

Arts, Culture and Enrichment (ACE) Advisory Group Work Session #1 *Full Notes – Thursday, December 3, 2015 – 1:00 p.m. - GRC*

What is your favorite Arts, Culture or Enrichment experience in our region?

- Summerfest
- Sisters Quilt Show
- Sisters Folk Festival and Quilt Show
- High Desert Museum – multi-disciplinary experiences
- High Desert Museum or Shakespeare in the Park
- COCC Culinary School – Elevation
- Bend Film Festival
- Literary arts – Nature of Words
- Art walks
- Free events – Sunday concerts at Les Scwabb, Art walks
- Bend Film & Nature of Words – diversity of voices
- Summer kids enrichment
- Social justice related events
- Museum at Warm Springs
- Latino Community Association cultural events
- Pop-up galleries; DIY shows

Trends in ACE

- Increasing number of creative disciplines where lines are blurring between – visual/music/spoken word/written word – ways of showing the art
- Unlimited potential to integrate with education, science and health – increasing recognition of integration opportunities
- Links to sustainability
- Integration of arts and business (Stanford MBA D-School); working for businesses to design products and packaging; MBA/MFA dual degree programs – social problems, business problems, environmental problems
- New audiences – accessibility for underserved populations, younger populations
- Need for recreational outdoor activities e.g. public art
- Transition in funding to businesses – tech transfer, businesses to align with programs, business involved in programs
- Arts-based cultural tourism – baby boomers in particular, destination tourism
- Tension/cross-fertilization between digital forms of art and traditional arts
- Degradation of the environment will shape arts and culture; broader distribution of information; Need for the intimate (small group or hands on) experience of art
- Move to functional art e.g. makers
- Participatory art versus observational
- Culture is diversifying

- Technology changes; make and share art
- Culture as a social experience – not about the event, but the accessibility to the event and the connectivity to the event before and after; experience the echo of the event before and after e.g. meet and greet with the orchestra before the event and then download the vent you just heard
- Changing demographics of our community – people are hungry for the multi-cultural experience through the arts; 25% of 1st graders in Central Oregon are Latino; socio-economic, sexual orientation, other social and cultural identities influence on ACE
- STEM movement => STEAM

Aspirations for ACE in region/community

- Artists are able to make a living
- Financially sustainable – new funding model
- Arts and culture to be an identity for the economics of the region; for the artists in the region to contribute; arts are additive to the region; could be second to the outdoor activities, but should be on the shortlist – desire to have a community where a busboy can tell you the cultural events happening in town
- How do we sustain organizations beyond weekends, months or quarterly activities?
- In April – Creative Economy Action Plan to be presented to the Regional Solutions Center by
- Contemporary Arts Center to Bend – visual, dance, classes, co-working space, exhibit space (e.g. ScaleHouse),
- Experiences embedded in what we do – normal in families lives in all our socio-economic groups
- Program creating the audience – where OSU-C plants the flag – a performing arts center (diamond in the crown) or cultural center (space for performing, visual arts, etc)
- OSU-C's dreamcatcher is a Cultural Center – arts get lost when the events are spread-out through the community; could be a virtual presence; a new vision of a place where one can go to know about the happenings or the arts or be a go to place – virtual hub
- Collaborations with practicing with academic – historians, other academics; create interactions between – University of Colorado at Boulder institutes – Aspen Institute, programs not necessarily on campus
- As an example, Ale trail doesn't go to one venue – aggregation of people – different places and people and expertise, capitalize on the active area concept, build the pop ups
- Rack or Pika in Portland to get download of art info – contemporary art gallery, black box theater, studio spaces for short term residents that are engaged with the campus, arts facilitated location on our website; ScaleHouse type facility

OSU-Cascades institutional capabilities and how do they align with the region?

- Partnerships, curriculum, programming for arts, culture and enrichment (e.g. summer programs), interdisciplinary nature of programs
- Voids in the region:

- Long term aspirations – the region doesn't have a defined vision– RSC project – working with a consultant to do an assessment of the region – Oregon Arts Commission funding (disparity of funding)
- Lack of depth in core functions – attract people who think deeply, focus on exploration and depth – population growth
- Can OSU-C change the narrative that livability in Bend includes culture and enrichment on equal footing with outdoor recreation?
- Attract diverse and high quality employees with more culture
- Scholarly depth to culture; critical mass of deep thinkers – public humanities, masters in environmental humanities
- DIY – get scrappy
- Build upon strong programs that are already here
- Using the university as a place to safely fail – while at university, we can push students to try new things, new contemporary thoughts, safe zone
- Elevating the value of the arts in the community and the learning environments – STEM=> STEAM
- Contemporizing the curriculum offering – e.g a MAC class, graphic design class, installation art, art theory
- Bring digital art, innovation, entrepreneurship =>
- October – Visit Bend launching Creative Month
- Need for sustainable funding for the arts
- Physical space where the arts can meet/collide
- OSU-C could/should bring the people – faculty, students, parents – appealing to work with OSU-C
- OSU-C to be a leader and an aggregator of people
- OSU-C has opportunity to take risks that may not be financially viable in a commercial setting; take risks

Key take-aways

- Focus on sustainability, integration, synergy
- Opportunity for OSU to take a leadership role – don't be afraid to be a leader – more than an aggregator, an intense following, willing to work together to make it happen
- Elevating a commitment to the arts and the level of the conversation
- Need for a hub – either physical or virtual
- Integrating long range plans from current organizations into OSU- C – ScaleHouse, Tower Theatre, Sisters Festivals, Arts Central, Culinary Institute, Nature of Words, COLP, etc.
- Take a risk to lead; look at the work that has been done
- Arts as a form of economic development – Bach Festival, Shakespeare Festival
- Merge business, arts, culture and creative thinking
- Partnerships with the surrounding communities – that can work for all of us