

**Priority:** Vibrant Communities

**Lead Agency:** Non-Departmental - All

**Program Offer Type:** Existing Operating

**Program Contact:** Julie Neburka

**Related Programs:**

**Program Characteristics:**

### Executive Summary

Support from Multnomah County is vital in RACC's efforts to integrate arts and culture in all aspects of community life. Through a variety of arts services and cultural activities, RACC helps create vibrant communities, enhances our children's education, and contributes to a thriving economy – serving more than 590,000 County residents in the process. Multnomah County's investment also leverages additional support from several public and private sources.

### Program Description

Multnomah County contracts with the Regional Arts & Culture Council to provide a variety of vital services. (1) RACC provides cash grants to artists and arts organizations that provide affordable performances and exhibits in our neighborhoods, schools, community centers, and cultural facilities. These grants also support the arts education activities that local arts organizations are conducting for our public schools. (2) RACC funds schools directly through a Fast Track Grants program, which helps teachers bring artists and arts organizations into the classroom. (3) RACC provides free printed and electronic services for more than 5,000 Multnomah County based artists – including resources that help artists find grants, competitions, commissioning opportunities, workshops, jobs, etc. (4) RACC raises money for local arts organizations through state and federal grants, and through our workplace giving program, "Work for Art." (5) RACC administers the County's public art and percent-for-art programs, although funding for that program is generated through another dedicated source and is not, therefore, part of this proposal.

### Program Justification

Arts and culture are essential ingredients for healthy neighborhoods and a vibrant sense of community. The arts bring neighbors together and help citizens share a variety of cultures and human experiences. Multnomah County residents care passionately about arts and culture. County residents accounted for more than 1,100,000 admissions at RACC-funded events in 2004-05. Arts and culture also help Multnomah County children succeed in school: arts education activities are an essential part of a well-rounded education and are proven to boost student performance in other academic subjects including reading, writing, math and science. Arts and culture activities also help support a strong and thriving economy: Multnomah County's nonprofit arts and culture sector is a \$144 million industry, with an extended economic impact of \$314 million – providing jobs, household income, and tax revenue for the County. Supporting the Creative Industry cluster – including, very specifically, the arts – is a key recommendation of the Regional Business Plan.

### Performance Measures

Measure Type	Primary Measure	Previous Year Actual (FY04-05)	Current Year Purchased (FY05-06)	Current Year Estimate (FY05-06)	Next Year Offer (FY06-07)
Output	# of admissions from Co. residents @ RACC-funded exhibits	1,006,000	1,100,000	1,100,000	1,200,000
Outcome	Dollars raised through Work for Art	36,625	60,000	55,000	110,000
Output	# of children served through RACC's arts education grants	8,250	8,500	8,500	9,000
Output	# of unique visitors to RACC website	12,000	21,000	21,000	26,000

### Performance Measure - Description

To ensure that RACC is always making best use of its limited resources, RACC assesses the effectiveness of its programs on a regular basis. Over the last two years RACC has commissioned independent evaluations of our grants program, our workplace giving program, and our public art program. We also strive to measure the public interest and economic impact of our activities on a regular basis, and last year completed a comprehensive Public Opinion Survey which demonstrates that 92% of Multnomah County residents believe arts and culture are important to the growth and development of the community, 57% attend arts events on a monthly basis, and 95% believe that arts and culture are essential to our children's education. This year RACC will represent Multnomah County as one of 100 communities across the country working with Americans for the Arts and the Congressional Arts Caucus to develop a comprehensive economic impact study for the arts in our area.

## Legal/Contractual Obligation

Multnomah County's funding for the Regional Arts & Culture Council is a discretionary General Fund expenditure.

## Revenue/Expense Detail

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
<b>Program Expenses</b>	2006	2006	2007	2007
Contracts	\$137,050	\$0	\$141,847	\$0
Subtotal: Direct Exps:	<b>\$137,050</b>	<b>\$0</b>	<b>\$141,847</b>	<b>\$0</b>
Administration	\$0	\$0	\$0	\$0
Program Support	\$0	\$0	\$0	\$0
Subtotal: Other Exps:	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Total GF/non-GF:	<b>\$137,050</b>	<b>\$0</b>	<b>\$141,847</b>	<b>\$0</b>
Program Total:	<b>\$137,050</b>		<b>\$141,847</b>	
Program FTE	0.00	0.00	0.00	0.00
<b>Program Revenues</b>				
Program Revenue for Admin	\$0	\$0	\$0	\$0
<b>Total Revenue:</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

## Explanation of Revenues

This program was funded in the adopted budget with "one-time-only" General Funds for FY 2007.

## Significant Program Changes

**Last year this program was:** #10026, Regional Arts & Culture Council

\$1,395,946 was granted this year to 51 Multnomah County artists and 74 Multnomah County arts organizations in 2005 (\$78,200 of that sum was from the County). In the year ahead, RACC will again use \$78,200 of Multnomah County Funding to leverage a total of \$1.5 million in public and private support to be redistributed to local artists and arts organizations as cash grants. These grants will help produce events and activities that generate more than 2.5 million attendees and over \$33 million in earned revenue for local arts organizations.

At a time when our public schools are cutting music, theater, dance, and art programs, RACC and our local arts organizations are working to provide arts programming. This school year, about 8,500 students are benefiting from RACC's Fast Track Grants that support arts activities in 34 different Multnomah County schools. More than 45,000 students are being served through the arts education activities of our local arts organizations. We have mapped these activities and found that some schools are not benefiting from enough arts education activities. With funding from Multnomah County (\$16,847 this year vs. \$12,050 last year), RACC will work to provide more arts education opportunities in the schools that are currently lacking.

With support from the County, RACC increased the effectiveness of its fundraising, advocacy, and information services last year. Website hits went from 12,000 to 21,000 unique visitors per month, advocacy efforts yielded arts funding increases at the city, state, and national levels, and RACC's workplace giving program grew from 12 to 24 companies in FY05-06. With continued support from the County (\$30,900 this year vs. \$30,000 last year), RACC will continue to provide services for County artists, and will raise more than \$300,000 in workplace giving contributions in FY07-08.