



culturaladvocacycoalition

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April 12, 2019

Joint Subcommittee on Capital Construction

Co-Chairs Girod and Holvey and Members of the Committee,

My name is J.S. May and I am the Managing Director of Artists Repertory Theatre in Portland. I am also a board member of the Cultural Advocacy Coalition and am happy to be here today to present a slate of capital projects vetted by the CAC for lottery back bonds.

First, about ART -- we are passionate about theatre and community and we are in the midst of a transformative time for our organization. We produce intimate, provocative theatre and provide a home for artists and audiences to take creative risks. We are the longest running professional theatre company in Portland.

Before joining ART last September, I was at the Portland Art Museum during the time that PAM was supported by you with these same bonds which made our project possible at that time – thank you. I think you will find both the vetting process that the CAC has undertaken and the six projects that have been endorsed by the organization to be equally compelling and impactful for the future of Oregon.

The CAC has over 300 members statewide – both organizations and individuals – who wish to advocate for policies and funding that will create a thriving environment for art, heritage, history and the humanities across Oregon. The Coalition lobbies for issues such as the cultural tax credit which funds the Oregon Cultural Trust, and special assessments for historical properties, and we endorse a package of capital construction requests for cultural nonprofits representing a diversity of regions and disciplines, prior to full legislative sessions, then works with the endorsed organizations to seek legislative approval during session.

We rely a volunteer committee plus input from technical advisors to analyze the projects submitted. All Oregon-based 501c3 cultural nonprofits who have projects clearly supporting increased access to arts, heritage or the humanities; that produce a quantifiable economic impact; that are expected to be completed within the designated period, and are requesting 50% or less of construction costs for capital budgets, are invited to seek the Coalition's endorsement.

This year, we had twelve projects submitted and have prioritized a slate of six projects based on our scoring criteria, totaling \$5.7 m. We have submitted additional information about each of them in a letter for the hearing record along with our scoring criteria:

- Cottage Theatre: ACT III Theatre Expansion**
- High Desert Museum: By Hand Through Memory and Art of the American West Gallery**
- Lincoln City Cultural Center: Cultural Plaza and Exterior Grounds Access**
- Oregon Nikkei Endowment: Oregon Nikkei Legacy Center**
- Beaverton Arts Foundation: Patricia Reser Center for the Arts**
- Very Little Theatre: New Stage House**

**Cultural Capital Construction Request for Endorsement
Criteria and Assessment
Biennial Request: 2019-2021**

Core Criteria:

Criteria – ACCESS/MISSION	Points
Clearly supports the advancement of access to arts, heritage or the humanities	/10
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
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
Project produces a quantifiable economic impact	/10
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
Statement of need (nature of the problem, purpose to be served and maturity of description)	/10
Statement of solution (goals set for the project, benefits to organizational mission and regional or statewide cultural ecology)	/10
Appropriate funding request (estimated funding as a percentage of project costs = 50% or less. Project costs to include planning, design, construction. Fundraising and programming costs excluded).	/10
Planning considerations (risks, limiting factors and necessary approvals from appropriate jurisdictions)	/10
Appropriate project scope (New construction, building acquisition, historic preservation, reconstruction which may include ADA compliance, seismic upgrades, 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
Business plan/sustainability plan in place (unopened facility/new construction/building acquisition only)	Y/N
Construction scheduled to start within biennium	Y/N
Restoration/rehabilitation plan in place (as appropriate)	Y/N
Organization demonstrated evidence of outreach to any known impacted communities (as appropriate)	Y/N
Support contributed/pledged from other public partners: federal, city, regional, county, state Public funds would exceed \$750,000 and project must meet prevailing wage requirements	Y/N
Funding request represents late stage support	Y/N



culturaladvocacycoalition

January 21, 2019

Dear Co-Chair Johnson, Co-Chair Steiner-Hayward, Co-Chair Rayfield and Members of the Ways and Means Committee:

The Cultural Advocacy Coalition, following vigorous review of cultural projects statewide, **respectfully requests the Oregon Legislature's consideration of \$5.725 million in funding for capital construction projects within the cultural sector.**

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.

We are attaching our review criteria which was used by a subcommittee of the CAC's Board to thoroughly review each of these projects.

The Cultural Advocacy Coalition respectfully requests funding for the following capital construction projects in the current biennium:

1. Cottage Theatre, ***ACT III Theatre Expansion***
Amount requested: \$375,000
Estimated project costs: \$1,750,000
Received \$125,000 in 2017

Cottage Theatre, founded in 1982 in the small, rural town of Cottage Grove, produces a year-round season of plays and musicals and offers summer camps for children, serving an annual audience of 11,000 patrons drawn from Lane County and beyond. The theatre operates through the generous investment of time and talent from several hundred dedicated theatre volunteers and a small staff. Cottage Theatre's current 150-seat facility was built with community support in 1998, and continues to operate debt free. As one of just six theatres in the country selected to produce a world premiere in the American Association of Community Theatre's 2018 NewPlayFest, Cottage Theatre enjoys an expanding reputation for its quality productions.

Over the last decade, burgeoning audiences have routinely filled 94% of available seating, with many sold-out performances, so in 2019 Cottage Theatre is undertaking a capital expansion campaign to increase its seating capacity by 50 seats. In addition, the ACT III renovation will improve audience sightlines, enhance auditorium acoustics, and upgrade ADA and safety features, making for an

improved patron experience. Cottage Theatre remains committed to offering high-caliber productions while keeping ticket prices affordable for the Cottage Grove area, whose 2016 per capita income was \$19,105. Currently, 70% of CT patrons reside outside the city of Cottage Grove, so CT is a cultural “magnet” for this small, rural community. The ACT III remodeling project will both generate significant benefits for current patrons as well as enable Cottage Theatre to serve 4,000 more audience members annually, providing a positive impact on the local Cottage Grove economy.

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

Amount requested: \$250,000

Estimated project costs: \$3,500,000

Received \$125,000 in 2017

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.

3. Lincoln City Cultural Center, ***Cultural Plaza and Exterior Grounds Development***

Amount requested: \$600,000

Estimated Project Costs: \$1,800,000

The Lincoln City Cultural Center renovated the iconic landmark 1929-built Delake Elementary School located on Highway 101 in central Lincoln City into an arts center in 2007. The 17,000-foot structure is now a performing arts center, art gallery, dance studio and contains classrooms for ceramics, mosaics, fabrics, yoga and a multipurpose room. The facility serves 15,000 residents in north Lincoln County and attracted over 39,000 attendees in 2017 through its community events. The current 2.5-acre school grounds limit the use of the facilities and need to be redesigned for pedestrian use including an outdoor arts class area and new public art locations as well as an ADA-walkway through the area and improved access and parking spaces. The renovation of the grounds will improve arts access in this coastal community and boost tourism as the LCCC is home to many art fairs and farmer’s markets as well.

4. Oregon Nikkei Endowment, ***Permanent home and renovations for the Oregon Nikkei Legacy Center***
Amount requested: \$500,000
Estimated Project Costs: \$3,200,000

The Oregon Nikkei Endowment, founded in 1989, is a non-profit whose mission is to share and preserve the history and culture of Japanese Americans in the Northwest, educate the public about their experience during WWII and to advocate for the protection of civil rights for all. Their two major projects are the Oregon Nikkei Legacy Center, a Japanese American history museum and sole venue for cultural and research activities of the experiences of Japanese Americans in the Northwest, and the Japanese American Historical Plaza that memorializes the importance of civil liberties guaranteed under the U.S. Constitution. The Oregon Nikkei Endowment is partnering with Prosper Portland to acquire and renovate the ground floor of the Old Town Lofts to ensure the museum's permanent presence in this culturally significant neighborhood and remain within walking distance of the Plaza. The Museum and the Plaza are the only vestiges left of what was once Portland's large and vibrant Japan town, until forced removal and incarceration of its community caused it to disappear overnight. The new museum will feature innovative and immersive exhibits, along with housing a resource library and on-line collections. The museum will honor the history of diverse ethnic groups that called Old Town their home and will establish a community meeting place for events and programs that benefit the public.

5. Beaverton Arts Foundation, ***Construction of the Patricia Reser Center for the Arts***
Amount requested: \$2,500,000
Estimated Project Costs: \$46,000,000

The Patricia Reser Center for the Arts will be the first performing arts center of its kind to be built in the Portland-metro area in more than 30 years. Adjacent to light rail, the proposed Center will be a state-of-the-art, world class multidisciplinary performing and visual arts center located in Beaverton's Central District. Its mission will be to make arts more accessible to all and it will provide a much-needed cultural hub in Washington County. The facility will include a 550-seat theatre, art gallery, rehearsal, workshop and meeting space. As of January 2019, over eighty-five percent of the total cost to build the Center has been identified through public and private sources, including a \$13 million pledge from Pat Reser through the Reser Family Foundation. Beaverton is the sixth largest city in Oregon and an economic hub for Washington County. With a variety of offerings in music, theater, film, dance and spoken word, the Center will be a beacon for arts and civic engagement, learning and inspiration. Generous public and private investors will bring this once-in-a-generation opportunity to life, shifting the landscape of the city, the county and the region.

6. Very Little Theatre, ***New Stage House***
Amount requested: \$1,500,000
Estimated Project Costs: \$3,800,000

Founded in 1929, the Very Little Theatre in Eugene is one of the oldest continuously operating community theaters in the Pacific Northwest. The theatre has a season subscriber base of around 800 and it houses the Minority Voices Theatre which invites marginalized communities to be a part of

staged readings and productions that reflect their lives. The current structure for this community theatre was built in 1950 without completion of a planned stage house. The Very Little Theatre plans to build a new stage house on its current property which will include state of the art lighting, increased storage, dressing rooms and enhanced seating along with increased disability seating. It is anticipated that the improved facility will provide a 30-40% increase in subscription services and allow for greater rental capacity to the Lane County community.

On behalf of the organizations and projects outlined above, the Cultural Advocacy **Coalition requests \$5.725 million in capital construction funding.** Please let us know if you have any questions on the projects listed above or the Coalition's peer review process. We look forward to sharing additional information on the public benefit and economic impacts of these outstanding cultural institutions and their capital projects.

Thank you for your consideration of this request.

Sincerely,

A handwritten signature in cursive script that reads "Nancy Golden".

Nancy Golden

Chair, Board of Director
Cultural Advocacy Coalition