

Jackson County Cultural Coalition

**Report on Activities 2004-2008
Jackson County Cultural Plan 2009-2014**

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

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Facts about Jackson County and our Cultural Assets

Jackson County Oregon was established by the Territorial Legislature in 1852. We are the sixth largest County in Oregon by population and our 2,801 square miles makes us the thirteenth largest County in Oregon by land mass. 52% of the land in Jackson County is owned by the federal government.

Jackson County is the home of a rich array of cultural organizations and businesses that offer our residents and visitors a wide selection of activities to participate in and support.

Cultural assets that draw attendance from across the nation and add over \$110 million dollars annual to our economy include the:

- Oregon Shakespeare Festival
- Britt Music Festivals
- Oregon Cabaret Theatre
- City of Jacksonville, a designated National Historic Landmark

Jackson County boasts of many cultural organizations that have served Southern Oregon residents for over thirty years. These include the:

- Jackson County Community Concert Association (1931)
- Southern Oregon Historical Society (1946)
- Rogue Gallery & Art Center (1960)
- Storytelling Guild (1967)
- Rogue Valley Chorale (1973)
- Clayfolk (1976)
- Arts Council of Southern Oregon (1976)
- Rogue Opera (1977)
- Rogue Valley Symphony (1978)

Jackson County has:

- Over 20 private and non-profit arts galleries
- Over 10 dance studios
- Three choral groups with 50 members or more
- 16 historical societies
- A youth symphony with three separate ensembles
- A railroad park
- 17 historic cemeteries

Jackson County is the home of numerous cultural festivals and events including:

- Art in Bloom
- Medford Jazz Jubilee
- Medford Cruise
- Chinese New Year
- Children's Festival

Although the population of Jackson County is predominately white (88.71%) we do support several organizations and events that represent other world cultures. These include the:

- Ballet Folklorico Ritmo Alegre
- Chinese New Years Festival in Jacksonville

- Native American Pow-Wows hosted by the Native American Students Union of Southern Oregon University
- American Trails art gallery providing art and artifacts of native peoples

Southern Oregon University was established in 1872 as the Ashland College and Normal School. SOU has served as the founding source for many cultural organizations including:

- Oregon Shakespeare Festival
- Rogue Valley Symphony
- Chamber Music Concert Association
- Youth Symphony of Southern Oregon
- Southern Oregon Repertory Singers
- The home of the Schneider Museum of Art

The Jackson County Funding Crisis

The vision of the Jackson County Cultural Coalition (Jack CCC) in its 2004 plan was that "...by 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." Unfortunately, what our County is known for worldwide is the closing of our fifteen county libraries. Although this closing, coupled with the loss of public funding for the historical societies, could look like a cultural war – it was not. Instead, it was the result of the loss of federal revenue-sharing for timber harvest on federal lands and the property tax limitations approved by the voters in Measures 5 and 47/50 on the Jackson County General Fund budget.

Property taxes in Jackson County have been traditionally low because of the receipts from timber sales on federal lands located in the county. For example, we know that:

- The property tax rate in 1948 was 19 cents per \$1,000
- There are no records of assessed property taxes between 1958 and 1963
- In 1985, the County received \$850,000 in property taxes and more than \$10.3 million from revenue from timber harvest on federal land.
- Before Congress failed to reauthorize the timber revenue-sharing the County received as much as \$43 million in non-dedicated funding per year

Therefore, it was not difficult to pass a 1948 levy for historical preservation of 25 cents per \$1,000 or operating levies for the County Library system in 1984, 1988, 1991, and 1996.

But in the 1990's O&C revenues declined by about 70%, and were eventually eliminated, because of reduced harvests and environmental issues. There are plans to reinstate the federal timber harvest, but enacting these plans into law is taking much longer than originally anticipated. Congress did pass safety net funding that was designed to make up for severe declines in federal support from reduced timber harvest, but even those smaller amounts have now expired with little hope of re-instatement given the deficit spending of the federal government.

Another element in this complex situation was the passage of Measures 5 and 47/50 by Oregon's citizens. These Measures eliminated all levies on property and folded them into the permanent tax rate limit of \$2.0099 per \$1,000 assessed value for Jackson County. This rate is on the low end of the scale for Oregon counties. Therefore, the special levies for the Southern Oregon Historical Society and the Jackson County Library System were moved into the County's general fund. When the federal

government reduced (and then eliminated) the safety-net payments to replace the funds from federal timber harvests the County had to decide how it could afford to provide essential services such as roads, the Sheriff's Department, Community Justice, and Libraries that are part of its General Fund budget.

The Southern Oregon Historical Society first felt the results of Measure 50 in 1997 when it lost 70% of its levy of \$2 million dollars a year because of Measure 5. The SOHS lost a bitter lawsuit regarding the elimination of the special levy for the historical societies in February 2001. The County did provide a two-year safety-net payment of nearly \$750,000 that ended in 2007. In June 2008, SOHS received a \$600,000 loan from Alan DeBoer that will provide a two-year window to continue operations and write a business plan that addresses its lack of funding from the county. A political action committee has launched an effort to establish a Rogue Valley Historical District and the 7 cents per \$1,000 property tax levy to fund such a district. If passed, the Historic District would bring in 1 million dollars per year to help fund the SOHS and other historical societies in Jackson County.

The County Commissioners closed all fifteen county libraries on April 7, 2007 because of the large gap between the cost of providing services such as the libraries, roads, Sheriff's Department and Community Justice, and the revenue they had to meet those needs. The Libraries remained closed until the County received word that they would be receiving a one-year safety net payment from the federal government and decided to use it to open all of the 15 libraries, but for 50% less hours. A bid process for the operation of the library system was announced and completed with the winner, Library Services & Systems, LLC (LSSI), opening the Jackson County Library System on October 1, 2007. In addition, several communities raised additional funds through local property taxes or fees to extend their branch's hours. Because of the reduced costs to the County, the Commissioners now believe that they can not only keep our libraries open indefinitely but also return them to the number of hours before the closing.

As the Governor's Task Force on Federal Forest Payments and County Services initial report states, "Federal forest payments have masked more systemic problems within Oregon's public finance system, caused by constitutional restraints on the property tax system and statutory preemptions of local governments' and voters' ability to fund public services by certain means." To expect the Jack CCC to address these systemic problems with a budget of less than \$25,000 per year, as suggested in the comments on the Scoring Guide for the review of the 2009-2014 Cultural Plan of Jackson County, seems at best naïve. We can, and do, assist with projects from historical societies, libraries and organizations that support libraries that follow our policies and help us to achieve our goals.

BACKGROUND of the Jackson County Cultural Coalition

The *Jackson County Cultural Coalition (Jack CCC)* began as the *Jackson County Cultural Planning Committee (Planning Committee)*. The *Jackson County Commissioners* appointed the *Planning Committee* in the fall of 2002.

Founding members were:

- Steve Boyarsky, Assistant Superintendent, So. Oregon Educational Service District
- Victoria McOmie, Visual Artist
- Ed Battistella, Dean of Arts & Letters, Southern Oregon University
- John Enders, Executive Director, Southern Oregon University
- 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

The Planning Committee developed the *2004-2009 Jackson County Cultural Plan (04-09 Cultural Plan)* using a Cultural Inventory and a Cultural Planning Forum for direct public input. The priorities, strategies, benchmarks, performance measures, and calendar of the Cultural Plan 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 - September 2003 meeting of the *Planning Committee*. When the *04-09 Cultural Plan* was adopted it contained a year long process to design and implement a public review process to be completed by April 1, 2009.

The *Jack CCC* was born in June 2004 when the Oregon Cultural Trust approved the *2004-2009 Jackson County Cultural Plan*. Responding to the 04-09 Cultural Plan, the Jackson County Cultural Coalition was formed in July 2004. The 2004-2005 Board was:

- Victoria McOmie – President
- Lynn Sjolund – Vice President
- David Hyatt – Treasurer
- Karen R. Foster – Secretary
- Ed Battistella – Chair of the Nominating Committee
- Sabra Hoffman – Chair of the Grant Making Committee
- Marjorie Lininger – Co-Chair of the Grant Making Committee
- Monica Morales Carnicero
- Ann DiSalvo
- John Enders
- Charleen N. Fike
- Jeff LaLande
- Richard Moeschl
- Victoria Snow Mountain
- Ben Truwe
- John Warekois
- Lyn Godsey, Ex-Officio member

It was at this time that the fiscal sponsorship for the *Jack CCC* was passed from Jackson

County to the Arts Council of Southern Oregon (Arts Council). A partnership agreement was signed between the unincorporated *Jack CCC* and the Arts Council outlining the roles and responsibilities of each organization. That original agreement is still in force.

The Cultural Coalition awarded its first grants in December 2004 for projects that occurred between January and December 2005.

Report on the Jackson County Cultural Coalition 2004-2008

The Goals of the 2004-2009 Jackson County Cultural Plan were:

- Goal 1: Support participation in and access to cultural activities for all Jackson County residents
- Goal 2: Support and promote cultural educational opportunities especially for youth in Jackson County
- Goal 3: Support and promote awareness and coordination of cultural organizations, projects and programs in Jackson County.
- Goal 4: Support and promote awareness in Jackson County of the Oregon Cultural Trust

To achieve these goals, the founding members of the *Jack CCC* agreed that it would provide grants of \$500 to \$1,500 to as many worthy projects as possible each year. It was decided that the *Jack CCC* would not support building projects although exceptions might be made for projects such as access ramps, bilingual signage or emergency repairs. The founding members also established policies that the *Jack CCC* would not support endowments or general operating expenses.

In our previous four years, the *Jack CCC* has awarded 54 grants totaling \$48,991. The *Jack CCC* funds were matched by \$341,700 from the grantees and increased participation in the culture of Jackson County by 204,410 people. Grant amounts were from \$500 to \$1,500. We had one grant returned by the Jackson County Library Foundation because the Shady Cove Library could not use the funds because of the library system closure in 2007.

The *Jack CCC* has demonstrated a special interest in reaching those segments of our society who do not normally participate in our rich cultural opportunities. Therefore, the Coalition makes a special effort to reach out to the human service and education sectors of the nonprofit organizations in Jackson County. Our mailing list includes every nonprofit organization and school in Jackson County. This outreach has been successful. *Jack CCC* gave thirteen grants totaling \$10,975 (over 22% of the total amount awarded) to thirteen different non-cultural organizations reaching 1,314 people who would not have normally participated in a cultural event.

One of the goals of the 2004 plan was to “support and promote awareness and coordination of cultural organizations, projects, and programs...” in answer to a need expressed at the May 2003 Planning Forum. The Coalition decided that it would prefer to award grant funds, not to exceed \$1,500, toward the creation of an on-line cultural calendar instead of directly funding the web development and staff to manage such a resource. In 2005, the Arts Council of Southern Oregon attempted to develop the on-line cultural calendar. Unfortunately, the grant of \$1000 from the Jackson County

Cultural Coalition was not enough to complete phase one of the project and without matching funds of \$2,000 they could not complete their work. This goal was eliminated from the 2008 Cultural Plan for two reasons. First, Jackson County does have two excellent resources for coordination of cultural organizations, projects, and programs. They are the Jefferson Public Radio's on-line calendar and the on-line calendar provided by the Mail Tribune. But, as with all community calendars, they are only as good as the information that is listed by the cultural organizations. Secondly, the cost of duplicating resources that are already in existence was too much.

The *Jack CCC* is also deeply concerned about the lack of high-quality cultural educational opportunities to young people. Therefore, 37 of our 54 grants (69%) supported cultural education programs for young people in schools and community settings throughout the county. During the four years the *Jack CCC* grants served approximately 71,400 students throughout our County with \$33,891 in grant funds that were matched by \$263,384 from fees and donations to our grantees.

In conclusion, the *Jack CCC* has worked hard to implement its *04-09 Cultural Plan*. We have successfully increased the number of our citizens in support of our local culture because *Jack CCC* grants have been matched by over \$341,700 and Jackson County residents have donated \$924,116 dollars to the Oregon Cultural Trust. We know that more citizens are engaged in the local culture because at least 204,400 people have participated in *Jack CCC* supported programs and/or projects.

Grants Awarded 2005-2008

Grants 2005	Grant Amount	Matching Funds	# Benefiting
Arts Council of Southern Oregon: Phase 1 of a three-phase online cultural calendar to promote coordination of cultural endeavors in Southern Oregon. When matching funds could not be reached phase 2 and 3 were not completed.	\$ 1,000		
Ashland High School Arts Advocates: A one-week residency with the Dancing People Company for 9th grade students that included two public performances.	\$ 750	\$ 5,784	400
North Mountain Park Nature Center: Final part of an exhibit on the cultural history of Shasta people.	\$ 750	\$ 5,750	
Ballet Rogue: Dance class scholarships for 12 west Medford boys and girls and for two eight-week sessions culminating in two public performances.	\$ 750	\$ 2,090	24
Britt Festivals: In-service training for teachers at 35 elementary schools to enhance the classical music listening program "Music in the Mornings" by incorporating a new visual arts component.	\$ 1,000	\$ 2,800	50
CASA of Jackson County: Funds to provide cultural and educational opportunities for children under the care of the Department of Human Services.	\$ 500		
Central Point Parks and Recreation: To expand after-school movement theater and circus arts program to two more school sites for 70 students.	\$ 750	\$ 4,930	70
Jefferson Nature Center: Support opportunities for students, writers and artists to create a performance and a publication inspired by Bear Creek urban and wild environments.	\$ 750	\$ 13,070	6
Lithia Arts Guild of Oregon: Complete a firewall required by the city of Ashland before the artists can use the former Briscoe Elementary School as studio space.	\$ 500	\$ 10,500	
Medford School District: Support new artist-in-residence program for 81 special education students.	\$ 500	\$ 450	81
Southern Oregon Historical Society: Helped support "Free Wednesdays" at the Jacksonville Museum and Children's Museum.	\$ 750	\$ 1,768	5,000
Schneider Museum of Art: Helped support a workshop on how public art benefits communities.	\$ 750	\$ 3,440	200
Upper Rogue Community Center: Helped support one-day weekly art instruction at Shady Cove Middle School utilizing Upper Rogue volunteer artists.	\$ 500	\$ 2,500	72
Woodville Museum: To support the installation of a roll-up door in a barn housing a stagecoach to facilitate safekeeping and public viewing.	\$ 500	\$ 904	1,900
Totals for 2005	\$ 9,750	\$ 53,986	7,803

Grants 2006	Grant Amount	Matching Funds	# Benefiting
ArtNow: Helped support the organization of an ArtCar parade entry in Ashland's 4th of July parade.	\$ 1,000	\$ 6,315	20,000
Arts Council of Southern Oregon: Helped support after school program in Gold Hill.	\$ 1,000	\$ 500	45
Ashland Independent Film Festival: Helped support the showing of 8-10 locally produced films during the film festival.	\$ 1,500	\$ 9,526	360
Britt Music Festivals: Helped support the continued enhancement of "Music in the Mornings" program by adding visual arts component.	\$ 1,000	\$ 2,800	504
Dancing People, Co: Helped underwrite a 10-day Ashland High School residency including a public performance.	\$ 1,250	\$ 14,850	500
Jackson County Library Service: Helped present a free concert with Luis Orozco targeting Hispanic families in Jackson County.	\$ 1,000	\$ 4,570	300
Jackson County School District #6: Helped provide two weeks of inspiring arts instruction by artist Cindy Kahoun through the Arts Council A/S residency program at Hazel Middle School Program.	\$ 1,200	\$ 450	15
Jefferson Baroque Orchestra: Helped this Josephine County organization present concerts in Jackson County.	\$ 1,250	\$ 3,000	600
City of Ashland/Public Arts Commission: Helped to complete installation of public art Rio Amistad.	\$ 1,300	\$ 4,335	100,000
City of Medford/Arts Commission: Provided the majority of funds to present a Chalk & Music Festival.	\$ 1,250	\$ 750	225
Rogue Valley Symphony: Helped support the Chamber Players Educational Outreach program and the four Symphony Student Concerts in October 2005.	\$ 1,000	\$ 6,569	11,300
Youth Symphony of Southern Oregon: Helped provide coaching for young musicians in addition to the symphonic rehearsal schedule.	\$ 1,000	\$ 6,323	5,212
Walker Elementary School: Helped support bringing professional musician Joe Craven to Walker Elementary for a three-day residency.	\$ 1,000	\$ 2,500	500
Totals for 2006	\$ 14,750	\$ 62,488	139,561

Grants 2007	Grant Amount	Matching Funds	# Benefiting
Ashland Gallery Association: Helped underwrite the "A Taste of Ashland" event.	\$ 600	\$ 3,324	500
Ashland Independent Film Festival: Helped support film education for area students k-12 and college.	\$ 1,000	\$ 24,163	114
Ballet Folklórico Ritmo Alegre: Helped sponsor 2 performances for students at Southern Medford High, creation of new costumes, and provide scholarships for low-income students to learn this folkdance.	\$ 1,000	\$ 1,650	1,181
Friends of the Ashland Public Library: Helped support the Chautauqua Poets and Writers bringing two nationally respected poets to Ashland for public readings, workshops with students and providing in-service for classroom teachers.	\$ 500	\$ 11,562	1,000
Friends of the Phoenix Public Library: Helped support the development of public art on the walkway connecting the library and elementary school.	\$ 1,000	\$ 8,000	4,510
Jackson County School District #6: Helped support the Very Special Artists program in Central Point.	\$ 916		58
Rogue Community College: Helped support a public art mural celebrating the role of Hispanic settlers in Oregon. This grant was extended and changed when the students could not receive a waiver of the City of Medford's mural ordinance. They will now create indoor, portable murals. Project to be completed by January 2009.	\$ 1,000	\$ 3,000	53
Rogue Opera: Sponsorship of the Opera in the Schools program.	\$ 1,000	\$ 31,450	10,931
Rogue Valley Youth Choruses: Assisted with the commission of a 25th anniversary composition by an Oregon Composer.	\$ 500	\$ 500	2,500
Siskiyou Institute: Helped support workshops in high schools with local and visiting musicians.	\$ 500	\$ 4,500	150
Youth Symphony of Southern Oregon: Helped support scholarships to orchestra members.	\$ 1,000	\$ 27,545	5,000
Totals for 2007	\$ 9,016	\$ 115,694	25,997

Grants 2008	Grant Amount	Matching Funds	# Benefiting
Arts Council of Southern Oregon: Helped support the Arts Council bringing the joy of creating art to over 3200 Jackson County elementary students through the <i>Artists in the Schools</i> residency program.	\$ 1,500	\$ 31,674	6,351
Ashland Gallery Association: Helped sponsor of the "Quick Draw Art Auction" as part of the "A Taste of Ashland" event.	\$ 700	\$ 2,860	475
Ballet Folklorico/Multicultural Assoc: Helped to sponsor the "Cultural Ambassador Project" which provides leadership training, advanced dance training and performance opportunities at colleges and universities to members of the Youth Performance Company.	\$ 1,200	\$ 6,175	1,576
Boys & Girls Club of the Rogue Valley: Sponsored visual arts instruction for members by professional artists.	\$ 1,125		60
Dancing People Company: Helped underwrite a two-week dance residency which includes teaching, creating, rehearsing and performing at Phoenix High School.	\$ 900		232
Friends of the Ashland library: Helped sponsor the Chautauqua Poets & Writers Series that brought in Robert Pinsky in February 2008 and will bring in Chinese-American poet Li-Young Lee in October 2008.	\$ 1,000	\$ 17,000	1,112
Girl Scouts of Winema Council, Inc: Sponsored the Let's Dance program which provided a group of girls, plus their parents and siblings, the opportunity to learn different cultural dance forms, Hip Hop and Mexican folk dance.	\$ 900		25
Kids Unlimited of Oregon: Sponsored the development of a youth mural arts program integrated within their established academic and cultural enrichment program held after school at the Kids Unlimited facility.	\$ 1,000		44
Medford Parks & Rec.: Helped to sponsor the "honoring Local Heroes Art Project" which involved youth 5-12 years old in creating paintings of the police and fire officers that were than framed and hung for public viewing in City Hall.	\$ 750	\$ 4,318	125
Rogue Gallery & Art Center: Helped to sponsor bringing artist Catherine Walters of the Filoli Group of botanical artists to teach and demonstrate in conjunction with the Art in Bloom Festival.	\$ 1,000	\$ 2,972	732
Rogue Opera: Helped sponsor tours to Jackson County schools between January and March 2008 presenting "OperAntics!".	\$ 1,200	\$ 15,923	12,827
Rogue River Middle School: Sponsored Sheila Arnold from the "History's Alive" program to portray Ol'Bess, a slave from Williamsburg Virginia.	\$ 1,000	\$ 500	269
Southern Oregon Repertory Singers: Sponsored members of the Repertory Singers visiting schools to perform selections from their annual programming.	\$ 500		500
Talent Historical Society: Supported the creation a model of the Beeson/Foss octagonal home.	\$ 1,000	\$ 1,500	1,211

Siskiyou Institute: Helped sponsor classes with local and visiting artists.	\$ 700	\$ 2,000	320
Youth Symphony of Southern Oregon: Helped to sponsor mentoring by professional musicians, scholarships, and access to concert series performances through complimentary tickets for students.	\$ 1,000	\$ 24,610	5,190
Totals for 2008	\$ 15,475	\$ 109,532	31,049
Total Awards 2004-2008	\$ 48,991	\$ 341,700	204,410

2009-2014 Jackson County Cultural Plan

The Jackson County Cultural Coalition 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 and community awareness. 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 plan will promote these goals and sustain and advance the public's appreciation of the cultural life of the area.

2007-2008 JACKSON COUNTY CULTURAL COALITION BOARD MEMBERS

- Arlis Duncan- President
- Ginger Casto-Vice President
- Karen Foster-Secretary
- Beverly Powers-Chair of the Grant Making Committee
- Stephen Bacon
- Julie Brimble
- Mary Ann Byrne
- Charleen Fike
- Mary Kay Harmon
- Edward B. Jorgenson
- Vicki Purslow
- Dena Roberts
- Carol Samuelson
- Kim Sherrell
- Lyn Godsey, Staff

STRUCTURE

Organizational structure is governed by the Jackson County Cultural Coalition Bylaws. The coalition is made up of a 16-member board in partnership with the Arts Council of Southern Oregon as the fiscal and administrative partner.

The board is composed of members from across the community representing the arts, humanities, heritage and businesses sectors. New board members are first nominated by a Nomination Committee and then elected by the entire board. New board members are inducted during the annual public meeting in December.

Board member responsibilities include:

- Review of grant requests
- Meeting with the responsible party and/or a site visit
- Recommendation to the board

DECISION MAKING PROCESS

The Grantmaking Committee of the Jack CCC is made up of every member of the Board. The yearly process begins with a call for grant proposals in the late spring or early summer each year with a deadline in late summer or early fall. The proposals are reviewed for completeness by the staff of the Arts Council and the Chair of the Grantmaking Committee. Proposals are then assigned to members to review. This process includes in-person interviews with representatives from the applicant and a presentation to the Grantmaking Committee/Board. After the presentations by the reviewing members, the Board votes on which proposals to fund and at what level. A list of projects that are to be supported by the *Jack CCC* and the amount granted to each project, is forwarded to the Arts Council of Southern Oregon board for final approval.

Arts Council of Southern Oregon is responsible for dispersing funds, receiving and reviewing the final reports from each funded grantee and making all reports to the Oregon Cultural Trust.

VISION STATEMENT

The Arts, Heritage and Humanities connect many of the people of Jackson County and form the basis for robust cultural tourism. 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 2014 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

The following goals and evaluative criteria will be implemented for five years beginning on July 1, 2008 and ending June 30, 2013. Beginning April 1, 2010 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, 2010 the Board will have designed a public review process to be implemented by April 1, 2011. On June 30, 2013 there will be a new five-year plan for the Jackson County Cultural Coalition. The 2009 Cultural Plan was developed by the Jack CCC Board based on a review of the funding history of the Jack CCC.

All goals and strategies assume that some funds will be available for the Cultural Trust 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
 - 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: 35-45% of grant funding to support goal.
- Evaluation criteria: Annual documentation by grantee educational institutions or organizations with education programs of number cultural educational opportunities, number of students served.
- 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 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.
 - Encourage purchase of the Oregon Cultural Trust license plate.
- Funding guideline: 5-10% of grant funding to support goal.
- Evaluative Criteria:
 - Increased funding for Oregon Cultural Trust from Jackson County residents.

Acknowledgements:

The Jackson County Cultural Coalition thanks

- Past Presidents Victoria McOmie and Ed Battistella for their years of outstanding leadership
- Past Members of the Coalition for their hard work in making the vision of the Jackson County Cultural Coalition a reality
- The Arts Council of Southern Oregon for logistical and staff support
- CW Smith for assistance in preparing the report on the financial situation in Jackson County.
- The citizens of Oregon for supporting the Oregon Cultural Trust
- The Oregon Cultural Trust and the Oregon Arts Commission for their continued support of the Jackson County Cultural Coalition

Appendix A: Jackson County Cultural Coalition

Appendix A1: Members

Appendix A2: Revised Bylaws

Appendix A3: Effective Board Procedures

Appendix B: Grantmaking materials

Appendix B-1: Call for grant proposals

Appendix B-2: 2009 Grant Application Packet

Appendix B-3: Evaluation forms

Appendix C: Mailing list for Jackson County Cultural Coalition

Appendix D: The History of the O& C or Saving Oregon's Future – DVD