



OREGON ARTS
COMMISSION

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Governor Kulongoski and Oregon Legislature Support Cultural and Creative Investment in 2009 Session

2009 Session Results in Creative Economy Funding and Policy Gains

Despite Oregon's revenue challenges, Governor Ted Kulongoski and the Oregon legislature supported a second round of cultural and creative reinvestment in Oregon through the CHAMP initiative: funding for cultural, heritage, arts, movies, historic preservation and public broadcasting programs included in the state budget for the 2009-2011 biennium.

CHAMP, created by Kulongoski in 2007 as a vehicle for cultural reinvestment, is the unified effort to draw attention to Oregon's public-private efforts to build the cultural and creative economy of the state. CHAMP II, the governor's follow-up package, resulted in both funding and policy achievements by the end of the 2009 legislative session.

"Culture is an integral part of every Oregon community. I proposed CHAMP because Oregon's cultural agencies and programs educate, create jobs, increase tourism, preserve our history and inspire Oregonians in every region of the state," said Governor Ted Kulongoski.

Kulongoski's CHAMP II package approved by the legislature reaffirmed the important role of statewide cultural funding by investing new funds in the Oregon Arts Commission, Oregon Historical Society, Portland Art Museum, Oregon Main Street and Oregon Public Broadcasting as well as authorizing the issuing of bonds to support facility improvements at the Pendleton Round Up.

The 2009-2011 CHAMP II investment in Oregon's cultural community, *over and above base budgets*, exceeded \$5 million.

In addition, the 75th Legislative Assembly, concluded on June 29, 2009, passed an impressive amount of legislation on key policy issues affecting arts, heritage and humanities in Oregon, including:

- Oregon's landmark Historic Properties Special Assessment program was renewed.

- The sunset date of Oregon’s innovative cultural tax credit was extended to 2014; the board of the Cultural Trust was expanded; and the use of license plate revenues for marketing and promotion of the Trust was extended for 10 years.
- The Oregon Production Investment Fund (OPIF) increased from \$5 to \$7.5 million in reimbursement authority. OPIF provides critical rebates to film productions that shoot in Oregon, provided they meet program requirements and spend at least \$750,000 in the state. Since 2005 OPIF has been responsible for bringing over \$140 million in revenue into the state.
- Proceeds dedicated to the Cultural Trust from the sale of the state’s Mill Creek property in Salem were protected and maintained at 50%.
- Musicians are now allowed to be considered independent contractors, and persons or organizations that engage their services are no longer considered their employer for the purpose of paying unemployment insurance compensation taxes.
- “Entertainment” is no longer a prohibited gift for public officials but treated as any gift, subject to a \$50 annual cumulative limit and reporting.
- New living history museums will not be banned from locating within Exclusive Farm Use zones.

The CHAMP II package continues a process of sustained reinvestment in Oregon’s important cultural resources. The real advantage of CHAMP, however, is its ability to articulate the important interconnections between Oregon’s history, movie making, arts and public broadcasting. The collaboration underway between the Historical Society and OPB has resulted in production of the popular Emmy Award-winning history series, “The Oregon Experience.” Downtowns targeted by the new Main Street program frequently house the studios of artists and creative small businesses and are the locations for movies and commercials filmed in Oregon. And Oregon’s 1,200 cultural organizations provide important outreach programs for Oregon’s students and youth.

“CHAMP pays measurable dividends to Oregon citizens and the economy. The arts are critical to student learning. A vibrant cultural life attracts entrepreneurs, tourists, and new businesses. And we know that public investment in culture through the Cultural Trust is a powerful incentive for private donors,” added Mary Oberst, First Lady of Oregon, an important advocate for the initiative. “CHAMP makes a statement about our values -- and who we are as a people. With CHAMP, every Oregonian is a winner.”

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