

EUGENE CITY COUNCIL

AGENDA ITEM SUMMARY



Work Session: Arts and Business Alliance of Eugene Update

Meeting Date: April 20, 2011
Department: Library, Recreation & Cultural Services
www.eugene-or.gov

Agenda Item Number: B
Staff Contact: Renee Grube
Contact Telephone Number: 541-682-5067

ISSUE STATEMENT

This work session is an opportunity to provide an update on the progress of the Arts and Business Alliance of Eugene (ABAE), which was launched in October 2008. The Alliance is a partnership between the City of Eugene, University of Oregon, Lane Community College, Eugene Area Chamber of Commerce and Travel Lane County.

BACKGROUND

The ABAE was formed in response to the Cultural Policy Review recommendation that called for an alliance for arts and culture to coordinate and strengthen the efforts of the public, private and nonprofit cultural sectors and foster high-level civic leadership in support of arts and culture.

Business is essential to a viable arts community and arts are good for business. The ABAE encourages business leaders to take leadership roles within the arts and culture sector, and the arts and culture sector to recognize the economic vitality the business sector contributes to the community. ABAE is dedicated to enriching the cultural life of our community by acting as a catalyst for creating dynamic partnerships between the arts, culture and business sectors. ABAE's five-year business plan focuses on six key objectives:

- Recognize and stimulate community leadership in arts and culture.
- Enhance community-wide awareness of the economic, educational, and business benefits of art and culture.
- Advocate for arts investment and participation.
- Contribute to the economic health and livability of the community.
- Promote ABAE sustainability and ability to meet stated goals.

To accomplish these objectives ABAE has undertaken some key initiatives in order to work towards the advancement of its mission of "enriching our community through strong arts and business partnerships."

BRAVA (Business Recognizing Arts Vision and Achievement) Breakfast

In November 2009, ABAE began hosting biannual BRAVA breakfasts, engaging community leaders from both sectors to recognize the contribution of arts and culture to community vitality, highlight successful and inspiring arts and business partnerships, and to give updates on ABAE initiatives. The fall breakfast is designed to educate, engage and inspire, and presents guest speakers, such as Randy

Cohen, Vice President for Research and Policy for Americans for the Arts. The spring breakfast provides the platform for Eugene's arts awards.

Eugene A Go-Go

With a grant from the Oregon Community Foundation, ABAE has developed a comprehensive calendar and communication tool that will provide information to the arts community and its current and future patrons. This unique site builds a true online community through a rich social-media environment. That important difference is what makes Eugene A Go-Go ideal for both users and arts organizations. Information is provided to the arts community and its patrons, collaboration and communication among artists and patrons and future audiences is enhanced, performers are able to "own" sites within and a comprehensive events calendar is provided. Smaller organizations now have an online mechanism to keep their current and future patrons informed without the challenge of cost prohibitive development expenses. Eugene A Go-Go promotes everything in one place including events, artists and venues. To our knowledge, there is currently not another tool like this available.

Arts and Economic Prosperity Study

ABAE facilitated Eugene's participation in the Arts & Economic Prosperity IV study, conducted by Americans for the Arts. The study is aimed at documenting the role that nonprofit arts and culture industry plays in strengthening the national and local economies. As a result, Eugene will receive a detailed, customized report with statistics and analyses about the arts and culture in the community, including the total dollars spent by Eugene's nonprofit arts and culture organizations and the total dollars spent by audiences as a direct result of their attendance at arts and cultural events in Eugene. Communities that participated previously have used the findings as an advocacy tool for a variety of arts-related issues, including promoting arts education, increasing funding opportunities for artists and art organizations or exploring urban redevelopment projects. Data is currently being collected and the study is scheduled to be completed in June 2012.

Arts and Culture District

Downtown Eugene is home to a wide array of entertainment options including theater, dance, concerts, art galleries, and restaurants. With these great foundations, a well-defined Arts and Culture District with a mix of venues and activities would take downtown's existing activities to the next level and attract more visitors, support a healthy downtown economy, and foster community identity. The ABAE is working to support an Arts and Culture District that would tap the potential of events and venues to characterize downtown as a rich arts and culture center. Arts and culture sectors attract visitors to downtown whose purchases cause rippling economic effects in other sectors. Downtown restaurants, hotels, parking garages, and retail stores all experience positive economic benefits from visitors to arts and culture-related events. By improving the quality and livability of Eugene with the addition of a designated Arts and Culture District, downtown will become more attractive to companies considering relocation. ABAE is currently researching best practices/models for successful Arts and Culture Districts in communities similar to Eugene and mapping arts and cultural assets in Downtown Eugene.

RELATED CITY POLICIES

This item supports the *City Council's Vision and Goals* for Accessible and Thriving Culture and Recreation, Sustainable Development and Effective and Accountable Municipal Government. It also supports the implementation of priority strategies identified in the Cultural Policy Review.

COUNCIL OPTIONS

No options are provided; this item is for information only.

CITY MANAGER’S RECOMMENDATION

No recommendation is suggested; this item is for information only.

SUGGESTED MOTION

No suggested motion; this item is for information only.

ATTACHMENTS

A. Arts and Business Alliance Business Plan

FOR MORE INFORMATION

Staff Contact: Renee Grube
Telephone: 541-682-5067
Staff E-Mail: renee.l.grube@ci.eugene.or.us

What defines Eugene A Go-Go?

More than just another "online calendar" Eugene A Go-Go builds a true "online community" through a rich social-media environment. That important difference is what makes Eugene A Go-Go ideal for both users and arts organizations. The social-media environment is built into the architecture of Eugene A Go-Go. It's not a second-phase add-on — it's the architecture around which Eugene A Go-Go is built.

Eugene A Go-Go has a "keep me informed" feature that uniquely addresses ABAE's primary objectives of building arts audiences and leveling the playing field for arts organizations. Smaller arts organizations would love an online mechanism to keep their current and future patrons informed but find it cost prohibitive to develop. Eugene A Go-Go allows users to filter any data field in order to receive notices about specific events, artists, and opportunities to engage in the arts.



Project goal

Develop a comprehensive communications mechanism to provide information to the arts community and its current and future patrons; and develop a comprehensive mechanism to create a platform for an online art community for artists and the producing arts community to enhance collaboration and communication.

Eugene A Go-Go will

Serve the arts community

- Creating an online arts community
- Encouraging communication and collaboration
- Provide a comprehensive events calendar
- Allowing for performers "own" sites within

Strengthen existing audiences

- Providing a comprehensive arts calendar
- Building social media tools

Increase audience participation

- Social media tools
- On-the-go features
- Blogs
- Reviews/comments

Make the unseen seen

- Comprehensive events listings

Level the playing field

- Promoting everything in one place
- Leveraging promotion of all events, artists and venues

ABAE Business Plan

OBJECTIVES	2010	2011	2012	2013	2014	2015
Increase awareness that the goals of the Arts and Business sector are congruent	Convene Arts Council Development Discussion Group					
	Educational workshops, symposia, and classes					
					Mentor/Leader Directory	
					Match-Up Service	
Recognize and stimulate community leadership in arts and culture	BRAVA Breakfast (twice yearly)					
Enhance community wide awareness of the economic, educational, and business benefits of art and culture	Report Arts & Economic Prosperity Study Findings					
	Eugene A Go-Go Awareness Development	Eugene A Go-Go Launch				
		Business Leader Focus Group				
Annual Report						
Advocate for arts investment and participation				Trust, Endowment Workplace Giving and other funding models		
	Eugene A Go-Go Development					
		Battle of the Biz Bands				
			After Hours Arts & Business Social			
Contribute to the economic health and livability of the community		Arts & Economic Prosperity Study				
	Research and Development of Cultural District					
Promote ABAE sustainability and ability to meet stated goals	Revenue / Financial Stability					
		Staffing / FTE				



UNIVERSITY OF OREGON



Here for Oregon. Here for Good.

eugene a go-go

ABAE UPDATE
November 5, 2010