

Building Support for Community Arts and Culture:

A Plan for
Cultural Development
in
MARION COUNTY

The Marion Cultural Development Corporation

Revised December 2012

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Introduction

Marion County is at the heart of the fertile Willamette Valley and is home to a thriving agriculture industry. Traditional homeland of the Kalapuya and Mollala, the county is among the areas of earliest Euro-American settlement in Oregon. By the early 1830s, French-Canadians, family men retired from service to the fur trade, had permanently established farms in the Willamette Valley, in the area historically known as French Prairie. The first mission to Indians in the Pacific Northwest was founded on the banks of the Willamette River near Wheatland in 1834 under Methodist missionary leader Jason Lee.

In Marion County, at Champoege, the former Hudson's Bay Company men, the missionary vanguard and the first of the overland pioneers who flocked to the Willamette Valley to take up claims to the land made the momentous decision to organize the Provisional Government of Oregon. Jesuit missionaries at St. Paul as well as Protestant missionaries founded the early educational institutions that laid a sober and dignified foundation for subsequent up-building that came with developments in commerce, industry, and transportation. Willamette University recognized as one of the finest small independent liberal arts institutions in the nation and often described as the "oldest university in the West," is descended from one such pioneer academy.

Today, the early patterns of settlement are evident still in the county's farmsteads and market towns. The communities of Aurora and Mt. Angel, for example, are the historic centers of German-speaking settlement. In more recent times, Woodburn has become the primary area of Hispanic settlement that began when migratory farm workers found year-round work and put down their roots. Woodburn is also the center of two waves of Russian immigration in the late twentieth century. Towns of the North Santiam River Canyon are historically tied to industry. Stayton flourished when it exploited water power for flouring and lumber mills, woolen manufacture, and other factories. Its canals and diversion ditches are a characterful amenity that recalls the town's industrial past. The heyday of Oregon lumber company towns can be traced in Mill City.

Capitalizing on its long-standing and diverse cultural development, Marion County is host to a variety of agricultural fairs and traditional folk festivals as well as the art fairs and community celebrations that fill the summer calendar. While these events give flavor to the county's character, no fact of historical development has shaped the cultural climate more significantly than the emergence of Salem as Territorial and State capitol and county seat. The capital city with a 2012 population of 156,224. Salem is the undisputed commercial and cultural center of the county. Most of Marion County, however, reflects its agricultural origins. Of the twenty incorporated communities, sixty-five percent have populations under 3,000. Five have populations under 500.

Since 2004, the MCDC has worked towards support and encourage the people of Marion County in their efforts to make a hospitable place that "celebrates creativity, values and protects a diverse cultural heritage, supports tourism, the arts, and humanities, and inspires the artists, performers, and historians of the future."

Overview of MCDC Activities 2005-2012

The MCDC was organized for the purpose of enhancing the development of the visual arts, performance arts, narrative and literary arts, cultural tourism, heritage, history and humanities in Marion County through the periodic distribution of grant monies from the Oregon Cultural Trust. Its original goals and objectives were initially set by its predecessor, the Marion County Cultural Coalition. Those goals were driven in a large part by the results of a county-wide survey the Coalition conducted. The MCDC Board has worked to ensure that its goals are congruent with those of the OCT and that the programs we fund contribute to the growth and stability of cultural activities in Marion County.

Two of the goals that have emerged are diversity and outreach. We continue to recruit board members from all parts of Marion County; we aspire to reflect ethnic diversity among board members and diversity in the areas of cultural interest represented by board members. We have consistent participation by board members representing MCDC and OCT at local cultural events.

MCDC has awarded a total of \$190,238 for 128 projects to 69 grantees since 2004. This represents 96% of the total monies that we have received from the OCT. MCDC awarded its first grants in May 2004. That year, MCDC received \$11,947 from OCT. It awarded grants totaling \$9,750 to 10 organizations that year. In 2012, MCDC received \$27,502 from OCT and awarded \$23,435 in grants to 14 organizations with those funds. A very small portion of funds are used to cover our minimal expenses related to copying, filing our annual report with the state and a modest reception for grantees. Any money left over after those expenses are carried over to the following year's grant cycle. Grantees must be 501(c) 3 organizations and if an individual applies for funding, that person must be sponsored by a non-profit cultural organization. All grant recipients must be located in Marion County.

Since the monies MCDC receive from OCT fluctuate from year-to-year, and in order to maximize its impact among a diverse set of grant applicants, the board decided to set a \$2,000 cap on the amount of money it would award. The minimum request should be no less than \$500. MCDC helps the OCT to increase public awareness of the Trust's activities and promote donating to the Trust by helping to staff OCT information booths at cultural events throughout the county, such as the Salem Art Fair, World Beat Festival and Silver ton Arts Festival.

MCDC has been honored to award grants since 2004. We feel that we have made a significant difference in the cultural heritage of Marion County. Small grants that might seem insignificant in the world of non-profit possibilities have made a very real difference in the cultural life of our communities. Eleanor Berry, founder of the Second Sundays Poetry Readings in Stayton remarked, "By funding honoraria for featured readers, the MCDC grant has enabled us to attract distinguished Oregon poets to read in the Series. Funding the purchase of a book from each reader for donation to the Stayton Public Library has enabled the library to build a collection of contemporary Oregon poetry remarkable for a small town.

Our future goals include even greater outreach to all parts of the county to create further awareness of MCDC and OCT and the funding opportunities available. In doing this, we hope to expand our cultural inventory. Another goal is to develop a plan for communicating with other cultural coalitions. We would like to share our successes and discover the successes of the other coalitions.

**Marion Cultural Development Corporation
Board Members Contact / Affiliations**

Berry, Eleanor Secretary	email: eberry@wvi.com Oregon State Poetry Assn., President National Federation of State Poetry Societies, Board member
Fish, Kathleen	email: fishkathleen@hotmail.com Salem Multicultural Institute, Board member St. Francis Shelter, Board member
Giffin, Chris	email: giffin@peak.org Friends of the Jefferson Library, Secretary City Hall/Library Building Committee Chair Salem Art Association
Merriman, Ginny	email: v.merriman@att.net PEO Silverton City Council TOT Silverton Chamber of Commerce
Miller, Ross	email: ross.miller@santiam.k12.or.us President, Santiam Performing Arts Restoration Committee Teacher, Santiam High School, Mill City
Newnam, Marisa	email: newnamma@aol.com Greater Salem Filipino American Association, board member Salem Multicultural Institute, board member Entertainment Chairperson, World Beat Festival
Pendleton, Kay	email: rpendleton@wvi.com Santiam Heritage Foundation, member Stayton Friends of the Library, member
Schwab, Jim	email: jimschwab9@comcast.net
Zani, Brigid President	email: bzani@comcast.net Children's Educational Theater

Revised Marion County Cultural Development Corporation Plan

The MCDC was organized as an independent, non-profit, public benefit corporation for the purpose of enhancing the development of the visual arts, performance arts, narrative and literary arts, cultural tourism, heritage, history and natural history and humanities in Marion County, Oregon through the periodic distribution of grant monies from the Oregon Cultural Trust. The corporation fulfills this function by:

1. Award of grants to qualified applicants with funds from the Oregon Cultural Trust.
2. Maintenance of a county-wide inventory of the stewards and providers of culture in a searchable database available to the public.
3. Maintaining an up-to-date action plan for cultural development.
4. Supporting those cultural activities that meet the goals of the corporation as states in the action plan.
5. Serving as an advocate and forum for needs and issues related to arts, heritage and humanities.

PRIORITY 1: *Promote awareness of Marion County's cultural assets and their value.*

Goal: Increase public support and appreciation for local cultural offerings.

Strategies:

- Develop and maintain a county-wide inventory of stewards and providers of culture in Marion County.
- Encourage coordinated advertising and promotion of cultural events within the county.
- Encourage information sharing and cooperative advertising among the allied organizations in the neighboring counties.

Benchmarks:

- Use of the on line cultural resource inventory as measured by the number of hits on the website.
- Feedback from registered organizations, individuals, and culture-oriented businesses regarding increased audiences or services provided.

PRIORITY 2: *Strengthen Communities by upholding diverse cultural traditions as well as vital urban centers and the distinctive character of small towns and neighborhoods.*

Goal: Promote mutual understanding among cultural groups by developing avenues of communication and information sharing. Raise pride in individual cultural identity by

supporting festivals and other events that celebrate the county's small towns and ethnic communities. Strive for participation in the mainstream cultural opportunities of Marion County by a more diverse segment of the population.

Strategies:

- Promote documentary projects, traveling exhibitions, and touring performances that focus on diverse ethnic groups.
- Encourage sponsorship of cultural programs that reach rural communities.
- Encourage partnerships between local cultural groups and their parallel or affinity organizations to share information, expertise, and services and strengthen programs.

Benchmarks:

- Number of projects that encourage cultural programs traveling in towns with populations of 3,000 or less.
- Number of projects that support the growth and awareness of cultural opportunities for the many ethnic groups in Marion County.

PRIORITY 3: *Inspire YOUTH to engage in creative expression and heritage activities and support their efforts to develop cultural awareness and proficiency.*

Goal: Increase the number of young participants, grades K-12, in the arts, heritage and humanities programs both in and outside of the school setting.

Strategies:

- Support non-profit organizations that provide extracurricular opportunities to youths in music the arts and heritage activities.
- Support non-profit organizations that sponsor artist-in-residence programs, traveling performers or heritage interpreters as a means of supplementing publicly-funded cultural curriculum offerings.

Benchmarks:

- Number of funded projects targeted to a youth audience.
- Number of youth participating in funded projects.

MCDC Grants Awarded 2005-2008

You can find the more current grants 2009-date at: www.marionculturaltrust.org

2005

Brush Creek Players, Silverton

\$500 for electrical improvements to their facility

Chinese Cultural Academy, Salem

\$1,250 for costumes and props

Second Sunday Poetry Series, Stayton

\$600 for honoraria for participating poets in monthly poetry readings

Gordon House, Silverton

\$750 for an art exhibit at the Gordon House

Marion County Historical Society, Salem

\$1,250 to update its website

Mission Mill Museum, Salem

\$500 to help underwrite a quilt exhibit.

Oregon Symphony Association, Salem

\$2,000 to help underwrite tickets for low-income students

Salem Youth Symphony, Salem

\$500 for facility rental

Santiam Heritage Foundation, Stayton

\$400 for preparation of a promotional/informational calendar

Silverton Art Association, Silverton

\$2,000 for remodeling.

2006

Santiam Heritage Foundation

\$2,000 for historic home restoration

St. Paul Mission Historical Society

\$1,000 for archival preservation of documents

Bush School, La Marimbanda

\$900 to purchase new musical instruments

Silverton Arts Association

\$1,500 to support the Silverton Art Festival

Salem Concert Band

\$2,000 to purchase an equipment trailer

Roberts High School

\$1,000 for community outreach through its drumming group

Washington Elem. School

\$1,000 for Ballet Folklorico costumes

Oregon Electric Railway Association

\$1,500 to extend historic trolley line

Salem Repertory Theater

\$1,250 for student tickets

Salem Multicultural Institute

\$2,000 for capacity building

Silverton Poetry Assn.

\$1,200 to support Poetry Festival

Salem Chamber Orchestra

\$1,000 to underwrite tickets for students to attend concerts

Keizer Art Association

\$1,000 to promote the arts in Keizer

Second Sunday Poetry Readings

\$1,545 to promote public poetry

Salem Boy Choir

\$600 for music day camp scholarships

Willamette Girl Choir

\$700 for a youth summer opera camp

2007

A. C. Gilbert Discovery Village, Salem

\$1,000 towards the production of an interactive exhibit on China

Friends of Champoeg, St. Paul

\$1,200 for historic reenactment costumes

Gordon House Conservancy, Silverton

\$750 for an interpretive art exhibit

Lord & Schryver Conservancy, Salem

\$2,000 for historic landscape restoration

Northeast Salem Community Association, Salem

\$1,500 for a neighborhood concert series in the Highland neighborhood

Salem Ballet Association, Salem

\$600 towards a dance workshop in conjunction with the Rainbow Dance Troupe

Salem Film Festival, Salem

\$1,500 to help support its 2008 Film Festival

Salem Multicultural Institute, Salem

\$1,200 for the construction of cultural facades for the World Beat Festival

Santiam Heritage Foundation, Stayton

\$2,000 to help with window restoration at the historic Brown House

Santiam High School, Mill City

\$2,000 towards the restoration of the school's auditorium

Scotts Mills Historical Society

\$1,500 Beautification Project

Second Sundays Poetry Readings

\$1,545 to promote public poetry

Silverton Country Historical Society, Silverton

\$500 for archival materials

Silverton Poetry Association

\$1,200 for a poetry event

Grants 2008

Antique Powerland, Brooks

\$1,500 for a Sesquicentennial exhibit including early innovations, inventions & industries created in Marion County

A. C. Gilbert Discovery Village, Salem

\$1,000 towards an Amazon rain forest theater

Art Smart, Salem

\$1,000 for an education resource guide for area teachers

Aurora Colony, Aurora

\$1,000 towards a Sesquicentennial exhibit of labor saving devices, including restoration of historic pieces

Farmworker Housing Development Corporation, Woodburn

\$2,000 for a mural depicting the history of Latino farmworkers in Marion County.

Lord & Schryver Conservancy, Salem

\$2,000 for restoration of plant materials at Deepwood

McNary High School Theatre Department, Keizer

\$2,000 to help replace lights in the theater.

Mid-Valley Video Festival, Salem

\$1,500 to support a festival featuring filmmakers, fashion designers, musicians, visual and performance artists

Salem Chamber Orchestra, Salem

\$2,000 to help underwrite an orchestra education specialist for youth orchestra

Salem Concert Band, Salem

\$400 towards the purchase of a B-flat contra-bass clarinet

Salem Community Development Corporation, Salem

\$2,000 for the 2008 North Neighborhoods Concert Series

Santiam Heritage Foundation, Stayton

\$2,000 for the completion of restoration of north porch & bay – Brown House

Second Sunday Series of Poetry Readings, Stayton

\$1,870 for honoraria for poets, books & office supplies

Silverton Fine Arts Festival, Silverton

\$1,500 for creation of the Festival Poster & promotional pieces by local photographer

St. Paul Mission Historical Society, St. Paul

\$1,349 for digitizing and cataloging of French Prairie history research.

Cultural Resource Inventory Registration Form

Please E-mail your registration to mcde@marionculturaltrust.org.

Please note the information you are providing will be added to the Marion County Cultural Resource Inventory database. Information contained in this database will be displayed on the Cultural Resource Inventory web site, this information will be accessed by the public.

Name of organization/business/artist/institution:

Contact Name:

Address:

City:

State:

Zip Code:

Web Address

E-Mail:

Phone:

Fax:

Check each basic cultural resource category that applies to your resource (see list):

Visual Arts

Performance Arts

Narrative/Literary Arts

Tourism-related Business/Industry

History/Heritage/Natural History

Humanities Institution

Other

Is your resource open/available to the public?

Briefly describe your resource/organization and its purpose:

Is your organization recognized by the IRS as a tax-exempt under Section 501(c)(3) of the Code?

Does contact information change periodically with the election of officers, etc. ?