



OREGON ARTS  
COMMISSION

For immediate release: April 16, 2009

Contact: Shannon Planchon, 503-229-6062, [shannon.planchon@state.or.us](mailto:shannon.planchon@state.or.us)  
Christine D'Arcy, 503-986-0087, [christine.t.darcy@state.or.us](mailto:christine.t.darcy@state.or.us)

## Oregon Arts Commission Announces Cultural Tourism Grant Awards

The Oregon Arts Commission announces nine awards, totaling \$71,969, in its second round of Cultural Tourism grants. Launched in 2008, this grant program supports projects and partnerships that advance arts-based cultural tourism activities. "This grant program expands the Arts Commission's portfolio of services by investing in arts and cultural tourism efforts that will benefit many regions of the state," commented Ron Paul, Oregon Arts Commission chair. "The applicant pool for these grants grew by 30% this year, indicating that communities know that culture is a powerful tool for attracting visitors to experience Oregon."

"These cultural tourism grants advance the Commission's interest in developing stronger links between the arts, culture, the tourism industry and local economic development," said Christine D'Arcy, executive director of the Arts Commission. "The funded projects reflect a variety of efforts across the state that will use community or regional arts assets to increase tourism."

Twenty-six organizations requested \$207,769 in this round of funding. Organizations and projects selected for Cultural Tourism grant funding are:

### **Ashland**

#### **Oregon Shakespeare Festival, \$10,000**

To advance "Stay Closer, Go Further," an intensive marketing program to promote the Festival's 2009 season and Ashland, as a destination. This program is more comprehensive than any previous marketing effort, extending from Astoria to Sacramento and west to the coast, with special emphasis on the I-5 corridor and first time advertising in six new Oregon markets.

Contact: Deborah Small, [deborahs@osfashland.org](mailto:deborahs@osfashland.org), 541-482-2111x249

### **Baker City**

#### **Baker County Development Corporation, \$7,500**

To promote "Art Tourists to Baker County," a multi-partner, collaborative effort to raise awareness of arts- and culture-related activities in Baker County. The 10-month campaign includes the creation and distribution of rack cards to attract visitors from southwest Idaho and southeast Washington; development of an arts tourism map; and updating [visitbaker.com](http://visitbaker.com) with arts and culture tourism information.

Contact: Andrew Bryan, [contact@andrewbryan.com](mailto:contact@andrewbryan.com), 541-519-4072

## **Eugene**

### **Archeological Legacy Institute, \$3,500**

To support increased advertising for the sixth Archaeology Channel International Film and Video Festival in Eugene. The Archeological Legacy Institute expects 2,000 visitors from around the region to attend this four-day juried festival, with a keynote address from Dr. Zahi Hawass, secretary general of the Egyptian Supreme Council of Antiquities.

Contact: Richard Pettigrew, rpettigrew@aol.com, 541-345-5538

### **Jordan Schnitzer Museum of Art, \$9,000**

For marketing of *The World Harmony Project*, a four-day festival to attract visitors to the wealth of arts, culture and heritage resources on the University of Oregon campus. Cross-promotion with the Oregon Bach Festival, the Museum of Natural & Cultural History and other cultural partners will increase the impact of the marketing strategy.

Contact: Erick Hoffman, erickh@uoregon.edu, 541-346-3162

## **Portland**

### **Miracle Theatre Group, \$5,831**

To expand promotion of Miracle Theatre's critically acclaimed annual *Dia de los Muertos* (Day of the Dead) celebration into the Seattle metro market. The campaign aims to attract cultural tourists to Portland through visible media presence in Seattle, and by offering multi-faceted travel packages, developed in cooperation with sister organizations in Portland and Seattle.

Contact: Jose Eduardo Gonzalez, jefe@milagro.org, 503-236-7253

### **Oregon Symphony Association, \$10,000**

To develop "Instant Outlet," a fast, easy and online Oregon Symphony ticketing system, for the exclusive use of Travel Oregon staff and select hotel concierges. "Instant Outlet" will allow travel and hospitality staff to offer an added benefit to convention goers and general visitors while opening a new market of cultural tourists to the Oregon Symphony.

Contact: Leslie Tuomi, ltuomi@orsymphony.org, 503-416-6339

### **Portland Institute for Contemporary Art (PICA), \$9,000**

For a marketing campaign targeted to specific west coast media markets, the goal being to attract Seattleites with well-established cultural connections and a short distance to travel to PICA's seventh annual Time-Based Art (TBA) Festival in September 2009.

Contact: Scott McEachern, scott@pica.org, 503-224-1419 x 237

### **Portland Jazz Festival, \$8,000**

To support enhanced marketing for the 2010 Festival. Now one of the top five jazz festivals in North America, the Portland Jazz Festival fills hotel rooms and boosts other hospitality-related business in February, a once low-occupancy period for Portland hotels.

Contact: Janeen A Olsen, jolson@pdxjazz.com, 503-228-5299

## **Sisters**

### **Sisters Outdoor Quilt Show, \$9,138**

To enrich the experience of the Sisters Outdoor Quilt Show with the addition of a Quilt Walk as well as a production of *Quilters*, a musical presented by Heritage Theatre Company. The collaboration includes cross marketing across each group's audience to invigorate the 34-year-old quilt show to attract more visitors to Sisters, contributing to the local economy.

Contact: Ann Richardson, ann@sistersoutdoorquiltshow.org, 541-549-0989

-----

The Oregon Arts Commission provides leadership, funding and arts programs through its grants, special initiatives and services. Nine commissioners, appointed by the Governor, determine arts needs and establish policies for public support of the arts. The Arts Commission became part of the Economic Development Department in 1993 in recognition of the expanding role the arts play in the broader social, economic and educational arenas of Oregon communities. In 2003, the Oregon legislature moved the operations of the Oregon Cultural Trust to the Arts Commission, streamlining operations and making use of the Commission's expertise in grantmaking, arts and cultural information and community cultural development. The Arts Commission is supported with general funds appropriated by the Oregon legislature and with federal funds from the National Endowment for the Arts as well as funds from the Oregon Cultural Trust. For more information about the Oregon Arts Commission:

[www.oregonartscommission.org](http://www.oregonartscommission.org).