



culturaladvocacycoalition

Testimony before the Joint Ways and Means Subcommittee on Capital Construction by Craig Campbell representing the Cultural Advocacy Coalition – May 19, 2017

Chair Holvey, Chair Girod, Members of the Committee:

For the record my name is Craig Campbell and I am here on behalf of the Cultural Advocacy Coalition and the 8 projects that make up our request for bonded lottery funds for this biennium. For the last several legislative sessions the Legislature has set aside lottery bond funds for a select group of cultural capital construction projects that have economic development impacts in their community in the Cultural Resources Economic Fund. Over the last several years these funds have provided the final piece in a number of critical projects that have allowed Oregon's cultural, arts and heritage programs to grow, thrive and expand, drawing additional visitors to our communities.

During the last biennium, the legislature invested \$5.7 million in lotter bond proceeds for this purpose. This session the Cultural Advocacy Coalition is requesting \$6 million for eight programs located throughout the state.

Each session we seek to improve our process to make it open, approachable and objective. We are particularly proud of the process we used to develop the list of eight projects you are about to hear about. For the first time, the projects being recommended have undergone a multi-stage peer review process. From requests made to our 1400 members statewide, the eight projects you will hear about made it through our extensive peer review process. The process was designed to make sure that each project demonstrated:

- Support for the advancement of access to arts, heritage and humanities
- A critical need that if left unmet would impede the furtherance of their mission
- Articulated Capital Needs that could not be adequately address through alternative or existing facilities
- Could produce quantifiable economic impacts to their communities;
- And demonstrated community fundraising and political support.

They were also required to demonstrate clear due diligence related to their project management, planning and capital campaigns.

The result is eight projects represent very different types of programs and cross the state, strengthening rural and urban communities.

We ask the committee to approve the \$6 million required for the eight projects. They have worked hard together with their communities over the last several months, gaining the support of their local legislators. The projects are not prioritized as they have asked to be considered together. This demonstrates a core belief that the cultural, arts and heritage community has a common mission that is best served when we act together.

The eight projects that seek funding under this proposal are:

- 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*
Requested amount: **\$2,000,000**

TOTAL: \$6 million in lottery bonds.

We ask the committee to approve the \$6 million required for these eight projects. They have worked hard together with their communities over the last several months, gaining the support of their local legislators. The projects are not prioritized as they have asked to be considered together and not on their separate merits. This demonstrates a core belief that the cultural, arts and heritage community has a common mission that is best served when we act together.

To assist you in your deliberation I have included to attachments. **ATTACHMENT A** provides the details of each project. **ATTACHMENT B** provides the evaluation criteria of the Cultural Advocacy Coalition's peer review evaluation process for endorsing these projects.

Thank you for your time and for your efforts on the difficult challenge ahead.

ATTACHMENT A

PROGRAM SPECIFICS (NOT IN PRIORITY ORDER)

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 to expand the support spaces including 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, **Connection 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 **Connection 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.

Connection Campaign will create

- 5,300 sq ft community commons
- 9,840 sq ft new gallery

(Continued) Portland Art Museum, **Connection Campaign**

- 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 nearly 50% of the capital campaign, as well as \$5.8 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 through his estate for a generation of museum patrons to appreciate.

The Connection's \$50 million campaign was estimated by ECONorthwest to create 605 jobs and \$27 million in income in the region, as well as driving 100,000 additional visitors to the Museum each year. **Connection** 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, **Connection** 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.

On behalf of the eight organizations and projects outlined above, we want to thank you for your support of these projects and hope you will help to include these projects in the capital construction lottery bond budget.

\$6 million in capital construction funding is a good 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.

Thank you in advance for your help! Please let me know if I can answer any questions! I can be reached at **503-510-6911** or via email at **craig@victorygrp.com**.

ATTACHMENT B

Cultural Capital Construction Request for Endorsement

Criterion and Assessment

Biennial Request: 2017-2019 **Organization:** _____

Core Criteria:

Criteria—ACCESS; MISSION	Points
a. Clearly supports the advancement of access to arts, heritage or the humanities	/10
b. Clearly meets a critical need to expand or improve facilities of the requesting cultural nonprofit which left unmet would impede the furtherance of their mission	/10
c. Clearly articulates a capital need that cannot be adequately addressed through alternative, interim, or existing facilities (alternatives have been reviewed and found inadequate)	/10
TOTAL POINTS	/30

Additional Criteria:

Criteria—ECONOMIC IMPACT; COMMUNITY ENGAGEMENT & ADVOCACY	Points
a. Project produces a quantifiable economic impact	/10
b. Project clearly demonstrates community (i.e., fundraising) and political support	/10
TOTAL POINTS	/20

Due Diligence Criteria:

Criteria—PROJECT DETAIL; PROJECT MANAGEMENT; CAPITAL CAMPAIGN	Points
a. Statement of need (nature of the problem, purpose to be served and maturity of description)	/10
b. Statement of solution (goals set for the project, benefits to organizational mission and regional or statewide cultural ecology)	/10
c. Appropriate funding request (estimated funding requested as a percentage of project costs= 50% or less. Project costs to include planning, design, construction. Fundraising and programming costs excluded)	/10
d. Planning considerations (risks, limiting factors and necessary approvals from appropriate jurisdictions)	/10
e. Appropriate project scope (New construction, building acquisition, historic preservation, reconstruction which may include ADA compliance, seismic upgrades, sustainability, remodeling and emergency repairs)	/10
TOTAL POINTS	/50

GRAND TOTAL	/100
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Additional Information:	
a. Adequate project detail provided (building specifics, improvements, restoration proposed)	Y/N
b. Business plan/sustainability plan in place (unopened facility/new construction/building acquisition only)	Y/N
c. Construction scheduled to start within biennium	Y/N
d. Restoration/rehabilitation plan in place (as appropriate)	Y/N
e. Organization demonstrated evidence of outreach to any known impacted communities (as appropriate)	Y/N
f. Support contributed/pledged from other public partners; federal, city, regional, county, state agency	Y/N
g. Public funds would exceed \$750,000 and project must meet Oregon prevailing wage rate requirements	Y/N
h. Funding request represents late stage support	Y/N