



**Multnomah County Cultural Plan, 2018 – 2023**  
**Fostering Cultural Participation for *All* County Residents**

Prepared for Multnomah County and the Oregon Cultural Trust, June 2018.

To download a copy of this plan, please visit [www.multcoculturalcoalition.org](http://www.multcoculturalcoalition.org).  
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# **Multnomah County Cultural Plan, 2018 – 2023: Fostering Cultural Participation for All County Residents**

## **Introduction**

The Multnomah County Cultural Coalition (formerly the Multnomah County Cultural Planning Committee) is one of 45 county and tribal coalitions established in 2003 by the Oregon Cultural Trust to support local cultural resources and increase public participation in culture. The Multnomah County Cultural Coalition (MCCC) exists to equitably re-grant funds from the Oregon Cultural Trust to Multnomah County-based organizations via an annual competitive grants process.

MCCC grants, which range between \$1,000 - \$2,000, can be used for a specific cultural event, program or activity as long as it is open to the public; any nonprofit organization or registered neighborhood association may apply. Grants are intended to locate and support initiatives across the breadth of the County's communities, and MCCC pursues a capacious and elastic approach to culture that is consistent with the diversity and variety of forms that cultural life assumes throughout the County. MCCC's grant application is deliberately accessible and the Coalition not only maintains an open-door policy for grants assistance but provides information and coaching for interested applicants.

The Multnomah County Cultural Plan has been revised twice previously, in 2008 and in 2012. The 2018-2023 revised plan works to support The Oregon Cultural Trust's mission by prioritizing outreach and diverse representation as key goals, ensuring that MCCC funds work to elevate and support cultural opportunities across *all* of Multnomah County's communities.

## **CULTURAL PLAN PRIORITIES**

### **1. LOCATE, FUND, AND ADVOCATE FOR DIVERSE CULTURAL ACTIVITIES AND ORGANIZATIONS COUNTY-WIDE.**

Although MCCC has worked hard in recent years to reach and support cultural and geographic communities under-resourced by other funders, we recognize that there are many organizations and communities that we still have yet to reach. MCCC grants can help not only support these organizations within their community but also help to raise awareness of these organizations' works and offerings across many communities.

Strategy: Through continued board diversification; conversations with civic leaders, culturally-specific organizations, and other funders and nonprofits; research (where possible within the volunteer capacity of MCCC); marketing; and outreach events, the Coalition will encourage and support organizations new to MCCC to apply for grants.

Strategy: Share our grantee lists with other funders so that they can learn about under-supported and/or emerging arts and cultural needs across diverse Multnomah County communities.

### **2. MAKE CULTURE ACCESSIBLE, AFFORDABLE, AND VISIBLE TO MULTNOMAH COUNTY RESIDENTS.**

Multnomah County is rich with opportunities for cultural participation. At the same time, there may be a number of circumstances that prevent or discourage more people from taking advantage of these opportunities. Venue, location, accessibility, cost, lack of familiarity, and perceptions of exclusivity can all negatively affect cultural participation, both for audience members/participants and for

presenters/creators. The Coalition recognizes that while it cannot alone fund or guide a thorough study to examine barriers to arts participation, its grants to arts, cultural, preservation, and heritage organizations have reached, and will continue to reach, new and diverse audiences. The Coalition also recognizes that

it can help break down barriers to access both perceived and real, helping well-known organizations to sustain and grow their audiences/participants, while raising participant awareness about less well-known cultural offerings.

Strategy: Improve participation in existing cultural experiences.

Use MCCC's platform to celebrate, raise awareness of, and demystify various cultural opportunities so that cultural offerings are presented as accessible to all. Use MCCC's grants to support projects that seek to broaden their audiences and expand access to their offerings.

Strategy: Streamline Application Process and Improve Application Support Provision

Continue to streamline MCCC's grant application process and expand avenues of support for potential grantees so as to attract a diverse range of applicants that cater for all interest groups and experiences.

### **3. ADVOCATE AND PROMOTE PUBLIC AWARENESS OF THE OREGON CULTURAL TRUST AND THE MULTNOMAH COUNTY CULTURAL COALITION.**

The Coalition will work to help the Oregon Cultural Trust strengthen its relationship with MCCC, and will work to help raise awareness within local government of both the value of the Oregon Cultural Trust and the value of MCCC's work. By doing so, MCCC hopes to become a more prominent and impactful advocate for arts, culture, heritage, and preservation across the County.

Strategy: Provide clear information on MCCC's website and at MCCC events about the value of the Oregon Cultural Trust and the importance of its support to MCCC's constituents.

Strategy: Use MCCC's website and social media platforms to promote upcoming cultural events, particularly those supported by MCCC grants. Require grantees to acknowledge MCCC support, and to ensure our listings are up-to-date.

Strategy: Improve efforts to showcase among elected officials, community leaders, the media, and the general public the importance of MCCC's work to the support and growth of Multnomah County's vital arts and cultural ecology, as well as to County livability more broadly.

Strategy: Ensure that Multnomah County Cultural Coalition members not only represent diverse arts and cultural organizations—and can speak about MCCC's work within their sectors—but that they are generally ambassadors for arts and culture within a variety of contexts.

### **4. PROMOTE COLLABORATION AND PARTNERSHIPS WHICH SUPPORT THE ABOVE.**

### **5. PROVIDE EFFECTIVE COMMUNICATION THROUGH OUR WEBSITE AND MARKETING MATERIALS.**