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## Media and Interested Parties

### **Clackamas County Arts Alliance one of only two Oregon organizations chosen for groundbreaking art study**

The Clackamas County Arts Alliance (CCAA) has been selected as one of only 99 arts organizations throughout the U.S. to participate in a groundbreaking study that will measure the health and vitality of local arts programs.

The \$1.2 million national study, called the "Local Arts Index," will be the first county-level study of its kind. It will be conducted by Americans for the Arts, the nation's leading nonprofit organization for advancing the arts.

The study, to be completed by the fall of 2011, will allow CCAA to place the communities it serves in a national context with comparative data. The study will also provide tools to understand the specific economic impact in Clackamas County of public art, cultural tourism and participation in arts opportunities.

There will be no fee to CCAA or Clackamas County for participation in the study, which is funded by the Kresge Foundation.

CCAA supports, develops and promotes access to performing, literary and visual arts in communities throughout Clackamas County. Among recent projects were the management and installation of six new public artworks, and exhibits by 56 artists in nine galleries located in public buildings, libraries, hospitals and other businesses.

Cheryl Snow, Executive Director of CCAA, said the Arts Index project will be exciting work, with significant impact: *"This is an extraordinary opportunity to receive the benefit of cutting-edge research on new business models and innovative audience-building strategies. For the first time ever, we will have County-specific data to track and address challenges and opportunities affecting arts and culture in the Clackamas County communities we serve."*

The Portland-based Regional Arts and Culture Council, which is studying Multnomah and Washington counties, was the only other Oregon organization selected to participate in the study.

***The Clackamas County Arts Alliance is a division of the County's Tourism and Cultural Affairs Department and supports, develops and promotes access to the arts in all county communities. For more information about the public art projects or to learn more about the Artist Exhibit Program, contact the Clackamas County Arts Alliance at 503-655-0525 or [info@clackamasartsalliance.org](mailto:info@clackamasartsalliance.org).***

For more information: Clackamas County Arts Alliance, 503.655.0525 or [www.clackamasartsalliance.org](http://www.clackamasartsalliance.org).