



Date: May 16, 2017

To: Co-Chair – Senator Fred Girod
Co-Chair – Representative Paul Holvey
Member – Senator Peter Courtney
Member – Senator Richard Devlin
Member – Representative John Huffman
Member – Representative Tina Kotek
Member – Representative Greg Smith
Member – House Democratic Leader Jennifer Williamson

From: Brian Ferriso, Director and Chief Curator
JS May, Chief Advancement Officer

Re: Senate Bill 5530 – \$6 million in Lottery Bond Funding for Cultural Capital Construction

We submit this testimony to the members of the Ways and Means Subcommittee on Capital Construction to respectfully request your support for the package of projects outlined below in its entirety. The projects have been selected through a peer review process conducted by the Cultural Advocacy Coalition during the fall of 2016 to identify the strongest projects from around the state. And while one of these projects may be in your legislative district, it is important that these projects be considered as a group. They represent geographic, cultural and artistic diversity that will benefit millions of Oregonians for generations to come.

- Benton County Historical Society and Museum, ***Construction of Corvallis Museum***, Amount requested **\$500,000**
- Cottage Theatre, ***Theatre Expansion***, Amount requested **\$250,000**
- Eugene Ballet Company, ***Midtown Arts Center***, Amount requested **\$700,000**
- Friends of the Oregon Caves and Chateau, ***Balcony Restoration Project***, Amount requested **\$1,500,000**

- High Desert Museum, ***By Hand Through Memory & Art of the American West Gallery***, Amount requested **\$250,000**
- Portland Institute of Contemporary Art, ***Capital Campaign for NE Hancock***, Amount requested **\$200,000**
- Oregon Coast Council for the Arts, ***Entertain the Future: Newport Performing Arts Center***, Amount requested **\$600,000**
- Portland Art Museum, ***Connection Campaign***, Amount requested **\$2,000,000**

TOTAL: \$6 million in lottery bonds.

In order to be considered in this list of projects, the projects listed above underwent a multi-stage peer review process based on criteria that included: quantifiable economic impact, community support, increased access to cultural resources and sustainability.

The projects have demonstrated that they will grow jobs in the cultural sector; expand access to cultural resources for future generations; preserve, restore and exhibit culturally significant artifacts and historic treasures; support expansion of both contemporary and traditional arts and theatre, and encourage cost-effective, innovative partnerships among cultural nonprofits and the communities they serve.

The specifics of each project are as follows:

1. Benton County Historical Society and Museum, ***Construction of Corvallis Museum***
Amount requested: \$500,000
Estimated project costs: \$7,000,000

The Benton County Historical Society, with 7,500 patrons visiting its Philomath Museum each year, has undertaken a capital campaign to construct a new, more accessible, 19,000 square foot museum in downtown Corvallis, designed by globally acclaimed Allied Works Architects. The new museum will allow the Benton County Historical Society to make the extensive artifacts, art and

documents related to the early history of the region, OSU and the Oregon Agricultural College within the Horner Collection more accessible to the public. Through an agreement with OSU, students will enjoy free admission to the Museum in the first four years of operation in its new location in downtown Corvallis.

The building will include galleries for changing exhibitions, education space, courtyards for outdoor sculpture, workspaces for museum staff and a museum store. The Benton County Historical Society will continue to operate its existing historic Philomath museum with expanded research functions at that facility.

The City of Corvallis, which is the only city of its size in Oregon without a museum, has included arts and culture as a central priority in its *Imagine Corvallis 2040 Plan*. The new museum, to be located in the city's Central Business District, is strongly supported by Corvallis leadership as a key contributor to the cultural vitality of the downtown economy.

2. Cottage Theatre, ***Theatre Expansion***

Amount requested: \$250,000

Estimated project costs: \$1,200,000

Cottage Theatre, located in the small, rural town of Cottage Grove, is a 35 year-old theatre presenting 80 performances a year to 11,000 patrons in a 150 seat facility, which was built with community support in 1998 and continues to operate debt free. The theatre operates through the generous investment of time and talent from several hundred dedicated theatre volunteers and a small staff. Cottage Theatre is committed to offering high-quality theatre while keeping ticket prices affordable for the Cottage Grove area, whose per capita income was \$18,812 in 2013. With performances routinely filling 95% of available seating, Cottage Theatre is undertaking a capital campaign to expand seating in the theatre from 150-200 seats, upgrade

technical capabilities and safety features of the community funded theatre.

3. Eugene Ballet Company, ***Midtown Arts Center***

Amount requested: \$700,000

Estimated project costs: \$4,200,000

This innovative capital construction project leverages private philanthropy and commercial development with regional non-profit cooperation to address the need to expand cultural facilities in Lane County. The Eugene Ballet Company will purchase and build out 20,000 square feet of a mixed-use commercial, residential building developed by arts philanthropist Alex Haugland, on a half-acre lot in midtown Eugene to accommodate growth of their ballet company and academy, while continuing to provide offices and program development space to a cross-section of the region's signature non-profit arts organizations, which have expanded staffing and programming beyond the limits of available existing facilities.

4. Friends of the Oregon Caves and Chateau, ***Balcony Restoration Project***

Amount requested: \$1,500,000

Estimated project costs: \$4,500,000

The Friends of the Oregon Caves and Chateau works with the National Parks Service in the preservation, stewardship and improvement of the Oregon Caves National Monument and Preserve. The Monument is located in a remote corner of southwestern Oregon outside of Cave Junction, and includes a 1930's era National Historic Landmark Lodge, known as the Chateau. The Chateau is a national treasure, among the great historic lodges in our nation, designed and constructed by local artisans, with local materials found nowhere else in the world. The Chateau, which features native marble in the lobby fireplace, Douglas fir, Madrone and maple throughout the beams and stairs

invite guest to appreciate the Chateau's original master craftsmanship as a historic treasure and enduring testament to Oregon's natural resources. The 80+ year old historic structure is in need of substantial deferred maintenance to preserve its splendor and restore its place among the great lodges and a must-see tourist destination.

The Friends are spearheading rebuilding of the Chateau's original three balconies to increase accessibility and restore the Chateau's original character. The National Parks Service is investing in the Chateau through \$8 million in 2018 for life, safety and accessibility projects to bring the Chateau up to ADA standards, upgrade electrical, plumbing and structural needs. Rebuilding the balconies will increase the use of the Chateau, bring more employment to rural Josephine County, expand programming space and build historical understanding and context for the uniqueness of the Chateau as a remote wilderness lodge.

5. High Desert Museum, ***By Hand Through Memory & Art of the American West Gallery***

Amount requested: \$250,000

Estimated project costs: \$1,000,000

Over 1,200 artifacts of the Columbia Plateau Indians have been on display in the ***By Hand Through Memory*** exhibit at the High Desert Museum, for nearly 20 years. The exhibit has invited over 130,000 visitors annually to experience the material culture and tribal stories of the Columbia Plateau Indians. In order to continue to honor and respect the collection's significant messages of self-determination, cultural identity and tribal resilience, the High Desert Museum is undertaking significant renovations to the original exhibit. ***By Hand Through Memory*** will be reconceived and redeveloped in consultation with local tribes to develop a culturally responsive collections management plan and a relevant, redesigned, state-of-the-art exhibit that continues the Museum's commitment to meaningful interpretation of Native American

culture and stories in an interactive, immersive and inspiring environment.

As the largest cultural provider east of the Cascades, the High Desert Museum fills an important regional role as curator and presenter of fine art to visitors and residents in Central Oregon. To expand access to arts education and fine art in Central Oregon, the Museum will develop new gallery space to feature Art of the American West. The new gallery, allows the Museum to display substantial works in their existing collections while expanding access to culturally significant works of art in world-class, nationally recognized collections.

6. Oregon Coast Council for the Arts, ***Entertain the Future: Newport Performing Arts Center***

Amount requested: \$600,000

Estimated Phase 7 & 8 costs: \$2,900,000

The Oregon Coast Council for the Arts has undertaken a multi-year capital campaign to strengthen and enhance this regional resource on the Central Oregon coast with an eight-phase capital campaign. Through substantial community support the work is in the final two phases. Phase 7 and 8 will expand the Studio Theatre's audience capacity from 80-150 and expand the support spaces including the green room, dressing rooms, restrooms and kitchen. The final phase of the project will build out the backstage storage areas and add rehearsal space that can serve both the larger Silverman Theatre and the Studio Theatre. The economic impact of expanded audience levels for the 30-year user-life of the project will be \$7.4M of economic impact in the Central Oregon Coast.

7. Portland Art Museum, ***Connections Campaign***

Requested amount: \$2,000,000

Estimated project costs: \$50,000,000

Founded in 1892, the Portland Art Museum is the seventh oldest museum in the country, and the oldest in the Pacific Northwest. Serving more than 350,000 visitors annually, including 20,000 k-12 students, the Portland Art Museum is a cornerstone of Portland's cultural district, with a collection of 42,000 objects, located in the park blocks in downtown Portland.

The **Connections Campaign** is a \$50 million capital campaign which will reshape the south end of the cultural district by connecting the Museum's Main Building to the Mark Building through the construction of a glass pavilion—named for famed Oregon artist Mark Rothko—which will become one of Oregon's grand free public spaces.

Connections Campaign will create:

- 5,300 sq ft community commons
- 9,840 sq ft new gallery
- 7,250 sq ft renovated gallery
- 2,500 sq ft education and design lab
- 2,400 sq ft new library
- Plaza connections between Park and 10th Avenues

The Museum has raised more than 56% (\$28 million) of the capital campaign, as well as \$6.8 million toward the \$25 million endowment goal. Through an innovative and generous agreement with the children of Mark Rothko, the Museum will exhibit Rothko paintings loaned from their collections for a generation of museum patrons to appreciate.

The **Connections'** \$50 million campaign was estimated by ECONorthwest to create 605 jobs and \$27 million in income in the region, as well as drive 100,000 additional visitors to the Museum each year. **Connections** advances the Museum's mission to engage diverse communities through art and film of enduring quality, and to collect, preserve and educate for the enrichment of present and future generations. Ultimately, **Connections** will

connect building to building, the Museum to the community and Oregonians to art and to each other.

8. Portland Institute of Contemporary Art, ***Capital Campaign for NE Hancock***

Amount requested: \$200,000

Estimated project costs: \$1,300,000

Portland Institute of Contemporary Art has been collaborating with artists and community groups for over 21 years as a presenter of contemporary art by underrepresented artists from diverse backgrounds whose work sparks dialogue about racial equity, justice and social change. Through a generous donor PICA is undertaking a capital campaign to upgrade and improve a 16,000 square foot building for use as a permanent venue in Portland's NE Eliot neighborhood. The project will include fire, life and safety requirements, as well as power, lighting, sound, tech, seating and staging needs. The building will provide a community asset and serve the needs of the partner organizations for additional venue space.

As one of the eight organizations and projects outlined above, we thank you for your consideration and hope you will help to include these projects in the capital construction lottery bond budget.

Six million dollars in capital construction funding is an excellent investment. It will support Oregon's cultural brand nationally, build capacity in the cultural sector, add jobs in rural and remote regions and underserved neighborhoods while investing in the values that connect us, move us forward and honor our past. If you have questions, JS May is available for follow up at **503-807-6224** or via email at **js.may@pam.org**.