

# Arts Cluster

**Vision:** The Gorge is synonymous with art—with a strong base of local artists, studios, museums and galleries who have effective, region-wide communication and support economic growth in the region. The local community is involved in art and sees art as relevant in their lives.

## Key Issues/Goals:

1. Nurture Existing Artists, Museums, Galleries, & Studios
2. Brand the Gorge as a unique place for Art
3. Involve Gorge Community in Arts

## Themes:

- Everybody wins with increased cooperation
- Keep the cooperative efforts regional
- People who like art, like the Gorge
- We're on a cusp of things happening—Art community needs to be prepared
- We cannot be islands
- Gorge-wide Arts Message: Intimate, Local, Regional Art
- Part of selling Art is selling an experience

## Quick Wins (next 3-6 months):

- Share information between local groups—including regional arts calendar & central database of Gorge art information and events
- Create a listserv of local artists
- Create Art Map
- Host a Gorge-wide Art Event

## Long-Term High Priority:

- Create Art incubation spaces throughout the Gorge



**Goal 1: Nurturing Existing Artists, museums, galleries, & studios**

**Strategy 1a: Increase/Improve Communication between Gorge Art communities**

<i>Action Item</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Timeframe</i>
Keep & maintain an up-to-date central database of arts events & information: <ul style="list-style-type: none"> <li>• Include a region-wide calendar of Art events</li> </ul>			
Build on the existing <a href="http://www.artsinthegorge.org">www.artsinthegorge.org</a> website: <ul style="list-style-type: none"> <li>• Create links to the site from Chambers, B&amp;Bs, etc.</li> <li>• Find a volunteer website designer or high school student to maintain site</li> </ul>			
Link local art groups' websites together			
Host a weekend-long, multi-site Gorge-wide art show <ul style="list-style-type: none"> <li>• Work in partnership with Winegrowers, hotels &amp; Maryhill Winery's concerts</li> <li>• Hold in shoulder season: late September/early October</li> </ul>			
Create listserv of Gorge artists			
Exchange lists of artists between each art association <ul style="list-style-type: none"> <li>• Allow juried members in reciprocal relationships with other associations</li> <li>• Have a quarterly regional meeting to qualify artists</li> </ul>			

**Strategy 1b: Create an information clearinghouse**

<i>Action Item</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Timeframe</i>
Develop online skill set exchange (i.e. I need this... I can do this....)			
Have an online rating/comment system of Art events <ul style="list-style-type: none"> <li>• For artists to better determine if an event is appropriate for their participation</li> <li>• Include where visitors come from</li> </ul>			
Promote educational opportunities through a listserve or website			

**Strategy 1c: Improve ability of artists to be successful**

<i>Action Item</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Timeframe</i>
Publicize/offer Marketing classes <ul style="list-style-type: none"> <li>• Include "How to balance Marketing and Production"</li> <li>• Include website development</li> <li>• Include ideas on where to and how to get the word out about business</li> </ul>			
Hire a cooperative marketer to work for multiple artists			
Increase networking between artists & galleries/museums			
Host a "Get together & Paint workshop for artists to exchange technique tips			

**Strategy 1d: Be an advocate for Arts to policymakers**

<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Timeframe</i>
Identify policymakers and what things they can do to improve the environment for Arts			
Support arts in schools			
Be in communication with policymakers to keep/increase funding for the Arts			

**Goal 2: Brand the Gorge as a place for Art**

Art Cluster Workplan updated: 1/8/2008

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**Strategy 2a: Raise visibility of Art to tourists**

<i>Project</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Timeframe</i>
Publish and widely distribute Gorge Art Loop map			

