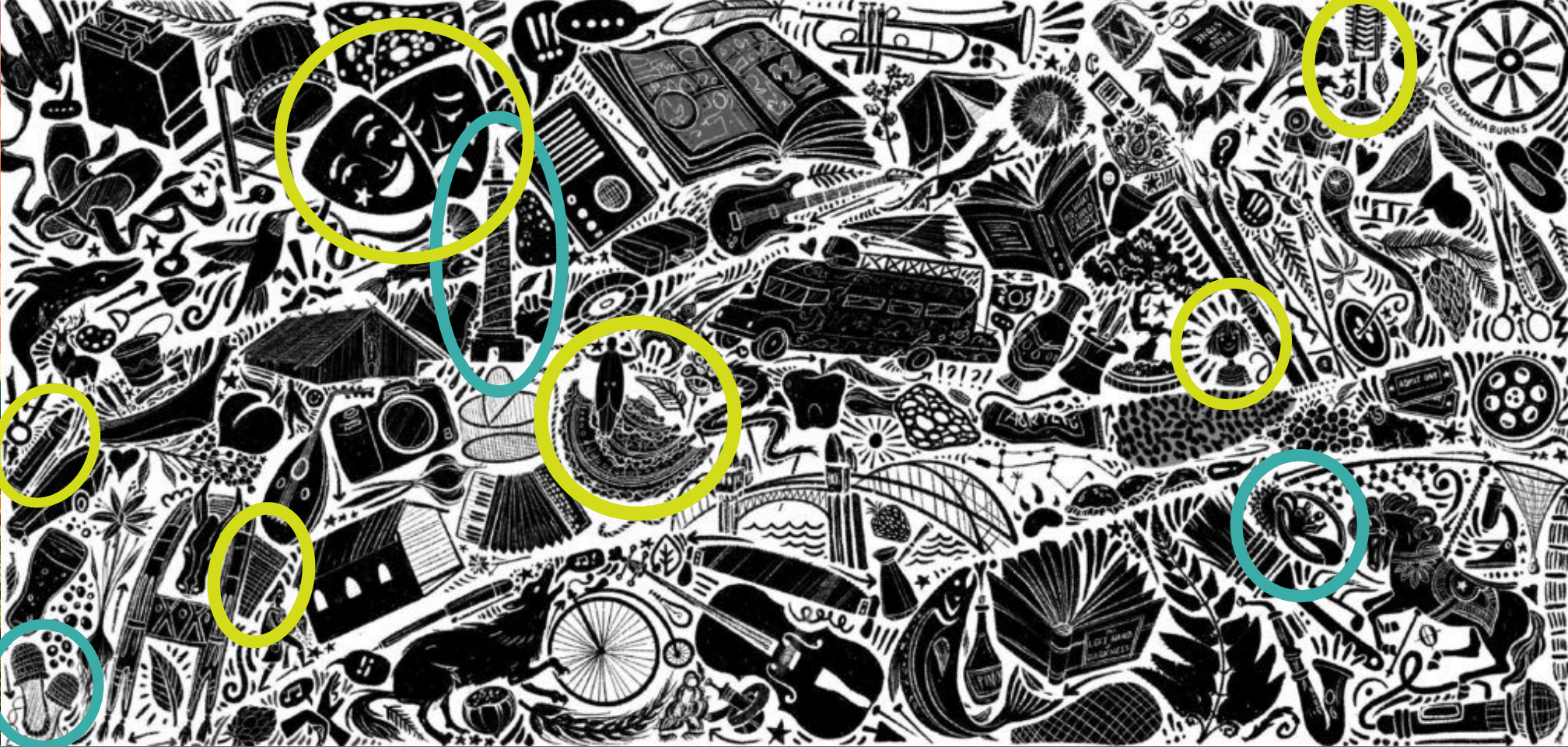
Requested Action:

Informational only For board input/discussion For board action



CELEBRATE OREGON!

A tribute to Oregon's arts, heritage and humanities



ARTS

HERITAGE

HUMANITIES



FUNDING FOR CULTURE IN OREGON

Where does the money come from?

Funding comes solely from Oregonians who donate to cultural nonprofits and to the Cultural Trust, qualifying for the Cultural Tax Credit.



Participants in World Stage Theatre's Black History Festival NW

FUNDING FOR CULTURE IN OREGON

This doesn't mean paying *more* in state taxes. It means choosing *what* your state taxes fund.

As a cultural donor, this is a way to further support culture in Oregon.



IS THE TAX CREDIT RIGHT FOR YOU? ASK YOURSELF...

Would you like a greater portion of your Oregon tax dollars to fund cultural activities?

YES!

Did you, or will you, give to one or more Oregon cultural nonprofits in 2022 (an arts organization, library, museum, public radio, or any of [these organizations](#))?

YES!

Are you willing to donate to the Oregon Cultural Trust before December 31, knowing you will get your money back—100%—as a tax credit on your state taxes?

YES!



Portland Japanese Garden



*Jayanthi Raman performing a
Classical Indian Dance at Rasika.*

NEXT STEPS

1. Donate to the Oregon Cultural Trust before December 31, [online](#) or by check or credit card using the form below.
2. On your state tax form, enter the amount you gave to the Cultural Trust as a tax credit.



BRAVO Youth Orchestras, funded in part by the Oregon Cultural Trust.

How much of your state tax money would you like to direct to culture this year?

- \$500 for me
- \$1,000 for my spouse and me
- \$2,500 for C-class corporations
- The amount I donated to Oregon cultural nonprofits in 2020: _____
- Other _____

DONOR NAME(S)

MAILING ADDRESS

CITY / STATE / ZIP

PHONE

EMAIL

CREDIT CARD NUMBER or ENCLOSED CHECK

EXPIRATION DATE

SECURITY CODE

Mail to Oregon Cultural Trust | 775 Summer Street NE, Suite 200 | Salem, OR 97301
Or donate online at CulturalTrust.org or by phone at 503-986-0088



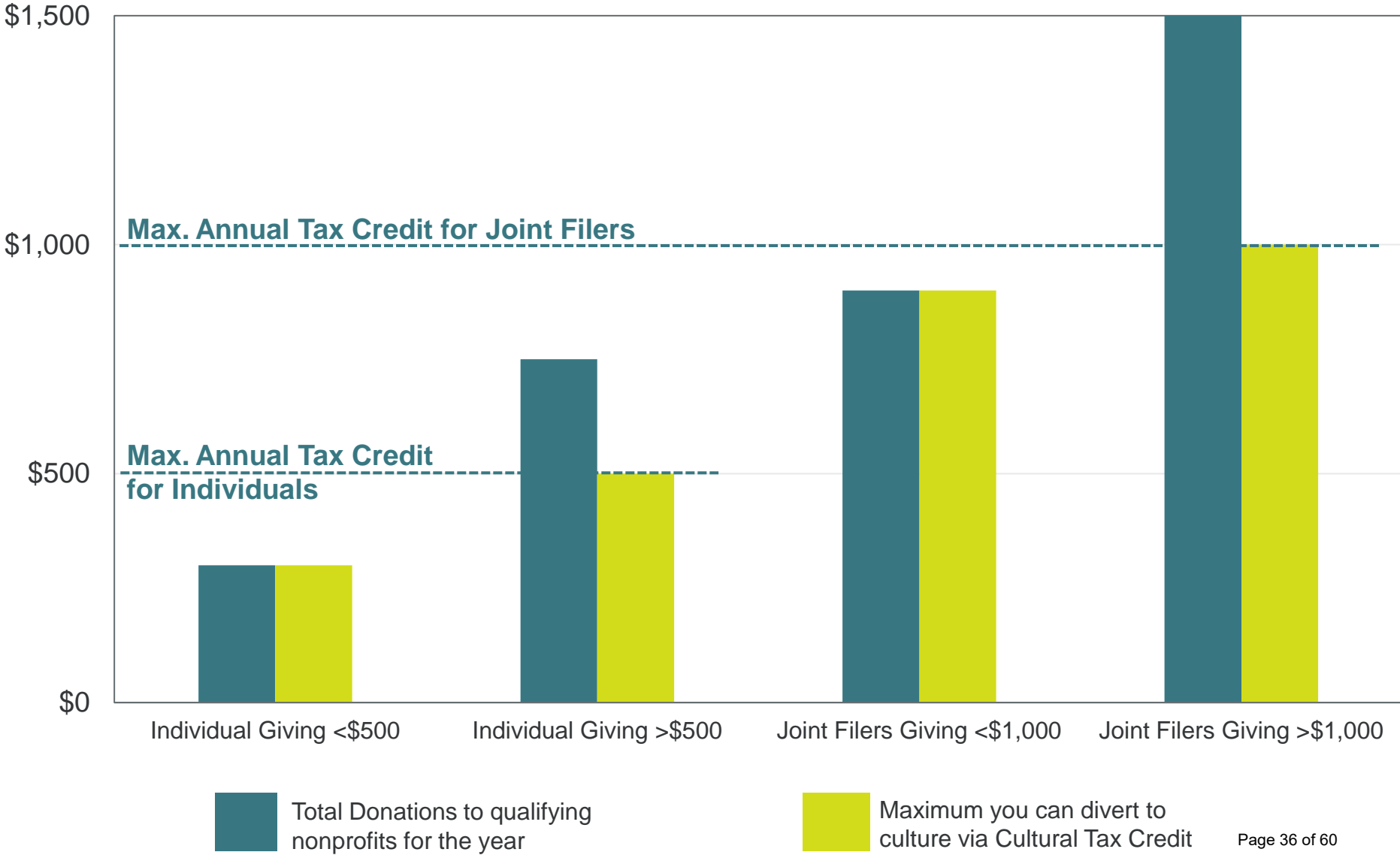
TAX CREDIT LIMITS

Your tax credit equals the total of your donations to qualified cultural nonprofits this year up to a limit.

These limits are:

- \$500 for individuals
- \$1,000 for couples filing jointly
- \$2,500 for C-class corporations

DONATION/TAX CREDIT SCENARIOS



FAQs

Q: Is a state tax credit the same as a deduction?

A: No. A tax credit reduces what you owe the State of Oregon. It's a much greater savings than a deduction, which only reduces the income on which you are taxed. For example, if it appears you owe \$200 in Oregon taxes but you made a \$100 contribution to the Cultural Trust by Dec. 31 of that tax year, your final tax bill will only be \$100.

Q: Do I need to itemize my charitable deductions to get the tax credit?

A: No. The tax credit is available whether or not you itemize your charitable deductions.

Q: What payment methods does the Trust accept?

A: The Trust accepts payments via credit cards, checks, contributions of stock and minimum distributions from your IRA. If you use a donor advised fund, your payment to the Trust will need to come directly from you, not the fund.

Q: Why doesn't every Oregonian do this?

A: Most Oregonians don't know about it, or think it's too complex – but making a matching gift and claiming it on your tax return is very easy. Some might forget to make their donation before Dec. 31.

ANNUAL STATEWIDE FUNDING

The Trust's Promise: Stable and Accessible Funding

60% Distributed to the Field

40% Permanent Fund



Cultural Development Grants
50%

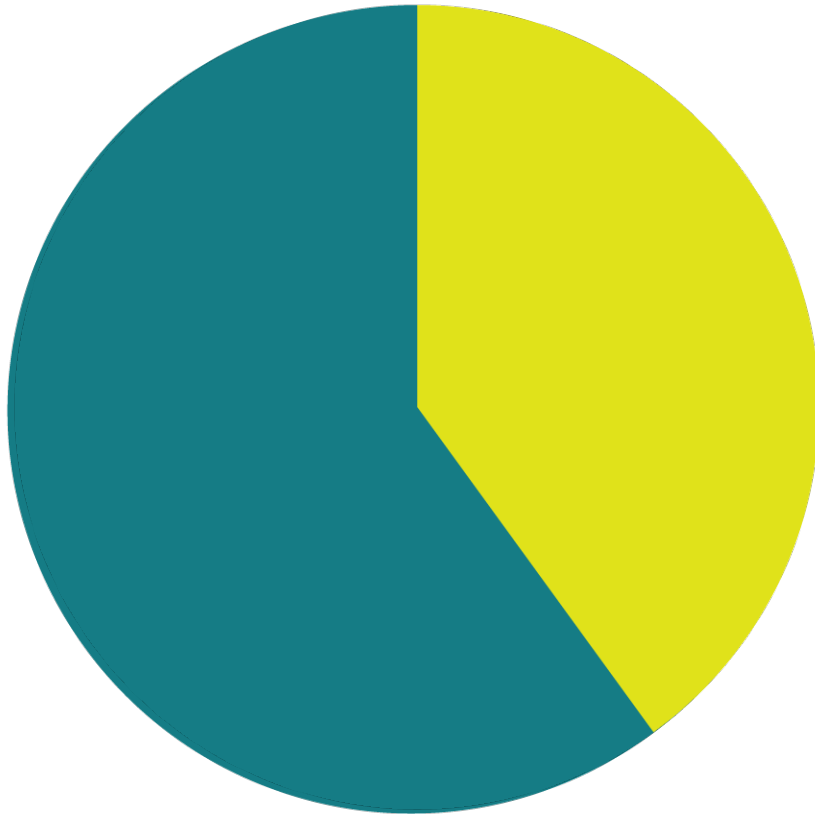
Partner Agencies:
25%

- Oregon Arts Commission
- Oregon Heritage Commission
- State Historic Preservation Office
- Oregon Humanities
- Oregon Historical Society

36 County Coalitions & 9 Tribes
25%
(450+ Awards per year)

OUR POTENTIAL IS SIGNIFICANT

250,000 Qualified Donations per Year



In 2021-22, 5% were leveraged via the tax credit = \$5.7M

What if 20% were? = \$22.8M

What if 40% were? = \$45.6M



Ensuring Oregon's Vibrant Future

QUALIFIED = COOL

- [Toolkit](#)
- Print/digital ads & videos
- Sharing information with donors!
- Apply for grants!
- Build awareness with eNewsletters & webinars
- Mention in “thank you” letters
- Join the Cultural Network
- It all happens at checkout

Think Oregon should invest more state funding in arts and culture?
You can make it happen.

We'll show you how in a 20-minute live webinar.

Attend before 12/31/21 and you could win a \$100 ticket voucher to one of several arts organizations!

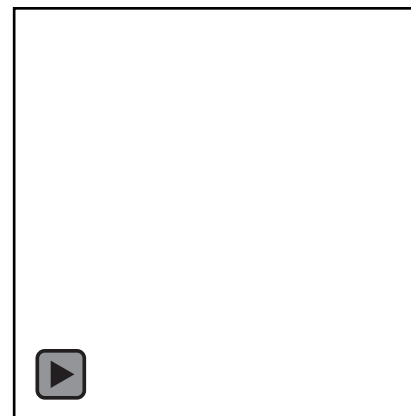
Sign up



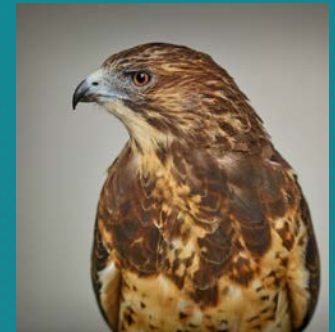
I SUPPORT
ARTS & CULTURE
WITH MY TAXES.
YOU CAN TOO.



Tell the state to fund
arts and culture
with **your taxes.**
(Nicely, with the
Cultural Tax Credit.)



← ON THIS LIST?
WE SHOULD TALK.



When you gave to Cascades Raptor Center, you became eligible for Oregon's Cultural Tax Credit. This unique credit allows you to **direct a greater portion of your taxes** to support cultural activities in the state.

So, this year, we urge you tell the legislature you'd like your taxes spent on culture by using the Cultural Tax Credit!

Act before Dec. 31.

Learn more at CulturalTrust.org, by phone at (503) 986-0088, or consult your tax preparer.





Encouraging sportsmanship and a sense of community through Comunidad y Herencia Cultural, a first-time FY2022 awardee.

Thank you!



Aili Schreiner
Trust Manager
www.culturaltrust.org
(503) 428-0963
Aili.schreiner@biz.Oregon.gov





<<Date>>

Dear <<Sal>>

“Celebrate Oregon!” murals welcome passengers and visitors at airports across the state. It’s our state’s invitation to explore and learn about the diverse cultures that call Oregon home. The vibrant artwork, created by Eugene artist Liza Mana Burns, features 127 cultural symbols that **celebrate 20 years of funding for Oregon’s arts, heritage and humanities by the Oregon Cultural Trust. What symbols do you see?**

The Cultural Trust is one of Oregon’s unique “big ideas.” Founded in 2001 as a funding engine for culture, the Trust supports creative expression and cultural exchange throughout the state. How? By way of the Cultural Tax Credit. Oregonians have directed \$79 million to support the Trust’s five cultural Partners, 45 County and Tribal Coalitions and 1,500 + qualified cultural nonprofits, **thanks to donors like you!**

By matching your cultural nonprofit donations with a gift to the Trust, you can leverage your support for culture. **The Trust’s promise: a state tax credit for you, as well as stable and accessible funding for everyone.** This is a way for you to double your support as a cultural donor. The Cultural Trust Tax Credit was described by The Oregonian as “a way to make paying state taxes satisfying.”

Here’s how you get your tax credit and fund Oregon’s arts, heritage and humanities:

1. Donate to your favorite cultural nonprofits before December 31.
2. Also, before December 31, make your matching gift to the Trust. You can give online or by check or credit card using the form below. You can also make a gift of stock or use funds from your IRA.
3. Enter the amount you gave to the Cultural Trust as a tax credit on your state tax form. Watch your state tax bill decrease and know that those dollars will be used to fund cultural activities in the coming year.

How much can I give to the Trust in exchange for a tax credit?

Your tax credit equals the total amount of your donations to qualified cultural nonprofits in 2022, up to a maximum limit of: \$500 for individuals, \$1,000 for couples filing jointly and \$2,500 for C-class corporations.

The act of giving is more important than the amount you give to the Trust. Every donation to the Trust, and every tax credit claimed, is a vote in support of our arts, heritage and humanities. As our community recovers from the pandemic’s effects, a bright future is dependent on our help.

Please visit the Cultural Trust at www.culturaltrust.org or call (503) 986-0088 today. Thank you for your support!

Yours for culture,

Board members Niki, George, Gayle, Bereniece, Chris, Gustavo, Myoung-Hui, Nathalie and Sean
Staff members Brian, Aili, Carrie, Kat, Liora and Raissa

P.S. If you have already donated this year, thank you! Please share your “vote for culture” with family and friends before December 31!



I’m supporting Oregon’s arts, heritage and humanities with my contribution of:

\$25 \$100 \$500 \$1,000 \$1,500 \$2,500 Other _____

I know I will get this back as a tax credit.*

NAME ON CREDIT CARD _____ CREDIT CARD NUMBER or ENCLOSED CHECK _____ EXPIRATION DATE _____ SECURITY CODE _____

PHONE _____ EMAIL (NEW OR UPDATED) _____

Mail to Oregon Cultural Trust, 775 Summer Street NE, Suite 200 | Salem, OR 97301
Or donate online at CulturalTrust.org or by phone at 503-986-0088

*Maximum tax credit per year is:
\$500 per person, \$1,000 per couple
and \$2,500 for C-class corporations.

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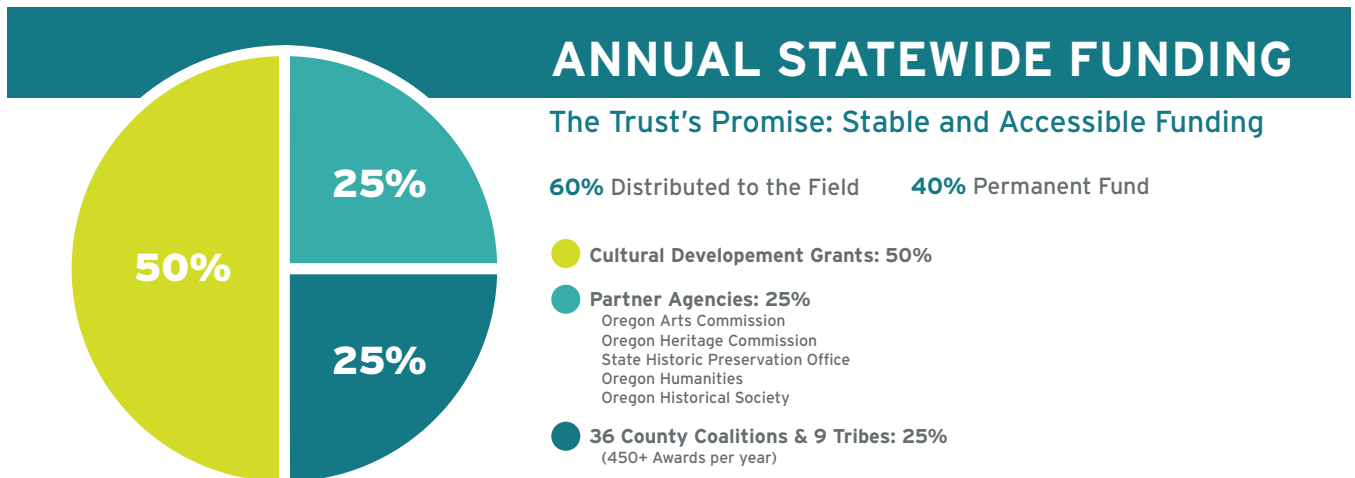
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Discover the stories behind the symbols.

The Celebrate Oregon! artwork is the result of an 18-month process involving more than 100 nominators, interested artists/designers, jury members and content experts from the Governor's Advocacy Commissions. The goal was to create a single piece of art that **honors and respects Oregonians and their collective arts, heritage and humanities.**

While the artwork was created for the new Cultural Trust license plate, it quickly captured the hearts of Oregonians and is now appearing across the state as a celebration of our diversity and pride in this place we call home. Discover the meaning behind each of the 127 symbols by visiting the artwork's interactive key at the QR code above.

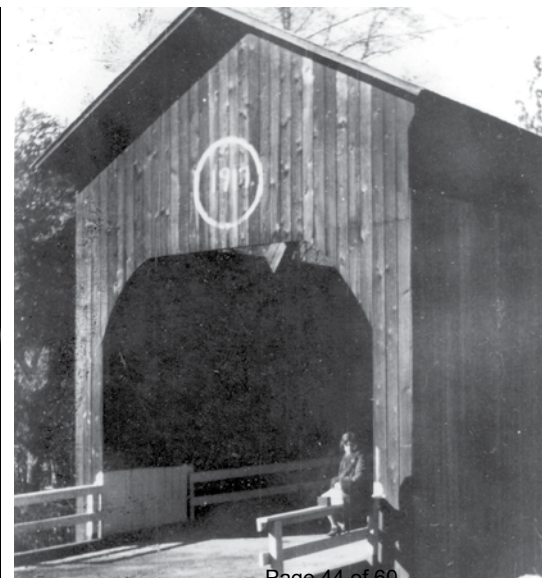


This is the Trust's promise:

Your funds will provide stable and accessible funding for Oregon's arts, heritage and humanities every year, and in every corner of the state. That promise is found in our legislation:

- Every year, the Trust invests 40% of funds raised into a "permanent fund for culture" that supports the operations of the Trust and builds a rainy day fund for culture
- 60% of funds raised are distributed via grant awards to cultural nonprofits, statewide cultural agencies and County and Tribal Cultural Coalitions in Oregon to support local cultural activities.

This way your dollars support the capacity, reach and efficiency of how Oregonians create meaning in their lives and support local economies.





Irma Pineda of the Teokalli Aztec Dancers in Anima Mundi Productions' new opera, *Dreams Have No Borders*.

YOUR POWER - YOUR SUPPORT

With Oregon's Cultural Tax Credit, you guarantee critical funding for arts and culture.

ACT BY DECEMBER 31.

OREGON CULTURAL TRUST

775 Summer St. NE #200
Salem, OR 97301



The power is yours - support state funding for arts and culture.

Will you take a moment today to support arts and culture in Oregon in exchange for a tax credit?

When you donate to one or more cultural nonprofits in Oregon and also give to the Oregon Cultural Trust **before December 31**, you get the Trust donation back as a tax credit - dollar for dollar - when you file your state taxes.*

It costs you nothing, but does so much to support culture in the state.

Give at CulturalTrust.org or by mail to the address above. Thank you!

Questions? Visit CulturalTrust.org, call us at (503) 986-0088 or consult your tax preparer.

*Maximum tax credit per year is: \$500 per person, \$1,000 per couple and \$2,500 for C-class corporations.

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October 27, 2022

TO: Cultural Trust Board Members
FROM: Aili Schreiner, Trust Manager
SUBJ: DEIA & Strategic Planning Committee Updates

Strategic Planning Committee

The Trust's Planning Committee is a working group of Board members, including Niki Price, Gayle Yamasaki, Chris Van Dyke, and Sean Andries. The committee's charge is to support the development and implementation, along with Trust staff, of a 5-year strategic plan (FY24-FY29). Following the retreat held on September 26, staff are reviewing the Miro Board priorities around **Advancement, Capacity, and Resources** (included in board packet) and will work these into specific goals and values.

The Planning Committee meets again on November 16 to review the goals and values. Staff will then follow the timeline included in the packet to create a draft strategic plan, with input from Committee and Board members, ultimately to be finalized and approved by the full board by the end of FY2023.

DEIA Committee

The Trust's DEIA Committee is a working group made up of Board and Coalition members, including Sean Andries, Myong-Hui Murphy, Liz Woody (Museum at Warm Springs), and Taj Armstrong (Multnomah County Cultural Coalition). The committee's charge is to support the development and implementation, along with staff, of the Trust's DEIA goals. This work will be integrated into the Trust's strategic plan.

The Committee met on September 16 to review a draft plan developed by staff and discussed:

- The Trust's role and responsibilities to incorporate DEIA into its work as a state funder of culture. This will require having a long lens to understand the ultimate impact of our work
- The role of the Trust's DEIA Plan. It must:
 - Look at the cultural sector as a whole
 - Be a living document built out with resources
 - Be instrumental to the strategic plan
 - Be reviewed annually by members of this committee

- Have measurable, working goals in an outline form that are not simply “boxes to be checked”
- Uses common language that avoids catch-phrases but instead inspires introspection
- Have a big vision described with a vision statement

The committee meets again on Monday, October 31, to refine this draft vision statement: “The Oregon Cultural Trust works toward a future where all Oregonians are supported in expressing and celebrating their cultures in ways significant to them.”

Next steps for the committee will include finalizing the vision statement and, using the statement as a lens, review/edit/prioritize the Trust’s current DEIA goals. These include:

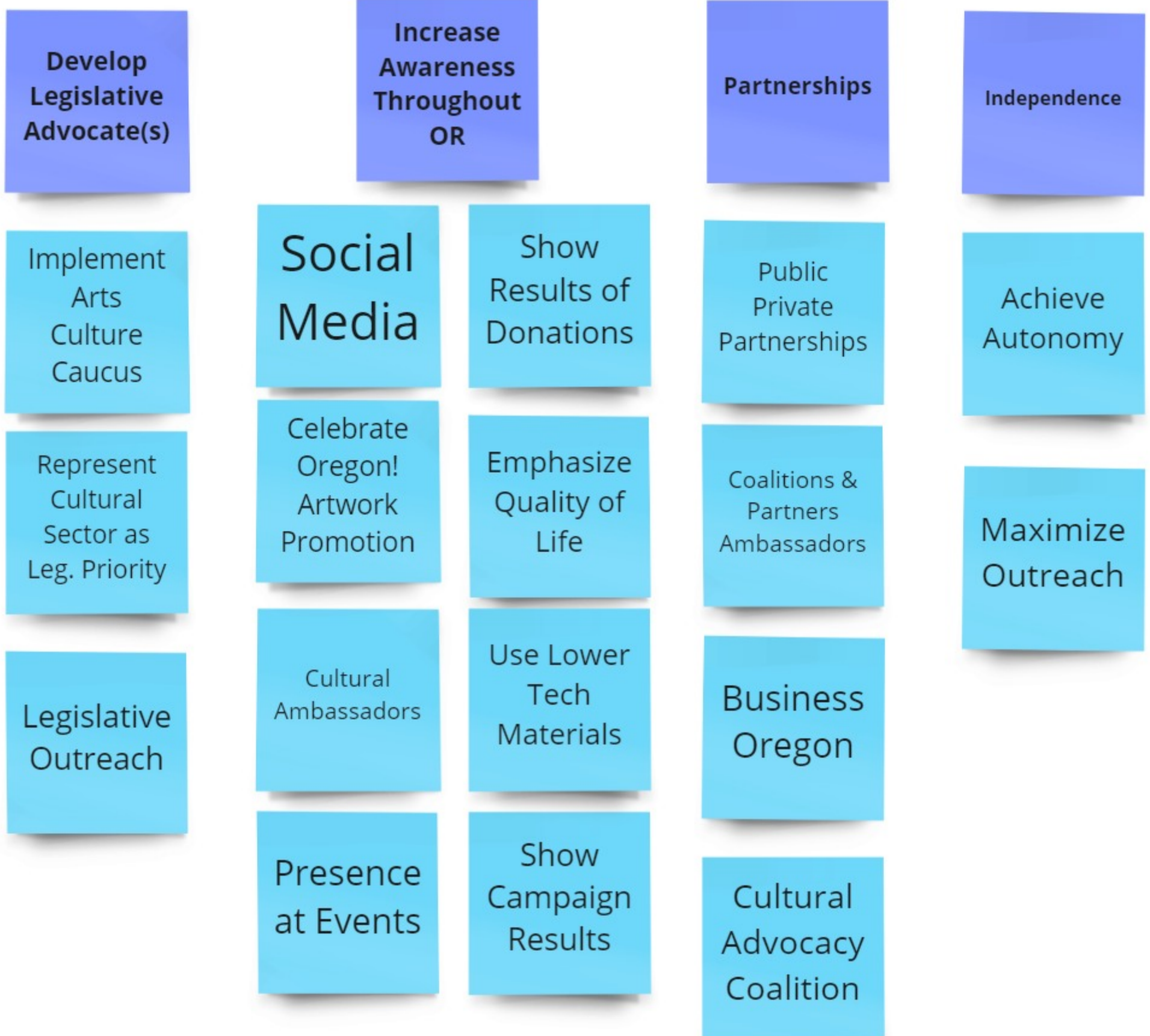
- **Diversify** our staff, board and commission to increase representation from historically and currently underserved and under-resourced communities
- **Operationalize** and embed racial equity into every part of our work, putting DEIA strategies into practice.
- **Inspire** expansion of equity by sharing and collaborating to build on what is already happening.
- **Collect and utilize** aggregate demographic information from applicants to inform program and policy decisions
- **Increase funding to and opportunities for** historically and currently underserved and under-resourced communities
- **Increase engagement** and remove barriers to participation in our programs and services
- **Equitably distribute** funding across Oregon’s regions and nine federally recognized tribes
- **Promote the stories** of the individuals, communities, and organizations that we support to strengthen how Oregonians value arts, heritage and humanities
- **Provide accessibility resources** and guidance to cultural organizations.

The DEIA Committee will continue to meet over the next nine months, concurrent with the strategic planning timeline, to ultimately finalize and approve a plan by the end of FY2023.

Requested Action:

Informational only For board input/discussion For board action

Advancement



Capacity



Resources

Staff

Expand Campaign Team & Expertise

Development Director

Money

Increase Tax Credit Limits

Corporate Donors

Raise More Money

License Plate Promotion

People

Use Volunteers

County Coalitions

Cultural Nonprofit Grantee & Boards

Legislators

Business Oregon

Tools

Donor Analysis

Modernize Donor Tracking Tech.

Grants Management System

Communications

Increase Impact Stories

Brand Audit & Refresh Messaging

Field Reporting of Events

Cultural Trust: Strategic Planning Project										
Tasks	Campaign									
	October	November	December	January	February	March	April	May	June	July
Trust Staff										
Summary of Retreat Goals	Share timeline: 10/27 Board Mtg									
Draft Plan Goals	draft plan goals	Committee Feedback								
Refine Plan Goals		Refine		Refine						
Draft Plan Objectives and Tasks				draft objectives/tasks	Share update: 2/22 Board Mtg					
Finalize Plan Objective and Tasks						finalize objectives/tasks				
Write Draft Plan						draft plan	Draft Plan to Committee			
Finalize Plan								Final draft approved	Board Packet	July Board Mtg
Publish Plan										Publish Plan
Planning Committee										
Review Retreat Notes	10/27 Board Mtg	November 16: Committee feedback								
Review Goal Statements		November 16: Committee feedback								
Review Plan Objectives and Tasks				late January tbd Review draft obj/tasks	Share update: 2/22 Board Mtg					
Approve Draft Plan							April tbd: Committee review draft			
Feedback from Board								Final draft approved	Board Packet	
Approve Final Plan										July Board Mtg
Trust Board										
Plan goals, timeline shared	10/27 Board Mtg									
Review Plan Objectives and Tasks					Feedback: 2/22 Board Mtg					
Review Draft Plan									Board Packet	Approve final draft
Approve Final Plan										July Board Mtg
Plan Production										
Draft Public Plan								Final draft mock-up		
Final Public Plan									Finalize mock-up	July Board Mtg
Publish Final Plan										Publish Plan



October 27, 2022

TO: Cultural Trust Board Members
FROM: Brian Rogers, Executive Director
SUBJ: Executive Director Report

Congresswoman Bonamici hosted Dr. Maria Rosario Jackson, Chair of the National Endowment for the Arts in the Beaverton and Portland region. Below is the draft of the tour and agenda. More about Chair Jackson [Dr. Maria Rosario Jackson, NEA Chair | National Endowment for the Arts](#)

NEA Tour

1. ACMA, Beaverton School District
2. Patricia Reser Center Beaverton
3. Elected Officials Lunch at Patricia Reser Center for the Performing Arts
 - Beaverton Mayor Lacey Beaty
 - Portland City Commissioner Carmen Rubio
 - State Representative Rob Nosse
 - State Senator Elizabeth Steiner Hayward
 - State Representative Winsvey Campos
 - State Representative Dacia Grayber
 - State Senator Kate Leiber
 - Mult Co Commissioner Susheela Jayapal
 - Barbie Minor, THPRD
 - Allison Tivnon, Beaverton City Council
 - Remy Drabkin, Mayor of McMinnville
 - Mayor Steve Callaway, Hillsboro
 - Kathryn Harrington, Wash Co
 - Bruce Jones, Mayor of Astoria
4. Tour of Bag n Baggage
5. Roundtable with OAC and Local Arts Leaders at Portland Center Stage
6. Roundtable Discussion with artists at Portland Art Museum

The leadership of the Arts Commission, Cultural Trust and the Cultural Advocacy Coalition (CACO) of Oregon on September 30 to discuss a number of topics. Below is the agenda.

1. CACO
 - \$200M Lottery Bond Concept
 - Additional \$50m for relief
 - CREF - construction slate

2. Arts Commission

- Arts Commission \$10m general fund request
- Arts and Culture Caucus update
- Cultural District Program

3. Cultural Trust

- Admin Cap

4. Other

- Arts Advocacy Day - April 2023?
- Frequency and procedures of future meeting

Most of the time was allocated to talking through the CACO's proposal to request \$200 million in lottery bonds to establish a fund (endowment) for the Cultural Trust to use the interest to award general operating to cultural organizations. Currently there are a lot of questions about how this proposal would be implemented if approved. The proposed revised statute is attached.

Requested Action:

Informational only For board input/discussion For board action

D R A F T

SUMMARY

Allows Arts Program to use up to five percent of value of Trust for Cultural Development Account for certain administrative purposes.

A BILL FOR AN ACT

Relating to the Trust for Cultural Development Account; amending ORS 359.426, 359.441 and 359.444.

Be It Enacted by the People of the State of Oregon:

SECTION 1. ORS 359.426 is amended to read:

359.426. (1) Under the direction of the Trust for Cultural Development Board, each fiscal year the Arts Program shall disburse no less than 50 percent, but no more than 60 percent, of all moneys raised for and deposited in the Trust for Cultural Development Account during the previous fiscal year, and all interest earned on the moneys, as of July 1.

[(2)(a) The Arts Program may use up to \$400,000 of the total amount disbursed from the account per fiscal year under subsection (1) of this section for:]

[(A) Supporting the operations of the account;]

[(B) Facilitating technical assistance;]

[(C) Local cultural planning; and]

[(D) Other activities that encourage cultural activity.]

[(b) Each year, the \$400,000 limitation contained in paragraph (a) of this subsection shall be adjusted by multiplying \$400,000 by the percentage, if any, by which the monthly averaged U.S. City Average Consumer Price Index for

1 *All Urban Consumers (All Items), as published by the Bureau of Labor Sta-*
2 *tistics of the United States Department of Labor, for the 12 consecutive months*
3 *ending June 30 of the current calendar year, exceeds the monthly averaged*
4 *U.S. City Average Consumer Price Index for the 12 consecutive months ending*
5 *June 30, 2015.]*

6 [(3)] (2) The amount determined under subsection (1) of this section[, *less*
7 *the amount authorized under subsection (2) of this section,*] shall be distrib-
8 uted as follows:

9 (a) 50 percent to the preservation of, stabilization of and investment in
10 Oregon's cultural resources through the Cultural Development Grant Pro-
11 gram as provided under ORS 359.431.

12 (b) 25 percent to Oregon's counties and to the nine federally recognized
13 Indian tribes through the Community Cultural Participation Grant Program
14 as provided under ORS 359.436.

15 (c) 25 percent to the core partner agencies as provided under ORS 359.441.

16 (3) **Each fiscal year, the Arts Program shall assess the total value**
17 **of the Trust for Cultural Development Account for the previous fiscal**
18 **year and may distribute up to five percent of that value for adminis-**
19 **trative purposes, including:**

20 (a) **Supporting the operations of the Trust for Cultural Development**
21 **Board and the Trust for Cultural Development Account;**

22 (b) **Facilitating technical assistance;**

23 (c) **Local cultural planning; and**

24 (d) **Other activities that encourage cultural activity.**

25 **SECTION 2.** ORS 359.441 is amended to read:

26 359.441. (1) The Arts Program, under the direction of the Trust for Cul-
27 tural Development Board, shall distribute the amount disbursed from the
28 Trust for Cultural Development Account under ORS 359.426 [(3)(c)] (2)(c) to
29 the core partner agencies as follows:

30 (a) The Arts Program shall allocate 20 percent of the amount disbursed
31 under ORS 359.426 [(3)(c)] (2)(c) for joint efforts by the core partner agencies

1 in fostering cooperative cultural projects, including but not limited to cul-
2 tural education, cultural tourism and other cultural activities.

3 (b) The Arts Program shall allocate 80 percent of the amount disbursed
4 under ORS 359.426 [(3)(c)] **(2)(c)** to the core partner agencies for the purposes
5 described in ORS 359.444. The Trust for Cultural Development Board shall
6 determine the amount or percent of available funds that each core partner
7 agency shall receive under this paragraph.

8 (2) The core partner agencies are not eligible to apply for grants from the
9 Community Cultural Participation Grant Program or the Cultural Develop-
10 ment Grant Program.

11 **SECTION 3.** ORS 359.444 is amended to read:

12 359.444. (1) A core partner agency may use funds received under ORS
13 359.426 [(3)(c)] **(2)(c)** to:

- 14 (a) Carry out the mission and mandate of the agency;
- 15 (b) Serve more grantees; and
- 16 (c) Encourage new cultural undertakings.

17 (2) Each core partner agency shall expend a portion of the amount re-
18 ceived under ORS 359.426 [(3)(c)] **(2)(c)** as determined by the Trust for Cul-
19 tural Development Board each fiscal year to fund development of qualitative
20 benchmarks and culture within Oregon. The evaluation of benchmarks may
21 be done in partnership with one or more higher education institutions in
22 Oregon. It is intended that this partnership will stimulate research and in-
23 vestigation of the ways in which culture and related cultural policy will
24 impact the state over a 10-year period.

25

A BILL FOR AN ACT

Relating to financial support for cultural organizations; creating new provisions; amending ORS 359.400, 359.416 and 359.421; and declaring an emergency.

Be It Enacted by the People of the State of Oregon:

SECTION 1. Sections 2 and 3 of this 2023 Act are added to and made a part of ORS 359.400 to 359.444.

SECTION 2. (1) There is created the Cultural Impact Program to be administered by the Administrator of the Arts Program under the direction of the Trust for Cultural Development Board. The purpose of the program is to provide ongoing financial support of Oregon’s cultural organizations. The Arts Program under the direction of the Trust for Cultural Development Board shall disburse by August 1 the investment earnings, interest and other income deposited in the Trust for Cultural Impact Account during the previous fiscal year, less the amount required for technical assistance and disbursements provided by the Arts Program, as Cultural Impact Program grants to the local entities that manage the Community Cultural Participation Grant Program, on a per capita basis.

(2) Counties and federally recognized Indian tribes shall award monies received pursuant to subsection 1 of this section as Cultural Impact Program grants to cultural organizations that serve the residents of and visitors to their county or members of their tribe in order to advance, preserve or stabilize those organizations.

(3) Each county and federally recognized Indian tribes shall update their local cultural plan, in accordance with the process described in ORS 359.436 (3) and (4), to address priorities, strategies, benchmarks and management of Cultural Impact Program grants they award.

SECTION 3. (1) The Trust for Cultural Impact Account is established in the State Treasury, separate and distinct from the General Fund. Investment earnings, interest and other income earned by the Trust for Cultural Impact Account shall be credited to the account. The primary purpose of the account is to serve as a repository for public funds, with the investment earnings, interest and other income earned from such funds designated to the Cultural Impact Program created by Section 2 of this 2023 Act.

(2) All investment earnings, interest and other income in the Trust for Cultural Impact Account are appropriated continuously to the Oregon Business Development Department for the Arts Program for the purposes of Section 2 of the 2023 Act.

SECTION 4. ORS 359.400 is amended to read:

359.400. As used in ORS 359.400 to 359.444:

(1) “Community Cultural Participation Grant Program” means the program created by ORS 359.436.

(2) “Core partner agencies” means the Oregon Arts Commission, the Oregon Council for the Humanities, the Oregon Heritage Commission, the Oregon Historical Society and the State Historic Preservation Officer.

(3) “Cultural Development Grant Program” means the program created by ORS 359.431.

(4) “Cultural organization” means:

(a) An entity that is:

(A) Exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code;

[and]

(B) Organized primarily for the purpose of producing, promoting or presenting the arts, heritage and humanities to the public or organized primarily for identifying, documenting, interpreting and preserving cultural resources.

(b) A federally recognized Indian tribe.

(5) “Cultural Impact Program” means the program created by Section 2 of this 2023 Act.

(5)(6) “Trust for Cultural Development Account” means the account established by ORS 359.405.

(7) “Trust for Cultural Impact Account” means the account established by Section 3 of this 2023 Act.

SECTION 5. ORS 359.416 is amended to read:

359.416 (1) The Trust for Cultural Development Board shall oversee management of the Trust for Cultural Development Account **and the Trust for Cultural Impact Account** and shall provide direction to the Administrator of the Arts Program for the coordination, administration and evaluation of the Cultural Development Grant Program, the Community Cultural Participation Grant Program, **the Cultural Impact Program** and the use of funds received by core partner agencies under ORS 359.441.

(2) In accordance with applicable provisions of ORS chapter 183, the board may adopt rules necessary for the administration of ORS 359.400 to 359.444.

SECTION 6. ORS 359.421 is amended to read:

359.421 The Administrator of the Arts Program shall provide staff support to the Trust for Cultural Development Board. Under the direction of the board, the administrator shall:

(1) Coordinate grant management;

(2) Provide Trust for Cultural Development Account **and Trust for Cultural Impact Account** management and accounting;

(3) Work with cultural agencies and their constituents to communicate with and educate the public on the role culture plays in the lives of citizens and communities; and

(4) Evaluate the Cultural Development Grant Program, the Community Cultural Participation Grant Program, **the Cultural Impact Program** and the use of funds received under [*section 13, chapter 954, Oregon Laws 2001,*] **ORS 359.441** by core partner agencies.

(5) Upon request by a county or federally recognized Indian tribe, provide technical assistance to counties and federally recognized Indian tribes carrying out their duties to award Cultural Impact Program grants.

(6) Upon request by a county or federally recognized Indian tribe, disburse Cultural Impact Program grants in the amounts and to the cultural organizations specified by the county or federally recognized Indian tribe.

(7) The costs of providing technical assistance and disbursing grants as specified in subsections 5 and 6 of this section are not subject to the limitation on administrative expenses specified in ORS 359.426 (2).

SECTION 7. (1) For the biennium beginning July 1, 2023, at the request of the Oregon Department of Administrative Services, after the department consults with the Oregon Business Development Department, the State Treasurer is authorized to issue lottery bonds pursuant to ORS 286A.560 to 286A.585 in an amount that produces \$200,000,000 in net proceeds for the purposes described in section 2 of this 2023 Act, plus an additional amount estimated by the State Treasurer to be necessary to pay bond-related costs.

(2) Net proceeds of lottery bonds issued under this section must be transferred to the Oregon Business Development Department for deposit in the Trust for Cultural Impact Account established in section 3 of this 2023 Act, to provide grants to counties and federally recognized Indian tribes for disbursement to cultural organizations that serve the residents of and visitors to their county or members of their tribe in order to advance, preserve or stabilize those organizations.

(3) The Legislative Assembly finds that the use of lottery bond proceeds will create jobs, further economic development, finance public education or restore and protect parks, beaches, watersheds and native fish and wildlife, and is authorized based on the following findings:

(a) The grants described in this section will leverage art and cultural resources to create vibrant public spaces that integrate art and cultural and natural amenities, sustain Oregon's rich arts and cultural experiences and enhance a strong sense of place and community identity.

(b) The factors described in paragraph (a) of this subsection have the effect of creating jobs, expanding business and tax revenues and enhancing the economic vitality of Oregon communities.

SECTION 8. This 2023 Act being necessary for the immediate preservation of the public peace, health and safety, an emergency is declared to exist, and this 2023 Act takes effect July 1, 2023.