



**Oregon Cultural Trust Board Meeting
Thursday, May 2, 2024**

**9:00 am to 1:00 pm
Liberty Theatre, Astoria**

Upcoming Meetings

August 22, 2024 – 9:00am to 2:00pm

Possible location – Old Town Portland

Main topic: Action on budget and grant program awards

Start of new Fiscal Year

October 3, 2024 – 9:00am to 12:00pm

Virtual

Main Topic: Campaign update, and Strategic Plan year in review

February 27, 2025 – 9:00am to 12:00pm

Virtual

Main Topic: Trust Campaign Results

**Oregon Cultural Trust
Board Meeting Agenda**

Thursday

Thursday, May 2, 2024

9:00 to 1:00pm

Liberty Theatre, Astoria

Zoom

<https://oregon4biz.zoom.us/j/81516110583?pwd=YmVtZVh2MmhKZFIFSDg2dTgwVUYvQT09>



	9:00 AM	Welcome and Introductions	Sean Andries, Chair
1 Action Page 6	9:10 AM	Minutes: February 22, 2024	Sean Andries
2 Discussion and Action	9:15 AM	Board Discovery Discussion	Sean Andries
3 Information Page 13	10:15 AM	Budget Spending Plan Review	Brian Rogers, Executive Director
	Break	Break	
4 Information Page 19	10:30 AM	Strategic Plan Review	Aili Schreiner, Trust Manager
5 Discussion Page 43	10:45 AM	Marketing and License Plate Update	Carrie Kikel, Communications Manager
6 Information Page 51	11:00 AM	Conversations with Funders, Grants, and CNP Updates	Aili Schreiner
7 Break	11:15 AM	Break	
8 Information	11:25 AM	Executive Director Report and Legislative Update	Brian Rogers, Executive Director
9 Discussion Page 55	11:40 AM	Cultural Partners Updates and Staff Report, Kat Bell	See Below for Partners
10 Discussion	11:50 AM	Public Comment	
11 Lunch	12:05 PM	Lunch	
11 Discussion	12:10 PM	Executive Session	Sean Andries
12 Action	12:30 PM	Adjourn	Sean Andries
13 Action	12:55 PM	Tour of Astoria Arts and Movement Center	One Block from Liberty Theatre Astoria Arts and Movement Center - Google Maps

Oregon Cultural Trust Partners

Oregon Arts Commission	Subashini Ganesan-Forbes, Chair Oregon Arts Commission
Oregon Heritage 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, Director of Community Engagement

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



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	Executive Director	Budget	FTE
4.5 Admin & Programs 7 Contract (Percent for Art & Poetry Out Loud)	\$4,074,681	1	\$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

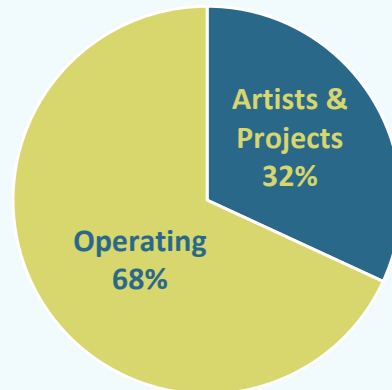
Coalition Leadership

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
Total	\$ 2,327,874



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
Total	\$ 3,389,874

FY23 Donations \$5,133,872

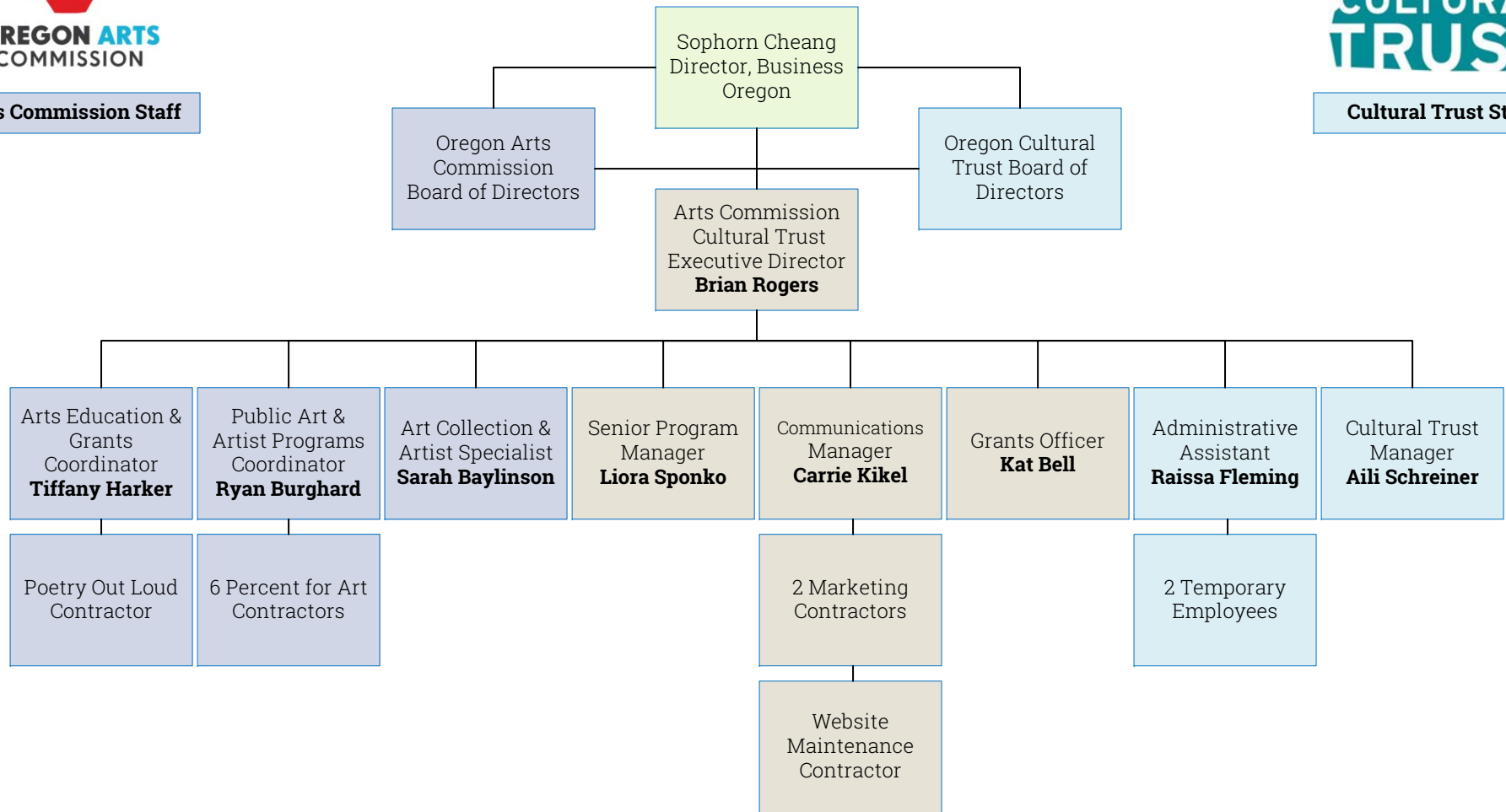


**OREGON ARTS
COMMISSION**

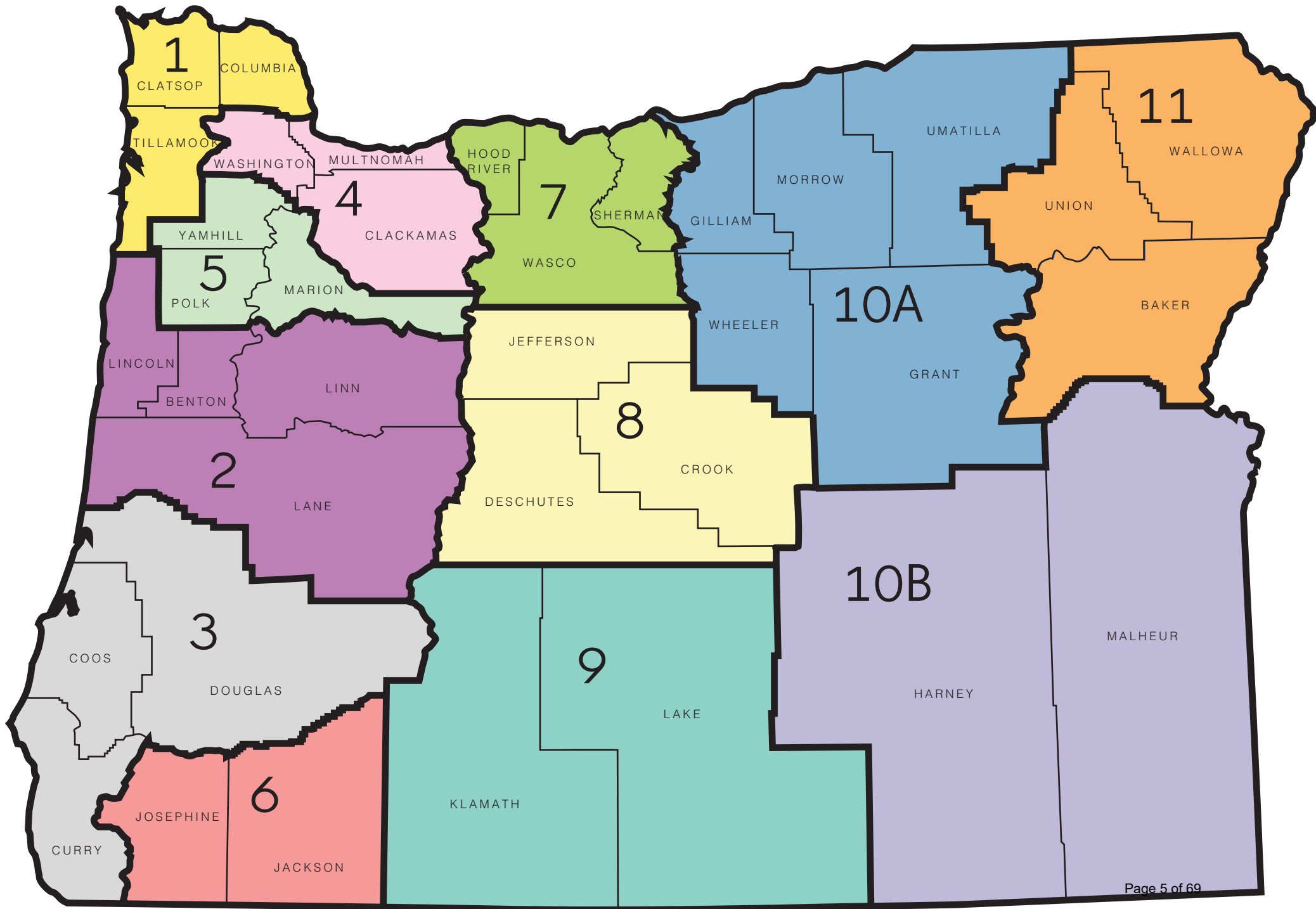
Arts Commission Staff



Cultural Trust Staff



Arts Commission and Cultural Trust Staff



Oregon Cultural Trust Board Meeting Minutes



February 22, 2024

Teleconference

Board Members Present: Nicki Price, Chair; George Kramer, Vice-Chair; Sean Andries; Gustavo Morales; Myong-Hui Murphy; Deb Schallert

Board Members Absent: Gayle Yamasaki, Treasurer; Nathalie Johnson; Bereniece Jones-Centano; Chris Van Dyke; Sen Bill Hansell, Rep John Lively

Staff Present: Kat Bell, Grant Officer; Raissa Fleming, Trust Assistant; Carrie Kikel, Communications Manager; Brian Rogers, Executive Director; Aili Schreiner, Trust Manager, Liora Sponko, Senior Program Manager

Partners Present: Eliza Canty-Jones, Oregon Historical Society, Adam Davis, Oregon Humanities; Subashini Ganesan-Forbes; Kuri Gill, Oregon Heritage Commission; Katie Henry, Oregon Heritage Commission

Others Present: Tati Caraballo, Watson Creative; Tim Hecox, World Forestry Center; Leslie Kay, Multnomah County Cultural Coalition; Trina Motto, Watson Creative; Greg Needham, Watson Creative; Cate O'Hagan, Deschutes County Cultural Coalition; Matt Watson, Watson Creative

Call to Order, Welcome and Introductions

Price called the meeting to order at 9:11.

Cultural Partner Updates

Davis presented Oregon Humanities report. Kramer asked what the funding source was for the Mini Grants. Davis said a combination of National Endowment for the Humanities and donors.

Ganesan-Forbes presented Oregon Arts Commission report. Schneider asked if the Arts Commission is working with Oregon Folklife Network on the Artist Registry. Ganesan-Forbes thanked her for the reminder, we aren't working together directly.

Henry presented Oregon Heritage Commission report.

Gill presented State Historic Preservation Office report.

Canty-Jones presented Oregon Historical Society report.

Board Election

Myong-Hui moved Andries as the new chair of the Oregon Cultural Trust Board. Seconded by Schallert. Motion passed.

Minutes: December 20, 2023

Kramer moved approval of the Minutes of the December 20, 2023 meeting. Seconded by Myong-Hui. Motion passed.

2023 Fundraising and Campaign Review Including Watson Creative Team

Fleming presented report. Schallert asked about out-of-state donors and whether she noticed a pattern. Fleming said some are "In Memory Of" or "In Honor Of," some have just moved out of state and still owe state tax for that year and some still believe in the mission.

Kikel continued report.

Watson presentation [Attachment A].

Strategic Plan Review

Schreiner shared some ideas staff had to work the strategic plan this year

- Strengthen the Arts and Culture Caucus
- Letters to legislators about work in the district
- Getting in front of CPA's
- Build out an ambassador program to get in front of small groups to discuss tax credit and work of Trust
- Create resource page on Trust website
- Better online grant management system
- New donor management system as ours will run out at the end of the calendar year
- Better support the coalitions
 - Host regional and statewide gathering
 - Sharing expertise
 - Getting funds to tribal partners

Conversation with Funders, Grants and CNP Updates

Schreiner presented report. Myong-Hui asked what brought the organizations to ask to be on the Cultural Nonprofit List. Schreiner said applying for grants, Conversations with Funders, donors, board presentations and word-of-mouth.

Executive Director Report and Legislative Update

Rogers presented report.

Kikel said the permanent home for the license plate mural will be at Portland State University.

Board Discussion

Andries said the question about integration with Oregon Arts Commission and becoming a quasi-state agency has come up again. He asked Kramer to provide background. Kramer said there Oregon Solutions survey and then there were meetings between the Oregon Arts Commission and the Oregon Cultural Trust. The Oregon Cultural Trust determined that they would rather stay their won agency and thought the matter was over. After hearing from Sophorn at the last Trust Board meeting and hearing that the Governor was reviving the conversation, the Governance Committee felt they need to discuss this further as their position is different now than it was before.

Action: Send board members

- The statute pertaining to the Oregon Cultural Trust.
- The Oregon Solutions report
- The letter the Trust Board sent to the Governor's Office

Action: Create time on next board meeting agenda to discuss integration.

Ganesan-Forbes said she would like some facilitated conversation around this topic with Trust Board. Andries asked what the timeline was. Rogers said the conversations may happen by the next full session.

Public Comment

Phoebe Dario, Multnomah County Cultural Coalition
[Attachment B]

Cate O'Hagan critical importance of coalitions inside knowledge about regions thank you

Tim Hecox because largest coalition first to feel lack of administrative funding ring an alarm bell experienced frustration because we can't do it on their own now require subsidy from RACC

Adjourn

Andries adjourned the meeting at 11:44 am.

To: Board of Directors of Oregon Cultural Trust
From: Multnomah County Cultural Coalition
Re: Funding formula for County Coalitions-Administrative Cost allocation-Statewide shared expenses
Date: February 22, 2024

Dear OCT Board,

The Multnomah County Cultural Coalition is inspired by the work that the Oregon Cultural Trust does each year and appreciates the value the CCP grants add to our county and state's arts and culture ecosystem. We are writing to you today because of two major challenges we are facing.

1. We are finding it untenable to do our work with the current 15% administrative cap on our funding. The administrative cap limitation coupled with the unexpected 22% decrease in our FY24 CCP allocation has contributed to this crisis¹. There are at least three solutions to this problem which may need to work in tandem.
 - a. Cost-sharing across the state for administrative expenses such as website hosting, grants administration software, and fiscal sponsorship.
 - b. Increasing the 15% administrative cap on CCP grants.
 - c. Increasing the CCP allocation to coalitions that have proportionally larger grant applicant pools.
2. In Multnomah County, available grant funding only allows for 29-43% of grant applications to be funded. For the 2024 grant cycle:
 - a. We received 98 applications requesting \$281,500.
 - b. We awarded 42 grants, all but two of which were at a lower amount than requested.
 - c. If we had funded grants fully, we would have awarded 29% of applicants.

¹ FY23 allocation was \$115,589. FY24 allocation was \$89,935.26

A look at our administrative expenses tells the story of why we struggle to meet the needs of the coalition through the current 15% cap. This information is for the current FY2023-2024.

	Income	Expense
FY 23-24 OCT allocation	\$89,935.36	
OPD Organizational and Professional Development Grants	\$4000 (2 grants at \$2000 each)	
Zoom license		\$150
Website hosting		\$200
Domain name registration		\$100
Survey Monkey Apply Grant Management System software (was Submittable Grant Management software)		\$1070
Grant Panel Stipends and Lunch for panel review day		\$2500
Independent Contractors (translation/cultural plan development)		\$3000
Meeting and Trainings (grant panel, board retreat, training on grants management)		\$2000
Reserve		\$2000
Total	\$93,935.36 15% = \$14,090.30	\$11,020
Balance available for administrative support	\$3,070.30	

Please note that the Survey Monkey grant application software is made available to the Coalition at a discounted rate because we are using RACC's existing contract. This may not be possible to continue. MCCC formally used the Submittable grant management software and the fee was \$3215 that has likely increased. **These fixed expenses reduce the balance available for administrative support to less than \$1000.**

Currently, our fiscal sponsor, RACC, provides fiscal services and administrative support for our CCP grant cycle. RACC was paid \$3070.30 this year for their work. Their actual cost of this work is estimated to be \$8,300 by our fiscal sponsor so they are subsidizing the coalition at a cost of \$5,230 in 2024.

In addition MCCC has applied for two supplemental OPD grants in order to help defray the costs of a consultant who was hired to facilitate a lengthy mandated process to produce a new cultural plan for Multnomah County.

All remaining administrative tasks fall to the volunteer board, including:

- coordinating the production of a cultural plan
- website updates
- social media posts
- planning and conducting info sessions for the grant
- outreach about grants
- creating agendas and taking minutes
- recruiting, interviewing, and onboarding new board members
- managing and responding to email
- paying for administrative software/website and submitting payment for reimbursement
- recruiting community grant panelists
- reviewing grant applications (approximately 100 per year)
- participating in grant panel review days
- chairing the grant panels
- preparing, revising, and finalizing budget
- working with RACC on accounts payable and quarterly fiscal reports
- communicating with RACC and other community partners
- attending quarterly coalition meetings
- summarizing grant process
- revising grant application, guidelines, and procedure based on applicant and panelist feedback
- coordinating translation of grant and website materials
- coordinating with RACC
- chairing the grant panels
- applying for supplemental OPD grants and managing those special grants

To increase our effectiveness and reach, we would like to pay an administrative assistant to do both the grant coordination and the board tasks bulleted above. However, we cannot pay both RACC for fiscal sponsorship and an administrative assistant for \$1000-\$3000/year. In fact, that is not enough money to pay either.

By the end of 2024, we urge the OCT board to

- 1) increase the CCP administrative cap
- 2) better use OCT funds by coordinating costs across coalitions
- 3) increase the CCP funding allocation formula to larger coalitions that have significantly larger grant applicant pools

The OCT board should consider

1. purchasing a grant administration software that all coalitions could use at no additional cost to the coalition
2. paying an administrative assistant contractor a living wage to support one or more of the major coalitions in the state
3. purchasing a Zoom license that multiple coalitions can use
4. covering website hosting fees for coalitions
5. paying language translation contractors a living wage to work with multiple coalitions
6. facilitating an every-other-year retreat for coalitions to share knowledge and improve processes
7. coordinating annual trainings on current best practices in grantmaking

This coordination

- serves donors by better purposing their donations
- increases funding to our arts and culture grantees
- improves equity and transparency in the grant-making process
- supports people hired into the contract roles by
 - paying them a living wage
 - offering them more hours by supporting multiple coalitions

As a result of our current financial situation, we are experiencing a departure of board members who do not have the capacity to support this level of volunteer board time while also maintaining full-time jobs, difficulty in recruiting new board members, longer delays in responding to emails from grant applicants and awardees, delays in updating our website, and limited to no capacity for community outreach for CCP funding. And perhaps most importantly, we feel strongly that it is counterintuitive to the mission of the Oregon Cultural Trust to indirectly place a financial burden on our fiscal sponsor who also plays a critical role in supporting arts and culture for Multnomah County residents.

We are ready to work with you on these solutions!

Thank you for your support,

Tim Hecox and Phoebe Daurio
Multnomah County Cultural Coalition Co-Chairs



May 2, 2024

TO: Cultural Trust Board Members
FROM: Brian Rogers, Executive Director
SUBJ: DRAFT Disbursement Plan FY2025

Attached is the draft disbursement plan for FY2025 which is based on the funds raised from July 2023 to June 2024. Note, there are two months not accounted for at this time, May and June. An updated and final disbursement plan will be presented at the Aug. 22 meeting for review and action.

Detailed is the overall revenue and allocations based on statute for administration, grantmaking programs and permanent fund. The total of donations received to date is \$5,157,719. The interest and investment earnings are projected to be \$342,456.

During the 2024 legislative session the Trust received the approval to change the administrative calculation process. In the past the administrative allocation was \$400,000 in addition to the U.S. City Average Consumer Price Index for All Urban Consumers (Consumer Price Index). The administrative allocation was removed from the grantmaking budget.

The change enables the Trust to use up to 5 percent of the value of the permanent fund, which is not tied to the grantmaking budget. For FY2025 we are projecting using \$877,606, or 2 percent.

The Trust Board is able to change the percent allocation ratio for grantmaking and permanent fund. For the past several years the board has authorized allocating the maximum of 60 percent to grant programs and 40 percent to the permanent fund. Below is the statute that address the percentage allocation.

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

For FY2025 the staff recommends allocating the maximum of 60 percent to grant making and 40 percent to the permanent fund.

Over the next month staff will work with the Business Oregon fiscal department to develop each expense line item in the administrative budget.

Attached is the Oregon Treasury Intermediate Term Pool (OTIP) report for March 2024. Currently we have \$32,204,998 in our permanent fund. There will be three transfers into the fund this month, below are the details.

Ending Balance March 2024	\$32,204,998
Transfer for FY 23	\$2,612,945
Transfer for FY 24	\$2,634,395
Real Estate Sale (Mill Creek)	\$3,288,000
Projected Total June 2024	\$40,740,338

Below is a description of OTIP.

The Oregon Intermediate Term Pool (OITP) for Oregon state agencies provides qualified participants with a vehicle to invest funds over a long-term investment horizon. The investment objective of OITP is to maximize total return (i.e., principal and income) within stipulated risk parameters. OITP is not appropriate for funds needed to cover short-term (Less than 1 year) needs. OITP is not structured to provide 100% net asset value (NAV) on each participant’s initial investment therein. Accordingly, OITP participants may experience gains or losses on their OITP investments due to changes in market conditions. Funds invested in OITP should be able to withstand greater price volatility to achieve returns often associated with longer-term investments

The Oregon Intermediate Term Pool is actively managed to maintain a short duration through a diversified portfolio of investment grade quality fixed income investments as prescribed in the portfolio guidelines. Based upon historical market performance, it is anticipated that returns over extended periods will be greater in OITP than in shorter maturity alternatives such as the Oregon Short Term Fund (OSTF).

Requested Action:

Informational only For board input/discussion For board action

Oregon Cultural Trust - Spending Plans

(Multi-year schedule has been recast from prior annual expenditure plans presented to the CT Board)

DRAFT

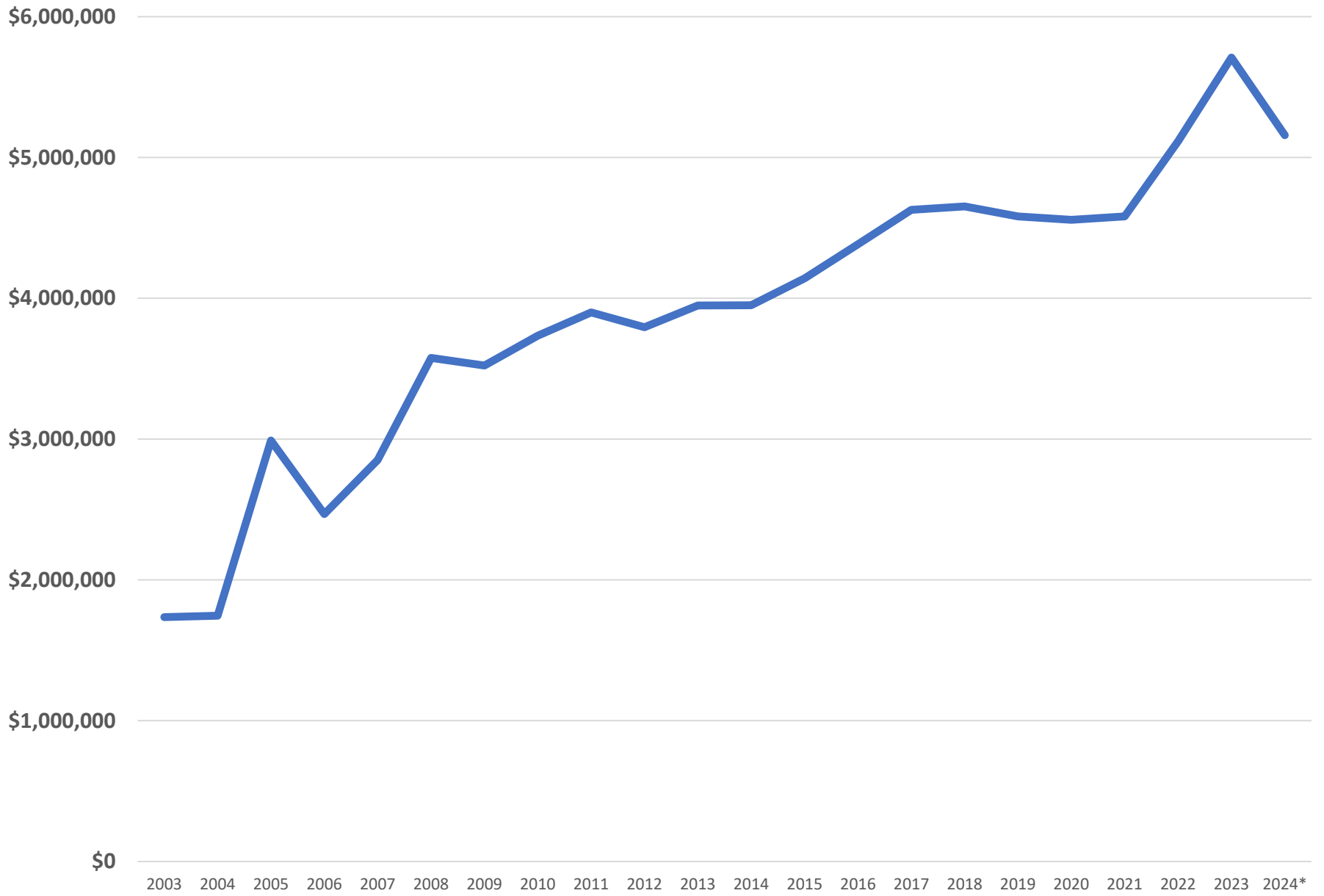
	FY24		FY25 w/out HB3532		FY25 w/HB3532		Difference
	% of Allocation	Allocation	% of Allocation	Allocation	% of Allocation	Allocation	
Contributions and Earnings							
1		5,709,928.00		5,157,719.00		5,157,719.00	
2		822,435.00		342,456.59		342,456.59	
3		<u>6,532,363.00</u>		<u>5,500,175.59</u>		<u>5,500,175.59</u>	
Cash & Equivalents							
4						32,204,998.00	
Allocations							
5	40%	2,612,945.20	40%	2,063,087.60	40%	2,063,087.60	-
6	60%	3,919,417.80	60%	3,437,087.99	60%	3,437,087.99	-
7	100%	<u>6,532,363.00</u>	100%	<u>5,500,175.59</u>	100%	<u>5,500,175.59</u>	-
Disbursement Detail							
8		496,670.00		511,417.00	2%	877,606.70	366,189.70
9		3,422,747.80		2,925,670.99		3,437,087.99	511,417.00
	Total:	<u>3,919,417.80</u>		<u>3,437,087.99</u>		<u>4,314,694.69</u>	
Competitive Grants, Partners and Coalitions Detail							
10	50%	1,711,373.90	50%	1,462,835.50	50%	1,718,544.00	255,708.50
11	25%	855,686.95	25%	731,417.75	25%	859,272.00	127,854.25
12	25%	855,686.95	25%	731,417.75	25%	859,272.00	127,854.25
13	Total:	<u>3,422,747.80</u>	Total:	<u>2,925,670.99</u>	Total:	<u>3,437,087.99</u>	
Partner Grants - Detail (Percentages Set by Statute)							
14	20.0%	171,137.39	20.0%	146,283.55	20.0%	171,854.40	25,570.85
15	26.7%	228,183.19	26.7%	195,044.73	26.7%	229,139.20	34,094.47
16	26.7%	228,183.19	26.7%	195,044.73	26.7%	229,139.20	34,094.47
17	8.9%	76,061.06	8.9%	65,014.91	8.9%	76,379.73	11,364.82
18	8.9%	76,061.06	8.9%	65,014.91	8.9%	76,379.73	11,364.82
19	8.9%	76,061.06	8.9%	65,014.91	8.9%	76,379.73	11,364.82
20	Total:	<u>855,686.95</u>	Total:	<u>731,417.75</u>	Total:	<u>859,272.00</u>	

Oregon Cultural Trust Contributions History

FY	Contributions	Change \$	Change %
2003	\$1,735,918		
2004	\$1,745,425	\$9,507	1%
2005	\$2,989,578	\$1,244,152	71%
2006	\$2,467,317	-\$522,261	-17%
2007	\$2,851,559	\$384,242	16%
2008	\$3,576,422	\$724,863	25%
2009	\$3,522,276	-\$54,146	-2%
2010	\$3,734,110	\$211,834	6%
2011	\$3,899,332	\$165,222	4%
2012	\$3,794,658	-\$104,674	-3%
2013	\$3,948,600	\$153,942	4%
2014	\$3,949,945	\$1,345	0%
2015	\$4,141,090	\$191,145	5%
2016	\$4,383,058	\$241,968	6%
2017	\$4,628,372	\$245,314	6%
2018	\$4,651,921	\$23,550	1%
2019	\$4,581,623	-\$70,298	-2%
2020	\$4,557,355	-\$24,268	-1%
2021	\$4,581,623	\$24,268	1%
2022	\$5,114,935	\$533,312	12%
2023	\$5,709,928	\$594,993	12%
2024*	\$5,157,719	-\$552,209	-10%
Average percentage change over 21 years			6%
Average dollar change over 21 years			\$162,943
Average total contributions over 21 years			\$3,896,489

* Still active and wil include contributions through 6/30/24

Contributions - From 2003 to 2024





OITP - Oregon
 PLAN ACCOUNTING REPORT
 March 1, 2024 to March 31, 2024

Trust Name: OITP - Oregon

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

Beginning Ratio: 0.109450767
 Beginning Price: 1314.161079622

	<u>Amount</u>	<u>Units</u>	<u>YTD Amount</u>
Beginning Balance:	31,967,982.40	24,325.77	30,923,926.00
Amort/Accretion Income	8,703.56		53,883.47
Dividend Income	0.00		0.00
Interest Income	119,983.77		1,045,059.59
Commission Recapture	0.00		0.00
Stock Loan Income	576.04		4,735.50
Other Income	0.00		201.47
Investment Manager Expense	(1,350.52)		(12,052.25)
Tax Withholding Expenses	0.00		0.00
Other Expenses	(1,418.96)		(4,723.97)
Transfers In	1,288,044.18		6,076,978.45
Transfers Out	(736,532.28)		(8,977,558.98)
Asset Transfers - In	(551,511.90)		2,900,600.11
Units Purchased/Sold Asset Transfers	0.00		0.00
Capital Gains	0.00		0.00
Other Capital	0.00		0.00
Realized Gain Loss	(21,578.33)		(779,131.91)
Margin Variation	0.00		0.00
Unrealized Gain Loss - Security	132,100.90		973,081.38
Ending Balance:	32,204,998.86	24,325.77	32,204,998.86
Net Change	237,016.46	0.00	1,281,072.86
Ending Ratio:	0.107608635		
Ending Price:	1323.904508510		



May 2, 2024

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

The following are current initiatives (FY2024, quarters 2-4) supporting the recently approved strategic plan. Board feedback on this reporting methodology, including the accompanying Gantt chart, is appreciated!

As a reminder, the state's fiscal year is structured as the following: Q1 = July, August, September; Q2 = October, November, December; Q3 = January, February, March; Q4 = April, May, June.

**Strategic Plan Activities:
FY2024 Quarters 2, 3, and 4**

ADVANCEMENT: Champion Oregon's arts, heritage and humanities sector to serve all Oregonians

- **Objective A: Engage and inform legislative advocates and partners**
 - Arts and Culture Caucus established
 - OAC, OCT, CACO held meetings to support future Arts & Culture Caucus activities
 - OAC, OCT, CACO held meetings to set priorities for 2025 legislative session
 - Recruited Sen. Anderson to co-chair the Caucus with Rep. Nosse
 - Preparing information session for electeds to improve awareness of Cultural Tax Credit
- **Objective B: Promote the impact and value of Oregon's diverse cultural network**
 - DEIA Plan created and adopted
 - Planned marketing support in FY2025 for the Cultural Ambassador initiative
 - Promotion of the Arts & Economic Prosperity 6 Study
- **Objective C: Increase annual cultural funding by engaging prospective and existing donors**
 - Launched digital marketing campaign for the Trust license plate and renewed the "New Mover" outreach for the plate

CAPACITY: Increase capacity and access to resources by investing in Oregon's arts, heritage and humanities sector

- **Objective A: Assess grant programs to respond to and support the evolving needs of the cultural sector**
 - Changes to FY2025 Cultural Development Grant Program
- **Objective B: Strengthen Oregon's cultural network of County and Tribal Cultural Coalitions**
 - Quarterly Coalition Meet-Ups

- New initiative: Coalition Leadership Council
- Objective C: Fully engage the five Cultural Trust Partners to develop strategic statewide investments
 - Conversations with Funders, future planning to make this a spring and fall event
- Objective D: Expand services to Cultural Nonprofit network (CNP)
 - Updates to CNP toolkit added to FY2025 marketing contract scope of work
 - Ongoing media postings on CNP coverage
 - With Trust Partners & Coalition Leadership Council, plan for fall 2024 trainings
- Objective E: Expand and strengthen strategic partnerships
 - Conversations with Funders and planning for fall 2024 options

RESOURCES: Maximize the effectiveness of the Cultural Trust

- Objective A: Increase and modernize the Cultural Trust’s ability to serve Oregonians
 - Legislative authorization to revise Trust administrative budget- APPROVED!
- Objective B: Increase Board and volunteer engagement and commitment to supporting culture
 - Requesting Board presentations for newly added eligible cultural nonprofits

The Gantt chart will show those areas where future planning and work shall be prioritized. Trust staff will be meeting on May 15 to continue FY2024 work and strategize for FY2025.

Here is an overview of our new initiative, the **Coalition Leadership Council**:

As the impact of the pandemic continues to be felt, the costs of goods and services continue to rise, and the role of funding by Coalitions matures, the Cultural Trust Board of Directors recognizes the need to better understand and support the work of County/Tribal Cultural Coalitions.

The plan specifically addresses the need to strengthen Oregon’s cultural network of County and Tribal Cultural Coalitions. “Within this objective, the Cultural Trust’s commitment to diversity, equity and inclusion includes increased support for our County and Tribal Cultural Coalition members and network. A focus will be to reduce administrative burdens while empowering regional capacity in grantmaking, fund development and advocacy efforts. The Cultural Trust will centralize data collection and sharing, using community-defined metrics of success, while supporting best practices for urban and rural diversity, equity and inclusion priorities. We will partner with County and Tribal leadership to reduce barriers to Cultural Trust funds and grantmaking.”

Actions in support of this objective are to:

- Convene quarterly Coalition meetings to share information and provide support;
- Survey Coalitions for long-term needs;
- Develop rural outreach programs in coordination with Coalitions;
- Implement Coalition capacity building processes, including administration, grants management system, marketing and communication support, and updating cultural plans; and
- Ensure all nine federally recognized tribes receive Coalition awards.

We are creating a Cultural Coalition Leadership Council to advise the Trust over the next 12 months as we find solutions to our shared challenges and opportunities.

Our goals are to:

- Convene a working group to identify strategic investments in Cultural Coalition capacity in the short and long-term;
- Survey Coalition members to identify and prioritize challenges and opportunities; and
- Develop strategies and action steps to achieve the objectives of our strategic plan.

Step One- Establish our Leadership Council.

Ideal recruitment is for at least one representative from the 12 regions of our state, including Oregon’s federally recognized Tribes:

1. North Coast (Clatsop, Columbia and Tillamook Counties);
2. South Valley/Mid-Coast (Lincoln, Benton, Linn and Lane Counties);
3. South Coast (Coos, Curry and Douglas Counties);
4. Mid-Valley (Yamhill, Polk and Marion Counties);
5. Metro (Multnomah, Washington and Clackamas Counties);
6. Southern (Josephine and Jackson Counties);
7. North Central (Hood River, Wasco and Sherman Counties);
8. Central (Jefferson, Deschutes and Crook Counties);
9. South Central (Klamath and Lake Counties);
10. Greater Eastern North (Umatilla, Morrow, Gilliam and Wheeler Counties);
11. Greater Eastern South (Grant, Harney and Malheur Counties); and
12. Northeast (Baker, Wallowa and Union Counties).

Step Two- Set our meeting calendars.

As the group is established, we will set monthly meetings (virtual and in person).

Step Three- Survey Coalition members.

We want to build a shared understanding of challenges and opportunities facing County and Tribal Cultural Coalitions. As the leadership and funding role of the Trust grows, the capacity of Cultural Coalitions must grow as well. We have seen the statistics - volunteerism is down nationwide while the need for stable and accessible funding for culture has gone up.

Step Four- Create a Roadmap for the Trust Board and staff.

Working with gathered data and shared experiences (and supported by Trust staff), the Leadership Council will recommend a series of strategic priorities and investments to meet the goals of the strategic plan. These recommendations will be shared with the Cultural Trust Board and will help guide staff and budget allocations over the next five years (starting in FY2025 (July of 2024)).

Coalitions have successfully worked with the Trust over the years to tackle growing pains and community needs. Over the past 10 years we have:

- Worked with consultants to identify processes and resources to better support Coalitions. Outcomes included an online Coalition Toolkit, standardized Coalition forms and processes, and a policy allowing Coalitions to use up to 15% of their award for administrative purposes;

- Enacted policy changes to allow Tribes to designate Coalition funding to support cultural priorities determined by each sovereign nation;
- Created the Organizational & Professional Development Grant Program, allowing Coalitions to apply for and receive funds for consultants or professional development needs;
- Executed the \$26 million CRFCS Pandemic Relief Funding program, demonstrating the value and efficacy of Coalitions to provide critical support for Oregon's cultural community; and
- In 2023, provided testimonial letters in support of HB3532, allowing the Trust to set an administrative budget that can grow as its funding success grows. Approved in the 2024 short session, this will allow the Trust to build back a full-time staff position that will directly support grantmaking work.

We are not starting from scratch. Here is an outline of some of the issues we've heard Coalitions are facing:

- Insufficient/unstable administrative capacity/support
 - Grants management (internal)
 - Grants management (external)
 - Communications on behalf of Coalition
 - Coordination with fiscal sponsor or manage 501c3 status
- Coalition member recruitment and retention
- Coalition leadership training and succession planning
- New member orientation
- Lack of financial/technical support for Coalition marketing and communication needs including:
 - Websites and hosting fees
 - Communications to/from grantees
 - Marketing grant program and the Cultural Tax Credit
- Rising costs of goods and services
- Supplemental support for updating cultural plans in an inclusive and engaging method
- Barriers for certain Tribes to administer relatively small grants
- How to approach diversity equity and inclusion in Coalition grantmaking

And here are some of the solutions Coalitions have suggested:

- Offer a centralized, no-cost and shared online grants management platform;
- Increase administrative allowances per Coalition grant awards and invest in greater administrative capacity for the Cultural Trust, specifically to support the Cultural/Tribal Coalition network;
- Increased funding for Coalition grantmaking, operations, marketing and advocacy. These could include:
 - Zoom licenses
 - Access to interpretive services for grant guidelines/websites
 - Support for website hosting fees
 - Communication strategies and technical assistance

- Annual trainings on current best practices in grantmaking;
- Bi-annual Coalition retreats to share knowledge and improve processes;
- Expand Organizational and Professional Development Grant Program for Coalition needs;
- Explore partnering with the Nonprofit Association of Oregon to provide membership benefits and trainings; and
- Update the Coalition Toolkit, with additional resources including:
 - Standardized forms, such as Volunteer/Expense Reimbursement Forms.

Coalitions have been asked to nominate a representative for the Leadership Council by April 26. With the membership in place, we will set preliminary meeting dates and establish a timeline to accomplish this scope of work.

Requested Action:

Informational only For board input/discussion For board action



Oregon Cultural Trust Strategic Plan 2023-2027

PREAMBLE

The Oregon Cultural Trust Board of Directors and staff are committed to achieving the goals outlined in this aspirational strategic plan. We are grateful for the many hours of community member input during listening sessions that shaped and informed this work. We recognize that reaching our goals is contingent upon many factors, including successful legislative outcomes and capacity investments. We look to this plan to navigate future challenges and opportunities in our service to the people of Oregon.

Our commitment to Diversity, Equity and Inclusion

The Oregon Cultural Trust supports a future where Oregonians express, celebrate and pass on the diverse lived experiences of their cultures and histories in ways significant to them. As a division of the Oregon Business Development Department, the Cultural Trust also shares and supports our agency's goals outlined in the agency's Diversity, Equity and Inclusion plan.

Our Vision

We envision an Oregon that champions and invests in creative expression and cultural exchange, driving innovation and opportunity for all.

Our Mission

To lead Oregon in cultivating, growing and valuing culture as an integral part of communities. We do this by inspiring Oregonians to invest in a permanent fund that provides annual grants to cultural organizations.

OUR PLAN

The Cultural Trust's five-year strategic plan will set priorities and guide the work of the Board and staff. Three core areas of Advancement, Capacity and Resources have been identified. Incorporated into core area objectives are commitments to diversity, equity and inclusion specific to the role of the Cultural Trust. This plan will be reported on annually by staff to the Board of Directors and evaluated using key plan milestones and timelines.

ADVANCEMENT

Champion Oregon's arts, heritage and humanities sector to serve all Oregonians

Objective A: Engage and inform legislative advocates and partners

Within this objective, the Cultural Trust's commitment to diversity, equity and inclusion is rooted in making the case for "culture" writ large. The Trust recognizes and affirms that cultural expression is foundational to prosperous communities. To that end, the Cultural Trust will gather and share data that is meaningful to cultural organizations and the communities they serve. Success in our work will be measured first and foremost by positive community impact. The Cultural Trust will prioritize greater transparency in where our funds go and how they are leveraged. Our work will prioritize those partnerships committed to community impact. In our roles as a state agency representing Oregon's arts, heritage and humanities, the Cultural Trust will convene cultural agencies to support inclusive goals and priorities that best serve our field.

Actions:

- Elevate Oregon's cultural sector as a legislative priority by establishing the Arts and Culture Caucus;
- Provide the Arts and Culture Caucus with access to data and cultural events;
- Provide regular and strategic communication with legislators on the impact of the Cultural Trust's funding of the cultural sector;
- Improve awareness of Oregon's Cultural Tax Credit among elected officials at the local and state level;
- Cultivate strategic partnerships with local and statewide organizations; and
- Collaborate with cultural statewide service agencies to set and present legislative priorities.

Objective B: Promote the impact and value of Oregon's diverse cultural network

Within this objective, the Cultural Trust's commitment to diversity, equity and inclusion includes collecting regional and culturally specific data that promotes direct giving by local donors. Barriers to accessing the Cultural Tax Credit for lower income donors will be addressed.

Actions:

- Develop a diversity, equity, accessibility and inclusion plan that is responsive to all regions in the state;
- Create an educational/community advocate Cultural Ambassador program to engage cultural leaders and donors to promote the Cultural Trust and tax credit;
- Promote the arts, heritage and humanities as essential to community and economic development; and
- Communicate cultural expression as a vital and integral element of healthy communities.

Objective C: Increase annual cultural funding by engaging prospective and existing donors

Within this objective, the Cultural Trust's commitment to diversity, equity and inclusion includes a commitment to focus efforts on the value and impact of all contributions, regardless of amount, fostering a culture of giving more accessible to lower-income donors. Working with cultural funders, we will uphold the value of inclusivity and demonstrate that value across our grant programs, partnerships and initiatives.

Actions:

- Develop marketing and outreach strategies that increase donor contributions;
- Increase number of donors by 5-7% annually;
- Increase total donations annually by 5-7%, adjusting for inflation;
- Increase impact of tax credit limit in the 2025-27 legislative session;
- Work with cultural funders to increase funding to the sector; and
- Maintain or increase sales of the Cultural Trust license plate each year.

CAPACITY

Increase capacity and access to resources by investing in Oregon's arts, heritage and humanities sector

Objective A: Assess grant programs to respond to and support the evolving needs of the cultural sector

Within this objective, the Cultural Trust's commitment to diversity, equity and inclusion includes investing in tools and resources that reduce barriers and diversify engagement in our work. To support our County and Tribal Cultural Coalitions, a shared grant management platform will streamline local processes while efficiently gathering and sharing data. In honor of our peer-review grant review process, the Cultural Trust will compensate reviewers for their time and expertise, ensure geographic and cultural diversity among panelists, and streamline processes.

Also within this objective is the commitment to explore how we can best serve Oregon's indigenous peoples. We commit to assessing how diversity, equity and inclusion is best-served through our grant programs, including barriers to the application process, how Cultural Trust funds may be used and expectations of grant recipients in fostering their organizations' own diversity, equity and inclusion initiatives. The Cultural Trust will continue to prioritize funding for activities that advance the mission of the Cultural Trust, including our diversity, equity and inclusion goals, and that result in meaningful outcomes.

Actions:

- Review and implement a new grants management system to improve access to communities across the state;
- Improve grant application review processes based on community input;
- Conduct a cultural service and support gap analysis to determine potential unmet needs;
- In response to the cultural service and support gap analysis, review and revise grant programs; and
- Integrate diversity, equity, inclusion and accessibility objectives into grant programs to broaden access to funding.

Objective B: Strengthen Oregon's cultural network of County and Tribal Cultural Coalitions

Within this objective, the Cultural Trust's commitment to diversity, equity and inclusion includes increased support for our County and Tribal Cultural Coalition members and network. A focus will be to reduce administrative burdens while empowering regional capacity in grantmaking, fund development and advocacy efforts. The Cultural Trust will centralize data collection and

sharing, using community-defined metrics of success, while supporting best practices for urban and rural diversity, equity and inclusion priorities. We will partner with County and Tribal leadership to reduce barriers to Cultural Trust funds and grantmaking.

Actions:

- Convene quarterly Coalition meetings to share information and provide support;
- Survey Coalitions for long-term needs;
- Develop rural outreach programs in coordination with Coalitions;
- Implement Coalition capacity building process, including administration, grants management system, marketing and communication support, and updating cultural plans; and
- Ensure all nine federally recognized tribes receive Coalition awards.

Objective C: Fully engage the five Cultural Trust Partners to develop strategic statewide investments

Actions:

- Support Cooperative Partner grantmaking initiatives that invest in the field, including trainings and workshops;
- Explore hosting cultural gatherings every two years for organizations and individuals; and
- Engage Partners in annual fundraising efforts.

Objective D: Expand services to Cultural Nonprofit network (CNP)

Within this objective, the Cultural Trust's commitment to diversity, equity and inclusion includes finding and adding culturally specific and/or emerging cultural nonprofits to our list of eligible cultural nonprofits. We are also committed to gathering and sharing data on the impact of their work in community, and within cultural nonprofit organizations, focusing especially on community-centered metrics.

Actions

- Survey and research CNP needs and opportunities;
- Create and implement a CNP toolkit that supports the work of cultural nonprofits while advocating for the Cultural Tax Credit;
- Share CNP impact stories in communication and advocacy work; and
- Develop workshops and educational trainings for CNPs.

Objective E: Expand and strengthen strategic partnerships

Within this objective, the Cultural Trust's commitment to diversity, equity and inclusion includes fostering a culture of donor inclusivity, where contributions of any amount are celebrated and encouraged. Our leadership within the cultural sector will embody the adage "nothing for us without us" in all work with community.

Actions

- Continue to explore fundraising partnerships; and
- Serve as a leader, advisor and convener for the cultural community.

RESOURCES

Maximize the effectiveness of the Cultural Trust

Objective A: Increase and modernize the Cultural Trust's ability to serve Oregonians

Actions:


- Revise administrative spending cap set in statute through legislative process to remove the \$400,000 cap and replace with percentage of permanent fund;
- Review current capacity and staffing structure;
- Request additional positions for administration and campaign support in the legislative process; and
- Modernize grant and donor management systems.

Objective B: Increase Board and volunteer engagement and commitment to supporting culture

Within this objective, the Cultural Trust's commitment to diversity, equity and inclusion includes engaging cultural leaders from culturally and geographically diverse backgrounds.


Actions:

- Develop Board Committees to focus on capacity building, governance, marketing/communication and DEIA;
- Build relationships with cultural nonprofit board members and grantees; and
- Develop educational trainings for CNPs to promote the Cultural Tax Credit.

 ADVANCEMENT Champion Oregon's arts, heritage and humanities sector to serve all Oregonians	FY24 Q2	FY24 Q3	FY24 Q4	FY24 Status	FY25 Q1	FY25 Q2	FY25 Q3	FY25 Q4	FY25 Status	FY26 Q1	FY26 Q2	FY26 Q3	FY26 Q4	FY26 Status
Objective A: Engage and inform legislative advocates and partners														
Actions:														
Elevate Oregon's cultural sector as a legislative priority by establishing the Arts and Culture Caucus	✓			✓										
Provide the Arts and Culture Caucus with access to data and cultural events														
Provide regular and strategic communication with legislators on the impact of the Cultural Trust's funding of the cultural sector		OAC, CACO, OCT Mtgs for future Caucus activities	OAC, CACO, OCT Mtgs for future Caucus activities; Sen. Anderson Caucus Co-Chair											
Improve awareness of Oregon's Cultural Tax Credit among elected officials at the local and state level			Preparing info session											
Cultivate strategic partnerships with local and statewide organizations														
Collaborate with cultural statewide service agencies to set and present legislative priorities		OCT, OAC, CACO Mtgs for '25 session	OCT, OAC, CACO Mtgs for '25 session											
Objective B: Promote the impact and value of Oregon's diverse cultural network														
Actions:														
Develop a diversity, equity, accessibility and inclusion plan that is responsive to all regions in the state	Approved by Board 12/20/23			✓										
Create an educational/community advocate Cultural Ambassador program to engage cultural leaders and donors to promote the Cultural Trust and tax credit		Added to FY25 marketing consultant scope												
Promote the arts, heritage and humanities as essential to community and economic development	AEP6 promotion	AEP6 promotion												
Communicate cultural expression as a vital and integral element of healthy communities	AEP6 promotion	AEP6 promotion												
Objective C: Increase annual cultural funding by engaging prospective and existing donors														
Actions:														
Develop marketing and outreach strategies that increase donor contributions														
Increase number of donors by 5-7% annually														
Increase total donations annually by 5-7%, adjusting for inflation														
Increase impact of tax credit limit in the 2025-27 legislative session														
Work with cultural funders to increase funding to the sector														
Maintain or increase sales of the Cultural Trust license plate each year		Digital Marketing Campaign; New Mover Mailings												

CAPACITY Increase capacity and access to resources by investing in Oregon's arts, heritage, and humanities sector		FY24 Q2	FY24 Q3	FY24 Q4	FY24 Status	FY25 Q1	FY25 Q2	FY25 Q3	FY25 Q4	FY25 Status	FY26 Q1	FY26 Q2	FY26 Q3	FY26 Q4	FY26 Status
Objective A: Assess grant programs to respond to and support the evolving needs of the cultural sector															
Actions:															
Review and implement a new grants management system to improve access to communities across the state															
Improve grant application review processes based on community input			FY25 CDV Guidelines/Support/Application												
Conduct a cultural service and support gap analysis to determine potential unmet needs															
In response to the cultural service and support gap analysis, review and revise grant programs															
Integrate diversity, equity, inclusion and accessibility objectives into grant programs to broaden access to funding			FY25 CDV Guidelines/Support												
Objective B: Strengthen Oregon's cultural network of County and Tribal Cultural Coalitions															
Actions:															
Convene quarterly Coalition meetings to share information and provide support	✓		✓		✓										
Survey Coalitions for long-term needs															
Develop rural outreach programs in coordination with Coalitions															
Implement Coalition capacity building process, including administration, grants management system, marketing and communication support, and updating cultural plans															
Ensure all nine federally recognized tribes receive Coalition awards															
Objective C: Fully engage the five Cultural Trust Partners to develop strategic statewide investments															
Actions:															
Support Cooperative Partner grantmaking initiatives that invest in the field, including trainings and workshops			2024 Conversations with Funders												
Explore hosting cultural gatherings every two years for organizations and individuals															
Engage Partners in annual fundraising efforts															
Objective D: Expand services to Cultural Nonprofit network (CNP)															
Actions:															
Survey and research CNP needs and opportunities															
Create and implement a CNP toolkit that supports the work of cultural nonprofits while advocating for the Cultural Tax Credit			Added to FY25 marketing consultant scope												
Share CNP impact stories in communication and advocacy work	Social & Web postings		Social & Web postings												
Develop workshops and educational trainings for CNPs															
Objective E: Expand and strengthen strategic partnerships															
Actions:															
Continue to explore fundraising partnerships															
Serve as a leader, advisor and convener for the cultural community			2024 Conversations with Funders												

Oregon Cultural Trust
Strategic Plan
FY2024-FY2026

 RESOURCES Maximize the effectiveness of the Cultural Trust	FY24	FY24	FY24	FY24	FY25	FY25	FY25	FY25	FY25	FY26	FY26	FY26	FY26	FY26
	Q2	Q3	Q4	Status	Q1	Q2	Q3	Q4	Status	Q1	Q2	Q3	Q4	Status
Objective A: Increase and modernize the Cultural Trust’s ability to serve Oregonians														
Actions:														
Revise administrative spending cap set in statute through legislative process to remove the \$400,000 cap and replace with percentage of permanent fund		Approved in '24 short session		✓										
Review current capacity and staffing structure														
Request additional positions for administration and campaign support in the legislative process														
Modernize grant and donor management systems														
Objective B: Increase Board and volunteer engagement and commitment to supporting culture														
Actions:														
Develop Board Committees to focus on capacity building, governance, marketing/communication and DEIA														
Build relationships with cultural nonprofit board members and grantees			Set CNP Board Meetings											
Develop educational trainings for CNPs to promote the Cultural Tax Credit			Set CNP Board Meetings											



**MAKE
CULTURE
COUNT**

culturaltrust.org

2024 Cultural Coalition Leadership Council

As the impact of the pandemic continues to be felt, the costs of goods and services continue to rise, and the role of funding by Coalitions matures, the Cultural Trust Board of Directors recognizes the need to better understand and support the work you do.

This prioritization is clearly defined in the newly approved, five-year strategic plan.



Cultural Coalitions a Clear Priority in Strategic Plan



Four Rivers Cultural Center

- Convene quarterly Coalition meetings to share information and provide support.
- Survey Coalitions for long-term needs.
- Develop rural outreach programs in coordination with Coalitions.
- Implement Coalition capacity building process, including administration, grants management system, marketing and communication support, and updating cultural plans.
- Ensure all nine federally recognized tribes receive Coalition awards.

2024 Cultural Coalition Leadership Council

The work begins now!

Our goals are to:

1. Convene a working group to identify strategic investments in Cultural Coalition capacity in the short and long-term
2. Survey Coalition members to identify and prioritize challenges and opportunities
3. Develop strategies and action steps to achieve the objectives of our strategic plan



Participants in World Stage Theatre's Black History Festival NW

2024 Cultural Coalition Leadership Council

Step One- Establish our Leadership Council

1. North Coast (Clatsop, Columbia and Tillamook Counties)
2. South Valley/Mid-Coast (Lincoln, Benton, Linn and Lane Counties)
3. South Coast (Coos, Curry and Douglas Counties)
4. Mid-Valley (Yamhill, Polk and Marion Counties)
5. Metro (Multnomah, Washington and Clackamas Counties)
6. Southern (Josephine and Jackson Counties)
7. North Central (Hood River, Wasco and Sherman Counties)
8. Central (Jefferson, Deschutes and Crook Counties)
9. South Central (Klamath and Lake Counties)
10. Greater Eastern North (Umatilla, Morrow, Gilliam and Wheeler Counties)
11. Greater Eastern South (Grant, Harney and Malheur Counties)
12. Northeast (Baker, Wallowa and Union Counties)



Performance at Rasika



Cottage Theater's Oliver

2024 Cultural Coalition Leadership Council

Step Two- Set our meeting calendars.

As the group is established, we will set monthly meetings (virtual and in person).

Step Three- Survey Coalition members.

We want to build a shared understanding of challenges and opportunities facing County and Tribal Cultural Coalitions.

As the leadership and funding role of the Trust grows, the capacity of Cultural Coalitions must grow as well. We have seen the statistics- volunteerism is down nationwide while the need for stable and accessible funding for culture has gone up.

Step Four- Create a Roadmap for the Trust Board and staff.

Working with gathered data and shared experiences (and supported by Trust staff), the Leadership Council will recommend a series of strategic priorities and investments to meet the goals of the strategic plan. These recommendations will be shared with the Cultural Trust Board and will help guide staff and budget allocations over the next five years (starting in fiscal year 2025 (July of 2024)).



2024 Cultural Coalition Leadership Council

We have a shared history of doing hard things together; this is not our first rodeo!

Together we have successfully responded to growing pains and community needs.

- Worked with consultants to identify processes and resources to better support Coalitions. Outcomes included an online Coalition Toolkit, standardized Coalition forms and processes, and a policy allowing Coalitions to use up to 15% of their award for administrative purposes.
- Enacted policy changes to allow Tribes to designate Coalition funding to support cultural priorities determined by each sovereign nation.
- Created the Organizational & Professional Development Grant Program, allowing Coalitions to apply for and receive funds for consultants or professional development needs.
- Executed the \$26 million CRFCS Pandemic Relief Funding program, demonstrating the value and efficacy of Coalitions to provide critical support for Oregon' cultural community.
- In 2023, provided testimonial letters in support of HB3532, allowing the Trust to set an administrative budget that can grow as its funding success grows. Approved in the 2024 short session, this will allow the Trust to build back a fulltime staff position that will directly support grantmaking work.

What we've heard- challenges

- Insufficient/unstable administrative capacity/support
 - Grants management (internal)
 - Grants management (external)
 - Communications on behalf of Coalition
 - Coordination with fiscal sponsor or manage 501 c 3 status
- Coalition member recruitment and retention
- Coalition leadership training and succession planning
- New member orientation
- Lack of financial/technical support for Coalition marketing and communication needs including:
 - Websites and hosting fees
 - Communications to/from grantees
 - Marketing grant program and the cultural tax credit
- Rising costs of goods and services
- Supplemental support for updating cultural plans in an inclusive and engaging method
- Barriers for certain Tribes to administer relatively small grants
- How to approach diversity equity and inclusion in Coalition grantmaking

What we've heard- opportunities

- Offer a centralized, no-cost, and shared online grants management platform
- Increase administrative allowances per Coalition grant awards and invest in greater administrative capacity for the Cultural Trust, specifically to support the Cultural/Tribal Coalition network
- Increased funding for Coalition grantmaking, operations, marketing and advocacy. These could include:
 - Zoom licenses
 - Access to interpretive services for grant guidelines/websites
 - Support for website hosting fees
 - Communication strategies and technical assistance
- Annual trainings on current best practices in grantmaking
- Bi-annual Coalition retreats to share knowledge and improve processes
- Expand Organizational and Professional Development Grant Program for Coalition needs
- Explore partnering with the Nonprofit Association of Oregon to provide membership benefits and trainings
- Update the Coalition Toolkit, with additional resources including:
 - Standardized forms, such as Volunteer/Expense Reimbursement Forms

Next Steps

The Cultural Trust Board meets in Astoria on May 2nd.

At that time, we'd like to have established Leadership Council membership and preliminary meeting dates, along with this suggested scope of work and timelines.



MAKE CULTURE COUNT





May 2, 2024

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

We recently received some comprehensive data regarding sales of the Celebrate Oregon! license plate (attached) which presents an opportunity to update the board on our revenue and ongoing efforts to promote the plate.

Prior to launch of the new plate, we were averaging about \$350,000 a year in plate revenue. The first full year (2022) the new plate was available, our revenue jumped to \$748,054 with 17,466 plates sold.

Since then we have seen pretty steady sales of about 1,500 plates per month, although there was a dip in sales just after two other new plates were launched - Wildlife in May of 2022 and the Pollinator in November of 2023. However, our sales have recently rebounded to the 1,500/month level due to a license plate campaign managed by Watson Creative. As a result, we are on track to see close to \$750,000 in revenue again this fiscal year.

The campaign included placing several billboards along the I-5 corridor in late fall 2023 (one remains in Eugene through the end of May) and investing in a digital campaign on Google and Meta (social) in January of this year. We also created a [new license plate landing page](#) for the website designed to maximize sales. The campaign continues through May.

In March, the digital campaign resulted in 1,876 clicks on the Buy the Plate button on the landing page, sending monthly plate sales over 1,500 for the first time since last October. In fact, if you compare sales from December 2022 through March 2023 (\$206,589) with sales for the campaign period of December 2023 through March 2024 (\$282,406), you'll find a 37 percent increase.

Other efforts to promote the plate include resuming a New Movers postcard (attached) and continuing to pursue opportunities to promote the artwork such as the recent installation of a Celebrate Oregon! mural at Portland State University's Viking Pavilion. We also persist in seeking approval of a merchandising agreement that would unlock a host of other opportunities for promotion. The New Movers card will be mailed to an average of 3,000 home-buying households per month.

Requested Action:

Informational only For board input/discussion For board action

Cultural Trust Plates

VEHSCHRG 139

For period 2003 - Current

							Specialty Plate
Fiscal Year	Gross Revenues	Admin Cost Recovery	Future Plate Costs	Startup / Redesign Plate Costs	Transfer to Economic Development	bal	Plate Qty
Inception/2003	54,328.00	39,677.85	0.00	0.00	14,650.15	0.00	
2004	166,542.20	10,286.00	0.00	0.00	156,256.20	0.00	
2005	205,362.50	12,702.95	0.00	0.00	192,659.55	0.00	
2006	262,225.00	16,261.50	0.00	0.00	245,963.50	0.00	
2007	295,989.00	18,342.75	0.00	0.00	277,646.25	0.00	
2008	344,255.00	21,286.10	0.00	0.00	322,968.90	0.00	11,506
2009	344,927.00	6,252.25	0.00	0.00	338,674.75	0.00	11,538
2010	354,174.00	2,963.00	0.00	0.00	351,211.00	0.00	11,852
2011	374,077.00	3,117.00	0.00	0.00	370,960.00	0.00	12,468
2012	388,540.00	4,447.75	0.00	0.00	384,092.25	0.00	12,968
2013	375,514.00	7,509.60	0.00	0.00	368,004.40	0.00	12,516
2014	375,364.00	7,506.60	0.00	0.00	367,857.40	0.00	12,511
2015	393,346.00	7,874.40	0.00	0.00	385,471.60	0.00	13,124
2016	401,514.50	8,032.80	0.00	0.00	393,481.70	0.00	13,388
2017	392,429.00	18,427.56	0.00	0.00	374,001.44	0.00	13,084
2018	394,614.00	21,953.44	0.00	0.00	372,660.56	0.00	13,153
2019	379,036.59	25,581.28	0.00	0.00	353,455.31	0.00	12,902
2020	324,491.77	22,304.84	0.00	11,470.00	290,716.93	0.00	10,694
2021	459,727.32	23,480.48	0.00	22,627.63	413,619.21	0.00	11,641
2022	871,996.15	35,281.32	57,256.00	31,404.50	748,054.33	0.00	17,466
2023	859,584.81	34,655.12	69,331.00	0.00	755,598.69	0.00	17,156
2024	644,673.36	26,253.94	51,114.70	0.00	567,304.72	0.00	12,997
Totals	8,662,711.20	374,198.53	177,701.70	65,502.13	8,045,308.84		197,920

MONTHLY TRACKING (started FY'22, see audit trail for prior)

FY'24 MONTH	Total Revenue Collected	Admin Cost Recovery	Future Plate Costs	Startup / Redesign Plate Costs	Transfer to Economic Development	bal	Plate Qty
Jul-23	70,877.41	2,997.68	6,084.40		61,795.33	0.00	1,484
Aug-23	79,816.99	3,264.32	6,625.60		69,927.07	0.00	1,616
Sep-23	73,794.23	2,987.58	6,063.90		64,742.75	0.00	1,479
Oct-23	76,616.46	3,133.02	6,359.10		67,124.34	0.00	1,551
Nov-23	61,162.46	2,537.12	5,149.60		53,475.74	0.00	1,256
Dec-23	67,165.74	2,555.30	5,186.50		59,423.94	0.00	1,265
Jan-24	69,016.49	2,813.86	5,014.80		61,187.83	0.00	1,393
Feb-24	69,752.86	2,880.52	5,133.60		61,738.74	0.00	1,426
Mar-24	76,470.72	3,084.54	5,497.20		67,888.98	0.00	1,527
Apr-24						0.00	
May-24						0.00	
Jun-24						0.00	
Totals	644,673.36	26,253.94	51,114.70	0.00	567,304.72		12,997

FY'23 MONTH	Total Revenue Collected	Admin Cost Recovery	Future Plate Costs	Startup / Redesign Plate Costs	Transfer to Economic Development	bal	Plate Qty
Jul-22	79,647.33	3,250.18	6,436.00		69,961.15	0.00	1,609
Aug-22	87,244.12	3,571.36	7,072.00		76,600.76	0.00	1,768
Sep-22	74,981.23	2,983.54	5,908.00		66,089.69	0.00	1,477
Oct-22	75,279.04	2,900.72	5,744.00		66,634.32	0.00	1,436
Nov-22	57,445.42	2,403.80	4,760.00		50,281.62	0.00	1,190
Dec-22	60,549.03	2,486.62	4,924.00		53,138.41	0.00	1,231
Jan-23	68,271.79	2,777.50	5,500.00		59,994.29	0.00	1,375
Feb-23	65,450.07	2,535.10	5,145.50		57,769.47	0.00	1,255
Mar-23	77,767.53	3,286.54	6,670.70		67,810.29	0.00	1,627
Apr-23	69,164.78	2,785.58	5,653.90		60,725.30	0.00	1,379
May-23	74,124.74	3,001.72	6,092.60		65,030.42	0.00	1,486
Jun-23	69,659.73	2,672.46	5,424.30		61,562.97	0.00	1,323
Totals	859,584.81	34,655.12	69,331.00	0.00	755,598.69		17,156

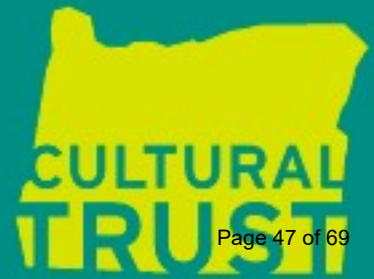
FY'22 MONTH	Total Revenue Collected	Admin Cost Recovery	Future Plate Costs	Startup / Redesign Plate Costs	Transfer to Economic Development	bal	Plate Qty
JUL'21	56,052.36	2,304.82			53,747.54	0.00	1,141
AUG'21	50,529.76	2,066.46			48,463.30	0.00	1,023
SEP'21	50,539.33	1,995.76			48,543.57	0.00	988
OCT'21	93,944.84	3,730.94	7,388.00		82,825.90	0.00	1,847
NOV'21	73,147.01	2,995.66	5,932.00		64,219.35	0.00	1,483
DEC'21	74,994.21	3,074.44	6,088.00		65,831.77	0.00	1,522
JAN'22	76,533.67	3,108.78	6,156.00		67,268.89	0.00	1,539
FEB'22	72,616.49	2,953.24	5,848.00	31,404.50	32,410.75	0.00	1,462
MAR'22	88,486.85	3,595.60	7,120.00		77,771.25	0.00	1,780
APR'22	78,993.06	3,177.46	6,292.00		69,523.60	0.00	1,573
MAY'22	77,748.55	3,118.88	6,176.00		68,453.67	0.00	1,544
JUN'22	78,410.02	3,159.28	6,256.00		68,994.74	0.00	1,564
Totals	871,996.15	35,281.32	57,256.00	31,404.50	748,054.33		17,466



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Boost post



Artist: Liza Mana Burns

Welcome to Oregon!

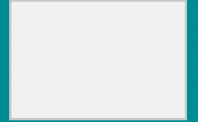
The Oregon Cultural Trust is proud to introduce you to the people, places and traditions that define our great state. This Celebrate Oregon! artwork features our beautiful landscapes and 127 symbols that honor the people and cultures of Oregon. Get acquainted with your new home by exploring the symbols and their meaning at the QR code to the right.





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May 2, 2024

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

Thanks to the Trust Partner's Cooperative pool of funds, this year's "Conversations with Funders and Partners" was hosted in four communities across the state March 26 through April 2.

A "cultural resources roundtable" open house preceded the speed-dating sessions (noon - 1 p.m.) and was hosted by service providers such as the Nonprofit Association of Oregon, Rural Development Initiatives, the Oregon Museums Association and the State of Oregon Library.

Participation this year totaled 382 attendees (Portland 238, Eugene 68, Bend 49, Pendleton 27, Medford cancelled due to presenter conflicts and illness). As these events grow in popularity and participation, Trust resources (staff support, budget requirements) will need to be increased. The value to participants is clear; as one shared "I loved how as I waited to sit at a table - those of us waiting together engaged, learned about each other, and exchanged ideas and contact information. That was a benefit I didn't expect."

The Trust and its Partners are considering changing this annual spring event to also include a fall series, visiting different parts of the state along with virtual events. We are also considering scheduling full-day programming that would including learning sessions, facilitated community conversations and evening social activities for local cultural leadership and elected officials.

Participating with the Cultural Trust were: Oregon Arts Commission, Oregon Heritage, Oregon Humanities, the Oregon State Historic Preservation Office, the State of Oregon Library, the Marie Lamfrom Charitable Foundation, the Oregon Community Foundation, The Autzen Foundation, the Spirit Mountain Community Fund, The Roundhouse Foundation, Lane Arts, the Wildhorse Foundation, the Pendleton Foundation Trust and representatives from the Cultural Trust's County Cultural Coalitions.

FY25 Cultural Development Grants

FY2025 guidelines with budget forms were posted in March with a May 8 application deadline. Changes to the program were made in response to applicant and panel feedback, and include:

- Reformatted guidelines to improve ease of use;
- Simplified questions;
- Suggested response word counts (as opposed to mandated character limits);
- DEI questions fully incorporated into scored application values;
- A simplified budget form;
- Scored budget narrative section to clarify how funds would be used (new); and
- Fewer required attachments (omitting board roster and DEI policies, simplified financial reports).

Guidelines: [FY25 CDV GuidelinesBudgetDoc-1.pdf \(culturaltrust.org\)](#)

Budget Form: [CDV FY25 BudgetForm.pdf \(culturaltrust.org\)](#)

A live, virtual program orientation was hosted on April 10 for 125 participants. A [recording of the orientation](#) and copy of presentation slides are accessible on the Trust grants page as an ongoing resource for applicants. I am scheduling grant calls throughout the month of April to support applicants.

We've received many applications to serve on our grant panels, using an interest form posted to the Trust website. Panelists have been selected and attended a virtual panel orientation April 24. For the first time, the Trust will be able to offer honorariums to panelists for their participation, ranging from \$250 for reviewing 40 or less applications and \$300 for panelists reviewing over 40 applications.

This year's panel dates are:

1. Preservation: June 11, 9 a.m. - 4 p.m. Chaired by George Kramer.
2. Access: June 13, 9 a.m. - 4 p.m. Chaired by Niki Price.
3. Creativity: June 18, 9 a.m. - 4 p.m. Chaired by Gayle Yamasaki.
4. Capacity: June 20, 9 a.m. - 4 p.m. Chaired by Sean Andries.

Cultural Participation Grants

The majority of FY2024 CPT grant award payments have been issued. Coalitions are in the process of submitting their FY2023 grant reports. Coalitions continue their work in recruiting new members, updating their cultural plans and, in some cases, registering as 501c3 nonprofits. A few Coalitions did not have the capacity to make grants during periods of the pandemic (e.g., Jefferson County, Klamath Tribe, Siletz Tribe); I am working with their leadership to reinstate their programs. For example, the Deschutes County Cultural Coalition is working to provide Jefferson County Cultural Coalition with support in providing grants to this next cycle.

The Trust is now hosting quarterly "meet ups" for Coalition members to discuss shared topics and exchange experiences and ideas. The last meeting was on April 5 to launch the Coalition Leadership Council, a topic covered in the Strategic Plan update in this packet.

Cultural Partner Grants

All FY2024 direct Partner grant awards have been paid. We are working to set up standing, quarterly meeting times and plan to meet again in May.

Each year, the Trust Partners invest in statewide cultural projects using Cooperative Funds.

Funds already committed in FY2024 include:

- \$10k, Oregon Poet Laureate program;
- \$5k, Sponsorship for PNW History Conference;
- \$5k, Sponsorship for Oregon Heritage Conference;
- \$10k, Sponsorship for Oregon Folklife Network, Cultural Roster Gathering;
- 2024 Conversations with Funders expenses; and
- Up to \$60k, Organizational & Professional Development Grants (OPD), including to date those listed below.

Organizational Development grants made this cycle to date include:

1. Bag&Baggage Theatre, \$2,000 for strategic planning;
2. Chehalem Cultural Center, \$2,000 for strategic planning;
3. Lane Arts, \$2,000 for strategic planning;
4. Multnomah County CC, \$2,000 for cultural planning;
5. Oregon Contemporary Theatre, \$2,000 for DEI planning;
6. Southern Oregon Rep Singers, \$2,000 for DEI planning;
7. Central Coast Chorale db Coastal Voices, \$2,000 for Board training;
8. Dancewire, \$2,000 for a new marketing plan;
9. Favell Museum, \$2,000 for stakeholder interviews for a new exhibition;
10. Oregon International Ballet Academy, \$2,000 for strategic planning;
11. Oregon Arts Watch, \$2,000 for a new marketing plan;
12. Portland Jazz Composer Ensemble, \$2,000 for a fundraising plan;
13. Montavilla Jazz Festival, \$2,000 for strategic planning;
14. Elkton Community Education Center, \$2,000 for Executive Director search; and
15. Portland SummerFest, \$2,000 for a fundraising plan.

Professional Development grants to:

1. Restore Oregon, \$750 to attend the 2023 National PastForward Conference;
2. Southern Oregon Rep Singers, \$750 to attend the Chorus America ADEI Learning Lab; and
3. Keizer Heritage Foundation, \$190 to attend AASLH Caring for Museum Collection.

Eligible Cultural Nonprofits

The Cultural Trust's list of eligible cultural nonprofits continues to grow steadily. Organizations submit applications year-round and reviews are conducted quarterly. Cultural nonprofits must show their 501c3 status, registration with Oregon's Secretary of State's office and that culture (defined as arts, heritage, humanities) is central to their mission. We are now asking each new organization to schedule a presentation by the Trust at their upcoming board meetings.

In calendar year 2024, the following organizations have been added to our list:

1. Ashland Folk Collective (Ashland)
2. Eugene Scottish Festival (Eugene)
3. Fendall School Community Center (Willamina)
4. La Nuestro Folklore of Washington County (Tigard)
5. Luper Pioneer Cemetery (Eugene)
6. Marianas Alliance for Growth of Islanders (Beaverton)
7. Misfit Academy (Portland)
8. Musica Maestrale (Portland)
9. Portland Urban Debate League (Portland)
10. Pottsville Historical Museum (Merlin)
11. Riverside Community Hall (Albany)
12. STAGES (Hillsboro)
13. Tananawit (Warm Springs)
14. Theatre Diaspora (Portland)
15. Three Penny Theater (Brookings)
16. Bend Pops Orchestra (Bend)
17. Christmas Ships, Inc. (Portland)
18. Community Jams (Portland)
19. Freshwaters Illustrated (Corvallis)
20. Hillsboro Artists' Regional Theatre (Hillsboro)
21. Historic Willamette Mainstreet (West Linn)
22. Octopus RhythmWorks (Eugene)
23. Portland Photographers' Forum, Inc. (Portland)
24. Renegade Opera (Portland)

Requested Action:

Informational only For board input/discussion For board action



**Oregon Arts Commission Partner Report
to the Oregon Cultural Trust
May 2, 2024**

New Commissioners

Jason Holland, the executive director of the [Oregon Coast Council for the Arts](#), and Jenny R. Stadler, the executive director of [PHAME Academy](#), have been appointed to the Oregon Arts Commission by Governor Tina Kotek.

At Oregon Coast Council for the Arts, Holland works to celebrate, develop and promote community arts in addition to managing and operating the Newport Performing Arts and Visual Arts Centers. He has worked in the arts nonprofit sector for 20 years with broad-based operational and programmatic leadership at both large and small arts organizations. Holland currently sits on the boards of the Economic Development Alliance of Lincoln County, Pride Newport and the Lincoln County Cultural Coalition. His artistic background is in instrumental and vocal music, as well as in theater – where he has directed plays and musicals for many years.

Stadler has been the executive director of PHAME Academy since 2017, working to create more equitable arts opportunities for people with intellectual and developmental disabilities through PHAME's school, performances and outreach programs. After receiving her Ph.D. in psychology, she left academia to work in the nonprofit sector, running a start-up education organization and later fundraising, developing curricula and supporting organizations in long-range planning. As a long-time choral singer and theater fan, Stadler's heart has always been in the arts, and when an opportunity arose to move into arts administration in 2013, she "jumped and hasn't looked back," she said. Jenny lives with chronic illness and is also a singer and board member for the Choral Arts Ensemble of Portland.

Poetry Out Loud

This week, 18-year-old Katie Lineburg of Hillsboro will embark on the greatest adventure of her lifetime. As Oregon's 2024 champion, Lineburg will travel to Washington D.C. to compete in the Poetry Out Loud National Competition on Wednesday, May 1. Her D.C. itinerary also includes meetings with Oregon Congresswoman Suzanne Bonamici and Sen. Jeff Merkley.

A senior from St. Stephen's Academy, Lineburg will compete in the national semifinals from 2 to 5 p.m. (PDT) on Wednesday, May 1. The competition will be live-streamed on

the National Endowment for the Arts website. The top nine students will advance to the national finals at 4 p.m. (PDT) on Thursday, May 2, also to be live-streamed.

Arts and Economic Prosperity Study VI

Oregon's arts and culture sector contributed \$829 million to Oregon's economy in fiscal year 2022, according to the latest Arts & Economic Prosperity study from Americans for the Arts. Released Oct. 12, the findings of [Arts & Economic Prosperity 6](#) (AEP6) include data from 19 Oregon regions and communities. Oregon's study was supported in part by Travel Oregon.

Oregon's data reveals that 8.9 million attendees of arts and culture events across Oregon spent an average of \$39 per event for a total expenditure of \$330,920,191, excluding the cost of the admission ticket. Event spending includes meals, parking, souvenirs, childcare and hotel stays. Close to one million of the attendees were visitors.

Randy Cohen, the vice president of research for Americans for the Arts, visited nine Oregon communities in early November and shared the results and discuss the data. We are planning on brining Randy back to Oregon to visit and present in communities in Eastern Oregon in September 2024.

Operating Support Grant Changes

The Arts Commission recently made a change to our Operating Grant Program to remove review panels from the Operating Support Grant program, except for New Applicants.

The Arts Commission's strategic plan is centered around equity and access. The recommendations proposed align with these goals by 1) simplifying the application process for arts organizations, 2) creating a more transparent funding process 3) reducing labor of grant reviewers and 4) creating more time to support organizations with technical assistance to better meet their needs.

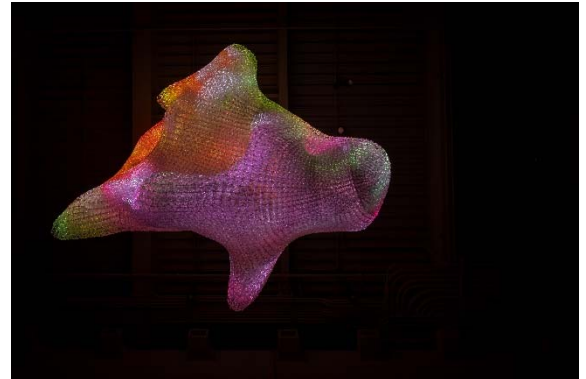
One of the Arts Commission's primary stakeholders is nonprofit arts organizations across the state. While our current process is considered "competitive" we strive to fund all eligible nonprofit arts organizations. The panel process is time-intensive, requiring outreach, training sessions, scoring, and meeting discussions. Panel scores in the funding formula have a minimal impact on award decisions. Panelist feedback can be helpful, but the amount of time and commitment to this process does yield equivalent outcomes.

It is our desire to create a greater sense of partnership, transparency and trust between the Arts Commission and arts organizations. We will create a simplified application process

for applicants, which will be reviewed by staff for eligibility and completeness. All organizations will be awarded based on a funding formula, as outlined below. Arts organizations will appreciate this simplified process while deepening trust and relationship with the Arts Commission. This extra time will allow staff to increase support and technical assistance to the field.

Percent for Art

The Arts Commission recently installed an incredible piece at Oregon State University. Refik Anadol's sculpture "Data Crystal: OSU" is the only permanent artwork in PRAX (The Patricia Valian Reser Center for the Creative Arts)– and it epitomizes the fusing of art, science, and technology. Commissioned through Oregon's Percent for Art in Public Places Program, managed by the Oregon Arts Commission. "Data Crystal : OSU" is derived in part from nearly 10,000 of



bioacoustics recordings collected through the collaborative work of the Matthew Betts lab at Oregon State University, the Pacific Northwest Research Station, and the H.J. Andrews Experimental Forest. Data Collected by Nina Ferrari and Damon Lesmeister, Pacific Northwest Bioacoustics Lab.

Upcoming Grant Deadlines

- **Arts Learning Grant- Deadline May 2, 2024**

Arts Learning grants provide \$10,000 matching support to arts organizations for high-quality projects that provide a responsive opportunity for learning in and through the arts to benefit K-12 students.

- **Arts Build Communities Grant- Deadline September 4, 2024**

The program fosters partnerships that strengthen arts engagement, access and involvement in communities. Successful projects demonstrate building local capacity to strengthen the arts in a community through these local partnerships. The Arts Build Communities program prioritizes projects that provide access to the arts for underserved communities.

- **Career Opportunity Grant- Deadline September 2024**

Career Opportunity grants range from \$500 to \$2,000 and enable individual Oregon artists to take advantage of unique opportunities to enhance their career. Up to an additional \$9,000 is available from The Ford Family Foundation for established visual artists.

- **Art Access Reimbursement- Rolling application**

Access Reimbursement grants range from \$200 to \$1,000 and offset expenses incurred by Oregon's nonprofit arts organizations to ensure public access to all individuals who want to participate.



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



Oregon Heritage Commission Report

2024 Oregon Heritage Vitality in progress

The Oregon Heritage Commission is in the process of conducting an [Oregon Heritage Vitality Study](#) to document the condition of heritage resources and organization. The first Oregon Heritage Vitality Study, completed just over 10 years ago, informed much of the work and many of the initiatives undertaken by the Oregon Heritage Commission and Oregon Heritage staff, including supporting an IMLS grant that created Oregon Heritage MentorCorps, in addition to other technical assistance developed in response to the issues and recommendations. This study is being conducted in partnership with UO Institute for Policy Research and Engagement. An advisory group has been formed to help ensure broad representation of heritage interests and increase reach and impact of the final report and recommendations. The survey has been completed with over 240 responses, interviews have been conducted, statewide workshops are now taking place.

Oregon Heritage Conference & Heritage Excellence Awards

The 2024 Oregon Heritage Conference just wrapped up (April 17-20, Forest Grove) and was a success with almost 250 registrants. This was the first in person conference since 2018 in Bend. Plenary Speakers included Martha Barnette and Grant Barrett from [A Way with Words](#) and [Matika Wilbur](#), founder and photographer of [Project 562](#). Twelve individuals, projects, and organizations received a 2024 Oregon Heritage Excellence Award. View the full list of recipients [here](#).

Harmful Content in Collections

The Commission is working with a consultant to survey national conversation on addressing harmful content in collection information and materials that may impact or trigger trauma among staff, volunteers, and community members. The consultant is also tasked with compiling a list of resources, toolkits, and guides related to this work with a focus on resources that were developed with impacted communities and that are scalable based on size and capacity of organization. The report will also include recommendations on how this work can be supported at the state level and local level. The report will be completed by the end of June.

Heritage All-Star Community Designation

The Oregon Heritage Commission designated Coos Bay as a Heritage All-Star Community at the April 17 Commission meeting. Coos Bay joins Albany, Astoria, Bend, Cottage Grove, Oregon City, Roseburg, Salem. The [Oregon Heritage All-Star program](#) is a way to recognize communities that make the most of their historic resources. By safeguarding important elements of the past, communities advance both “quality of life” and economic objectives while enhancing their unique community character.

2026-2030 Oregon Heritage Plan

The Commission is starting to plan for the 2026-2030 Oregon Heritage Plan process.

Work continues...

- Activate upper-floor study
- NW Digital Heritage and providing access to making collections accessible online
- Disaster mitigation planning for historic resources – grant from FEMA. Salem and Bend process is beginning now, plans will be completed by summer



Oregon

Tina Kotek, Governor

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



State Historic Preservation Office Report

SHPO position hiring in progress

We have one new staff in place: PA1 (LD) Compliance/Preservation
Two compliance archaeology positions (one LD) starting May.
One historic property compliance position (NRS 3) for a vacancy: closed
One historic property survey position (PA2) for a vacancy: opening in the next month.

2024 Oregon Historic Preservation Plan in progress

Due to other priorities and National Park Service review periods, the plan release will be extended to June 2024. The final draft has been submitted to NPS.

Women's History MPD project continues

SHPO has started the process to develop a statewide Multiple Property Submission to list women's history properties on the National Register of Historic Places. The information will be presented at the June State Advisory Committee Meeting on Historic Preservation.

African American MPD submitted in March

This long project which included funding from the Oregon Cultural Trust as match to a grant from the National Park Service is wrapping up. A final document was submitted in March for review at the June meeting of the State Advisory Committee on Historic Preservation.

Properties listed on the National Register of Historic Places

- Maxville Site, Wallowa County
- Alger Theatre, Lakeview
- Beatrice Morrow and ED Cannady House, Portland
- Camp Namanu, Clackamas County
- Rex Arms Apartments, Portland

Work continues...

- Heritage HUB database development for program and historic resource record management
- Historic Theaters Grant

Oregon Humanities

To the Oregon Cultural Trust Board of Directors,

It's spring and we have many programs blooming at Oregon Humanities!

We are currently awaiting the Governor's response to the poet put forward by the recommendation committee to be the next [Oregon Poet Laureate](#); we hope to have a public announcement by the end of May. Anis Mojgani is in his final year of his second term in the role and we will welcome a new Oregon Poet Laureate in late Spring 2024.

Our [Public Program Grant](#) committee made up of Oregon Humanities Board members, staff members and community members from across Oregon, are busy reading and scoring over 70 applications for our grants and will meet May 3 to select the recipients.

Our next [Consider This](#) event in our "[Fear and Belonging](#)" series will take place on May 22 in Pendleton and will be live-streamed to our YouTube Channel as well as [recorded and posted to our website on this page](#). That event will explore the relationship between humans, land, and animals with Bobby Fosseck, Erica Berry, and Wendy Bingham.

The current round of [Dear Stranger](#) invites folks to write about the theme of "Fear," letters are due June 30. We encourage you to consider joining in this statewide letter exchange. The themes are connected to our [Oregon Humanities Magazine](#). If you don't already receive this free magazine and would like to have it delivered to your home, please complete [this form to subscribe](#).

Our podcast, [The Detour](#), continues to explore challenging questions with writers, educators, artists, and activists. We're airing 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.

We're in the middle of our Spring term of our [Humanity in Perspective \(HIP\)](#) course (for adults living on low-incomes) in partnership with Portland State University (PSU). This term is an in-person course exploring Modern Art, Afrofuturism, and AI. We are planning for another summer youth course in partnership with David Douglas High School.

The 2024 series of our [So Much Together](#) program will take place in person throughout the state from April to June and explore the themes Currents, Public, and Fear. Presenters include Taylor Stewart of the Oregon Remembrance Project and Randal Wyatt of Taking Ownership PDX as well as poet Amelia Diaz Ettinger, novelist Rene Denfeld, theater artist and director Bobby Bermea, and more.

The [Conversation Project](#) catalog of over 20 facilitators and topics gets those folks from around the state out to different parts of Oregon both in-person and online. We are currently interviewing those who applied to be new Conversation Project leaders and look forward to selecting and supporting the new leaders in designing their conversations. If you're looking for a unique and connecting experience for your workplace, place of worship, or community gathering, consider hosting a Conversation Project.

Our [facilitation training](#) is what every Conversation Project leader receives to learn how to facilitate. It is also open for anyone interested to participate in and takes place regularly in Oregon both online and at locations around the state. This year we have already had a virtual session of the training. We will have two sessions in Portland, one in Klamath Falls and one in Eugene, as well as another virtual session. We additionally provide this training as a custom offering for workplaces and organizations around the country. Our executive director, Adam Davis, and I recently were in Maupin, Oregon leading a two day facilitation training there as part of our Beyond250 grant where we are using the 250th anniversary of the signing of the Declaration of Independence as an opportunity for reflecting and exploring where we'd like to be in the next 250 years.

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.

If you'd like to connect with us, please email me, Jennifer Alkezweeny, program director, at jennifer@oregohumanities.org

Public Programs

The 2024 Hatfield Series is nearing its conclusion with the upcoming May 18th lecture from HW Brands around his latest book, *Founding Partisans: Hamilton, Madison, Jefferson, Adams and the Brawling Birth of American Politics*. All lectures are available in person and virtually, with special access to educators and students.

On April 29th, History Pub welcomes to the Kennedy School Theater Erica Naito-Campbell in conversation with Mari Watanabe about Erica's grandfather, Bill Naito, and "How Bill Naito Shaped Modern Portland." This event follows one hosted at OHS on March 13 on her new biography, *Portland's Audacious Champion: How Bill Naito Overcame Anti-Japanese Hate and Became an Intrepid Civic Leader*. William "Bill" Sumio Naito (1925–1996) was a remarkable and visionary individual — the Portland-born son of Japanese immigrants who became one of the city's most significant business and civic leaders. A recording of the program is now available [online](#).

The upcoming Annual Meeting of the Membership (May 15) invites members and the public to hear from Board President Mort Bishop, incoming Board President Pete Nickerson, Treasurer Erin Zollenkopf, and Boyle Family Executive Director Kerry Tymchuk as they discuss the Oregon Historical Society's accomplishments in 2023, financial position, and plans for the future.

Exhibitions

Currently on display in OHS's Brooks Julian gallery are *Models in Motion: The Ivan L. Collins Collection of Historic Vehicles in Miniature* (open until September 1) and *Birds of the Pacific Coast: The Illustrations of R. Bruce Horsfall* (until May 19). Also on display at OHS are: *Portland Past and Present* (until June 7), *Migrant Labor Families of the 1960s: Portraits from the Balley Migrant League Photographs* (until December 31), *Oregon's Sleepy Hollow: The Leach Legacy* (until August 4), and *Camp Namanu, A 100 Year Journey Toward Inclusion* (until June 9).

Our museum team is busily preparing to install our newest permanent exhibition to open on June 7 entitled, *Rivers, Roses, and Rip City: The Remarkable History of Portland*.

OHS traveling exhibits continue to be popular, with a variety showing in locations around the state.

Education

OHS hosted the 2024 Oregon History Day contest on April 13 at Willamette University and our education team is still recovering from the event, which drew triple the number of student participants over last year. Having close to 300 students participate was truly awe-inspiring. Starting before 8am, as groups of students and grown-ups began arriving and continuing through the mid-afternoon awards ceremony full of cheers and a few happy tears, the day was full of incredible energy — earnest students sharing their work, thoughtful judges making assessments and recording comments, helpful volunteers and

OHS staff making sure all the signs, people, and supplies were in the right places at the right times.

Thanks to support from private donors, OHS can alleviate financial barriers for students or educators who would otherwise not be able to participate in the contests. OHS staff formed a rural educator cohort to provide support and guidance for incorporating the History Day curriculum into classrooms, which paid off as we saw many students from rural parts of the state participating this year.

OHS's education team is creating new traveling trunks to support educators' working to meet Social Standards Integrated with Ethnic Studies. The Oregon Chinese Diaspora and Oregon's Black Pioneers trunks will be available to classrooms by the end of 2024 and will connect local, state, national, and even international history. Trunks on Indigenous, Lewis & Clark, and Oregon Trail histories are under revision to ensure alignment with current scholarship and educational standards and to align with direction from tribes, including Tribal History / Shared History curriculum and priorities.

Oregon Historical Quarterly (OHQ)

In the Spring 2024 issue of *OHQ*, authors explore Edna Cummins's 1924 defamation suit against the Ku Klux Klan, women's softball in the 1970s with Portland's openly gay team, the vibrant watercolors of R. Bruce Horsfall, and Ida Lachner's Baker City photographs.

History Makers Announced

OHS's annual Oregon History Makers Awards & Dinner recognizes contemporary individuals and organizations that are positively shaping the history, culture, and landscape of Oregon. Event sponsorships, ticket sales, and donations in honor of the History Makers support OHS's important work to collect, preserve, and interpret Oregon's past. The 2024 History Makers are:

Dr. David Huang, M.D., Ph.D.: A physician and scientist at Oregon Health & Science University, Dr. David Huang co-invented imaging technology called optical coherence tomography that helps prevent blindness, benefiting millions of people around the globe. The recipient of numerous national honors and the holder of 42 patents, Huang continues to lead research on innovating laser technology for eye health.

Charles F. Sams, III: With a distinguished career spanning public service, nonprofit management, and tribal governance, Charles "Chuck" Sams has advocated for stewardship of the land, rivers, and natural resources. An enrolled member of Walla Walla and Cayuse, and former executive director of the Confederated Tribes of Umatilla Indian Reservation, Sams made history in 2021 as the first Native American to serve as director of the United States National Park Service, after being nominated by President Joe Biden and confirmed by the United States Senate.

Susan Sokol Blosser: A pathbreaking entrepreneur, Susan Sokol Blosser co-founded

Sokol Blosser Winery in 1971, managing the vineyards before serving as president until 2008. Her leadership helped elevate Oregon wines to global renown while trailblazing certifications for green buildings and healthy soils. She also founded the Yamhill Enrichment Society, which brings music and literacy to local children.


Papé: Founded in 1938 and now in its fourth generation of family ownership in Eugene, Papé is the West's leading supplier of heavy equipment. With 160 locations across nine states and over 1,100 employees in Oregon, Papé continually sets the standard for the industries it serves, from farming to forestry, construction, warehousing, trucking, and more.

May 2, 2024

TO: Cultural Trust Board Members
FROM: Kat Bell, Grants Officer
SUBJ: Staff Report

For the FY2024 Grant Year I have:

- Created 10 applications and 7 Final Reports in Form Assembly;
- Wrote 83 reports in Salesforce;
- Processed 269 Oregon Cultural Trust applications;
- Processed 903 Oregon Arts Commission applications;
- Updated one Dashboard




Mission

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

Mission

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



Overview/Purpose

<ul style="list-style-type: none"> • Policy development and advice to government on programs related to arts • Official state arts agency • Grantmaking • Advocacy • Multiple programs (Community Development, Arts Education, % for Art) 	<ul style="list-style-type: none"> • Policy development and advice to government on programs related to culture • Fund development • Grantmaking • Advocacy • County/Tribal Coalition development
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Governance

9 Members Appointment by the Governor	11 Members Appointed by the Governor, confirmed by the Senate 1 House Member; 1 Senate Member
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FTE	Budget	Budget	FTE
4.5 Admin & Programs 7 Contract (Percent for Art & Poetry Out Loud)	\$4,074,681	\$4,659,418 1 Executive Director	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
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Services & Technical Assistance

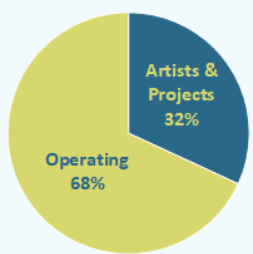
Percent for Art	Grant Trainings • Staff Outreach • Online Resources • Communications	Coalition Leadership
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Shared Services

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
Total	\$ 2,327,874



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
Total	\$ 3,389,874

FY23 Donations \$5,133,872

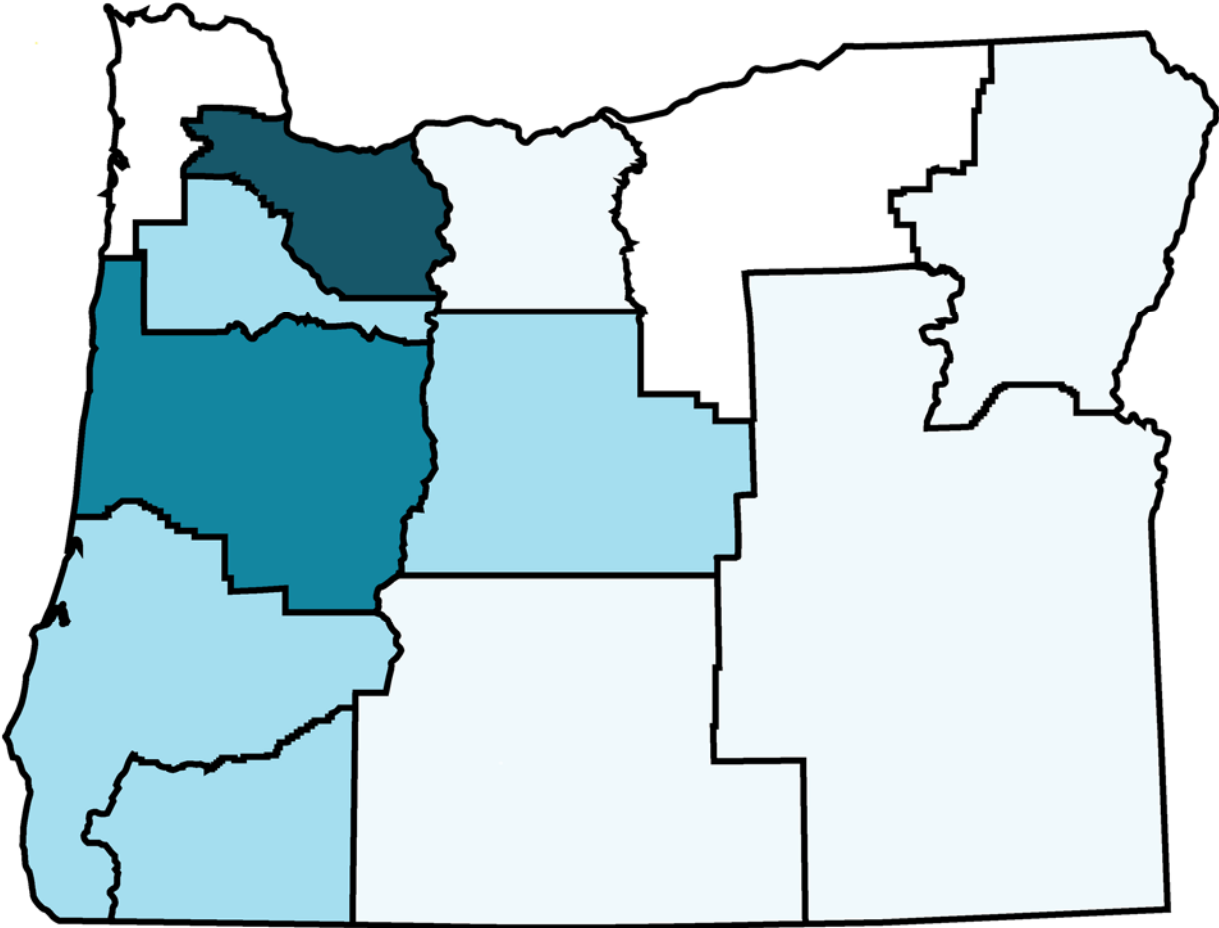
Revised 08/04/2023

Here are some statistics I've collected about FY24 grants:

FY2024 Cultural Development Grant Dollars by County

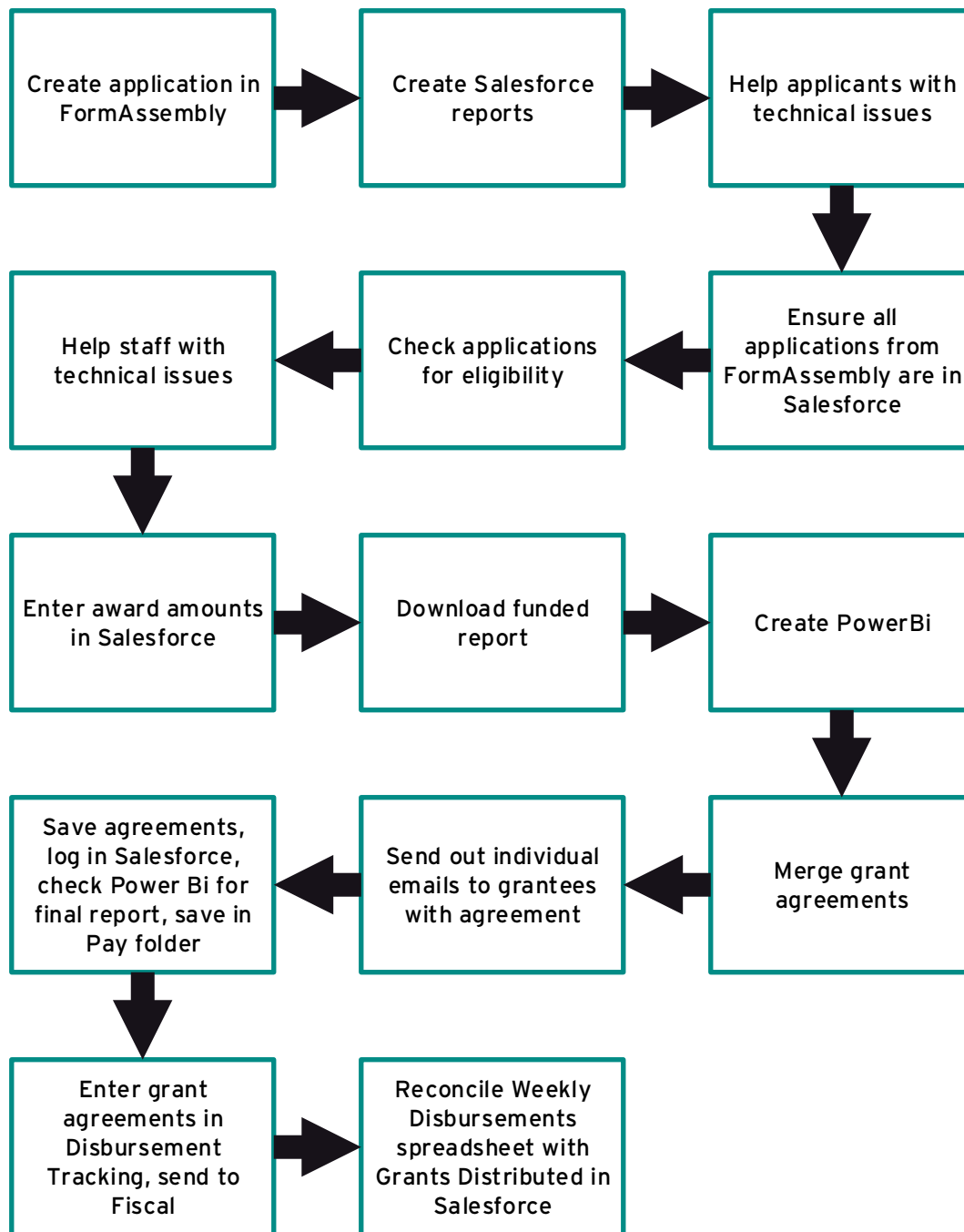
County	# of Grants	\$ of Grants	% of Total \$	
Coos	1	\$19,754	1%	
Deschutes	2	\$17,868	1%	
Douglas	3	\$59,452	4%	
Hood River	1	\$9,733	1%	
Jackson	5	\$97,812	7%	
Jefferson	2	\$69,073	5%	
Josephine	1	\$21,403	1%	
Lake	1	\$21,468	1%	
Lane	12	\$200,984	14%	
Lincoln	3	\$52,656	4%	
Linn	1	\$11,134	1%	
Malheur	1	\$6,496	.50%	
Marion	2	\$19,790	1%	
Multnomah	42	\$731,317	51%	
Polk	1	\$5,000	.50%	
Union	2	\$11,170	1%	
Wallowa	1	\$6,944	.50%	
Washington	3	\$26,368	2%	
Yamhill	2	\$45,192	3%	
Total	86	\$1,433,614		

FY2024 Cultural Development Grant Applications by Region



1 - 3 applications	
4 - 6 applications	
16 applications	
45 applications	

How am I involved in the grant process?



Requested Action:

Informational only
 For board input/discussion
 For board action