



**Oregon Cultural Trust Board Meeting**  
**Thursday, August 21, 2025**  
**9:00am to 1:00pm**  
**Deschutes Historical Museum**  
**Bend, OR**

Join Zoom Meeting

<https://oregon4biz.zoom.us/j/87300833201?pwd=PrHoRmaeCJZTPIsknLZzIVqgJQjJhI.1>

**August 20 and 21, 2025 Board Meeting, Bend**

Wednesday 8/20

1:30pm-2:30pm [High Desert Museum](#) Visit

4:30pm- 6:00pm Community Reception at [Scalehouse Collaborative for the Arts](#)

7:15pm Dinner at [Sen Thai Noodles](#)

Thursday 8/21

9:00am to 1:00pm Board Meeting at [Deschutes Historical Museum](#)

**October 16, 2025, Board Meeting**

9:00am to 12:00pm, Virtual

**October 17, 2025, Oregon Heritage Joint Board Meeting Discussion (optional)**

1:45pm – 2:45pm, Canby

The Oregon Cultural Trust Board will share the work of the Trust and get input from the commission/committee members on work that is happening with the Trust.

**February 26, 2026, Board Meeting**

9:00am to 12:00pm Virtual

**Oregon Cultural Trust  
Board Meeting Agenda**



**Thursday, August 21, 2025  
9:00am to 1:00pm  
Deschutes Historical Museum  
Bend, OR**

Zoom		<a href="https://oregon4biz.zoom.us/j/87300833201?pwd=PrHoRmaeCJZTPIsknLZzlVvgJQjJhl.1">https://oregon4biz.zoom.us/j/87300833201?pwd=PrHoRmaeCJZTPIsknLZzlVvgJQjJhl.1</a>		MIN.
1 Information	9:00 AM	<b>Welcome and Introductions</b>	Sean Andries, Chair	10
2 Action Page 4	9:10 AM	<b>Approve Minutes (4/21/25 5/1/25, 5/29/25)</b>	Sean Andries	10
3 Action	9:20 AM	<b>Legislative Debrief and Next Steps</b>	Sean Andries	30
4 Action Page 18	9:50 AM	<b>Spending Plan</b>	Liora Sponko, Senior Program Manager and Budget Committee	45
5 Action Page 23	10:35 AM	<b>Grant Programs</b> 1. Cultural Development 2. County and Tribal Coalitions 3. Cultural Partners 4. Partner Cooperative Grants	Aili Schreiner, Trust Manager	30
6 Information Page 47	11:05 AM	<b>Cultural Partners Updates</b>	See Below for Partners	20
7 Lunch	11:25 AM	<b>Lunch</b>		30
8 Action Page 56	11:55 AM	<b>Partner Augmentation Grant</b>	Sean Andries and Liora Sponko	5
9 Information Page 57	12:00 PM	<b>Senior Program Manager Report</b>	Liora Sponko	10
10 Discussion	12:10 PM	<b>Board Recruitment</b>	Sean Andries	5
11 Information Page 60	12:15 PM	<b>Campaign Update, Cultural Ambassadors</b>	Trina Motto, Watson Creative, Dana Turrell, Turrell Group	30
12 Discussion	12:45 PM	<b>Donor Engagement and Development Committee</b>	Sean Andries	10
13 Discussion	12:55 PM	<b>Public Comment</b>	Sean Andries	5
14 Action	1:00 PM	<b>Closing Comments, Adjourn</b>	Sean Andries	0

**Oregon Cultural Trust Partners**

Oregon Arts Commission	Subashini Ganesan-Forbes, Chair Oregon Arts Commission
Commission	Katie Henry, Heritage Commission Coordinator
State Historic Preservation Office	Kuri Gill, Heritage Grant Coordinator
Oregon Humanities	Adam Davis, Executive Director
Oregon Historical Society	Eliza Canty-Jones, Chief Program Officer

**Unanticipated agenda items may or may not be included. The meeting is a Zoom meeting with virtual 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**



**OREGON ARTS**  
COMMISSION

## Mission

To enhance the quality of life for all Oregonians through the arts by stimulating creativity, leadership and economic vitality

To lead in building an environment in which cultural organizations are sustained and valued as a core part of vibrant Oregon communities.



## Overview/Purpose

- Policy development and advice to government on programs related to arts
- Official state arts agency
- Grantmaking
- Advocacy
- Multiple programs (Community Development, Arts Education, % for Art)

- Policy development and advice to government on programs related to culture
- Fund development
- Grantmaking
- Advocacy
- County/Tribal Coalition development

## Governance

9 Members Appointment by the Governor

11 Members Appointed by the Governor, confirmed by the Senate  
1 House Member; 1 Senate Member

FTE

Budget

1

Budget

FTE

4.5 Admin & Programs  
7 Contract (Percent for Art & Poetry Out Loud)

\$4,074,681

Executive  
Director

\$4,659,418

3.5 Fund Development, Communications, Assistant  
2 Temps, 3 Contract (Communications & Website)

## Revenue Sources

General Fund, Federal Fund, Percent for Art, Cultural Trust, The Ford Family Foundation

Contributed, License Plate, Interest and Investment Earnings

## Services & Technical Assistance

Percent for Art

Grant Trainings • Staff Outreach • Online Resources • Communications

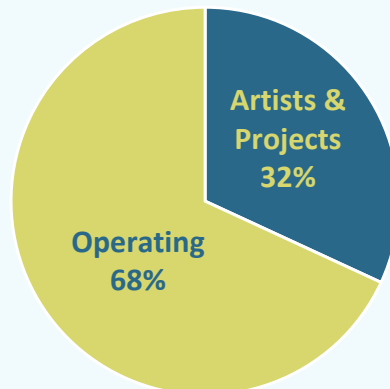
Coalition Leadership

## Shared Services

Office • Technology • Financial • Contracts • Human Resources • Administrative • Communication Staff • Cultural Resource Economic Fund \$9,510,728

Fiscal Year 2023: July 1, 2022 – June 30, 2023

Program	Amount
Arts Access Reimbursement	\$ 15,325
Arts Build Communities	\$ 255,000
Arts Learning	\$ 240,000
Career Opportunity	\$ 109,053
Designated	\$ 60,000
Fellowship	\$ 63,000
Operating Support	\$ 1,267,496
Small Operating	\$ 318,000
<b>Total</b>	<b>\$ 2,327,874</b>



Program	Amount
Cultural Development	\$ 1,706,828
Coalitions	\$ 855,687
Cultural Partners	
Oregon Arts Commission	\$ 228,183
Oregon Heritage Commission	\$ 76,061
Oregon Historical Society	\$ 76,061
Oregon Humanities	\$ 228,183
State Historic Preservation	\$ 76,061
Poet Laureate	\$ 40,000
Oregon Travel Information Council	\$ 35,000
Organizational & Professional Development	\$ 67,810
<b>Total</b>	<b>\$ 3,389,874</b>

**FY23  
Donations  
\$5,133,872**



## Joint Board Meeting Minutes

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April 14, 2025

In Person – Salem Oregon  
(Willamette Heritage Center)

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**Board Members Present:**

Sean Andries, Chair; George Kramer, Vice-Chair; Nathalie Johnson; Myong-Hui Murphy; Niki Price (attended virtually); Deborah Schaller; Gayle Yamasaki

**Board Members Absent:**

Bereniece Jones-Centano; Rep John Lively; Gustavo Morales

**Cultural Trust Staff Present:**

Rachel Blair; Raissa Fleming; Aili Schreiner

**Shared Staff Present:** Carrie Kikel, Liora Sponko

**Shared Staff Absent:** Brian Rogers

**Arts Commission Staff Present:**

Sarah Baylinson; Kat Bell; Ryan Burghard; Tiffany Harker

**Arts Commission Staff Absent:** Athena Proctor

**Commissioners Present:** Subashini Ganesan-Forbes, Chair; Jason Holland; Roberta Lavadour; Kamilah Long; Stephanie Kim; Jenny Stadler; Mathew Stringer

**Commissioners Absent:** David Harrelson, Vice Chair

**Partners Present:**

Adam Davis, Oregon Humanities; Kuri Gill, State Historic Preservation Office; Katie Henry, Oregon Heritage Commission; Kerry Tymchuck, Oregon Historical Society (left at 12:15 p.m.) ;

**Guests:** Sophorn Cheang, Business Oregon; Gabriella C. Calicchio, Oregon Shakespeare Festival; Emily Hartlerode, Oregon Folklife Network; Community Member Rowen, Amelia Porterfield, Governor's Office (arrived at 12:19 p.m.)

## Call to Order, Welcome and Chair's Report

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Sean Andries called the meeting to order at 10:13 a.m.

## Approval of Minutes

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**Action:** Jenny Stadler moved approval and Jason Holland seconded of Arts Commission minutes for December 6, 2024 & March 27, 2025. Ayes: Subashini Ganesan-Forbes; Jason Holland; Stephanie Kim; Kamilah Long; Matthew Stringer. No Nays. *The motion passed unanimously.*

**Action:** George Kramer moved approval of the Cultural Trust minutes for February 27, 2025. Seconded by Deborah Schallert. Ayes: Andries; Nathalie Johnson; Myong-Hui Murphy; Gayle Yamasaki. No Nays. *The motion passed unanimously.*

## FY2025 Operating Support Grant Award

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Liora Sponko presented report.

**Action:** Stadler moved approval of the Operating Support Grant Award for Ballet Fantastique. Stringer seconded. Ayes: Holland; Kim; Lavadour; Long; Stadler; Stringer. *The motion passed unanimously.*

## Business Oregon, Director's Update

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Sophorn Cheang gave an update on HB 3048 and other legislative items.

Stringer requested an update on Brian Rogers. Cheang reported that his return was official as of that morning but that he was not able to attend the meeting.

## Budget and Timeline

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Sponko presented report.

Discussion of budget areas and clarifications.

## Arts Commission Presentations

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Arts Commission staff shared brief descriptions of their work and their passions.

## Cultural Trust Presentations

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Cultural Trust staff shared brief descriptions of their work and their passions.

## Cultural Trust Partner Presentations

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Katie Henry gave an overview of the Oregon Heritage Commission  
Kuri Gill gave an overview of the State Historic Preservation Office

Adam Davis gave an overview of Oregon Humanities and an update on recent cuts to the National Endowment for the Humanities.

## **Lunch Break**

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Ganesan-Forbes called the meeting back to order at 12:59 p.m.

## **Future Wayfinding**

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Ganesan-Forbes explained activity guidelines and sorted attendees into five topic groups.

### **General Concerns:**

Kramer presented for the group:

- Whose responsibility will it be to continue the fundraising trend that OCT focused on?
- When the Conversation Is framed a, “Understanding the other side” It infers different values and goals. How do we ground the conversation in common values and goals?
- A draft Model for what the combined CT/AC budget might look like. High Level, round # not line-by-line.
- Unclear of what semi-independent means?
- Concerns: Roles & responsibilities, Staff burnout? Will this stage of the planning process/visioning be inclusive?
- Change to advocacy efforts how?
- Reaction of OCT Stakeholders & Donors. Confusion as to joint exodus and missions.
- Ensuring our language is about “we” instead of “us” & “them” as we talk about financial merging. Because we are all working toward the same goal. It’s us and we should just refer to “OCT” or “OAC” or “We”.
- Does this weekend the authority of the public arts program?
- Staffing and moving concerns – How and when can new staff be brought on? IT needs? Fiscal needs?
- How do we speak to our unique agency value and make distinction?
- Will there be cost efficiency? What are they?
- Will orgs that currently receive both AOC & OCT grants be at risk of getting less money, somehow double dipping?

### **Opportunities:**

Emily Hartlerode presented for the group.

- Representation! Leverage Cultural Network
- Increase value and use of tax credit
- Increased capacity
- Trust continues to be stable and accessible “promise to funding. Clarify roles and responsibilities.
- Less staff time spent in business Oregon meetings
- Focus back on culture and less on culture as a business
- A chance to redefine Arts and Culture in Oregon

- A chance to redefine the role of the state government in culture
- Creative use of staff, lobbying and procurement
- Better coordination among partners
- Create an emeritus council or brain trust of outgoing board members/commissioners, as each org has a long rich history that volunteers hold. It would be a shame to lose this as we go to a combined, smaller board (there are a lot of great folks in this room).
- More Flexibility, fewer levels of approval and the ability to move more quickly
- Strengthen the public facing stature and positive brand of the OCT.
- Reinforcement of the contributions that arts and culture have towards the economy, vitality and community wellness.

### **Naming of Organization:**

Tiff Harker presented for the group.

- Oregon Arts Coalition
- Oregon Cultural Arts Coalition
- Oregon Cultural Arts Collective
- Oregon Cultural Arts Advocacy
- Resource Council
- Oregon Arts Commission and Cultural Trust
- Oregon Department of Cultural Development
- Oregon Cultural Development Department
- The Oregon Cultural Trust for Arts, Heritage and Humanities
- Oregon Agency For Culture
- Oregon Agency for Arts and Culture
- Oregon Department of Arts and Culture
- Oregon Arts and Culture Department
- Culture Only (do not separate Arts as a highlight)
- Oregon Arts and Cultural Development Office Board

### **Concerns for Joint Entity:**

Murphy presented for the group.

- Should there be more public input on the decision to merge? Seems risky to work internally without listening.
- Commit to equitable Representation; service to history, heritage, arts historic preservation and the humanities?
- Loss of Vision and Values that informed the execution and work of the Oregon Cultural Trust
- Do not want to lose the OCT's origin of being the "Big Idea" regarding the advocacy of arts, culture, humanities and preservation
- Have all the OCT partner concerns been heard and adequately addressed
- Don't want to lose the funding and value of the cultural and tribal coalitions. Truly a core of the OCT's reach and inclusivity
- OCT's framework is retained, endowment is protected
- Will the trust lose its distinction as the big idea? How to maintain this?

- How will this agency be funded? Things that aren't in the current budget for both – AG, DOJ, IT, Contracts, HR, DEG Liaison, etc...
- 25 years of identity and value of Oreong tax credit at risk?
- Timing: instability of sector (IMLS, WETI)
- Is this Joint governance or a merger? Legislation reads as a merger
- How do the OCT Partners think/feel about this potential merger? Were they considered as part of merger
- Partners?
- The Cultural Trust is a distinctive entity. What Distinct Values, Offerings and Services must be articulated and protected (not distilled out/lost)???
- Concerned that the Trust's focus on Raising Funds will be distracted to focus on programs
- Concern of increased pressure on the Trust's permanent fund to pay administrative costs of the joint entity.
- Decreased visibility for Arts in the State Government
- Loss of focus on the non "arts" partners
- Disruption of federal party could create more pressure on trust resources

#### **Values of joint entity:**

Schreiner presented for the group.

- OAC will need to diversify funding sources (possible new models?).
- Value of Joint Entity
- More flexibility to meet the needs of our field
- More discretion of our funds
- More discretion of our grant programs
- A greater accountability to our field
- Larger voice inside the legislator
- Value: equitable representation, advocacy and support across cultural sector
- Unified approach/strategies to support culture
- Infrastructure investments
- Increased Accountability w/empowered board
- Directing legislative priorities
- Self-determination around operating
- Direct communication with Governor's Office
- Contrived and deeper conversations with all partners (heritage, historical, arts, etc)
- Opportunities for all (statewide and nationally)
- Complimentary work
- Both Staffs are short staffed
- Share ideas, bigger think tank and camaraderie

## **Adjourn**

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Ganesan-Forbes adjourned the meeting at 1:34 p.m.





## DRAFT: Oregon Cultural Trust Board Meeting Minutes

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May 1, 2025

Virtual

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### **Board Members Present:**

Sean Andries, Chair; George Kramer, Vice-Chair; Myong-Hui Murphy; Niki Price (arrived 10:39 a.m.); Deb Schallert; Gayle Yamasaki (arrived at 10:38 a.m.)

### **Board Members Absent:**

Nathalie Johnson; Bereniece Jones-Centano; Rep John Lively; Gustavo Morales

### **Staff Present:**

Kat Bell; Rachel Blair; Raissa Fleming; Carrie Kikel; Athena Proctor; Brian Rogers; Liora Sponko

### **Staff Absent:**

Aili Schreiner

### **Partners Present:**

Eliza Canty-Jones, Oregon Historical Society; Adam Davis, Oregon Humanities; Subashini Ganesan-Forbes, Oregon Arts Commission; Katie Henry, Oregon Heritage Commission

### **Partners Absent:**

Kuri Gill, State Historic Preservation Office

### **Others Present:**

Wendy Cornelisen, State Librarian (left at 11:02 a.m.); Amelia Porterfield, Governor's Office

### **Welcome**

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Sean Andries called the meeting to order at 10:34 a.m.

## Partner Presentations and Federal Cuts

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Andries asked Partners to share some of the impacts on their work and their vulnerability regarding federal funding cuts.

### **Adam Davis, Oregon Humanities**

Adam Davis said that Oregon Humanities has been in the news a bunch. Their general operating support grant was terminated, which was roughly half of their budget. They had received this for 53 years. They are a hybrid organization. NEH is how they support a lot of their operations. They are trying to deal with the news in a few ways. They are in triage mode right now – lost \$550,000 for FY2025 and be down roughly \$1 million in 2026/2027. They have had to lay off a few people, cut down many others to part-time work, suspended several grant programs. Mellon funding is good news, but qualified funding; this will help several councils stay in operation. Over a third of state councils receive about 80 percent of their funding from NEH. OH is in the healthier third of state councils, looking to retract rather than go into hibernation. Davis also shared that they are continuously looking at what else they can do such as fundraising locally and nationally and working on litigation with the national body (utilizing an Oregon firm). Advocacy is another big bucket and communications with a focus on red-leaning states has been helpful. Funding from the Smithsonian will also help. He thinks that it is important that the federal government support this work. It is both pragmatic and principled.

Andries asked about Mellon funding - what is the dollar amount and how is it structured. The whole gift is about \$15 million dollars. About \$200,000 will go to each council; if you raise \$50,000 you get another \$50,000 – OH will get that without question. For some councils their survival depends on it; not for OH. Most likely it's one-time funding, but the hope is other national foundations will participate.

Davis said they have seen encouraging response in the short-term, but long-term is more challenging. Likely to be a smaller organization unless advocacy works.

Subashini Ganesan-Forbes asked if the fundamental shift of public/private support for the good of humans is part of the conversation. Davis said yes, but when does Congress take its job seriously? When do they step in about forming the budget?

Gayle Yamasaki asked about 2026 and 2027 – what percentage of budget is personnel versus programming? What would sustainability look like?

Davis said they had 14 full-time staff and six contractors – far and away the biggest expense. If they lose \$1 million each year there's no way they can sustain that staffing. They will have to do work in a different way. They could still be a small nonprofit, but very much scaled back.

### **Eliza Canty-Jones, Oregon Historical Society**

Eliza Canty-Jones thanked the Trust for calling this meeting. The impact is vast and people don't realize the scope.

OHS has not lost any immediate funding – but they are anticipating further funding problems down the road and are trying to find ways to be in better alignment with how other partners funding affects them and what they do. OHS is not changing their stance. Their commitments are the same. There is a broader questioning of history.

George Kramer asked if America 250 funding is secured. Canty-Jones said it is connected to them, but it is not an OHS project. There has been some communication, but its goals and values are already set.

Liora Sponko shared in chat: NEA is distributing 25K for America 250 that we will send to Oregon 250 for activities in 2025 and 2026

Yamasaki asked what percentage of the operating budget comes from endowment and donor funds and what is membership-driven? They have separate license plate funds as well. What are the incentives?

Canty-Jones said they do have generous private donors. They will reach out to them. They are asking the questions right now but still working on the answers.

Katie Henry asked about community support and other organizations. Will the county commissioners want to ask voters to renew the levy? Any hopes that the community will find this work valuable?

**Subashini Ganesan-Forbes, Oregon Arts Commission:**

Ganesan-Forbes said there are a lot of rumors right now and we sit on the brink of some questions. The OAC does receive funding from the National Endowment for the Arts including \$35,000 for Poetry Out Loud.

The NEA award is 50 percent of the grant-making budget. DOGE is in the house at NEA – they are going through staff and funding plans. It may affect Oregon arts if the NEA does not get their government funding. There is a meeting happening today that might give them more information. There is also a house bill that could increase state arts funding to \$10 million. If NEA can preserve state agency funds and cuts grants to organizations, and the bill is approved, we could still serve the sector at the same level. But if everything gets cut it's a different picture.

Andries asked for confirmation that the NEA funds go only to grants. Ganesan-Forbes said only \$20,000 is allocated to administration. Of the 190 orgs they have data on, there are 14,181 total paid positions that are receiving money from them across the state.

**Wendy Cornelisen, State Librarian**

Andries said though the State Library is not considered a normal partner, he thought it would be helpful to see what work they are doing and how that work would be impacted.

Wendy Cornelisen said up to \$300 million could be ripped out of the museum and library ecosystem. This would have a huge impact on the entire landscape. They partner in so many ways that it would be really difficult to fill those gaps. So far, they received a partial grant for 50 percent of the 2025 award and that will be for their 2026 fiscal year. Hoping to get the remainder of the award in the coming weeks. They put a hold on to the subgrant award letters until they have that full award letter in hand.

Andries asked if getting the award letter for only 50 percent is normal?

Cornelisen said normally it is for the full award; \$2.6 million was the full award in 2024 and they were expecting the same award for 2025.

### **Katie Henry, Oregon Heritage Commission**

SHIPO receives about \$1 million in federal funds that supports staff and local programs. It's typically open in the spring but FY2025 applications have yet to open. National parks service grants have stopped with as well as underrepresented communities grants. We have made use of FEMA grants; some have been cancelled. AmeriCorps lost all of its funding for RARE communities through UofO. On Oregon Heritage Commission side the IMLS funding is a pretty big deal. "It's not just a museum and library impact. There are so many crossover impacts." Especially hurts local libraries that serve as arts and culture centers, community centers, sometimes even historical centers. Many tribes get grants through that program. A lot of IMLS grants have moved Oregon Heritage programs forward in the past. Oregon Vitality study funding is gone. Many other programs were funded through IMLS – we depend on their research to build our programs and that's now gone. Concerned about folks on the ground not knowing how this impacts them – the ripple effect down the road.

Discussion about certified local government program. Andries asked how much money is involved. Henry said a little over \$1 million and 25 percent goes to local programs.

Andries asked how much in federal funds overall are lost. Henry said she'd have to check on that.

### **Potential Cultural Trust Response Options**

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Andries said the big question is what would be sensible for the Trust to do in response and what can we do? What is permissible? We have a \$42 million endowment; his personal opinion is this is what it's for. He asked Brian to outline the three options.

Brian Rogers said we have been in preliminary conversations with the DOJ.

First option, we could increase the percentage of funding that we allocate to go out in grantmaking. Currently 42 percent goes into the endowment. They could possibly increase to the allowed 60 percent in grantmaking. This could increase the awards to Partners about \$10,000 (from about \$200k to \$210k).

Third option would be drawing down from the endowment. We would have to explore the barrier carefully as it is not specifically addressed in the statute, so we are looking into it.

Second option is to use the recently revised administrative formula to allocate up to 5 percent of the endowment – it could make funding available. Seems to be the cleanest most effective way to make funding available. We were at 2% last year. If we moved to 3% it would enable more funding to be available, but it depends on the amount the Partners need.

Andries gave a brief summary –

1. Go back to historic norms of 60 percent in grant funding that gives an extra 5-10k
2. We draw the 4 to 5 percent via the administrative formula.
3. Break into the piggy bank and get into the endowment. This could be the biggest legal challenge.

There could be about \$1 million available from drawing the full 5 percent from the endowment.

## **Board Discussion**

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Yamasaki said if option 2 is the low hanging fruit, she thinks we have the money and thinks we should help our Partners. She said we might expand the fundraising appeal to advocate increasing funds for Partners. She would like to explore option 2 and possibly 3.

Kramer feels encouraged that the Partners have good plans to weather the storm. Not in favor of option 3, but the legal complications had been voted on with Governor during Covid, so there should be a legal way to do it. For 2 what would it look like if they extended the funding to 3 percent? Could we dedicate the interest and the license plate funds to a specific area if needed?

Niki Price asked if there is going to be a vote.

Andries said he would like us to take advantage of the full 5 percent now, then make a plan for how to send it out to the Partners.

Rogers said there are some things we need to do internally to make sure the Governor's Office and the Legislature are in agreement with our direction.

Amelia Porterfield said she spoke to the chief financial officer and before the Trust acts, it needs to think about intersections with all legal strategies. Any action might inform Legislators that you have available cash. So, we may want to think about how it would be best to approach this. We are sadly reminded we are at the beginning of a very long game. How we construct a vote might be meaningful in response to broader state reaction. While we are excited Oregon is at the forefront of the fight; we don't want to accidentally open up a deep dive that might come back at us – exercise a bit extra caution.

Kramer said he'd like to vote to direct staff to work with the Governor's Office and legal and come back to us with options. Sounds like no Partners are at threat of closing on Tuesday; want to ensure they are open in a year.

Yamasaki agreed to make a motion to direct staff to come back in a timely manner.

Andries said his concern is that if we let the investigative process go along too long, we may lose opportunity.

Deb Schallert said she agrees with Amelia that we need to frame this very carefully.

### **Action**

Andries moved to direct staff to create a plan for how we could have authority and access to funds, with exploration of multiple funding options, and present it to us in two weeks.

Kramer moved that staff explore legal possibilities and ramifications of funding sources to include accessing the endowment, interest on the endowment, administrative allocation and license plate fees in coordination with the Governor's Office and to report back within two weeks in order to make a timely decision of how to best support our Partners.

Andries retracted his motion and seconded Kramer's motion.

Aye Votes: Price, Shallart, Yamasaki, Murphy.

*Motion passed unanimously.*

### **Adjourn**

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Andries adjourned the meeting at 11:56 a.m.



## Oregon Cultural Trust Special Board Meeting Minutes

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May 29, 2025

Virtual

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**Board Members Present:** Sean Andries, Chair; George Kramer, Vice-Chair; Deb Schallert, Gayle Yamasaki, Niki Price

**Board Members Absent:** Gustavo Morales; Sen Bill Hansell, Rep John Lively; Nathali Johnson; Berenice Jones-Cenano; Myong-Hui Murphy

**Staff Present:** Kat Bell, Grant Officer; Raissa Fleming, Trust Assistant; Carrie Kikel, Communications, Executive Director; Liora Sponko, Senior Program Manager; Athena Proctor, Administration Specialist

**Partners Present:** Eliza Canty-Jones, Oregon Historical Society; Subashini Ganesan-Forbes, Oregon Arts Commission; Kuri Gill, State Historic Preservation Office; Katie Henry, Oregon Heritage Commission, Chrissy Curron, Oregon Heritage State Historic Preservation Office; Adam Davis, Oregon Humanities; Jennifer Alkezweeny, Oregon Humanities

**Others Present:** Amelia Porterfield Regional Solutions Director

### Call to Order

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Andries called the meeting to order at 1:02pm

Andries: Today's meeting is for the purpose of the partner funding augmentation proposal. There were five different paths presented that were investigated as potential avenues. Staff and budget committee members are in favor of proposal two.

### Partner Funding Augmentation

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Andries opened the floor.

Deb Schallert: The summary was helpful. I appreciate the work of the people who put the time into this, I feel prepared for the vote.

Andries moved the following motion:

**Motion to allow Partner Plan amendments and additional funding requests:**

During Fiscal Year 2026, the Cultural Trust's Core Partner Agencies (Partners) may submit a request to amend their Partner Plan and request additional funding from the Trust if they can demonstrate exceptional needs resulting from significant funding disruptions that impact their ability to fully implement their partnership agreement. Partners may apply for additional funding up to, but not exceeding, the amount awarded in that Partner's FY25 partner grant allocation. All requests must be submitted to and reviewed by Trust staff who will prepare recommendations to the Cultural Trust Board of Directors for final approval. All funding decisions will be made by a vote of the Cultural Trust Board of Directors. Any awarded funding for this purpose will be allocated from the Trust's administrative assessment, with the understanding that the Arts Program intends to distribute up to four percent of the assessed value of the Trust for Cultural Development Account for the previous fiscal year in FY26.

George Kramer Seconded the motion.

Kramer: Before we vote, since we have all the partners in the room, do you have any questions or concerns?

Adam Davis: I would express gratitude for how we got here, there's been great communication through this and the structure of this.

Andries called upon the board members present and they stated their votes for the motion as followed:

Gayle Yamasaki : Yes

Niki Price: Yes

Deb Schallert: Yes

George Kramer: Yes

Sean Andries: Yes

Motion carries with all in favor.

Liora Sponko: We're excited to work on developing the grant program and to get clarify on the spending limitations. That's what we'll be working on to understand the donations and the interest income. Legislature is currently reviewing the budget; we've asked for an increase which would affect the spending limitations. We're hoping if the increase is approved, that there will be room to cover these grants as well. It's very likely we'll need to ask for increased spending in February. That's what we're working on behind the scenes.

Yamasaki: What is the timeline for the request and when the funds will be out the door?

Sponko: The legislature concludes at the end of June and it take about a month for Business Oregon to conclude our budget. I think at the August board meeting we'll have a lot more clarity. The budget committee will also have done more work by then. There will be more discussion on this at that time.



Andries: We can move on parallel tracks right now, we can approve proposals as we discover what the best path forward is.

Yamasaki: Would we change the appeal to donors because of this decision?

Andries: We haven't really discussed that yet. It depends on the Governor's office. Will we be quiet and quick? Public? Depends on direction from the governor's office.

Yamasaki: Thank you

Amelia Porterfield: This is new territory, a new adaptation of consistent practice. This shift from 2 – 4% of administration budget, is the first time we're doing this. We'll need to see the applications that come in from the Partner's. We're hoping that there will not be changes to any other Partner's Budgets that happen between now and august. If that does happen, we'll need to reconsider.

Carrie Kikel: If you've received our spring appeal, you will note that our messaging is related to cuts at the federal level. In the messaging approved by the governor, we're pointing out that our funding comes specifically from the cultural tax credit and we are not affected by the federal cuts. We will continue to use the messaging moving into the fall campaign.

## **Public Comment**

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None

## **Closing Remarks**

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Niki Price: Staff, I am really thinking about you and all the hard work that you are going through, and the details, that you are following up on in the midst of this chaos. I appreciate all of you.

## **Adjourn**

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Andries closed the meeting at 1:14pm



August 21, 2025

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TO: Cultural Trust Board Members  
FROM: Trust Budget Committee  
SUBJ: Spending Plan FY2026

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The Trust Budget Committee met several times to discuss and review the grant disbursement spending plan. Enclosed is the FY2026 grants spending plan with three disbursement options included. As of June 30, 2025, our annual interest income for the fiscal year is \$1,879,634 and the permanent fund is now \$50,698,869

#### **Disbursement Recommendation**

Current statute states:

*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. (ORS 359.426)*

The committee discussed the three options as presented in the enclosed disbursement plan. **The committee recommends Option #2, which disburses 42% of revenue from the Cultural Trust tax credit and interest income to the permanent fund and 58% of revenue and interest income to be disbursed to our grant programs.**

The current spending limitation for grants over the course of the 2025-27 biennium is \$7,740,000. We will likely exceed this limitation and will ask the legislature to increase our spending limitation in February 2026 short session.

#### **Administrative Purposes**

Current statute states:

*Each fiscal year, the Arts Program shall assess the total value of the Trust for Cultural Development Account for the previous fiscal year and may distribute up to five percent of that value for administrative purposes, including:*

- (a) Supporting the operations of the Trust for Cultural Development Board and the Trust for Cultural Development Account;*
- (b) Facilitating technical assistance;*
- (c) Local cultural planning; and*
- (d) Other activities that encourage cultural activity.*

**The committee recommends approving the administrative percentage to 4% for the FY2026 fiscal year.** The Trust's current administrative expenses are slightly over 2% and the remaining 2% can be used for the purposes outlined in statute, including the partner augmentation grant.

Requested Action:

☐

Informational only

☐

For board input/discussion

☒

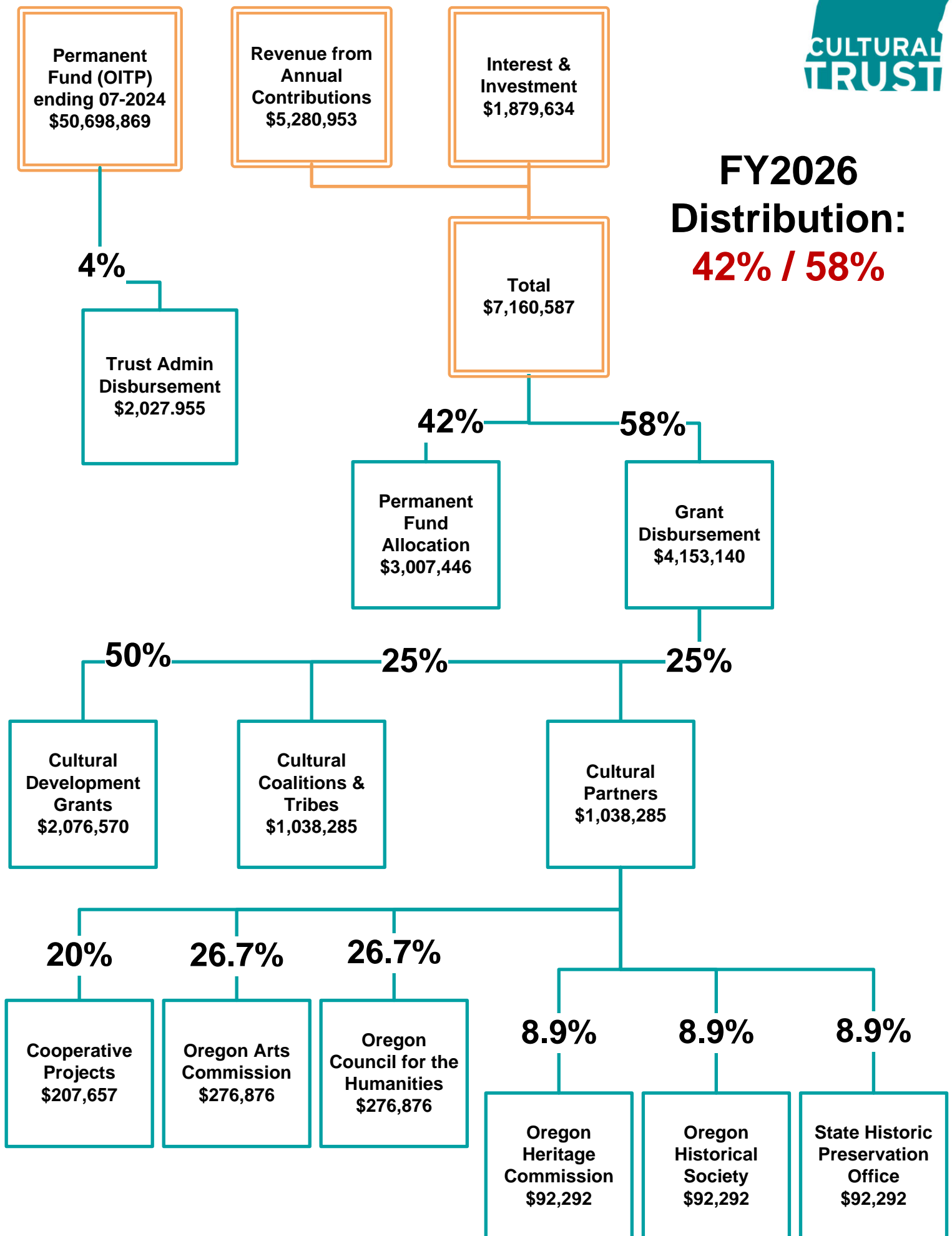
For board action

# Oregon Cultural Trust - Distribution Plan

FY2026

	Committee Recommendation					
	Option 1		Option 2		Option 3	
	% of Allocation	Amount	% of Allocation	Amount	% of Allocation	Amount
<b>Contributions and Earnings</b>						
Marketing and Promotion (License Plate)		\$800,000		\$800,000		\$800,000
<b>Revenue from Annual Contributions (from FY25)</b>		\$5,280,953		\$5,280,953		\$5,280,953
<b>Interest &amp; Investment Earnings (from FY25)</b>		\$1,879,634		\$1,879,634		\$1,879,634
Grand Total Contributions and Earnings (Grants and Permanent Fund)		<u>\$7,160,587</u>		<u>\$7,160,587</u>		<u>\$7,160,587</u>
<b>Cash &amp; Equivalents</b>						
<b>Permanent Fund (OITP) Ending Balance</b> (as of 6/30/25)		\$50,698,869		\$50,698,869		\$50,698,869
Cultural Development Trust Income - F3006 (as of 6/30/25)		\$6,567,595		\$6,567,595.32		\$6,567,595.32
Cultural Trust Operations - F3007 (as of 6/30/25)		\$2,458,250.30		\$2,458,250.30		\$2,458,250.30
Total -		\$59,724,715		\$59,724,715		\$59,724,715
<b>Allocations</b>						
<b>Permanent Fund Allocation (before admin assessment)</b>	45%	\$3,222,264	42%	\$3,007,446	40%	\$2,864,235
<b>Disbursement (Grants and Administration)</b>	55%	\$3,938,323	58%	\$4,153,140	60%	\$4,296,352
Grand Total Allocations	100%	<u>\$7,160,587</u>	100%	<u>\$7,160,587</u>	100%	<u>\$7,160,587</u>
<b>Disbursement Detail</b>						
<b>Disbursement for Trust Administration</b>	4%	\$2,027,955	4%	\$2,027,955	4%	\$2,027,955
Disbursement for Competitive Grants, Partners and Coalitions		\$3,938,323		\$4,153,140		\$4,296,352
Total:		<u>\$5,966,277</u>		<u>\$6,181,095</u>		<u>\$6,324,307</u>
<b>Competitive Grants, Partners and Coalitions Detail</b>						
Cultural Development Grants	50%	\$1,969,161	50%	\$2,076,570	50%	\$2,148,176
Cultural Participation Grants (Coalitions)	25%	\$984,581	25%	\$1,038,285	25%	\$1,074,088
Cultural Partner Grants	25%	\$984,581	25%	\$1,038,285	25%	\$1,074,088
Total:	100%	<u>\$3,938,323</u>	100%	<u>\$4,153,140</u>	100%	<u>\$4,296,352</u>
<b>Partner Grants - Detail (Percentages Set by Statute)</b>						
Cooperative Partner Projects	20.0%	\$196,916	20.0%	\$207,657	20.0%	\$214,818
Oregon Arts Commission	26.7%	\$262,555	26.7%	\$276,876	26.7%	\$286,423
Oregon Council for the Humanities	26.7%	\$262,555	26.7%	\$276,876	26.7%	\$286,423
Oregon Heritage Commission	8.9%	\$87,518	8.9%	\$92,292	8.9%	\$95,474
Oregon Historical Society	8.9%	\$87,518	8.9%	\$92,292	8.9%	\$95,474
State Historic Preservation Office	8.9%	\$87,518	8.9%	\$92,292	8.9%	\$95,474
Total:	100%	<u>\$984,581</u>	100%	<u>\$1,038,285</u>	100%	<u>\$1,074,088</u>
Allocation to Permanent Fund 42%		\$3,222,264		\$3,007,446		\$2,864,235
Allocation to Administration - up to 4% of Permanent Fund		\$2,027,955		\$2,027,955		\$2,027,955
<b>Net Transfer to Permanent Fund</b>		<b>\$1,194,309</b>		<b>\$979,492</b>		<b>\$836,280</b>

## FY2026 Distribution: **42% / 58%**





OITP - Oregon  
PLAN ACCOUNTING REPORT  
June 1, 2025 to June 30, 2025

Trust Name: OITP - Oregon

Entity Name: OREGON CULTURAL TRUST  
Entity Type: Plan  
Entity Number: OCT

Beginning Ratio: 0.119610085  
Beginning Price: 1406.843368088

	<u>Amount</u>	<u>Units</u>	<u>YTD Amount</u>
Beginning Balance:	43,292,699.56	30,772.93	41,080,276.27
Amort/Accretion Income	7,524.69		82,193.75
Dividend Income	0.00		0.00
Interest Income	185,616.73		1,879,638.34
Commission Recapture	0.00		0.00
Stock Loan Income	0.00		384.15
Other Income	0.00		0.00
Investment Manager Expense	(2,151.53)		(21,993.25)
Tax Withholding Expenses	0.00		0.00
Other Expenses	(1,689.60)		(5,835.87)
Transfers In	2,191,963.82		18,468,952.88
Transfers Out	(2,088,267.53)		(9,728,312.38)
Asset Transfers - In	(103,696.29)		(8,740,640.52)
Units Purchased/Sold Asset Transfers	6,804,831.82	4,836.95	6,804,831.82
Capital Gains	0.00		0.00
Other Capital	0.00		0.00
Realized Gain Loss	39,746.03		457,185.62
Margin Variation	0.00		0.00
Unrealized Gain Loss - Security	372,291.29		422,188.18
Ending Balance:	50,698,868.99	35,609.89	50,698,868.99
Net Change	7,406,169.43	4,836.95	9,618,592.72
Ending Ratio:	0.135856458		
Ending Price:	1423.730184857		



August 21, 2025

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TO: Oregon Cultural Trust Board  
FROM: Aili Schreiner, Trust Manager  
SUBJ: FY2026 Cultural Development Grant Award Options

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**Background:**

Cultural Development Program grant awards provide recognition and support to significant cultural programs and projects, preserving and enhancing Oregon's diverse arts, heritage, history, preservation and humanities efforts. They support project-based activities that occur between September 1, 2025, and August 31, 2026.

By statute, Cultural Development Grants must be used to:

- Address significant opportunities to advance, preserve or stabilize cultural resources;
- Invest in the development of new resources;
- Support proposals that have a broad cultural impact beyond the applicant itself; and
- Support proposals from applicants with culture as a priority within the mission of the organization.

The Cultural Trust awards project funds in four distinct categories. Organizations may only submit one application to one category a year:

- 1) **Access to Culture:** Projects that make culture broadly available to Oregonians. Access to Culture projects create new, or increase, public access to culture. This is done by removing barriers (financial, structural, geographic, ADA, etc.) and/or creating new cultural opportunities for communities often underserved.
- 2) **Cultural Heritage & Preservation:** Projects that invest in Oregon's cultural heritage by recovering, preserving and sharing historic assets and achievements. Cultural Heritage & Preservation projects restore or renovate historic assets, create educational exhibits, support digital/oral preservation and archival work, and/or support museum collections and historic research/publications.
- 3) **Cultural Creativity:** Projects that support the cultural and creative expression of Oregonians. Cultural Creativity projects invest in creative work by supporting the development of artists, cultural experts or scholars. Cultural Creativity projects promote creative expression as a core part of vibrant communities with public exhibits/artistic residencies, cultural/artistic programming/productions/performances, commemorative works or special commissions, scholarly research and publications, and/or support for emerging creative leaders.

- 4) **Strengthen Cultural Capacity:** Projects that strengthen cultural organizations by building their stability and generating public confidence. Strengthen Cultural Capacity projects should reflect strategic investments in cultural organizations' capacity and/or improved sustainability, prioritizing new resources that best support their community and cultural impacts.

Organizations can receive awards in two consecutive years; they are not eligible in the subsequent year.

Working with the Grants Committee, several changes were adopted in this year's cycle. Of note, program staff:

- Clarified language around each category
- Introduced an eligibility quiz for applicants prior to submitting
- Limited financial reports to the organization's most recent 990
- Revised the scoring rubric to a total value of 40 points possible, and added a scoring rubric for accurate use of the project budget
- Convened panel chairs to discuss the panel day experience and which budget scenarios to be provided to the full board for consideration
- When considering funding awards, prioritize full requests for the most competitive applications and, up to the budget amount per category, make awards closer to 75% of requested amount
- No longer normalize scores across panelists and panels, relying instead on straightforward math that lends itself to public transparency and creates fewer opportunities for error.

#### **Grant Application Process, Overview:**

Program guidelines were published in January, with a May 7 grant application deadline.

#### **Community Outreach**

In addition to Conversations with Funders, a program orientation was held for prospective applicants on March 26. The orientation was recorded and posted online with the slide deck. A fillable [panel interest form](#) was posted to collect prospective panelists (+30 submitted). The Cultural Trust is pleased to now offer honorariums to panelists (based on number of applications reviewed) of up to \$300. We are in year two of piloting this process and hope this compensation enables more prospective panelists to participate.

#### **Cultural Development Grant Panels**

A virtual panel orientation was held on May 12. The orientation provided guidance on the goals of the funding program and tips for navigating the online review system. Training was also provided on diversity, equity and inclusion principles in grant making. Discussions were held on topics such as conflicts of interest, equality vs. equity, definitions of implicit bias and the roles they may play in evaluating applications (and how to limit them), and how to approach the panel process through creative meeting actions.

Four board members served as this year's non-voting panel chairs. Panel chairs focus on facilitating the meetings, gathering policy and procedural recommendations, and gaining knowledge about disciplines outside of their direct background experiences.

This year's cycle showed a significant increase in applications received and total request amounts compared to recent years:



FY2021: 123 eligible applications requesting \$2,617,997  
FY2022: 156 eligible applications requesting \$3,479,625  
FY2023: 133 eligible applications requesting \$3,077,363  
FY2024: 179 eligible applications requesting \$4,291,649  
FY2025: 192 eligible applications requesting \$4,873,476  
FY2026: 207 eligible applications requesting \$5,012,182

This year's virtual panels and grant requests included:

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**FY2026 Cultural Development Review Panels: Total Requests \$5,012,182**

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**Preservation Category: June 10 Requests totaling \$722,029**

*Panel Chair George Kramer (Ashland)*

30 applications were reviewed by six panelists from Benton, Deschutes, Clatsop, Linn, Multnomah, Umatilla and Washington counties.

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**Access Category: June 13 Requests totaling \$1,555,639**

*Panel Chair Myoung-Hui Murphy (Aloha)*

65 applications were reviewed by six panelists from Baker, Multnomah, Wallowa and Yamhill counties.

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**Creativity Category: June 18 Requests totaling \$1,481,492**

*Panel Chair Gayle Yamasaki (Klamath Falls)*

66 applications were reviewed by five panelists from Coos, Josephine and Multnomah counties.

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**Capacity Category: June 20 Requests totaling \$1,118,204**

*Panel Chair Sean Andries (Tigard)*

44 applications were reviewed by eight panelists from Clackamas, Deschutes, Jackson, Multnomah, Washington and Wheeler counties.

Panelists this year represented regional cultural nonprofits, tribal cultural resource staff, cultural funding foundations, Coalition leadership, arts and culture consultants, universities and community colleges, subject-matter experts and state cultural agencies, among others.

Per our custom, we offered application review and feedback prior to the application deadline. This year Trust Manager Aili Schreiner met with dozens of applications and reviewed several draft applications. Many were new to this grant program having learned about it from this year's "Conversations with Funders" events and virtual program webinars.

The panel chairs met on July 8 to discuss prospective award scenarios. Assuming a 52/48 split, the CDV program would receive \$2,076,570. Proposed today is a funding scenario which:

- Allocates FY26 CDV budget across four panels by # of applications per panel
  - Preservation: 30 applications, 15% of budget (\$311,485)
  - Access: 65 applications, 32% of budget (\$664,502)
  - Creativity: 66 applications, 32% of budget (\$664,502)
  - Capacity: 44 applications, 21% of budget (\$436,079)
  - Award full funding to top 5 scoring applications

- Award partial funding (75-85% of requested amount) to remaining applications, by highest to lowest score, with balance of remaining funds (see attached spreadsheet).

Based upon updated budget figures from Business Oregon's fiscal department, the award options for the FY2026 Cultural Development Grants with a budget of \$2,076,570 include:

**Option 1** – Fund 81 projects, or 39 percent of the total eligible applications, all at 100 percent of the request, maximum grant set at \$40,000 and lowest at \$5,000. This option recognizes the excellence of those highest-scoring applications in each category at 100% of their requested grant amount.

**Option 2** – Fund 91 projects, or 44 percent of the total eligible applications, ranging from 100 percent of the requested amount for the top 5 scores and 85% of requested amount for the balance of the budget.

**Option 3** – Fund 101 projects, or 49 percent of the total eligible applications, ranging from 100 percent of the requested amount for the top 5 scores and 75% of requested amount for the balance of the budget.

**Panel Chairs and staff recommend Option 2, which awards excellence by virtue of score while also supporting competitive applications with 85% of their requested amount.**

**Assuming Option 2, FY2026 first-time CDV grant recipients:** *(19 new awardees, 63 percent of organizations outside of Portland)*

**Access:**

- India Cultural Association (Portland)
- Columbia Gorge Discovery Center (The Dalles)
- Wild Rivers Coast Foundation for Dance (Brookings)
- Casa de la Cultura Tlanese (Salem)
- Mt. Hood Unida (Rhododendron)
- Siletz Regalia Sharing Closet (Portland)

**Capacity:**

- Fool House Collective (Lake Oswego)
- Dry Canyon Arts Association (Redmond)
- Portland-Kaohsiung Sister City Association (Portland)
- Flip Museum Incorporated (Beaverton)
- Dorymen's Heritage Center (Pacific City)

**Creativity:**

- Medicine Bear Native American Spiritual Encampment (Portland)
- BASE (Medford)
- Bedrock Theatre (Gresham)

### **Preservation:**

- Astoria Arts and Movement Center (Astoria)
- Oaks Park Association (Portland)
- Columbia Basin Basketry Guild (Portland)
- Albina Music Trust (Portland)
- Historic Jacksonville Inc. (Jacksonville)

### **Grant Award Notification**

Board members are welcome and encouraged to sign up to call recipients and share the good news. A sign-up sheet will be circulated after the Board meeting and then shared by email. **Given the time sensitivity of award announcements to applying organizations, we ask that Board members commit to calling organizations by the end of August, exact deadline will be determined.**

### **Policy and Process Considerations:**

- Panelist Memorandum of Understanding: outlined responsibilities as a panelist, including mandatory attendance to the panelist orientation, full attendance on panel day, confidentiality, conflicts of interest, etc.
- Biases: Panelist introductions, including lived experiences or points of view that inform their perspectives (i.e. implicit bias). What excites you about your work as a panelist?
- Add an additional week of time for reviews
- Reviews must be completed 48 hours before panel day, or panelist may not attend panel day
- Review efficacy of system status for applications (in progress vs. submit)
- Required Budget Form:
  - Applications submitted with an incomplete budget form will not be considered eligible for funding consideration
  - Add an excel version of the budget form (in addition to fillable PDF) for ease of access and use
  - Add even more detailed instructions on how to use the budget form in the program orientation and as an addendum to the guidelines
- Short online tutorials on applying for grants, covering topics such as using rubrics, budget forms, creating program/project evaluations, etc.
- While we had strong geographic, age, gender and lived/professional experience diversity among panelists, we continue to strive for increased ethnic diversity.
- For capital improvement projects/requests, require MOU and/or lease term specifics to ensure that the award recipient is in fact the applying nonprofit (as opposed to a 3rd party)
- Aim to have 5-6 panelists per panel at most
- Eligibility to apply: Review and discuss eligibility of universities and institutions of higher learning to apply for state funds. A reoccurring concern over the years by panelists, given the unique access to state funds that universities rely on (unlike 501 c 3 cultural nonprofits)
- Eligibility to apply: Cultural Trusts may not be used for advocacy purposes
- Eligible use of funds: Funds from the CDV program may not be used for re-granting

- Eligible use of funds: Funds from the CDV program may not be used for indirect services/program expenses (e.g. legal consultations, social services, etc.). For context, there are many culturally specific cultural nonprofits that engage in cultural programming but also provide wrap around services such as immigration legal support, social services for ESL, etc.

Requested Action:

☐ Informational only      ☐ For board input/discussion      ☒ For board action

Motion: Move to approve Option 2 of the FY2026 Cultural Development award allocations as presented in the August 21, 2025, Cultural Trust board packet.

PRESERVATION PANEL: \$311,485				Option 1	Option 2	Option 3
Organization Name	Applicant City	Average Score	Requested Amount	100% for top scores	100% for top 5, 85% for remaining	100% for top 5, 75% for remaining
Astoria Arts and Movement Center	Astoria	37	\$40,000	\$40,000	\$40,000	\$40,000
Old Church Society Inc	Portland	37	\$20,000	\$20,000	\$20,000	\$20,000
Friends of Santiam Pass Ski Lodge	Beaverton	36.67	\$40,000	\$40,000	\$40,000	\$40,000
Wallowa Band Nez Perce Trail Interpretive Center, DBA Nez Perce Wallowa Homeland	Wallowa	36.4	\$28,000	\$28,000	\$28,000	\$28,000
The High Desert Museum	Bend	35.5	\$20,000	\$20,000	\$20,000	\$20,000
Oaks Park Association	Portland	35	\$40,000	\$40,000	\$34,000	\$30,000
Columbia Basin Basketry Guild	Portland	34.5	\$5,000	\$5,000	\$5,000	\$5,000
Albina Music Trust	Portland	34.2	\$40,000	\$40,000	\$34,000	\$30,000
Linfield University	McMinnville	32.83	\$24,301	\$24,301	\$20,656	\$18,226
Favell Museum	Klamath Falls	32.67	\$40,000	\$40,000	\$34,000	\$30,000
Historic Jacksonville Inc	Central Point	32.33	\$40,000	\$14,184	\$34,000	\$30,000
Oregon Jewish Museum and Center for Holocaust Education	Portland	32.17	\$25,000	\$311,485	\$309,656	\$18,750
Nordic Northwest	Portland	32	\$11,889			\$309,976
Corvallis Arts Center Inc	Corvallis	30.67	\$40,000			
Talent Historical Society	Talent	30.67	\$17,900			
Albany Regional Museum	Albany	30.4	\$6,000			
Hellenic-American Cultural Center & Museum of Oregon and SW Washington	Portland	30	\$6,390			
Natives of One Wind Indigenous Alliance	Ashland	28.67	\$17,000			
Scarlet Sails Cultural Foundation	Beaverton	28.5	\$5,300			
Crossroads Creative and Performing Arts Center Inc	Baker City	28.33	\$12,477			
Elk Rock Garden Foundation	Portland	28.33	\$36,772			
Friends of IFCC (FoIFCC)	Portland	28.33	\$10,000			
Mt Hood Cultural Center & Museum	Government Camp	27.17	\$25,000			
Somali Cultural Museum of Oregon	Portland	25.33	\$40,000			
Lakewood Theatre Company	Lake Oswego	24.67	\$35,000			
St. Paul Mission Historical Society	Saint Paul	24.5	\$25,000			
Keizer Heritage Foundation	Keizer	22.5	\$5,000			
Jackknife-Zion-Horesheaven Historical Society	Eagle Creek	19.83	\$26,000			
Conduit Dance aka Shaun Keylock Company	Portland	19	\$40,000			

ACCESS PANEL: \$664,502				Option 1	Option 2	Option 3
Organization Name	Applicant City	Average Score	Requested Amount	100% for top scores	100% for top 5, 85% for remaining	100% for top 5, 75% for remaining
SMART Reading	Portland	36.83	\$10,000	\$10,000	\$10,000	\$10,000
Portland SummerFest	Portland	36.5	\$30,000	\$30,000	\$30,000	\$30,000
Northwest Alliance for Alternative Media and Education	Portland	36.33	\$40,000	\$40,000	\$40,000	\$40,000
Neskowin Coast Foundation aka Sitka Center for Art and Ecology	Pacific City	35.67	\$40,000	\$40,000	\$40,000	\$40,000
Josephy Center for Arts and Culture	Joseph	35.6	\$40,000	\$40,000	\$40,000	\$40,000
India Cultural Association	Portland	35.5	\$12,500	\$12,500	\$10,625	\$9,375
Oregon Public Broadcasting	Portland	35.5	\$40,000	\$40,000	\$34,000	\$30,000
My Voice Music	Portland	35	\$19,206	\$19,206	\$16,325	\$14,405
Outside the Frame	Portland	34.83	\$32,550	\$32,550	\$27,668	\$24,413
Western Oregon University Development Foundation	Monmouth	34.67	\$40,000	\$40,000	\$34,000	\$30,000
Columbia Gorge Discovery Center	The Dalles	34.5	\$6,120	\$6,120	\$5,202	\$4,590
Hindi Sangam Inc	Portland	34.5	\$5,000	\$5,000	\$4,250	\$3,750
Wild Rivers Coast Foundation for Dance	Brookings	34.5	\$35,000	\$35,000	\$29,750	\$26,250
Lincoln City Cultural Center	Lincoln City	34.33	\$9,026	\$9,026	\$7,672	\$6,770
Performance Works NorthWest	Portland	34	\$5,563	\$5,563	\$4,729	\$4,172
Casa de la Cultura Tlanese	Salem	33.67	\$40,000	\$40,000	\$34,000	\$30,000
Instaballet	Eugene	33.67	\$30,000	\$30,000	\$25,500	\$22,500
Mt Hood Unida	Rhododendron	33.67	\$5,000	\$5,000	\$5,000	\$5,000
Willamette University - Theatre 33	Salem	33.67	\$20,000	\$20,000	\$17,000	\$15,000
Music Workshop	Portland	33.33	\$40,000	\$40,000	\$34,000	\$30,000
Siletz Regalia Sharing Closet	Portland	33.17	\$40,000	\$40,000	\$34,000	\$30,000
Street Books	Portland	33.17	\$25,000	\$25,000	\$21,250	\$18,750
Tower Theatre Foundation Inc	Bend	33.17	\$20,000	\$20,000	\$17,000	\$15,000
Chamber Music Northwest	Portland	33	\$25,000	\$25,000	\$21,250	\$18,750
Literary Arts, Inc.	Portland	33	\$40,000	\$29,965	\$34,000	\$30,000

Oregon East Symphony	Pendleton	33	\$6,000	\$6,000	\$5,100	\$4,500
Ross Ragland Theater	Klamath Falls	33	\$40,000	\$18,572	\$34,000	\$30,000
Cada Casa International	Portland	32.33	\$40,000	\$664,502	\$34,000	\$30,000
Salem Art Association	Salem	32.33	\$30,000		\$14,182	\$22,500
Shedd Institute for the Arts, The John G.	Eugene	32	\$40,000		\$664,502	\$30,000
Samoa Pacific Development Corporation	Portland	31.83	\$32,794			\$18,778
One World Chorus	Lake Oswego	31.67	\$36,000			\$664,502
Southern Oregon Consortium for Accessibility in the Arts	Ashland	Non-competitive	N/A			
ArtMax Academy	Portland	Non-competitive	N/A			
Oregon International Ballet Academy	Portland	Non-competitive	N/A			
Confederated Tribes of Coos, Lower Umpqua & Siuslaw Indians	Coos Bay	Non-competitive	N/A			
Color Outside the Lines	Portland	Non-competitive	N/A			
Ashland Folk Collective	Ashland	Non-competitive	N/A			
Silverton Arts Association	Silverton	Non-competitive	N/A			
Willamette Heritage Center	Salem	Non-competitive	N/A			
Arts Council of Pendleton	Pendleton	Non-competitive	N/A			
Classical Up Close	Tigard	Non-competitive	N/A			
CoHo Productions Ltd	Portland	Non-competitive	N/A			
The UPRISE Collective	Beaverton	Non-competitive	N/A			
Gresham Historical Society	Gresham	Non-competitive	N/A			
Central Oregon Film Office	Bend	Non-competitive	N/A			
Willamette Jazz Society	Eugene	Non-competitive	N/A			
Sisters Festival of Books	Sisters	Non-competitive	N/A			
Music Education & Performing Artists Association	Eugene	Non-competitive	N/A			
Oregon Center for Creative Learning	Medford	Non-competitive	N/A			
Yakona Learning Center	Newport	Non-competitive	N/A			
All Ages Music Portland dba Friends of Noise	Portland	Non-competitive	N/A			
SFF Presents	Sisters	Non-competitive	N/A			

Portland Institute for Contemporary Art	Portland	Non-competitive	N/A
Portland Jazz Festival, Inc. dba PDX Jazz	Portland	Non-competitive	N/A
Umpqua Valley Arts Association	Roseburg	Non-competitive	N/A
Youth Music Project	West Linn	Non-competitive	N/A
Portland Piano International	Portland	Non-competitive	N/A
Ten Fifteen Productions	Astoria	Non-competitive	N/A
Josephine Community Library Foundation	Grants Pass	Non-competitive	N/A
World Stage Theatre	Troutdale	Non-competitive	N/A
PDX Pop Now!	Portland	Non-competitive	N/A
Neskowin Chamber Music	Neskowin	Non-competitive	N/A
Bach Cantata Choir	Portland	Non-competitive	N/A



CREATIVITY PANEL: \$664,502				Option 1	Option 2	Option 3
Organization Name	Applicant City	Average Score	Requested Amount	100% for top scores	100% for top 5, 85% for remaining	100% for top 5, 75% for remaining
Medicine Bear Native American Spiritual Encampment	Portland	35.8	\$20,000	\$20,000	\$20,000	\$20,000
Portland Street Art Alliance	Portland	35.6	\$40,000	\$40,000	\$40,000	\$40,000
Crow's Shadow Institute of the Arts	Pendleton	34.4	\$40,000	\$40,000	\$40,000	\$40,000
Oregon Shakespeare Festival Association	Ashland	33.8	\$40,000	\$40,000	\$40,000	\$40,000
Oregon Coast Youth Symphony Festival Association	Newport	33.5	\$24,000	\$24,000	\$24,000	\$24,000
PassinArt: A Theatre Company	Portland	33.4	\$40,000	\$40,000	\$34,000	\$30,000
Dalles Art Association	The Dalles	33.2	\$36,145	\$36,145	\$30,723	\$27,109
Write Around Portland	Portland	33	\$15,000	\$15,000	\$12,750	\$11,250
DisOrient Asian American Film Festival of Oregon	Eugene	32.8	\$40,000	\$40,000	\$34,000	\$30,000
son County Community Services Consortium, Inc dba BASE	Medford	32.4	\$40,000	\$40,000	\$34,000	\$30,000
Southern Oregon Repertory Singers	Ashland	32.2	\$16,000	\$16,000	\$13,600	\$12,000
Oregon Ballet Theatre	Portland	32	\$40,000	\$40,000	\$34,000	\$30,000
North Pole Studio	Portland	31.8	\$20,000	\$20,000	\$17,000	\$15,000
Portland Revels	Portland	31.6	\$10,000	\$10,000	\$8,500	\$7,500
Rejoice Diaspora Dance Theater	Portland	31.4	\$26,700	\$26,700	\$22,695	\$20,025
Oregon Mozart Players	Eugene	31.2	\$20,000	\$20,000	\$17,000	\$15,000
da Vinci Days Inc	Corvallis	30.8	\$7,300	\$7,300	\$6,205	\$5,475
Risk-Reward	Portland	30.4	\$10,000	\$10,000	\$8,500	\$7,500
Shaking the Tree Theatre	Portland	30.4	\$20,000	\$20,000	\$17,000	\$15,000
In Mulieribus	Portland	30.4	\$9,000	\$9,000	\$7,650	\$6,750
Portland Opera Association Inc	Portland	30.4	\$40,000	\$40,000	\$34,000	\$30,000

Portland Jazz Composers Ensemble	Portland	30.25	\$9,000	\$9,000	\$7,650	\$6,750
Grande Ronde Symphony Association	La Grande	30.2	\$10,000	\$10,000	\$8,500	\$7,500
Portland Art Museum	Portland	30	\$34,000	\$34,000	\$28,900	\$25,500
Portland Baroque Orchestra	Portland	30	\$12,000	\$12,000	\$10,200	\$9,000
n Alliance Foundation dba Clackamas County Arts Alliance	Oregon City	29.8	\$25,000	\$25,000	\$21,250	\$18,750
Corrib Theatre	Portland	29.6	\$19,350	\$19,350	\$16,448	\$14,513
Many Hats Collaboration	Portland	29.4	\$12,000	\$663,495	\$10,200	\$9,000
Rogue Valley Art Association	Medford	29	\$9,000		\$7,650	\$6,750
Third Rail Repertory Theatre	Portland	28.8	\$40,000		\$34,000	\$30,000
Bedrock Theatre	Gresham	28.6	\$5,000		\$5,000	\$5,000
Orchestra Nova Northwest	Portland	28.4	\$12,000		\$10,200	\$9,000
Profile Theatre Project	Portland	28.2	\$40,000		\$8,881	\$30,000
PUSH FOLD	Portland	28.2	\$6,000		\$664,502	\$4,500
Portland Community Media dba Open Signal	Portland	28.2	\$20,000			\$15,000
Oregon Origins Project	Portland	27.4	\$9,656			\$7,242
C3 Initiative dba Stelo Arts and Culture Foundation	Portland	27	\$22,000			\$9,389
World Forestry Center	Portland	26.4	\$25,000			\$664,502
Hand 2 Mouth	Portland	25.8	\$40,000			
MetroEast Community Media	Gresham	24	\$40,000			
Fermata Ballet Collective	Eugene	23.6	\$7,259			
Variable West	Portland	22.6	\$14,000			
Linfield University	McMinnville	13.2	\$13,733			
Heartisan Foundation	Ashland	Non-competitive	N/A			

Art Now	Ashland	Non-competitive	N/A
Portland Firefighters Pipes & Drums	Beaverton	Non-competitive	N/A
Open Art Center	Bend	Non-competitive	N/A
Eugene Concert Choir Inc	Eugene	Non-competitive	N/A
Eugene Ballet Company	Eugene	Non-competitive	N/A
Chinese Youth & Women Development Organization	Lake Oswego	Non-competitive	N/A
Portland Area Theatre Alliance	Portland	Non-competitive	N/A
Roots and All Theatre Ensemble	Portland	Non-competitive	N/A
Portland Symphonic Choir	Portland	Non-competitive	N/A
Open Space	Portland	Non-competitive	N/A
Portland Youth Philharmonic Association	Portland	Non-competitive	N/A
Advance Gender Equity in the Arts	Portland	Non-competitive	N/A
Imago the Theatre Mask Ensemble	Portland	Non-competitive	N/A
Portland Chamber Orchestra	Portland	Non-competitive	N/A
Portland State University Foundation - Jordan Schnitzer Museum of Art	Portland	Non-competitive	N/A
Portland Actors Conservatory	Portland	Non-competitive	N/A
Willamette University - Pacific Northwest College of Art	Portland	Non-competitive	N/A
Cappella Romana Inc	Portland	Non-competitive	N/A

From the Ground Up A Research and Development Center for New Art	Portland	Non-competitive	N/A
Portland Experimental Theatre Ensemble	Portland	Non-competitive	N/A
Salem Orchestra	Salem	Non-competitive	N/A

CAPACITY PANEL: \$436,079				Option 1	Option 2	Option 3
Organization Name	Applicant City	Average Score	Requested Amount	100% for top scores	100% for top 5, 85% for remaining	100% for top 5, 75% for remaining
Fool House Art Collective	Lake Oswego	36.38	\$8,000	\$8,000	\$8,000	\$8,000
Oregon Repertory Singers	Gladstone	35.75	\$5,000	\$5,000	\$5,000	\$5,000
Restore Oregon	Portland	35.75	\$27,200	\$27,200	\$27,200	\$27,200
Lane Arts Council	Eugene	35.63	\$27,000	\$27,000	\$27,000	\$27,000
Ballet Fantastique	Eugene	35.25	\$7,500	\$7,500	\$7,500	\$7,500
Southern Oregon Film Socety	Ashland	35.13	\$40,000	\$40,000	\$34,000	\$30,000
Yamhill Enrichment Society (YES)	McMinnville	35	\$40,000	\$40,000	\$34,000	\$30,000
Eugene Symphony Association Inc	Eugene	34.75	\$16,650	\$16,650	\$14,153	\$12,488
Montavilla Jazz Festival	Portland	34.38	\$36,577	\$36,577	\$31,090	\$27,433
Eastern Oregon Regional Arts Council Inc DBA Art Center East	La Grande	33.88	\$40,000	\$40,000	\$34,000	\$30,000
Lan Su Chinese Garden	Portland	33.63	\$40,000	\$40,000	\$34,000	\$30,000
MusicOregon	Portland	33.5	\$30,000	\$30,000	\$25,500	\$22,500
Dry Canyon Arts Association	Redmond	32.75	\$40,000	\$40,000	\$34,000	\$30,000
Portland-Kaohsiung Sister City Association	Portland	32.75	\$27,000	\$27,000	\$22,950	\$20,250
Orchestra Next	Eugene	32.25	\$24,400	\$24,400	\$20,740	\$18,300
Flip Museum Inc	Beaverton	32	\$21,652	\$21,652	\$18,404	\$16,239
Oregon Children's Theatre Company	Portland	32	\$40,000	\$430,979	\$34,000	\$30,000
Dorymen's Heritage Center	Pacific City	31.88	\$30,580		\$24,542	\$22,935
Arts and Business Alliance of Eugene	Eugene	30.88	\$15,000		\$436,079	\$11,250
Fear No Music	Portland	30.88	\$12,012			\$9,009
Cultural Advocacy Coalition Foundation	Oregon City	30.75	\$32,200			\$20,976

KLCC Public Radio Foundation	Eugene	30.13	\$40,000
B-17 Alliance Foundation	Salem	30	\$40,000
Regional Arts & Culture Council	Portland	29.63	\$40,000
Capital Community Media	Salem	29	\$32,187
Central Oregon Center for the Arts	Redmond	28.75	\$35,000
Lo Nuestro Folklore of Washington County	Tigard	28.38	\$9,000
Experience Theatre Project	Beaverton	28	\$29,000
White Lotus Foundation Inc.	Tigard	27.63	\$10,000
Beaverton Symphony Orchestra	Beaverton	26.88	\$25,000
Rogue Valley Wind Ensemble dba Rogue Valley Symphonic Band	Ashland	26.75	\$7,000
BendFilm Inc.	Bend	26.38	\$40,000
Scandinavian Cultural Foundation	Junction City	26.38	\$15,746
Corvallis Multicultural Literacy Center	Corvallis	26.5	\$30,000
Live Wire Radio	Portland	25.38	\$20,000
Willamette Light Brigade	Portland	Non Competitive	N/A
SSJ Inc	Sisters	Non Competitive	N/A
Young Audiences of Oregon Inc dba Arts for Learning Northwest	Portland	Non Competitive	N/A
Scalehouse	Bend	Non Competitive	N/A
World Affairs Council of Oregon	Portland	Non Competitive	N/A
Ellensburg Theater Company	Gold Beach	Non Competitive	N/A
Emerald Empire Art Association	Springfield	Non Competitive	N/A
Wildlife Safari	Winston	Non Competitive	N/A

\$436,079
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August 21, 2025

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TO: Cultural Trust Board  
FROM: Aili Schreiner, Trust Manager  
SUBJ: FY2026 Cultural Participation Grant Awards

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The allocation to the FY2025 Cultural Participation Program is \$1,038,285. This allocation assumes the Board accepts the disbursement percentage to the grants and administration (58 percent) and permanent fund (42 percent).

**Statute Background:**

By statute, the purpose of the Cultural Participation program is to provide funds to counties and federally recognized Native American tribes for local cultural activities.

- The board shall develop guidelines for local cultural plans.
- A local cultural plan shall:
  - Identify priorities and specific strategies for building public cultural participation across cultural disciplines and organizations. The strategies may include the involvement of partners outside of the cultural sector such as business organizations, schools and health and human services organizations.
  - Identify annual benchmarks to determine the impact of grant funds.
  - Specify local leadership and governance for grant fund management and for ongoing planning and development of benchmarks.
- Local cultural plans shall be broadly disseminated within each county or tribe. The local cultural plans shall be used to encourage planning and collaboration among cultural entities.

**FY2026 Allocations:**

A per capita funding amount is applied to each Coalition by multiplying the percent of the state's total population a Coalition represents to the amount set aside for per capita funding. The average per capita funding in FY2026 will be \$1.70 (up from \$1.68 in FY2025).

Several rural counties saw their population numbers decrease, while larger counties experienced an increase. Per capita funding ranges from \$19.60 (Burns Paiute Tribe) to \$.17 (Lane, Washington and Clackamas counties), with rural counties receiving greater per capita funding than their urban counterparts.

Requested Action:

☐

Informational only

☐

For board input/discussion    X

For board action

Motion: Approve the County and Tribal Coalition funding allocation as presented with a \$8,500 base amount and per capita based on Coalition's population.



Oregon Cultural Trust

Cultural Participation Grants  
FY26 County and Tribal Coalitions  
Allocations Draft Proposal

Sorted by Population

FY 2026  
Total Budget \$1,038,285  
Base Total \$382,500  
  
Pop. Total \$655,785  
Base Amount \$8,500

County/Tribal Cultural Coalitions	FY25 Awards	Population*	% of Total	Per Capita Funding	Population Amount	Base Amount	FY26 Awards	Change from FY25 to FY26
Burns Paiute Tribe	\$8,566	437	0.01%	\$19.60	\$67	\$8,500	\$8,567	\$0
Coquille Indian Tribe	\$8,680	1,189	0.03%	\$7.30	\$181	\$8,500	\$8,681	\$1
Confederated Tribes of Coos, Lower Umpqua and Siuslaw	\$8,702	1,330	0.03%	\$6.54	\$203	\$8,500	\$8,703	\$1
Wheeler County	\$8,732	1,483	0.03%	\$5.88	\$226	\$8,500	\$8,726	-\$6
Sherman County	\$8,790	1,927	0.04%	\$4.56	\$294	\$8,500	\$8,794	\$4
Cow Creek Band of Umpqua Indians	\$8,800	1,977	0.05%	\$4.45	\$302	\$8,500	\$8,802	\$2
Gilliam County	\$8,812	2,108	0.05%	\$4.18	\$322	\$8,500	\$8,822	\$9
Confederated Tribes of Umatilla	\$8,982	3,182	0.07%	\$2.82	\$485	\$8,500	\$8,985	\$3
Confederated Tribes of Warm Springs	\$9,307	5,324	0.12%	\$1.75	\$812	\$8,500	\$9,312	\$6
Confederated Tribes of Siletz	\$9,341	5,550	0.13%	\$1.68	\$847	\$8,500	\$9,347	\$6
Klamath Tribe	\$9,384	5,836	0.14%	\$1.61	\$890	\$8,500	\$9,390	\$6
Confederated Tribes of Grand Ronde	\$9,552	6,942	0.16%	\$1.38	\$1,059	\$8,500	\$9,559	\$7
Grant County	\$9,624	7,181	0.17%	\$1.34	\$1,095	\$8,500	\$9,595	-\$28
Harney County	\$9,651	7,463	0.17%	\$1.29	\$1,138	\$8,500	\$9,638	-\$13
Wallowa County	\$9,656	7,497	0.17%	\$1.29	\$1,144	\$8,500	\$9,644	-\$13
Lake County	\$9,797	8,221	0.19%	\$1.19	\$1,254	\$8,500	\$9,754	-\$43
Morrow County	\$10,471	14,313	0.33%	\$0.75	\$2,183	\$8,500	\$10,683	\$212
Baker County	\$11,065	16,746	0.39%	\$0.66	\$2,554	\$8,500	\$11,054	-\$10
Curry County	\$12,203	23,597	0.55%	\$0.51	\$3,600	\$8,500	\$12,100	-\$103
Hood River County	\$12,198	24,357	0.57%	\$0.50	\$3,715	\$8,500	\$12,215	\$18
Jefferson County	\$12,421	25,447	0.59%	\$0.49	\$3,882	\$8,500	\$12,382	-\$39
Union County	\$12,490	26,052	0.61%	\$0.48	\$3,974	\$8,500	\$12,474	-\$16
Crook County	\$12,528	26,366	0.61%	\$0.47	\$4,022	\$8,500	\$12,522	-\$6
Wasco County	\$12,599	26,444	0.62%	\$0.47	\$4,034	\$8,500	\$12,534	-\$65
Tillamook County	\$12,742	27,623	0.64%	\$0.46	\$4,214	\$8,500	\$12,714	-\$29
Malheur County	\$13,497	31,419	0.73%	\$0.42	\$4,793	\$8,500	\$13,293	-\$204
Clatsop County	\$14,878	41,785	0.97%	\$0.36	\$6,374	\$8,500	\$14,874	-\$4
Lincoln County	\$16,368	51,153	1.19%	\$0.32	\$7,803	\$8,500	\$16,303	-\$65
Columbia County	\$16,552	53,639	1.25%	\$0.31	\$8,182	\$8,500	\$16,682	\$131
Coos County	\$18,643	65,270	1.52%	\$0.28	\$9,956	\$8,500	\$18,456	-\$186
Klamath County	\$19,396	69,878	1.63%	\$0.27	\$10,659	\$8,500	\$19,159	-\$237
Umatilla County	\$20,900	81,030	1.88%	\$0.26	\$12,361	\$8,500	\$20,861	-\$39
Josephine County	\$21,956	87,416	2.03%	\$0.25	\$13,335	\$8,500	\$21,835	-\$121
Polk County	\$22,219	88,799	2.07%	\$0.25	\$13,546	\$8,500	\$22,046	-\$174
Benton County	\$23,553	97,720	2.27%	\$0.24	\$14,906	\$8,500	\$23,406	-\$147
Yamhill County	\$25,127	109,682	2.55%	\$0.23	\$16,731	\$8,500	\$25,231	\$104
Douglas County	\$25,734	111,129	2.58%	\$0.23	\$16,952	\$8,500	\$25,452	-\$282
Linn County	\$28,497	130,848	3.04%	\$0.22	\$19,960	\$8,500	\$28,460	-\$37
Deschutes County	\$40,641	208,612	4.85%	\$0.19	\$31,822	\$8,500	\$40,322	-\$319
Jackson County	\$42,250	221,232	5.15%	\$0.19	\$33,747	\$8,500	\$42,247	-\$3
Marion County	\$62,081	348,044	8.10%	\$0.18	\$53,092	\$8,500	\$61,592	-\$489
Lane County	\$66,736	382,771	8.90%	\$0.17	\$58,389	\$8,500	\$66,889	\$153
Clackamas County	\$72,746	427,063	9.93%	\$0.17	\$65,145	\$8,500	\$73,645	\$900
Washington County	\$100,957	611,389	14.22%	\$0.17	\$93,263	\$8,500	\$101,763	\$806
Multnomah County	\$130,465	801,557	18.65%	\$0.16	\$122,272	\$8,500	\$130,772	\$307
Total	4,299,028	100.00%		\$655,785	\$382,500	\$382,500	\$1,038,285	#
Average	95,534	2.22%	\$1.70	\$14,573		\$23,073		#

\*FY26 Population Sources:

Tribal populations: Legislative Commission on Indian Services (August, 2023)  
County populations: 2024 Annual Oregon Population Report, Population Research Center, Portland State University (August 8, 2025)



August 21, 2025

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TO: Cultural Trust Board  
FROM: Aili Schreiner, Trust Manager  
SUBJ: FY2026 Cultural Partner Grant Awards

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The FY2026 allocation to the Cultural Partners program is \$1,038,285. This allocation assumes the Board accepts the following disbursement to the grants and administration (58 percent) and permanent fund (42 percent).

**Statute Background:**

By statute (ORS 359.441-444), the purpose of the core partner agencies disbursement is to provide funds to:

- Carry out the mission and mandate of the agency;
- Serve more grantees;
- Encourage new cultural undertakings; and
- Fund development of qualitative benchmarks and culture within Oregon, with the intention to stimulate research and investigation of the way in which culture and related cultural policy will impact the state over a 10-year period.

Twenty percent of the core partner agency disbursement shall be used for joint efforts by the core partner agencies in fostering cooperative cultural projects, including but not limited to cultural education, cultural tourism and other cultural activities.

**FY2026 Allocations:**

1. Cooperative Partner Projects: \$207,657
2. Oregon Arts Commission: \$276,876
3. Oregon Council for the Humanities: \$276,876
4. Oregon Heritage Commission: \$92,292
5. State Historic Preservation Office: \$92,292
6. Oregon Historical Society: \$92,292

Requested Action:

☐ Informational only    ☐ For board input/discussion    X    For board action

Motion: Approve the Cultural Partner funding allocation as presented and in accordance with the Cultural Trust FY2026 adopted spending plan.

# Oregon Humanities

To the Oregon Cultural Trust Board of Directors,

We'd like to begin by expressing our deep gratitude for the ongoing support from the Oregon Cultural Trust staff, board, and partners as we navigate the unexpected and devastating funding cuts to the National Endowment for the Humanities, which resulted in roughly half of our committed and planned operating budget from our congressionally approved grant taken away overnight at the beginning of April. So many of you have reached out, advocated, contributed, and expressed your support in a variety of ways for Oregon Humanities. It is truly humbling to see this statewide response and validation of the impact of our work for Oregon.

We are pleased to share these updates from Oregon Humanities and offer a glimpse of what's been happening both in response to that funding situation as well as our continued work for programming around the state for this fall and beyond.

The funding cuts impact not only Oregon, but also humanities councils in every single US state and territory. This funding situation resulted in a need to lay off three of our full-time programming staff members, for all staff to work reduced hours for a period of time, and for some of our programs to sunset or go on hiatus. We have enormous gratitude to one of our board members, Anna Sortun, and her team at Tonkon Torp, who filed a lawsuit on behalf of Oregon Humanities and the Federation of State Humanities Councils. You can learn more about it and find a link to the claim in its entirety [here](#). The court date has been set for August 4, 2025. We will provide updates as we have them and welcome questions from this group. We are currently working on our FY26 budget against a backdrop of tremendous uncertainty.

While all of this has been happening, we have continued to steadily provide programming and collaborate with organizations around the state and begin to plan for our FY26 slate of programs.

- We wrapped up our [Consider This](#) series "[The People and The Public](#)" with 7 events that were also live-streamed and recorded. Our next season is in development under the theme "Beyond 250," and will kick off on October 27 with [a conversation with Akhil Reed Amar in Portland](#).
- We trained and supported folks from around the state to come on board as [Conversation Project](#) leaders, adding new topics to the catalog such as "Getting Curious About Conflict," "Are you Doing Community Wrong?", "Parenting in a Noisy Time," "Reentry and Empathy," "Talking About Gender," and "Talking About Values Across Divides." If you're looking for a unique and connective experience for your workplace, place of worship, or community gathering, consider hosting a Conversation Project.

- Our [Dear Stranger](#) program continues to engage letter writers across Oregon and the world, responding to a prompt, most recently “Bloom”. We post the prompt in our magazine, social media, website, and at drop boxes around the state.
- We wrapped up our Spring Humanity in Perspective course, titled “Yesterday Was the Future: Modern Art, Futurisms, and Artificial Intelligence.” Future courses are on pause while we assess capacity.
- We held four of our planned [So Much Together](#) events for the season. This program has now sunset.
- Earlier in the year, we were able to award [MiniGrants for Rural Libraries](#). Unfortunately the funding cut from the NEH resulted in the termination of our Public Program Grants for FY25 and may mean we will not disperse Public Program Grants in FY26.
- We held 6 [Leading Reflective Conversation Training](#) events across the state (virtual, Portland (2), Pendleton, Hillsboro, Newport) to build capacity for individuals and communities to hold their own reflective conversations. We are working to schedule our FY26 training events.
- Ellen Waterston, our current [Oregon Poet Laureate](#), continues to crisscross Oregon delivering poetry readings, workshops, and other appearances. She is entering into the second year of her first two-year term this August.
- Last year, we started work on a new collection of programming called “[Beyond 250](#)” exploring themes connected to the upcoming 250th anniversary of the Declaration of Independence. This portfolio of work connects our Dear Stranger program, our training events in partnership with libraries, next year’s Consider This season, and new conversations we will add to our Conversation Project catalog for 2026 using this anniversary as a jumping off point to explore themes such as liberty, equality, happiness, freedoms, the future, and monuments.
- If you don’t already receive the [Oregon Humanities Magazine](#), we encourage you to subscribe; it’s free and delivered to your home. If podcasts are more your thing, we hope you’ll check out one of ours – [The Detour](#), which explores challenging questions with writers, educators, artists, and activists, and [This Place](#), which brings listeners Oregonians talking about the place they call home. We’re airing both in partnership with several community radio stations around the state in addition to your favorite podcast apps. Please feel free to follow/subscribe, recommend to your people and networks, and tell us what can be improved.

While so much of the world and nation feels uncertain, Oregon Humanities remains committed to high-quality statewide programming and continues to design strong programs that engage new audiences, support communities, and connect individuals. Events are regularly added to our [calendar](#). We hope to see you at future events in-person or perhaps watching the live stream. If you’d like some complimentary tickets to any of our events, please let us know. If you’re downtown and want to connect, we’d love to welcome you to our office at 610 SW Alder Street,

Suite 1111, Portland, OR 97205. Thanks, as always, for Oregon Cultural Trust's partnership and support.

Warmly,  
Jennifer Alkezweeny  
Program Director  
Oregon Humanities  
[jennifer@oregonhumanities.org](mailto:jennifer@oregonhumanities.org)

# Oregon Historical Society

*Report to the Oregon Cultural Trust, August 2025*

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THE OREGON  
HISTORICAL  
SOCIETY  
FOUNDED 1898

## Public Programs

To complement our newly opened exhibition and years of preservation and digitization work related to the Yasui family, OHS is hosting the [Yasui Program Series](#). The first program, which took place at OHS on June 17, was “[Japanese American Incarceration 101](#),” presented by Hanako Wakatsuki-Chong, the executive director of the Japanese American Museum of Oregon (JAMO). The next program in the series will take place on September 27 at First Congressional Church, next door to OHS. The **free** program is entitled “[All of Us: A Symposium on Immigration and Civil Rights](#)” and features presentations by Tina Ching, Peggy Nagae, Danny Santos, Fay Stetz-Waters, and Daniel Tichenor. The “All of Us” public symposium offers historical and legal context to debates about immigration and civil rights, focusing on the 1798 Act Respecting Alien Enemies and HB 2314 of the 1987 Oregon State Legislature, which made Oregon a sanctuary state. Speakers include legal scholars, historians, and advocates with firsthand experience who will discuss the political and social contexts for the creation of these laws, political and legal changes and challenges, and the status of current, relevant court cases. All presentations will be recorded, and edited versions may be published in a future issue of the *Oregon Historical Quarterly*.

On September 9, we will kick-off the 2026 Mark O. Hatfield Lecture Series with a lecture with Doris Kearns Goodwin, who is a world-renowned presidential historian, public speaker, Pulitzer Prize-winning and #1 *New York Times* bestselling author, and a partner in Pastimes Productions at the Arlene Schnitzer Concert Hall in Portland and livestreamed to households across the state.

## Exhibitions

Currently on display at OHS are:

*Care, Compassion, Innovation: 150 Years of Good Samaritan* (open from February 14 – August 31, 2025): This original exhibition presents Good Samaritan’s rich history through captivating historical photos, personal stories, and objects that highlight pivotal moments and medical advancements. From humble beginnings to cutting-edge innovations, this exhibition celebrates the milestones and people who continue to define Legacy Good Samaritan’s commitment to healing.

*A Changing Landscape* (February 21 – November 23, 2025): One hundred years after an expedition to map what would become the Oregon Skyline Trail between Crater Lake and the Columbia River Highway, geologist Jim O’Connor recreated 75 of the expedition’s original photographs. The new and historic photographs depict the changing landscape along this picturesque stretch, and the ways climate change has altered the terrain.

*“We Were All Living a Dream”: Reflections on Twentieth-Century Lesbian Feminism through the Photography of Donna Pollach* (April 4, 2025 – March 29, 2026): Artist and photographer Donna Pollach found community among the feminist and lesbian women of

Portland during the early 1970s. She captured intimate moments as they worked together to redefine conventional ideas of womanhood, family, motherhood, and relationships, photographing anti-war protests, women's liberation meetings, and gay-rights marches.

*She Flies with Her Own Wings: Oregon's Golden Age of Aviation* (March 7 – November 30, 2025): Known as Oregon's "golden age of aviation," the 1930s ushered in faster and more affordable aircraft, offering new career opportunities for men and women. In *She Flies with Her Own Wings*, visitors can discover how the wonder of flight sparked technological advancements and connected communities during this transformative decade.

*Virginia Garcia: Fifty Years of Legacy and Impact in Our Community* (May 2 – August 3, 2025): For 50 years, the Virginia Garcia Memorial Health Center has worked to provide high-quality, comprehensive, and culturally appropriate health care, with a focus on migrant and seasonal farmworkers and others who face barriers to care. Today, Virginia Garcia now sees 52,000 patients a year at 18 clinics across Washington and Yamhill counties.

*The Yasui Family: An American Story* (June 13, 2025 – September 6, 2026): This extended-run exhibition sheds new light on the early 20th century Japanese American experience through the lens of the Yasui family. While the Yasui family endured racism and incarceration, they also shared a commitment to equal justice through engagement with the local, state, and national forces that determined — and withheld — their civil rights. Through photographs, personal journals, documents, and objects, this exhibition explores how one Japanese American family's story reflects the complexity of the American story.

#### Coming soon in 2025:

*Street Roots* (title TBD) (August 22 – November 23, 2025): Like the Virginia Garcia exhibition described above, this exhibition will be displayed in our community mezzanine. Founded in 1999, Street Roots is a nonprofit organization in Portland that publishes a weekly social justice newspaper sold by people experiencing homelessness and poverty to earn an income.

*June Drake* (title TBD) (October 10, 2025 – February 8, 2026): Born in Marquam, Oregon, in 1880, June Drake operated a photography studio in Silverton, Oregon, from 1908 to his retirement in 1960. Drake was an influential member of the Silverton community and was instrumental in the campaign for Silver Falls to become an Oregon State Park. In 1959, the Oregon Historical Society's museum and research library received a collection of hundreds of objects and thousands of photographs from Drake. This exhibition discusses the life of June Drake, his efforts to preserve Oregon's history, and how materials in OHS's collections have been used to educate others about Oregon's past.

In addition to exhibitions on display at our downtown Portland museum, OHS traveling exhibits continue to be popular, with a variety showing in locations around the state. Thanks to generous donations, all OHS traveling exhibits are free to rent through 2027 (usually \$250 per month plus shipping).



## Education

Beginning in fall 2026, educators across Oregon will be required to meet new Social Sciences Standards Integrated with Ethnic Studies. With substantial donor support, OHS has worked for the past three years to create resources and lead trainings that will help educators meet the standards. Resources are now organized by theme on the education section of OHS's website, which has seen a 200-percent increase in visitation over the past two years. OHS recently released a 9-lesson curriculum on "Latine History in Oregon," developed in collaboration with former Oregon Heritage Fellow Victor Ochoa — just in time for a two-day Ethnic Studies Institute, drawing educators from across the state to learn about resources and engage with OHS staff and staff from partner organizations (JAMO, OJMCHE, and Portland Art Museum).

From July 27–August 9, [educators are invited](#) to visit OHS and other local cultural organizations for free as well as take part in educator-focused events and tours. Cultural attractions are powerful resources for educators, offering educational tools and programs to support educators' work in classrooms. From professional development workshops to state standards-aligned curriculum and lesson plans to digital resources, OHS provides educators with a wide range of tools to enhance their teaching at no cost. Educators are encouraged to take advantage of these free admission weeks to learn about the unique resources available at each institution as well as participate in special events and tours created specifically for teachers. In addition to providing free admission, OHS will also provide two Educator Tours and Educator Resources Overview on July 30, 10am–12pm and August 7, 10am–12pm to introduce educators to the tools that OHS offers to supplement their classrooms.

One of the most visible educational programs that OHS offers is the History Day program. This year, nearly 230 middle and high school students from across Oregon — as far as Ashland, Jacksonville, John Day, Grants Pass, and Mount Vernon — gathered at Willamette University in Salem for the 2025 Oregon History Day competition on April 19, and 47 of those students qualified to compete against their peers across the nation at the National History Day® contest, which took place June 8–12 at the University of Maryland. Centered on the theme *Rights and Responsibilities*, students created documentaries, exhibits, papers, performances, and websites on a wide range of topics from sequencing the human genome to the Boldt Decision of 1975. For a full list of Oregon History Day projects and rankings, visit [ohs.org/oregonhistoryday](https://ohs.org/oregonhistoryday). History Day is a year-round program and educators interested in participating will introduce the program early in the upcoming school year. As administrator of the program, OHS provides step-by-step support.

Another valuable tool OHS provides are Traveling Trunks, which give students a tactile, hands-on way to explore various aspects of Oregon history. Throughout the 2024–2025 school year, Traveling Trunks were sent out 71 times, including 31 times to Title 1 schools. Trunks can be rented for up to two weeks for \$25 per week, with rental and shipping fee waivers available for qualifying schools. OHS recently added a trunk on "Chinese Diaspora in Oregon," featuring the first curriculum created on the history of Chinese people in Oregon, and will add two additional trunks — including a completely revised Corps of Discover trunk — in the coming months.

## *Oregon Historical Quarterly (OHQ)*

The Summer 2025 issue of the *Oregon Historical Quarterly*, which arrived in mailboxes



in June, features articles exploring how faith shaped the politics of longtime Oregon Sen. Mark O. Hatfield, how the historical Oregon Skyline Trail has changed over time in photographs, Oregon's "Golden Age of Aviation," and the 50-year history of Virginia Garcia Memorial Health Center.

### Research Library

Library collections staff are continuing projects related to the Yasui family, who were Japanese immigrants and pillars of the Japanese American community in Hood River from 1908 through the Japanese American incarceration in 1942. This work includes a two-year Council on Library and Information Resources (CLIR) grant-funded project in collaboration with Densho Digital Repository to create over 20,000 digital files from the Yasui Brothers Company business records and Yasui Family papers.

Work related to the Yasui family has intensified over the past few years to preserve, digitize, and translate selections from cartons donated in 1990 of family papers, photographs, correspondence, diaries, and documentation of the lives of Japanese Oregonians who were incarcerated during the Japanese internment. This June, OHS opened an extended-run exhibition drawn from these records that tells this extraordinary family's Oregon story and their impact on American democracy, shedding light on early 20th century Japanese American experience.



# Oregon

Tina Kotek, Governor

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



## Oregon Heritage Commission Report

### 2025 Oregon Heritage Grant open for applications

The Oregon Heritage Commission is offering grants for qualified projects for the conservation, development, and interpretation of Oregon's cultural heritage. Awards typically range between \$3,000 and \$20,000. Projects can include anything related to Oregon heritage, and priority will be given to projects that preserve, develop or interpret threatened heritage resources or heritage resources of statewide significance. The grant application deadline is October 2, 2025. Please help spread the word.

### 2026 Oregon Heritage Plan

The Commission is working with a consultant to update the Oregon Heritage Plan. This statewide plan is a call to action for heritage efforts to unite around common goals. For statewide partners that serve the heritage preservation community, it can serve as a framework to help align their programs to help heritage organizations work towards these goals.

### 2024 Oregon Heritage Vitality Report Recommendations

The Heritage Commission is continuing to move forward the [Oregon Heritage Vitality Report](#) recommendations. Roundhouse Foundation used the report recommendations to inform a technical assistance grant targeting rural heritage organizations and helped them to attend professional conferences, trainings, purchase equipment, and hire consultants for planning efforts (this grant is rolling so please spread the word). Subsets of the report data has been requested and used by partner agencies and local heritage organizations to help inform their work. The Commission will continue to coordinate with statewide partners on implementing the recommendations.

### Oregon Heritage Conference & Heritage Excellence Awards

Save the date for the 2026 Oregon Heritage Conference April 29-May2 in Woodburn. The theme is *Stories, Culture, Place - Weaving Community Heritage* and session proposals are open. This year we are partnering with Oregon Museums Association who has shifted their annual conference to the Spring. Excellence Awards applications will open in the fall and the Commission would appreciate help spreading the word for both the Conference and the Awards.

### Northwest Digital Heritage

Northwest Digital Heritage is a partnership between the Heritage Commission and the State Library of Oregon and the Washington State Library. Both State Libraries are facing financial uncertainty beyond September 2026 with the undetermined future of the Institute of Museum and Library Services which has provided annual federal grants to state libraries through the LSTA program. In Oregon and Washington, these funds are used for state library staff salaries, statewide databases, and statewide projects such as Northwest Digital Heritage. The Commission is working with State Library of Oregon and Washington State Library on contingency plans for this important project. NWDH includes over one million records from over 300 organizations and provides a path for small organizations to digitize collections, furthering preservation efforts of original documents while making them accessible online.

### Resolution for Tribal Engagement and Relationship Building

In May the Heritage Commission passed a resolution for Tribal Engagement and Relationship Building. A discussion that started in 2022 on the Commission having a land acknowledgement statement spurred continuous reflection and the formulation of a sub-committee to identify a more meaningful commitment to work towards building Tribal relationships and intentionality in understanding individual Tribal priorities and

how the Commission can support those priorities. This resulted in the recently passed Resolution which in addition provides a framework for this relationship building work, it will also make sure the Commission's commitment is prioritized beyond individual Commissioner terms.

### **Work continues...**

- NW Digital Heritage and providing access to making collections accessible online
- Disaster mitigation planning for historic resources – grant from FEMA to implement in Heritage All-Star Communities



# Oregon

Tina Kotek, Governor

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## State Historic Preservation Office Report

### SHPO staffing update

Two limited duration positions, focusing on the compliance program, ended June 30, 2025. Also, Chrissy Curran retired June 30 from the Deputy State Historic Officer position. That position is being evaluated to determine how it will be used. The Associate Deputy State Historic Officer position has been elevated to the Deputy position and is held by Ian Johnson.

### Benefit program for historic properties

The Special Assessment for Historic Properties program was reauthorized. It supports historic preservation of commercial properties. The rulemaking is in process now and the program will re-open in November.

### Oregon Main Street Revitalization Grant funding removed from the lottery bond package

There was no opposition to the funding, but other competing projects were added to the bill, in particular water, sewer and a few housing projects in rural Oregon. These project could have been funded by Federal grants from USDA and the Community Development Block Grants, which have either ended or are uncertain. OPRD is working with the Governor's office to determine how to get funding for the program into the future.

Oregon Main Street is still intact and funded through OPRD's regular budget process. The network and support by 1.5 FTE for the program is still in place.

### Federal Historic Preservation Funding

Stable funding for historic preservation programs is included in both the Senate and House budget proposals so far for FY2026.

### Women's History MPD project continues

The historic property survey work is getting started to document properties associated with women's labor history in Oregon.

### Properties listed on the National Register of Historic Places

- <https://www.oregon.gov/oprd/OH/pages/national-register.aspx#four>
- Oregon Country Methodist Mission Sites: 1834-1947 MPD
- Mill Place House Site, Salem, Marion County
- Mingus Park Community Building, Coos Bay, Coos County
- Owyhee Grocery, Nyssa (vic.), Malheur County
- Port Orford City Jail, Port Orford, Curry County
- Dr. John D. Marshall Building, Portland, Multnomah County
- Salem Substation Historic District, Salem, Polk County

- Juniper House, Portland, Multnomah County

**Work continues...**

- Heritage HUB database development for program and historic resource record management is in progress. OPRD has committed two staff to support the agency through the DAS process and the development of the database. This is requiring significant staff focus, but it will be worth it in the final product.



Oregon Arts Commission Partner Report  
to the Oregon Cultural Trust  
August 21, 2025

### Legislative and Funding

During the 2025-2027 biennium, the Arts Commission is allotted \$4,839,713 in General Funds. In addition, the Arts Program's appropriation includes one-time General Fund for the following amounts to be distributed as grants to the following entities:

- Portland Center Stage: \$1,500,000.
- Oregon Shakespeare Festival: \$2,500,000.

The Arts Commission accepted the FY2026 partnership agreement with the National Endowment for the Arts for \$1,047,438 for FY2026. This funding is primarily used for grantmaking.

### September Commission Meeting

The Arts Commission will hold our next Commission meeting in Pendleton on September 5, 2025, with a community reception on September 4, 2025. We will approve our FY2026 grant budget and Sustaining Arts Program Grants (operating support).

### Grants

Arts Learning Grants we approved in our July 28<sup>th</sup> meeting. We received 75 eligible applications this cycle that were scored and panel reviewed. The Commission approved funding for 31 applications with a budget of \$310,000 for this grant program.

Career Opportunity FY2025 Round 2 Report - There were 104 applications, of which 29 (28%) were selected for funding. The awards include \$45,344 from the Oregon Arts Commission for all artistic disciplines and \$54,447 in supplemental funding for 15 established visual artists, established curators of visual arts exhibitions or established visual arts writers through a partnership with The Ford Family Foundation's Visual Arts Program. Individual grants range from \$1458 to \$10,229.

FY2025 Arts ADA Accessibility Reimbursement Grants - 24 organizations across the state have received \$19,781 for various projects including providing ASL interpretation for performances/events, installing grab bars and building ADA toilets.

### 50 for 50 - 50th Anniversary Celebration of Oregon's Percent for Art in Public Places Program

In celebration of the 50th anniversary of Oregon's Percent for Art in Public Places Program, the Oregon Arts Commission presents "[50 for 50](#)," an invitation for Oregonians to rediscover the state through the lens of public art. Oregon was among the nation's first states to establish a percent for art program; the state's public art collection now includes close to 3,000 artworks. Supported in part by Travel Oregon, "50 for 50" encourages exploration of 50 selected works located in state buildings and public spaces from the Oregon Coast to Eastern Oregon. The artworks exemplify the program's mission to make art an integral part of daily life while

reflecting the state's landscape, communities and people. Each work was selected for its artistic excellence, accessibility, geographic representation and connection to place.

Works by more than 900 artists are currently in the state collection, housed in over 280 state buildings occupied by more than 25 state agencies—including the Department of Administrative Services, the Department of Transportation, Oregon's public universities, the Department of Forestry and others—reflecting the broad reach and collaborative spirit of the program.

Oregon's Art Acquisition legislation, commonly called "Percent for Art," guides the acquisition of artwork for the state's collection of art in public places, which includes close to 3,000 works. It mandates that 1% of direct construction costs for new or remodeled state buildings be allocated to the purchase or commissioning of artwork. The policy aims to integrate art into the built environment and enhance public spaces. Oregon was among the first states to pass percent for art legislation.

Artists and artworks are selected for each qualifying state building project through a facilitated process that brings together artists, architects and members of the public. Artworks may be of any media, indoors or outdoors, temporary or permanent, purchased or commissioned.

["50 for 50"](#) is a featured exhibition on Creative West's Public Art Archive, where visitors can explore the collection through interactive maps, learn more about each artwork, and access historical materials that reflect the program's impact over the past five decades.

**AFTACON** - Liora Sponko and Commissioner Jenny Stadler attended AFTACON in June and learned timely details on state of the arts, advocacy, national community actions and more.



August 21, 2025

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TO: Cultural Trust Board Members  
FROM: Liora Sponko, Senior Program Manager  
SUBJ: Partner Augmentation Grant

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The Cultural Trust Board of Directors, in partnership with staff, created a Partner Augmentation Grant to support Core Partner Agencies (Partners) with additional funding if they demonstrate exceptional needs resulting from significant funding disruptions that impact their ability to fully implement their partnership agreement.

Business Oregon's contracts department and Oregon's Department of Justice (DOJ) have been working with staff to review and develop application materials and the grant agreement to ensure this program aligns with statute and poses limited risk. We have made significant progress and expect the program to launch shortly.

DOJ recommends the following amendment to the May 29, 2025 Board motion:

During Fiscal Year 2026, the Cultural Trust's Core Partner Agencies (Partners) may submit a request to ~~amend~~**supplement** their Partner Plan and request additional funding from the Trust if they can demonstrate exceptional needs resulting from significant funding disruptions that impact their ability to fully implement their partnership agreement. Partners may apply for additional funding up to, but not exceeding, the amount awarded in that Partner's FY25 partner grant allocation. All requests must be submitted to and reviewed by Trust staff who will prepare recommendations to the Cultural Trust Board of Directors for final approval. All funding decisions will be made by a vote of the Cultural Trust Board of Directors. Any awarded funding for this purpose will be allocated from the Trust's administrative assessment, with the understanding that the Arts Program intends to distribute up to four percent of the assessed value of the Trust for Cultural Development Account for the previous fiscal year in FY26.

Requested Action:

☐

Informational only

☐

For board input/discussion

☒

For board action

Motion: To amend the May 29<sup>th</sup>, 2025 board motion to strike "amend" and replace with "supplement."





August 21, 2025

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TO: Cultural Trust Board Members

FROM: Liora Sponko, Senior Program Manager

SUBJ: Senior Program Manager Report

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### **Leadership Role**

I am grateful for everyone's trust and support in my interim director role over the past few months. In an interim director role, I am overseeing the staff, budgets and programs while building partnerships in the field. I have increased my personal capacity to take on a greater workload and am improving my leadership skills.

### **Arts & Culture Director Recruitment**

Business Oregon is currently hiring an Arts & Culture Director (Business Operations Manager 2) within the Arts and Culture Section. This position will administer the Arts and Culture programs within Business Oregon and is responsible for the planning, implementation, coordination and overall management of staff and operations. The Arts and Culture Director reports directly to Director of Business Oregon and works with Oregon Arts Commission members and Oregon Cultural Trust Board members appointed by the Governor, develops a shared vision for the arts and culture division and develops goals and strategies to promote the arts and culture sectors. The recruitment opened on Friday, August 8, 2025, and will close on Friday, August 29, 2025. [Apply here](#).

### **Legislative Update**

The 2025-27 legislatively adopted budget for the Arts Program (Arts Commission and Cultural Trust) includes \$26,694,044 and 10 positions (10.00 FTE). This includes \$4,839,713 in General Funds for the Arts Commission.

Adjustments: Other Funds expenditure limitation is increased to accommodate anticipated awards by the Oregon Cultural Trust, ensuring that the Cultural Development Account disburses funds pursuant to the requirements of ORS 359.426 and ORS 359.441. Our Special Payments (grants) limitation increased from 5,772,710.00 to 7,740,000.00. However, we will still need to go to February 2026 Short Session to increase our spending limitation to cover our grant distribution plan for AY2025-27.

This package appropriates General Funds on a one-time basis for arts and cultural projects (CREF) approved in section 496 of Senate Bill 5701 (2024), but for which a portion of the funding will remain unexpended. The projects and associated unexpended fundings that are reestablished in this package are:

- \$480,234 for the Southern Oregon Historical Society;
- \$455,690 for the Friends of the Oregon Caves and Chateau;
- \$150,000 for the Salem Parks Foundation;
- \$1,000,000 for the Clatsop County Historical Society;
- \$900,000 for the Black United Fund of Oregon;
- \$36,339 for the Very Little Theater; and

- \$135,625 for the Portland Institute for Contemporary Art.

Other Funds expenditure limitation is increased on a one-time basis for projects approved in previous biennia requiring disbursements in the 2025-27 biennium. Limitation and projects comprising this package total consist of the following:

- \$3,000,000 for the Native Arts & Cultures Foundation, pursuant to Section 249 of House Bill 5506 (2023);
- \$1,378,300 for the following projects included in section 44 of House Bill 5534 (2021):
  - o Eastern Oregon Regional Theater Baker Orpheum: \$295,000;
  - o Josephy Center: \$333,300; and
  - o Siletz Tribal Arts & Heritage Society: \$750,000. Package 801

In addition, \$8,250,000 to Arts Program's includes General Fund, for deposit into the Cultural Resources Economic Fund (CREF) for the following amounts for distribution as grants to the following entities for the following purposes:

1. Columbia River Maritime Museum, Mariners Hall Exhibition and Education building: \$700,000.
2. World Forestry Center, Campus Transformation Project: \$1,000,000.
3. Coos Art Museum, REFRESH Capital Campaign: \$325,000.
4. Eastern Oregon Regional Theatre, Baker Orpheum Theatre Phase 5 Structural Upgrades: \$600,000.
5. The Museum at Warm Springs, Permanent Exhibition Renewal: \$1,500,000.
6. B-17 Alliance Foundation, Campaign to purchase Lacey Lady's Home: \$350,000.
7. Historic Jacksonville, Inc., Jacksonville Museum Without Walls: \$150,000.
8. Mt. Hood Cultural Center and Museum, Phase 1 Capital Expansion Project: \$450,000.
9. Salem Art Association, Historic Bush House Museum Restoration and Accessibility: \$175,000.
10. Maxville Heritage Interpretive Center, Maxville Historic Restoration Project: \$300,000.
11. Oregon Shakespeare Festival Association, Black Swan Theatre Renovation for New Works Development: \$375,000.
12. High Desert Museum, High Desert Museum: \$2,000,000.
13. Historic Elsinore Theatre, Elsinore Theatre Facade renovation and new signage: \$350,000.

These projects will be managed by Business Oregon's Regional Project Managers. We will hold an orientation for awardees in September 2025.

In addition, the Arts Program's appropriation includes one-time General Fund for the following amounts to be distributed as grants to the following entities:

- Portland Center Stage: \$1,500,000.
- Oregon Shakespeare Festival: \$2,500,000.

### **Board Recruitment**

- Myong-Hui Murphy agreed to stay on an additional term with the Trust. We recommended two additional candidates to the Governor's Office, to be considered for appointment by legislature in September 2025.
- We will have four additional board vacancies in November 2025. We can start a board recruitment process for appointments during the February short session.

**Staff**

- In early August, Athena Proctor completed her time with us. We are extremely grateful for her work and wish her the best in her future endeavors.
- We recently hired Kristi Arrington as our new temporary administrative specialist to help with grants, events and meetings.

**Community Development**

- I led workshops for community leaders in Heppner and Talent to support them in building their arts and cultural community. I will be leading this workshop in Phoenix in September.
- I am organizing a Creative & Cultural Districts Meet-up in Sisters on September 29 in partnership with the City of Sisters.

**Other Activities**

- Met with a representative from the Paul G. Allen Foundation who is exploring extending their reach to Oregon.
- Supporting our Arts and Culture Funders Meet-Up on July 21<sup>st</sup> and mid-September.
- Quarterly check-in meetings and bimonthly check-ins with staff.
- Represent the Arts Commission at Business Oregon Leadership Committee, Management Committee and other committees and workgroups including fiscal, IT, EDMS, policy and others.

Requested Action:



Informational only



For board input/discussion



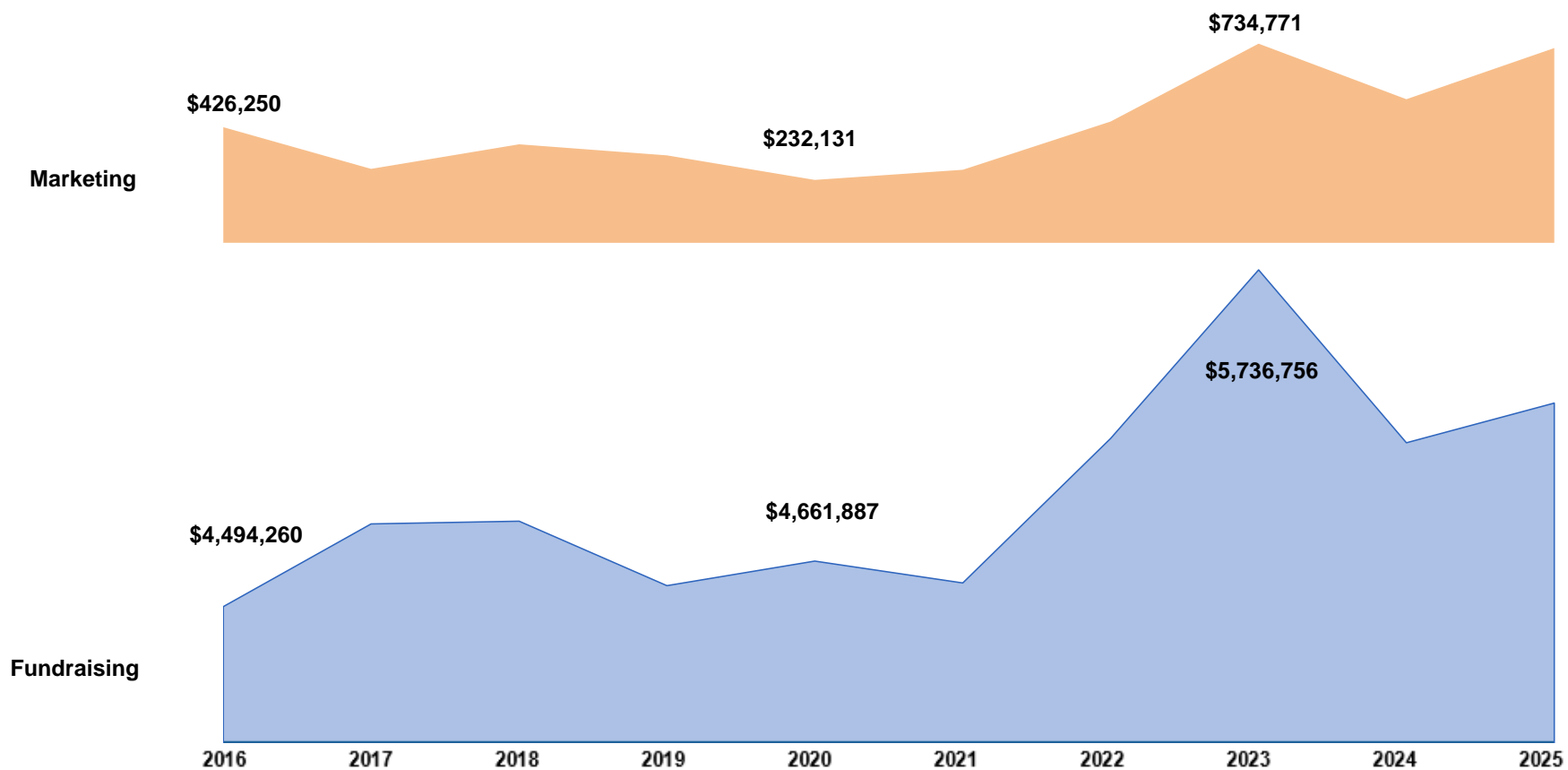
For board action

Fiscal Year	Marketing Budget	Contract totals *	Printing/Mailing	Personnel	Notes	Fundraising Total
2016	\$ 426,250	\$ 164,500	\$ 57,774		Rebranding/website	\$ 4,494,260
2017	\$ 272,349	\$ 365,000	\$ 41,630			\$ 4,799,654
2018	\$ 363,511	\$ 179,000	\$ 48,147	\$ 109,396		\$ 4,809,204
2019	\$ 322,233	\$ 175,000	\$ 22,450	\$ 114,622		\$ 4,571,693
2020	\$ 232,131	\$ 95,000	\$ 18,000	\$ 127,047		\$ 4,661,887
2021	\$ 269,079	\$ 75,000	\$ 17,500	\$ 156,579		\$ 4,581,623
2022	\$ 447,600	\$ 225,000	\$ 58,672	\$ 156,921	New plate debuts	\$ 5,114,935
2023	\$ 734,771	\$ 390,000	\$ 63,050	\$ 156,921	Brand audit	\$ 5,736,756
2024	\$ 529,916	\$ 354,000	\$ 100,000	\$ 39,230	Color brochure/new movers	\$ 5,098,496
2025	\$ 718,500	\$ 480,000			\$100,000 license plate/\$30	\$ 5,244,816

\*Not actuals, includes paid advertising



## Comparison of Fundraising with Marketing Budget





SEATTLE  
408 North 35th Street,  
Seattle, WA 98103

(47.608013, -122.335167)

PORTLAND  
240 N Broadway  
Portland, Oregon 97227

(45.534810, -122.668390)

BEND  
2900 NW Clearwater Dr  
Bend, OR 97703

(44.044140, -121.327171)

SAN FRANCISCO  
480 Gate 5 Rd  
Sausalito, CA 94965

(37.900220, -122.527270)

# Oregon Cultural Trust

## 2025 Year-End Campaign Update

Hello@WatsonCreative.com

WatsonCreative.com

@WatsonCreative





# Today's Overview

## AGENDA

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- Year-End Campaigns and Collaboration
- Performance and Earned KPIs
- A Changing Environment
- The 2025 Campaign Revealed

# ▶ We Are A Research-Based Creative Agency For Challenger Organizations

Challengers push. They ask better questions. Some lead their industries. Others are just getting started. What they share is a mindset: **Forward-looking, pattern-breaking, and ready for growth.**





# ▶ Year-End Campaigns and Collaboration





# Founded on Research and Partnership

Watson has worked with the Trust and the selected secondary agency since 2022:

**2022** - Organizational branding and digital campaign consulting for the Year-End Campaign  
***Consulted on a small run of digital ad placements.***



2023 Strategy founded on 2022 Learnings & Research

**2023** - Year-End Campaign messaging strategy, creative and digital/traditional media  
***Shifted from primarily Traditional-based media to Digital-led spend (60/40%). Established digital metrics.***



2024 Strategy founded on 2023 Learnings & Research

**2024** - Year-End Campaign messaging strategy, creative and digital/traditional media  
***Optimized digital baseline, A/B messaging testing, began incorporating metrics for traditional media when possible.***

*\*\*Watson also creates and manages the License Plate digital campaign*



# Year-End Campaign Role & Focus

**Overall Mission:** Assist the Trust team in meeting their organizational goal of growing annual donation dollars over the prior year.

## **Watson's Role:**

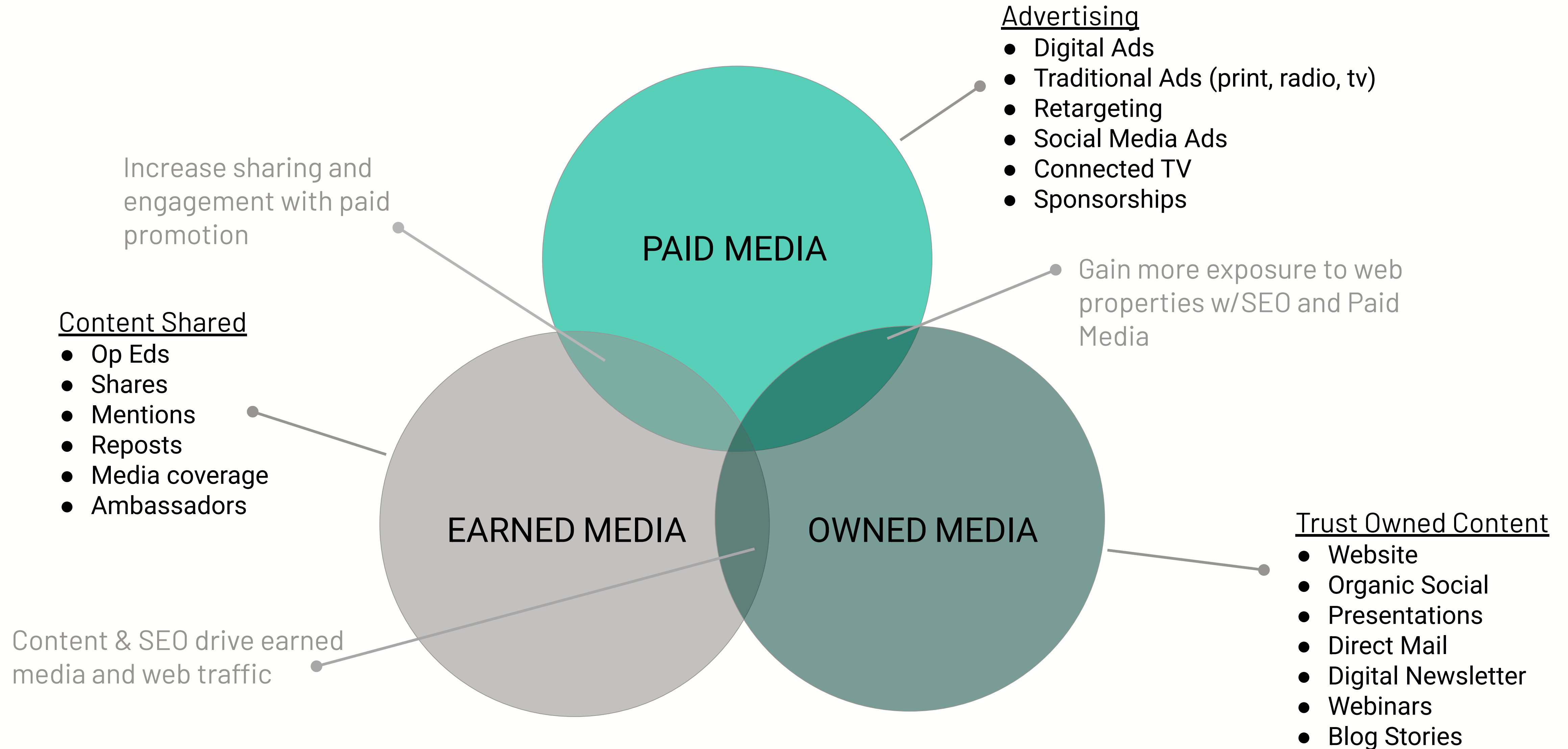
- Leverage learnings and landscape research to develop campaign messaging strategy, creative, and media plan
- Develop **Campaign Guidelines** for Trust team and Turell Group ensuring all campaign efforts are unified and synergistic
- Produce, activate, and optimize paid campaign assets managed by Watson

## **Campaign Focus:**

Meet campaign forecasts and KPIs. *"Manage what what you measure."*

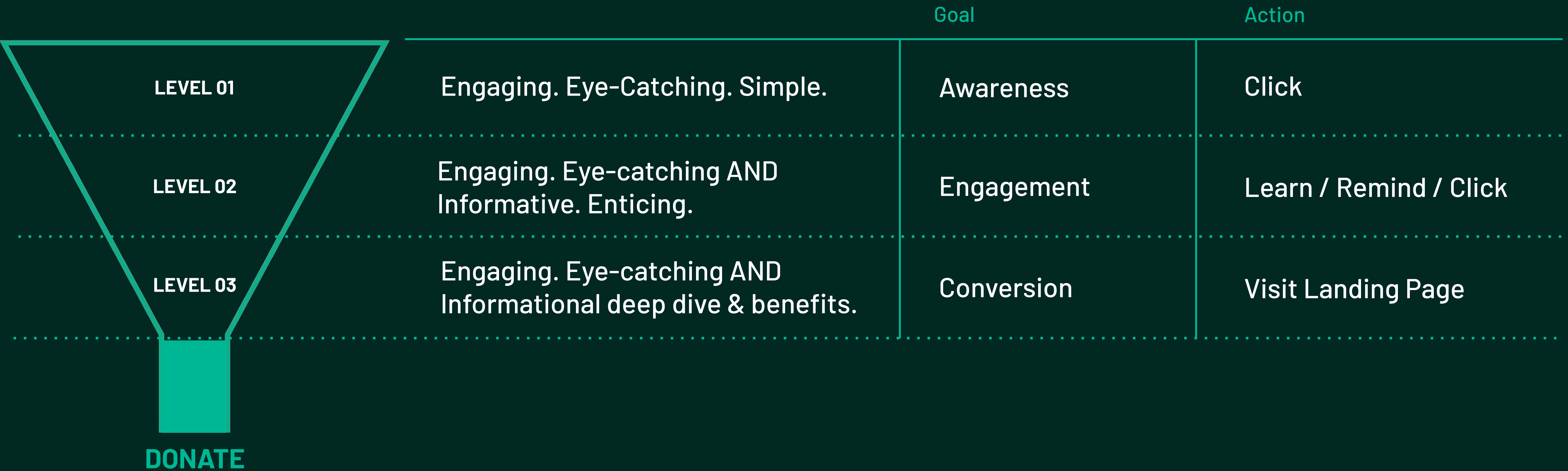
- Impressions
- Clicks
- Site visits
- Click Through Rate (CTR)
- Cost per Click (CPC)
- Cost per Acquisition (CPA)
- Digital Campaign Donations (against overall Donations)

# Year-End Campaign Marketing Mix



**The goal is a coordinated and comprehensive owned, earned, and paid media strategy**

# Sales Funnel Journey







# ▀ Performance and Earned KPIs



# YOY Digital Campaign

Online Campaign Donations 2023	Online Campaign Donations 2024
1,855	2,314
Donation increase	459
Difference	+25%

In 2024, the **digital media budget increased by \$15K (or 25%)** over prior year which resulted in a **direct increase online campaign donations at 25%, or 459** additional contributions over 2023

This result underscores the impact of strategic investment in digital. Enhanced targeting, optimized creative assets, and consistent online engagement drove donors to act.



# YOY Digital Campaign

2023 was an atypical year with compressed timelines due to the election season. This proportional growth demonstrates efficient scaling — maintaining cost per donation (~\$32) while significantly expanding reach (**+55% impressions**), meaning the work of the Trust was shared with more people.

## Key Insights:

1. **Efficient Scaling** — The 2024 results show that the digital strategy scales predictably — a 25% increase in investment produced a matching 25% increase in donations while holding cost per donation steady. This gives us a reliable baseline to forecast future growth and confidently plan larger campaigns.
2. **Results were linear** vs exponential — meaning the extra spend extended reach and kept performance steady, yet there is an opportunity to continue refining targeting, creative, and channel mix to drive greater-than-proportional growth from future budget increases.





# YOY Traditional Media

**Complementary Role** – traditional media serves to **support awareness** rather than being the primary driver of conversions (donations).

**2024 Spend: \$42,506**

Traditional media (OPB TV, Radio, Give!Guide Sponsorship, Select Print Ads)

**2023 Spend: \$40,000**

Traditional media (OPB TV, Radio, Give!Guide Sponsorship, Select Print ads)





# ▶ The Changing Environment Signals a Moment for Momentum



POLITICS | POLICY

# Trump Tax Megalaw Upends Charitable Giving

Nonprofits, already under strain, face ‘mixed bag’ from law’s changes to giving incentives

By *Richard Rubin* [Follow](#) and *Juliet Chung* [Follow](#)  
July 30, 2025 5:30 am ET



GOVERNMENT AND LEGISLATION

## Billions in Charitable Giving Could Be Lost, New Research on Tax Bill Shows

Independent Sector commissioned studies to measure the potential impact of two key proposals that are in both the House and the Senate versions of the tax bill.

By *Ben Gose* | JUNE 27, 2025



TAX POLICY CENTER  
URBAN INSTITUTE & BROOKINGS INSTITUTION

RESEARCH TAXVOX EVENTS ABOUT TPC

TAXVOX

## One Big, Beautiful Bill Complicates Charitable Giving

Robert McClelland, Elena Spatoulas Patel

June 12, 2025



MAJOR GIFTS

## Big Gifts and the New Tax Law: Boom Now, Bust Later?

High-earners may make big gifts in 2025, but their giving may decline next year.

By *Rasheeda Childress* | JULY 31, 2025



FEDERAL SITUATION

# BIG CHANGES

In 2026, the federal government is changing how charitable giving works.

Middle-income earners can now deduct up to \$1,000 (\$2,000 for couples) even without itemizing.

But high earners and companies face new limits: donation floors, capped deductions, and more complexity.

Amid all that noise, Oregon offers clarity.

When national policy changes, Oregon can lead by example — investing in culture is investing in resilience.



A CHANGING ENVIRONMENT

# INCREASING PRESSURE

Federal funding cuts and freezes

Growing politicization of nonprofit missions

Corporate caution in public giving, particularly  
in socially sensitive sectors

Increased competition for fewer unrestricted  
individual gifts

THE TIME IS NOW

# MOMENTUM MATTERS

## **Tax Credit Advantage Becomes a Key Differentiator**

Oregon's unique dollar-for-dollar tax credit offers a stronger incentive than federal deductions—especially as federal caps and floors reduce appeal for itemizers.

## **Middle-Income Donors Now More Valuable**

The new non-itemizer deduction supports the Trust's ability to tap into broader middle-class giving—messaging should be tailored accordingly.

## **Corporate Gifts May Decline or Be More Selective**

With a 1% floor, some companies may pull back or target only large-scale, PR-safe initiatives. The Trust should continue to emphasize civic, heritage, and statewide impact.

## **Clear Messaging on Simplicity and Impact**

The federal rules have grown more complex. Oregon Cultural Trust can stand out by offering a simple, guaranteed state-level benefit with clear cultural impact.

## **Offset National Trends with Local Pride**

While national giving may shrink or polarize, Oregon's homegrown tax credit gives residents a uniquely empowering tool to support culture, regardless of political climate.

THE TIME IS NOW

# MOMENTUM MATTERS

**When national policy changes,  
Oregon can lead by example.**

**Investing in culture  
is investing in resilience.**





# ▼ The 2025 Campaign Revealed



A photograph of a theater stage. The stage is covered with a wooden floor. The background is a large, deep red curtain. Several spotlights are visible, casting a warm glow on the curtain and the floor. The text "2025 Campaign Messaging & Creative" is centered on the curtain in a white, serif font.

# 2025 Campaign Messaging & Creative



SEATTLE  
408 North 35th Street,  
Seattle, WA 98103

(47.608013, -122.335167)

PORTLAND  
240 N Broadway  
Portland, Oregon 97227

(45.534810, -122.668390)

BEND  
2900 NW Clearwater Dr  
Bend, OR 97703

(44.044140, -121.327171)

SAN FRANCISCO  
480 Gate 5 Rd  
Sausalito, CA 94965

(37.900220, -122.527270)



Thank you



## **OREGON CULTURAL TRUST**

### **RESEARCH FINDINGS**

June 2025

### **SUMMARY**

The Oregon Cultural Trust (the “Trust”) has demonstrated significant success in extending its reach and impact across every county and tribe in Oregon, effectively distributing funds and fostering strong community engagement through its Ambassador and Coalition programs. This report, based on comprehensive research including surveys, interviews and discussion groups with Ambassadors, Coalition Members and internal stakeholders, confirms the Trust's widely recognized responsiveness and supportive environment.

While the Trust's foundations are strong, our findings highlight clear opportunities for refinement and enhanced effectiveness. Key areas for improvement include simplified collateral messaging, clarifying the Cultural Tax Credit (“Tax Credit”) messaging, optimizing the Qualified Organizations list and streamlining communications. Both Ambassadors and Coalition Members express a strong desire for clearer direction, more targeted resources and enhanced opportunities for connection and collaboration. Coalition Members are an underutilized asset and are poised to become Coalition “Ambassadors.”

This report outlines actionable recommendations designed to empower the Trust to build upon its existing achievements. By focusing on simplified resources, localized messaging and a strategic approach to communication and engagement, the Trust can further strengthen relationships, boost donor development and amplify its statewide cultural impact.

### **CONTENTS**

- [Collateral](#): Touching all aspects of the Trust, including Ambassadors and Coalition Members, this section condenses all collateral strengths, challenges & recommendations and new opportunities. It closes with a proposed Action Plan.
- [The Ambassador Program](#): Focusing on the administration of the Ambassadors, this section outlines opportunities to refine this successful program.
- [The Coalition Program](#): Outlining challenges and needs that Coalition Members share, these recommendations focus on solutions that will streamline and elevate these essential groups.
- [Methodology](#): This brief section identifies the methods used for information gathering and the numbers of participants.

## COLLATERAL

The Trust provides a variety of materials and is responsive to requests for them. However, the research indicates that collateral could be more effective.

## STRENGTHS

- Ambassadors have cards and brochures readily available in sufficient quantities.
- Coalition Members distribute donation cards to grantees and request distribution to grantee donors.
- The Trust's website is a known resource for information.
- Coalitions are actively creating their own collateral, including websites, social media presence, flyers, cards, posters, PSAs and press releases.

## CHALLENGES & RECOMMENDATIONS

- **Overwhelming and Complex Materials:** Materials are often too numerous, lengthy and complex, leading to confusion about their intended use.  
*Recommendation:* Simplify and streamline. Focus on concise, bulleted materials.
- **Unclear Messaging:** Messaging is not always clear or simple.  
*Recommendation:* Develop simpler, more actionable resources. Include one-sentence and very short messaging that can be used as "elevator pitches"
- **Limited Imagery:** Collateral imagery tends to focus on arts and ethnic culture, especially in the Portland area, overlooking museums, libraries and other eligible organizations.  
*Recommendation:* Use imagery from more regions and diverse types of organizations.
- **Ineffective Videos:** Videos are perceived as ineffective, too long, too complicated and with hard-to-read text.  
*Recommendation:* Videos should be 30 seconds or shorter, with brief text and simple messaging.
- **Cumbersome Presentations:** PowerPoint presentations are too long and complicated.  
*Recommendation:* Develop a clear PowerPoint presentation that is 5 to 7 slides total, along with an accompanying script.
- **Website Navigation and Readability:** The website is perceived as challenging to understand, read and navigate. Awareness of website content is low.  
*Recommendation:* Evaluate the website for ADA compliance and identify design opportunities to enhance readability. Enhance navigation and promote awareness of existing resources.
- **Outdated/Unsearchable Qualified Organizations List:** The list of qualified organizations is believed to be outdated, inaccurate and difficult to search, lacking categories and printability for selected organizations or categories.  
*Recommendation:* Update and promote the list. Make it searchable by categories (county, museums, libraries, radio stations, etc.) and printable/downloadable by category. Include clear instructions on how organizations can become qualified.
- **Lack of Localized/Customizable Materials:** Materials are not sufficiently tailored, and Ambassadors and Coalition Members desire the ability to make content specific to their area.  
*Recommendation:* Create localized or customizable materials, templates and examples.

- **Public Displays of Support:** Ambassadors appreciate the name tag, mug, etc., provided to them. They are interested in doing more to publicly display their support.  
*Recommendation:* Create items that Ambassadors, Cultural Members, donors and supporters can wear (t-shirts, hats) or publicly display (lawn signs) to foster opportunities to talk about the Trust and Tax Credit.
- **Duplication of Efforts:** Each Coalition is trying with varying degrees of success to offer similar messaging for grant opportunities and Tax Credit awareness, as well as support for grantees. Some Coalitions face limitations they cannot overcome alone or without financial resources, such as limits imposed by free email platforms. The links on the Trust website to many Coalition websites are broken or the websites are not functioning.  
*Recommendations:*
  - Provide templates for promoting grant applications, announcing recipients and promoting local impact.
  - Develop shared resources such as bylaws, nonprofit governance documents, succession planning, policies and procedures.
  - Identify ways to share paid resources, such as access to paid email platforms (e.g., MailChimp). Implement an online grant management system to streamline applications, reporting and communications across all Coalitions.
  - Host Coalition information on the Trust's Coalition landing page to reduce or eliminate the need for an additional website.
  - Offer direction on effective social media use, including listening and engagement, and provide state-coordinated campaigns for grants and promoting the Tax Credit with templates, graphics and copy.
- **Lack of Awareness of Resources:** Ambassadors and Coalition Members alike recommended that the Trust create, clarify or expound on the materials or tools that, in actuality, already exist.  
*Recommendation:* Use trainings and communications to highlight the available resources and tools that have been designed to encourage and facilitate donations.

## NEW OPPORTUNITIES

### STRATEGIC, COORDINATED APPROACH

- **Strategic Communication Plan:** Develop a year-long strategic communication plan that incorporates Coalitions into annual campaigns and includes a year-long social media campaign.

### DONOR COMMUNICATIONS

- **Targeted Donor Messaging:** Develop specific messages for various donor types, such as new, recurring, lapsed and younger, as well as those with smaller donation value.
- **Business Tax Credit Messaging:** Create a strategy for communicating how eligible businesses can participate in the Tax Credit.
- **Monthly Subscriber Option and Messaging:** Create a monthly subscriber option and develop messaging to promote it.
- **Simplified Tax Credit Descriptions:** Develop several clear, concise descriptions of the Tax Credit process; in three steps would be ideal.
- **Templated Language for Elected Officials:** Provide templated language to elected state and local officials to share with constituents about the Tax Credit.

## ACTION PLAN FOR COLLATERAL

This action plan outlines the immediate and ongoing collateral needs for the Trust and is prioritized based on ease of implementation and expected impact, as well as logical flow.

### HIGH IMPACT, MODERATE TO HIGH EASE OF IMPLEMENTATION

1. Simplify and Streamline Existing Collateral  
**Action:** Revise existing brochures, cards and other print materials to be concise, bulleted and visually engaging. Focus on “less is more.”  
**Deliverables:** Revised brochures, information cards and other existing print collateral.  
**Target:** All audiences.  
**Priority:** High. This addresses immediate feedback about overwhelming and complex materials.
2. Develop Slide Presentation Deck & Script  
**Action:** Create a short, impactful slide presentation of no more than 5 to 7 slides, with a corresponding script that can be easily delivered by Ambassadors and potentially Coalition Members.  
**Deliverables:** Master PowerPoint file, accompanying script.  
**Target:** Ambassadors, Coalition Members, public speaking engagements.  
**Priority:** High. This provides a key tool for outreach that was previously identified as too long.
3. Produce Short, Simple Videos  
**Action:** Produce very short, simple videos — 30 seconds or less — with minimal text, focusing on compelling visuals and clear messaging.  
**Deliverables:** 1-3 short video files.  
**Target:** Social media, presentations, website.  
**Priority:** High. Addresses current video ineffectiveness.
4. Create for Donors a Dedicated Landing Page to Qualified Organizations  
**Action:** Develop a new landing page for donors to access the qualified organizations page. This page should clearly explain the “why” of donating to the Trust after donors have made a qualified organization donation and provide a clear call to action to donate to the Trust. Utilize a QR code in materials to take donors directly to this page.  
**Deliverables:** Dedicated landing page copy and QR code.  
**Target:** Donors to qualified organizations.  
**Priority:** High. Directly addresses a key donor conversion opportunity.
5. Audit and Update Qualified Organizations List (Website & Downloadable)  
**Action:** Thoroughly audit and update the online list of qualified organizations. Implement search functionality by category (e.g., county, dance, radio stations, museums, libraries, etc.) and enable a way to make a narrowed list printable/downloadable. Explore if a clickable map of Oregon, enabling users to visually select a county, is feasible. Add clear instructions on how organizations can qualify and how to get more information.  
**Deliverables:** Updated and enhanced website functionality for qualified organizations list.  
**Target:** General public, Ambassadors, Coalition Members.  
**Priority:** High. Addresses a significant point of confusion and difficulty.

### HIGH IMPACT, MODERATE EASE OF IMPLEMENTATION

1. Develop Localized & Customizable Collateral Templates

**Action:** Create templates for postcards, flyers, PSAs, press releases and social media that can be easily customized by Ambassadors and Coalition Members to highlight local impact and diverse cultural organizations.

**Deliverables:** Template files for various collateral types.

**Target:** Ambassadors, Coalition Members.

**Priority:** High. Empowers local partners to be more effective.

2. Strategic Communication Plan (Year-Long Focus)

**Action:** Develop a comprehensive year-long strategic communication plan that includes social media campaigns and integrates Coalitions into annual Trust campaigns.

**Deliverables:** Detailed communication plan.

**Target:** Trust staff, Coalition Members.

**Priority:** High. Provides a roadmap for consistent, impactful messaging.

3. Targeted Donor Messaging

**Action:** Craft specific messaging for different donor segments (new, recurring, lapsed, smaller value, tribal, businesses). This includes content for a regular donor e-newsletter.

**Deliverables:** Message frameworks, e-newsletter content guidelines.

**Target:** Current and prospective donors.

**Priority:** High. Essential for donor cultivation and retention.

4. Simplified Tax Credit Descriptions

**Action:** Create concise, easy-to-understand, three-step descriptions of the Tax Credit process, using simple language and diverse examples.

**Deliverables:** Short-form explanations of the Tax Credit.

**Target:** General public, Ambassadors, Coalition Members.

**Priority:** High. Addresses significant confusion about the Tax Credit.

5. Website Readability Enhancements

**Action:** Implement design changes to improve website readability, including addressing issues to bring into ADA compliance.

**Deliverables:** Enhanced website design.

**Target:** All website visitors.

**Priority:** High. Improves user experience and accessibility.

## ONGOING DEVELOPMENT

1. Ambassador & Coalition Communication Cadence

**Action:** Establish a consistent communication schedule (monthly/quarterly) for Ambassadors and for Coalitions, providing clear actions, tips, success stories and relevant updates.

**Deliverables:** Email templates, communication schedule.

**Target:** Ambassadors, Coalition Members.

**Priority:** Ongoing. Crucial for engagement and clarity.

2. Imagery from Across Oregon

**Action:** Capture and curate images of events, buildings and performances that can be used in state and localized collateral.

**Deliverables:** Photograph files.

**Target:** General public, potential donors.

**Priority:** Ongoing. Enhances connection to what the Trust supports in each community.

## THE AMBASSADOR PROGRAM

The Ambassador program is a significant strength for the Trust, effectively leveraging volunteers to promote the Trust and the Tax Credit. Ambassadors want simple messaging and direction on how to effectively fulfill their role. They want opportunities to connect, collaborate and learn with each other.

### STRENGTHS

- **Effective Engagement:** The Ambassador concept effectively engages individuals and deepens relationships with the Trust.
- **Valued Training and Support:** Ambassadors highly value the training and support provided, describing the orientation as useful and well-executed.
- **Powerful Network:** The Ambassador network is seen as a powerful tool for extending the Trust's reach and deepening relationships.
- **Flexible Participation:** Multiple ways to participate are appreciated, accommodating different comfort levels and skills.
- **Positive Connection & Eagerness:** Ambassadors feel positive about their connection to the Trust and are eager for more opportunities to engage. They are enthusiastic about promoting the Trust and Tax Credit.
- **Appreciated Recognition:** Thank-you gifts from the Trust are appreciated.

### CHALLENGES AND RECOMMENDATIONS

- **Unclear Expectations & Action:** Providing many options and a lack of clear accountability make it difficult for Ambassadors to know how to take action, particularly around messaging and outreach to organizations. Some suggested they are willing to steward current or lapsed donors. Many Ambassadors are willing to do more if given clearer direction, specific prompts and targeted support.  
*Recommendation:* Regularly send reminders with specific actions, tips and recognition. Connect Ambassadors to make presentations to specific organizations or lapsed donors in their area.
- **Desire for More Connection:** Ambassadors desire more connection with each other, such as through mentorship, partnering, local meetups and regular check-ins.  
*Recommendation:* Enlist lead Ambassadors to manage the network or geographic areas of the network, set expectations and facilitate connections (mentorship, buddy systems/partners, regular check-ins), local meetups and sharing of strategies.
- **Lack of Reporting/Feedback:** Reporting and feedback mechanisms are lacking, making it hard to track Ambassador activities and outcomes.  
*Recommendation:* Explore ways that Ambassadors can share successes, frustrations and innovative ideas, giving a purpose for reporting beyond completing a task. Explore introducing monthly goals, contests and public recognition to motivate active participation.



## THE COALITION PROGRAM

Coalition Members are eager for connection, skill-building and shared resources, and demonstrate strong motivation and pride in supporting local culture. They are positioned to be effective advocates for the Trust. Through collaboration, shared resources and templated materials, and in-person and virtual connections, they will be better able to meet their cultural priorities and granting responsibilities, as well as promoting the Trust and Tax Credit.

### STRENGTHS

- **Eagerness for Connection and Skill-Building:** Coalition Members are eager for connection, skill-building and shared resources.
- **Strong Motivation and Pride:** They express a strong motivation to participate and a sense of pride in supporting local culture.
- **Appreciation for Trust Responsiveness:** Coalitions appreciate the Trust's responsiveness and support.
- **Résumé Building:** Many view participating as valuable for building their skills and résumés.
- **Grantee Communication:** Members are communicating with grantees about including donation cards in their communications with donors.

### CHALLENGES AND RECOMMENDATIONS

- **Lack of Tax Credit Understanding:** Many Members feel they don't understand the details of the Tax Credit, which is their primary hesitation to promote it. Not all Members see promoting the Trust and Tax Credit as a part of their role.  
*Recommendation:* Articulate the role of Coalitions to include promoting the Tax Credit. With direction and resources, Coalition Members could emerge as "Coalition Ambassadors." Offer focused training similar to the Ambassadors, including topics such as effective outreach and social media usage.
- **Communication Confusion:** Coalition Members are engaged with the Trust and/or the Arts Commission in multiple roles. Confusion arises when communications from the Trust and Arts Commission overlap, making it hard to discern which role the communication applies to and its relevance to them.  
*Recommendation:* Audit email lists, reduce duplication and ensure messages are clearly labeled by audience and purpose. Consider using an email program that allows for tagging individuals by their different roles.
- **Insufficient Opportunities to Connect and Share:** Coalition Members are eager to connect with other coalitions, learn from each other and share their ideas, successes and struggles.  
*Recommendation:* Facilitate inter-Coalition connection through organized opportunities to connect and share ideas, both in-person and virtually.
- **Internal Structural Concerns:** Some Members are concerned about their organization's structure, including a perceived unwillingness to recruit new members and pass the torch to new leadership. This can lead to an insular board that is resistant to diversity. Long-time Members can be seen as gate keeping access to Trust funds to a limited number of organizations.  
*Recommendation:* Offer guidance on nonprofit best practices, including templated bylaws that address term limits and promote diversity in board composition and grantee selection. Consider limiting the number of consecutive years an organization or individual can be awarded a grant to encourage diversifying recipients.

- **Inconsistent Grantee Expectations:** Research participants shared different expectations for grantees regarding promoting the Trust and reporting on funds are inconsistently communicated or understood. For example, some Coalition Members allow grants to be awarded to individuals, while others indicated they do not.  
*Recommendation:* Standardize grantee eligibility and expectations statewide. Offer a menu of ways by which grantees can promote the Trust and to which they can commit when awarded the grant.

## METHODOLOGY

Nearly 50 individuals participated in the gathering of the above information, through interviews, discussion groups and two surveys.

- Ambassador participation
  - 10 Surveys submitted
  - 19 Participants in interviews and discussion groups
- Coalition Member participation in discussions and interviews
  - 21 Participants
  - 15 Coalitions represented
  - Coalitions represented included a diversity of county characteristics, including
    - Rural and urban
    - Sparsely and densely populated
    - All geographic areas of the state of Oregon (Coastal, Eastern, Northern, Central and Southern)
- Internal Stakeholders – survey, interviews and discussion group
  - 5 Trust staff
  - 4 Consulting agency staff

## TURELL GROUP

Turell Group is a full-service marketing and communications agency in Eugene, Oregon, that offers independent research as a service. The agency staff have been providing unbiased services for more than two decades. The agency is non-partisan, independent and specializes in supporting organizations located within Oregon.