

**Jackson County Cultural Coalition
Planning Committee**

**Breadth, Diversity and Participation
In the Arts, Heritage and Humanities**

June 18, 2004

Jackson County Cultural Plan

Prepared under the Community Cultural Participation Grant Program of the Oregon Cultural Trust

EXECUTIVE SUMMARY

Jackson County, Oregon, offers a rich array of cultural activities ranging from its music, theater and art communities to its galleries, museums and historical sites to dance, storytelling, folklore and literature. The Jackson County Cultural Plan recognizes the importance of all aspects of the Arts, Heritage and Humanities, and seeks to promote public and private support for each.

Key needs in this rich fabric of Arts, Heritage and Humanities include adequate public funding, community awareness, and a framework that encourages collaboration and communication and that permits the leveraging of available resources. In addition to funding, awareness and a collaborative framework, improved access to cultural activities and resources is crucial for greater public appreciation of cultural resources. For the Arts, Heritage and Humanities to continue to thrive in Jackson County, all segments of society must be provided with easy access to the rich cultural opportunities.

The work described in this report seeks to promote these goals and to sustain and advance the public's appreciation of the cultural life of the area.

BACKGROUND

The Jackson County Cultural Coalition Planning Committee is comprised of community members involved in all aspects of Jackson County's cultural and economic life. Appointed by the Jackson County Board of Commissioners in the fall of 2002, the Committee was charged with developing a County Cultural Plan as directed by the Oregon State Legislature in its formation of the Oregon Cultural Trust.

The committee met bi-weekly to develop the County Cultural Plan. Initially, a Cultural Inventory was developed, followed by a Cultural Planning Forum for direct public input.

When the Cultural Inventory and Cultural Planning Forum feedback were analyzed, the following priorities emerged:

- Support participation in and access to cultural activities for all Jackson County residents.
- Support cultural educational opportunities, especially for youth in Jackson County.
- Promote awareness, partnerships, and coordination of cultural organizations, projects, and programs in Jackson County
- Promote awareness in Jackson County of the Oregon Cultural Trust, particularly among groups that might not seem to be natural partners

These priorities along with strategies, benchmarks and indicators make up the Jackson County Cultural Plan.

JACKSON COUNTY CULTURAL COALITION

PLANNING COMMITTEE MEMBERSHIP

- Steve Boyarsky, Assistant Superintendent, Southern Oregon Educational Service District — Co-chair
- Victoria McOmie, Visual Artist — Co-chair
- Ed Battistella, Dean of Arts & Letters, Southern Oregon University
- John Enders, Executive Director, Southern Oregon Historical Society
- Sabra Hoffman, Friends of the Schneider Museum Advisory Board
- Lynn Sjolund, Rogue Valley Chorale
- Jayme Neil, Southern Oregon Historical Society
- Kathy Grissom, Executive Director, Lake Creek Historical Society
- Ann DiSalvo, Artist, Studio A-B, Ashland Gallery Association

Consulting members

- Lyn Godsey, Executive Director, Arts Council of Southern Oregon
- Kathleen Davis, Oregon Arts Commission, Oregon Community foundation
- Chuck Butler, Oregon Cultural Trust Board, Oregon Shakespeare Festival Board

PLANNING PROCESS

In the fall of 2002 the Jackson County Board of Commissioners solicited nominations from the Jackson County community to find a group able to represent the Arts, Humanities and Heritage. Efforts were made to ensure a geographical representation from all parts of the County.

The Board of Commissioners selected 9 individuals to be on the Coalition Planning Committee. The Coalition Planning Committee had an initial meeting on November 25, 2002 at the Jackson County Courthouse. Steve Boyarsky, Assistant Superintendent of the Southern Oregon Educational Services District, and Victoria McOmie, a site-specific visual artist, were selected as co-chairs.

The Coalition Planning Committee met once or twice each month and established subcommittees to work at a Planning Conference, to synthesize data from a Cultural Census, to establish Benchmarks and Goals and to draft a plan, and to make recommendations for the structure and organization of the permanent Jackson County Cultural Coalition. All reports were presented to the full committee for review.

The Cultural Inventory (later renamed Cultural Census) was distributed at venues throughout the county, distributed to the mailing list of the Arts Council of Southern Oregon and the Southern Oregon Historical Society and made available on a website hosted by Southern Oregon University. The inventory was distributed at arts venues and libraries and promoted by the Medford Mail Tribune, largest County newspaper. With the assistance of the Instructional Technology Services area at Southern Oregon University, a website was designed and put online. The census form was put on the website and follow up calls were made to solicit participation in the survey. Results from the Cultural Census were tabulated and totaled, both for local communities and for the County as a whole.

The Planning Committee hosted a Jackson County Cultural Planning Forum on May 15, 2003, at the Craterian Ginger Rogers Theatre in Medford. The forum was cosponsored and promoted through donated advertising by the Medford Mail Tribune and Ashland Daily Tidings. About 75 citizens attended to share their vision of Arts, Humanities and Heritage for the County and to make recommendations for goals for the plan. The Planning Forum was also an opportunity to introduce the Oregon Cultural Trust and explain its many features, including the Cultural Tax Credit, the Cultural Development Grant Program, the Community Cultural Participation Grant program and the Oregon Cultural Trust license plate. A cover story on the Oregon Cultural Trust appeared in the June 2003 Jefferson Monthly, the members' magazine of the Jefferson Public Radio Listeners Guild.

VISION STATEMENT

The Arts, Heritage and Humanities connect many of the people of Jackson County and form the basis for robust cultural tourism because of the value that they add to residents' and visitors' lives. Our vision is to extend that value to a great number of the County's residents, to promote a better understanding of the value and impact of the Arts, Humanities and Heritage, and to support its vitality by increased coordination and collaboration.

Our County resources include our history, landmarks, arts, crafts, literature and humanities, and traditions. In 2009 Jackson County will be recognized for the breadth, diversity and value of its Arts, Heritage and Humanities and a greater number of our citizens will be engaged in supporting and participating in local culture.

PRIORITIES, STRATEGIES, BENCHMARKS AND PERFORMANCE MEASURES

These priorities emerged from analysis of the responses from the May 2003 Planning Forum and were shaped by the responses from the Cultural Census and subsequent discussion at the June – Septembers 2003 meetings of the Planning Committee.

These goals and evaluative criteria will be implemented for five years beginning on July 1, 2004 and ending June 30, 2009. Beginning April 1, 2006 and every two years thereafter the Plan will be assessed by the Cultural Coalition Board to see if the Coalition is meeting the goals set forth in the Plan. In addition, by April 1, 2008 the Board will have designed a public review process to be implemented by April 1, 2009. On June 30, 2009 there will be a new five year plan for the Jackson County Cultural Coalition.

All goals and strategies assume that some funds will be available for the Cultural Coalition to make grants to qualified organizations. All references to culture include Arts, Heritage, and Humanities.

The goals of the Jackson County Cultural Coalition are as follows:

Goal # 1: Support participation in and access to cultural activities for all Jackson County residents.

- Strategy: Provide grants to organizations seeking funds for the following:
 - Increased access (especially for underserved populations).
 - New partnerships.
 - Marketing and broader publicity opportunities.
 - Enhanced infrastructure to provide the above.
 - Cultural opportunities of exceptionally high quality.

- Funding Guideline: 35-45% of grant funding to support goal.

- Evaluation criteria: Annual documentation by grantee cultural organizations of attendance at and participation in cultural events, number of schools impacted, or populations impacted by increased access.
- Benchmark: Documented success in enhancing access to cultural activities for Jackson County residents.

Goal # 2: Support and promote cultural educational opportunities, especially for youth in Jackson County.

- Strategy: Provide grants and advocacy for the following:
 - Cultural education to be integrated into curriculum in Jackson County schools.
 - Curriculum enhancement activities that have cultural significance.
- Funding guideline: 25-30% of grant funding to support goal.
- Evaluation criteria: Annual documentation by grantee educational institutions or organizations with education programs of number and quality of cultural educational opportunities.
- Benchmark: Documented evidence of enhanced cultural education within the school curriculum as well as in community non-school events and programs.

Goal # 3: Support and promote awareness and coordination of cultural organizations, projects, and programs in Jackson County.

- Strategy: Encourage and support the following:
 - Shared projects.
 - Articulation of common goals and missions among cultural organizations.
 - Collaborative marketing and information dissemination about cultural activities.
 - A county cultural calendar.
 - Meeting facilitation and convening opportunities.
- Funding guideline: 15-20% of grant funding to support goal.
- Benchmark: By 2009, demonstrated increased access by the public to information about all cultural activities in Jackson County.
- Evaluative Criterion: Enhanced access to and increased quality of information about cultural events for all Jackson County residents.

Goal # 4: Support and promote awareness in Jackson County of the Oregon Cultural Trust.

- Strategy:

- Encourage contributions eligible for tax credit among all Jackson County nonprofit cultural organizations and all Jackson County residents.
 - Articulate in attractive and accessible format, the value of supporting Arts, Heritage, and Humanities in the lives of all residents of Jackson County.
 - Seek public speaking opportunities to describe Jackson County's Cultural Coalition.
 - Encourage purchase of the Oregon Cultural Trust license plate.
- Funding guideline: 10-15% of grant funding to support goal.
 - Evaluative Criteria:
 - Increased funding for Oregon Cultural Trust from Jackson County residents.
 - Creation of appropriate publication describing Cultural Coalition activities and goals for Jackson County.

ACKNOWLEDGEMENTS

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- Eric Alan of Jefferson Public Radio and the Jefferson Monthly,
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- Bill Mansfield for legal advice on various documents,
- Bill Flood of the Oregon Cultural Trust for advice on process, planning the status of the Oregon Cultural Trust,
- the Jackson County Library System for assistance disseminating the Cultural Inventory at the Ashland, Butte Falls, Central Point, Eagle Point, Gold Hill, Jacksonville, and Medford, Phoenix, Prospect, Rogue River, Ruch, Shady Cove, Talent and White City branches,
- and the many venues that distributed the Cultural Inventory, including the Art & Soul Gallery, Bloomsbury Books, the Hanson Howard Gallery, Key of C, Leo's Bistro, the Oregon Shakespeare Festival, the Rogue Valley Roasting Company, the Schneider Museum of Art, the SOU Theatre Arts Department, the SOU Music Department, the SOU Art Department, and ScienceWorks (all in Ashland); Bee Gee's (Central Point); Serendipity; (Eagle Point); the Gold Hill Market & Deli (Gold Hill); the Good Bean Company, the Jacksonville Museum, and Pony Expresso (Jacksonville); the Craterian Ginger Rogers Theater, the Downtown Gourmet, Gourmet Coffee Co, the Jackson County Courthouse, the Southern Oregon Historical Society, The Medford Coffee Co, Mellelo Coffee Roasters, the Rogue Valley Mall, Stampstruck, the Rogue Gallery, Valley Art Gallery, Village Books, and Waldenbooks; Soco's La Burrita (Phoenix); Renaissance Espresso, (Rogue River); Two Pines, (Shady Cove); Espresso Shack, Quality Paperbacks, and Southern Oregon Pottery Supply (Talent Ave); Joe's La Burrita, (White City).