

2021

# CULTURAL ADVOCACY DAY



culturaladvocacycoalition

# Cultural Advocacy Coalition's Cultural Advocacy Day 2021



*TIMES ARE SUBJECT TO CHANGE*

- 9:00 a.m. - 9:15 a.m.      **Welcome & Kickoff**
- Opening - Sue Hildick, Coalition Senior Advisor
  - Board Remarks - JS May, Board President & Executive Director of Artists Repertory Theatre (ART)
  - Land Acknowledgment - Isaac Marquez, Board Vice President and Director of City of Eugene Cultural Services
  - Remarks - Representative Christine Drazan
  - Cello performance - Stephanie Magee, arts advocate
- 9:15 a.m. - 9:45 a.m.      **CAC Update with Board of Directors**
- 9:45 a.m. - 10:30 a.m.      **Advocacy 101 Roundtable**  
Participants: Isaac Marquez, Stephanie Magee, Ginger Savage, Executive Director of Crossroads Carnegie Art Center, and Paul Cosgrove, CAC lobbyist.
- 10:30 a.m. - 10:45 a.m.      **Call to Action for Policymakers with Ginny Lang**  
board member and consultant
- 10:45 a.m.                      **Video Message from Congresswoman Suzanne Bonamici**  
on the importance of arts and culture in Oregon.
- 10:55 a.m.                      **Conclusion. Dismiss for Meetings with Legislators.**



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# A Year in Review & Looking Forward

**In 2020, we got work done for Oregon's arts and culture in spite of everything we faced. We proved that arts and culture were not canceled for good and we persisted, harder than ever. Our senior advisor, Sue Hildick writes about the Cultural Advocacy Coalition's achievements.**

Last year was like no other in our history as we have navigated a divisive political environment, repeated injustices and inequities for disenfranchised people, and a global pandemic. Humanity has had to adapt to survive, and many of our people have paid the ultimate price with their lives. We continue to stand strong as a community of creative providers knowing that arts, culture, history, heritage and humanities are, and will continue to be, an important thread in our collective recovery.

While we were concerned our modest Coalition might be threatened with extinction given the heavy financial toll last year brought to our members and partners, we were wrong. Our members and our friends stepped up more than ever to support the advocacy work of the Cultural Advocacy Coalition with the hope of deepening our impact and outcomes. With gratitude, we are happy to report that the investment in collective advocacy has had strong results.

The CAC's mission is to advocate for policies and funding that will create a thriving environment for Oregon's cultural sector. We began 2020 with a state legislative session in which we were able to enact an increase of \$10 per plate to the license plates that raise funds for the Oregon Cultural Trust (OCT). We hosted an Advocacy Day in February, 2020, to accomplish this goal and many of our members participated to make this case. The OCT has since conducted a successful re-design process for the plate and will launch it anew in the fall of 2021.

When the pandemic fell upon our state and nation, we experienced a retrenchment by the state on a key CAC accomplishment of 2019. Lottery-backed bonds that the CAC had secured for the Lincoln City Cultural Center and the Patricia Reser Center for the Arts were postponed as the state did not have enough lottery revenue to sell bonds. Our other 2019 capital projects each experienced a 15% cut in the state dollars previously secured as well. However, there still remain millions of state dollars spread across the Liberty Theatre, the Oregon Nikkei Legacy Center, the Cottage Theatre and the High Desert Museum. We will be advocating for the restoration of the LCCC and Reser commitments in the 2021 session as lottery funding has stabilized.

As state dollars declined, the federal government stepped in with national funding to support both employers and individuals with grants and loans from the Small Business Administration; extended and increased unemployment benefits; leave and stimulus payments, and large state grants. Oregon received \$1.3 billion from the initial Coronavirus Aid, Relief, and Economic Security (CARES) Act. The CAC joined with the local leaders of the National Independent Venue Association to secure \$50 m. of those federal funds for the cultural sector - this was the largest allocation to arts and culture from federal CARES money of any state in the Nation.

Several venues received direct allocations from state policymakers and others applied to a fund of \$26 m. given to the Oregon Cultural Trust to distribute. There were also increases in NEA and NEH funding at the federal level that had some trickle-down grants for our members. Locally, the Oregon Community Foundation and several philanthropic partners set up a grant fund to support our sector. CAC assisted our members with a great deal of advocacy with the Governor's staff to explain the unique requirements of cultural venues in reopening their doors in COVID times.

Leaders of the CAC prioritized equity, diversity and inclusion values this year and created a racial equity lens to be used in all aspects of the organization so that we advocate for just and equitable resources and public policies. The board engaged in a full-day training led by John Lenssen and Carmen Gelman in October and utilized an equity lens in the capital construction endorsement process and the selection of new board members for 2021. We have committed to using our racial equity lens in our policies, our advocacy agenda, hiring, the composition of our board, in access and award of our grant applications, programs, practices, and decisions for racial equity and intersectionality. We are committed to lifting up all people.

Our statewide call for proposals for capital construction projects resulted in over 40 applications from all corners of the state – at least a 50% increase from previous cycles. Our volunteer committee examined all of these proposals and our board endorsed 11 projects totaling \$9.5 m. for the 2021 session. We will seek state dollars for incredible projects such as: Maxville Heritage Interpretive Center in Joseph, the Oregon Jewish Museum and Center for Holocaust Education, Eastern Oregon Regional Theatre in Baker City, the Chehalem Cultural Center in Newberg, the Siletz Tribal Arts Cultural Heritage Center in Siletz, and the Little Theatre on the Bay in North Bend. For the first time, we published an additional list of 11 projects in the pipeline for future funding.

Structurally, the CAC grew its resources with a significant grant for operating support from the Oregon Community Foundation and its partners in COVID relief, and several new members. Most of our previous members renewed their participation in the Coalition and several new organizations joined as part of participating in our capital construction endorsement process.

We remain in good partnership with leadership of the Oregon Arts Commission and the Oregon Cultural Trust and support their efforts to reform their structure to streamline decision-making and administrative costs. We had wished this work was complete for the 2021 legislative session. Since it is not, we are working on our own set of principles to be considered in that process.

**We hope Advocacy Day is a time to tell the stories we all see every day to policymakers so they can see the impact the public dollars spent on arts and culture have on our people.**

When you interact with policymakers today or in the future, please tell your story and remind them of these immediate priorities:

**First**, express your gratitude for the \$50 m. in federal CARES dollars they allocated to Oregon's cultural sector (the largest state allocation in the country);



**Second**, remind them that we need strong state budgets for the Oregon Arts Commission, the Oregon Cultural Trust, the Oregon Heritage/State Historic Preservation Office, and Oregon Film, which MAXIMIZE GRANTS TO THE FIELD.

**Third**, we have an incredible slate of capital projects we seek state dollars for — 11 projects representing small and large, rural and urban, diverse mediums and Oregon treasures — \$9.5. m.

**Fourth**, we need state tax credits for historical preservation and film production extended and a priority place on Main Street grants for our rural communities.

**Finally**, the Oregon State Song needs to be revised. We support a broad and inclusive process involving lots of stakeholders to do so.

We enter this new legislative session in 2021 with hope for the future post-COVID where emerging vaccines allow us to gather again to enjoy arts and culture offline and in-person. With the richness of an artist capturing our thoughts, the words of Kim Stafford in “Dr. Fauci’s Smile: Pandemic Poems” steer us forward:

*In the pandemic, it all comes at you with a roar – the strings inflicting see-saw statistics of infection and demise, crescendo building like a wave, while the wind section drives a descending economic scale, fretted with shrill alarms on piccolo. Someone hammers the tympani for hunger, loss, fear, and fury, while the xylophone speaks news-notes like bells – and one brazen political trumpet blares from a throng of muted brass bleating in cacophony. This is the scherzo, the brazen rush some Beethoven never finished, raw and random, longing for adagio.*

*From the promontory of your little life, you face this storm of discord, your hair blown back, tears streaming from your eyes, turning your head to hear inside this thunder, somewhere in there, surely, a throbbing double-bass – oh beating heart, sustain us.*

*Symphony in a Minor Key*

Thank you,

Sue Hildick  
Senior Advisor  
Cultural Advocacy Coalition

**because arts & culture are good for your health.**

Cultural Advocacy Coalition of Oregon



We learned anew in 2020 that arts, culture, history, heritage, and humanities are, and will continue to be, essential in our state.

The Cultural Advocacy Coalition of Oregon urges our state policymakers to prioritize arts, heritage, and the humanities in order to encourage creativity, contribute to Oregon's economic recovery and rebuild community. Investing in Oregon's creative and cultural life supports Oregonians' values, promotes whole person health, strengthens communities and attracts and retains workers in an innovation economy. We appreciate the efforts of our federal delegation this past year and urge them to redouble congressional effort to support employers and individuals in the coming months. The Cultural Advocacy Coalition's mission is to advocate for policies and funding that will create a thriving environment for Oregon's cultural sector. We promote equity, diversity, and inclusion and use a racial equity lens as we advocate for just and equitable resources and public policies.

## 2021 LEGISLATIVE PRIORITIES

### CONTINUE TO INVEST IN CULTURAL INFRASTRUCTURE & CAPITAL CONSTRUCTION.

#### SB 5534 - Lottery Bonds

By creating the Cultural Resources Economic Fund in 2013, the State established its role in expanding and strengthening cultural infrastructure by leveraging lottery bonds to invest in arts, heritage, and humanities infrastructure projects.

The Cultural Advocacy Coalition has endorsed a slate of 11 projects for 2021-23 Cultural Resources Economic Funds (CREF), which include the construction, expansion, or renovation of a facility or facilities, represent diverse genres in the cultural sector, offer options for increased equity and access, and reflect geographic distribution throughout Oregon. Over 40 applications were evaluated in a peer review process led by the Coalition with staff expertise from Oregon Cultural Trust and Oregon Arts Commission. CAC will also advocate for the restoration of prior funding commitments to the Lincoln City Cultural Center and Patricia Reser Center for the Arts as lottery funding has stabilized. Reinstating a funding mechanism for Oregon Main Street Revitalization grants is also important to preserve or enhance historic and community spaces in rural areas.

**Cotinued**



## 2021 LEGISLATIVE PRIORITIES CONTINUED

- **EXPAND OREGON'S INVESTMENT IN CULTURAL AGENCIES & PARTNERS. HB 5023–Business Oregon Budget Bill | HB 5025–Oregon Parks and Recreation Department Budget Bill**  
Increased state funding of cultural agencies and partners leverages the full potential of Oregon's creative and cultural resources to attract and retain business, increase tourism, improve education, and enrich the lives of Oregonians through greater opportunity to access meaningful experiences in the arts, heritage, and the humanities, statewide. Now more than ever it is essential that the cultural sector be supported as Oregonians recover from the economic strains imposed by the pandemic.  
  
The Cultural Advocacy Coalition supports sensible policy-based increases in allocations to its partners and key statewide agencies, including: Oregon Arts Commission, Oregon Cultural Trust, State Historic Preservation Office and Heritage Commission, Oregon Humanities, and Oregon Historical Society.
- **PROTECT TAX POLICIES WHICH ALLOW THE CULTURAL SECTOR TO SERVE ITS PUBLIC MISSION, INCLUDING HISTORIC PRESERVATION OF OREGON'S GEMS.**  
**SB 108 – Historic Property Tax Credit Extension for 10 Years**  
Critical this year is renewal of the Historic Property Special Assessments, which assist owners of commercial properties. We support an extension of at least ten years, through 2031, to provide time for local governments, preservation advocates and others to update Oregon's approach to current preservation needs.
- **EXTEND OREGON FILM AND VIDEO OFFICE TAX CREDIT.**  
**SB 43 – Tax Credit Extension for Six Years**  
We support extending the sunset for labor rebates for qualifying film production and the tax credit for certified film production development contributions.
- **PROTECT ITEMIZED DEDUCTIONS FOR CHARITABLE CONTRIBUTIONS.**  
**HB 2255 – Limits Itemized Personal Income Tax Deductions for Charitable Contributions**  
While tax policy is an important tool to incent activity and fund government services, the nonprofit sector is a partner in the service of public policy goals and should be promoted and strengthened through tax policy where possible. CAC does not support tax policy that discourages charitable giving by individuals.
- **WORK WITH KEY LEGISLATORS & OTHER PARTIES TO REFRESH THE STATE SONG**  
The Cultural Advocacy Coalition endorses legislative deliberations on revising the lyrics to the state song or starting fresh. We applaud suggestions for a broad participatory process grounded in equity and inclusion. The Coalition has spent many months in conversations with others on this topic, including CAC members, Oregon Historical Society, Oregon Humanities, and the Oregon Community Foundation. We look forward to working with legislators and community partners on different approaches to this important matter.
- **ADVANCE EQUITABLE ACCESS TO A WELL-ROUNDED ARTS EDUCATION FOR STUDENTS.**  
Access to a quality arts education is central to a well-rounded education, which raises graduation rates, lowers absenteeism, and improves educational outcomes for low income and marginalized students. The Cultural Advocacy Coalition supports and will monitor the specific recommendations of the Joint Committee on Student Success for funding arts and music specialists in elementary schools.



# Oregon's Cultural Assets

## The Structures We Need for Oregon to Thrive

### The Cultural Advocacy Coalition urges the Legislature to fund the slate of 11 capital construction projects totaling \$9.5 million.

The Coalition's board of directors identified the most broadly supported and impactful projects recommended for funding given limited state dollars. The slate of capital construction projects, which include the construction, expansion, or renovation of a facility or facilities, represents diverse genres in the cultural sector, options for increased equity and access, and geographic distribution throughout Oregon.

The 11 capital construction projects are:  
[\(See FULL project details on our website\)](#)

- 1** [Maxville Heritage Interpretive Center](#),  
Preservation of Maxville Townsite (Joseph, OR)  
Amount Requested: \$750,000
- 2** [Artists Repertory Theatre](#),  
ARTsHub (Portland, OR)  
Amount Requested: \$2,000,000
- 3** [Joseph Center for Arts and Culture](#),  
Facility Expansion and Renovation (Joseph, OR)  
Amount Requested: \$600,000
- 4** [Oregon Jewish Museum and Center for Holocaust Education](#), Expansion into the Charles Hartman Gallery (Portland, OR)  
Amount Requested: \$400,000
- 5** [Eastern Oregon Regional Theatre](#),  
Baker Orpheum Theatre Renovation (Baker City, OR)  
Amount Requested: \$295,000
- 6** [Chehalem Cultural Center](#),  
Performing Arts Wing (Newberg, OR)  
Amount Requested: \$1,250,000
- 7** [Siletz Tribal Arts & Heritage Society](#),  
Cultural Heritage Center (Siletz, OR)  
Amount Requested: \$750,000
- 8** [Shedd Institute for the Arts](#),  
North Entrance Remodel (Eugene, OR)  
Amount Requested: \$1,600,000
- 9** [Little Theatre on the Bay](#),  
Liberty Theatre Expansion/Enhancement (North Bend, OR)  
Amount Requested: \$600,000
- 10** [Columbia River Maritime Museum](#),  
Preservation of the Lightship Columbia (Astoria, OR)  
Amount Requested: \$304,378
- 11** [Portland Art Museum](#),  
Mark Rothko Pavilion (Portland, OR)  
Amount Requested: \$1,000,000



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Contact Paul S. Cosgrove (503) 799-5679, [pcosgrove@pscogrove.com](mailto:pcosgrove@pscogrove.com) | Visit [OregonCulture.org](http://OregonCulture.org)



*The Cultural Advocacy Coalition is a nonprofit, nonpartisan, advocacy organization.*

**We do our work primarily in Salem, advocating for policies and funding that will create a thriving environment for arts, culture, history, heritage, and the humanities across Oregon.**

**We believe that when it comes to politics we are most effective when we are unified. We are strongest when we work together. If you are looking for ways to help shape public policy to support a vibrant cultural community, you've come to the right place. We are the Cultural Advocacy Coalition—and we are here to help you make a**

## ADVOCACY 101

### Nonprofit professionals:

This is your new mantra: My non-profit organization has the right and the responsibility to participate in the legislative process (subject to legal regulations).

### 501(c)3 nonprofits CANNOT:

- Endorse or oppose candidates for public office.
- Collect or distribute funds for political campaigns.
- Use your facilities for political fundraising (you can rent facilities to candidates at the market rate).
- Engage in legislative activities past a “certain limit” (the IRS has a lobbying limit for organizations; call your tax accountant for more information).

### 501(c)3 nonprofits CAN (and should):

- Schedule four to six opportunities to connect with policy makers each year. This allows you to get to know your legislators personally and it allows them to get to know you—and your organization.
- Participate in and arrange meetings with legislators to learn their views on issues.
- Educate elected officials on issues of concern to the arts, culture, heritage and humanities community.
- Join your legislators’ newsletter lists and add them to yours.
- When your organization receives a grant from the Oregon Arts Commission, Oregon Cultural Trust, County Cultural Coalition, Oregon Heritage Commission, Historic Preservation Office or Oregon Humanities write a thank you note to your legislators.

### Individuals CAN (and should):

Individuals committed to arts and culture: here's how you can advocate, regardless of title.

- Give money, attend events and fully participate in any and all campaign and lobby activities personally.
- Personally offer your endorsement of candidates for public office.
- Give funds to political campaigns.
- Join your legislators’ email newsletter lists.
- Get to know your state senator and state representative by attending their community meetings.
- Join the CAC—we need you in our Coalition!

## Here's how you can help. Develop an Impact Story!

An “impact story” details the impact of an Oregon Cultural Trust grant on your organization and community.

The impact stories should include four elements:

Picture | Narrative  
Local Connection | Data

As you develop your impact stories—share them with the Cultural Advocacy Coalition! As you meet with legislators, identify yourself as a Coalition member and tell us who you have met with.

Take the time to act. Together we will protect and advocate for a thriving environment for art, heritage, history and the humanities across Oregon.



# Quick Talking Points

## 2021 Legislative Session

What policymakers need to hear from you.

**Thank you** for \$50M in Federal CARES Dollars to the cultural sector.

We represent a heavily impacted sector still in survival mode and not fully able to reopen.

We are actively re-inventing access to arts, culture, history, heritage and humanities experiences for Oregonians.

**We urge you to:**

1. Increase state budgets for grants to the field from the:
  - Oregon Arts Commission and the Oregon Cultural Trust
  - Replenish funding for the Main Street Grant program
2. Renew expiring State Tax Credits for:
  - Historic Property
  - Film Production
3. Allocate \$9.5 million from state coffers for cultural capital construction projects.
4. Equitably update the Oregon State song.

*Please feel free to use the additional documents, including information on capital construction projects and bill information, within the Advocacy Day packet as you craft your messages to policymakers.*

# TAKE ACTION



- Identify your State Representative(s) and Senator(s) and build a relationship with them that puts you on a first name basis.
- Know your elected officials, their hot button issues, their history, their decision making style and their pet peeves.
- Invite legislators to participate in an event or activity related to your area of concern so they can move from observer to a champion for the cause.
- Be a good citizen in your community. Support and sponsor charitable and public service causes. Be visible and active in such efforts.
- Whenever possible, broaden your impact and voice by forming coalitions with other groups.
- Know the rules of engagement and understand the legislative decision making process on a state level.

Schedule your appointments now for Friday, April 23rd.  
Find Legislators at [oregonlegislature.gov](http://oregonlegislature.gov)



culturaladvocacycoalition

# COVID-19 Oregon | Arts & Culture Sector Impacts

## Revenue Losses

**\$51 million\***

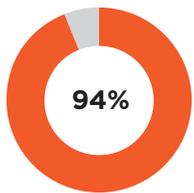
Total revenue loss estimate for non-profit organizations from March to May

**\$10,000**

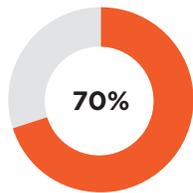
Average estimated loss of income for individual artists and creative workers through May

*Source: Survey conducted by the Oregon Community Foundation, the James F. & Marion L. Miller Foundation, and the Regional Arts & Culture Council*

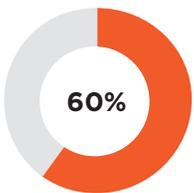
## Impacts on Arts & Culture Organizations



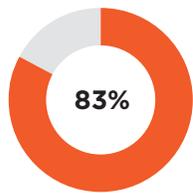
94% have had to cancel events.



70% report crisis is having a "severe" impact.



60% of combined budgets rely on ticket sales and earned income.



83% have participated in COVID-19 mitigation efforts, including layoffs and furloughs.

*Source: Survey conducted by Americans for the Arts*

*\*The information in this report is based on survey data from various organizations and foundations and was collected from organizations and individuals who reported information. Data is continually changing.*

## Annual Economic Impact

**\$364 million**

Total annual expenditures from Oregon's nonprofit arts and culture organizations

**13,939**

Total FTE

**9.9 million**

Annual attendance at arts events in Oregon

**\$323 million**

Amount that audiences spend on hotels, restaurants, retail and other purchases as a direct result of attending an arts event, above and beyond the cost of admission

**\$687 million**

Total annual economic impact, based on audience and organizational spending in Oregon each year

*Source: Arts & Economic Prosperity 5, Americans for the Arts and the Oregon Arts Commission*

“ Our artists, culturalists, heritage and humanities providers offer the primary pathway by which we will re-emerge and re-engage as people and communities. We need each other as much as we need a thriving cultural sector that brings creative expression forward in new ways.

Sue Hildick, Senior Advisor  
Cultural Advocacy Coalition

## Other Important Data

**11,606**

arts-related businesses, including nonprofit museums, symphonies, theaters and other organizations, as well as for-profit film, architecture, and design companies.

**46,927**

people employed by Oregon's arts-related businesses in 2017.

**\$1.3 million**

funding earmarked by a coalition of 9 public and private partners to provide emergency relief and recovery support for nonprofit arts and culture organizations.

*Participating funders include The Collins Foundation, James F. and Marion L. Miller Foundation, M.J. Murdock Charitable Trust, Oregon Community Foundation, Regional Arts & Culture Council, Oregon Cultural Trust, Oregon Arts Commission, The Reser Family Foundation and Schnitzer CARE Foundation / Jordan Schnitzer.*



**1,982%**

percentage increase in unemployment in Oregon's arts, entertainment and recreation sector due to COVID-19.



**1,742,160**

lost attendance in guests who would have attended arts and culture events.

*Source: Survey conducted by Americans for the Arts*

*April was proclaimed Arts Appreciation Month*



**because arts & culture are good for your health.**

Cultural Advocacy Coalition | OregonCulture.org | #OregonCulture

Oregon is home to **1,400** nonprofit arts and culture organizations.

**281**

organizations participated in surveys to help us quantify the impact of COVID-19 on Oregon's arts and culture sector.

**“ Arts, culture, heritage and humanities have made our state great. We are the medium of human communication and understanding. We must not lose what we've built.**

**Dr. Nancy Golden**  
Board of Directors President  
Cultural Advocacy Coalition



# WHY THE ARTS MATTER IN OREGON



## NATIONAL ARTS FACTS

**ARTS & CULTURE SECTOR'S PERCENTAGE OF U.S. ECONOMY** (Artists, University Arts, Commercial & Nonprofit Arts Organizations Combined)

### ARTS & CULTURE SECTOR REPRESENTS 4.3% OF NATION'S GDP & 5.2 MILLION JOBS

U.S. Bureau of Economic Analysis reports that nationally the arts and culture sector was a **\$919.7 billion industry** in 2019, representing **4.3%** of the nation's GDP, **5.2 million jobs**, and total compensation of **\$466 billion**.

Source: U.S. Bureau of Economic Analysis, 2019 (Prior to COVID-19 pandemic)



**BONUS:** In 2019, U.S. exports generated a \$33 billion arts trade SURPLUS.

## OREGON ARTS FACTS

### OREGON ARTS & CULTURE SECTOR REPRESENTS 3.6% OF STATE'S GDP & 69,549 JOBS

U.S. Bureau of Economic Analysis reports that the arts and culture sector contributed **\$9.5 billion** to Oregon's economy in 2019, representing **3.6%** of the state's GDP, **69,549 jobs**, and total compensation of **\$4.8 billion**.

Source: U.S. Bureau of Economic Analysis, 2019 (Prior to COVID-19 pandemic)



**BONUS:** In 2019, OR arts and culture was also larger than the Mining industry.

## LOSS OF REVENUE AND JOBS (Commercial & Nonprofit Arts Organizations Combined)

Nationally, COVID-19 has devastated creative economy businesses with a loss of **\$150 billion** in revenue. In addition, creative workers made up **52% of the unemployed population** (2.7 million people) through July 2020.

Source: Brookings, **Lost art: Measuring COVID-19's devastating impact on America's creative economy**, 2020.

**\$150B**  
LOST REVENUE & **52%**  
OF UNEMPLOYMENT

In Oregon, COVID-19 has devastated creative economy businesses with a loss of **\$1.6 billion** in revenue. In addition, creative workers made up **64% of the Oregon unemployed population** (43,332 people) through July 2020.

Source: Brookings, **Lost art: Measuring COVID-19's devastating impact on America's creative economy**, 2020.

**\$1.6B**  
LOST REVENUE & **64%**  
OF UNEMPLOYMENT

## ECONOMIC IMPACT OF NONPROFIT ARTS ORGANIZATIONS & THEIR AUDIENCES

Nationally, the nonprofit arts industry alone generates **\$166.3 billion in economic activity** annually that supports **4.6 million jobs** and generates **\$27.5 billion** in federal, state, and local government revenue.

- Spending by arts audiences generated **\$102.5 billion** to local businesses.

Source: Americans for the Arts, **Arts & Economic Prosperity 5**, 2017.

**NONPROFIT ART ISA** **\$166.3** BILLION **DRIVER OF OUR NATIONAL, STATE & LOCAL ECONOMY.**

In 2015, nonprofit arts organizations in the state generated **\$687 million in economic activity** annually that supported **22,299 jobs** and generated **\$53 million** in state and local government revenue.

- In **Greater Portland Area**, nonprofit arts groups generated **\$364.1 million** in economic activity. Audiences of 9.9 million people added another **\$323.0 million** in related spending for a total of **\$687.0 million** for the city in 2015, and this generated **\$43.3 million** in local and state government revenues.

Source: Americans for the Arts, **Arts & Economic Prosperity 5**, **OR** and **Greater Portland Area** reports, 2017.

**NONPROFIT ART ISA** **\$687** MILLION **DRIVER OF JUST ONE OF OUR LOCAL ECONOMIES.**

## PUBLIC INVESTMENT IN GRANTS TO NONPROFIT ARTS ORGANIZATIONS & ARTISTS

**Q** So how much is the federal government investing in the National Endowment for the Arts (NEA)?

**A** Congress allocated **\$167.5 million** to the NEA in FY 2021, which has been relatively level for the last several years. This amounts to just **51¢** per capita, yet the nonprofit arts industry generates over \$13 billion in federal tax revenue back to the U.S. Treasury. Imagine what nonprofit arts groups could generate with \$1 per capita.

Source: **Americans for the Arts Action Fund**, 2021.  
Read: **"Funding The Arts is Good for the Nation,"** *The Hill*, 2015.

**Q** What about Oregon—how much does state government budget to the Oregon Arts Commission each year?

**A** In **FY 20-21**, the state allocated **\$3,084,853** to the Oregon Arts Commission. The Commission also received **\$775,500** in federal NEA funds, which it regranted to dozens of cultural organizations throughout the state. Another **54** nonprofit arts organization received direct grants from the NEA totaling **\$1,597,500**.

Source: **NEA** and **NASAA**, 2021  
Read: **"Nonprofit arts organizations bring \$1.2 million to Northeast Oregon,"** Max Denning, *The Observer*, 2018.

GDP &amp; JOBS

COVID-19 IMPACT

ECONOMICS

FUNDING

**“Oregon art reflects the breadth and beauty of our landscape as well as the diversity and innovation creativity of our citizens.”**

—Christopher Acebo, Chair, Oregon Arts Commission



## OREGON ARTS FACTS

### IN OREGON THE ARTS UNITE US

Every year, engaged Oregonians make an estimated 250,000 donations to local arts and culture organizations!

**THE OREGON ARTS COMMISSION**— Established in 1967, the Oregon Arts Commission works to enhance the quality of life for all Oregonians through the arts by stimulating creativity, leadership, and economic vitality. The Arts Commission became part of Business Oregon (formerly Oregon Economic and Community Development Department) in 1993, in recognition of the expanding role the arts play in the broader social, economic and educational arenas of Oregon communities.

**Executive Director: Brian Rogers**



> [Learn more here.](#)

### ART IN OREGON

- Oregon Arts watch offers a comprehensive overview of cultural activities in the state [here](#).
- Oregon's NPR-affiliate presents a weekly program and podcast highlighting Oregon artists and art [here](#).
- Regional Arts & Cultural Council of Portland's event calendar can guide you to wonderful performances, music, and art exhibits [here](#).

### OREGON ART ORGANIZATIONS

Oregon Museums Association

[oregonmuseums.org](http://oregonmuseums.org)

Oregon Art Education Association

[oregonarted.org](http://oregonarted.org)

### CULTURAL ADVOCACY COALITION (CAC)

Our mission is to increase ongoing public investment in arts, heritage and the humanities. Volunteers serve on the Board of Directors and include representatives from a broad number of interests to best represent the diverse mix of Oregon's cultural community.

**President: J.S. May**



> [Learn more here.](#)

> [Join here.](#)

### THE ARTS ARE EVERYWHERE!

- Oregon's must-experience arts event is the Oregon Shakespeare Festival in **Ashland**, where visitors enjoy world class plays amid stunning scenery and fine Northwest cuisine.
- Pickathon, the "biggest little music festival in the Northwest," is a truly unique multi-day outdoor music experience at the beautiful Pendarvis Farm in **Happy Valley** (just outside of Portland).
- No surprise that Wordstock, the largest literary festival in the Pacific Northwest, takes place in **Portland**, home to the world-renowned Powell's Books.
- The Sisters Folk Festival is an annual three-day roots music festival held in **Sisters, Oregon**, near Bend the weekend after Labor Day.
- Literary lore meets music and epic storytelling during the FisherPoets Gathering in **historic Astoria**. It's a grand gathering of writers, poets, musicians and artists.
- Pianist Hunter Noack transports his piano on a flatbed truck for "In A Landscape: Classical Music in the Wild," presented in some of the state's most awe-inspiring and remote destinations.
- Every summer dozens of writers gather near Eastern Oregon's beautiful **Wallowa Lake** for workshops, panel discussions, open mic readings, and breakout sessions as part of Summer Fishtrap.

**To View the Top 10 Reasons to Support the Arts, [Click Here.](#)**

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To download this factsheet, "Why the Arts Matter in Oregon," with corresponding resource links visit [www.ArtsActionFund/StateFactsheets](http://www.ArtsActionFund/StateFactsheets)

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