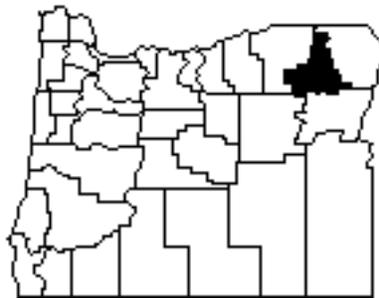


# CULTURAL PLAN UNION COUNTY



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

2015

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## **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 is poised to keep Union County's arts community lively and relevant as the organization finished its first decade of service in 2013.

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

1. Actively Support Marketing of Cultural Events and Programs (p. 8)
2. Support the Continued Development of the ArtsEast (p. 8)
3. Provide Financial Support for Cultural Activities (p. 9)
4. Support Technological Advancement of Non-profit Art and Cultural Organizations (p. 9)

## **Formation of the Coalition**

Initial meetings focused on information assessment previously collected by the Union County Cultural Coalition. Further development occurred by brainstorming among the coalition members and their associates. The coalition developed a cultural inventory questionnaire and mailed it to 176 artists, historians, humanitarians, and identified cultural organizations. Responders were asked to participate in The Cultural Quest held as a workshop at Eastern Oregon University (EOU) on January 18, 2003. Additionally, newspaper solicitations plus another 200 personal invitations resulted in presentations representing art and humanity groups. After the evaluation of the presentations, the planning coalition organized four more focus group gatherings in March 2003: performing arts, visual arts, humanities, as well as folk artists and cultural venues.

Further review of the information gathered at the Cultural Arts Quest as well as that from the Union County Cultural Coalition Arts, Heritage & Humanities:

Inventories provided seven common cultural themes:

1. Marketing/Communication - Develop and implement a County arts and culture marketing and communication network.
2. Campus/Community Links - Develop and implement a County arts and culture calendar.
3. Financial Assistance to Arts and Cultural Organizations - Distribute a portion of the funds to arts and cultural organizations in the County.
4. Central Cultural Facility - Build an arts and culture center.

5. Financial assistance for Individual Artists, Humanitarians and Historians – Distribute funds to the work of exceptional individuals and organizations.
6. Grant Writing and Technical Support - Sponsor and support annual workshops.
7. Preservation and Capacity Building-Distribute funds for preservation of existing arts and culture resources and capacity building.

These seven common cultural themes were presented to and discussed by the four different Cultural Focus Groups in an effort to both discover additional information as well as to help provide a vision for the cultural future of Union County.

Several of the benchmarks in the original plan have been achieved including the funding of annual or semi-annual workshops; production and distribution of cultural calendars; creation of a cultural facility planning group; and the creation of a granting application and process for individuals and groups not identified in other goals. Additionally, the creation of the UCCC website ([unioncountyculture.org](http://unioncountyculture.org)) has encouraged public participation.

### **Organizational Structure**

The Union County Cultural Trust Planning Committee appointed the original board members for the Union County Cultural Coalition. Applicants for the new board were sought by advertising, open nomination, and personal contacts with members being representative of the arts, culture and humanities disciplines. Additionally, these members came from the various geographic entities in Union County. The board should consist of five to nine members serving three-year terms.

The Membership Committee is responsible for perpetuating a functioning board. Two Co-Chairs lead the board, with a treasurer to maintain records. ArtsEast is the fiscal agent for UCCC.

### **Grant Making Activities and Accomplishments of the Coalition to Date**

Several projects have been implemented in recent years to help promote arts and culture events and activities. At the prompting of this group, an online calendar of events was developed through a partnership with a local Internet service provider; the calendar database was housed in their server. Events entered by several key organizations and agencies appeared on the enterer's own web site and were integrated into the comprehensive calendar, as well. People searched the database by type of event, location, date, sponsors, etc. Newspapers, radio stations, citizens, visitors and all manner of agencies and entities used this centralized calendar to learn about events and to avoid conflicts when setting dates for their own.

The Coalition, in cooperation with the local daily newspaper and Union County Tourism, published a quarterly tabloid calendar of cultural events that was a

popular service to the community (as defined by goal # 1). It was distributed through the newspaper and various venues and it was well supported by advertisers and was well used by the public.

The Coalition assists with the development of the Grande Ronde Studio Tour and the publication of that event's brochure. It also is available to support marketing for community art activities such as art walks.

The Coalition has actively supported the Union County Art & Culture Center (as defined by goal # 2), which has recently merged with ArtsEast, a local nonprofit arts services organization, and been renamed 'ArtsEast'. Before the merger, the Center obtained a 501-c-3 designation, negotiated a long-term lease with the City of La Grande for use of the old Carnegie library and has been functioning as an art center since 2008.

Founded in 1977, the original ArtsEast's mission was to "inspire interest and participation in the arts through education, exhibits, and cultural experiences in ten rural counties of Eastern Oregon." The purpose of the merger is to streamline operations and integrate the Art Center's catalog of on-site community classes and events into ArtsEast's offerings. The two nonprofits share forty-four years of commitment to providing quality arts learning and cultural opportunities for our rural schools and communities.

Every year, the Coalition provides grants up to \$500 each to individuals and organizations (as defined by goals #3 and #4). Expert panelists are appointed to a committee to judge the applications and forward recommendations to the Coalition to make the final decisions.

### **The Cultural Constituency of Union County**

Union County is rich in heritage and culture, particularly for a relatively low population of approximately 25,000 located in a rural setting. There are two established museums, the Eastern Oregon Fire Museum and the Union County Museum; very active groups involved in drama, dance, music and visual arts; and several organizations that assist the libraries and host writing events, lectures and forums. Ethnic groups present the annual Native American Powwow, Island Magic, and Cinco de Mayo celebrations. In 2009 and 2010 the Crossing the Blues La Grande Summer Festival brought all of the arts together, showcasing a wide variety of music, visual arts, dance, writing, and filmmaking. Since the summer of 2011 the Celtic Society of Eastern Oregon has held their annual *Celtic Festival and Clan Gathering of Eastern Oregon with Heavy Scottish Highland Games*. Eastern Oregon University in La Grande is a nearby cultural hub for the visual arts, theatre, and literature. Since 2008 the annual Eastern Oregon Film Festival has been a popular cultural repertoire of the region.

ArtsEast is one of the key components of the plan, continues to unite the arts community and provide a focal point for supporting and promoting the arts. The cultural plan provides assistance to all of these endeavors through its grant program and marketing projects. Community art classes started in January 2009.

A wide variety of classes in the arts have been offered to the public including creation of two and three-dimensional art works, performance art and music seminars. Classes have spanned age groups from young children to adults and collaborated with community groups such as Shelter from the Storm to serve family groups. ArtsEast currently is expanding class schedules and availability. Summer offerings to the community since 2010 include participation in children's theater that has been very well received. ArtsEast continues to bring the art community together with the many shows and exhibits it hosts in the old Carnegie library. These shows have featured individual local collections, specific local artists, children's work and children's group theme projects such as "My Fine Feathered Friends," a children's illustration project, and an exhibition of local adult artists exhibiting works themed on ornithology held in conjunction with Oregon Department of Fish and Wildlife's Annual Ladd Marsh Bird Festival. Attendance for these events and classes has demonstrated wide and growing support for the work of the ArtsEast, which has assumed the responsibility for organizing the Studio Tour and the production of the brochure for local artists in Union County. In addition, the ArtsEast continues its efforts to maintain and refurbish the "Old Carnegie Library" building as part of the historical heritage for the City of La Grande and Union County.

A partial inventory of cultural assets in Union County can be accessed via the Cultural Trust's website:

[http://www.culturaltrust.org/programs/beneficiaries\\_qualifying\\_non\\_profits.php](http://www.culturaltrust.org/programs/beneficiaries_qualifying_non_profits.php)

## **Current Board 2015**

Mona Dinger, Co-Chair, Secretary  
1606 Oak Street  
La Grande, OR

Mike Sell, Co-Chair  
1 University Boulevard  
La Grande, OR 97850

James Benton  
1303 Monroe Avenue  
La Grande, OR 97850

Jo Cowling  
64334 Gekeler Lane  
La Grande, OR 97850

Barbara Dimond, Resident of Cove  
60881 Stackland Road  
Cove, OR 97824

Sharon Porter  
302 C Avenue  
La Grande, OR 97850

Minnie Tucker, Resident of Imbler  
City of La Grande, Parks Department  
2402 Cedar Street  
La Grande, Oregon 97850

## **Goals; Funding Priorities; Strategies; Benchmarks**

The UCCC priorities derived from analysis of the progress made in the last report. The goals are being implemented over the course of four years beginning January 2012. All goals and strategies are predicated on the receipt of funds from the Oregon Cultural Trust.

### **Goal #1 Actively Support Marketing of Cultural Events and Programs**

Define: Union County residents benefit from better information about current and future art and cultural events and opportunities throughout the county.

Strategy: Develop and implement a county arts and culture marketing and communication network for the purpose of broader participation in the arts and cultural life of Union County. Budget to include expenses for designing, printing and distributing information.

Implementation strategies:

1. Production of established quarterly cultural calendars for distribution throughout the county and to be posted on cultural websites.
2. Creation of an ArtsEast Facebook page through which events and activities can be promoted, press releases exposed, interactive discussions launched and from which readers can quickly link to various arts and culture entity websites.
3. Creation of an intern position(s) specifically for assistance in compiling and generating information on art and cultural events.

Benchmarks:

1. Increased number of participants at cultural events.
2. Increase in a cultural calendar awareness and participation.
3. Increase in local, regional and national media attention for arts and culture in Union County.

Qualitative Benchmark

1. Increase in recognition as a community that nurtures the arts

*Funding Guideline: 10-15% of funds after operating expenses*

### **Goal # 2 Support the Continued Development of the ArtsEast**

Define: ArtsEast is a facility where residents can take classes, perform, display art, sell art, and have a meeting place for any cultural group. Continued support is needed for maintaining and upgrading the facility as well as the development of programs and expanding community use.

Implementation strategy: This is a long-term goal. A percentage of Union County's cultural trust funding will be set aside for the purpose of supporting ArtsEast.

Quantitative benchmarks:

1. Increased numbers of Union County citizens will be recognized for their leadership and support of the cultural center and its mission.

Qualitative benchmarks:

1. Maintenance and renovation of the facility.
2. Art and cultural education programs have been expanded in the community.

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

### **Goal #3 Financial Support for Cultural Activities**

Define: The coalition will award grants directly to Union County cultural organizations, artists, historians and humanitarians.

Strategy: Oregon Cultural Trust funds will be distributed by the Union County Cultural Coalition through a grant application process. Funding will be established for organizations and individuals.

Quantitative benchmarks:

1. To fund more arts, heritage and humanities organizations and individuals with grant funds from the Coalition.
2. Increase the number of Union County residents and visitors who benefit from cultural programs in the area.

Qualitative benchmarks:

1. More county residents are participating in cultural planning and activities.
2. Greater awareness of and appreciation for the Cultural Trust and its benefit to rural counties.

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

### **Goal #4 Support Technological Advancement of Non-profit Art and Cultural Organizations.**

Define: UCCC will provide support for arts and cultural groups based on technological needs and interest. This could include periodic workshops for the purpose of the education of the arts community in such topics as the art of grant writing, web site design, social networking, marketing and other pertinent subjects. Representatives of all recognized art and cultural activities in Union County are eligible to participate.

Strategy: Solicitation of interest for workshops and/or technological assistance through newspaper advertisement, Chamber of Commerce newsletter, cultural

websites, local colleges and universities, the Union County Art and Culture Center, the La Grande Arts Commission and ArtsEast.

Quantitative benchmarks:

1. Offer training workshops as needed.
2. Offer technological assistance as requested and approved.

Qualitative benchmarks:

1. Increased capacity of arts, heritage and humanities organizations measured by the professionalism of their boards.

*Funding Guideline: 0-10% of the funds after operating expenses*

#### **4-year plan (review and update)**

The Union County Cultural Coalition Board of Directors is responsible for the periodic review and update of the Union County Cultural Plan. The Board dedicates a meeting, every two years, since 2008, to assessing progress on each goal within the plan. The 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.

# 2015 - 2016 Union County Cultural Coalition Cultural Enrichment Grant Application

Completed application must be received at PO Box 607, La Grande, OR 97850 by 12:00 Noon, October 31, 2015 to be considered.

download this grant info at <http://www.unioncountyculture.org>

## INTRODUCTION

The Union County Cultural Coalition (UCCC) grant funding comes from the Oregon Cultural Trust. The UCCC supports the arts and cultural enrichment of Union County through promotion and increased awareness of the arts and humanities.

## PURPOSES OF THE RE-GRANTING PROGRAM

The UCCC provides direct support for arts and cultural projects through the re-granting of dollars from the Oregon Cultural Trust. Though projects may have far reaching aspects these grants are intended to help bring to fruition projects that will enhance the cultural diversity of Union County.

## WHAT IS AVAILABLE

Awards are made up to \$500.00 per individual application.

## WHO IS ELIGIBLE

All applicants must meet the following criteria:

- Cultural organizations and/or individuals may apply.
- Individual applicants must be 18 years of age or older.
- Applicants must be a resident of Union County, Oregon, at the time of application and at the time the award is granted or the project must significantly benefit Union County.
- Individual applicants must NOT be a current board member, subcommittee member, staff, or consultant for the Union County Cultural Coalition.
- UCCC Grants Application Review Committee members are NOT eligible to apply.
- Previous recipients of UCCC grants may apply but priority will be given to new applicants and applicants not awarded in the past two granting cycles. Previous recipients must also have submitted their Report Form before the application deadline of October 31, 2015.
- Previous awardees who fail to file a completed Recipient Report Form are no longer eligible for funding.

## SELECTION CRITERIA

The foremost criterion the Selection Panel uses to evaluate an application is the excellence of the work represented in the Work Sample. The second criterion is the Selection Panel's subjective response to your project in comparison to other projects submitted. The final criterion is the reasonable likelihood that the project can be realized with UCCC support based on your budget and other sources of support and time.

Project budget cannot be solely comprised of UCCC funds. **This is a matching grant so all amounts requested from the UCCC must be met dollar for dollar through other granting or funding sources.** "Your own money" as a matching fund source is acceptable. Please see Project Budget page of application for details on matching funds.

## SELECTION PROCESS

Evaluation of the applications and selection of projects to receive UCCC support will be performed by a Grants Application Review Panel. The panel is comprised of arts and culture professionals who are invited by the UCCC to serve. A UCCC Board member will facilitate as the panel chair and will then assemble the committee and organize the review. UCCC Board members who are arts or culture experts may serve on the Review Panel. Each Review Panel member must have expertise in a different arts or cultural discipline. All of the Review Panel names will be available after the grant recipients are selected and announced. The Union County Cultural Coalition Board will then approve applications recommended for funding by the Grants Application Review Panel. All applicants will be notified of the results in writing (e-mail). **Please allow at least 4 weeks for the review and notification process. Grant recipients must submit a W-9 Form to receive the award.**

## REPORTING PROJECT OUTCOMES

Reporting project outcomes is required. Not filling a report with the UCCC by the due date will result in forfeiture of future funding eligibility. For reporting purposes, you will need to estimate the number of people that will benefit from your grant. Send completed report to: **REPORTS**, Union County Cultural Coalition, PO Box 607, La Grande, OR 97850.

Postmark your **Recipient Report Form** no later than **December 31, 2016.**

Contact Mona Dinger, 541-962-7616, for further information.

**2015 - 2016 Union County Cultural Coalition Cultural Enrichment Grant Application**

Completed application must be received at PO Box 607, La Grande, OR 97850 by 12:00 Noon, October 31, 2015 to be considered.

Please type or print neatly. The Selection Panel reviews this application form. Illegible applications will not be reviewed.

LAST NAME: \_\_\_\_\_ FIRST NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE (home): \_\_\_\_\_ PHONE (cell): \_\_\_\_\_ EMAIL: \_\_\_\_\_

Would you be willing to participate in a performance showcase or exhibition of your work?  Yes  No

Please list any UCCC grant funds that you have received in the past. Date(s) \_\_\_\_\_ Amount(s) \_\_\_\_\_

**Check the category of your grant (check one only):**

- LITERARY ARTS (includes but is not limited to: fiction and poetry)
- MEDIA ARTS (includes but is not limited to: film, video and screenplays)
- PERFORMANCE ARTS (includes but is not limited to: dance, music, performance, theater and playwriting)
- VISUAL ARTS (includes but is not limited to: craft, design, drawing, painting, photography, printmaking, sculpture and installation)
- HERITAGE (includes but is not limited to: regional history, and cultural preservation)
- MARKETING (includes advertising and promotional materials)
- TECHNICAL (includes webpages and equipment)

**I am submitting a Work Sample in the following format that best represents my category:**

Submit in only one of the following formats.

- A manuscript and a copy of a work sample description
- 4 creative work samples on CD or DVD with printed list describing the work. Samples may be .jpg, or .mov.
- Photographs and/or publicity relating to my organization or event
- A link to my artist or organization's website

**BRIEF PROJECT DESCRIPTION**

My work sample \_\_\_\_\_ IS \_\_\_\_\_ IS NOT related to my project.

**PROJECT TITLE:** \_\_\_\_\_

**Describe your project to the Selection Panel, and how UCCC funding would be used towards the project. Though your project may be far reaching, remember that you want a significant portion of your project to enrich Union County culture. Use only the space below.**

1. Give a brief background description / history about yourself or your organization.

\_\_\_\_\_

2. Describe your proposal project in detail.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. How is UCCC funding vital to the success of your project?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. How will your project directly benefit / enrich the culture in Union County?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**PROJECT BUDGET**

The purpose of the Project Budget is to determine the feasibility of completing your project. **This is a matching grant so any amount requested from the UCCC must be met dollar for dollar through other sources.** The maximum award available from the UCCC is \$500. Please make sure to show the Selection Panel where the additional funding will come from. **Applications with incomplete Project Budgets will not be reviewed.**

**PROJECT EXPENSES**

**MATCHING FUNDS**

Materials & Supplies: \$	Your own money: \$		
Equipment (rental/purchase): \$	Donated materials (list):		
Space Rental: \$	\$		
Insurance: \$	\$		
Promotion/marketing: \$	\$		
Other (describe briefly): \$	Private foundations: \$		
	Business/Corporate: \$		
\$	Other (describe briefly):		
\$	\$		
\$	\$		
\$	\$		
<b>TOTAL PROJECT EXPENSE:</b>	*	\$	<b>Matching Funds Subtotal</b> \$
<b>Request to UCCC (\$500 max):</b>	*	\$	

*\*Note: project expense must be equal or greater than twice the amount requested from UCCC*

**TOTAL PROJECT INCOME: \$**

**APPLICATION CHECKLIST**

All Items listed below are required. Incomplete application packets will not be reviewed. All applications must be sent by mail. Email applications will not be reviewed.

- Application Form** - Make one extra copy for you to keep with your records.
- Work Sample(s) or Work Sample Description** as indicated on page 1 of the application form
- Self-addressed envelope with proper postage** for the return of your Work Sample (optional)

**ASSURANCES and RELEASE**

I certify that I am eighteen years of age or older. I certify that all statements made on this application are true to the best of my knowledge. I acknowledge that the Union County Cultural Coalition is not liable for damage or loss of materials submitted. I give the UCCC permission to use my images for promotional materials. I acknowledge that I must submit a W-9 Form before I will receive my award.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Applications Must Be Received by the Deadline: October 31, 2015

Union County Cultural Coalition  
Cultural Enrichment Grants Program  
PO Box 607  
La Grande, OR 97850

(2)

**2015 - 2016 Union County Cultural Coalition Cultural Enrichment  
Marketing & Technical Assistance Recipient Report Form**

Completed report must be postmarked to PO Box 607, La Grande, OR 97850  
by December 31, 2016

digital download this grant info at <http://www.unioncountyculture.org>

1. Name: \_\_\_\_\_

2. Organization \_\_\_\_\_

3. Address: \_\_\_\_\_

—

4. Phone: \_\_\_\_\_

Email: \_\_\_\_\_

5. Category of the Grant:    Technical Assistance     Marketing     ARTSEAST

6. Amount of money awarded the project by the UCCC: \_\_\_\_\_

7. Amount of matching funds received:    \$  
\_\_\_\_\_

8. Brief description of how the money was used: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

—

9. Source(s) of the matching funds: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

—

10. What is the total number of people that benefitted from this project? (Estimate)

\_\_\_\_\_

Signature

Date

***Final reports are due on December 31, 2016. If you plan on applying for a grant during the 2016-2017 grant cycle you will need to file your report before the application deadline of October 31, 2016.***