



CITY OF OREGON CITY ARTS COMMISSION - VIRTUAL ONLY AGENDA

VIRTUAL ONLY

Thursday, January 18, 2024 at 7:00 PM

VIRTUAL MEETING NOTICE

This meeting will be held in-person at the location listed above and virtually via Zoom. Please contact agriffin@orcity.org for the Zoom link if you wish to participate virtually.

CALL TO ORDER

PUBLIC COMMENT

Citizens are allowed up to 3 minutes to present information relevant to the Arts Commission but not listed as an item on the agenda. The Chair has the discretion to waive limitations. Prior to speaking, citizens shall complete a comment form and deliver it to the Staff Member. The Arts Commission does not generally engage in dialog with those making comments but may refer the issue to the City Manager.

ADOPTION OF THE AGENDA

APPROVAL OF MINUTES

1. Approve December 21, 2023 Meeting Minutes

PRESENTATIONS

1. Trieste Andrews and Michelle Leigh presentation

DISCUSSION ITEMS

1. Elect Chair and Vice Chair
2. Agenda for Strategic Planning Retreat January 25, 2024
3. Finish Discussion of Selection Process Timeline

COMMUNICATIONS

ADJOURNMENT

PUBLIC COMMENT GUIDELINES

Complete a Comment Card prior to the meeting and submit it to the City Recorder. When the Mayor/Chair calls your name, proceed to the speaker table, and state your name and city of residence into the microphone. Each speaker is given three (3) minutes to speak. To assist in tracking your speaking time, refer to the timer on the table.

As a general practice, the City Commission does not engage in discussion with those making comments.

Electronic presentations are permitted but shall be delivered to the City Recorder 48 hours in advance of the meeting.

ADA NOTICE

The location is ADA accessible. Hearing devices may be requested from the City Recorder prior to the meeting. Individuals requiring other assistance must make their request known 48 hours preceding the meeting by contacting the City Recorder's Office at 503-657-0891.

Agenda Posted at City Hall, Pioneer Community Center, Library, City Website.

Video Streaming & Broadcasts: The meeting is streamed live on the Oregon City's website at www.orcity.org and available on demand following the meeting. The meeting can be viewed on Willamette Falls Television channel 28 for Oregon City area residents as a rebroadcast. Please contact WFMC at 503-650-0275 for a programming schedule.

Arts Commission – December 21, 2023

Present:

Trieste Andrews
Tima Carlson
Selena Jones
Emma Lugo
Quire
Josh Planton
Tammy Jo Wilson
Jenn Woodward

Karen Buerhing had an excused absence. Ann Griffin (“Ann”) thanked Mayor McGriff for attending the meeting.

I. Adoption of the Agenda

Ann stated that there is a change to the published agenda; namely, the discussion of the revised Request for Proposals for the replacement sculpture was moved to the first agenda item and the interviews with candidates for the 2024 Arts Commission would come second. This change made it easier to stop the broadcast as the interviews with candidates would not be broadcast. A recording of the discussion was made for the purpose of City records.

Tima Carlson (“Tima”) made a motion that the agenda be changed as proposed. There was general agreement that the change should be accepted.

II. Approval of the Minutes

Emma Lugo (“Emma”) made a motion to approve the minutes from November 16, 2023. Tammy Jo Wilson seconded the motion. The minutes were approved unanimously.

III. Discussion Items**A. Revised Request for Proposals – Public Sculpture on Seventh Street**

Ann reminded those present that the Arts Commission initially considered an RFP for the new public sculpture at its April 2023 meeting. At that time, the group had a budget of roughly \$5600. As stated in the staff report, the Arts Commission determined that this was not a sufficient budget. The Arts Commission secured additional funds with a Community Enhancement grant. The budget presented in the draft RFP was \$18,300.

Jenn Woodward (“Jenn”) introduced the RFP and highlighted some of its major elements.

Josh Planton (“Josh”) suggested that we add the words “*up to*” before the selected dollar amount to allow for potential proposals at a lesser amount.

Josh also recommended that additional information be included to better describe the selection process. He asked how the group would determine which two 2 proposals will be considered for additional discussion by the Arts Commission. Will the Arts Commission need to have an off-line discussion or email exchange to confirm the two artists selected for interviews? He also asked if the Arts Commission would like to include a Qualifications section to make sure that the artist has previous experience with public sculpture. Lastly, he asked if the Arts Commission would like to include information about the previous statue.

Tammy Jo replied that clarifying the selection process was a good idea. However, she thought including a formal “Qualifications” section could be intimidating to artists and would effectively reduce the number of proposals received. be off-putting to

Emma agreed that some reference to the site is a good idea. She also asked if the \$18,000 budget is sufficient. Quire stated that she thought the budget “was doable.” She did research by speaking with ADX Portland studio, asking them what they thought a satisfactory budget would be. Quire had an extensive discussion with them. It obviously depends on the materials chosen for the work. A bronze casting would cost upwards of \$30,000 to produce. But other materials could be selected.

Emma also asked if the idea is to put the replacement piece in the same location. Likely to get hit again if it stays in the same spot; also the location of the sculpture was a bit of a safety hazard, as it’s a barrier to see pedestrians crossing at that spot.

Emma asked if the sculpture could go on the other side of the street in the park with the McLoughlin House.

Tima asked if the foundation was part of the \$18,000 budget. Tammy Jo stated that it is a little late to reconsider the location, we need to know where it is going to be so that artists can respond.

Denyse McGriff is a resident of the neighborhood and answered that putting the statue in that park would not be possible. The City has a 99-year lease with the National Park Service who operates the park. The lease precludes changing anything or digging in the ground. She also stated that she is not aware of any special footing to pedestal.

Denyse is also a member of the McLoughlin Neighborhood Association. She recommended that someone from the McLoughlin neighborhood be on the selection committee so that they can help select a piece that would be a positive addition to the neighborhood. She also states that people do not typically drive at the 25-mph speed limit.

Suggested as a resident – what do we want the artwork to portray; something that is welcoming, something that is reflective of the neighborhood. Lastly, she suggested that the group offer a \$20,000 budget.

Trieste stated that she spoke with Jamie of Happy Valley. She has a list of some 50 artists that could potentially be interested in the work. She also asked several artists about the \$19,000 budget. She

thought that many artists would be willing to provide a piece at potentially less than strict market value in exchange for the publicity.

Quire - Do we want to make it something people can set on? She then recognized the safety concerns. She also stated that it is important to pay artists what they are worth.

Emma recommended that we increase the budget to \$20,000 and that we also invite a member of the neighborhood and also include the “up to” \$18,300 in the RFP. Include an image of the previous piece.

Jenn asked if we could make the suggestions discussed and still get the RFP out in January. Answer: Yes.

Mayor McGriff asked that we discuss the base with public works, starting with John Lewis. Note: Following the meeting, Ann reviewed notes from discussion with Josh Wheeler in Public Works. There is nothing in the existing base that would provide structural support for a new piece of art.

Josh asked if we could give the initial list to the McLoughlin Neighborhood Association for review. The group meets on the first Thursday of every month.

Ann asked what would be a good submission deadline. The group agreed on a submission deadline of March 4.

B. Interviews of Potential 2024 Arts Commission Members

The terms for three members of the Arts Commission end on December 31, 2023 (Tammy Jo Wilson, Selena Jones and Jenn Woodward). The City of Oregon City received 6 applications for 3 open spots. This included an application from Jenn Woodward, who was interested in serving again. Jenn stated that it had been an honor to serve on the Arts Commission but that she would step aside to allow someone new to join the Commission. One applicant, Amy Theberge, did not respond to an invitation to the meeting. Invitations were sent by email. Staff did not have a phone number for Ms. Theberge.

The Arts Commission listened to live statements from 4 candidates (listed below). They asked each candidate why they would like to join the Arts Commission and “what else would you like for us to know about you?”

- Judy Schaffer
- Amanda Alwine
- Daria Loi
- Rebecca Sira

The group cast ballots to create their list of recommended names: Amanda Alwine, Daria Loi and Rebecca Sira. The Mayor makes the appointments to the Arts Commission. Mayor McGriff agreed with the recommendation made. Thank you to everyone who submitted an application to join the OC Arts Commission.

Preliminary Business Plan for Oregon City Community Cultural Arts Center

**An Economic Engine in the
Eastham School Building**

**Prepared by
Trieste Andrews, Claire Blaylock, and Michelle Leigh**

Introduction

The following Business Plan is based on a proposal that was created for the Southington Community Cultural Arts Building. My twin sister Mary DeCroce gave me permission to use this plan more than 5 years ago when the idea of an Art Cultural Community center was being discussed with members in our own community. Although the plan was created for an historical building in her hometown of Southington Connecticut that was being considered for demolition, it offered a great framework for a potential center in Oregon City.

Mary's own Art Center, later known as SoCCA, was originally presented to her city in 2012. It began construction in 2014 and opened its doors in 2016. SoCCA proved to be a tremendous success focusing on inclusivity of all with many programs focused on youth and people with disabilities. SoCCA still thrives today with continuous events and programs. Total revenue from SoCCA was \$361,626 in 2022. The Center also contributed to their city's economy with a hired staff, tax contributions and the cost and investment in the renovation of an historical building.

You can learn more about SoCCA, its programs, and its history at <https://www.southingtonarts.org/>.

Trieste Andrews

Table of contents

- I. Executive Summary
- II. Description of Business
- III. Description of Services
- IV. Marketing plan
 - Customer Base
 - Competition
 - Advertising and Promotion
 - Location
- V. Funding Opportunities
- VII. Sustainability Plan
- VIII. Conclusion

Executive Summary

The Impact of Art on a Community

The value of the arts is an important factor in the economic and educational health of any community. In 1999 a study called *Champions of Change*, found much evidence that learning in the arts helps develop habits that will support other disciplines, and that it can often reach at-risk students when other disciplines cannot. Arts education helps students learn; it can enhance creativity, self-discipline, and the skills and confidence necessary to meet the challenges encountered during their lives.

Creating Art in the community also has a proven record of enhancing people's lives and the towns and cities they live in. In 1984 the *Philadelphia Anti Graffiti Network* was founded to stop the spread of graffiti in the Philadelphia area. Two years later the *Mural Arts Program* came into existence and the two united to eventually clean over 40,000 walls of graffiti and bring over 3000 murals into the city. The organization literally changed the face of Philadelphia and MAP now employs over 1000 artists and services over 3000 children a year in their arts programs.

The Office of Disease Prevention and Health Promotion conducted a recent study of the current mental health crisis. According to a study by the Ann E Case Foundation the number of children reported to have anxiety and depression increased from 2016 to 2020 by 26 %. In Oregon the increase is even higher. In 2016 11.5% of children had anxiety or depression. By 2020 this increased to 40% and 16.1% within the state. The statistics went higher when students come from marginalized communities or backgrounds of economic disparity. One of the accepted and proven methods to combat the mental health epidemic is to create opportunities for community connection, creative expression, and a sense of belonging. A creative arts center would not only be an economic engine for Oregon City but would share these valuable mental health resources within our community.

Economic Impact of the Arts in Clackamas County Clackamas County Arts + Culture Contributed \$26.1 million to economy in 2022!

In the new Americans for the Arts' Arts and Economic Prosperity 6 Study (AEP6) completed in 2022, we learned that Oregon's arts and culture sector contributed a monumental \$829 million to the economy.

In Clackamas County, AEP6 delivers a clear and welcome message: When our communities invest in arts and culture, we are investing in an industry that stimulates the economy, supports local jobs, and contributes to building healthy, vibrant, and more livable communities.

In the AEP6 study Clackamas County's arts and culture sector:

- Generated \$26.1 million in economic activity during 2022
- Supported 573 jobs
- Contributed \$17.5 million in household income for local residents
- Delivered \$4.5 million in tax revenue to local, state and federal governments

Additionally, AEP6 surveys for Clackamas County found that:

- 87% of arts and culture attendees agree that the activity or venue where they were surveyed “is inspiring a sense of pride in this neighborhood or community.”
- Over 40% of attendees for a performance, event, exhibit, venue, or facility” were from outside the County.
- And 81% reported that the primary purpose of their visit was “specifically to attend the performance, event, exhibit, venue, or facility.”

Great art makes great places. Great places attract great talent. Great talent creates great jobs. The money spent on renovation, is money that comes back into the community. Oregon City has the opportunity to not only create an economic engine for the arts and culture community but also the business community. The creation of new jobs, purchasing material and building supplies, and the increase of money spent in the local area equals the renovation fees. Many of Oregon’s Art Organizations recognize this fact and fund those projects which meet the criteria.

Oregon City Demographics

The town of Oregon City has a population of approximately 36,975 people with 13,509 households and approximately 7,200 students. The town’s many features include a rich history of the first settlers and the Confederated Tribes of the Grand Ronde, numerous historical homes that can be toured, 2 historical museums, hundreds of organized sports programs for both adults and youth, 26 parks, an award winning community college, a professional community theatre, several successful dance companies, an active Public Library, and a Parks and Recreation department that offer many cultural activities throughout the year. Organizations which promote the arts include the Oregon City Art Commission, Oregon City Childrens Theatre, Clackamas Repertory Theatre, the Three Rivers Artist Guild, and Soulflags Art Community Center. Many of these organizations operate as a 501c3 dependent upon grants and private funding to succeed. However, as of yet, there is no city-designated space thus far for cultural art activities.

Based on the above information we are proposing a Community Cultural Center in Oregon City. It will provide unique and meaningful arts programming for all ages and give local artists a venue to exhibit. Its placement in the community will also provide a greater economic impact to Oregon City and will make the town a destination for visitors. We believe Eastham School is the perfect location to accomplish all our goals.

Description of Oregon City Community Cultural Arts Center

In 2023, the Oregon City Childrens Theatre was a catalyst in gathering Oregon City's various art organizations and art advocates to discuss the possibility of joining forces and forming a community arts center.

In 2022 Eastham School was vacated. Except for a small portion of the building being leased and used by a Film Production Company, the building has remained economically static. Various community leaders, business people and residents began conversations that the building be renovated for a much needed community arts center. Active supporters include:

Michelle Leigh – Owner/Managing Director Oregon City Children's Theatre
 Claire Blaylock, Capital Campaign Consultant
 Trieste Andrews – Oregon City Art Commission
 Jan Keyser – Founder Creator Harmony Music
 Dianne Alves – Director Clackamas County Arts Alliance
 Lynda Orzen and Cathy Rowe – Three Rivers Artist Guild
 James Graham – Economic Development Manager
 Tim Cook – President Clackamas Community College
 Tima Carlson – Owner/Director Soulflags Art Lit Community Center
 Cyndy Smith-English – Owner/Managing Director Clackamas Repertory Theatre
 Oregon City Arts Commission

Each saw the need in the community and believed the possibility of attaining an art center for the town, in the Eastham School building, was worth their time and effort. The group began meeting in November as an art coalition to prepare and present public support to the City for an Art Cultural Center. In addition to the group's input, Michelle Leigh and Trieste Andrews met with the Lake Oswego Arts Theater, Multnomah Art Center, and the Southington Community Cultural Arts to research and determine the steps needed to create an Art Center. As a side note, Lake Oswego Theater operates independently with grants and funding while the Multnomah Art Center operates under the Multnomah Parks and Rec Department. Each organization freely expressed the pros and cons of operation. Both perspectives are work considering for Oregon City.

Michelle Leigh also procured the services of Claire Blaylock, a Capital Campaign Consultant. Her findings are included in this package and well worth viewing as a solid plan for financing the project. Michelle has also identified an engineer, architect, and contractor for the expected renovations.

Although we have only been able to conduct a quick survey of the Eastham School at this time, the possibilities are exciting.

- More than 16 double sized classrooms each equipped with a sink and work station – a requirement for leasing art studios/workshops
- A large auditorium with stage – will need upgrades but a space for potential performances
- A child care space already in use

- A large kitchen again needing renovations, but perfect for future cooking classes and demonstrations
- An operating elevator required for ADA accessibility for the public
- Various office space for staff and support
- A large parking area with the possibility of converting the outside area facing Molalla Ave to additional parking if needed.

In addition to the above assets of the Eastham School as an Art Center, we would also like to point out in particular the premium location of this building. Eastham School sits on the junction of 7th street and Molalla Ave. Molalla Ave is the most traveled street in Oregon City, and the location offers a full view of potential events and programs. The windows facing both 7th Street and Molalla could potentially be adorned with artwork advertising the Center and the events taking place. This particular area of midtown Oregon City houses multiple restaurants which would benefit from events taking place at the Center. Additionally, we would ask the support of Downtown Oregon City for a reciprocal partnership.

An economic engine such as a cultural center is something that would fulfill Oregon City's own 2023-2025 vision including:

- a more diverse and inclusive community
- a tourism infrastructure that supports economic development for a healthy and sustainable community
- a public infrastructure investment for current and future residents

We believe that Oregon City is a special place, and that our community will be strengthened and will benefit from the establishment of a dynamic center for art, creativity and commerce.

Description of Services

Oregon City Community Cultural Arts will strive to create an environment in which all local art organizations can gather and exhibit, perform, teach and display their art. The main focus of the center is to not only service the need for art space but to increase the economic impact of Oregon City through a cultural experience; to make Oregon City a destination to visitors locally and out of state. In order to accomplish these goals the center will feature the following:

- Over 16 large classrooms equipped with sinks and workstations potentially available as artists' studios.
- Exhibiting gallery/black box theatre, 75-person capacity, also available for rental
- Available Community space
- Catering room
- Office
- Retail store for art supplies and artisan artwork
- A potential soundproof music room
- Art resource library

- Potential Pottery room
- Potential Dance Studio

Special artist-led workshops will be held on a daily basis. In addition, we will host the First Friday of the month Art Party, docent visits led by representatives of partner galleries and museums, scheduled gallery openings and seasonal special events. Outreach programs for the community will include classes for youth at risk, special needs adults and children, home school students, preschoolers and residents in local health care facilities. Artist in residence programs will also be offered and will be outsourced to the surrounding community.

The exhibiting area will be designed with movable walls so it can also be used for small performances and rented for small parties. Small performances will include theatre, dance, music, film and literary events. The catering room can be used for private events and party rentals can bring in food and beverages. Local restaurants will be featured as specialty catering companies.

The retail area will offer art supplies for students attending classes and for the public. Artwork and artisan crafts from local artists will also be available for purchase.

Staff will include teaching professional artists each specializing in their own art medium, an Art Director and a clerical position. Artists will have the opportunity to rent space for studio and/or teaching and will have an exhibit area included in the rental fee to showcase and/or sell their artwork.

Use of facilities will be offered to the community to rent for private celebration parties and will include a workshop with an artist. Clients can customize the workshop in the time allotted. Space can also be rented for group meetings without the workshop. All local art organizations and groups will be able to use the facilities for meetings, workshops and exhibits. Local theatre and music groups will have use of the space for practicing and small performances.

Programming will be available for all ages to include school age children, special needs, homeschool, adults and senior citizens. Pricing for programming will be competitive to the marketplace. The facility will offer services not available presently such as art supplies, artisan's retail, small black box theatre, pottery room and community meeting room.

Oregon City Community Cultural Arts has the ability to not only supply the much-needed teaching, exhibiting, and performing space for local art groups. Additionally, because of its location in the Midtown district yet close to downtown, it has the potential to make a huge impact on the economic success of Oregon City.

Marketing Plan

Market Analysis Summary

Our target market is children ages seventeen and under, parents and senior citizens living in Clackamas County. Oregon City is a stable area with a history of supporting family-oriented programs throughout the town. We feel that in order to establish a foothold within this market and create awareness for the unique and high-quality programs we are offering, we need to focus our initial marketing efforts only on the Oregon City community. The initial marketing effort will extend through our first twelve months of operation. As a result of scaling our initial efforts in this manner, we are able to leverage our strong ties within the local community, local media, and educational institutions.

Programming will be tailored to fit the extracurricular creative needs of Oregon City children in the public School system, as well as magnet, private, parochial schools and homeschoolers. Our outreach will also extend to those children enrolled in day care and preschool programs, and to those children who are patients at local children's hospitals. We will also target the senior health care facilities and provide artists in residence programs. We will combine programming, special events, and gallery shows with all of these organizations.

Competition Analysis

There is no known organization in Oregon City that would offer the unique art experience provided by Oregon City Community Cultural Arts. The following is a general overview of what is presently offered to the town pertaining to the Arts and the lack of adequate teaching, exhibiting and performing space offered.

Oregon City Childrens Theatre believes that every child who shows the desire to be a performer or assist with stage craft should be given the opportunity. Their goal is to enable children through volunteers, directors and assistants to: learn, perform and control a theatre production. OCCT strives to show children that they are capable of anything they are willing to do the work for. These goals create strong, capable and confident children who will take this theatre arts experience into their adult lives.

The Oregon City Public Library has supported the arts and provided many cultural programs free of charge to the community for many years. There are also many other cultural programs offered through the Oregon City Library including: poetry writing, music appreciation, cartooning and art, dance and craft classes for youth and adults. Teaching space is minimal with no sink and exhibiting space is small.

Clackamas Repertory Theatre - Clackamas Repertory Theatre is a program of the Clackamas Community College Foundation, a 501(c)(3) not-for-profit organization. It was founded in 2005 by Artistic Director, David Smith-English and Executive Director, Cyndy Smith-English. Both champions of education, the Smith-English's wanted to create a theatre for former and current students of CCC. Clackamas Rep has become a place for students to gain professional theatre experience.

Soulflags Art Lit Community Center is a non-profit organization focused on creating an opportunity for youth and aspiring artists to be exposed to different art styles and art media. Soulflags aspires to be affordable for our community, reducing costs with the help of grants and donations to become an art resource for the community. Although it offers a myriad of art opportunities for both children and adults, it has limited space for its mission.

The Three Rivers Artist Guild In February of 2007, a group of artists held their first organizational meeting at the Pioneer Community Center in Oregon City, and participated in the first heART of Oregon Show at the Museum of the Oregon Territory that same month. By March the by-laws were approved, and the Three Rivers Artist Guild became official. Within that first year TRAG was invited to participate in the gallery at the End of the Trail Interpretive Center, became a member of the OC Chamber of Commerce, took part in the Sky Light Gallery hosted by the Arts Action Alliance, hosted a receded art show, and installed an art exhibition and sale for Clackamas Live in Milwaukie – an auspicious beginning! Since then TRAG has been an active and proud member of the OC Chamber of Commerce, the O/C Business Alliance, Buy Local Oregon City, and proud supporters of the Clackamas Art Alliance and the Regional Arts Alliance. They regularly host art events including: The OC Festival of the Arts, the Spring Fling, and the Holiday Show.

TRAG also operated a gallery from 2008 to 2020. Although a great art resource for the Oregon City community, the TRAG gallery was forced to close its doors during the Covid epidemic and they have been unable to find a replacement space.

Clackamas Community College provides a plethora of Art Classes including techniques, history, and art appreciation. This resource, however, is geared towards the community college student.

Oregon City's Parks and Recreation Department offers a limited assortment of programs for adult and youth cultural activities in the Arts. Included are various dancing lessons, yoga, painting classes, summer playground program, Summer Music in the Park and Summer Movies in the park. Classroom space is limited.

It is important to note that most of the art-related organizations mentioned above support the idea of an Oregon City Art Cultural Center at Eastham school, and you will find their letters of support included in this package. They include: Cyndy Smith-English, Owner and Director of Clackamas Repertory Theater; Tima Carlson, Owner and Director of Soulflags Art Center; Cathy Rowe, Secretary of the Three Rivers Artist Guild; and Tim Cook, President of Clackamas Community College. All have expressed an interest in participating in this exciting endeavor.

Marketing Strategy and Implementation Summary

A new arts and culture community center would be an exciting opportunity to engage local and statewide partners for marketing and advertising. Local tourism partners such as the City of Oregon City and Mt Hood Territories will help our organization publicize our events. Statewide partners such as Travel Oregon will also amplify our marketing

efforts. This level of marketing has successfully worked for Chehalem Center in Newburg, the Crossroads Carnegie Art Center in Baker City, the Patricia Reser Art Center in Beaverton, and the Three Rivers Artist Guild events in Oregon City.

We will build off our existing relationships with businesses and the community by leveraging in-kind services and donations.

On-site marketing for workshops and classes by our monthly special events is an economical and effective way to generate revenue. By reaching attendees and people who have already made the initial step to engage in our experience, we anticipate a high degree of interest and participation in revenue producing activities such as workshops and classes.

We plan to execute a town wide membership drive and solicit residents for membership fees to the Oregon City Community Cultural Center. Fees will be for families or individuals and will provide discounts for all Art Center activities.

Finally, we believe our most important marketing tool is the location itself. This section of Molalla is one of the most traveled roads in and out of Oregon City. The public will be able to see inside and view the activity and the exhibits right from the street. This will cause a curiosity that will involve visitors and residents alike to visit and experience the cultural activities offered.

Funding Opportunities

See Claire Blaylock's capital funding attachment.

Sustainability Plan

As stated above various art centers were visited and researched and the directors were interviewed. We created a sustainability plan based on our findings of what makes an art center successful financially and what is lacking in those that are struggling.

We found that classes alone cannot support an art center. Student enrollment can vary and change seasonally and cannot be guaranteed. A successful art center needs income that can be relied upon on a monthly basis. Based on this fact, the decision was made to have every area in the center capable of producing income. These income producing initiatives include:

- Artists' studios
- Workshops and classes
- Performances
- Affordable Party and event rentals
- Cooking demonstrations and workshops
- Memberships
- Art Supplies – new and used
- Art Shows
- Birthday Parties
- First Friday art events
- Gallery space for hangings
- Art Lectures
- Poetry slams
- Youth music slams
- Literary workshops

Conclusion

The renovation of the Eastham School building into an art center serves a two-fold purpose. It will finally fulfill a growing need in our community for the support of youth and the arts and at the same time create a cultural art experience that has the ability to increase the economic impact in our town.

Providing cultural art experiences for adults and children alike covers a large percentage of our population. Art is enjoyed and experienced by the very young and the very old, athletic and sports impaired, physically healthy individuals and those with disabilities. An art Center is just as important as sports and the parks in our community.

Oregon City has a reputation of not providing enough cultural art experiences for their residents and visitors. It is a missing resource in our cultural landscape and must be addressed and solved so that we not only service the needs of our residents but give visitors the opportunity to enjoy our town and spend money at our local businesses. Who hasn't visited a gallery, attended the theatre, taken a workshop and at the same time preplanned a special dinner or lunch in the local area, went shopping and enjoyed the town we were visiting. An Art Cultural Center would benefit our community not only aesthetically but more importantly the economic vitality and sustainability of Oregon City.