



MAKE CULTURE COUNT

FY2027 COMMUNICATIONS

GOALS: FIRST 6 MONTHS

INFRASTRUCTURE

25TH ANNIVERSARY

AMPLIFICATION



Arts & Culture Communications Target Audiences				
Audience	Think? (HEAD)	Feel? (HEART)	Believe? (GUT)	Do? (ACTION!)
1) Oregonians inclined to care about arts, culture, heritage and humanities. They would support Oregon's arts & culture efforts if they knew more about it.	A core part of what makes Oregon special is its rich cultural diversity, available to all Oregonians in every part of the state. Arts & culture programs are vital to supporting Oregon's economy, identity and community wellbeing. Our state arts and culture program creates access and stability and contributes to Oregon's quality of life.	I have newfound appreciation for arts efforts in my community and state. I'm proud of the diversity and vibrancy of Oregon's cultural landscape—we're special. I want it to endure and flourish, and the state's arts & culture programs are vital in making that happen. I want access to arts & culture for my family and neighbors, and for future generations.	I can make a difference for the future of arts & culture in Oregon. Showing up matters, participation matters, donating matters. The state's arts and culture programs care about local input, in communities large and small. I trust the authenticity of their efforts.	Donate to the Cultural Trust! Tell people about how amazing Oregon's cultural efforts are. Share at events; share on social media. Learn and be inspired to go see Oregon's public art collection; experience a performance; visit a studio; support a creative/business. Sign up for our e-newsletters and follow us on social media.
2) Existing Cultural Trust donors, supporters and volunteers	A core part of what makes Oregon special is its rich cultural diversity, available to all Oregonians in every part of the state. Arts & culture programs are vital to supporting Oregon's economy, identity and community wellbeing. In a time of economic uncertainty, the Cultural Trust plays a vital, stabilizing role in our cultural ecosystem. The Trust's model is unique, with Oregonians supporting Oregonians.	I'm proud of the diversity and vibrancy of Oregon's cultural landscape—we're special. I want it to endure and flourish, and the Oregon Cultural Trust is vital in making that happen. The Cultural Trust cares about culture down to the local level, in communities large and small. I trust the authenticity of its efforts. I want access to arts & culture for my family and neighbors, and for future generations.	I make a difference for the future of arts & culture in Oregon. Donating matters, showing up matters, participation matters.	Donate to the Cultural Trust! Share about the Cultural Trust with friends and family. Advocate for the Cultural Trust with lawmakers and community leaders. Volunteer with a Cultural Coalition.

AUDIENCES

Oregonians inclined to care about arts and culture--they would engage with and support us if they knew more

Existing Cultural Trust donors, supporters and volunteers

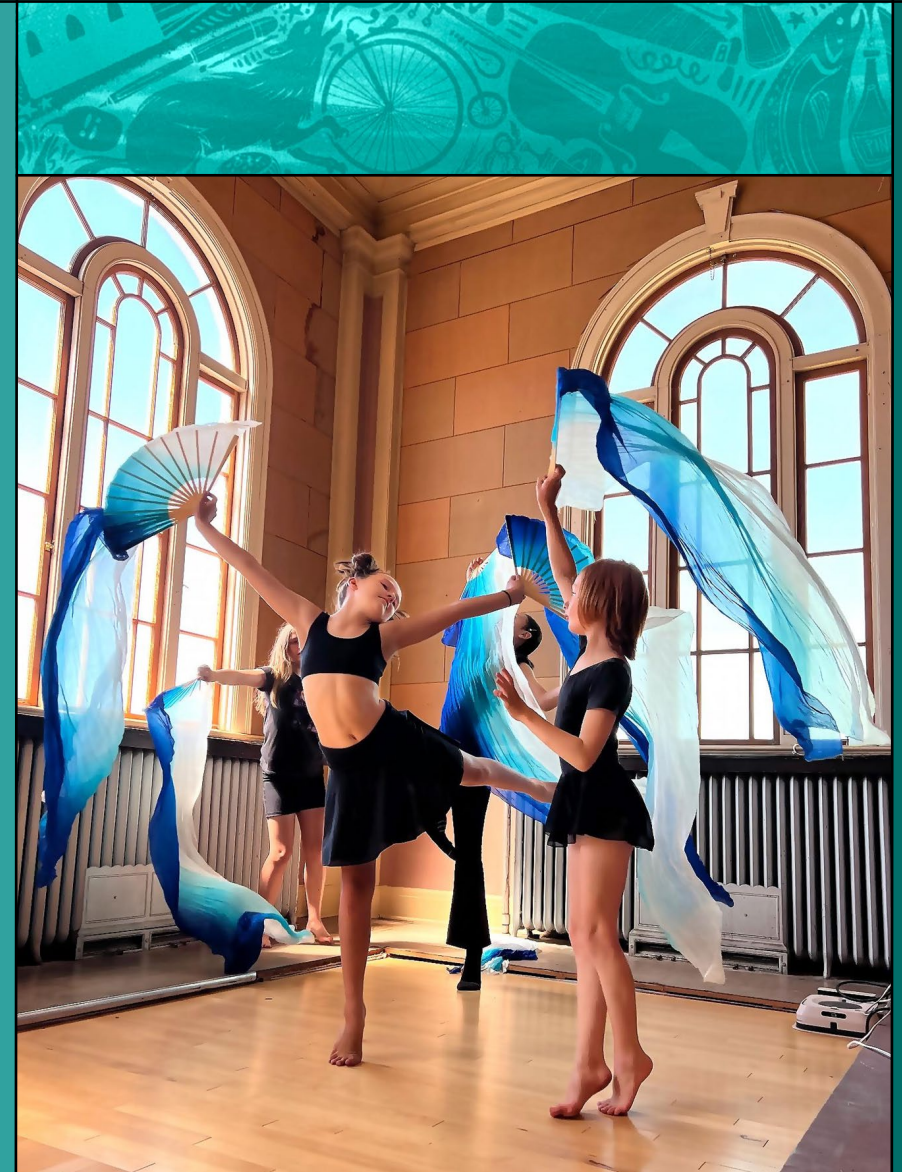
Arts and culture customers who rely on our services (grants, programs, technical assistance)

Media and content creators

Elected officials as well as agency staff in Oregon

Arts, culture, heritage and humanities partners and potential partners

Photo: Astoria Arts and Movement Center



INFRASTRUCTURE

LinkedIn and social media

Adding comms capacity



MEET SPARKLOFT MEDIA

New agency partner

Portland-based

Social-first creative agency

Extensive experience working
throughout the state



AMPLIFICATION

Conversations with
Funders

Cultural Coalitions









AMPLIFICATION

Partner connections

BUSINESS OREGON • SUCCESS STORIES

THIS IS ECONOMIC DEVELOPMENT.

Oregon's economy grows one story at a time — built by entrepreneurs, tribal nations, rural communities, and innovators who bet on this state. **Business Oregon** is there to make it happen.

54

STORIES FEATURED

2023-2026

YEARS COVERED

1,870

PROJECTS SINCE 2023



THE YEAR AHEAD ...

25th anniversary marketing

Arts & Culture Summit

Year-end fundraising

Continuation into 2027

Photo: Josephy Center for Arts and Culture





Thank you!



Arts and Culture State of Oregon

Customer Service Survey Results

2026



Background

Required by all state agencies

Business Oregon focus on
customer service

Arts and Culture asked
additional grant questions



Grupo Ritual Azteca Huitzilopochtli
in Woodburn



Methodology

List of 2,260, 5 emails between
May 4 - June 30, 2026

175 completed surveys
9% response rate

Results are anonymous



Sisters Folk Festival
photo by Rob Kerr



Demographics

Majority are nonprofits

Majority awarded a grant

65% Urban

50% of organizations have fiscal
size up to 150K



Fiscal Size of Respondents

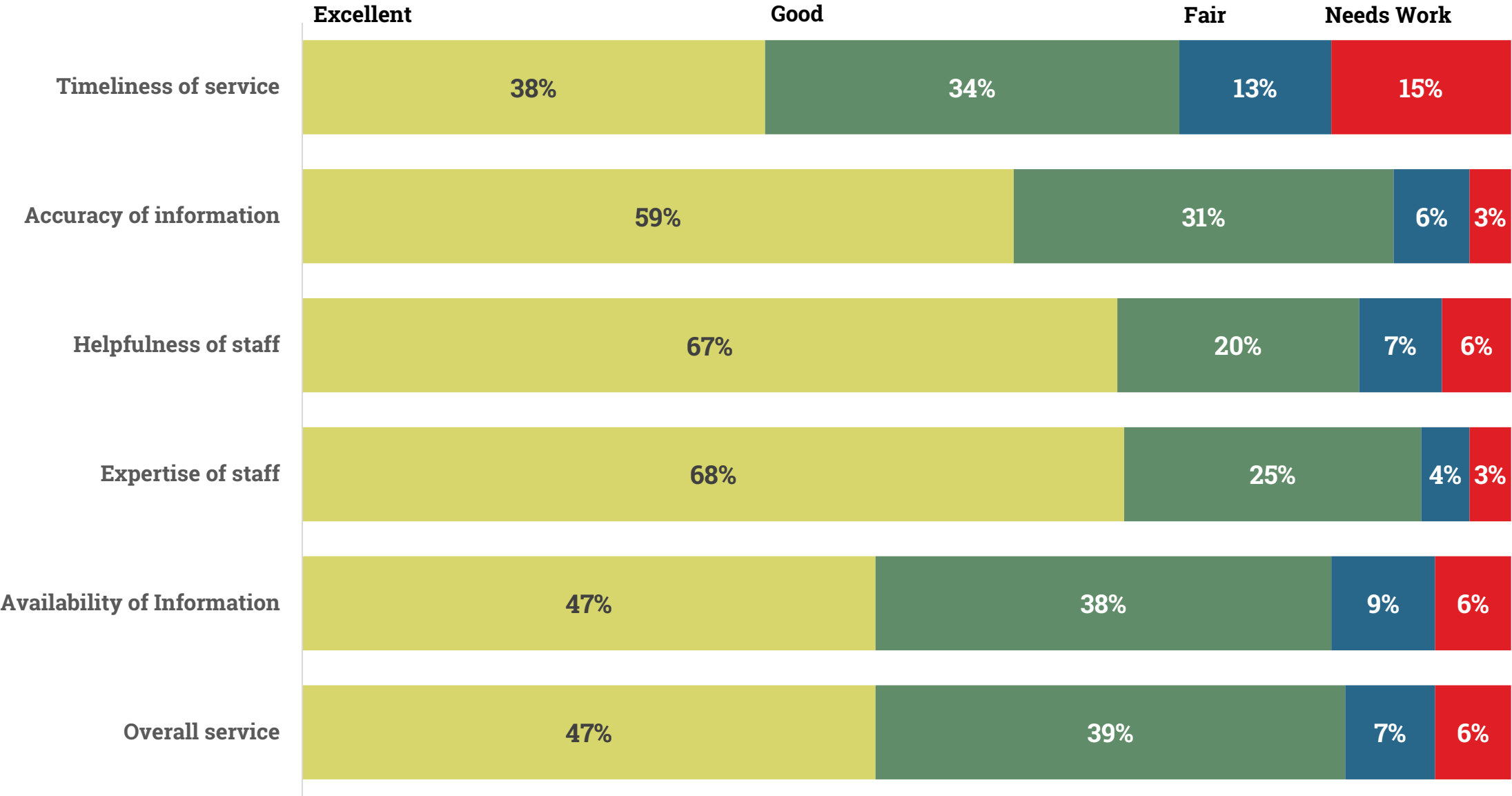
Up to \$150K- 80 (50.63%)

\$150K-\$500K- 39 (24.68%)

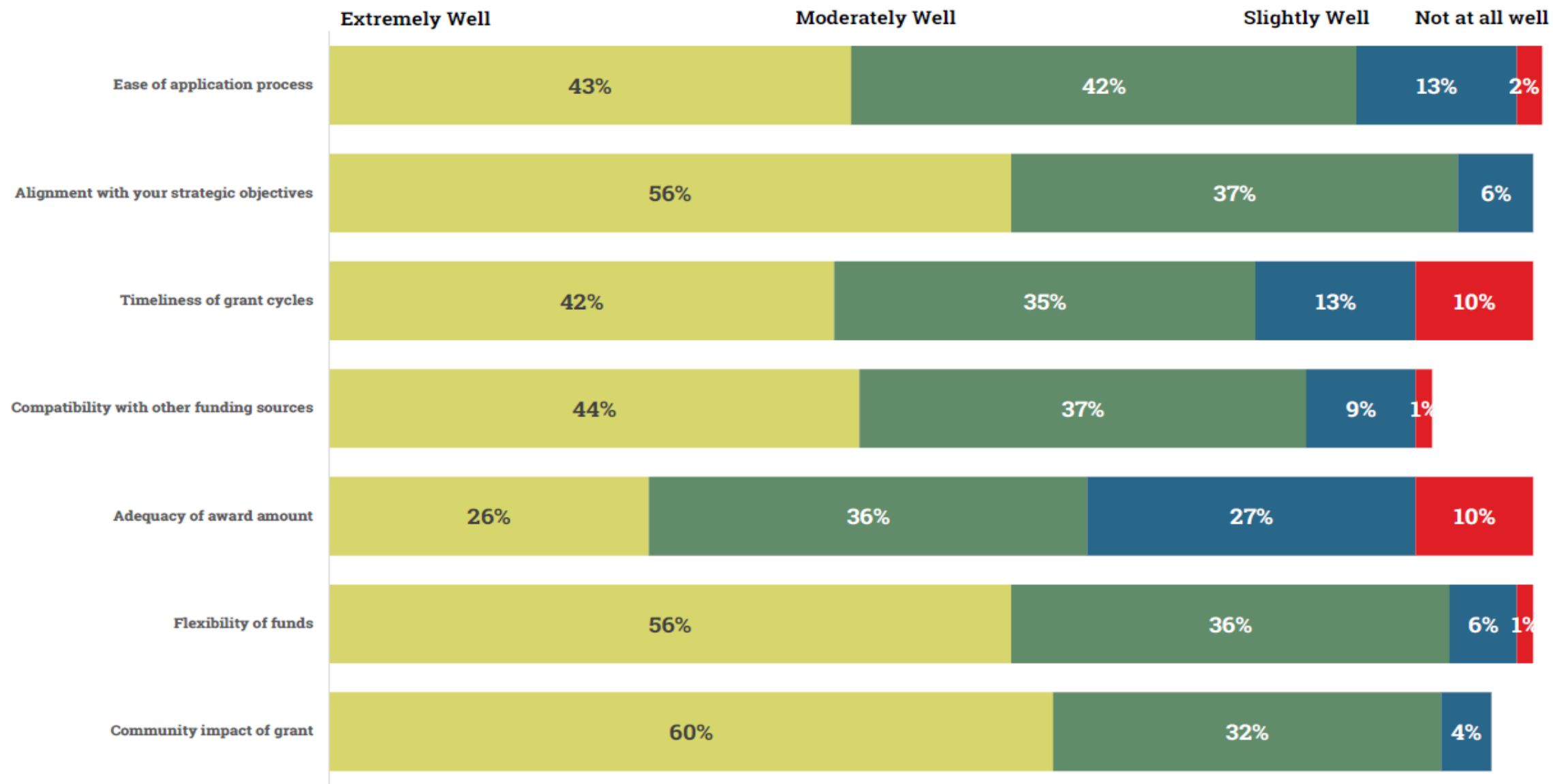
\$500K-\$1M- 17 (10.76%)

Over \$1M- 22 (13.92%)

Customer Service Responses



Grant-Related Responses



Key Strengths Identified



Ili?i, kusax, salt-tsəq̓w (Land, Air, Sea) by Shirod Younker (Coquille/Miluk Coos/Umpqua), Tony A. Johnson (Chinook) and Adam McIsaac. Photo by Ron Cooper



1. Personnel

Staff expertise and professionalism
were consistently praised

A background image of several dancers in a studio, wearing light-colored clothing, with one dancer in the foreground in a dynamic pose. The image is overlaid with a semi-transparent teal filter.

2. **Accessibility & Scalability**

Respondents value accessibility of programs, especially for smaller organizations

A woman with voluminous curly hair is singing into a microphone. She is wearing a dark, patterned top. In the background, another person is partially visible, and the word "JazzFest" is partially visible on a banner.

3. **Support & Impact**

Many respondents reported strong appreciation during challenging economic conditions



4. **Transparency & Clarity**

Several noted improvements in
transparency and communications
in the past year

A woman and a young girl are standing in a museum gallery, looking at a large circular artifact on the floor. The woman is wearing a patterned shawl and large earrings, and the girl is wearing a patterned dress. The background shows other museum exhibits and a large mural on the wall.

5. Meeting Goals

Grants deliver strong community impact,
align closely with organizational goals
while remaining flexible

Areas to Improve

1. **Delays in funding disbursement**

Many organizations identified delayed payments (sometimes 10–14 months) as a significant hardship

2.

Inconsistent communication

Several respondents reported difficulty receiving timely responses to inquiries



3.

Application and Reporting Processes

Some forms were described as overly complex or containing technical errors

Financial reporting systems like SMU DataArts present burdens for some organizations

4. **Program timing and cycles**

Respondents expressed a desire for predictability in deadlines and alignment with school or project timelines



Thank you!

culturaltrust.org | artscommission.oregon.gov

