



*Umatilla County  
Cultural Coalition*

## Umatilla County Cultural Plan

Originally Adopted July 16, 2004

Amended November 2008

Amended December 2013

2003 Umatilla County Cultural Planning Committee

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2008 Umatilla County Cultural Coalition

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2013 Umatilla County Cultural Coalition

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## History and Background

The Oregon Cultural Trust was established in 2001 to support and protect Oregon's culture. Trust funds are disbursed through three methods: one-third to the Cultural Development Grants (competitive statewide program), one-third to the specific State cultural agencies, and one-third to the Community Cultural Participation Grant Program, administered by Cultural Coalitions in each of Oregon's 36 counties and nine tribes. The Community Participation Grants will be disbursed in support of each county or tribal cultural plan.

In 2003, the Umatilla County Cultural Planning Committee, a committee of nine Umatilla County citizens was nominated by the Umatilla County Commissioners and appointed by the Oregon Cultural Trust to develop Umatilla County's Cultural Plan. The Cultural Plan is one of 36 county and nine tribal plans developed throughout Oregon as a result of the establishment of the Oregon Cultural Trust and is used in determining how Trust funds are re-granted in Umatilla County.

The committee first identified as many individuals, organizations and other entities with ties to the county's arts, heritage and humanities activities as possible. Notification of the cultural planning process and invitations to participate were sent to each. News releases about the planning sessions and the Oregon Cultural Trust were also provided to the media that serve the countywide area.

Based upon information gathered from various cultural organizations and at town hall meetings held in five communities (Hermiston, Pendleton, Athena, Milton-Freewater, and Ukiah), the plan identified cultural resources throughout the County and perceived deficiencies and established guidelines for utilizing Oregon Cultural Trust funds in a local participation grant program.

The committee recognized that Umatilla County's communities are all in rural settings, somewhat geographically isolated from each other and the more populous areas of the State. While that creates some challenges, it has not hindered the development of many and diverse cultural offerings throughout the County. The inventory of Umatilla County's existing cultural resources underscored the importance residents place on Arts, Heritage, and Humanities in their everyday lives. Citizens feel strong ties to their historical roots and avidly support a variety of cultural activities and institutions.

Challenges identified during the planning process included:

- A relatively small population base in a large geographic area,
- Multiple organizations with similar missions,
- Event scheduling conflicts,
- Economic instability (i.e. lack of funding for cultural programs in the schools and the same financial supporters for everything),
- Cultural and language barriers, and

- A lack of awareness of available cultural activities.

Based on those challenges, six priorities for the coalition's investment in culture in our county were identified:

- Enrich the Arts, Heritage and Humanities through effective communication that brings people together.
- Develop awareness and provide opportunities to experience Arts, Heritage, and Humanities.
- Inventory and/or preserve historical materials and sites.
- Develop aesthetic components that enhance quality of life in communities.
- Develop adequate venues for the Arts, Heritage and Humanities.
- Create a greater awareness of the Oregon Cultural Trust, the Umatilla County Cultural Coalition, and the Community Participation Grant program.

## Mission

The mission of the Umatilla County Cultural Coalition is to represent and support arts, heritage and humanities in the county. It will solicit grant requests for the Community Participation Grant program and disburse funds to projects that meet the Goals of the Cultural Plan. Finally, the Coalition will use county-wide and online media outlets to publicize the Oregon Cultural Trust, the Umatilla County Culture Cultural Coalition, and the Community Participation Grant program.

## Benchmarks, Strategies, and Performance Measures

The Plan's original goals were updated in 2013 to reflect granting benchmarks identified by the Oregon Cultural Trust while still maintaining a commitment to the original priorities identified in the Plan.

[Note: For the purposes of this Plan, the term "arts" refers to multi-disciplinary arts, including but not limited to visual, performing, music, and writing.]

1. Develop awareness of and provide opportunities to experience arts, heritage, and humanities.
  - *Strategy 1: Increase exposure to arts, heritage, and humanities for youth, including, but not limited to:*
    - Guest artists or speakers in schools;
    - Tours and field trips;
    - Youth arts programs; and
    - Encouraging youth voice and participation in developing programs.
  - *Strategy 2: Increase exposure to arts, heritage, and humanities for county residents and visitors including, but not limited to:*
    - Nurturing artists and the creative process;
    - Promoting life-long cultural learning opportunities for county residents;
    - Supporting events that feature arts, heritage, and humanities;
    - Promoting diversity and inclusivity of cultural endeavors.
    - Connecting county residents to resources beyond our communities; and
    - Promoting cultural tourism by connecting visitors to our cultural resources.
  - *Quantitative Benchmarks:*
    - Number of grants awarded to projects designed to develop awareness and provide opportunities to experience arts, heritage, and humanities.
    - Number of residents and visitors who benefit from cultural events and activities.
  - *Qualitative Indicator of Success:*
    - Increased cultural awareness and opportunities for county residents and visitors.

2. Inventory and/or preserve historic materials, sites, and stories.
  - *Strategy 1: Reclaim local artifacts.*
  - *Strategy 2: Collect and preserve historic documents.*
  - *Strategy 3: Document, preserve, and share stories in the oral tradition.*
  - *Strategy 4: Inventory and care for historic trees.*
  - *Strategy 5: Inventory, preserve, and improve Umatilla County's historical sites, structures, and architecture.*
  - *Quantitative Benchmarks:*
    - Number of grants awarded to projects designed to collect and preserve local history.
    - Number of historical documents, artifacts, oral histories, historic trees, and sites protected and preserved.
  - *Qualitative Indicator of Success:*
    - Greater awareness of, and accessibility to, historical resources.
  
3. Develop aesthetic components that enhance quality of life in Umatilla County's communities.
  - *Strategy 1: Promote development, awareness, and/or inventory of public art.*
  - *Strategy 2: Support community beautification projects and cultural identity branding.*
  - *Quantitative Benchmark:*
    - Number of grants awarded to projects designed to inventory and/or develop aesthetic components of Umatilla County's communities.
  - *Qualitative Indicators of Success:*
    - Increased aesthetic components in Umatilla County.
  
4. Develop and support adequate cultural venues and organizations for the arts heritage, and humanities in Umatilla County.
  - *Strategy 1: Support efforts to provide and maintain adequate cultural facilities throughout the county.*
  - *Strategy 2: Strengthen the capacity of county cultural organizations to do the work of presenting the arts, heritage, and humanities.*
  - *Strategy 3: Support efforts to increase communication and coordination between cultural entities and organizations.*
  - *Quantitative Benchmarks:*
    - Number of grants awarded to projects designed to provide and maintain adequate cultural facilities and organizations for the arts, heritage, and humanities in the county.
    - Number of cultural facilities in the county.
  - *Qualitative Indicator of Success:*
    - Improved cultural facilities and organizations.

## **Structure and Role of the Umatilla County Cultural Coalition**

### *Members*

The Umatilla County Cultural Coalition will be a self-perpetuating committee with a minimum of nine (9) members and a maximum of twelve (12) members representing the interests of arts, heritage and humanities throughout Umatilla County.

### *Terms*

Terms will be three years and serving multiple terms is allowed. Over a three-year period at least three positions, preferably four positions, each year will be available for appointment.

### *Nominations*

As vacancies occur, the Coalition will recruit new members through personal contact, advertising, and/or open nomination. If members are unable to fulfill their duties action may be taken by the Coalition to remove them. If a member resigns prior to the end of their appointed term, the Coalition will fill that vacancy for the remainder of the term. The Coalition will ensure the broadest possible representation of arts, heritage, humanities, population, and geography.

### *Officers*

To carry out the work of the Umatilla County Cultural Coalition a Chairperson and Secretary will be elected annually. Committees will be formed as needed. The Chairperson is responsible for setting meeting dates, creating agendas, and running meetings. The Chairperson is also the primary liaison to Cultural Trust staff and is responsible for making the annual report to the Trust. The Secretary is responsible for recording and distributing meeting minutes. The Secretary is also responsible for keeping Coalition documents, contact lists, and website organized and up-to-date.

### *Fiscal Agent*

A fiscal agent will be appointed annually to hold and distribute funds as determined by the Umatilla County Cultural Coalition. Currently the Director of the Umatilla County Historical Society is the Fiscal Agent.

### *Operations Costs of the Coalition*

A small portion of the funds will be used to defray administrative expenses, including but not limited to maintenance of the website, updating the cultural roster, publications, and general office expenses.

### *Local Granting*

The Umatilla County Cultural Coalition will award funding through the Local Participation Grant program to projects that address goals and strategies outlined in the Umatilla County Cultural Plan. Granting activities are dependent on funds made available annually from the Oregon Cultural Trust. The Cultural Coalition will solicit and review applications as funds are made

available from the Trust (generally once per year in the fall). Proposals will be presented using application forms developed by the Coalition. Most decisions will be based upon submitted applications, although the Coalition could request additional information, clarification, or an on-site visit. Funded proposals will be required to submit a final report. The Coalition will review this information to determine progress toward the Plan's benchmarks and to revise and update the Plan as needed.

#### *Updating the Cultural Plan*

The Cultural Coalition will review and update Umatilla County Cultural Plan as requested by the Oregon Cultural Trust.