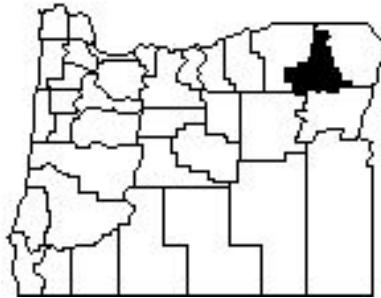


CULTURAL PLAN UNION COUNTY



UNION COUNTY CULTURAL COALITION
<http://www.unioncountyculture.com>

2019

Mission of the Union County Cultural Coalition

As part of the Oregon Cultural Trust's founding legislation, the Union County Cultural Planning Committee established the Union County Cultural Coalition for local distribution of Cultural Trust Dollars.

The Cultural Coalition is a vital component of the arts and culture community of Union County. With yearly re-granting of state funds to local organizations and artists, financial support of, and participation online, the UCCC helps keeps Union County's arts community lively and relevant as the organization looks toward its second decade of service in 2023.

The Coalition has three main goals as a means for committing to the arts and culture of Union County:

1. Promote Cultural Events and Programs (p. 3)
2. Support the operations and promotion of Art Center East (p. 3)
3. Provide Matching Funds for Groups' and Individuals' Cultural Activities (p. 4)

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Goals; Funding Priorities; Strategies; Benchmarks

The UCCC prioritizes and revises its goals as a result of previous years' performance, and implements these goals on a four-year cycle. All goals and strategies are predicated on the receipt of funds from the Oregon Cultural Trust.

Goal #1: Promote Cultural Events and Programs

Define: Union County residents benefit from better information about cultural events venues, and opportunities.

Strategy: Develop and implement a communication network for the purpose of broader participation in the arts and cultural life of Union County. Create an electronic listing/directory of cultural venues and organizations in Union County. Build visibility through the creation and use of a "brand," establishing a network of affiliates. Encourage affiliates to promote their own events through a community cultural calendar.

Implementation strategies:

1. Create a list of potential affiliates, and list affiliates on website
2. Develop a brand logo
3. Promote website
4. Encourage affiliates to list events on a community calendar
5. Create an intern position(s) specifically for assistance in compiling and generating information on art and cultural events.

Benchmarks:

1. Increase number of participants at cultural events.
2. Increase local, regional, and national media attention for arts and culture in Union County.
3. Increase recognition of Union County as a community that nurtures and promotes arts and culture.

Funding Guideline: 10-20% of funds after operating expenses

Goal # 2: Support the Operations and Promotion of Art Center East

Define: Art Center East is a facility where residents can take classes, perform, exhibit and sell art, and have a meeting place for any cultural group. Continued support is required for maintaining and operating the facility as well as developing programs and expanding community use.

Implementation strategy: A percentage of Union County's cultural trust funding will be set aside for the purpose of supporting Art Center East.

Funding Guideline: 25-30% of the funds after operating expenses

Goal #3: Provide Matching Funds for Groups' and Individuals' Cultural Activities

Define: The coalition will award matching grants (up to \$500 each) directly to Union County organizations and individuals.

Strategy: Oregon Cultural Trust funds will be distributed by the Union County Cultural Coalition through a grant application process. Applications are reviewed annually by a committee.

Benchmarks:

1. Increase number of grant applicants by 25% per year over the 3-year rolling average
2. Increase the number of Union County residents and visitors who benefit from or participate in cultural events or activities.

Funding Guideline: 45-50% of the funds after operating expenses

4-year plan

The UCCC Board of Directors is responsible for the periodic review and update of the Union County Cultural Plan. The Board assesses progress on its goals every two years. Coalition members will determine whether goals may require additional investment of funds to progress, whether the activity on the goal is moving forward, or if the goal has been met and no longer needs to be included in the plan.

Organizational Structure

The UCCC board should consist of five to nine members serving at least three year terms. Preference will be made for board members who represent various areas of Union County, including (but not limited to):

- Cove
- Elgin
- Imbler/Summerville
- La Grande
- North Powder
- Union

Officers will include a chair, a secretary, and a treasurer.

Art Center East is the fiscal agent for UCCC.