

Yamhill County Cultural Coalition

PLAN PRIORITIES *(If a printed copy is desired set the printer to: Landscape; 8-1/2 x 14 paper size.)*

Priority One: Promote cultural activities and organizations

The Coalition will consider grants for projects that promote, maintain, or expand existing cultural activities, organizations, or education throughout the County.

Challenge:

Cultural resources, including human energy and support funds, are currently stretched thin. To preserve and enhance the richness of cultural life in Yamhill County, the Coalition must be able to recognize individuals and organizations that create or support the cultural assets we enjoy. The Coalition should have the option of using scarce dollars to build support for local cultural organizations, individuals, education, and events. The Coalition should also have the flexibility to direct funds to organizations and projects experiencing crisis.

Goals	Benchmarks*	Strategies
Support Countywide activities.	Increased participation in cultural activities. Increased number of traveling events, exhibits, and performances.	Weight applications to ensure that all geographic locations within County have access to grant funds. Encourage applicants to establish/ stage programs in multiple locations within County. Encourage events, exhibits, and performances that travel throughout the County; encourage schools to participate.
Honor County providers of arts, heritage and humanities activities and also the County patrons of and donors to these activities.	One annual party to honor the providers and the donors. Over the years an increased number of participants from both categories.	Recognize art, heritage, and humanities excellence at annual event. Encourage venues/events where artists may display and sell their work in an atmosphere that acknowledges them as professionals who are paid for their services.

		Recognize individuals and/or organizations that support County cultural activities at annual event.
Increase exposure to, participation in, and support for the arts and for heritage and humanities activities.	<p>Increased reporting of activities by diverse media.</p> <p>Prepared annual report for public and Oregon Cultural Trust assessing Coalition's success in achieving priorities.</p> <p>Measured and compared changes in "control group" data annually.</p>	<p>Include presentations by Coalition grant recipients at annual event.</p> <p>Offer all citizens the opportunity to tell their stories, through words, photographs, artifacts, or other means. Familiarize media with County cultural activities.</p> <p>Introduce and publicize the image and purpose of the Cultural Coalition.</p> <p>Compile data for "control group" of organizations /events covering each cultural category and each community, including size and nature of their audiences, costs of each event, and people and organizations involved to determine whether all categories are developed, new programs introduced, all parts of the County and all segments of the population are served, and unsuccessful programs are assisted or abandoned.</p> <p>Have a synopsis of YCCC's annual report to OCT printed in the community newspapers and other local media.</p>
Encourage partnerships and networking among cultural organizations or individuals by helping them improve their scope, audience, venues, and professionalism.	Recipients of technical assistance report measurable improvements in attendance, budgets, facility improvements, and/or production values over specified time periods.	<p>Encourage cultural leadership opportunities.</p> <p><i>Examples:</i> Work with existing groups, such as Rotary Clubs or Chambers of Commerce, to develop leadership training for cultural providers and participants. Offer training in writing and obtaining grants. Facilitate opportunities for existing programs to refocus and re-energize.</p>
Help existing cultural organizations survive brief (1-3 years) crisis periods.	By end of grant period, recipients are self-sustaining and increasing productivity, as measured by grant-specific measurement goals.	Fund carefully-conceived recovery plans; change requirements as necessary to enable successes.
Seek additional financial and in-kind support for the Coalition and other local	Grant recipients' sources of funding and in-kind assistance in addition to Coalition grants should increase	Continue collaborative fund-raising campaigns, such as the Cultural Campaign, within the County.

individuals and cultural organizations and pass our passion for culture on to future generations.	over time. Increased total dollars flowing to County cultural providers.	With local cultural organizations and individuals participating at cost or pro bono, sponsor an annual event incorporating and recognizing major financial supporters of art, heritage, and humanities. Maintain non-profit status for the Coalition.
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* *Note:* Increases and other changes cited in benchmarks refer to changes from baselines to be developed by the Coalition.

Priority Two: Encourage interdisciplinary activities

The Coalition will consider grants for projects that blend aspects of the arts, heritage, and humanities.

Benchmarks have to be modified because YCCC never obtained baseline info from any of the County’s cultural providers.

Challenge:

Too often cultural activities focus on one means of expression, without regard for the implications that expression has on other aspects of our creative lives. Interdisciplinary activities provide depth to our experiences and encourage each of us to learn more, do more, and live our lives more richly. The possibilities for projects that blend art, humanities, and heritage are boundless. With improved inter-organizational and geographic communication, cultural providers can work together to increase audiences and reach new corners of the County, physically and metaphorically. By tapping into and celebrating the variations in individual cultural interests, providers can discover new strengths and audiences will find new outlets for their own expression.

Goals	Benchmarks*	Strategies
Enrich activities by combining arts, heritage, and humanities.	<p>Increased the number of “blended” activities held each year.</p> <p>Increased participation in interdisciplinary competitions.</p>	<p>Encourage inter-disciplinary collaborations.</p> <p>Conduct one Countywide competition annually based on an interdisciplinary activity.</p> <p>Interview participants regarding their interest in interdisciplinary competitions.</p> <p>Post suggestions for combined projects on YCCC’s website.</p>
Use art, heritage, and humanities to teach each of the other two disciplines.	Increased participation in interdisciplinary activities.	<p>Encourage art and performance projects that are well-grounded in the County’s cultural or economic history.</p> <p><i>Examples:</i> Develop and perform skits based on historical events and persons, such as “cemetery plays.” Decorate turkeys, which played a significant role in 20th century County economic life, to display in the community and to auction off for local charity. Expand art walks around the county, encourage community historical walking tours. Incorporate the arts in developing interpretive materials for historic sites. Integrate art, music, or narrative in a park setting, with the artistic pieces to be based on the setting’s natural history.</p>

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Priority Three: Increase intra-County communication

The Coalition will consider grants for projects that tend to increase linkage and communication among cultural resources within the County, and between those resources and potential audiences.

Challenge:

Discussions with artists, historians, writers, collectors, and others continuously turned up the same frustration: a lack of inter-community and inter-disciplinary communication and coordination within the County. The communications deficiency affects cultural providers as well as audiences. Organizations and individuals have no systematic mechanism for sharing resources such as stage sets, costumes, equipment, knowledge, or performance space, and the County lacks a central clearinghouse for publicizing and coordinating events. Local newspapers provide information about local events and local individuals of interest, but only infrequently advertise activities, organizations, or individuals in other communities. Two strong exceptions are the major festivals, which receive good publicity County-wide, and *BrushStrokes*, a short-lived monthly publication of the small Sheridan *Sun*, which covered artists and exhibits throughout the County.

Goals	Benchmarks*	Strategies
<p>Facilitate meaningful cultural communication among geographic areas, among interest groups, and between cultural providers and potential audiences.</p>	<p>Increased number of visitors to established venues within County.</p> <p>Increased number of hits on Coalition website, especially events calendar (audience hits) and bulletin board (cultural provider hits).</p>	<p>Encourage networking among the groups and individuals within the County and increase Countywide communications.</p> <p><i>Examples:</i> Develop new website and keep it up to date. Increase overall publicity for YCCC. Maintain a Countywide cultural event calendar available both to cultural organizations and individuals and to potential audiences, for example, on the Coalition website. Help fund a Countywide cultural events coordinator to encourage Countywide collaboration and information dissemination and exchange.</p> <p>Develop Countywide communications mechanisms.</p> <p><i>Examples:</i> YCCC should have a booth at the large community events, i.e., Turkey Rama, Sheridan Days, etc. A board member should provide the webmaster with information about cultural events. Increase contacts with staff and students at George Fox University and Linfield College. Improve and maintain the Committee's website and develop it as a useful tool for both cultural providers and audiences. Enhance the website by adding a bulletin board for cultural providers to use to contact each other or to post ideas, requests, and wish lists. Support creation of a Yamhill County magazine or expand a <i>BrushStrokes</i>-like publication to include other forms of cultural expression. Develop programs for local-access cable TV. Utilize college and other local radio. Regularly publicize the existence of local cultural organizations and individuals, and "spot light" them in newspapers and on local radio and TV.</p>
<p>Facilitate interaction between organizations to maximize resources.</p>	<p>Increased existing cultural groups' and individuals' awareness of and access to one another's activities.</p>	<p>Connect groups and individuals within the County and increase Countywide communications.</p> <p><i>Examples:</i> Hold a minimum of one countywide cultural</p>

	Resources have been shared by different groups.	summit. Create cultural centers in each community to act as repositories of expertise and event information and to house objects that various groups and individuals can share, such as easels, costumes, sets, dollies, storage lockers, and the like. Help fund a Countywide cultural events coordinator to develop a Countywide resource bank and to encourage resource sharing.
Encourage collaborations among historians, writers, artists, and performers of all persuasions.	Encourage inter-community competitions. Encourage inter-school district competitions. Encourage interdisciplinary projects.	Encourage activities that involve several County communities or that cross cultural lines. <i>Examples:</i> Support a turkey-decorating competition with communities as contestants. Encourage cultural tourism in ways that protect Yamhill County's peace and privacy. Develop school competition leagues based on debate, music, art, or performance. Expand the County Fair into a Yamhill County festival. Rotate community art walks throughout the County. Fund projects that incorporate combinations of art and science, writing or drama with art and dance, historical sites with art, writing, or performance.
Continue updating information regarding the County's cultural resources and their use and make this information available to cultural organizations and individuals and the public.	Increased number of cultural assets resources listed. Develop a method for logging and tracking visits to the Coalition website, and increase these visits. Include visitors' complimentary anecdotal comments about past cultural events. Post cultural events calendar online and keep it up to date. Increased distribution of the brochure.	Develop Countywide communications mechanisms. <i>Examples:</i> Improve and maintain the Committee's website and develop it as a useful tool for both cultural providers and audiences.

<p>Increase publicity using all local media.</p>	<p>Air at least two hours of Cultural Coalition programs on Local Access Television per year.</p>	<p>Create a tri-fold brochure listing annual YC cultural activities. Distribute this to Visitor/Chamber of Commerce offices, tourist sites – particularly the wineries, and Bed & Breakfast establishments.</p> <p>Produce at least four half-hour shows for local access TV that feature cultural assets or events during the year.</p>
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Priority Four: Cultivate County assets

The Coalition will consider grants for projects that incorporate under-used County assets, including Yamhill County landscapes, into our cultural lives.

Challenge:

Artists, historians, and others expressed frustration at the lack of opportunity to engage the beautiful Yamhill County landscape in art, performance, heritage, and other projects. Although the County boasts several small parks and three rivers, there are no extended trails or marked historical routes or, outside of city parks and college campuses, opportunities for art or performance in a natural setting. Correspondents proposed projects that use art and performance to interpret history or use historic events as a basis for art or performance projects.

Goals	Benchmarks*	Strategies
<p>Incorporate regular cultural encounters into everyday life.</p>	<p>Sculptures and interpretive markers are erected in visible locations.</p> <p>At least one County-wide free concert/performance series is established.</p> <p>Tourism dollars flowing to County increase.</p>	<p>Establish permanent and rotating installations of outdoor sculpture in community centers or unexpected locations. <i>Example:</i> Private landowners adjacent to well-traveled or scenic roads make sites available for installations.</p> <p>Include interpretative markers in locations people visit daily, to identify sites of historic or commonplace significance. <i>Example:</i> Develop historical datelines for each community and mark significant locations with a consistent, identifiable template.</p> <p>Create venues for poetry. <i>Example:</i> Cities and private landowners make sidewalks, exterior walls, benches, foyers of commercial buildings, and other locations available to local artists to decorate with poetry from local writers.</p> <p>Expand “brown bag concert” concept to include other types of performance such as dance, theater, and poetry.</p>
<p>Expand use of Yamhill County lands in cultural activities.</p>	<p>Encourage having cultural events in County parks and agricultural lands each year.</p> <p>Encourage development and marking of trails or waterways each year.</p>	<p>Meet with County Park & Recreation agencies, cemetery agencies and local agricultural and woodlands associations to identify priorities for cultural uses of public and private lands. <i>Examples:</i> Identify locations for developing marked historic or scenic trails or waterways. Identify potential performance sites.</p>
<p>Use art and humanities to increase awareness of Yamhill County’s human, natural, and economic history.</p>	<p>Encourage events that blends arts, heritage, and humanities is staged each year.</p> <p>Increased number of brochures advertising County cultural routes and other cultural activities are printed and distributed.</p>	<p>Encourage use of agricultural lands, woodlands, waterways, and parks for art exhibits or performances. <i>Examples:</i> Develop Ewing Young and other appropriate parks within the County as sites for historical re-enactments and youth camp-outs. Develop trails and waterways connecting historic interpretive markers</p>

		<p>developed by local artists and historians. Hold concerts or plays in fields after harvest. Stage visual art exhibits along woodland trails or waterways. Develop driving or walking routes connecting economically-significant sites such as wineries and galleries, intriguing gardens, historic sites, or natural settings. Print and distribute brochures detailing the routes.</p> <p>Encourage cultural providers to collaborate with stewards of public and private lands in staging cultural events.</p>
Preserve Yamhill County heritage.	Increase the number of public activities that promote awareness of YC's heritage.	Maintain information about these activities on YCCC's website.

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Priority Five: Broaden cultural opportunities

The Coalition will consider grants for projects that broaden cultural opportunities for diverse and under-served County populations.

Challenge:

The Committee identified populations that may currently be underserved in Yamhill County, including Latinos, Native Americans, youth, seniors, and the hospitalized and disabled.

The Committee experienced great frustration in devising ways to reach out to the Latino community. Latinos comprise a growing element of County population and surely bring cultural traditions and individual expertise and interests that can enrich life for all County residents. In addition, non-Latino artists, historians, and others expressed a strong desire to include Latinos among their members and audiences. The Coalition will make broadening Yamhill County's cultural experience to include Latinos both as presenters and recipients of culture a key priority.

Spirit Mountain Casino has been Oregon's leading tourist attraction in recent years. Its profits enable the

Confederated Tribes of the Grand Ronde to improve their people and their community. The Tribes' generosity sponsors cultural as well as social activities and organizations in both Yamhill and Polk Counties. Yet their voice is muted outside their own community. The Committee hopes the Coalition can help connect all peoples within the County.

Currently a great many art programs aimed at youth exist in the County, but few based on heritage or other humanities. Moreover, some communities have complained about lack of positive activities for youth in general, resulting in vandalism, drug use, violence, and depression. The Committee believes the Coalition can connect arts, heritage, and humanities groups and individuals with youth experts to design programs that benefit culture, youth, and communities.

Programs for seniors are hit-and-miss at best. Although retirement communities frequently provide rides for residents, transportation to events and learning opportunities within the County remains inadequate, and proposals should incorporate transportation elements – bringing audiences to events or events to audiences. In addition, programs that speak to seniors' special needs – for example, the need to express one's individuality after retirement or after children move away – need to be developed and made widely available. Programs that allow seniors and youth to collaborate should be encouraged.

About 16% of County residents have a disability, according to the 2000 census. Hospitalized and disabled populations face some of the same challenges as seniors. Many cannot travel to events. At present, aside from visual art exhibits at Willamette Valley Medical Center, little is done to bring events to shut-ins. Local TV and radio outlets may be available to cultural organizations eager to expand their outreach to this audience. Mentally disabled individuals face special challenges but can benefit from contact with art, performance, heritage, and nature as surely as those without special needs.

Goals	Benchmarks*	Strategies
<p>Develop or support new cultural programs to serve identified needs.</p>	<p>Support linking underserved groups with cultural program developers.</p> <p>A 5-10% annual increase in the number of grant applications submitted by County cultural providers.</p> <p>At least one mixed-age event is held in the County each year.</p>	<p>Develop partnerships with Latino groups and communities.</p> <p>Encourage development of a County “Elderhostel” program to provide educational and cultural opportunities for seniors.</p> <p>Sponsor grant-writing workshops focused on audience development within underserved populations.</p> <p>Help establish and expand transportation opportunities for under-served groups. <i>Examples:</i> Work with First Student and other transportation providers to identify ways to make buses and drivers available for cultural events. Coordinate a “culture club” transit system to transport audiences to and from events. Develop small traveling exhibits and performances.</p> <p>Develop mixed-age, youth-to-seniors, competitions and events, especially those that rely on local history. <i>Examples:</i> Hold an annual “historical scavenger hunt,” with a prize as an incentive to participate. Create a Paper Gardens-style competition for descriptions, in art and words, of historic sites. Encourage scouting groups to award badges to members who research County history.</p> <p>Connect cultural organizations to existing social service groups, such as Head Start.</p>
<p>Involve youth in County cultural plans and engender their commitment to and activism for the arts, heritage, and humanities.</p>	<p>More youth participate in County cultural activities, as planners, providers, and audience.</p> <p>More youth serve on County cultural organization boards and committees.</p>	<p>Include high school and college students on the YCCC board.</p>

	People who become involved in County culture as youth remain actively involved in cultural organizations as adults.	
Identify Latino culture and subcultures in Yamhill County.	At least one mixed Spanish/ English event is staged each year.	Create a Spanish version of the grant application. Invite Latinos to present and interpret cultural activities to native English-speaking audiences. Increase opportunities for Spanish language communications within Yamhill County.
Explore areas of collaboration on projects with external groups (that is, outside Yamhill County) with whom we share common interests.	Establish a schedule for annual meetings, possibly rotating between jurisdictions. At least one inter-jurisdictional meeting is held semi-annually, with results posted on the website.	Invite leaders of Coalitions from Marion, Polk, and Lincoln Counties and from the Confederated Tribes of Grand Ronde to our semi-annual cultural summit to discuss possible areas of collaboration and cooperation.

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