



Oregon Cultural Trust  
2019-21 Presentation  
House Committee on Revenue  
House Bill 2132

# Oregon Cultural Trust

- Economic Impact
- Trust Programs
- Donation and Tax Credit Process
- Impact stories



# Arts & Culture Impact in Oregon

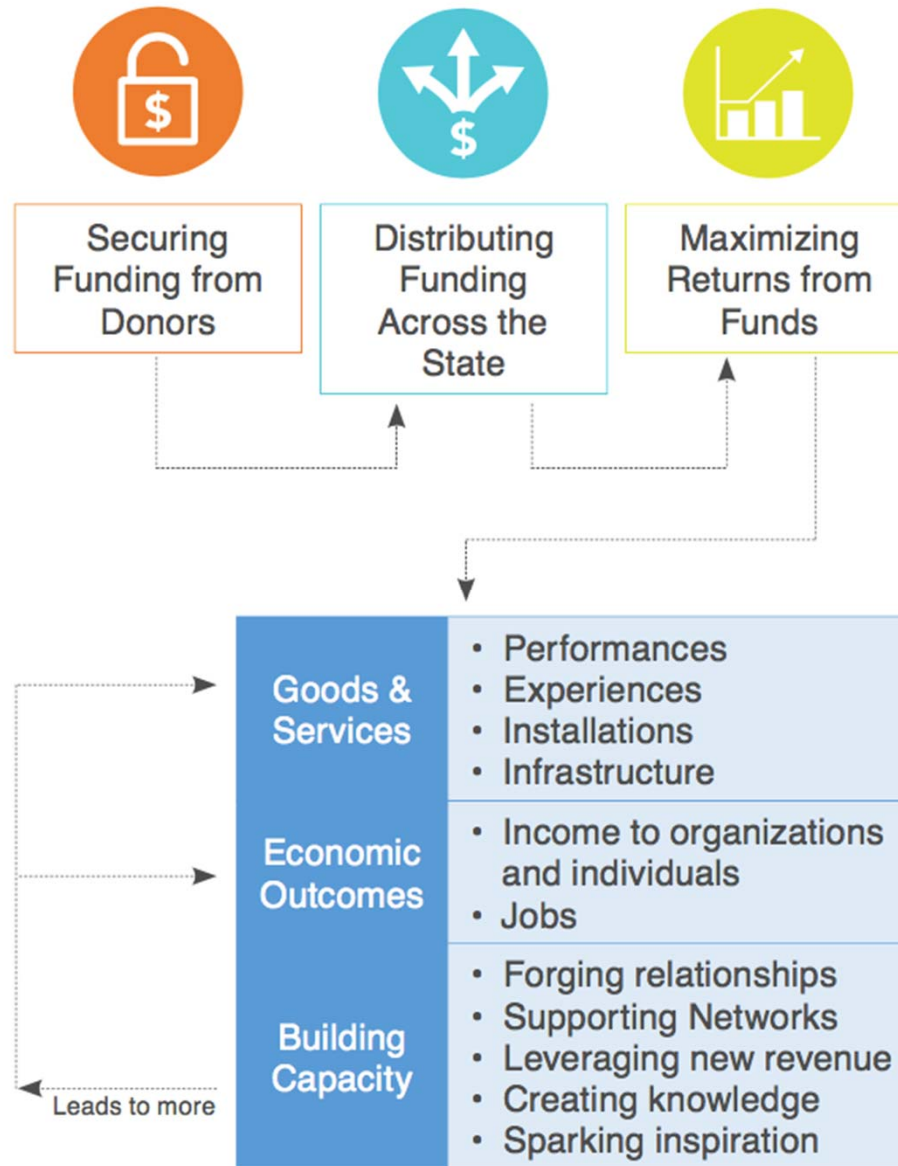


- Economic Impact
  - Total Industry Expenditures is **\$364 M**
  - Full-Time Equivalent Jobs is **13,939**
  - **9.9 M** in total attendance at arts and cultural programs
  - Total spending by attendees totaled **\$323 M** (excluding the cost of event admission)
  - **36,750** volunteers donated a total of **1.6 M** hours = **\$37.5 M** value

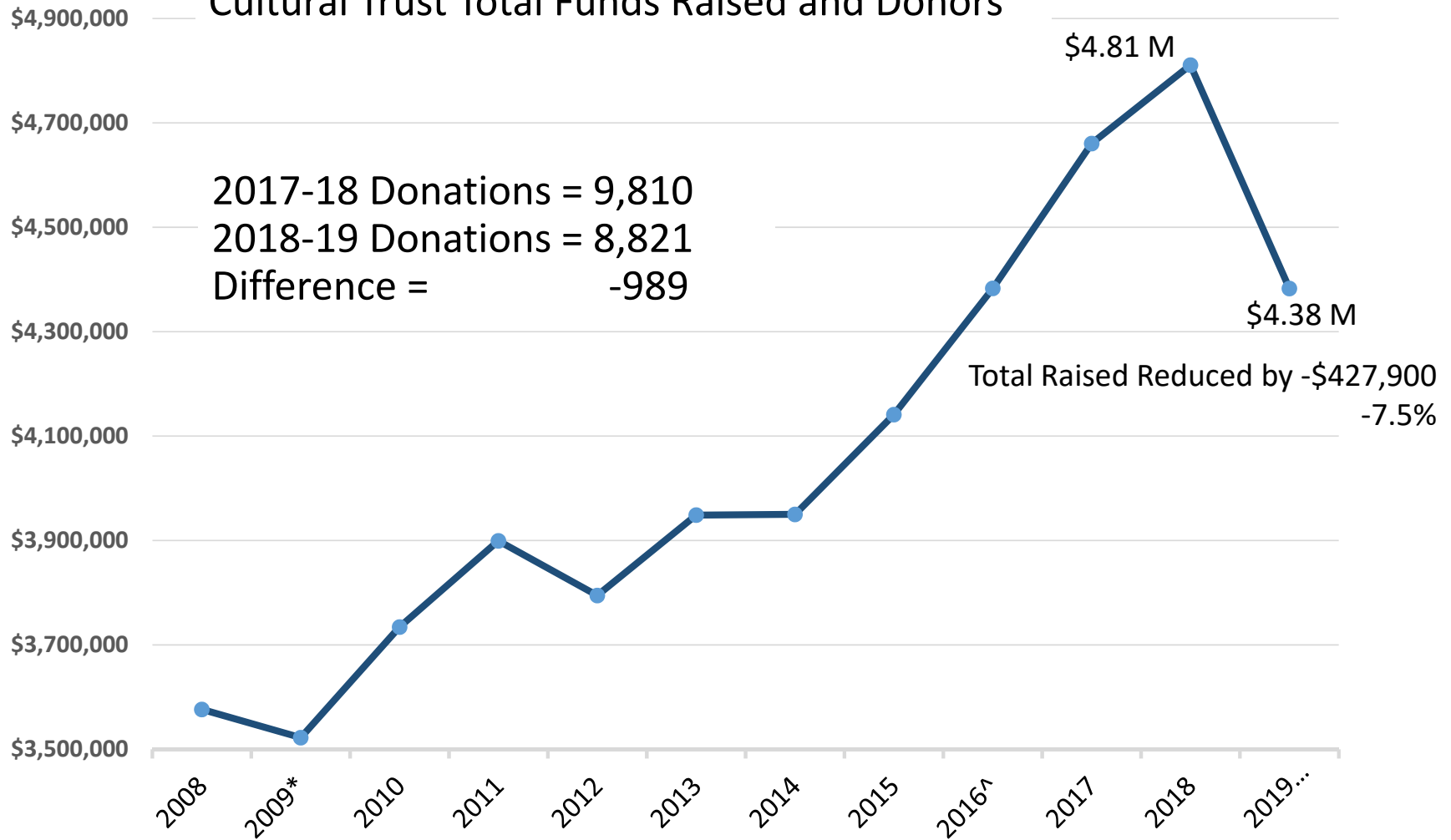
# Cultural Trust



- Raised **\$4.8 M in 2018**
  - 8,810 contributions
  - 13,169 cultural license plates issued, raising \$374,000 (26,694 plates registered total)
- Awarded **\$3M** in Fiscal Year **2019**
  - 177 direct awards in the Cultural Development Program
  - 45 County and Tribal Cultural Coalitions (473 local projects last FY)
  - 5 Statewide Cultural Partners
- Permanent Fund added **\$1.8M in 2018**, total \$27M.



## Cultural Trust Total Funds Raised and Donors



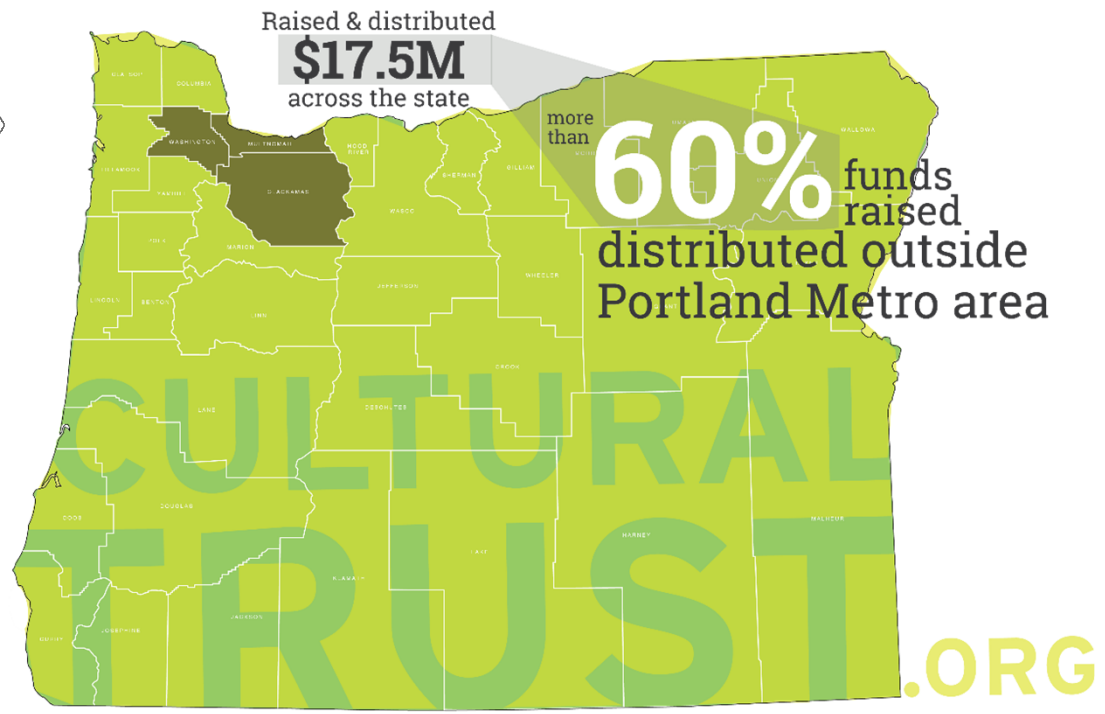
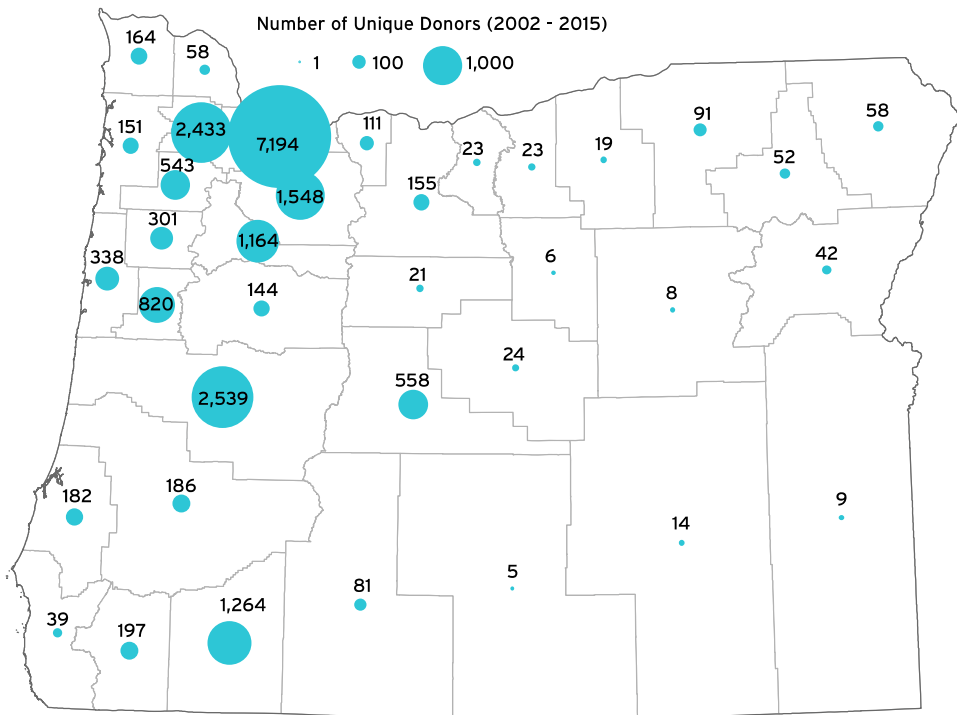
# Cultural Trust



Possible reasons for decrease from last year

- **Federal Tax Reform**
  - Charitable giving rose **1.6** percent in 2018; growth was expected at **3 percent to 5** percent a year.
  - Donor Advised Funds and donors “doubled down”
- **Reduction in marketing and promotion budget**
  - In FY 2017 the marketing budget was \$420,000  
In FY 2019 it was \$195,000 which is a **reduction of -\$225,000**

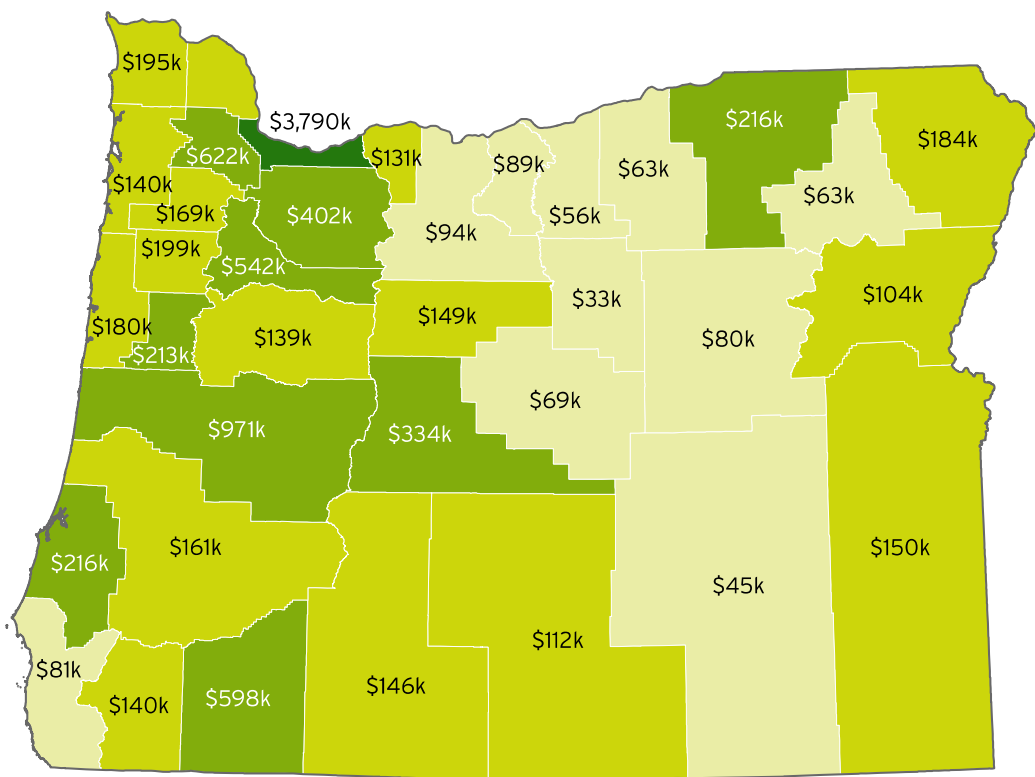
Source: National Council of Nonprofits, March 2019



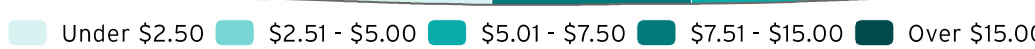
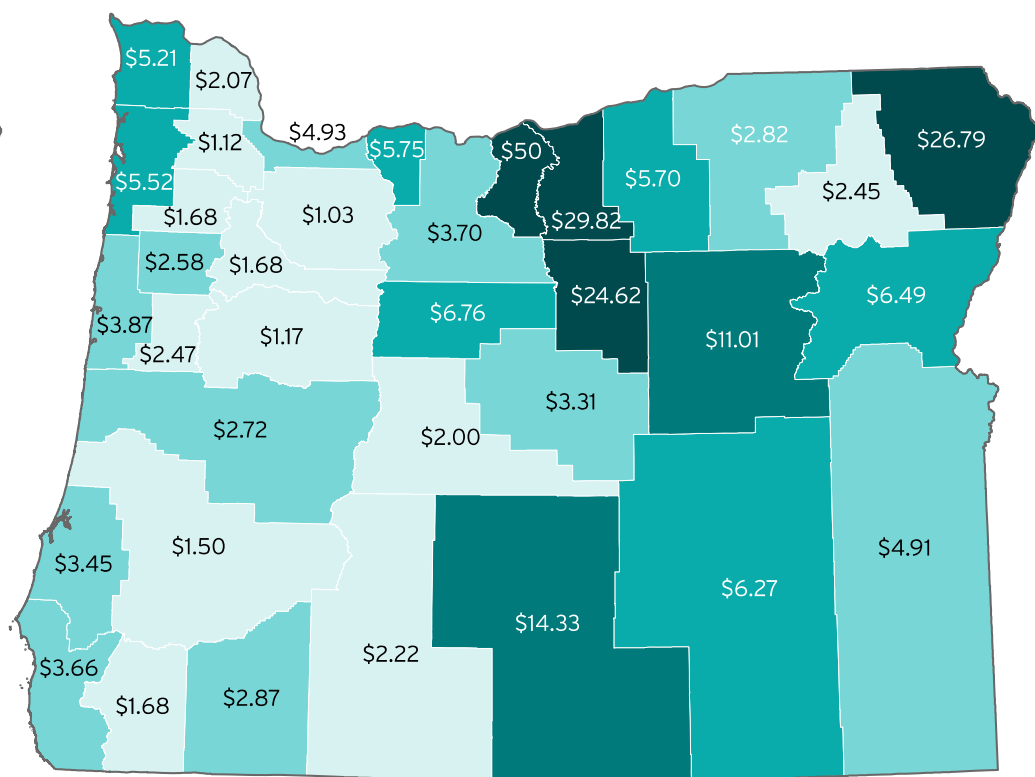
Cultural Trust donor data from 2006-2016 was used for this report.

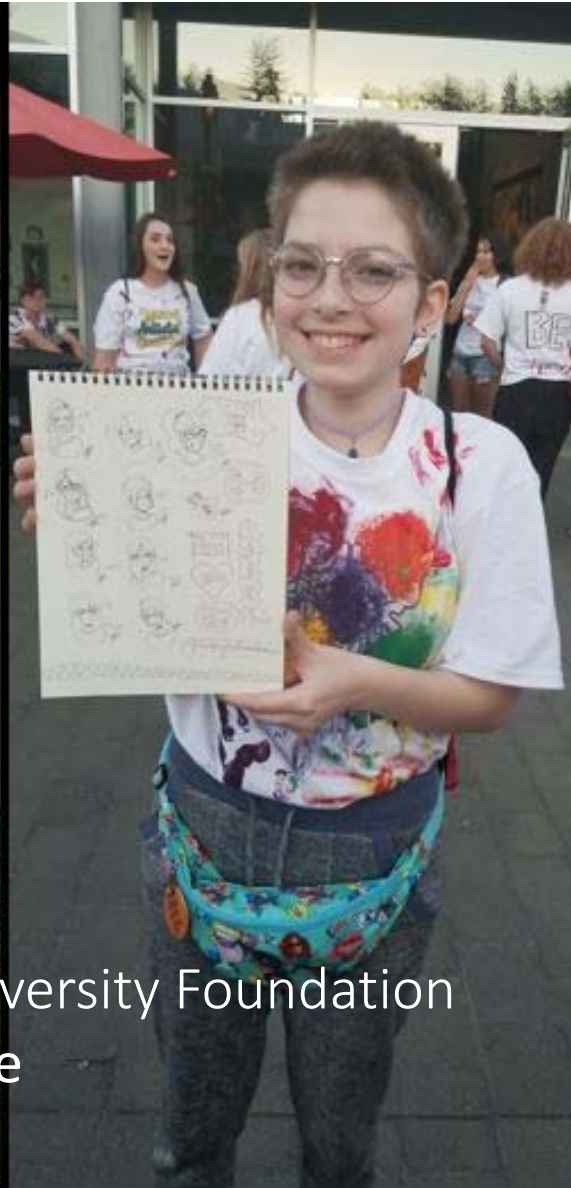


Cultural Trust Grant Awards by County 2006 to 2016



Cultural Trust Grant Awards per Capita, 2006 to 2016





Southern Oregon University Foundation  
Young Artists Institute  
Ashland, Oregon



# Eastern Oregon Regional Theatre

Baker City, Oregon



CULTURAL  
TRUST