



# Tualatin Valley Creates

*Annual Report*  
*2017*

*"Our Bus Stop Connection" by Amy Osborne*

## From the Executive Director ...

2017 was a sprint; we covered a lot of ground in a short time. With increased financial support from Washington County, we were able to expand our staff capacity, deliver even more services to the community, and secure additional resources to support our work.

It was our first full year making progress on the goals that now drive our operations, including serving as a countywide arts and culture communication hub, providing support for people working in the creative industries, and engaging underserved populations in arts, culture, heritage, and the humanities.

We launched a new identity, expanded communications efforts, continued to build on some of our most popular programs, and renewed our commitment to make diversity, equity, and inclusion a priority. In July 2017 we released the first report ever to measure the economic impact of the nonprofit arts sector in Washington County.

It was also a building year for us internally. Our budget nearly doubled in size, so we needed to retool and recalculate, ensuring that we have a strong foundation for continued growth. We revisited the policies and practices that guide our organization, and created new standards where there were none. We added four new directors to the board, overhauled our financial reporting system, and focused on staff and board development.

Overall in the history of our organization, it was a successful year of growth, development, and groundwork for the future.



## Board of Directors 2017

**José Esparza**  
Tualatin Hills Parks  
& Recreation District

**Miles Glowacki**  
City of Beaverton

**Jackie Hagan**  
Washington County  
Visitors Association

**Kelly Marks**  
Portland Community  
College (Retired)

**Anthony Mills**  
Washington County  
Planning Commission

**Alison Parks**  
Technical Writer

**Sue Pike**  
Beaverton Chamber of  
Commerce Ambassador

**Lesly Sanocki**  
Former Chair of the Cultural  
Coalition of Washington County

**Eric Squires**  
Aloha Historical Society

**Elaine Worden**  
Beaverton Arts Program

## Advisory Board

**Dennis Doyle**  
Beaverton Mayor

**Sharon Maroney**  
Broadway Rose  
Theatre Company

**Scott Palmer**  
Bag&Baggage Productions

# Advancing Equity Through the Arts



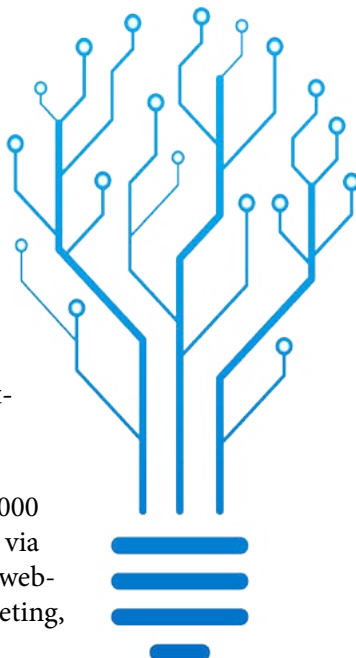
Washington County is the fastest-growing and most diverse county in the state. As an organization that serves this rapidly changing population, Tualatin Valley Creates is evolving too.

In 2017 we brought issues of diversity, equity, and inclusion to the forefront of our work. We made steps toward ensuring the people making decisions on our board, the people we hire to do our work, and the people we serve with our programs reflect the diverse residents living in Washington County, across ethnicities, income levels, gender identities, or ability levels.

It was a year of building relationships and engaging stakeholders. We made new connections in the business community and the non-profit world. We met with dozens of community leaders and residents from across the county.

We also did our research. We looked at trends in population, economics, and arts industry spending. This past year we listened, learned, and analyzed. We made progress in achieving greater equity in our work and using the arts as a tool to create community.

# Bridging the Information Gap



We launched a robust communications hub in the fall of 2017 to promote arts, culture, heritage, and the humanities in the Tualatin Valley. Our hub includes three core elements: a creative industry newsletter, countywide arts and cultural events, and an arts and culture marketing campaign.

In just a few months, we reached over 50,000 people through our communications hub via social media, online advertising, original website content, email campaigns, print marketing,

# 2017 by the #s

700  
hours in paid staff time



4  
number of grants received

30%

increase in number of individual donors



2  
stakeholder feedback and listening sessions

\$21 million



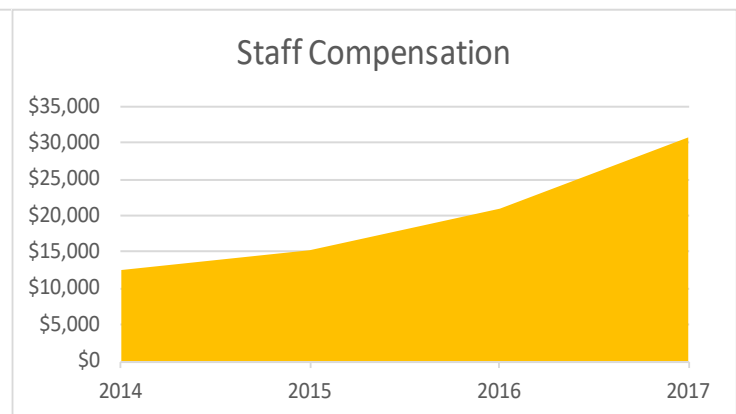
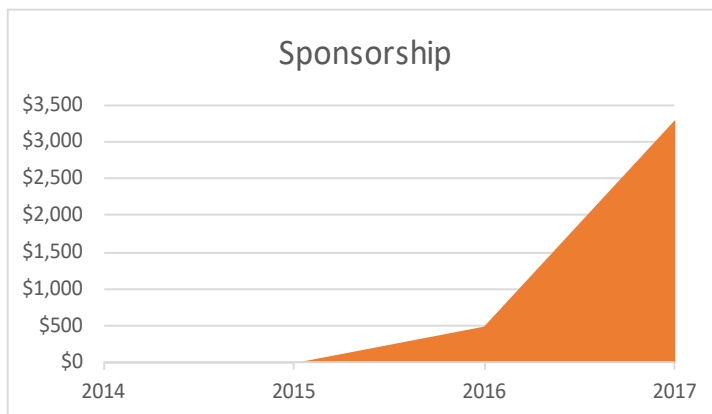
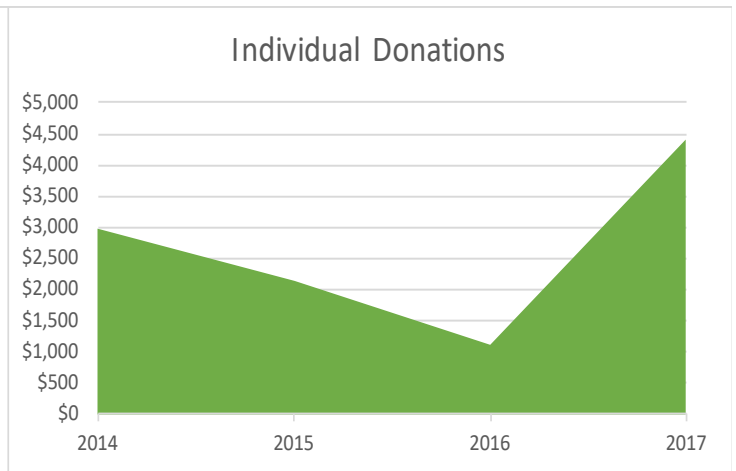
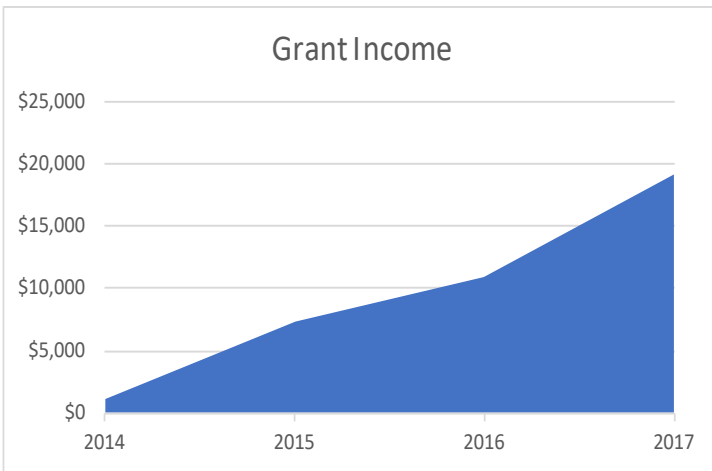
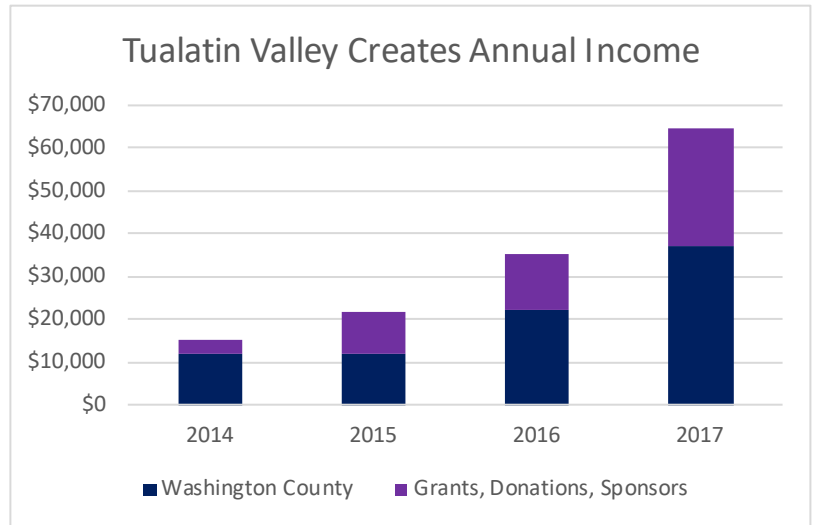
annual impact of the local nonprofit arts industry in Washington County

# Growing and Diversifying our Financial Resources

As staff time at Tualatin Valley Creates continues to increase, we are able to secure even more grants, donations, and sponsorships to support our work.

2017 was a record year for income. Highlights include a \$9,000 grant from the Washington County Visitors Association to develop a state-of-the-art website, a \$5,000 grant from the Oregon Cultural Trust to promote the arts in Washington County through a marketing campaign, and a \$3,000 sponsorship from Work for Art to support outreach efforts and storytelling.

Operating support from Washington County composed about 57% of our total income for the calendar year. With our fundraising success, we were able to build up a \$10,000 emergency reserve fund.



# A New Identity for the Countywide Arts Effort

In 2017 we introduced a new brand and identity: Tualatin Valley Creates.

## *Putting ourselves on the map*

The art, the exhibits, the novels, the choreography, the films, the plays: All these things are created here. But where is here? We're not just the outskirts or the "Westside" of a metro area. We're not just a political boundary carved out by property lines.

We are bound together by geography. We are bound together by the river which flows through our communities. And we are bound together by the valley it carved. We are the Tualatin Valley.

There are at least 30 Washington Counties across the United States. There is only one Tualatin Valley.

## *Arriving at the Tualatin Valley*

For the last 15 years, we've defined our organization and our service area based on our proximity to Portland - as the Westside Cultural Alliance. But our county is growing. We are no longer reliant on our neighbors to the east to put us on the map. We stand on our own as a community and as a region.

Our organization needed an identity that would reflect the sense of pride, sense of place, and sense of community in our growing cities and unincorporated areas.

The process to become Tualatin Valley Creates included:

- Numerous discussions at board meetings (over nearly two years)
- Meetings with more than 30 stakeholders countywide and



across disciplines (arts, culture, heritage, and the humanities)

- A survey of our constituents
- Personal conversations with community leaders and elected officials
- In-depth branding sessions with a professional facilitator

# Measuring the Economic Impact of the Arts

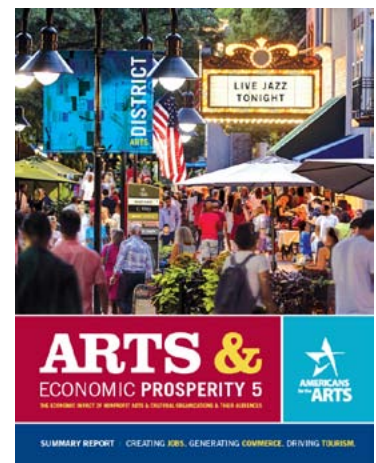
In 2017, Tualatin Valley Creates released the first-ever study of the economic impact of the non-profit arts industry in Washington County in 2017.

The study revealed that the nonprofit arts industry generates more than \$21 million a year in impact, including \$13.8 million in direct spending by nonprofit arts and cultural organizations and an additional \$7.3 million in event-related spending by nonprofit audiences.

Based on this data we know that when we support the arts, we not only enhance our quality of life, but we also invest in Wash-

ington County's economic well-being. Here are some additional highlights from the study:

- More than 360,000 people attend Washington County nonprofit arts events per year.
- 33% of nonprofit arts event attendees are not residents of the county.
- Arts event attendees spend an average of \$20 per person per event outside the cost of admission.
- The nonprofit arts industry supports 942 full-time jobs and generates \$1.5 million in state and local government revenue each year.



Support for this study was provided by the Oregon Arts Commission, Regional Arts & Culture Council, and the Cultural Coalition of Washington County.