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 Schwab, 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:
o 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)

o Lack of depth in core functions – attract people who think deeply, focus on exploration and depth – population growth

o Can OSU-C change the narrative that livability in Bend includes culture and enrichment on equal footing with outdoor recreation?

o Attract diverse and high quality employees with more culture

o Scholarly depth to culture; critical mass of deep thinkers – public humanities, masters in environmental humanities

o DIY – get scrappy

o Build upon strong programs that are already here

o 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

o Elevating the value of the arts in the community and the learning environments – STEM=> STEAM

o Contemporizing the curriculum offering – e.g a MAC class, graphic design class, installation art, art theory

o Bring digital art, innovation, entrepreneurship =>

o October – Visit Bend launching Creative Month

o Need for sustainable funding for the arts

o Physical space where the arts can meet/collide

o OSU-C could/should bring the people – faculty, students, parents – appealing to work with OSU-C

o OSU-C to be a leader and an aggregator of people

o 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