

Exhibit A:
Regional Arts & Culture Council (RACC) Performance Measures

Objective #1: As outlined in these agreements, promote and administer arts and culture matters for the City of Portland (City).

To ensure proper oversight, RACC will:

- A) Report annually on the art and culture efforts outlined in the Agreement for Services. This includes annual reporting of all proposed and ongoing arts and culture projects and services and work with city bureaus in the public art program.
- B) Report annually to City Risk Management with regard to the public art collection, to ensure proper insurance coverage.

Objective #2: Strengthen the City's arts and culture through related advocacy, promotion, technical assistance and professional development grants to artists, non-profit arts organizations, and public art commissions. RACC will provide grants to for profit businesses if funding becomes available and both the City and RACC agree to the project parameters.

To ensure results, RACC will:

- A) Report annually on dollars awarded to grantees, the combined budget (purchasing and payroll power) of those grantees, the economic impact of grantees and the audiences of grantees.
- B) Report annually on applications received, grant approval processes, guidelines and criteria for selection for operating support, project and technical assistance grants.
- C) Evaluate applications and award grants of for non-forecasted arts facility growth, cultural events and other unforeseen one-time needs.

Objective #3: Advocate for the arts and culture at the local, regional, state, and national level.

To measure advocacy efforts, RACC will:

- A) Report annually on advocacy activities which may include public forums, media outreach, formal and informal and community planning for arts and cultural development. Include quantitative and qualitative analysis of advocacy activities.

- B) Establish benchmarks and report annually on participation in the workplace giving program, including promotional efforts, total dollars raised, future goals and plan for growth.
- C) Submit an annual legislative priority list to the City of Portland's Liaison to RACC to be considered by the City Council and the Office of Government Relations.

Objective #4: Seek to make the arts and culture a part of every child's education.

To measure progress, RACC will:

- A) Report annually on dollars spent on arts education grants, projects and number of students served through those grants and the methodology, guidelines and criteria for selection.
- B) Report annually on arts education advocacy participation in forums, curriculum development and outreach.

Objective #5: Involve citizens in decision making at all levels.

To measure citizen involvement, RACC will:

- A) Report annually on citizen involvement including composition and decisions of all review panels and selection committees.
- B) Conduct and report a minimum of one survey every five years of grant recipients and grant applicants to gauge satisfaction with grant process, community and diversity outreach and advocacy.
- C) Share with the City of Portland, Metro, Multnomah, Washington, and Clackamas Counties the results of research and surveys conducted to determine the needs of the city and region in arts and cultural development.

Objective #6: Build equal access to and diversity in local arts and culture

In order to build diversity in the arts, and increase outreach to culturally diverse populations, RACC will:

- A) Maintain composition of Board of Directors, grants review panels and selection committees that reflects the diversity of the City and region's population. Educate board members, grant review panels and selection committees about equity issues.
- B) Conduct and report annual outreach to identify partnership opportunities with groups and organizations serving culturally specific populations. Develop inclusive

outreach strategies and achieve socio-demographic equity in grant-making, activities using best practices to dedicate funds to culturally specific local arts and cultural activities, artists, non-profit organizations, and public art commissions. Actively solicit input from diverse populations and artists on barriers to their full participation in RACC programs and opportunities and work to eliminate such barriers.

In order to build diversity in the arts, and increase outreach to culturally specific populations, RACC will:

(C) Provide grants and services that over time proportionately reflect the vibrancy and diversity of various cultures in the City of Portland. The City has established an aspirational goal of investing 30% in culturally specific promotions, advocacy, outreach and grantmaking. RACC will meet that goal by:

- expanding existing outreach efforts and partnerships;
- internally tracking diversity data on all grants and public art applicants,
- tracking demographic information for Right Brain Initiative providers, teachers and students;
- asking that all grant recipients provide a plan for reporting culturally specific programming, outreach to diverse populations and audience development.

In order to measure the success of its efforts to build diversity and increase cultural outreach, RACC will:

- A) Report annually on its culturally-specific results.
- B) Develop accurate methods to collect and report on its and all information about culturally specific efforts in local arts and culture initiatives.
- C) Assess goals and measureable progress on a yearly basis.

Objective #7: Manage arts & culture information resources.

To measure the success of these information resources, RACC will:

- A) Report annually on the public's use of print and/or electronic resources in five focus areas:
 - i. Neighborhood Arts including available community arts programming;
 - ii. Arts Education including programs, services and resources;
 - iii. Public Art including location, description, photograph and history;
 - iv. Funding resources including other granting and funding resources; and,
 - v. Individual public forums, discussions and panels sponsored or attended by RACC

