



# *Cultural Inventory*

## Albany, Oregon

AAD 451/551 | November 19, 2016

# ***Who We Are and What We're Doing***

**AAD 451/551 Community Cultural Development**

*Bill Flood, Instructor*

## **What is Community Cultural Development?**

“A range of initiatives undertaken by artists in collaboration with other community members to express identity, concerns and aspirations through the arts and communications media, while building cultural capacity and contributing to social change” (Goldbard, 2006, p. 242).

## **Our Mission**

Our mission is to present a plan on how to develop a cultural inventory for Albany, focusing on the cultural practices of Albany, the city's opportunities and limitations, and how the process can result in increased civic engagement.

# What is Culture?

“In an Inventory, [culture] is defined with a broad stroke. Culture is what gives a community its identity and meaning. It takes many forms, including how we adapt to our natural environment; the institutions we create to express our social and political beliefs; the performing and visual arts, including literature, crafts and handwork; and how a community expresses its beliefs, celebrates itself, and shares festivities. Culture is the societal glue that holds us together”. (*Arizona Commission on the Arts, p. 1*).



# ***How to Develop a Cultural Inventory***

## **What is a Cultural Inventory?**

A cultural inventory is a listing of a community's cultural assets or resources. A cultural inventory can be used as a resource for schools, cultural organizations, and others seeking to better understand a community, and to identify and mobilize specific cultural resources within that community. A cultural inventory is often an important initial step to cultural planning and programming.

## **Suggested Process**

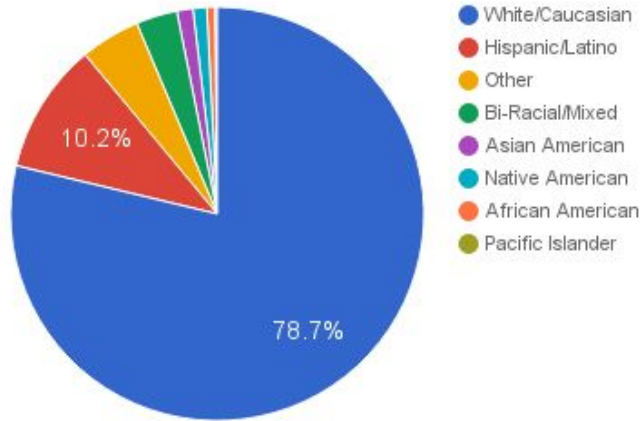
1. Develop an inclusive cultural inventory committee, reflective of the population
2. Map assets
3. Research demographics and history
4. Survey community members
5. Reach out to major communities to learn more about their role in Albany's arts and culture sector
6. Involve key cultural, social, governmental and educational institutions to utilize their insight
7. Analyze gathered data to discern strengths and weaknesses



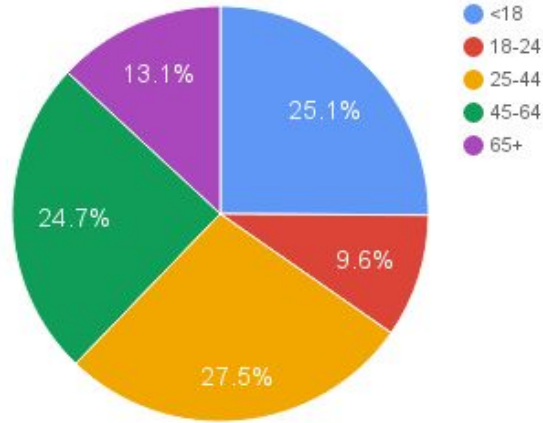
# Demographics of Albany, Oregon

TOTAL POPULATION: 50,158  
*2010 US Census*

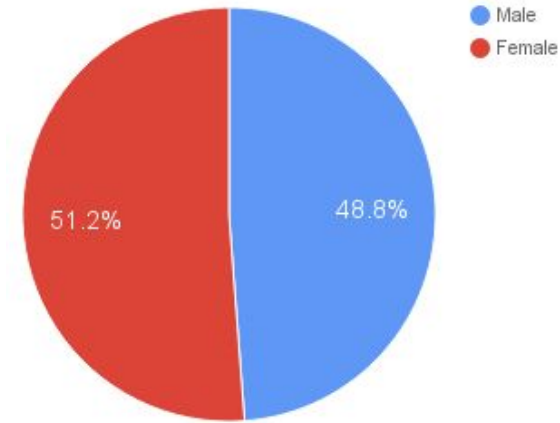
## Race/Ethnicity



## Age



## Gender



What do demographic trends indicate?

# *What makes Albany unique?*

## Growing Latino Population

- Venues of culture

## History

- Diverse Architecture and Historic House Tours
- History of civic engagement & charitable giving

## Community Events

- Veterans' parade
- Northwest Art & Air Festival
- Summer Sounds
- Festival Latino

## Cultural activities

- Bike paths
- Restaurants
- Carousel Museum
- Wedding Culture

“Downtown is the heart of the community.”

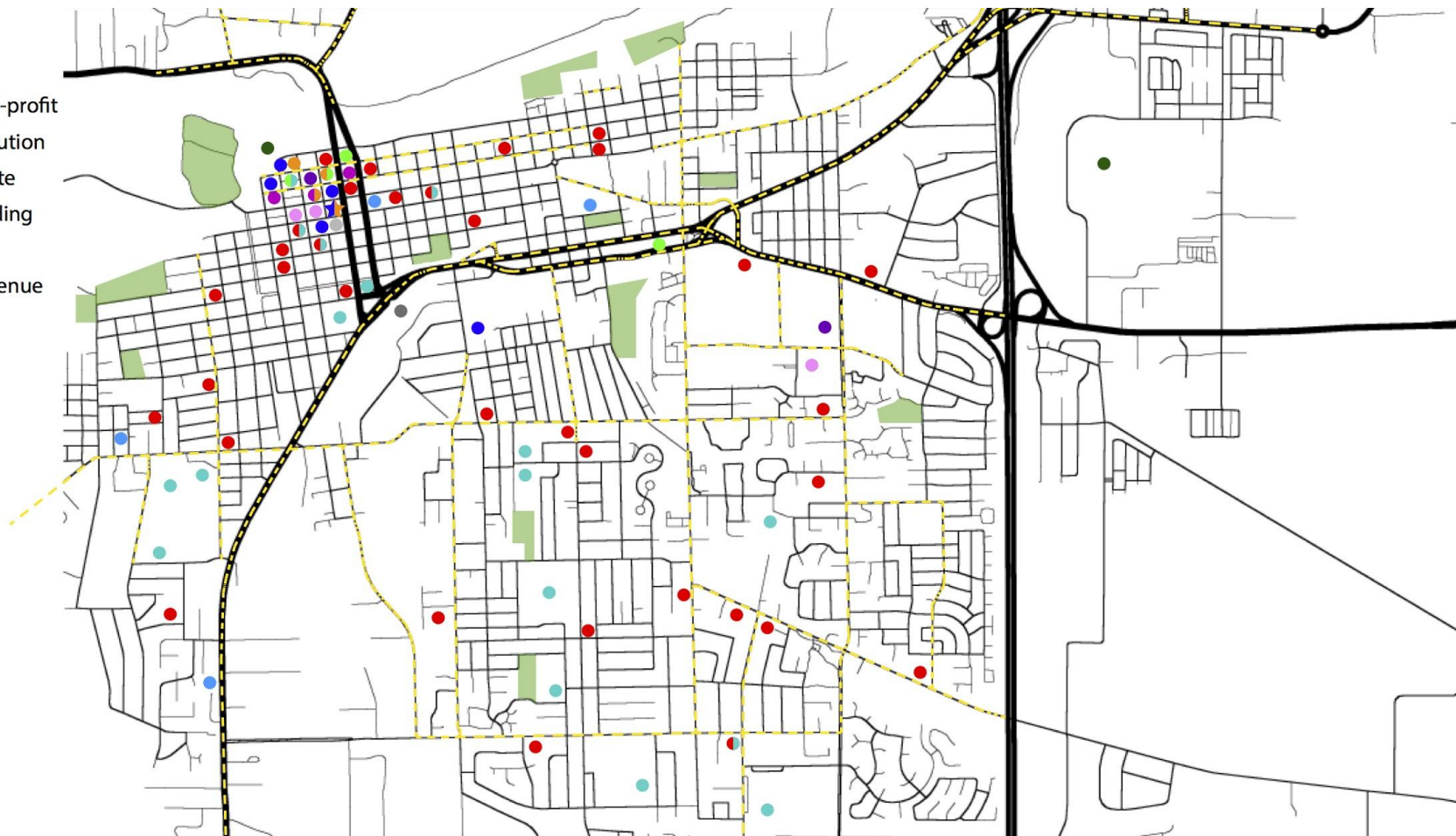
–John Boock,  
Owner, Electric Zebra



# Arts & Culture Infrastructure

## Site Legend

- religious center
- arts & culture non-profit
- educational institution
- farmers' market site
- government building
- library
- performing arts venue
- museum
- art gallery
- cinema
- special event site
- train station
- - - bike path
- park



# ***Arts & Culture Opportunities***

## **The Carousel Museum**

- Demonstrates community engagement in the arts and will provide a public space for the city

## **Associations: Downtown, Oregon Festivals & Events**

- **Festivals**
  - River Rhythms, Festival Latino, Northwest Art & Air Festival, Midsummer Arts Festival
- **Downtown**
  - Farmers Market, Park Concert Series, Music Cafe, Pottery Painting
  - Albany Civic Theater

## **Calapooia Gallery**

- Hosts an opening event on the 1st friday of each month to educate and include people in the arts

## **Young people “hub” on block with tattoo/pub/salon**

- The Still
- Photography Studio Rentals



# *Family & Community Services*

- Parents are happy with schools because of small class size, individualized teacher attention, and diverse course offerings
- Parks are A+, peacefulness, culture (“japanese” designs at Talking Waters), environmental benefits, community comes together for concerts and movies, people are very happy that this is all free, bike paths, accessibility, connectivity
- Fireworks, gardens, activities that involve both kids and grown-ups are very well-liked
- Importance of church communities – involve them in cultural activities and events because they have experience in creating events of their own



# *Cultural & Social Considerations*

## Latino Population

### Asset vs. deficit

- Cultural competency

### Forethought instead of afterthought

- Quality over efficiency
- General inclusion to integrate into the community
- Scholarships, programs, and fundraising for students

### Communication and understanding from leaders in the community



# ***Cultural & Social Considerations***

## **Embracing Local Culture**

- “People don’t feel there is existing culture.”
- There are existing artistic and cultural outlets and forms that people aren’t viewing that way, such as industrial or trade arts
- Certain segments of the population don’t feel included/represented (e.g. the Latino population, young people)
- Youth engagement within city is low
- Feels in constant competition opportunities with Corvallis
- Parents find themselves having to help students fund for art programs in schools
- Desire for more gallery options for local artists that are lower-cost or community/service-related

# Social Media Usage

## Current Use

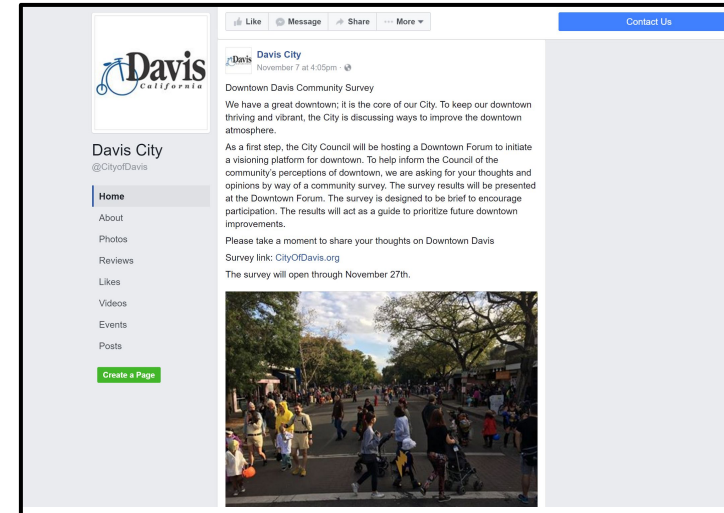
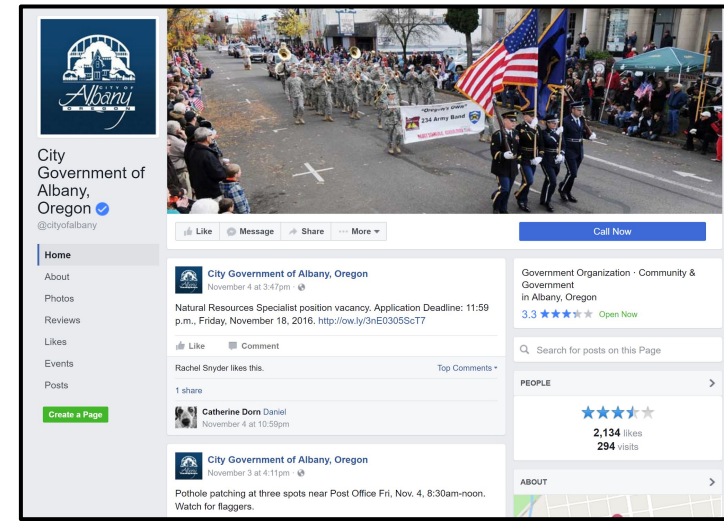
- Facebook
- Twitter

## Recommendations for Improving Communication

- Use social media to understand the needs/wants of the community
- Post engaging content i.e. events, shout outs, questions that invite community response
- Tap into potential of underutilized social media for outreach; seek (young?) intern for public engagement?

## Recommendations for Cultural Inventory

- Look at digital culture, such as Albany ROCKS Facebook Page
- Consider digital expressions of local culture
- Tool for civic engagement





# *Cultural Trends of Albanians*

- Emergence of food and beverage scene
- Adaptive reuse
- Conservative/Patriotic/"Blue Collar"
- "Small town" - people like this about Albany!
- Philanthropic giving
- Using these trends to progress



# *Recommendations for Further Development*

## **Civic Engagement**

- Facilitate cultural competency
- Represent the diverse population in leadership and public art
- Recognize the value of the Latino population in the community
- Further develop associations/coalitions

## **Social Engagement**

- Provide more spaces for art in order to create more value in the arts
- Use art as a vehicle for social engagement
- Utilize creative placemaking to provide safe spaces for all ages, genders, and races
- Embrace the informal arts



# *How to Use a Cultural Inventory*

## **Inform other planning**

- Downtown
- Education
- Public Art

## **Identify assets and concerns**

- Recognize resources and strengths of the community
- Pinpoint concerns and find causes

## **Identify potential partners**

- Associations, clubs, and events offer opportunities to engage with others who may invest time, money, and other resources; such as knowledge, insights or personal connections.

## **Differentiate priorities and clarify objectives**

- Community values are expressed through select action

## **Share findings and perceptions**

- Evaluate current position and reevaluate assumptions



# References & Resources

## How to Culturally Plan?

- <https://blogs.uoregon.edu/aad551f15flood/files/2015/08/VogelandFloodPartnerships-17h49cb.pdf>
- <https://blogs.uoregon.edu/aad551f15flood/files/2015/10/CulturalPlanniDreezen-28822pr.pdf>
- <https://blogs.uoregon.edu/aad551f15flood/files/2016/10/DoingCulturalInventory-16mfouy.pdf>
- <https://blogs.uoregon.edu/aad551f15flood/files/2016/10/culturalinventory-28n407b.pdf>

## Books

- *Creative Community Builder's Handbook*, Tom Borrup
- *New Creative Community: The Art of Community Cultural Development*, Arlene Goldbard

## Sample Inventories

- <https://blogs.uoregon.edu/aad551f15flood/files/2016/10/AZCulturalInventory-23ddcsg.pdf>
- <https://blogs.uoregon.edu/aad551f15flood/files/2016/10/LinnCoCulturalPlan-1am4kmq.pdf>
- <http://www.preservationnation.org/main-street/training/conference/2015-atlanta/wednesday/Leveraging-Your-Community-s-Cultural-Assets.pdf>



***Thank you to all the community members who made  
this project possible!***

**Bill Flood**, *Instructor, Arts & Administration Program*

**Ed Hodney**, *Director, City of Albany Parks & Recreation*

**Megan Banks**, *Program Manager, Sustainable City Year*

**Lynne Smith**, *Event and Programs Coordinator, City of Albany Parks & Recreation*

**Michael Winder**, *Director, Midsummer Arts Festival*

**Rebecca Landis**, *Coordinator, Albany Farmers Market*

**John Boock**, *Owner, Electric Zebra*

**Linda Herd**, *Head of Albany Arts Commission*

**Javier Cervantes**, *Director of Diversity & Community Engagement, LBCC*

**Heather Medina Saucedo**, *Basin Team Leader, Natural Resources Conservation Services*