



Creative Community Building

TOUCHSTONE ENERGY COOPERATIVE

PAINTED SKY CENTER FOR THE ARTS

+

CITY OF JOHN DAY

+

ALCHEMY COMMUNITY TRANSFORMATIONS

Revitalizing Rural

THROUGH THE ARTS AND CULTURE SECTOR



Creative Capital
Local Roots
Momentum
Community Support



Bridging the Gap
Creative Community Building
Supporting the Arts and Culture Sector



Knowledge
Expertise
Experience
Visionary

Discussion Tonight

THINGS WE'LL TALK ABOUT

Overview

About the partners

Why?

The Plan

The Timeline

The Numbers

Conclusion and Questions

Overview of Contest

**WITH ZACHARY
MANNHEIMER, PRINCIPAL
COMMUNITY PLACEMAKER**

John Day acts like a big city. From regional food systems and greenhouses to broadband infrastructure and creating a recreation economy, this town of 1,735 punches well above its weight. This nature is due in large part to the leadership throughout the community, a shared vision and a sense of urgency that pulls John Day forward in the workforce attraction competition. These are the reasons John Day was chosen to participate in the first Co-Op Community Contest.-
*Zach Manneheimer, Alchemy
Community Transformations*

The start

OREGON TRAIL ELECTRIC

+

TOUCHSTONE ENERGY

+

**ALCHEMY COMMUNITY
TRANSFORMATIONS**

+

CITY OF JOHN DAY

+

ARTS AND CULTURE

+

PAINTED SKY

Our work began working with Lea Gettle, Senior Manager of Administration and Foundation with the Oregon Trail Electric Cooperative. Lea and her team successfully applied for the grant through Touchstone Energy, and she led us to Nicholas Green, City Manager of John Day. Over several conversations, Lea and Nick helped us understand where John Day has been and where it is headed. Throughout these conversations we landed on the need for arts and culture to take a more immediate, leadership role in the progression of downtown John Day, and that led us to Painted Sky Center for the Arts. A steering committee was then formed made up of City leadership, business owners, and representatives from the cultural community.

Who is Alchemy?

A MESSAGE FROM THEIR TEAM

RURAL AMERICA IS THE FUTURE OF AMERICA.

Imagine millennials rushing to small towns for career growth. Retirees relocating for the social life. Corporations saving millions by hiring talent in rural communities, instead of looking to urban centers. We can help you lure the new technologies, new artistic amenities and new business models that are looking to invest in communities like yours—the one place in America where there is ample space, land and property. ***Our approach is different. We focus on incentivizing people, not businesses.*** No matter how many incentives you offer, a company will only relocate or expand if your community has the workforce it needs. ***That workforce will only exist if the proper housing and quality of life amenities are there.***

What is Painted Sky Center for the Arts?

OUR MISSION

Painted Sky Center for the Arts' mission is to advance arts education and entertainment, enhancing the quality of life, and promoting cultural development in the community. Through its programs, the Arts Center will be a dynamic organization that empowers and transforms individuals through creative education and experience.

WE ASKED THE QUESTION...

How can we leverage our creative assets?

Supporting Creative Assests

=

Healthy Economy

BUILD

The creative sector makes traditional sectors (manufacturing and tourism) more competitive

IMPROVE

Historic preservation and reclamation of abandoned spaces for the creative sector improve quality of life

PRODUCE

The arts and cultural sectors contribute a greater share than do mining, agriculture, the energy/utilities sector or construction and transportation industries

COMPLEMENT

Place-based arts districts can reinforce entrepreneurial ecosystems

WHY IS THIS IMPORTANT?

3x

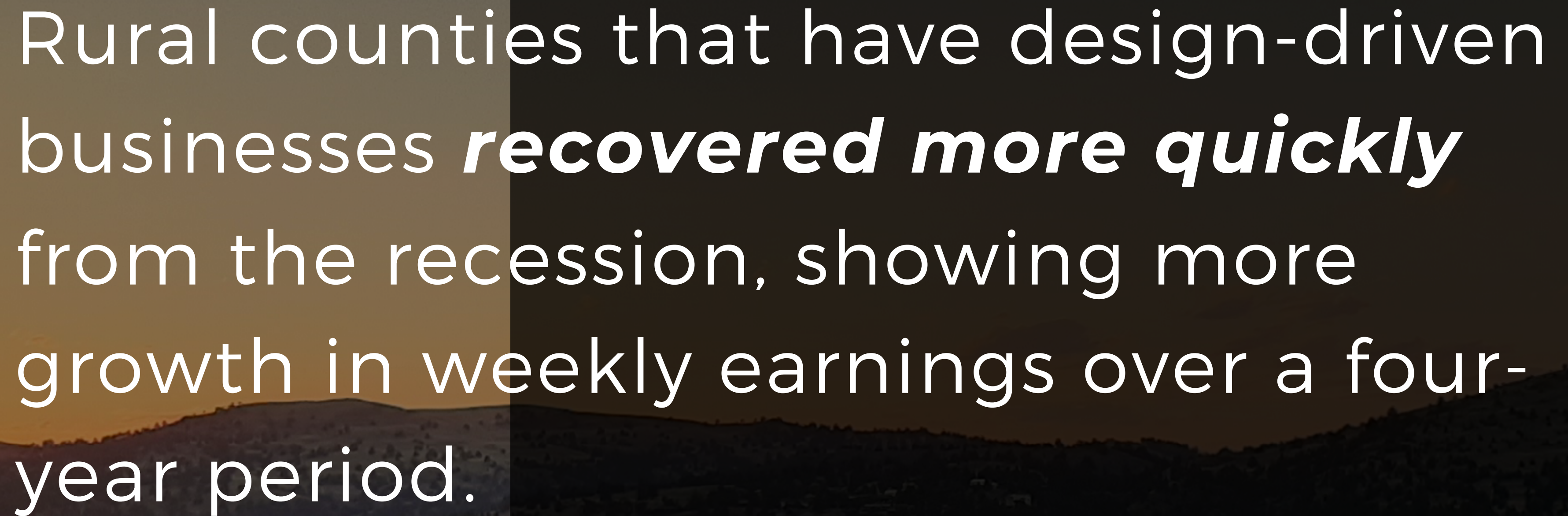
HIGHER GROWTH RATE!

RURAL COUNTIES THAT ARE HOME TO PERFORMING ARTS ORGANIZATIONS EXPERIENCED POPULATION GROWTH **THREE TIMES HIGHER** THAN RURAL COUNTIES THAT LACK PERFORMING ARTS INSTITUTIONS.

\$6000

HIGHER INCOMES!

RURAL COUNTIES THAT HOUSE PERFORMING ARTS ORGANIZATIONS PROVIDE RESIDENTS WITH **HIGHER INCOMES** (UP TO \$6,000 HIGHER) THAN ARE REPORTED IN RURAL COUNTIES THAT LACK PERFORMING ARTS ORGANIZATIONS.



Rural counties that have design-driven businesses ***recovered more quickly*** from the recession, showing more growth in weekly earnings over a four-year period.

https://www.nga.org/wp-content/uploads/2019/01/NGA_RuralArtsReport.pdf

artistic interlude...



TIME TO LEVERAGE THOSE ASSETS!

Painted Sky has been operating in nearby Canyon City in a space that works, but is far from adequate to accommodate the vision that leadership and patrons share. Arts classes in various disciplines make up the bulk of the offerings at Painted Sky, and the group would like to move into spaces that offer the following options in addition:

WHAT DOES THE COMMUNITY NEED?

We discussed...

- PUBLIC ART
- ARTIST IN RESIDENCE PROGRAM
- AFFORDABLE HOUSING FOR ARTISTS AND MAKERS
- AFTER SCHOOL PROGRAMS FOR ALL AGES
- PERFORMING ARTS VENUE
- MOVEMENT ARTS STUDIO
- ARTIST STUDIOS

WE CONCLUDED THAT HAVING A SUSTAINABLE BRICK AND MORTAR ART CENTER WOULD PROVIDE THE FOUNDATION FOR ALL OF OUR GOALS.

*So let's build
the foundation!*



Painted Sky now...



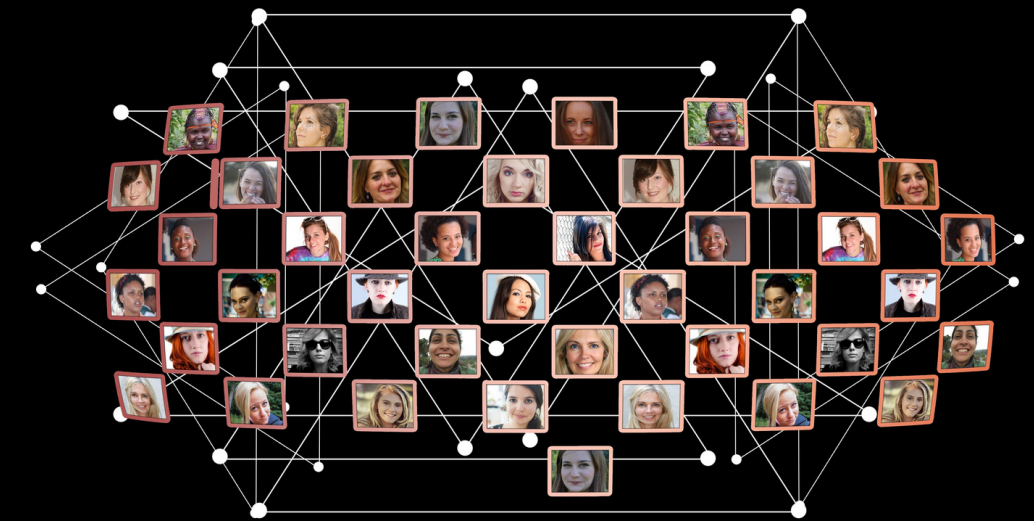
AFTER SCHOOL PROGRAMS

The first and only of it's kind in the area.



ADULT ART CLASSES

Leatherworking, music, visual arts.



COMMUNITY ACTION

Public art projects, outreach, cooperative Creative Community Building.

*Where we are
going...*

WE'RE PLANNING TO ADD

- Maker space
- Performance space
- Private studio space
- Retail and/or hospitality
- Other structured classes
- Co-working space
- Increase children's programming
- Business Education
- Higher Education

The logo for Painted Sky, featuring the words "PAINTED" and "SKY" in a serif font, with "SKY" in a larger, more decorative font, all in gold lettering on a dark blue square background.

PAINTED
SKY

PAINTED SKY CENTER FOR THE ARTS | 2020

John Day's Goals

JOHN DAY HAS A LIST OF 10 GOALS IT IS WORKING TOWARDS, SEEN BELOW. PAINTED SKY'S VISION FITS IN NICELY WITH GOALS 2, 3, 4, 7, 9 AND 10.



- Goal 1. Broadband (Grant County Digital)
- Goal 2. 21st Century Workforce (GC Coworks)
- Goal 3. Entrepreneurship in the Digital Economy (Oregon RAIN)
- Goal 4. Healthy Communities (Grant County Community Health Improvement Coalition)
- Goal 5. Industrial Development (City of John Day)
- Goal 6. Regional Food Systems (City of John Day Greenhouse)
- Goal 7. Tourism and Downtown Revitalization (City of John Day/Chamber of Commerce)
- Goal 8. Recreation Economy (City of John Day/JDCC Parks & Recreation District)
- Goal 9. Arts & Culture (Painted Sky)
- GOAL 10. ECONOMIC RESILIENCE & RECOVERY

Projected Timeline

THE IMPACT OF OUR ACTIVITIES

2020

Review and finalize
plan.

2021

Analyze and
determine new and/or
additional location.
Finalize funding plan
and partner with
investors.

2022

Continue forming
partnerships and
fundrasing.
Renovation.

2023

New art center
location opens.

Now the fun stuff

THE NUMBERS

**ZACH HELPED US
WITH OUR BUDGET
SO WE CAN LEVEL UP**

PAINTED SKY CENTER FOR THE ARTS	EXPENSES
Staff	\$241,100
Programming	\$170,013
Co-Working Space	\$9,120
Maker Space	\$14,300
Rentals	\$2,400
Fundraising	\$10,600
Administration	\$39,100
Insurance/Professional Fees	\$19,452
Marketing	\$17,600
Utilities	\$23,400
Total	\$547,085

PAINTED SKY CENTER FOR THE ARTS	REVENUE
Programming Income	\$436,711
Co-Working Space	\$39,396
Maker Space	\$33,787
Rentals	\$27,243
Partnerships	\$800
Fundraising	\$25,100
Total	\$563,037

GRAND TOTALS	
Total Earned Revenue	\$537,937
Total Unearned Revenue	\$25,100
Total Income	\$563,037
Net Revenue	\$15,952

Expansion

ZACH'S EXPERIENCE HELPED US DEFINE OUR GOALS

Capitalizing on the successful classes Painted Sky is already operating, and the desire for more space, the expanded educational offerings focus on textiles, culinary, movement and visual arts. These subjects were identified by the Steering Committee and these classes will require a substantial increase in space. School break camps will also be offered in art, textile, theater and music and an after school arts program is being developed. At least 4 private studio spaces will be also be offered to fill the need for the local arts scene.

Performance and Social Arts

Perhaps the largest expansion of programming for Painted Sky will be in the following performance and social arts categories: art gallery, film, music, theater, weekly/monthly/annual social events. The John Day community is filled with artists and artisans who have long hoped for a space they can call their own and produce/showcase their work in. These events are designed to appeal to all demographics of the John Day region in order to increase participation and attendance, as well as potential revenues.

The plan also calls for a coffee shop or other local retailer that can compliment the programming to become a tenant inside the space. The extra revenue is a plus, but the main purpose of the coffee shop is to provide a central, neutral meeting point for diverse groups to meet and pass by one another. Additional renters will also use the space on a regular basis for meetings, private events, birthday parties, conferences and educational opportunities.

Maker's Space

The Maker Space should be viewed and programmed as an additional resource extension from the textile art classes offered in the space, but not exclusively. Some local students may choose to up their game by using the Maker Space for personal ideas/hobbies and small business ventures. Others will use the Maker Space for these purposes outside of the educational structure. A partnership with the local school system, both K-12 and secondary, will be key to making the revenue model work.



How can you help?

SUPPORT

Support local arts initiatives.

EDUCATE

Let other people know how The Arts can help our community.

BECOME A MEMBER

A small yearly contribution can help us meet our goals.

Stay Updated



FACEBOOK

Follow us on Facebook to find out more about classes and events.

Check our website.

paintedskycenter.com





**STAY
INSPIRED**

**Coming together is a
beginning, staying
together is progress, and
working together is
success**

HENRY FORD