



Oregon Cultural Trust Board Meeting February 24, 2022

9:00 am to 12:00 pm

Cultural Trust Board Meeting

Time: Feb 24, 2022 09:00 AM Pacific Time (US and Canada)

Join Zoom Meeting

<https://oregon4biz.zoom.us/j/85730662074?pwd=ZFJyWmNhQzVyU2lZVHNRNERyTEl6dz09>

Meeting ID: 857 3066 2074

Passcode: 700916

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Upcoming Meetings

- May 19, 2022 – 9:00am to 12:30pm
- July 28, 2022 – 9:00am to 12:30pm
- October 20, 2022 - 9:00am to 12:30pm
- February 23, 2023 - 9:00am to 12:30pm

Oregon Cultural Trust
Board Meeting Agenda

Thursday
24-Feb-22
9:00 to 12:30pm



GoToMeeting <https://global.gotomeeting.com/join/132673517>

You can also dial in using your phone.1 (408) 650-3123 Code: 132-673-517

	9:00 AM	Welcome Introductions	Niki Price, Chair
1 Action Page 7	9:05 AM	Minutes: October 25, 2021	Niki Price
2 Information Page 11	9:10 AM	Cultural Partner Reports	Partners, see list below
3 Discussion Page 16	9:25 AM	2021 Fundraising Campaign Review	Raissa Fleming, Administrative Assistant and Carrie Kikel, Communications Manager
4 Information Page 20	10:05 AM	License Plate Sales and Performance Update	Carrie Kikel
5 Information Page 23	10:15 AM	OITP - Permanent Fund Update	Aili Schreiner, Trust Manager
6 Discussion Page 27	10:30 AM	Legislative Update and Policy Option Package	Brian Rogers, Executive Director and Aili Schreiner
7 Break	10:50 AM	Break	
8 Discussion Page 32	11:05 AM	Planning and DEIA Process	Brian Rogers
9 Information Page 35	11:20 AM	Cultural Trust Program and Services Update	Aili Schreiner
10 Discussion Page 40	11:45 AM	Committees Discussion	Niki Price
11	11:55 AM	Public Comment	
12 Action	12:00 PM	Adjourn	Niki Price

Oregon Cultural Trust Partners

Oregon Arts Commission Jenny Green, Chair Oregon Arts Commission

Oregon Heritage Commission Kuri Gill, Heritage Commission Coordinator

State Historic Preservation Office Chrissy Curran, Deputy State Historic Preservation Officer

Oregon Humanities Adam Green, Director of Funding and Operations

Oregon Historical Society Eliza Canty-Jones, Director of Community Engagement

Unanticipated agenda items may or may not be included. The meeting is a GoTOMeeting with phone conference option. A request for an interpreter for the hearing impaired or for other accommodations for persons with disabilities should be made at least 48 hours before the meeting to Raissa Fleming 503-986-0088. TTY 800-735-2900



<p>Mission</p>	<p>To enhance the quality of life for all Oregonians through the arts by stimulating creativity, leadership and economic vitality</p>	<p>To lead in building an environment in which cultural organizations are sustained and valued as a core part of vibrant Oregon communities.</p>
<p>Overview Purpose</p>	<ul style="list-style-type: none"> • Policy development and advice to government on programs related to arts • Official state arts agency • Grantmaking • Advocacy • Multiple programs (Community Development, Arts Education, Percent for Art) 	<ul style="list-style-type: none"> • Policy development and advice to government on programs related to culture • Fund development • Grantmaking • Advocacy • County/Tribal Coalition development
<p>Governance</p>	<p>9 Members Appointment by the Governor</p>	<p>11 Members Appointed by the Governor, confirmed by the Senate 1 House Member; 1 Senate Member</p>
<p>FTE</p>	<p>4.5 Admin & Programs 3 Contract (Percent for Art)</p>	<p>1 Executive Director 3.5 Fund Development, Communications, Assistant</p>
<p>Budget</p>	<p>\$3,376,329</p>	<p>\$3,481,442</p>
<p>Revenue Sources</p>	<p>General Fund, Federal Fund (NEA) Other Funds (Percent for Art, Cultural Trust, The Ford Family Foundation, Oregon Community Foundation, Lottery)</p>	<p>Other Funds (Contributed, License Plate, Interest Earnings)</p>
<p>Services & Technical Assistance</p>	<p>Percent for Art Grant Trainings s Staff Outreach s Online Resources s Communications Coalition Leadership</p>	
<p>Shared Services</p>	<p>Office • Technology/Software • Financial • Contracts • Human Resources • Administrative • Communication Staff</p>	
<p>Grants FY2020: July 1 2019 – June 30, 2020</p>	<ul style="list-style-type: none"> • Arts Access Reimbursement, \$9,300 • Arts Build Communities, \$205,397 • Arts Learning, \$190,000 • Career Opportunity, \$177,500 • Designated, \$52,500 • Fellowship, \$45,000 • Operating Support, \$1,134,576 • Small Operating, \$150,976 • Total = \$1,965,249 	<ul style="list-style-type: none"> • Cultural Development, \$1,364,012 • Coalitions, \$682,005 • Cultural Partners <ul style="list-style-type: none"> • Oregon Arts Commission, \$181,868 • Oregon Heritage Commission, \$60,623 • Oregon Historical Society, \$60,623 • Oregon Humanities, \$181,868 • State Historic Preservation, \$60,623 • Total = \$2,591,622 <div data-bbox="1833 1292 2003 1458" style="border: 1px solid black; border-radius: 50%; padding: 10px; text-align: center;"> <p>FY19 Donations \$4,571,693</p> </div>

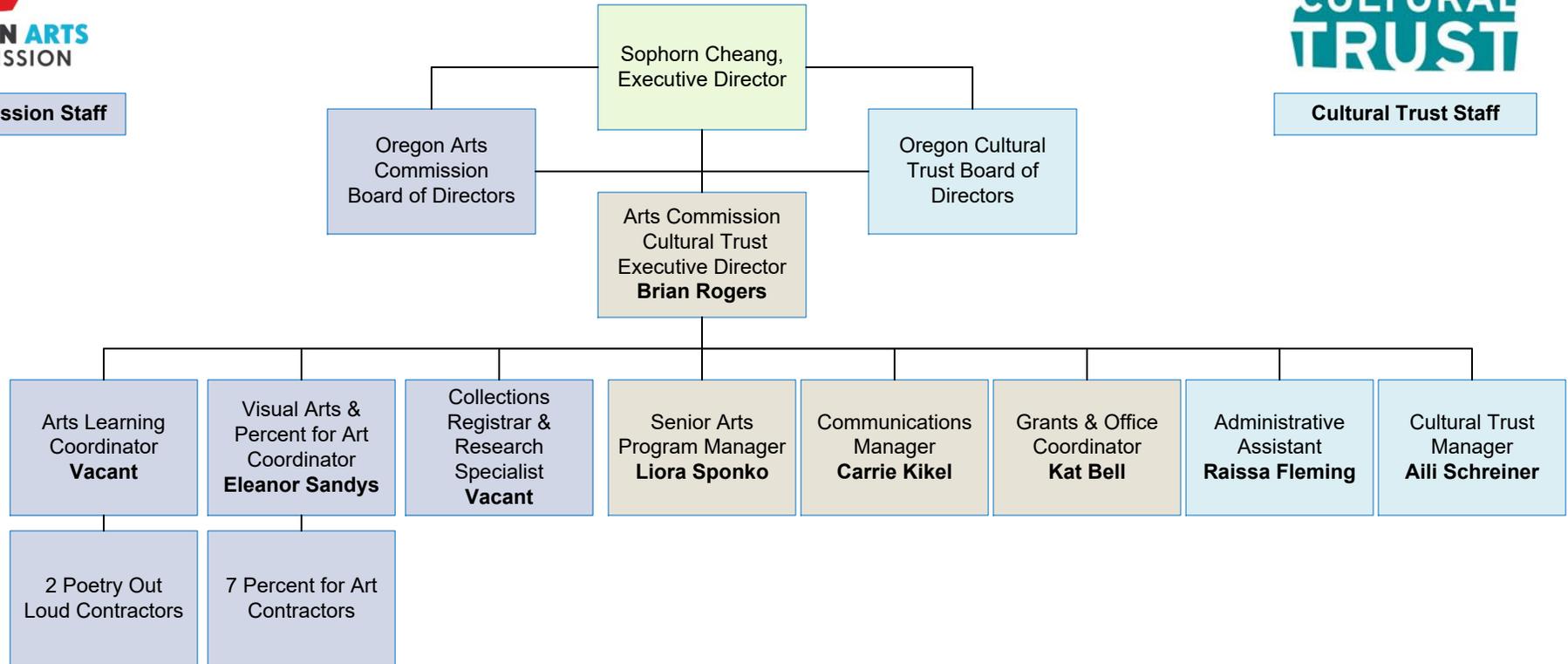


**OREGON ARTS
COMMISSION**

Arts Commission Staff



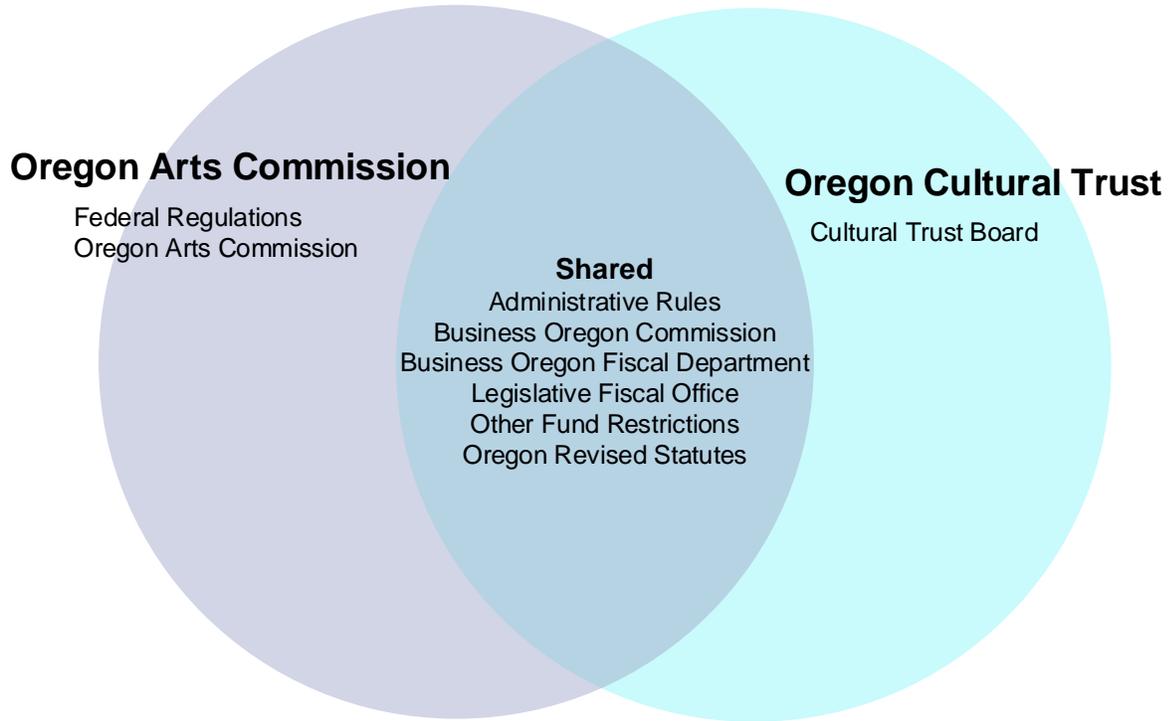
Cultural Trust Staff



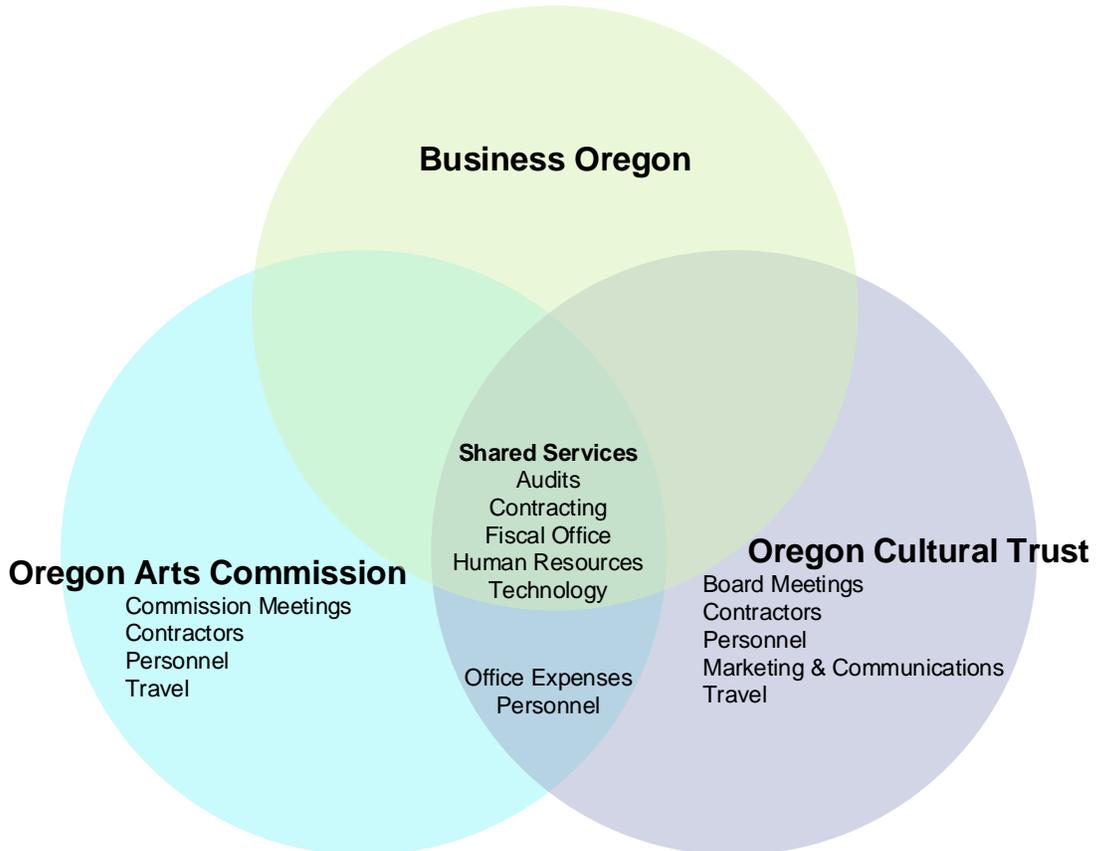
Arts Commission and Cultural Trust Staff

Oregon Arts Commission and Oregon Cultural Trust

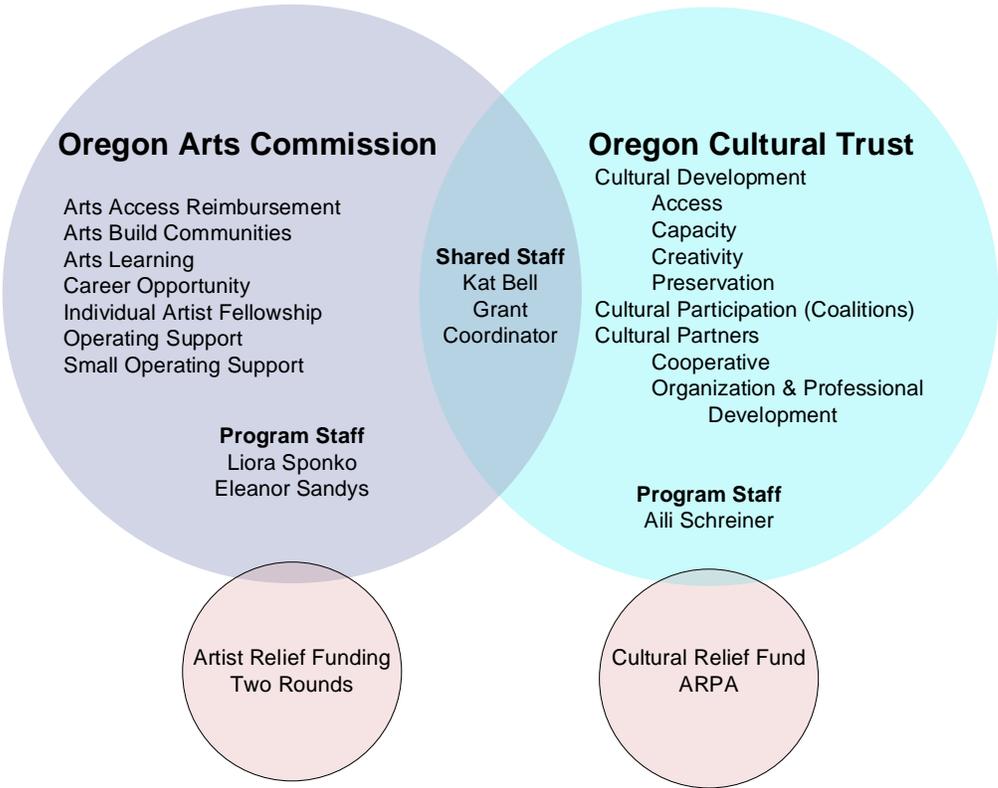
Authorizers & Limitations



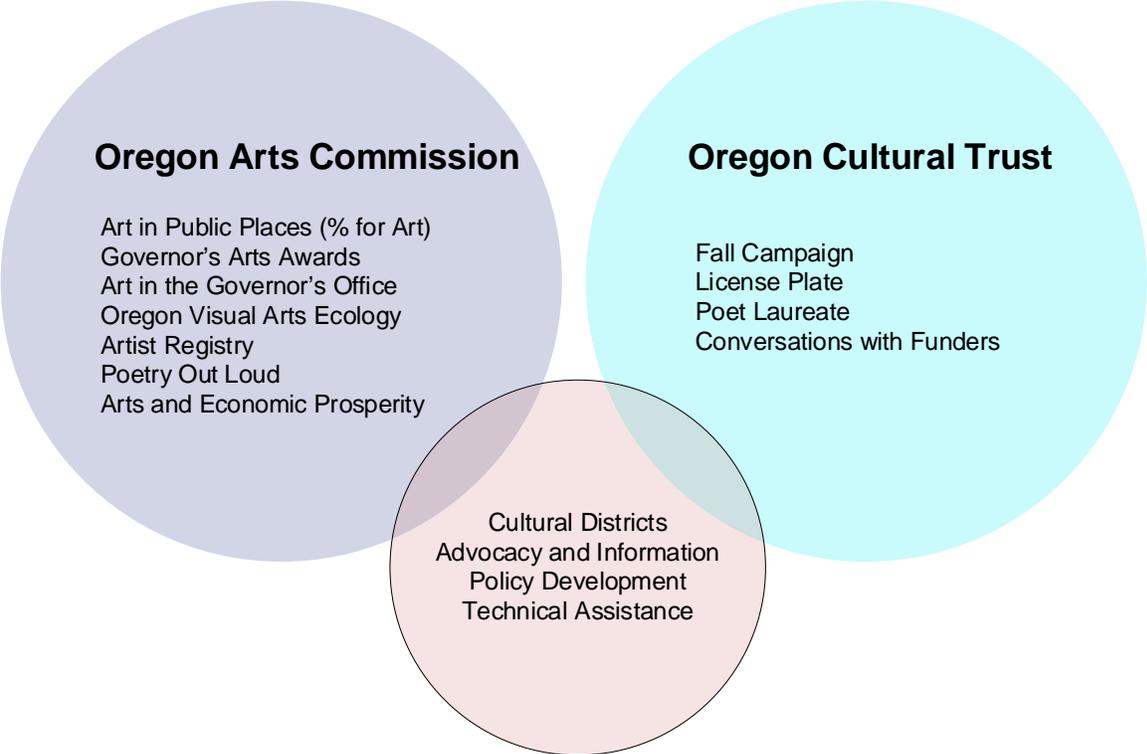
Administration Expenses



Funding Programs



Programs and Services



Oregon Cultural Trust Board Meeting Minutes



October 28, 2021

Teleconference

Board Members Present: Nicki Price, Chair; George Kramer, Vice-Chair; Theo Downes-Le Guin; Nathalie Johnson; Myong-Hui Murphy; Chris Van Dyke; Gayle Yamasaki; Rep John Lively; Sen Bill Hansell

Board Members Absent: Sean Andries; Bereniece Jones-Centano; Gustavo Morales; Chuck Sams

Staff Present: Brian Rogers, Executive Director; Kat Bell, Grants & Office Coordinator; Raissa Fleming, Trust Assistant; Carrie Kikel, Communications Manager; Aili Schreiner, Trust Manager.

Partners Present: Chrissy Curran, State Historic Preservation Office; Adam Davis, Oregon Humanities; Liora Sponko, Oregon Arts Commission

Others Present: Christine Miller

Welcome and Call to Order

Price called the meeting to order at 9:05 am.

License Plate Update

Kikel presented report.

Action: Share the license plate lesson plan

Fall Campaign Update

Kikel presented report.

Schreiner presented the PowerPoint to be shared with boards.

Minutes

Downes moved approval seconded by Kramer

Cultural Trust Partner Updates

Sponko said the Arts Commission is working on a bridge plan and a DEI plan. They are launching the Artist Resilience Program. It will help artists that have suffered losses during the pandemic. They are partnering with the Oregon Folklife Network on a traditional artists program where the artists create new work. They are recruiting communities to do the Arts and Economic Prosperity Study VI. Travel Oregon will be a partner on this project. They are exploring a Cultural Districts program Business Oregon is helping get a contractor to do this work. Oregon Department of Education was awarded a grant to do a STEAM program and the OAC is working with them.

Davis said Oregon Humanities is celebrating their 50th anniversary. They are distributing about \$750,000 to small and mid-size nonprofits as part of ARPA. He said they are working on a radio show/podcast and should be live by January.

Curran said that the State Historic Preservation Office had a meeting of the State Advisory Committee on Historic Preservation, about 45 minutes into the meeting someone anonymously started putting vile, racist, homophobic comments in the chat and they eventually had to shut the meeting down. She said that they got staff back after the layoffs last year plus an extra compliance officer.

Curran said that the Oregon Heritage Commission has two new officers the Chair is Anne Levant Prah. Beth Dehn has returned to Oregon Heritage in the outreach position she will be largely supporting Main Street and the Mentor Corp program.

Canty-Jones said the Oregon Historical Society is finalizing budget for FY22. They are finalizing work on Oregon Historic Weekly articles on the Chinese diaspora. The new OHS Quarterly will include a story about China Town in Salem. The exhibit "Nevertheless They Persisted" has been extended.

Joint Committee for Governance Structure

Price presented report. She called attention to the three questions on page 22 and asked board and partners to send their answers to Kikel by November 3.

Canty-Jones asked whose decision is it to combine the board and commission. And she commented that she think it's working now and doesn't see the need to change things. Price said that Canty-Jones should channel those questions/comments into answering the survey questions. Kramer said the goal of the governance structure committee was to see how to combine the boards not whether it was a good idea or not.

Yamasaki said it's important to keep in mind not to give the impression that they have made a decision.

Canty-Jones asked if the survey answers will determine what the next steps are. Yamasaki said that the committee is not sure. They are not ready to put any kind of proposal forward.

Murphy asked what the benefit to the trust board if they combine. Kramer said that they committee hasn't contemplated the idea. Downes-LeGuin said the conversation had been what's in it for Oregonians, not how it would help either organization.

Davis asked in the chat if it would be possible to put the survey questions into a platform that allows for anonymous responses (along with a question about whether each respondents is a board member or partner). Downes-LeGuin said he doesn't think the survey should be anonymous. Price agreed. Davis said that he thinks it should be two stages, an anonymous stage and then later getting everyone's opinion. Discussion followed about anonymity. Price said the survey is not going to be anonymous and partners don't have to complete the survey if they are not comfortable.

Yamasaki said it would be great if Price would reach out to those board members not present to get them to complete the survey questions. Price agreed.

Van Dyke his feedback will include whether this is a good idea, even though it doesn't appear that is specifically asked.

Schreiner asked whether the responses will be available to all to view. Kramer said the governance committee will craft a response after considering all the comments which will be available to all.

Planning and Listening Sessions

Rogers and Schreiner presented report.

Yamasaki said that she heard during the sessions that organizations need technical assistance. Kramer said he was amazed during the donor session about how engaged they are.

Price asked how we are engaging those that don't attend session. Rogers said we have lists now of many organization that applied for relief funding.

American Rescue Plan Act

Schreiner presented report.

Ad Hoc Committee Discussion

Rogers and Schreiner presented report.

Sean Andries said he would be on the DEI committee. Others that want to participate should contact Rogers or Schreiner. Downes-LeGuin suggested sending an email the board so that those not able to participate today.

Murphy asked what the time commitment is for the committees. Rogers said the advocacy ad hoc would meet monthly until they get close to the session maybe every other week. Schreiner said the DEI and grants ad hoc would meet every other month for a couple of hours.

Executive Director Report

Rogers said he is participating in many Business Oregon meetings. There was a tour yesterday of the Mid Town Arts Center. They did receive legislative funding.

Public Comment

None

Adjourn

Price adjourned the meeting at 12:23 pm.



Arts Commission Update for Cultural Trust Board Meeting February 24, 2020

- Highlights
 - Closed 2021 making 980 awards across the state for \$2,728,435
 - Conducted Statewide Listening Sessions
 - We wanted to better understand the needs of the arts community and we are currently compiling and sharing this data to better support the arts sector and to become a convener of arts organizations
 - Coordinating next Arts Economic Prosperity Study (AEP6) with Americans for the Arts to begin in May
 - Have 21 regions signed up to participate this year. (AEP4 had two regions, AEP5 had 11 regions)
 - Thanks to our partnership with Travel Oregon we will be able to provide funds to communities to participate in the study

- Committee Updates
 - Advancement (Advocacy, Communications & Outreach)
 - Looking into creating stronger ties with CACO, potential funding partners and a legislative cultural caucus
 - Preparing to launch our new website in March
 - Preparing POPs and LCs for 2023
 - Focused on increasing our General Fund allotment, creating a Creative/Cultural Districts Program & an increase in our Percent for Art Program to allow for better management of the program and maintenance of Oregon's public artworks.

 - Governance
 - Working with Linzer Consulting on our Strategic Plan
 - Onboarding new Commissioners
 - One awaiting Governor approval
 - Four currently applying
 - Always looking to add to our list of potential commissioners

- Look for diversity (geographic, speciality, people from underserved and under-resourced communities etc) and are open to suggestions as we like to keep a deep bench
- Grants
 - Committee is currently reviewing our grants program to ensure all meet the needs of Oregon and the requirements of NEA/DEI/Commission Goals & Mandates
 - Artist Resilience Program
 - Administered by the Oregon Arts Commission in partnership with the Oregon Community Foundation and the James F. and Marion L. Miller Foundation. OCF increased their contribution in the second round and Miller increased their investment by funding artist outreach to rural regions.
 - First round: \$1.25 million for the program, 1,234 applications received, of these 1,158 eligible; 646 awards
 - Applications have just closed on a second round of relief funding for artists. Current round: \$1.5 million for the program, 623 applications received. Eligible application numbers will not be known for another month – this is part of the pre-screeners review.
 - Awards will range from \$1,000 - \$5,000; we have a geographic distribution model that ensures funds reach counties across Oregon for eligible applications received.
 - Upcoming Grant Deadlines
 - Career Opportunity March 10, 2022
 - Operating Support March 28, 2022
 - Small Operating Support March 28, 2022
 - Arts Learning May 2, 2022
 - Oregon Media Fellowship March 31, 2022 (administered by the Northwest Film Center)



Oregon

Kate Brown, Governor

Parks and Recreation Department

Oregon Heritage Commission

725 Summer St. NE, Suite C

Salem, OR 97301-1271

(503) 986-0685

www.oregonheritage.org



February 16, 2022

Update to the Oregon Cultural Trust

The Oregon Heritage Commission last met in January 2022. They discussed future planning, studies and resources for the toolkit which supports organizations in promoting the value of heritage. Here are some addition updates.

- The [Oregon Heritage Conference](#) will be online, April 27-29. We still have a great line-up of programming. Hope to see you there. It was a hard decision, but the right one. Please see the [Oregon Heritage Exchange](#) blog to explore our decision-making process.
- The Oregon Heritage Excellence Awards will be announced at the conference.
- Several grant applications are open now.
 - Oregon Main Street Revitalization Grant
 - Preserving Oregon
 - Diamonds in the Rough
 - Oregon Museum Grant
 - Oregon Historic Cemeteries Grant
- Beth Dehn has accepted the heritage programs coordinator position at the Travel Information Council. We are very sad to lose her, but look forward to working with her in her new role. We will be hiring for the Heritage Technical Resource Coordinator soon.
- The three studies mentioned at the last meeting are in progress.
 - Economic impact of heritage
 - Economic, community and social impact of the Main Street Network
 - Study of unused upper floors in historic downtowns
- The Oregon Commission on Historic Cemeteries is seeking a new member for southern Oregon, please spread the word and have them contact Kuri Gill, kuri.gill@oprds.oregon.gov or 503-383-6787.

Thank you for your work! Please let me know if you have questions.

Kuri Gill

Oregon Humanities

To the Oregon Cultural Trust Board of Directors,

Here is an overview of some of Oregon Humanities' recent activities as of February 2022:

We've launched a podcast, [The Detour](#), that we're also airing in partnership with several community radio stations around the state. Please feel free to follow/subscribe, recommend to your people and networks, tell us what can be improved, and so on.

We're accepting [Public Program Grant applications](#) through March 7.

We're running a hybrid [Consider This series](#) on the theme of American Dreams, American Myths, American Hopes. Robin Wall Kimmerer is our next guest, March 10 (online), and then on March 16, Courtenay Hameister, David Walker, and Douglas Wolk, at the Alberta Rose Theatre. We're also supporting Consider This programs at a number of rural libraries this spring and summer.

[Conversation Project](#), [So Much Together](#), and [Humanity in Perspective](#) are in full swing, with events regularly being added to our [calendar](#). This round of [Dear Stranger](#) is accepting letters for a few more days. Later this Spring, an issue of [Oregon Humanities Magazine](#) will explore the theme "Care." And we'll be running reflective discussion [facilitation trainings](#) in Delaware, Idaho, Guam, and around Oregon.

And we've moved our office to 610 SW Alder Street, Suite 1111, Portland, OR 97205. Please stop by if you're downtown.

There's more, but this is an overfull overview.

Thanks, as always, for Oregon Cultural Trust's partnership and support.



- OHS recently published the Winter 2021 *Oregon Historical Quarterly* special issue, “[Chinese Diaspora in Oregon](#),” which has generated great interest and is helping us make new community connections. The issue considers the history of Chinese in Oregon from about 1850 through 1843, the end of the Exclusion era. Its guest co-editors are Chelsea Rose and Jennifer Fang. In her introduction to the issue, Dr. Fang emphasizes its importance: “The works in this special issue compellingly demonstrate that reclaiming the place of Chinese people paves the way for nothing less than a new understanding of Oregon history.” Abstracts for each article and Fang’s introduction are available on the OHS website, in both English and Chinese.
- OHS is quietly launching The Next 125 Campaign, a fundraising campaign inspired by our upcoming 125th anniversary, in 2023. The campaign will focus on preservation, access, and education; on Monday, February 14, OHS announced to its board a transformational gift by Pat Reser and Bill Westphal. The campaign is not yet public, but keep an eye out for additional information and announcements in the coming months.
- OHS launched our now-hybrid [Mark O. Hatfield Lecture Series](#) on February 1, with a well-received talk by Frederick Lovegall on JFK. Audience members were present in person, on the live stream, and through a recording made available afterward. The series continues on March 1, with a presentation by Erik Gleason, and will include talks by Annette Gordon-Reed and Heather Cox Richardson later this year. Virtual and in-person tickets are available!
- OHS is currently hiring for an Education & Programs Manager, and in a few months, the person in that position will be hiring for a full-time educator whose job will be to support teachers across the state in meeting the new social sciences standards integrated with ethnic studies; this will be at least a three-year position, funded initially by a grant from the Murdock Charitable Trust.
- We have [new exhibits](#)! Come check out *Freeze the Day!* on winter sports in Oregon, Frances Stillwell’s paintings of native plants, and the thirty-year history of Portland Jobs with Justice. Covid protocols remain in place at the museum.



February 24, 2022

TO: Oregon Cultural Trust Board
FROM: Raissa Fleming, Administrative Assistant, and Carrie Kikel, Communications Manager
SUBJ: 2021 Fundraising Campaign Review

Campaign Overview

Given the incredible increase we saw in 2020 (13 percent), our chief goal for 2021 was to maintain that growth and build upon it. The campaign budget increased from \$75,000 to \$100,000, with an additional \$50,000 allotted near the end of the year - mostly deferred for spring 2022 efforts (this will allow us to finally return to a year-round fundraising program).

We shifted our messaging from “protect Oregon culture” to “you are more powerful than you know,” leveraging Oregonians’ power to fund arts, heritage and humanities by investing in the cultural tax credit. We also capitalized on the Cultural Trust’s 20 anniversary as an opportunity to promote funding impact and the declaration that the Trust is now a “stable source of funding for culture in Oregon.”

There is no doubt campaign results were boosted by the visibility of the Celebrate Oregon! license plate launch and resulting media. While we didn’t fully integrate the campaigns, we did capitalize on earned media opportunities for the Celebrate Oregon! artwork and mural tour to provide context on the Cultural Trust and the tax credit. We hope to more fully integrate the spirit of Celebrate Oregon! in the 2022 campaign.

Campaign Results

For calendar year 2021, the Trust raised \$5,552,635 with 10,608 gifts. This compares to \$5,200,715 in calendar year 2020 with 11,184 gifts. Calendar year 2021 saw a 6.7 percent increase of \$351,920 and a decrease in gifts of 576. The Trust received a generous bequest of \$270,145.

The Trust’s top 10 counties for total dollars donated included:

1. Multnomah	\$1,851,202	4,201 donations
2. Lane County	\$748,411	1,321 donations (increase of \$43,673 over 2020)
3. Washington County	\$617,051	1,221 donations
4. Clackamas County	\$385,359	769 donations
5. Lincoln County	\$343,161	148 donations (includes \$270,145 bequest)
6. Jackson County	\$326,832	536 donations
7. Benton County	\$237,979	430 donations
8. Marion County	\$223,896	433 donations
9. Deschutes County	\$143,812	250 donations
10. Yamhill County	\$117,955	193 donations

Bottom five counties

1. Wheeler County	\$0	0 donations (last donation in 2013)
2. Harney County	\$85	1 donation
3. Grant County	\$1,100	2 donations
4. Gilliam County	\$1,200	3 donations
5. Lake County	\$1,500	2 donations

The Trust's top 10 cities for total dollars donated were:

1. Portland	\$2,162,515	4,782 donations
2. Eugene	\$645,119	1,128 donations
3. Newport	\$293,008	47 donations (includes bequest)
4. Salem	\$226,627	430 donations
5. Corvallis	\$217,483	387 donations
6. Ashland	\$186,309	301 donations
7. Lake Oswego	\$143,103	235 donations
8. Beaverton	\$124,003	283 donations
9. Bend	\$118,388	204 donations
10. Medford	\$81,959	136 donations

The Trust received 1,258 **new** donor households in 2021 which is approximately 1,630 new donors. The top cities for **new** donors were from:

1. Portland	718 households
2. Eugene	83 households
3. Beaverton	32 households
4. Corvallis	30 households
5. Salem	28 households
6. Bend	21 households
7. Medford	18 households
8. Ashland	16 households
9. West Linn	16 households
10. Lake Oswego	15 households

We had another stellar year with Willamette Week's Give!Guide. Final numbers raised were \$608,270.75 by 2,394 donors. This was an increase of \$70,361.79 from 2020.

How our donors donated:

- Online credit card donations: 4,894 donations at \$2,909,852 (483 less than 2020)
- Credit cards phoned in or mailed: 338 donations at \$200,643.
- Checks donations: 2,774 donations at \$1,911,489
- Stock: 49 stock donations at \$47,880
- EFT or direct deposit from Benevity: 150 donations at \$72,212 (includes the fees)

Other donation facts:

- Individual donors: 4,417 donations at \$1,323,168
- Joint or couple: 5,958 donations at \$3,799,209
- Corporate: 42 donations at \$39,989
- Matching gifts from companies: 113 at \$65,214
- 33 companies gave matching gifts in 2021. Intel was the largest with 43 matching gifts at \$22,018 followed by Nike with 13 matching gifts at \$14,714.

- Grants from charitable giving funds/accounts: 64 at \$53,897
- Bequests: 3 at 265,908

Fun facts:

- 8,588 of the donations for the calendar year arrived after 12/1/2021 in the amount of \$4,169,688.
- We processed 2,254 donations from 12/26/21 through 12/31/21 amounting to \$1,243,519.
- We triaged and deposited 294 checks in the first week of January.
- We received donations from 22 other states. Washington was the largest with 54 donations at \$17,785. California came in second with 13 donations at \$3,890 followed by Arizona with 12 donations at \$2,450.

Trust Board, Staff and Partner Giving:

- 100% giving from Trust Staff
- 100% giving from Trust Board
- 100% giving from Oregon Arts Commission Staff
- 75 % giving from Oregon Arts Commissioners
- 60% giving from Partner Executive Directors. (3 out of 5 and 2 have never donated to the Trust)
- 38% giving from Oregon Humanities Board
- 24% giving from Oregon Humanities Staff
- 17% giving from Oregon Historical Society Board
- 28% giving from Oregon Historical Society Staff
- 29% giving from Oregon Heritage Commissioners
- 22% giving from SHPO Advisory Committee
- 9% giving from OHC & SHPO Staff

Campaign Methodology Review

The 2021 campaign once again included a mix of grassroots, paid media and digital advertising.

We continued our strong focus on **virtual presentations**, completing a total of 90 board presentations for recipients of CDV and CRFCS funds. We also developed an online quiz about the tax credit that encouraged people to attend a virtual presentation. We had 1,881 quiz respondents with 214 completing the survey and 32 people attending the offered webinars. In 2022 we plan to further develop this strategy with a greater incentive to attend a presentation, perhaps in partnership with cultural nonprofits/online events.

Major investments included advertorials in [Oregon Business](#) and **1859 Magazine**, with two-page spreads running in year-end issues that spoke to the impact of the Cultural Trust in its first 20 years. We also invested \$5,000 in **digital remarketing**. We hope to enlist more expertise in this area to refine our remarketing efforts for 2022, as we believe it has great potential. In addition, marketing contractor Bell+Funk arranged a sponsorship of the **Eugene Ballet's Nutcracker** performances that included a video presentation prior to performances.

We continued our sponsorship of the **Willamette Week Give!Guide** Creative Expressions category, which again saw great results fueled by our Big Give Day prize of a Celebrate Oregon! mural tour.

The increase in the marketing budget allowed us to increase our **investments in public media**, including underwriting on All Classical Portland, Jefferson Public Radio, KLCC and OPB. Our OPB package featured a sponsorship of holiday television programming. [View the final media plan.](#)

We continued **regionally targeted Facebook ads** that showcased supported cultural organizations in those communities and once again produced a new radio PSA that we worked with County Cultural Coalitions to deliver to statewide radio stations and successfully placed at least a dozen opened letters from board members (thank you!) and other cultural leaders in all major markets.

We again simplified our **Communications Partner Menu**, required for all CDV grant award recipients, to focus on actions that included the board presentations and other simple ways to promote the cultural tax credit as most of the organizations continue to work with reduced staff and resources.

The **direct mail appeal** went out the week before Thanksgiving with a **reminder postcard** in mid-December. We also once again capitalized on **Giving Tuesday activity** by posting and emailing an appeal that encouraged those donors to take advantage of the cultural tax credit the next day.

As always, we supported the campaign with **multiple targeted eblasts and social media posts** mixing appeals with grant award impact stories.

A final social media push featured a [video showcasing the power of the cultural tax credit](#) that included existing testimonials from Jimmy Herrod, Storm Large and Hunter Noack.

Finally, we garnered increased earned media by leveraging the Celebrate Oregon! story to include information about the tax credit, including an [OPB story](#) that was picked up by the Bend Bulletin, the Roseburg News Review, The Shelton New Herald (near Salem) and the Fresno Bee.

Requested Action:

Informational only For board input/discussion For board action



February 24, 2022

TO: Cultural Trust Board Members
FROM: Carrie Kikel, Communications Manager
SUBJ: License Plate Sales Report

We did it!! As hoped, sales of the Cultural Trust license plate have increased dramatically since the new Celebrate Oregon! license plate launched on Oct. 1, 2021. ODOT reported that 1,053 plates were sold in October, compared to an average of 200 plates per month previously. The “plates sold” total includes sales of the new plate as well as renewals of the old plate.

Sales of the new plate continue to be strong. While it’s challenging to get total sales figures each month, we have paid to run a monthly report that shows how many Celebrate Oregon! license plates have been issued. Buyers of the new plate receive a welcome packet from us that includes a letter of welcome/explanation of the Cultural Trust and tax credit, a window cling and a donor insert/donation form.

The reports show that new plate sales were 1,000 in October, 669 in November, 757 in December and 564 in January (again, those figures do not include renewals of the old plate).

A recent request for license plate revenue revealed that, in the first three months of sales, the average monthly revenue jumped from \$350,000 to \$850,000. While that rate will likely decline over time, it’s certain our revenue will increase significantly this year and into the foreseeable future.

Sales were undoubtedly boosted by the extensive media coverage of the launch, artwork and airport murals. The icing on the cake for media coverage was a story by [Steven Tonthat of OPB](#) that was picked up by [The Oregonian](#), the [Bend Bulletin](#), the [Roseburg News Review](#), the [Fresno Bee](#) and internationally in Great Britain’s [EXBulletin](#).

We allocated \$75,500 for promotion of the new plate and have \$27,000 remaining to invest. Promotion of the license plate has included print ads in Oregon Business, 1859 Magazine, Portland Monthly, Southern Oregon Magazine and Artslandia, as well as I-5 billboards and Facebook/Instagram ads. More outdoor billboards are planned for the spring. We also plan to spend \$5,000 to wrap the Oregon Coast Art Bus with the artwork, which will likely generate more earned media. The Art Bus visits low-income and underserved youth populations on the Oregon Coast.

Since increased license plate revenue will result in increased marketing dollars, we have committed to ongoing promotion of the license plate in 2022. I will be scheduling a brainstorm soon to consider ideas for future promotion.

Requested Action:

Informational only For board input/discussion For board action



Celebrate Oregon! Get the new plate.



CELEBRATE OREGON!

Introducing the license plate for people who *love* this place.



At first glance, the “Celebrate Oregon!” license plate appears to honor just the natural beauty of the state, which is certainly awe-inspiring. But look closer, and symbols - 127 in all - tell a much broader and deeper story of the history, heritage and cultural practices that make our state unique.

When viewed as a whole, the plate recognizes and celebrates the many reasons Oregonians love their state. Sales benefit promotion of the cultural tax credit, Oregon’s unique tool for funding culture statewide.



Learn more about Oregon’s rich culture and how to order your plate by scanning or going to CulturalTrust.org/CelebrateOregon.



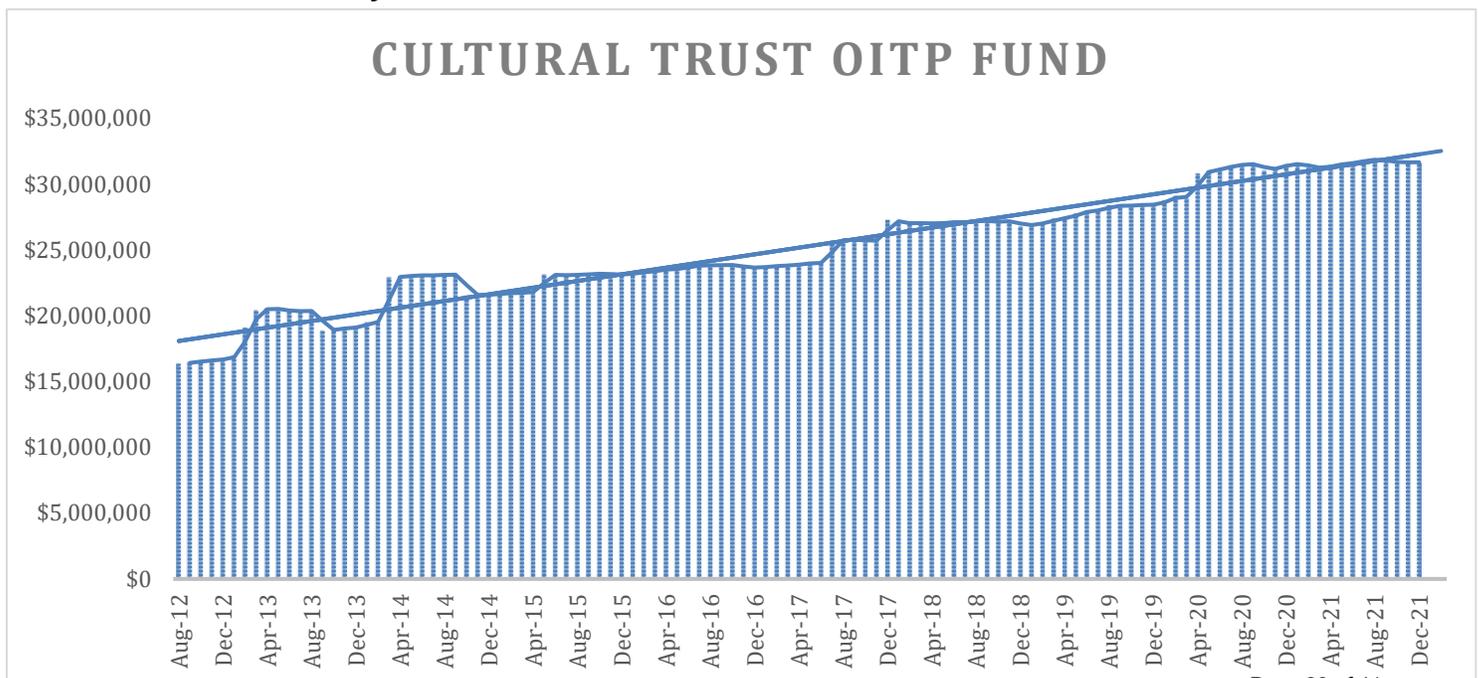


February 24, 2022

TO: Cultural Trust Board Members
FROM: Aili Schreiner, Trust Manager
SUBJ: OITP Fund Performance Update

The Cultural Trust's Permanent Fund is managed by Treasury's Oregon Intermediate Term Pool (OITP). The current balance of the Trust's OITP fund as of December of 2021 is \$31,640,139. The beginning balance in August of 2012, when the permanent fund was moved to the state treasury's management, was \$16,269,673. Statutory changes in 2016 allowed the board to invest a percentage of funds raised within a range of 40-50 percent; the board has since elected to invest 40 percent of raised funds while releasing 60 percent for grantmaking. Since 2012, the fund has seen a net increase of \$15,370,466, a 49 percent increase in less than 10 years.

The average rate of change to the fund is +1 percent. This is a less volatile rate of change owing to the relatively conservative management of the fund; the fund also grows with annual payments of 40 percent of funds raised each year. Each year, our fiscal department determines the interest and investment income that can be used by the Trust for its grant and administrative budget. Business Oregon's CFO is also responsible for adding 40 percent of the previous year's contributions into the fund. Over the past five years, this amount is an average of \$2 M.



About OITP: The Oregon Intermediate Term Pool (OITP) for Oregon state agencies provides qualified participants with a vehicle to invest funds over a long-term investment horizon. The investment objective of OITP is to maximize total return (i.e., principal and income) within stipulated risk parameters. OITP is not appropriate for funds needed to cover short-term (Less than 1 year) needs. OITP is not structured to provide 100 percent net asset value (NAV) on each participant's initial investment therein. Accordingly, OITP participants may experience gains or losses on their OITP investments due to changes in market conditions. Funds invested in OITP should be able to withstand greater price volatility to achieve returns often associated with longer-term investments

The Oregon Intermediate Term Pool is actively managed to maintain a short duration through a diversified portfolio of investment grade quality fixed income investments as prescribed in the portfolio guidelines. Based upon historical market performance, it is anticipated that returns over extended periods will be greater in OITP than in shorter maturity alternatives such as the Oregon Short Term Fund (OSTF).

More information about OITP is at this link [OITP-Information-Pamphlet-Jan-2020.pdf \(oregon.gov\)](#)

Requested Action:

Informational only For board input/discussion For board action



OITP - Oregon
 PLAN ACCOUNTING REPORT
 January 1, 2022 to January 31, 2022

Trust Name: OITP - Oregon

Entity Name: OREGON CULTURAL TRUST
 Entity Type: Plan
 Entity Number: OCT

Beginning Ratio: 0.085528193
 Beginning Price: 1360.784142592

	<u>Amount</u>	<u>Units</u>	<u>YTD Amount</u>
Beginning Balance:	31,640,139.00	23,251.40	31,618,786.96
Amort/Accretion Income	(5,145.55)		(58,089.14)
Dividend Income	0.00		0.00
Interest Income	57,394.37		442,450.66
Commission Recapture	0.00		0.00
Stock Loan Income	0.00		3.38
Other Income	0.00		0.00
Investment Manager Expense	(1,360.80)		(9,010.29)
Tax Withholding Expenses	0.00		0.00
Other Expenses	0.00		(2,695.81)
Transfers In	2,707,042.15		20,725,803.10
Transfers Out	(1,578,899.72)		(14,928,125.53)
Asset Transfers - In	(1,128,142.43)		(5,797,677.55)
Units Purchased/Sold Asset Transfers	1,461,985.39	1,074.37	1,461,985.39
Capital Gains	0.00		0.00
Other Capital	0.00		0.00
Realized Gain Loss	(155,831.47)		(146,295.68)
Margin Variation	0.00		0.00
Unrealized Gain Loss - Security	(329,341.33)		(639,295.88)
Ending Balance:	32,667,839.61	24,325.77	32,667,839.61
Net Change	1,027,700.61	1,074.37	1,049,052.65
Ending Ratio:	0.089127934		
Ending Price:	1342.931274986		

Oregon Intermediate Term Pool

September 30, 2021



OREGON
STATE
TREASURY

Fund Characteristics

Net Asset Value	\$371,170,966
Number of Securities	115
Duration (Years)	3.66
Yield-to-Maturity	1.87%
Effective Credit Rating	A+
Inception Date	8/1/2010

Fund objectives

The investment objective of the Oregon Intermediate Term Pool ("OITP") is to maximize total return (i.e., principal and income) within stipulated risk parameters. OITP is not appropriate for funds needed to cover short-term (less than 1 year) needs. The portfolio seeks to meet or outperform the total return of the Bloomberg Barclays U.S. Intermediate Government/Credit Index.

Top 10 Issuers

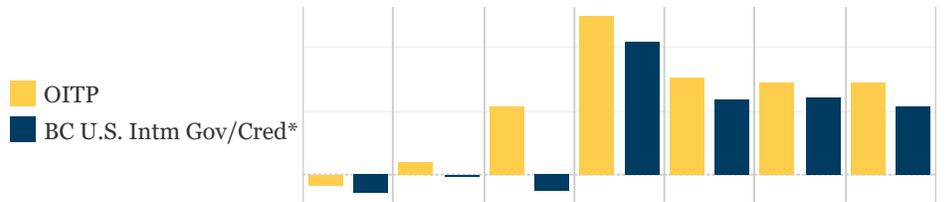
UNITED STATES TREASURY	23.3%
OREGON STATE TREASURY	5.9%
ASHTEAD CAPITAL INC	3.8%
BUSINESS DVLPMNT CORP OF AMER	3.7%
TRITON CONTAINER INTL LTD	3.7%
SIXTH STREET SPECIALTY LENDING	3.0%
OSCAR US FUNDING TRUST	3.0%
OWL ROCK CAPITAL CORP	2.7%
MONROE CAPITAL MML CLO	2.7%
FNMA	2.5%
Total	54.3%

Fund Strategy

The Oregon Intermediate Term Pool ("OITP") is actively managed to maintain an intermediate duration through a diversified portfolio of investment grade quality fixed income investments as prescribed in the portfolio guidelines. Oregon State Treasury investment staff will achieve the investment objectives through active management of the portfolio with the objective of meeting or exceeding the Bloomberg Barclays 3-5 Year U.S. Aggregate Index.

Fund Performance

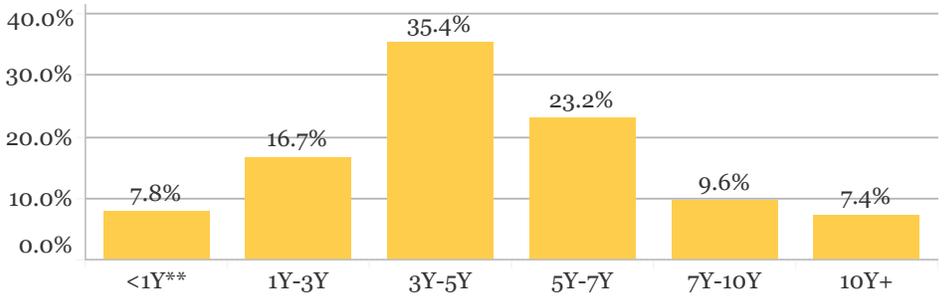
Name	Mth	Qtr	1 Yr	3 Yr	5 Yr	7 Yr	Incep.
OITP	-0.32%	0.41%	2.17%	4.99%	3.07%	2.88%	2.91%
BC U.S. Intm Gov/Cred*	-0.58%	0.02%	-0.52%	4.20%	2.37%	2.44%	2.15%



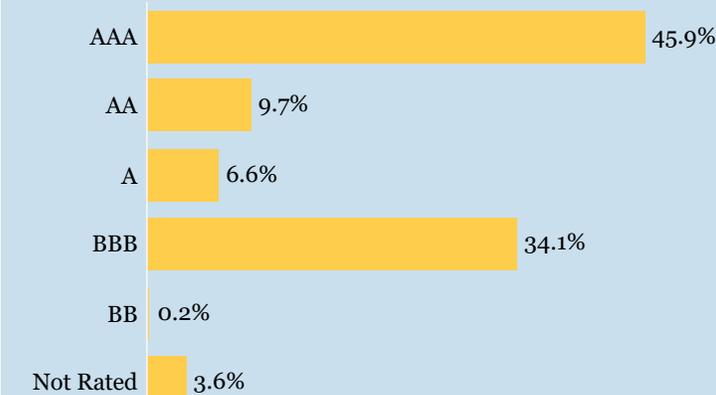
From 9/1/2013 to 5/31/2015 the benchmark was BAML 1-5 Year Domestic Master. From 6/1/2015 to 12/31/2020, the benchmark was Bloomberg Barclays 3-5 Year U.S. Aggregate Index. From 1/1/2021 onward, the benchmark is Bloomberg Barclays US Intermediate Government/Credit Index.

-Performance quoted represents past performance and is no guarantee of future results.
-Performance is net of investment management fees.
-Performance reported for periods greater than 1 year is annualized.

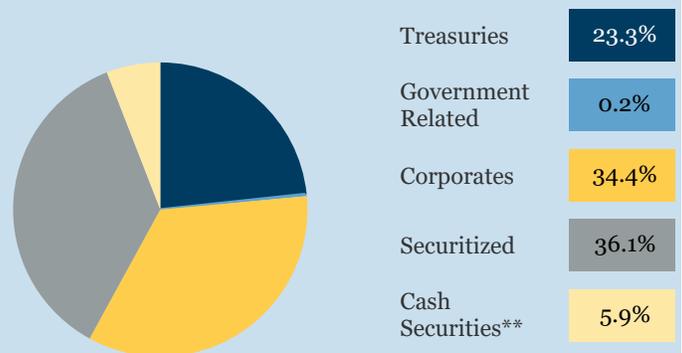
Maturity Breakdown



Credit Quality Distribution



Sector Allocations



**Includes the Oregon Short Term Fund
Page 26 of 41



February 24, 2022

TO: Cultural Trust Board Members
FROM: Brian Rogers, Executive Director, and Aili Schreiner, Trust Manager
SUBJ: Short Session & Biennium Legislative Actions, Trust Admin Cap

Update from the short session

Members of the CACO, arts and culture organizations and members of the Trust and Arts Commission staff worked quickly and collaboratively on HB 4040, whose goal was to “appropriate[e] moneys to Oregon Business Development Department to develop and implement program to award grants to Oregon cultural organizations in response to negative impact of COVID-19 pandemic on organizations’ earned revenue” with \$50 million from general funds. The intent of the bill was to provide another round of relief funds specifically for cultural organizations and cultural support businesses whose earned revenue was decimated by public health restrictions. This investment would be distinct in intended recipients from the Live Events ARPA program. Unfortunately, the bill did not move out of the House Economic Recovery and Prosperity Committee. There remains a possibility that some funding for the cultural sector may come from an end-of-session economic development package

Priority for the 2023-2025 long session

The priority for the upcoming long session is to right-size and stabilize the Trust’s administrative budget. Our goal would be to update current language adopted in 2016 (section 4. ORS 359.426, 2 (b)), whereas the Trust “may use up to \$400,000 of the total amount disbursed from the account per fiscal year” for “supporting the operations of the account, facilitating technical assistance, local cultural planning and other activities that encourage cultural activity” and:

“Each year, the \$400,000 limitation contained in subsection (2) of this section shall be adjusted by multiplying \$400,000 by the percentage, if any, by which the monthly averaged U.S. City Average Consumer Price Index for All Urban Consumers (All Items), as published by the Bureau of Labor Statistics of the United States Department of Labor, for the 12 consecutive months ending June 30 of the current calendar year, exceeds the monthly averaged U.S. City Average Consumer Price Index for the 12 consecutive months ending June 30, 2015.”

Our legislative goal for the 2023-2025 session is to replace the section above with a formula that:

1. Allows the Trust's administrative capacity to grow as its success in contributions grows; this is key for the Trust's fundraising capacity;
2. Allows the Trust to increase funding, access and services to organizations that have been traditionally under-represented.
3. Accounts for cost increases relating to goods and services and staff COLAs;
4. Returns significantly more license plate funds for its intended use with marketing and communications/fundraising expenses; and
5. Stabilizes the Trust budget from one year to the next to minimize chronic budget reductions/reorganizations that disrupt the Trust's momentum and staffing. The proposed statutory change would need to support the Trust's work over the next 10-15 years.

Our goal is to establish a new index from which to calculate the Trust's allowable administrative expenses. To stabilize the Trust's administrative budget, we propose that this number shall be up to and not to exceed 5 percent of the value of the Trust's permanent fund for the average of five fiscal years preceding the current year in question.

Key considerations for this proposed change:

- In 2003, the Trust brought in \$1,735,918. Since its inception, the Trust has seen a steady annual increase of 7 percent in funds raised. In FY2021, the Trust raised \$5,114,395.
- The Trust's comprehensive administrative budget cannot be sustained by the current \$400k cap plus CPI calculation. There have been years when the CPI calculation set the Trust cap at \$400k, no more. There has been confusion in the agency's fiscal department on how to calculate the CPI index, which in recent years has shortchanged the administrative budget of upwards of +\$30k. While a review of administrative budgets over the years shows an overall +6 percent rate of change, the true cost of supporting the Trust is not reflected in the budget line item for salaries.
- Until FY2018, the OAC granted back its Trust Partner funds to the Trust to subsidize the Trust's admin budget. The OAC experienced general fund budget cuts in recent years and has had to reclaim its Partner award. This has left a \$100k+ hole in the Trust administrative budget without a remedy to repair it.
- Interest earnings from the permanent fund are accounted for in the Trust's budget; it currently sits "on the top" of the funding waterfall and is thus reinvested across both the permanent fund and grants/admin disbursement budgets each year.
- The Trust's permanent fund balance is currently \$31,640,139. The average rate of annual change to the fund is +1 percent since August of 2012. This is a less volatile rate of change owing to the relatively conservative management of the fund; the fund also grows with annual payments of 40 percent of the funds raised each year. In the past five years, the Trust has invested ~ \$2 M/year into the permanent fund.
- The Trust's grant making budget continues to grow; in the past five years, the Trust has distributed on average \$3.35 M in grant awards.

- Use of the Cultural Tax Credit has increased by 12 percent in recent years.

Prospective Budget Impacts

The key budget impacts afforded by the proposed change in administrative allocation would include (in the short term):

- Impact to staff salaries/positions:
 - ED salary moved from .1 FTE to .5 FTE
 - Trust Assistant position reclassified to better fit responsibilities
 - Office Manager position move from .5 FTE to 1 FTE; this will allow the Trust Manager to focus more attention on supporting Trust programs and fundraising efforts.
- Impact to marketing budget:
 - The Communication Manager position would be funded by the license plate revenue
 - Would increase overall marketing budget by 45 percent; this is critical to the Trust's ability to market its new license plate design and introduce/educate/inspire new and renewing donors to use the cultural tax credit.
- Impact to grant budget:
 - Using the current model [2 percent of value of permanent fund] to cover administrative costs, the grant budget would see an initial reduction of \$226k based on FY2022 budgets. The Trust saw an increase of over \$300k from FY2021 to FY2022 alone, so the Trust will quickly compensate for these temporary reductions to the grant budget given its current fundraising trajectory.
- Impact to Trust permanent fund:
 - The proposed change will not impact the balance of the permanent fund. The permanent fund will continue to increase its balance through annual contributions and any interest/investment income earned.

To illustrate how this would impact the Trust's disbursement and administrative budgets, we have taken our FY2022 budget to show the outcomes we wish to achieve by using 2 percent of the current balance of the OITP account as our administrative allocation:

	FY22		Proposed Change		Change from FY22 Budget
	% of Allocation	\$	% of Allocation	\$	
Contributions and Earnings					
Revenue from Annual Contributions (from PY)		5,114,935.51		5,114,935.51	N/A
Interest & Investment Earnings (from PY)		1,068,150.66		1,068,150.66	N/A
Grand Total Contributions and Earnings		6,183,086.17		6,183,086.17	N/A
Allocations					
Permanent Fund Allocation	40%	2,473,234.47	40%	2,473,234.47	N/A
Disbursement (Grants and Administration)	60%	3,709,851.70	60%	3,709,851.70	N/A
Grand Total Allocations	100%	6,183,086.17	100%	6,183,086.17	N/A
Disbursement Detail					
Disbursement for Trust Administration		455,411.00		\$682,390	\$ 226,979.00
Disbursement for Competitive Grants, Partners and Coalitions		3,254,440.70		3,027,461.70	\$ (226,979.00)
Total:		3,709,851.70		3,709,851.70	\$ -
Competitive Grants, Partners and Coalitions Detail					
Cultural Development Grants	50%	1,627,220.35	50%	1,513,730.85	\$ (113,489.50)
Cultural Participation Grants (Coalitions)	25%	813,610.18	25%	756,865.43	\$ (56,744.75)
Cultural Partner Grants	25%	813,610.18	25%	756,865.43	\$ (56,744.75)
Total:	100%	3,254,440.70	100%	3,027,461.70	\$ (226,979.00)
Partner Grants - Detail (Percentages Set by Statute)					
Cooperative Partner Projects	20.0%	162,722.04	20.0%	151,373.09	\$ (11,348.95)
Oregon Arts Commission	26.7%	216,962.71	26.7%	201,830.78	\$ (15,131.93)
Oregon Council for the Humanities	26.7%	216,962.71	26.7%	201,830.78	\$ (15,131.93)
Oregon Heritage Commission	8.9%	72,320.90	8.9%	67,276.93	\$ (5,043.98)
Oregon Historical Society	8.9%	72,320.90	8.9%	67,276.93	\$ (5,043.98)
State Historic Preservation Office	8.9%	72,320.90	8.9%	67,276.93	\$ (5,043.98)
Total:	100%	813,610.18	100%	756,865.43	\$ (56,744.75)

Using the current model [2 percent of value of permanent fund] to cover administrative costs, the grant budget would see an initial reduction of \$226k based on FY22 budgets. The Trust saw an increase of over \$300k from FY21 to FY22 alone, so the Trust will quickly compensate for these temporary reductions to the grant budget given its current fundraising trajectory

Description - Administration	FY22 Cultural Trust Budget	Description - Administration	Proposed Cultural Trust Budget	% Change from FY22 Budget
Disbursement from Annual Contributions	\$455,411	Disbursement from Annual Contributions	\$682,390	50%
Marketing and Promotion (License Plate)	\$540,476	Marketing and Promotion (License Plate)	\$540,476	N/A
Total Revenue	\$995,887	Total Revenue	\$1,222,866	23%
Advertising	\$175,000	Advertising	\$315,000	80%
Advertising	\$175,000	Advertising	\$300,000	71%
Ad Placement (Professional Services)	\$0	Ad Placement (Professional Services)	\$15,000	
Printing and Direct Mail	\$17,500	Printing and Direct Mail	\$30,000	71%
Printing	\$12,500	Printing	\$20,000	60%
Direct Mail	\$5,000	Direct Mail	\$10,000	100%
Other Marketing Expenses	\$10,000	Other Marketing Expenses	\$20,000	100%
Professional Services (IT, Website, Marketing)	\$5,000	Professional Services (IT, Website, Marketing)	\$10,000	100%
Other Marketing/Outreach/Special Events	\$5,000	Other Marketing/Outreach/Special Events	\$10,000	100%
Personnel	\$156,921	Personnel	\$156,921	0%
Trust Communications/Information Staff	\$156,921	Trust Communications/Information Staff	\$156,921	0%
Subtotal Marketing/Outreach	\$359,421	Subtotal Marketing/Outreach	\$521,921	45%
Personnel (Staffing)	\$364,995	Personnel (Staffing)	\$494,390	35%
.1 FTE Executive Director	\$21,325	.5 FTE Executive Director	\$93,085	337% move to .5 FTE
Trust Manager	\$170,295	Trust Manager	\$170,295	0%
Trust Communications/Information Staff	\$0	Trust Communications/Information Staff	\$0	0%
Trust Assistant	\$94,120	Trust Assistant	\$97,500	4% move to Admin 2
Temporary Personnel	\$25,000	Temporary Personnel	\$25,000	0%
Office Manager	\$54,255	Office Manager	\$108,510	100% move to 1 FTE
Travel, Meetings and Professional Development	\$7,750	Travel, Meetings and Professional Development	\$17,000	119%
Employee Training	\$1,500	Employee Training	\$3,000	100%
Travel Expense	\$5,000	Travel Expense	\$10,000	100%
Board Meetings/Trainings/Gatherings	\$1,250	Board Meetings/Trainings/Gatherings	\$4,000	220%
Office Expenses / Administration	\$63,905	Office Expenses / Administration	\$71,000	11%
General Operations	\$56,205	General Operations	\$60,000	7%
Postage	\$6,500	Postage	\$8,000	23%
Office Supplies & Services	\$1,200	Office Supplies & Services	\$3,000	150%
Processing (Credit Card/Bank Fees)	\$62,500	Processing (Credit Card/Bank Fees)	\$65,000	4%
Program Expenses (DEI, web updates, etc.)	\$25,000	Program Expenses (DEI, web updates, etc.)	\$25,000	0%
Professional Services (Program or Admin)	\$6,550	Professional Services (Program or Admin)	\$10,000	53%
Subtotal Services/Operations	\$530,700	Subtotal Services/Operations	\$682,390	29%
Expenses- Marketing and Administration	\$890,121	Expenses- Marketing and Administration	\$1,204,311	
Revenue	\$995,887	Revenue	\$1,222,866	
Balance	\$105,766	Balance	\$18,555	

- Impact:
 - ED salary moved from .1 FTE to .5 FTE
 - Trust Assistant position reclassified to better fit responsibilities
 - Office Manager position move from .5 FTE to 1 FTE; this will allow the Trust Manager to focus more attention on supporting Trust programs and fundraising efforts.
 - Would increase overall marketing budget by 45%; this is critical to the Trust's ability to market its new license plate design and introduce/educate/inspire new and renewing donors to use the cultural tax credit.

Feedback from members of the Board is most welcome.

Requested Action:

Informational only For board input/discussion For board action



February 24, 2022

TO: Cultural Trust Board Members
FROM: Brian Rogers, Executive Director
SUBJ: Planning and DEIA Process

We are working to develop a new plan for the Cultural Trust. The plan will incorporate information from listening sessions, board, staff and stakeholders and the State of Oregon Diversity, Equity and Inclusion Action Plan.

We seeking to assemble a planning committee to work with staff and the facilitators, Richard and Anna Linzer, to work on the planning process. If you are interested please let me know.

The listening sessions were specific to cohort groups and are facilitated and documented by staff with Cultural Trust board members attending. Most have been completed with a few planned into 2022. The Oregon Arts Commission is also developing a short-term plan with listening session input specific to their constituents.

Listening sessions by cohort:

- Cultural Advocacy Coalition of Oregon (9/17/2021)
- Cultural Partners representatives (6/28/2021), 4 participants
- Cultural Coalitions (7/29/2021), 32 participants
- Heritage and Preservation Organizations (8/2/2021), 31 participants
- Donors and Business Leaders (9/3/2021), 12 participants
- Arts and Culture Media (8/3/2021), 7 participants
- Legislators and their staff- TBD
- Tribal Partners- TBD

Staff will organize the information from the listening sessions into thematic topic areas and develop strategic priority areas for the committee to discuss. The committee will review and discuss how this information will guide the Trust in the next 3-5 years in preparation for a full Trust board retreat. We have retained facilitators, Richard and Anna Linzer, to help guide us through the process and retreat. We will have a full board retreat in April or May. The committee will meet 3-5 times. Our goal is to complete the plan by the fall and once the plan is develop the committee will no long need to meet.

We are beginning to review all the documentation and organize input into topical categories. Board members interested in seeing listening session notes are welcome to them. Emerging topics include the following:

- The uncertainty of the pandemic has been extremely challenging to organizations, staff and artists. They are feeling overwhelmed and had to pivot and pare down programming and operations to stay afloat. They rely on grant funding, relief funding and contributions to stay viable. The pandemic has not necessarily changed their priorities but has disrupted the circumstances under which they operate.
- This has been an important time for organizations to reset and rethink programming, access, audiences and impact. The balance between in-person and virtual programming has and will remain a challenge to resources and program design. This is an area of capacity development that the Trust could support.
- The decentralized nature of the Trust is its greatest strength- the value of a “collective ask” in support of key investments in support of Oregon’s cultural ecology is strong and timely
- Coalitions would like to play a greater role in a statewide marketing and communications plan with the Trust
- Coalitions would like access to greater funding for their own work (e.g. compensating outside review panelists, upgrade technical equipment, ideally share a grant application portal with the Trust to save time and improve efficiency)
- Coalitions enjoy and benefit from regular opportunities to convene and learn from each other; donors would like to see them increase their partnership building and serve as local hubs for cultural organizations
- From a Trust donor “the Trust is still unique in how it brings people and sectors together and this is huge; it forces communication. And engagement with Tribes is huge. Across all counties and communities. The Trust has enormous potential”
- From a Trust donor “we’d like better materials for advocacy to show people where the money goes, including materials tailored for individual legislators”
- From a Trust donor- the continued investment in the Trust’s own capacity (staff, budget size) is crucial to its ongoing impact and service to the field
- A lot of organizations rely on volunteers, who may now not feel safe or are burned out as the pandemic continues. How to rebuild for a sustainable future? Could there be a role for the Trust in leading the field in building infrastructure and skills for the cultural workforce? The Trust is a powerful convener and opportunities are there to bring more groups together for greater learning and capacity impacts
- The Trust’s grant making and license plate work reveal how the overlap of our collective work addresses existing barriers to culture
- Equity is where the budget dollars reside- if it’s not reflected in budgets is it really happening?
- Portland-based venues/performing groups/museums are very concerned that their audiences will not return even as reopening is permitted.
- Organizations are requesting simplified grant processes and greater access to general organization support/capacity support.
- Many organizations are frustrated with our online grants management system.

- Organizations are increasing their focus on inclusion, diversity, equity and access. Organizations need technical assistance to implement DEI plans. Rural organizations shared that DEI looks different in their communities from urban communities.
- Cultural workers continue to need access to professional development opportunities such as the Organizational & Professional Development program, but on a bigger scale
- Asking organizations to do more now is too much- everyone is in survival mode
- Can the Trust help the field by leadership in problem-solving (root cause analysis) to help them address underlying issues they are facing and how to find solutions to them?

Once listening session feedback is compiled, staff will develop a draft proposal for the Trust Board to review. We will hold a Trust Board and staff retreat to review all the documentation and summary of major themes in March, 2022. During the summer of 2022, we will draft a new short-term bridge plan.

Requested Action:

Informational only

For board input/discussion

For board action



February 24, 2022

TO: Cultural Trust Board Members
FROM: Aili Schreiner, Trust Manager
SUBJ: Cultural Trust Program Updates

2022 Conversations with Funders & Partners Schedule

The Cultural Trust and participating funders (Oregon Arts Commission, Oregon Heritage, Oregon Humanities, Travel Oregon, Miller Foundation, local Coalitions) will be offering four regional, virtual events in April 2022 (dates tbd). Acknowledging general “Zoom fatigue” expressed by our constituents, each presenter will pre-record their individual organization’s funding overview. These will be posted on an EventBrite webpage, allowing prospective attendees to register for the live conversation break-out rooms of their choice.

We will create registrations for four regional events as follows:

1. Southern Oregon: funders each host a “table” with individual Zoom links. Attendees register for those “tables” at times that work for them and we will make sure no one table is overbooked. We will allocate 20-minute segments, for example: 11:30 a.m., 11:50 a.m., 12:10 p.m., 12:30 p.m., 12:50 p.m., 1:10 p.m. and 1:30 pm.
2. Central and Eastside
3. PDX Metro & Valley
4. Coast

In addition, we will offer a recording of a virtual grant writing workshop for registered attendees. Travel Oregon is graciously organizing and underwriting this resource.

Cultural Development Grants

The majority of FY2022 CDV grant award payments have been issued. FY2023 guidelines will be posted by the beginning of March, with a May 6 application deadline. While we anticipate making changes to the program through the work of the DEIA and Grant Committee work, no major changes to the program are planned for FY2023.

Cultural Participation Grants

The majority of FY2022 CPT grant award payments have been issued. Coalitions are in the process of submitting their FY2021 grant reports, many including FY2020 projects that were delayed or changed owing to COVID-19 public health mandates. Coalitions continue their work in recruiting new members, updating their cultural plans and, in some cases, registering as 501c3 nonprofits. I intend to begin hosting quarterly “meet ups” for Coalition

members to discuss shared topics and exchange experiences and ideas. The first will take place in March, date tbd.

Cultural Partner Grants

All FY2022 direct Partner grant awards have been paid. Each year, the Trust Partners invest in statewide cultural projects using Cooperative Funds. The FY2022 award was \$162,722; combined with a balance of \$69,291 (including FY2021 unspent funds for the Poet Laureate program), the total budget for FY2022 is \$232,013. Funds already committed in FY2022 include:

- \$40k, Oregon Poet Laureate program
- \$40k, Organizational & Professional Development Grants, including to-date:
 - \$2k to Southern Oregon Repertory Singers, DEI Board Training
 - \$2k to Deschutes County Cultural Coalition, transition to nonprofit status
 - \$225 to Arts & Business Alliance of Eugene, DEI training for ED
 - \$2k to Hoffman Center for the Arts, organization transition planning
 - \$2k to Rogue World Music, financial management
 - \$2k to Fonograf Editions, consultant for technology investments
 - \$2k to Liberty Theatre, board training
 - \$2k to Beaverton Symphony Orchestra, development planning
 - \$2k to Creswell Heritage Foundation, ADA Access planning
 - \$220 to Play it Forward, professional development conference
 - \$2k to PLAYA, development planning
 - \$2k to PlayWrite, equity training
 - \$2k to Portland Radio Project, transition planning
 - 2k to The Writer's Guild, strategic planning
- \$12k, for four regional Conversations with Funders events
- \$10k, Fellowship for Anis Mojgani

Total commitment to date: \$102k

The Partners will have met on Feb. 22 to allocate the remaining balance of \$60,722. Current proposals include the Cultural Capacity series in partnership with the Nonprofit Association of Oregon and an Arts Commission request to fund a contractor to support the development of a Cultural Districts program.

COVID-19 Relief Program: ARPA

Phase one of the \$50 million ARPA program is nearing completion. The application for \$5 million of support for the small and independent community movie theaters closed on February 9. Sixty applications representing 74 theaters were received and are being reviewed for eligibility; awards will be made at the beginning of March.

The program team is working on program guidelines for Phases 2 and 3; our goal is to have these go live as soon as possible, with both programs complete and awards paid before June of 2022.

Program overview reminder:

\$50 million in ARPA funds was allocated to Business Oregon in HB 5006 “for grants to music, cultural, and community venues and organizations that were negatively impacted by the COVID-19 pandemic.” \$5 million is intended for distribution to small and community movie theaters. Remaining funds are to be distributed to support the live events industry, including live event operators, music, cultural and community venues (\$35 million), and other entities supporting live events (\$10 million). This ARPA program is being developed into three separate and sequential programs. Here is a brief outline and timeframe of the programs:

1. \$5 million for Small and Independent Community Movie Theaters

2. \$35 million for Live Event Venues

- a. Developing program rules and processes in collaboration with designated department staff (IT, Contracts, HR, Fiscal, Communications)
- b. Draft program guidelines and application are under review; it is likely that each venue will submit their own application with supporting documentation of lost revenue due to COVID and attestation of eligible expenses for the period beginning March 3, 2021. Lost revenue is not an eligible expense (this program is forward looking) but a qualifying condition. Eligible expenses range from operating costs to costs related to COVID-19 prevention and mitigation tactics.
- c. We’ve worked with the agency’s legislative liaison and Rep. Lively’s office to further clarify and define intended recipients of this phase of funding.

A *working* definition of a “live event venue” at this time is: a business or nonprofit that consists of one or more permanent, applicant-owned and/or operated event venues in Oregon used for the purpose of hosting live, ticketed music, cultural, or community events, including but not limited to performances, fairs/festivals, and community events. The business activities eligible for funding in this program are restricted to earned revenue from live event rentals fees, ticket sales and/or catering charges associated with hosting live performances, fairs/festivals, and community events. Eligible entities would thus include:

- Live event (music, cultural and community) venues
- Museums with earned revenue from live event rental sales
- County fairgrounds owned and/or operated by non-municipal organizations
- Cultural venues within federally recognized Indian Tribes based in Oregon
- Tradeshow venues
- Special Event Rental Venues (with Live Performance Venues and other entities eligible for grants through other State Programs excluded)
- Fair and Festival Event Venues
- Amateur Sporting Event Venues

Those eligible organizations that have not received federal assistance from CRFCS, SVOG, OCA will be prioritized for funding.

Our goal is to publish program in March of 2022 and provide application orientation for applicants (and other support activities, translated applications, etc.)

3. \$10 million for Live Event support industries

- a. Developing program rules and processes in collaboration with designated department staff (IT, Contracts, HR, Fiscal, Communications)
- b. Draft program guidelines and application will be developed; individuals/businesses will submit their own application with supporting documentation of lost revenue due to COVID and attestation of eligible expenses for the period beginning March 3, 2021. Lost revenue is not an eligible expense (this program is forward looking) but a qualifying condition. Eligible expenses range from operating costs to costs related to COVID-19 prevention and mitigation tactics.

A *working* definition of a "live event operators and support industries" at this time is: live event providers or entities that are businesses, nonprofits, or sole proprietors with 50% or more annual revenue earned through providing live event goods or services. The business activities eligible for funding in this program are restricted to revenue earned from live event contracts, goods or services in support of live music, cultural, or community events.

Eligible entities would thus include:

- Live event (music, cultural and community) organizations
 - Event planners, designers, organizers and producers
 - Event Sound, Video, Lighting, Rigging, and Staging Providers
 - Event Rental Companies
 - Cultural entities within federally recognized Indian Tribes based in Oregon
 - Event Catering (who will not be able to receive Federal ARP "Restaurant Revitalization" grant funding)
 - Event Scenic, Decor, and Floral Vendors
 - Tradeshow Providers, including Consumer Shows
 - Theatrical Service and Rental Equipment Providers
 - Festivals and community event organizations
 - Specialty Entertainers such as DJs, MCs, Costumed Characters, Actors, and other special event-specific talent
 - Specialized Event Services and Vendors such as Event Security, VIP Toilets, Photobooths, Portable Gaming, Amusement Providers, Event Transportation Providers
 - Wedding-Specific Services and Vendors such as Stylists and Makeup Artists, Officiants, Photographers and Videographers, Planners and Coordinators
 - Fair and Festival Operators and Providers
 - Amateur Sporting Event Operators and Providers such as Air Shows, Marathons, Rodeos
- c. Goal- publish program in May of 2022 and provide application orientation for applicants (and other support activities, translated applications, etc.)
 - d. Working with list of prospective applicants from the Live Events Coalition of Oregon.

- e. Budget: \$10 million to be allocated to eligible applicants based on eligible requests, budget limitations, and geographical considerations. This is still under development.

Requested Action:



Informational only



For board input/discussion



For board action



February 24, 2022

TO: Cultural Trust Board Members
FROM: Brian Rogers, Executive Director
SUBJ: Trust Board Committees

In support of the Cultural Trust's strategic planning and advocacy efforts, we are reestablishing committees to coordinate among board members and staff. The Governance Committee is an ongoing committee.

Committees with members to-date

- Governance and Advocacy- Kramer, Price, Yamasaki
- DEIA/Grants- Andries, Murphy
- Planning Process

The Governance and Advocacy Committee

The Governance Committee is comprised of the Chair, Vice Chair and Treasurer. This committee works with staff upper level policy and strategy issues, and board development and governance position succession.

The committee also focuses on cultural advocacy advancement including meeting with the Cultural Advocacy Coalition of Oregon and Oregon Arts Commission, Partners and other stakeholders. The Committee will help strategize and position policy development including the Trust's administrative cap of \$400,000.

Other board members are encourage to join the committee's work on advocacy. The committee will meet every month and attend special meetings with the Arts Commission, CACO, Business Oregon leadership, the Governor's Office and legislators as needed.

DEIA Plan & Grant Programs Committee

The work of the DEIA and Grant Committee addresses how the Trust grant programs are meeting the Trust's goals and ways to improve access and equity in our grantmaking policies and procedures.

The Trust is currently developing a Diversity, Equity and Inclusion Action Plan, in partnership with the Oregon Arts Commission. We are committed to being a leader in equity for arts, heritage and humanities to ensure historically and currently underserved and under-resourced communities have improved access to our grants, services and programs.

The State of Oregon recently launched their [Diversity, Equity and Inclusion Action Plan, a Roadmap to Racial Equity and Belonging](#). We are committed to continuing our work to address the inequities that exist and will integrate the DEI Action Plan's Racial Equity Toolkit (see page 39 of the plan).

The following statement will guide our planning "As Oregon changes demographically, state agencies must formulate new approaches to ensure all residents can live and thrive in our state, across their identities. We intentionally place racial equity at the forefront in this plan to counterbalance racist policies and practices that should be dismantled."

Our plan follows the values and definitions of the State of Oregon's DEI Action Plan and includes the following components:

- Definitions
- Acknowledgments
- Guiding principles
- DEI vision
- DEI statement
- DEI goals
- Progress on our goals
- What we are working on now
- Commitments for the future (action plan)

During our listening sessions with stakeholders, participants shared what equity work means to them and shared ideas on how the Cultural Trust's programs can be more accessible and equitable. Staff will evaluate this feedback to create goals for our DEI Action Plan.

The committee will have quarterly meetings with the goal of developing priorities, strategies and timelines to support the DEIA plan and impact on the grant programs and Trust services.

Planning Process Committee (ad hoc)

We are working to develop a new plan for the Cultural Trust. The plan will incorporate information from listening sessions, board, staff and stakeholders and the State of Oregon Diversity, Equity and Inclusion Action Plan.

Staff will organize the information from the listening sessions into thematic topic areas and develop strategic priority areas for the committee to discuss. The committee will review and discuss how this information will guide the Trust in the next three to five years in preparation for a full Trust board retreat. We have retained facilitators Richard and Anna Linzer to help guide us through the process and retreat. We will have a full board retreat in April or May. The committee will meet three to five times until the plan is completed in the fall.

We look forward to engaging the Cultural Trust Board in the development of this plan and will review progress on our goals regularly at Board meetings. Please let Brian Aili know if you'd like to participate on a committee

Requested Action:

Informational only For board input/discussion For board action