



ARTS, CULTURE, AND HERITAGE COMMISSION AGENDA

January 24, 2024 at 5:00 PM

Wilsonville City Hall

PARTICIPANTS MAY ATTEND THE MEETING AT:

City Hall, 29799 SW Town Center Loop East, Wilsonville, Oregon

Zoom: <https://us02web.zoom.us/j/84477254668>

TO PARTICIPATE REMOTELY OR PROVIDE PUBLIC COMMENT:

Register with Wilsonville Parks and Recreation:

ACHC@ci.wilsonville.or.us or 503-783-7529

Individuals may submit comments by 12:00 PM on the day before the meeting date via email to the address above, or may mail written comments to:

Wilsonville Parks and Recreation Department
29799 SW Town Center Loop East, Wilsonville, OR 97070

CALL TO ORDER [5:00 PM]

1. New Member Introductions
2. Roll Call

CONSENT AGENDA [5:10 PM]

3. Approval of Minutes: 12.6.2023

CITIZEN INPUT [5:10 PM]

ARTS & CULTURE PROGRAM COORDINATOR UPDATE [5:15 PM]

COMMISSION BUSINESS

4. Arts and Economic Prosperity Survey 6 (AEP6) (Dianne Alves, Clackamas County Arts Alliance) - 5:20 PM
5. Pride Month Visual Representation (Valentine) 5:40 PM
6. Library Presentation (Picman) 6:00 PM

ADJOURN

NEXT MEETING

Wed, March 6, 2024 5:00 PM

Time frames for agenda items are not time certain (i.e. agenda items may be considered earlier than indicated). The City will endeavor to provide the following services, without cost, if requested at least 48 hours prior to the meeting by contacting the Parks and Recreation Department at 503-783-7529 or ACHC@ci.wilsonville.or.us: assistive listening devices (ALD), sign language interpreter, and/or bilingual interpreter. Those who need accessibility assistance can contact the City by phone through the Federal Information Relay Service at 1-800-877-8339 for TTY/Voice communication.

Habr  interpretes disponibles para aqu llas personas que no hablan Ingl s, previo acuerdo. Comun quese al 503-783-7529.



ARTS, CULTURE, AND HERITAGE COMMISSION MINUTES

December 06, 2023 at 6:00 PM

Wilsonville City Hall

CALL TO ORDER

A regular meeting for the Arts, Culture, and Heritage Commission (ACHC) was held at City Hall and called to order 6:01PM.

PRESENT

Chair Deb Zundel, Member Susan Schenk, Vice Chair Angie Sims, Member Sageera Oravil Abdulla Koya, Member David Altman,

EX OFFICIO/CITY STAFF/ GUESTS

Kris Ammerman, Parks and Recreation Director
 Erika Valentine, Arts and Culture Program Coordinator
 Ethan Picman, Library Services Manager
 Cathi McClain, Guest
 John McClain, Guest
 Richard Martens, Guest
 John Hiller-Payne, Guest
 David Niklas, Guest
 Zoe Niklas, Guest

CONSENT AGENDA

Member Schenk made a motion to approve the November 15, 2023 ACHC Minutes. Member Sims seconded the motion. Motion passed.

CITIZEN INPUT

There was no citizen input.

COMMISSION BUSINESS

COMMUNITY CULTURAL EVENTS AND PROGRAMS GRANT REVIEW

Five grant applications were received and the ACHC received five presentations, one from each applicant. Applicants included: Charbonneau Arts Association, Wilsonville Choral Arts Society, Wilsonville STAGE, Siempre La Guitarra, and Wilsonville Rotary Foundation.

A motion was made by Member Altman to fund Charbonneau Arts Association's project at \$3,500, fund Wilsonville's Choral Arts Society's project at \$1,000, fund Wilsonville STAGE'S project at \$4,300, fund Siempre La Guitarra's project at \$7,500, and fund Wilsonville Rotary Foundation \$7,000.

Member Schenk seconded the motion.

ADJOURN

Meeting adjourned at 6:42PM.



The Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Clackamas County, OR

Direct Economic Activity	Organizations	Audiences	Total Expenditures
Total Industry Expenditures (FY2022)	\$18,196,358	\$7,875,699	\$26,072,057

Economic Impact of Spending by Arts and Culture Organizations and Their Audiences

Total Economic Impacts (includes direct, indirect, and induced impacts)	Organizations	Audiences	Total Impacts
Employment (Jobs)	480	93	573
Personal Income Paid to Residents	\$13,803,677	\$3,686,836	\$17,490,513
Local Tax Revenue (city and county)	\$252,871	\$201,589	\$454,460
State Tax Revenue	\$468,778	\$177,876	\$646,654
Federal Tax Revenue	\$2,745,879	\$673,668	\$3,419,547

Event-Related Spending by Arts and Culture Audiences Totaled \$7.9 million

Attendance to Arts and Culture Events	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Total Attendance to In-Person Events	166,596	114,341	280,937
Percentage of Total Attendance	59.3%	40.7%	100.0%
Average Per Person, Per Event Expenditure	\$24.33	\$33.43	\$28.02
Total Event-Related Expenditures	\$4,053,280	\$3,822,419	\$7,875,699

Nonprofit Arts and Culture Audiences Spend an Average of \$28.02 Per Person, Per Event

Category of Event-Related Expenditure	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Food and Drink	\$10.22	\$14.84	\$12.10
Retail Shopping	\$5.89	\$10.42	\$7.73
Overnight Lodging (one night only)	\$0.02	\$1.78	\$0.73
Local Transportation	\$1.75	\$2.05	\$1.87
Clothing and Accessories	\$1.44	\$1.51	\$1.47
Groceries and Supplies	\$1.83	\$1.03	\$1.50
Childcare	\$0.13	\$0.32	\$0.21
Other/Miscellaneous	\$3.05	\$1.48	\$2.41
Overall Average Per Person, Per Event	\$24.33	\$33.43	\$28.02

Source: *Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in Clackamas County*. For more information about this study or about other cultural initiatives in Clackamas County, contact the Clackamas County Arts Alliance.

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Past studies have focused primarily on the financial, economic, and tourism contributions of the nonprofit arts and culture industry. AEP6 expands beyond those topics to include measures of social impact. Surveys completed by individual attendees in the Clackamas County demonstrate an appreciation for how the arts and culture impacts the development and well-being of the community and its residents.

Audiences Demonstrate Appreciation for the Impact of Arts and Culture

Level of Agreement with Social Impact Statements	Audiences
“This venue or facility is an important pillar for me within my community.”	79.1%
“I would feel a great sense of loss if this activity or venue were no longer available.”	85.0%
“This activity or venue is inspiring a sense of pride in this neighborhood or community.”	86.7%
“My attendance is my way of ensuring that this activity or venue is preserved for future generations”	86.0%

About This Study

Americans for the Arts conducted AEP6 to document the economic and social benefits of the nation’s nonprofit arts and culture industry. The study was conducted in 373 diverse communities and regions across the country, representing all 50 states and Puerto Rico. **The Clackamas County Arts Alliance joined the study on behalf of Clackamas County.** For additional information including the national report, summaries for the 373 communities, an online calculator, and a description of the project methodology, visit www.AEP6.AmericansForTheArts.org.

Surveys of Nonprofit Arts and Culture Organizations

Nationally, detailed information was collected from 16,399 nonprofit arts and culture organizations about their FY2022 expenditures (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as their event attendance, in-kind contributions, and volunteerism. Surveys were collected from February through July 2023. Some organizations only provided total expenditures and attendance (they are included in the study). Responding organizations had budgets ranging from a low of \$0 to a high of \$375 million. Response rates for the 373 communities averaged 43.9% and ranged from 5% to 100%. **In Clackamas County, 52 of the 257 total eligible nonprofit arts and culture organizations identified by the Clackamas County Arts Alliance provided the financial and attendance information required for the study analysis—an overall participation rate of 20.2%.** It is important to note that each study region’s results are based solely on the survey data collected. No estimates have been made to account for non-respondents. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings.

Surveys of Nonprofit Arts and Culture Audiences

Audience-intercept surveying, a common and accepted research method, was conducted to measure event-related spending by audiences. Attendees were asked to complete a short survey while attending an event. Nationally, a total of 224,677 attendees completed the survey. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging, as well as socioeconomic information, ZIP code of primary residence, and four social impact questions. Data was collected from May 2022 through June 2023 at a broad range of both paid and free events. **In Clackamas County, a total of 415 valid audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, exhibits, and special events during the period from May 2022 through June 2023.**

Studying Economic Impact Using Input-Output Analysis

Americans for the Arts uses the IMPLAN platform to create the customized models for each of the 373 study regions. Input-output models calculate the interdependencies between various sectors or industries within a region. This analysis traces how many times a dollar is spent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for AEP studies because it can be customized specifically to each participating community, region, or state. **To complete this analysis for Clackamas County, the researchers used the IMPLAN platform to build a customized input-output model based on the unique economic and industrial characteristics of Clackamas County.**

Research Notes:

¹ For the purpose of this study, local attendees live within Clackamas County; nonlocals live elsewhere.



VISUAL REPRESENTATION FOR PRIDE MONTH

Erika Valentine, Arts & Culture Program Coordinator



WHAT?

- Exterior, temporary mural on the glass at the Parks & Recreation Admin. Building



WHY?

- To provide visual representation for LGBTQ+ during Pride Month (June) and to make others aware of Pride Month
- Prominent location for vehicle traffic and pedestrians
- Will not block site lines with entrances/exits
- Busy park proximity → decreased vandalism
- Supports artists



HOW?

- Staff writes Call for Art Application
- Artists will submit work examples AND their design as part of the Call for Art
- Panel Review to select artist
- Panel consists of the Arts, Culture, and Heritage Commission (ACHC) and 1 -2 members from DEI
- Artwork install, completed by June 1. Up for 1 – 2 months.

ESTIMATED TIMELINE

Description	Date
Issue Call for Art	Early/Mid February
Call for Art due/deadline	Mid March
ACHC Meeting – Selection Panel	Wed April 17
Execute Contract	Early May
Installation	Artwork up no later than June 1

QUESTIONS?

