

CULTURAL ASSETS

Goal 1: Increase community participation

	Strategies	Timeline			Lead	Support	Details
		Short-term (1-5 years)	Mid-term (6-10 years)	Long-term (11-20 years)			
1.1	Create a bilingual online master event calendar						
Actions	1. Identify organization that will host and maintain calendar	x			Brandon Porter	Graphic	Ex: City, NSD, or library calendars
	2. Create calendar protocol and posting procedure	x			Brandon Porter	Graphic	
	3. Create funding mechanism	x			Brandon Porter	Graphic	
1.2	Install electronic reader board(s)						
Actions	1. Identify public and private locations	x			City	CHCC, Library, GFU, NSD, Rotary, Kiwanis, CVCC	
	3. Secure funding		x		City	CHCC, Library, GFU, NSD, Rotary, Kiwanis, CVCC	
	4. Purchase and install reader board		x		City	CHCC, Library, GFU, NSD, Rotary, Kiwanis, CVCC	
	5. Develop a process for posting		x		City	CHCC, Library, GFU, NSD, Rotary, Kiwanis, CVCC	
	6. Coordinate with other organizations that manage readerboard		x		City	CHCC, Library, GFU, NSD, Rotary, Kiwanis, CVCC, business and institutions with readerboards	
1.3	Improve the marketing of Newberg as the Camellia City						
Actions	1. Contact Visit Newberg to determine feasibility				City	CVCC, NCDB, NAHS, CPRD, Rotary, Museum	
1.4	Explore Preserve America Community Program						
Actions	1. Approve an ad hoc committee through City Council	x			City		
	2. Research the program	x			Ad Hoc Committee		
	3. Make a recommendation to City Council	x			Ad Hoc Committee		
1.5	Explore establishing a Historic District for Downtown Newberg and the surrounding areas						
Actions	1. Approve an ad hoc committee through City Council	x			City		

	2. Research the program	x			Ad Hoc Committee		
	3. Make a recommendation to City Council	x			Ad Hoc Committee		
Goal 2: Improve communications of cultural activities and facilities							
	Strategies	Timeline			Lead	Support	Details
		Short-term (1-5 years)	Mid-term (6-10 years)	Long-term (11-20 years)			
	2.1 Create a community cultural inventory (list of each organization and their resources)						
Actions	1. Create a list of cultural institutions	x			NCDB		
	2. Determine information to be collected				NCDB		
	3. Gather information	x			NCDB		
	4. Format information	x			NCDB	GFU	GFU intern could perform this task
	5. Use to promote communication	x			NCDB		
Goal 3: Expand multi-generational events and opportunities							
	Strategies	Timeline			Lead	Support	Details
		Short-term (1-5 years)	Mid-term (6-10 years)	Long-term (11-20 years)			
	3.1 Develop an event assessment						
Actions	1. Develop survey strategy (who and how to sample) to understand community interest in events.	x			CPRD		
	2. Identify measurables (elements that impact a person's decision to attend an event and what makes their time there worthwhile).	x			CPRD		
	3. Field survey		x		CPRD		
	4. Analyze survey data		x		CPRD		
	5. Make recommendations		x		CPRD		
	6. Share with relevant organizations		x		CPRD		
	5. Develop a process for posting (similar or same as policy for posting to community calendar)						
	3.2 Create event resource center/list						
Actions	1. Using survey results, determine what elements lead people to engage in an event	x			City		
	2. Compile list of resources that will help groups implement these elements in their events	x			City		

	3. Determine how to distribute this list (e. g. physical location with staff member to help, website with list of important elements and additional resources)	x			City		
	4. Distribute list/open resource center	x			City		
	5. Develop a process for posting (similar or same as policy for posting to community calendar)	x			City		
3.3 Create a public art program							
Actions	1. Form an ad hoc committee to develop a public art policy that results in more public art	x			City		
	2. Develop city policy of grant writing for public art	x			City	task force	
	3. Develop public art program	x			TBD	artists	
	4. Identify locations for art and artistic activity	x			TBD	artists	
	5. Identify and support artists to produce art	x			TBD	Business community, City	
	6. Maintain public art	x			City		
3.4 Enhance Community Tree Lighting event							
Actions	1. Create a procedure to consistently plan and execute event				NCDB	GFU	
	2. Use Event Assessment as a guide to create additional activities at event				CPRD	Julie Marshall	
Acronyms							
AIS - Allison Inn & Spa				NDC - Newberg Downtown Coalition			
CHCC - Chehalem Cultural Center				NSD - Newberg School District			
City - City of Newberg				NUMAC - Newberg Urban Management Area Commission			
CLCC - Clackamas Community College				OBC - Oregon Business Council			
CPRD - Chehalem Parks & Recreation District				ODOT - Oregon Department of Transportation			
CRRC - Citizen Rate Review Committee				OED - Oregon Employment Department			
CVCC - Chahelem Valley Chamber of Commerce				OEN - Oregon Entrepreneurs Network			
Dundee - City of Dundee				OMSP - Oregon Main Street Program			
Finance - Finance Commuity				OSC - Oregon State Chamber			
Frontier - Frontier Communications				OWB - Oregon Wine Board			
FYC - Friends of Yamhill County				PCC - Portland Community College			
GFU - George Fox University				Rotary - Newberg Rotary Early Bird/Noon Rotary			
Graphic - Newberg Graphic				SEDCOR - Strategic Economic Development Corporation			
JASO - Japan American Society of Oregon				TAO - Technology Association of Oregon			
Kiwanis - Newberg Kiwanis				TO - Travel Oregon			
Library - Newberg Public Library				VN - Visit Newberg			

Legislature - Oregon Legislature		WVWA - Willamette Valley Wineries Association	
MC - Marion County		YC - Yamhill County	
MCM Chamber - McMinnville Chamber of Commerce		YCPC - Yamhill County Parkway Committee	
MWVCOG - Mid-Willamette Valley Council of Governments		YCTA - Yamhill County Transit Area	
NCDB - Newberg Cultural District Board		1000 Friends - 1000 Friends of Oregon	