

PRIORITY:
ARTS & CULTURE

FIRST 100 DAYS

GOAL	ACTIVITIES	OUTCOMES
<p>Appoint an Arts and Culture Cabinet</p>		<p>In Progress. We held the second annual joint board meeting with the board of directors of Northwest Business for Culture and the Arts and the Regional Arts and Culture Council in February 2009 for both organizations to become more familiar with each other’s work, strategic plans, messaging, and we highlighted the Creative Action Plan. The last two years of work from an existing Strategy and Steering Committee for the Creative Capacity Strategy has been vetted and in collaboration with RACC, CAN, Metro Councilor Carlotta Collette and Washington County Commissioner Dick Schouten was published on April 13 in the comprehensive “Act for Art: A Creative Action Plan for the Portland Metropolitan Region.” We are currently in the process of working with RACC, CAN, NWBCA, PDC and regional elected officials to organize a Regional Steering Committee (versus the originally envisioned Arts Cabinet for the City) whose role is oversight of the Creative Action Plan. This Committee will be co-chaired by Washington County Commissioner Dick Schouten, Metro Councilor Carlotta Collette and Mayor Sam Adams.</p>
<p>Include regional representatives from student groups, artists, business, non-profit organizations and academia</p>	<p>a) Appoint Sub-Cabinet Committees:</p> <ul style="list-style-type: none"> i) Visual Arts ii) Performing Arts iii) Creative Industries iv) Literary Arts v) Venues/Festivals/Museums 	<p>Not completed.</p>

GOAL

ACTIVITIES

OUTCOMES

vi) Arts Education

Build broad-based coalition into an effective advocacy coalition

Work on the local and national level to increase the visibility of the problem and support for solutions

✓ Completed. Regionally we are building momentum toward a dedicated funding mechanism for arts and culture as demonstrated with the publication of the collaborative Creative Action Plan and an April regional town hall with almost 400 attendees. Council adopted the Creative Action Plan on April 29, 2009. 10,000 copies of Action Plan are being distributed throughout the region. [Read the article.](#)

a) Fund Creative Advocacy Network

✓ Completed. 100k proposed in Mayor's FY 09/10 budget. [OregonLive: Arts groups plead for city money at Portland council meeting](#)
[PORT: CAN can at Creative Capacity Town Hall](#)

b) Meet with 25 Arts and Culture Organizations spanning Visual Arts, Performing Arts, Creative Industries, Literary Arts, Venue/Festival/Museum, Arts Education

✓ Completed. From Literary Arts organizations, Art Education Advocates, and Gallery Owners to Comic Book Illustrators, Film Production Companies, and Regional Cultural stakeholders, we have exceeded our goal of 25 organizations--a full list is available upon request. Our meetings were site visits, check in's during the economic crisis, specific issue-related, and/or centered around the Creative Action Plan and CAN's work to educate around moving forward a dedicated funding mechanism for arts and culture in the Tri-County area.

c) Work with Cultural Advocacy Coalition to support arts state legislative request and establish workplan for pursuing federal advocacy

Completed. From passage of the Federal Economic Stimulus Package with NEA funding finally included, the Mayor's visit for National Arts Advocacy Day in Washington D.C., letters to Salem and testimony with MERC Commissioners (pending May 27), we are seeing progress on federal legislation in support of artists individually as well as further investment in our region regarding film and arts access.

GOAL

ACTIVITIES

OUTCOMES

d) Participate in Oregon 150 celebration



Completed. In Collaboration with Cascade AIDS Project, the Mayor participated in a “Day of Service” as part of the “Take Care of Oregon” Days to commemorate Oregon’s 150th Birthday or Sequensentennial. Article here: [OregonLive: HIV-positive volunteers clean up Portland Park Blocks, hoping visibility helps others](#)

Complete Creative Capacity Strategy



Completed. Release of Action Plan, April 13, 2009

Guided by the Arts and Culture Cabinet

a) Co-create Creative Industries portion of Annual Portland Economic Summit to review progress and pledge annual commitments to reach the goals of the ‘Creative Capacity Strategic Plan’



In progress. Our future work on link between Arts & Culture education and access and the future brand and economic development of creative industries is articulated in the Creative Action Plan and oversight will be by Regional Steering Committee. The City’s Economic Development strategy will publish in the near term and highlight specific strategies around economic development in apparel and design.

b) Establish process and goals for integration of public art in the Portland Plan

Not completed.

c) Explore feasibility of establishing a city office that coordinates community spaces, markets, supports the community’s creative assets and attracts additional resources into the area

Completed. Our regional work with RACC, NWBCA, CAN, PDC, and Travel Portland respectively is the right approach. The Creative Action Plan lays out a 2-5 year strategy for better coordination of our arts and culture work, culture tourism, arts education and the links to economic development.

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d) Work with RACC and artists to determine market need for a website dedicated to being a central resource and calendaring tool for Portland's art community



Completed. Market need determined by interviewing private sector leaders who develop online culture hub websites in the Portland area. Next steps will be a stakeholder survey, presentation and focus groups on developing a social networking hub.

e) Work with RACC to update inventory of performing arts venues and venue needs



Completed. Existing data from RACC, Travel Portland, Portland City Planning Bureau, Mayor's office updated. Next steps include sending out a survey to existing venues to add additional tabs of information including handicap accessibility and OLCC licensing among other data requests. Post 100 Days--Coordinate with RACC/BPS to develop portal for information.

f) Work with Portland Development Commission and Economic Development staff to establish points awarded for aesthetic innovation in urban design for development bidding process and review related role and procedures



Completed. After meetings and research changes are being made to the PDC RFP process: PDC will review all place-making RFPs through a marketing matrix, that not only focuses on the specific project, also the RFP will focus on a way to market the Portland brand to solicit more interest in the city and other opportunities. The teams reviewing RFP responses will include at least one member from the design community. Additionally all RFPs will have a section focusing on Portland's design and creative sector and a section to focus on the importance of design excellence as one of the criteria for selection. Benchmarks are the changes to the RFP template language, roundtable meetings with the design community, developing a list of members of the design community that will serve on RFP review panels. RFPs will reference the Economic Development Strategy and will specifically call out how economic development work in the design cluster interacts with our vision of aesthetic innovation in city-funded development.

GOAL

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g) Foster progress of Mural Working Group and synthesize public and design commission recommendations into draft code



Completed. Planning Commission approved recommendations on May 12, 2009. First possible date to go to Council is JUNE 24th. Blog post to include all related supportive materials: Admin rules, code, resources, etc. Articles at:
[Portland Tribune: City may relax rules on murals](#)
[Portland Tribune: Larger than life](#)
[Daily Journal of Commerce: City eyes new approval process for public murals](#)

Establish workplan for Launch of Annual Creative Capacity Summit



Completed. The Creative Action Plan lays out 3 goals and 9 strategies for increasing the Creative Capacity of our metropolitan region. A Regional Steering Committee will be overseeing these goals and strategies and the 4th quarterly meeting will be a public meeting or summit with benchmark updates.

Provide community-wide accountability of annual arts and culture improvements based on the Creative Capacity Strategy



Completed. Regional Creative Action Plan [adopted by Council April 29, 2009](#) and presented in collaboration with RACC, CAN, Metro Councilor Carlotta Collette and Washington County Commissioner Dick Schouten. RACC's State of the Arts address highlight the Creative Capacity Strategy (the Action Plan's precursor) adopted by Council March 12, 2009: [State of the Arts Blogpost](#) and an article is at: http://www.oregonlive.com/portland/index.ssf/2009/03/arts_groups_plead_for_city_mon.html
[REPORT *Accept Report Act for Art: The Creative Action Plan for the Portland Metropolitan Region](#) (Agenda Item 503, April 29th)

GOAL

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Promote Right Brain Initiative



Completed. Program of RACC. This spring marks the pilot year for Right Brain, a Progress Report with all deliverables being highlighted at a May 20th community event: 20 schools participated and hundreds of volunteers and education leaders participated. RBI is included in Mayor's proposed budget for 200k. (Progress report to be presented to Council midsummer.) Joint strategies to be explored pending evaluation of Youth Corps and RBI pilot programs.
[Right Brain Initiative Progress Report](#)
[OregonLive: Arts groups plead for city money at Portland council meeting](#)

Explore joint strategies between Right Brain Initiative and Mayor's Education team on cutting dropout rate

Promote Work for Art



Completed. Program of RACC. In addition to the work that we are doing to educate and train internal City staff who work with business owners on a daily basis, we are continuing to explore strategies like inter-office challenges, viral video and window stickers for participating businesses. Spring campaign will be finished in July--RACC has already exceeded targets by 3k. Campaign goal is 650k, and that's a 15% increase over last year (national average for workplace giving program increases is 5%). In the fall-January campaign, 42% increase in new donors.

Explore joint marketing and outreach strategies with Economic Development team to encourage business participation

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In addition to 100 Days Plan

- a) Working with the Governor's Office of Film and Television, the Office of Film and Video at the Portland Development Commission, and the offices of Commissioners Leonard and Saltzman to identify specific needs for the TV series "Leverage."

[OregonLive: Cable TV show 'Leverage' to film its second season in Portland](#)

[The Atlanta Journal-Constitution: Record stores find ways to scratch a niche](#)