



OREGON CULTURAL TRUST

ORS 359.400 TRUST FOR CULTURAL DEVELOPMENT

Brian Rogers, Executive Director



business
oregon



Oregon Arts Commission

Commission Meetings
Contractors
Personnel
Travel

Shared Services

Audits
Contracting
Fiscal Office
Human Resources
Technology

Office Expenses
Personnel

Oregon Cultural Trust

Board Meetings
Contractors
Personnel
Marketing & Communications
Travel

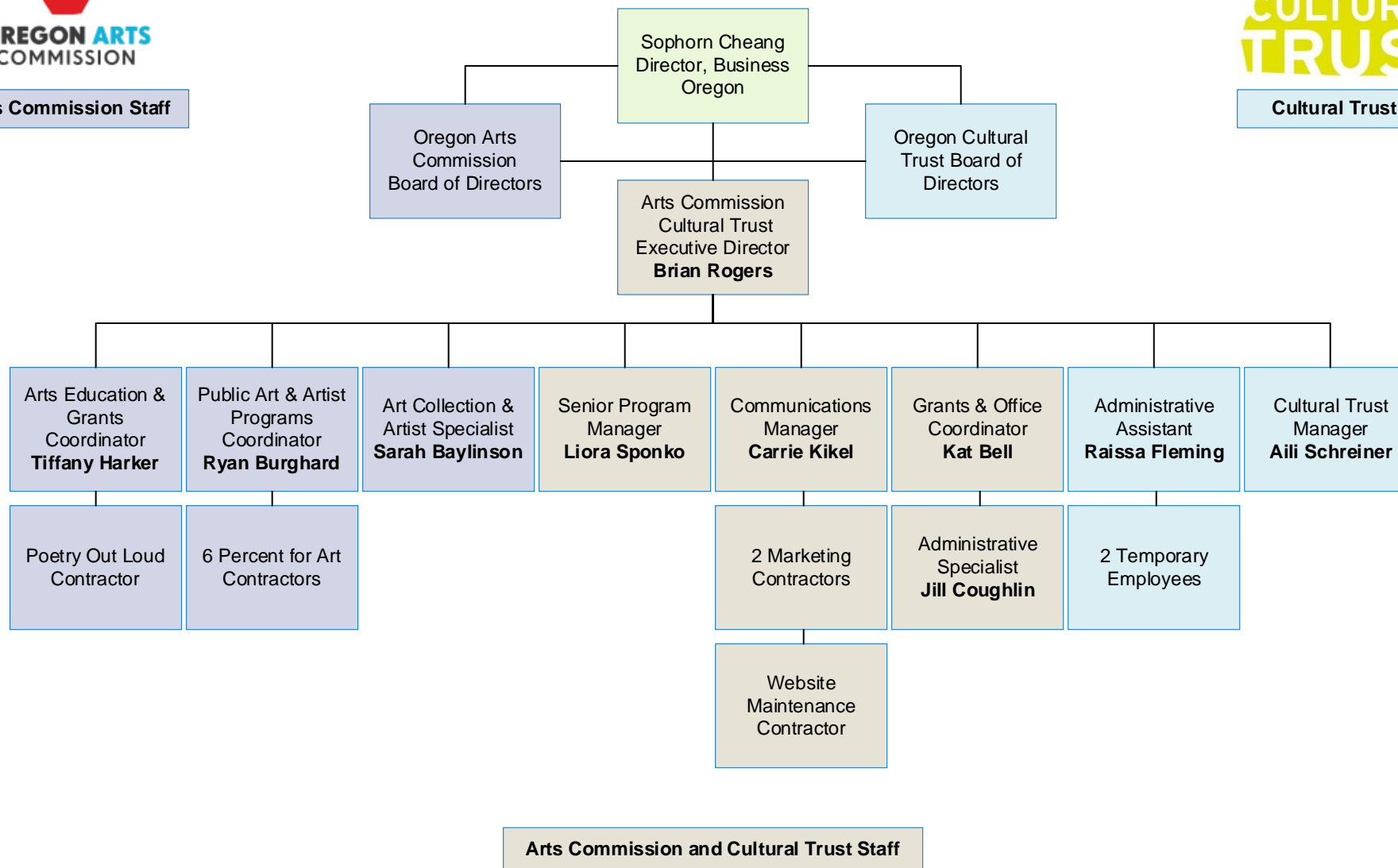




Arts Commission Staff



Cultural Trust Staff



Arts Commission and Cultural Trust Staff



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

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.

- **Created in 2001 by the Oregon Legislature**
- **No other state provides a 100% tax credit for cultural donations**



Culture Defined

Arts, Heritage and Humanities

- Arts
- Museums
- Historic Building Preservation
- History, historical societies
- Indigenous traditions, languages
- Heritage activities
- Gardens and zoos
- Cultural events, fairs and festivals
- Culturally-specific nonprofits
- Commemorative community events



Image: Salem Multicultural Festival



How the Trust Works

Oregonians donate to one or more of the registered 1,500+ cultural nonprofits.

Matching donation to the Cultural Trust, 100% state tax credit.

\$500 for individuals

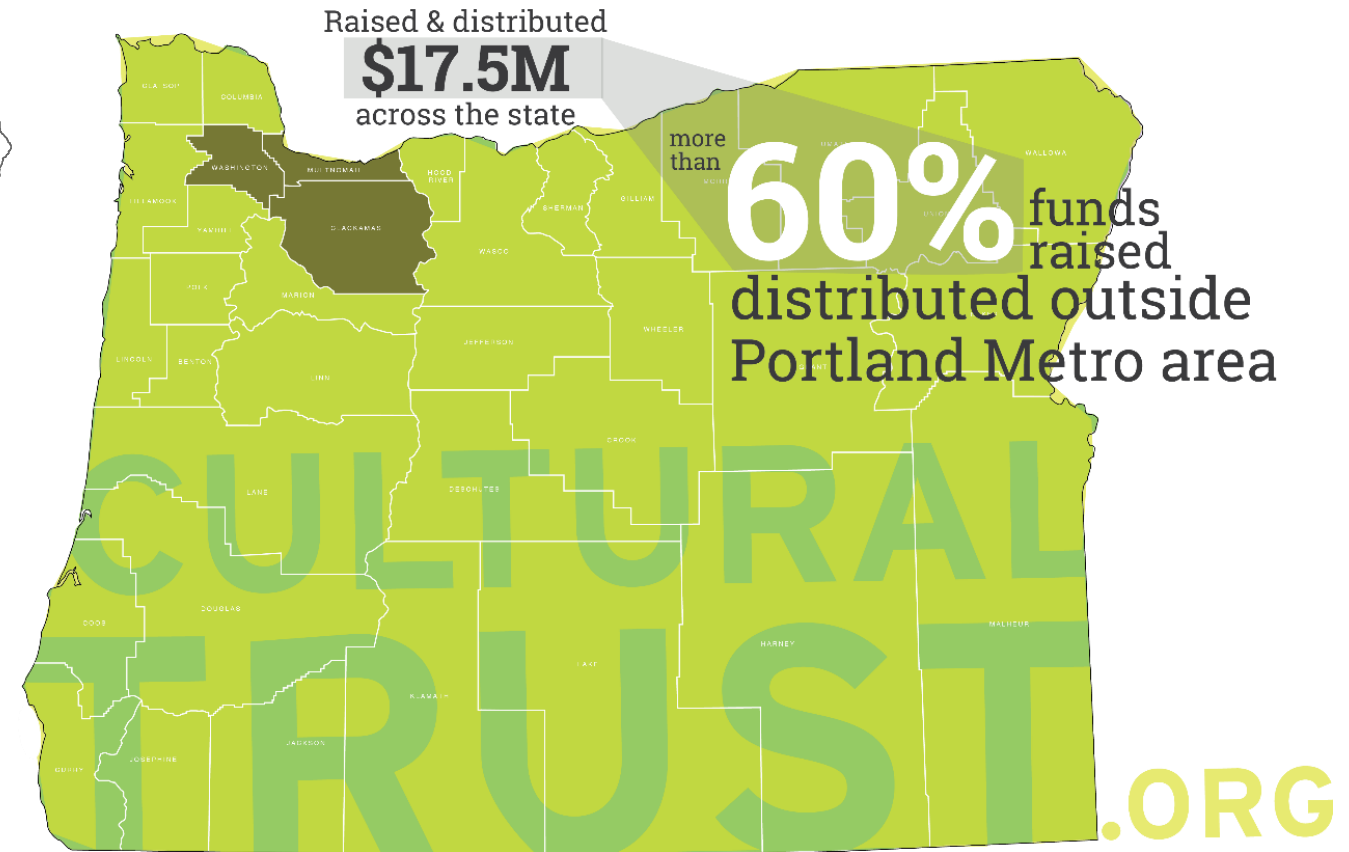
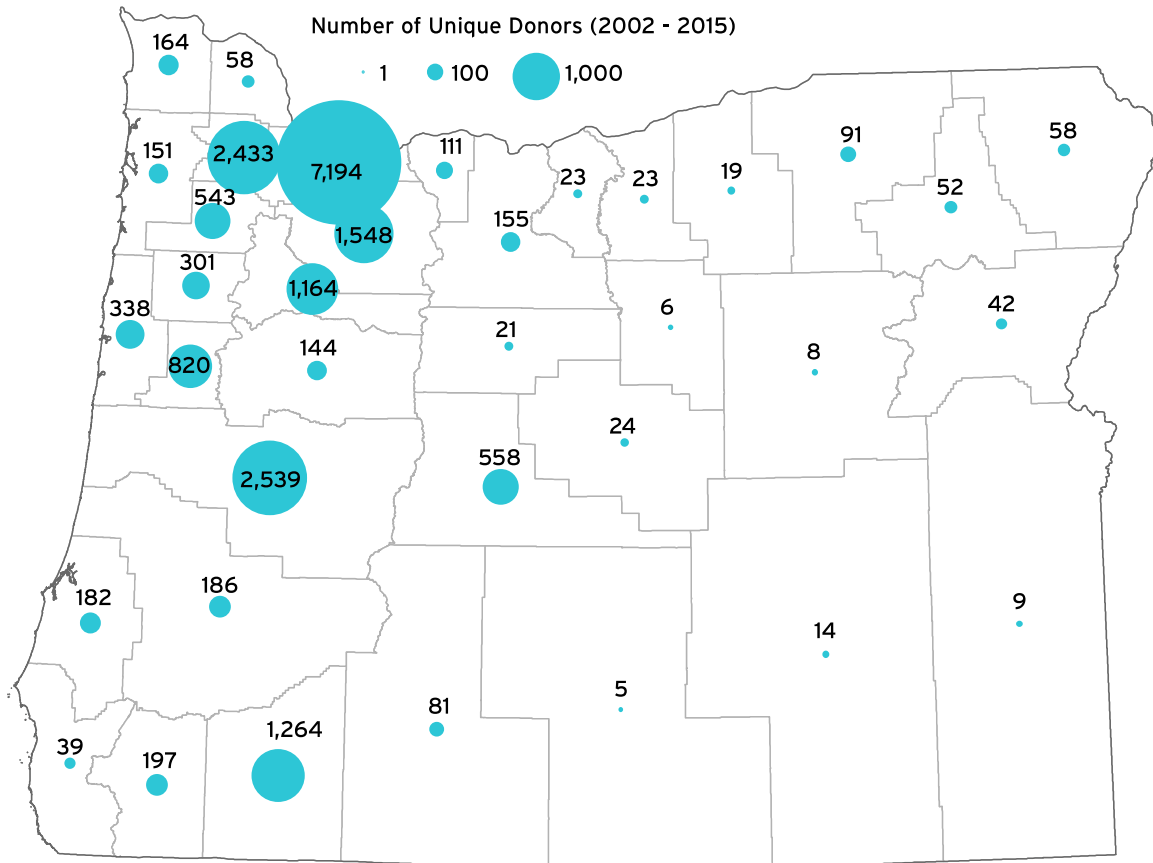
\$1,000 for couples filing jointly

\$2,500 for C-class corporations

11,000 donations

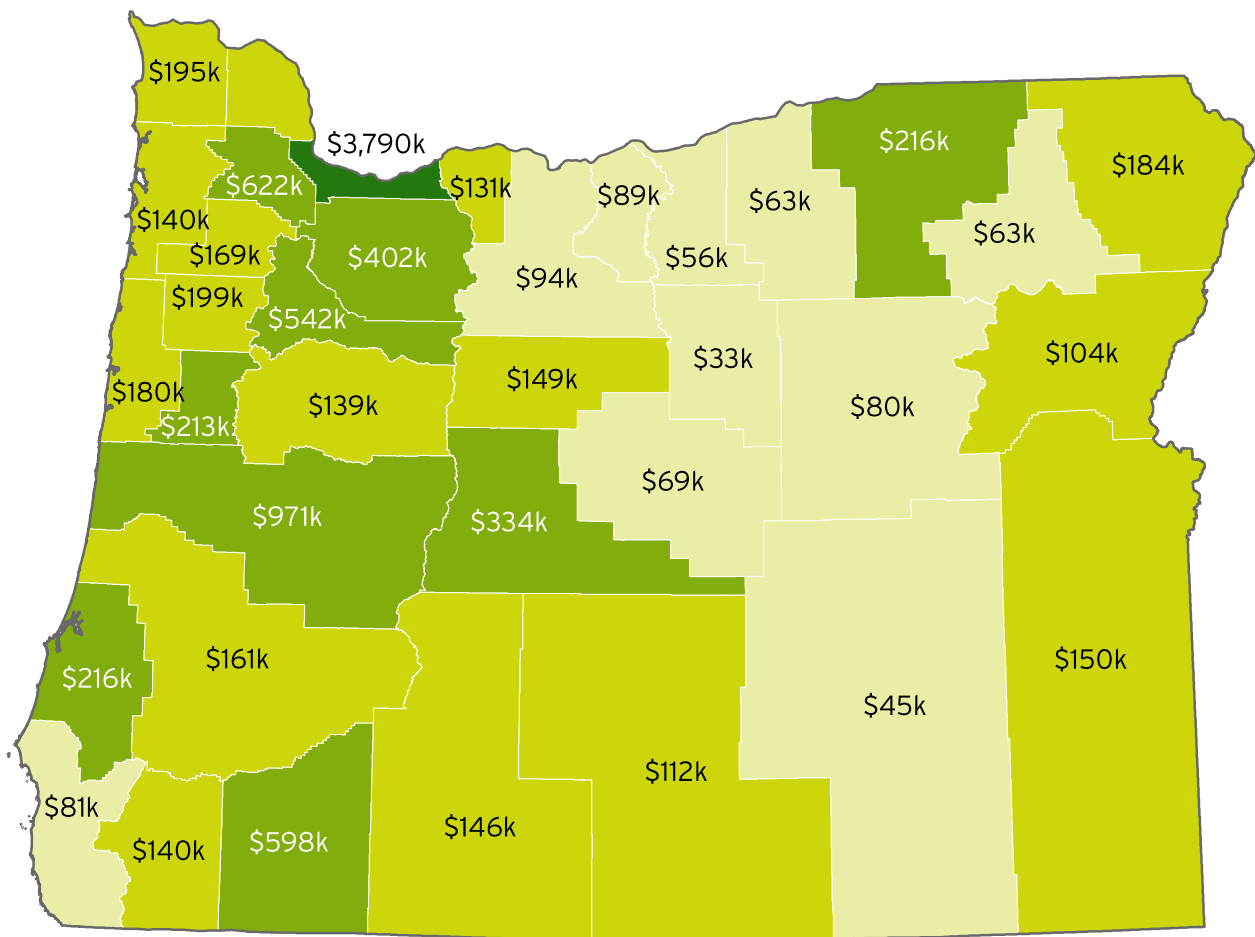
Annually raise over \$5.5 million





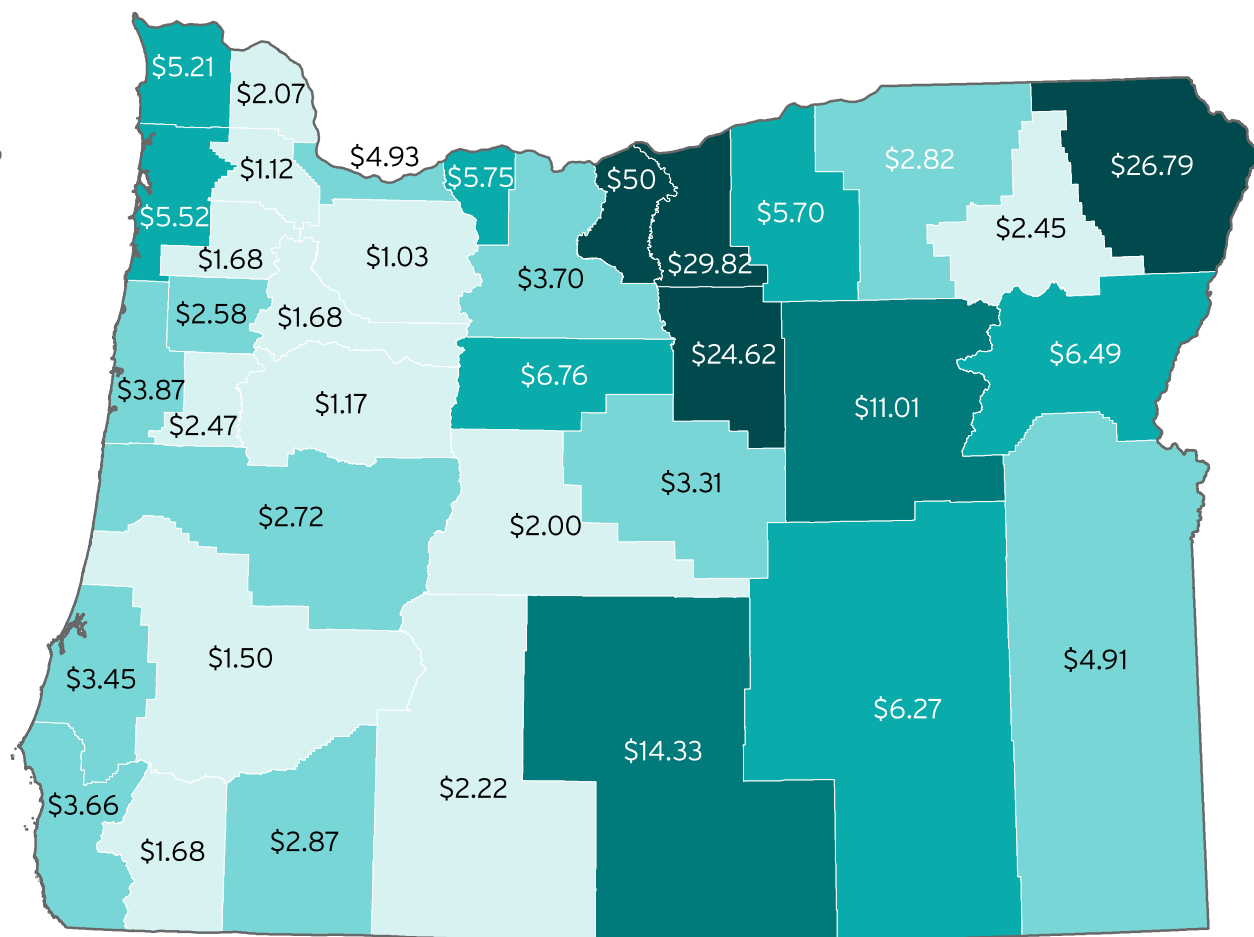
Cultural Trust donor data from 2006-2016 was used for this report.

Cultural Trust Grant Awards by County 2006 to 2016



Under \$100k \$100k - \$200k \$200 - \$1 million Over \$1 million

Cultural Trust Grant Awards per Capita, 2006 to 2016



Under \$2.50 \$2.51 - \$5.00 \$5.01 - \$7.50 \$7.51 - \$15.00 Over \$15.00



Allocations

40% \$2.6m are allocated to the Cultural Trust Permanent Fund.

60% \$3.4m of the funds raised are distributed to the cultural field.

Grantmaking Programs

- Partner Agencies
- Cultural Development Grants
- 36 County Coalitions and 9 Tribes
- Organizational and Professional Development



Portland Japanese Garden



Jayanthi Raman performing a Classical Indian Dance at Rasika.



Partner Agencies

+Oregon Arts Commission +Oregon Heritage Commission +State Historic Preservation Office
+Oregon Humanities +Oregon Historical Society



Encouraging sportsmanship and a sense of community through Comunidad y Herencia Cultural, a first-time FY2022 awardee.



Cultural Development Grants

- Protect and stabilize Oregon's cultural resources;
- Expand public awareness of, access to and participation in quality cultural experiences in Oregon;
- Ensure that Oregon cultural resources are strong and dynamic contributors to Oregon's communities and quality of life; and
- Build an understanding of the value and impact of culture to Oregonians.

Categories

Access, Preservation, Creativity, Capacity





County and Tribal Cultural Coalitions

Oregon's 45 county and tribal Cultural Coalitions are funded directly by the Trust and are unique to the state. Led by dedicated volunteers, each coalition prioritizes community cultural goals and annually distributes seed grants that address the needs of each county. Each county creates a cultural plan and makes grant awards in support of its goals.

Among these are Oregon's nine federally recognized tribes, whose cultural contributions are integral to the region's cultural vitality.





Organizational and Professional Development Program

Strengthens cultural non-profit leadership and organizational effectiveness to better serve Oregon's cultural community.

Poet Laureate

The Oregon Poet Laureate fosters the art of poetry, encourages literacy and learning, addresses central issues relating to humanities and heritage, and reflects on public life in Oregon.

Conversation with Funders

Annual funder workshops and information sessions held around the state.





Cultural Trust Relief Grants

FY 20-21 Coronavirus Relief Funding Cultural Support (CARES) \$25,954,872, allocated from the Oregon Legislature to the Oregon Cultural Trust

- 621 awards to for profit and nonprofit cultural organizations, awards ranged from \$1,446,471 to \$60.
- *Note there was also \$24,045,128 in funding to arts and culture organization in direct line items to large organizations and venues, contracts managed by DAS.*

FY 22-23 American Rescue Plan Act (ARPA) \$50,000,000. This program is currently being rolled out in three categories.

- Small and Community Movie Theatres \$5 M
- Live Event Venues \$30 M
- Live Event Support Industries \$15 M

THE NEW “CELEBRATE OREGON!” LICENSE PLATE



20 YEARS OF THE CULTURAL TRUST

Supporters have made all of this possible:

\$74M+

raised for culture

\$33M+

in a permanent
fund for culture

130,000

Cultural Trust
license plates sold
or renewed

\$25M+

in federal funds
received and
distributed in
2020- 2021

621

organizations
received federal
funds via the Trust

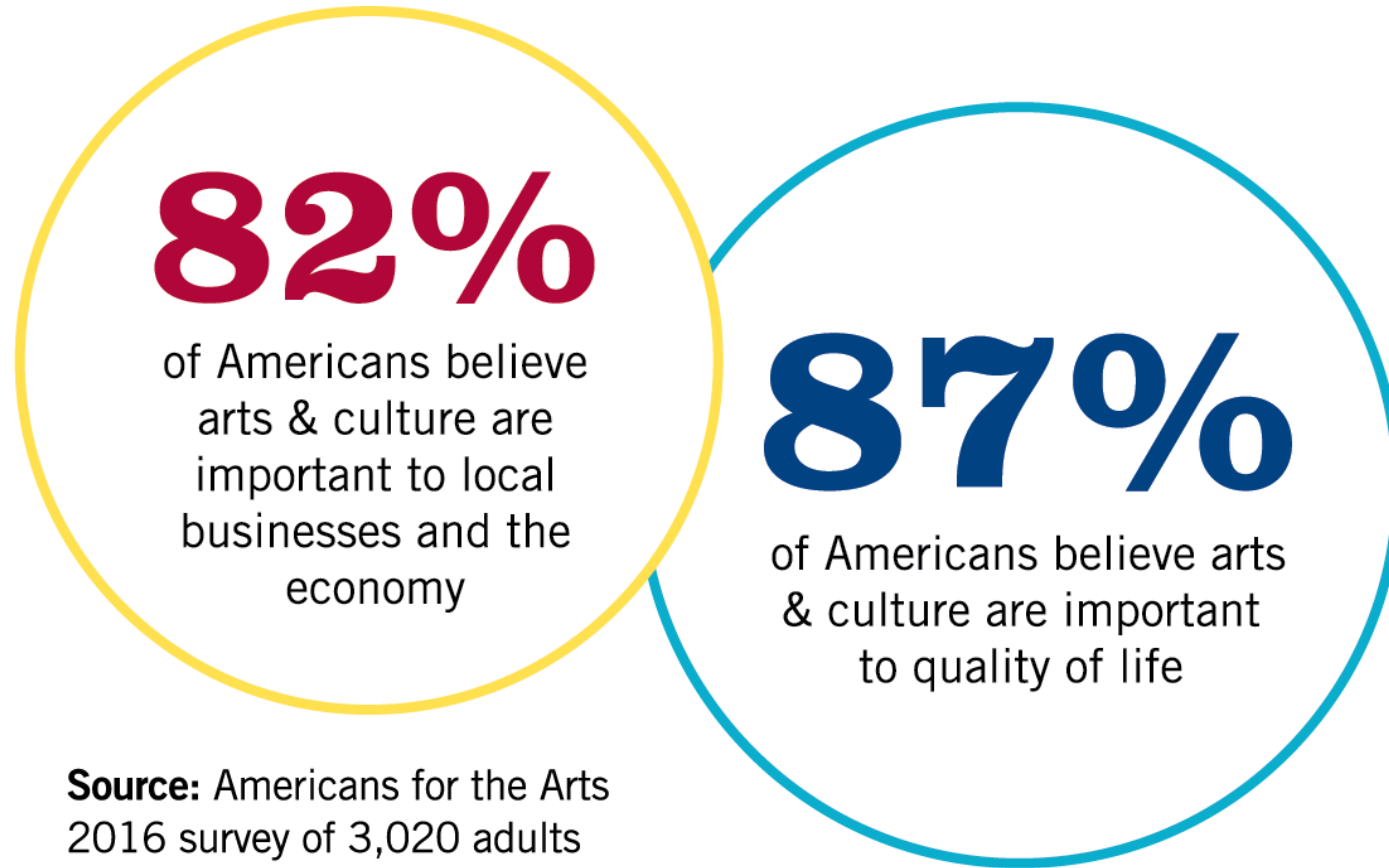
Nearly

10,000

grants awarded

And 20 years of annual funding to the Oregon Arts Commission, Oregon Heritage Commission, State Historic Preservation Office, Oregon Humanities and the Oregon Historical Society.

Americans Value Arts and Culture



Source: Americans for the Arts
2016 survey of 3,020 adults
by Ipsos Public Affairs

Importance of Arts, Heritage, and Humanities

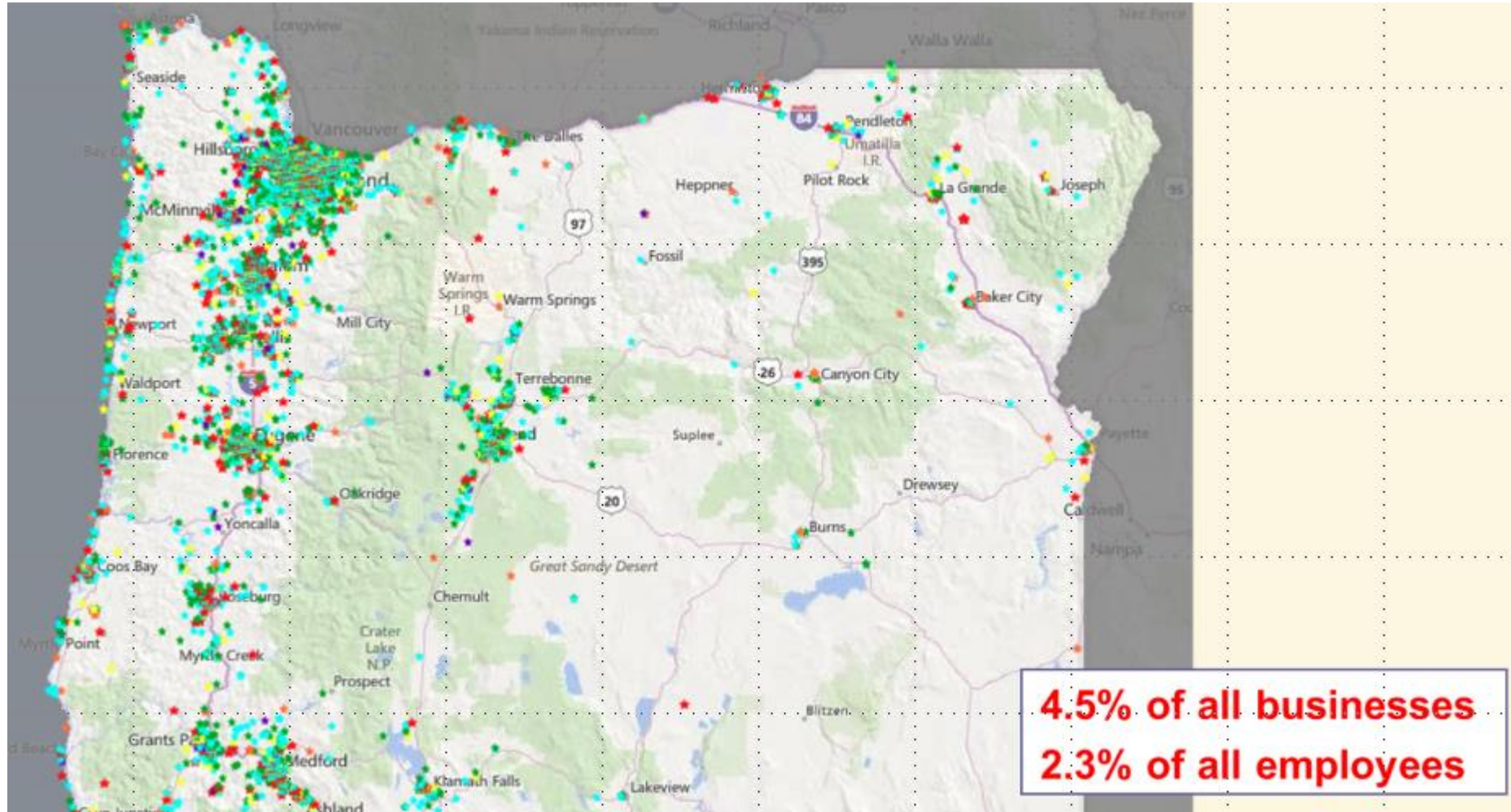
- Economic engine for communities
- Increases tourism
- “Creativity, originality and initiative” is the number-three in-demand skill
- Develops an innovative, globally competitive workforce
- Improves education, engagement in school and learning outcomes
- Improves health and well-being
- Builds community and increase connection



Image: Music Education and Performing Artists Association

Creative Oregon

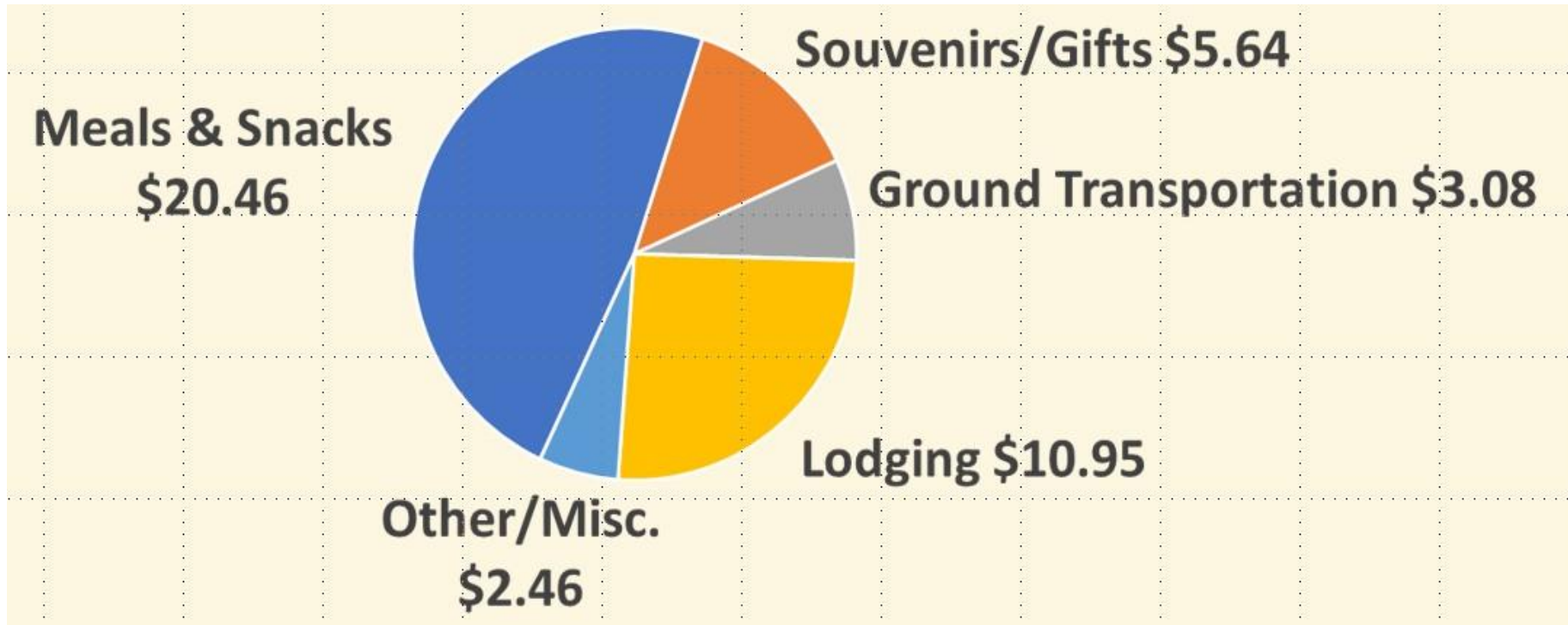
11,606 Arts-Related Businesses Employ 46,927 People



2016 Arts and Culture and Economic Impact

	Total Expenditures (\$ in Millions)	FTE Jobs Supported	Local & State Govt. Revenue	Average Audience Spending
Oregon	\$687.0	22,299	\$53 Million	\$42.59
Central OR Region	\$34.7	968	\$2.4 Million	\$56.71
Clackamas County	\$14.8	417	\$1.1 Million	\$26.83
Clatsop County	\$13.7	359	\$1.3 Million	\$67.49
Corvallis	\$71.9	1,968	\$4.8 Million	\$23.39
Eugene	\$62.2	2,401	\$3.9 Million	\$19.21
Lincoln County	\$10.4	272	\$1.4 Million	\$41.67
Greater Portland	\$330.4	11,505	\$27.6 Million	\$25.23
Washington County	\$21.2	942	\$1.6 Million	\$20.11
Yamhill County	\$45.0	1,150	\$2.9 Million	\$31.22
Northeast OR Region	\$1.2	39	\$72,000	\$29.17
Southern Oregon Area	\$100.6	3,365	\$8.8 Million	\$143.96

Impact on Multiple Industries



Attendees spent \$42.59 per person, per event

(not including tickets for events)

Total Attendance 9,911,552



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Thank you!

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