

CLACKAMAS COUNTY BOARD OF COUNTY COMMISSIONERS

Sitting/Acting as (if applicable)

Policy Session Worksheet

Presentation Date: September 20, 2023 **Approx. Start Time:** 11:00am **Approx. Length:** 30 minutes

Presentation Title: Economic Development Awards

Department: Transportation and Development / Office of Economic Development

Presenters: Dan Johnson, Director of Transportation and Development

Laura Edmonds, Manager, Office of Economic Development

Other Invitees: N/A

WHAT ACTION ARE YOU REQUESTING FROM THE BOARD?

Request Board direction on three Lottery Dollar funding requests.

EXECUTIVE SUMMARY:

On June 28, 2023, staff presented a proposed slate of organizations to pay dues and memberships or provide awards for to the Board for consideration and approval for funding. At that time, the Board approved paying our membership dues for the Clackamas County Chambers of Commerce presented to them but the Board held off on approval of other funding requests and requested presentations by staff from the Regional Arts & Coalition Council (RACC) and the Clackamas County Arts Alliance (CCAA).

On August 2, 2023, as requested by the Board, County staff and staff members from RACC and CCAA returned to provide presentations for funding request and answer Board questions. At that meeting, the Board approved funding for CCAA of \$150,000, \$100,000 to Museum of Oregon Territory (MOOT), adding Estacada Chamber to our membership list paying them \$120.00 and \$10,000 membership dues for Clackamas County Business Alliance. The funding request for RACC was moved to a future date until additional financial reporting could be provided.

Three grant award funding requests need to be reviewed today:

- The outstanding RACC funding request for \$62,000 with the revised financial data (Attachment A).
- An additional funding request from CCAA for \$200,000 that will serve as seed money to allow CCAA to leverage grants, business, and individual donations for the purchase of art that will be installed in the new courthouse. (See Attachment B).
- A funding request from Pamplin Media for \$65,000 for the purpose of providing more dedicated local news coverage to better inform and engage the residents of Clackamas County about important news matters. (See Attachment C).

FINANCIAL IMPLICATIONS (current year and ongoing):

Is this item in your current budget? YES NO

What is the cost? \$200,000 – CCAA

\$62,000 – RACC

\$65,000 – Pamplin Media

What is the funding source? Lottery funds allocated to Clackamas County

STRATEGIC PLAN ALIGNMENT:

- The evaluation of membership dues and projects funded with Lottery dollars aligns with the Board's strategic priority of *Building Public Trust through Good Government* by providing a transparent review of the investments. In addition, these activities support the goal to “*Grow a Vibrant Economy*” by supporting related economic development efforts as offered by our partners.

LEGAL/POLICY REQUIREMENTS:

None

PUBLIC/GOVERNMENTAL PARTICIPATION:

None

OPTIONS:

Option 1: RACC Funding request \$62,000

- 1) Fully fund
- 2) Partially fund
- 3) Deny funding request

Option 2: CCAA Funding request \$200,000

- 1) Fully fund
- 2) Partially fund
- 3) Deny funding request

Option 3: Pamplin Media Funding request \$65,000

- 1) Fully fund
- 2) Partially fund
- 3) Deny funding request

RECOMMENDATION:

No Staff Recommendations

ATTACHMENTS:

Attachment A: RACC FY2023 Q4 Budget Memo Lottery Funding Rqst
Attachment B: CCAA Lottery Funding Request 09202023 Policy Session
Attachment C: Pamplin Media Lottery Funding Rqst 09202023 Policy Session

SUBMITTED BY:

Division Director/Head Approval _____

Department Director/Head Approval _____

County Administrator Approval _____

For information on this issue or copies of attachments, please contact Laura Edmonds 503-319-2456


Clackamas County

MEMO

DATE: 8/31/2023
 TO: Laura Edmonds, Economic Development Manager, Clackamas County – Office of Economic Development; Nancy Bush, MBA, MA County Operating Officer, Clackamas County Administration
 FROM: Carol Tatch, Executive Director
 RE: Clackamas County — **Quarter 4 Budget Report for FY23**

ABOUT THE REGIONAL ARTS & CULTURE COUNCIL (RACC) & CLACKAMAS COUNTY

The Regional Arts & Culture Council is a nonpartisan 501(c)(3) that, through our intergovernmental agreement (IGA) signed by Clackamas County in 1995, performs services in the area of arts and culture to support the county's related initiatives. Our role is defined by the IGA and other opportunities to be engaged in the arts and culture ecosystem in the County. By having your dollars flow through RACC, we are able to provide an ROI that maximizes County dollars. Our low administrative fees provide a discount from the standard government rate of 21-25%. This affords the County the ability to have more dollars in the hands of creatives and organizations available to support your community. RACC's position as a regional grantmaker enables us to provide a robust and responsive grantmaking process which ensures that Clackamas County artists and creatives are funded through a community reviewer process.

SUPPORTING CLACKAMAS COUNTY

In addition, RACC leverages Clackamas County dollars for private, state, local, and federal funding, such as the NEA grant that was available to Clackamas County for up to over \$200,000. This was a match grant that enabled Clackamas County to match its support to the need for creatives at a critical time for our communities. The arts and culture sector is an economic driver for most communities, Clackamas County included. As the Arts and Economic Prosperity Study revealed in 2015 (AEP5), the arts and culture sector generated **over \$14 million dollars** for the local economy where event-related spending by arts and cultural audiences totaled **\$9 million dollars**. Artists were employed, restaurants were filled, theatre seats were occupied, and hotels were utilized in the county. Those are dollars that came in and stayed in Clackamas County.

HOW COUNTY FUNDS ARE DISTRIBUTED

In FY23, all of the grants and programs funded were located in Clackamas County. \$56,000 or 90% (\$53,000 in grants and \$3,000 communication and advocacy) was distributed to county

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resident creatives and organizations through grants and programs such as advocacy and professional development opportunities. RACC retained a moderate 9.68% to cover grants management and general administrative costs. RACC's average administrative and overhead costs for the past 5 years is around 2% for Clackamas County.

Arts Advocacy and Education continued to monitor national and state (including county and city) level legislation as it impacted the arts and culture in our region, including Clackamas County. Advocacy included contacting local and state legislators to keep them abreast of our issues and opportunities for engagement. This was done through personal contact, letters, and email. Mario Mesquita, our Manager of Advocacy and Engagement, also sits on the Cultural Advocacy Coalition of Oregon (CACO) board as one of a handful of representatives from the tri-county area, uplifting the needs of our community.

As part of the board of the Cultural Advocacy Coalition of Oregon (CACO) and representative, Mario, along with RACC's Executive Director, Carol Tatch, and Philanthropic Engagement Specialist, Phil Barber met with five County and State Legislators to support arts and culture in the legislation. Leading up to the State event, we made a concerted effort to increase our communication strategy through eblasts, blog postings, press releases, and personal appeals to promote arts and culture policy in our region. It is through our online Advocacy Hub where we continued to expand our online presence to include calls to action, community-based resources, templates of letters and emails to contact legislators, and guidance on advocating for our tri-county artistic community, from arts education to sustainable artist businesses and organizations.

During Arts Advocacy Day (April 19, 2023) many representatives agreed that the arts and culture are important and supported RACC's efforts and the initiatives to promote and advocate for sustained and increased funding. However, due to the walkouts in Salem during this past legislative session, these coordinated events by legislators proved to be challenging and unproductive for the majority of the advocacy efforts for arts and culture initiatives presented to this session. RACC recognizes that this has impacted the entire State, and we are looking forward to continued advocacy with the recently formed Arts and Culture Caucus. We must address this unfinished business in the coming months. It is our intention to encourage the passing of our endorsed arts and culture bills when the opportunity arises.

Despite the City of Portland's announcement that they will not renew RACC's contract as of July 1, 2024, we continue to play a key role as the region's local arts agency. This includes continued

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participation in the region's cultural plan (Our Creative Futures). We are bringing RACC's 28 years of knowledge and familiarity of the tri-county creative landscape and communities into this process. We continue to participate and engage through community convenings and support arts access, public art, artist opportunities, and influencing strategic organizational connections.

RACC invests regional support from other funding sources back into Clackamas County—nearly doubling the County's funding. Of the \$119,000 grant awards made to Clackamas County applicants in FY23, over half (or \$66,000) was from other sources including Metro (\$1,500 or 1.3%), the National Endowment for the Arts (\$60,500 or 51%), and the City of Portland (\$4,000 to grant applicants in Clackamas County with Portland mailing addresses, or 3.4%).

In all of RACC's grantmaking programs in FY23 the following funding sources were utilized, with the percent invested in Clackamas County noted: Metro total \$13,500 (11% to Clackamas), Washington County total \$75,000 (0% to Clackamas), City of Portland total \$1,628,709 (.2% to Clackamas), Arts Education & Access Income Tax Fund (Arts Tax) total \$5,596,800 (0% to Clackamas), Multnomah County total \$268,791 (0% to Clackamas), NEA total \$199,000 (30% to Clackamas). 0% of Clackamas County funds were invested in grants outside of the county.

	Clackamas County Funding	City of Portland General Fund	Metro Funding	National Endowment for the Arts	Total
Arts3C Awards Cycle 1 (Fall 22)	\$13,000	\$0	\$0	\$7,000	\$20,000
Arts3C Awards Cycle 2 (Spring 23)	\$23,000	\$4,000	\$1,500	\$19,500	\$48,000
GOS Base Awards	\$17,000	\$0	\$0	\$28,000	\$45,000
GOS Investment Awards	\$0	\$0	\$0	\$6,000	\$6,000
Totals	\$53,000	\$4,000	\$1,500	\$60,500	\$119,000

Of the 1100 grant applications received by RACC in FY23 for Arts3C grants, 65 were based in Clackamas County (up from 64 out of 861 grant applications in FY22, and 45 out of 803 grant applications in FY21). With the leveraged dollars from Metro, Portland, and the NEA, RACC was able to make 18 awards for a funding percentage of 28%. This success rate is below the regional average of 41%, and reveals the significant need for more investment in public funding for artists and arts projects in Clackamas County. In addition, RACC received two new GOS applications

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for arts organizations headquartered in Clackamas County without funding available to support their partnership.

CONNECTING ARTISTS TO OPPORTUNITY AND ACCESS: *Stories from the Field*
Clackamas County artists are creating with support from RACC and the County



First image. *Visiting Application*, Jerome Sloan, 2021. Behavioral Health Resource Center

Second Image. *Reflective Communication*, Jeanne Cardana, 2019. Behavioral Health Resource Center

You can view a video of Clackamas resident, Jerome Sloan, talking about Fresh Paint- a unique partnership between RACC and Open Signal-- showcasing BIPOC artists in our community:
<https://www.youtube.com/watch?v=fmAOSQ5RrCc>.

During FY23, the Public Art program supported the following Clackamas County-based artists through purchasing work through our partnership with the Behavioral Health Resource Center last winter:

Jerome Sloan (\$2400)

Jeanne Cardana (\$1650)

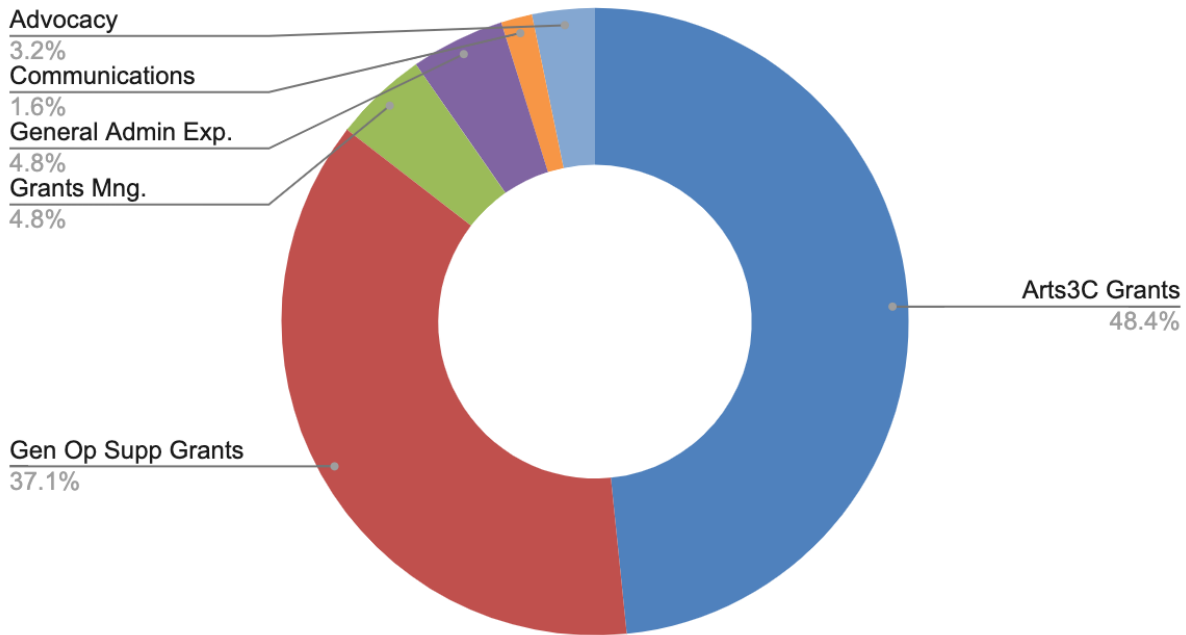
Latoya Lovely (\$1500)

Currently, Dana Lynn Louis, a Milwaukie resident, is creating three murals for Lents Plaza. Dana's murals are a collaboration with a private developer that began in 2019 and will wrap up this month.

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Program	FY2023 Budget
Arts3C Grants	\$26,050.00
Gen Op Supp Grants	19,000.00
Grants Management (staff) time	2,000.00
General Admin Expense (staff time - Carol, Finance team, Della)	4,500.00
Board	500.00
Communications	5,000.00
Advocacy	5,000.00
Total allocated from County	\$62,050.00

FY22-23 Actuals



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RACC STAFF SUPPORTED BY CLACKAMAS COUNTY FUNDING IN FY22-23

Team Member	Position/Title	Team
Helen Daltoso	Director of Grants	Grants
Ingrid Carlson	Senior Grants Officer	Grants
Carol Tatch	Co-Executive Director – External Operations	Executive Leadership/Administration
Della Rae	Co-Executive Director – Internal Operations	Executive Leadership/Administration
Mario Mesquita	Manager of Advocacy and Engagement	Advocacy
Chanda Evans	Arts Education Program Manager	Arts Education and Advocacy
Meech Boakye	Media Content Planner & Community Engagement Specialist	Communications
Finance Team	Interim Lead Finance Officer	Finance

HIGHLIGHTS OF FY2023

- As your local arts agency, RACC works in partnership with Clackamas, Washington, and Multnomah Counties, and Metro and the City of Portland, serving the greater metropolitan tri-county area.
- More organizations and individuals are funded than Clackamas County can fund on its own, which means more people are employed serving the arts and culture sector with RACC's partnership than would be possible without RACC.
- Clackamas County received over \$14 million in revenue through its creative economy (AEP5 national survey). This is critical to keep the communities located here thriving.
- A healthy creative space drives tourism (local and national)- hotels, venues, restaurants, and theaters- which brings more revenue to the county. Your investment in artists and creatives is an investment in your community, RACC invests in this to leverage county dollars.

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- In 2021, as your local arts agency, RACC designated Clackamas County as one of two focal points for investment of an NEA regranting program. This investment from the NEA is matched by Clackamas County's investment in RACC. NEA Chair Dr. Maria Jackson visited our region last year to see the effects of this investment in Clackamas and Washington County.
- RACC represents Clackamas County in our advocacy engagements (which resulted in the NEA funding allocation). We are advocating at municipal, county, state, and federal levels to increase funding for the creative sector. We participated in Cultural Advocacy Day in Salem, and we bring our work into conversations with American for the Arts (AFTA) and the National Endowment for the Arts (NEA) among other spaces.
- RACC completed FY2023 with the largest allocation of grants ever with over \$7.9M being distributed throughout the metro region. RACC is the trusted partner to work with and fund our local community of creatives and arts-serving organizations.



Memo

To: Clackamas County Board of Commissioners

Date: September 11, 2023

As the Clackamas County Arts Alliance (CCAA) executive director and a member of the Clackamas County Courthouse Arts Committee, I respectfully request the sum of \$200,000 from the County's Lottery Dollars. This investment will serve as seed money that will allow us to leverage grants, business, and individual donations for the purchase of art that will be installed in the new courthouse.

CCAA will be serving as the fiscal sponsor for the collection of funds and the acquisition of art to be installed and displayed in the courthouse. In return for the services outlined in full detail in the original MOU, CCAA is to be compensated with a 15% administrative fee from the total grants and donations collected. CCAA will work cooperatively with the Arts Committee to engage the local arts community and acquire pieces of art that are trauma-informed and representative of Clackamas County's population.

The overall economic impact of the arts and culture sector in Clackamas County supported over 471 full-time equivalent jobs. The AEP5 Study, published in 2017, also found that arts organizations and events in Clackamas County generate more than \$14.8 million a year in economic activity. We have seen from early data results that the new AEP6 Study will show that this economic impact has only grown and plays an even stronger role in the economy of Clackamas County. Supporting local artists and creatives by purchasing art for the new Courthouse is an important way to support the economic vitality of the region.

I am happy to connect should you have any questions. Thank you for considering this request on behalf of the Clackamas County Courthouse Arts Committee.

Sincerely,

Dianne Alves
Executive Director



2023-24 Clackamas County Proposal

Goal:

Allocate Oregon Lottery Funds to the Pamplin Media Group for the purpose of providing more dedicated local news coverage to better inform and engage the residents of Clackamas County about important news matters.

Benefits to Clackamas County residents:

- Dedicated news coverage would provide accurate news consistently to more than 150,000 engaged Clackamas County readers through the Pamplin Media Group's newspapers, websites, social media platforms and newsletters.
- Strong communities are engaged communities. Providing this funding would DIRECTLY SUPPORT local journalists who would be dedicated to covering issues specific to Clackamas County.

Pamplin Media's Clackamas County reach and distribution:

10 Clackamas County newspapers and websites: Canby, Estacada, Happy Valley, Lake Oswego, Milwaukie, Molalla, Oregon City, Sandy, West Linn and Wilsonville
Print readership – 97,200 monthly readers
Website readership – 149,880 unique monthly readers
Newsletter subscribers – 60,900 weekly readers

Option 1

Pay for 40 hours of weekly dedicated news coverage for Clackamas County - \$65,000 year – 300 stories per year

Cost would support dedicated news coverage about key issues affecting residents of Clackamas County (examples: county government news, tolling, affordable housing, homelessness, tourism, etc.). With this level of financial support, the Pamplin Media Group would be committed to generating approximately 300 plus stories per year about Clackamas County. Stories would be appropriate for ALL Pamplin Media Clackamas County newspapers, websites, newsletters and social media channels.