



P.O. Box 4675 | Portland, ME | 04112 | 207-370-4784

Board of Directors Meeting
Wednesday, November 7, 2018
3:30 PM
84 Free Street

AGENDA

Welcome and President's Comments

- 1. Welcome and President's Comments**
- 2. Consent Agenda**
 - A. September 2018 Board of Directors Meeting Minutes
 - B. October Executive Committee Meeting Minutes
 - C. Financial Statement September 2018
 - D. Executive Director's Report
ACTION: Vote to Accept Consent Agenda
- 3. Executive Director Update and Discussion**
 - A. Executive Director Report Attached
- 4. Draft - FY18 Creative Portland Annual Report**
 - A. Draft - FY18 Creative Portland Annual Report
- 5. Proposed Bylaw Amendments**
- 6. Committee Chair Updates**

- A.
 - a. Governance (David)
 - i. Nomination of Slate of Officers for 2018-2019
 - David Brenerman - President
 - Kate Anker - Vice President
 - Brian Marshall - Treasurer
 - ACTION:** Vote to approve
 - ii. Nomination of New Board Member - Gib Foltz
 - ACTION:** Vote to approve
 - b. Advancement (Kate)
 - c. Finance (Brian)

B. Advancement (Kate)

C. Finance (Brian)

7. **Guest Speaker and fundraising coach: Larry Rubinstein**

8. **FY19 Board Meetings Upcoming Dates: January 2, 2019; March 6, 2019; May 8, 2019**

Next Meeting -

Creative Portland Board Minutes

September 5, 2018

Creative Portland Office

84 Free Street

Board in Attendance: Greg Mitchell, Nicole Barna, Kate Anker, David Brenerman, Brian Marshall, Peter Bass, Lisa Bloss, Gerard Salvo, Randy Ferrell, Daniel Minter, Mufalo Chitam, Raffi Der Simonian (phone)

Staff in Attendance: Dinah Minot, Emily Southard

Audience: Allie Legere, Joan Rogers, Julia Durgee

Meeting called to order 3:38pm

Welcome and President's Comments

Welcome to the board.

Consent Agenda

It was noted that the prior meeting's minutes had omitted Mr. Mitchell's recusal from the following vote: "Creative Portland supports the concept of an experiential arts and innovation center in the Portland community, including the Maine State Pier." The vote was unanimous with the exception of Mr. Mitchell's recusal.

Motion to Accept Consent Agenda

First: Ms. Anker; Second: Mr. Bass

No further discussion

Vote: Unanimous

Executive Director's Update & Discussion

First Friday Art Walk

Items of discussion:

- First Friday Art Walk: Discussions are ongoing regarding how to address safety and compliance concerns related to the continued growth of this event.
- Monthly Arts Update: Presentation of a drafted re-design of the monthly arts flyer (currently geared only towards First Friday Art Walk).
- Cultural Plan Update: Creative Portland intends to create a document to serve as an ongoing action plan to culminate the cultural planning process. It will be presented to the City Council at the Meeting of the Corporator in November.

Fundraising Strategy Proposal

Presentation of an individual giving strategy for a fall appeal, at the recommendation of the Advancement Committee. The board was asked to provide names to curate a broader mailing list. Corporate sponsorships will be solicited through more direct outreach by the executive Director and/or board members. The goal is to start mailing by the end of September.

Review of Proposed Bylaw Amendments

Review of various proposed changes to Creative Portland's bylaws regarding nomination and replacement of board members and number of board meetings held per year.

Motion for an Executive Session

First: Mr. Ferrell; Second: Mr. Mitchell

No further discussion

Vote: Unanimous

Executive Session: Executive Director's Annual Performance Review

Minutes respectfully submitted by Emily Southard

Creative Portland - Executive Committee

October 19, 2018

12 - 1:30pm

Creative Portland Office

84 Free Street

MINUTES

Board in attendance: Brian Marshall, Kate Anker, David Brenerman

Staff in attendance: Dinah Minot

Meeting began at 12:05pm. Notes taken by Dinah.

1. Discussion of EXCOM serving as nominating committee. Discussion of New Board member candidate Gib Foltz and Board Member Randy Ferrell's interest in Secretary position.

2. Discussion of Bylaw Amendments. Brian will add inclusive words for nominating process: "the City and community" to section 4.3. All other suggestions/corrections remain the same, as there was no pushback on the other comments, other than the Past President participation. The group decided that words, Past President would be eliminated from the language for the officer section, as it presents an obligatory recommendation, and Secretary would be added as part of the executive committee.

3. Executive Director Report

- Discussion of upcoming On The Verge art exhibit, opening on Wed October 25th, with an explanation of the theme, the juried process and the selection of local artists representing a good cross-section of talent, both emerging and established.
- Discussion of Professional Development Workshops - last one was on Fundraising with a dozen participants.
- New Fiscal Sponsorships were discussed including Indigo Arts Alliance, Speedwell Projects and Portland Dance Month.
- Fundraising update:
 - Grant Award! PEDPIP awarded 15K matching grant for cultural plan initiative on work plan-enhancing the visitor's cultural experience.
 - Mailers and letters being sent in the mail through October 26. Email follow-up 2 weeks later.

Note: No significant input from Board on target names or letter signing. Excom will follow-up with board to contribute names. Staff handling the bulk of the work for our first small gifts campaign. Suggested professional fundraiser (and board motivator/coach) Larry Rubinstein to be a guest presenter at next board meeting. Everybody agreed good idea.

Dinah discussed healthy early conversations she's had with private sector potential targets for sponsorships.

- Cultural Plan update - meeting at CP on 10/17 to discuss culmination plans and a future initiative to plan an annual "check in," an arts & culture summit. Documents will be prepared for annual report, followed by community assessment of summit format.
- Annual Report to Corporator on November 19. Present draft to board on November 7th meeting.
- Question: Have staff contracts been renewed for FY19 yet? David will follow-up.
- Discussed AGENDA for November 7 annual board meeting at CP.
- Met with Gib Foltz, candidate for CP Board. (Nominating committee agreed to recommend him)
- Proposed slate of officers for VOTE, based on a nominating committee review, which will include a renewal of all excom officers plus a new Secretary, nominee Randy Ferrell.

1:35pm Meeting adjourned

Creative Portland
Statement of Activity
 July through September 2018

	<u>Jul 18</u>	<u>Aug 18</u>	<u>Sep 18</u>	<u>TOTAL</u>
Ordinary Income/Expense				
Income				
4100 Operations (unrestricted)				
4110 Contribution Income				
4112 Board Challenge	0	0	0	0
4116 Art Sale Contributions	232	0	0	232
Total 4110 Contribution Income	232	0	0	232
4114 Special Event	0	0	0	0
4115 Arts District TIF Funding	0	0	25,000	25,000
4140 Corporate Sponsorships	40	0	40	80
4150 Fiscal Sponsor Agent Fee	0	125	257	382
Total 4100 Operations (unrestricted)	272	125	25,297	25,694
4200 Programs (restricted)				
4215 Cultural Plan Income	0	0	0	0
Total 4200 Programs (restricted)	0	0	0	0
Total Income	272	125	25,297	25,694
Cost of Goods Sold				
5000 Cost of Programs				
5010 Cost of Program Cultural Plan	400	0	0	400
5020 Event Expenses	290	0	361	651
5030 Cost of Program - First Friday	176	253	0	429
Total 5000 Cost of Programs	866	253	361	1,480
Total COGS	866	253	361	1,480
Gross Profit	-594	-128	24,935	24,213
Expense				
6000 Marketing				
6010 PR, SM & Community Engagement	95	125	155	375
6015 Web programming	0	0	12	12
6020 Website	0	0	35	35
6025 Printing and Reproduction	0	0	90	90
Total 6000 Marketing	95	125	292	512
6100 Personnel				
6101 Executive Director	5,425	5,425	6,694	17,544
6102 Program Assistant	3,875	3,875	4,392	12,142
6150 Professional Development				
6151 Conferences Attended	0	150	0	150
Total 6150 Professional Development	0	150	0	150
Total 6100 Personnel	9,300	9,450	11,086	29,836
6200 Occupancy Expenses				
6212 Electricity	55	38	37	131
6213 Office Improvements	300	314	300	915
6214 Water & Sewer	34	36	35	105
6215 Internet	150	75	0	225
Total 6200 Occupancy Expenses	540	463	372	1,375
6500 Professional Services				
6520 Graphic Design	400	0	0	400
6560 Accounting	1,008	591	493	2,092

Creative Portland
Statement of Activity
 July through September 2018

	<u>Jul 18</u>	<u>Aug 18</u>	<u>Sep 18</u>	<u>TOTAL</u>
6570 Technical Support	0	50	0	50
Total 6500 Professional Services	1,408	641	493	2,542
6600 Operating Expenses				
6605 Telephone	0	100	0	100
6610 Software	0	154	47	201
6615 Meetings				
6617 Food	0	131	0	131
Total 6615 Meetings	0	131	0	131
6620 Office Supplies	82	78	130	291
6625 Postage and Delivery	0	212	0	212
6630 General Liability Insurance	139	217	139	496
6640 Bank Service Charges	26	0	0	26
6645 Filing Fees	60	60	0	120
6650 Dues & Memberships	0	50	0	50
6660 Email	47	0	0	47
Total 6600 Operating Expenses	355	1,002	317	1,675
Total Expense	11,699	11,681	12,561	35,940
Net Ordinary Income	-12,292	-11,809	12,375	-11,727
Other Income/Expense				
Other Income				
7000 Other Income-Expense				
7700 Interest Exp - City Loan	-19	-19	-19	-56
Total 7000 Other Income-Expense	-19	-19	-19	-56
Total Other Income	-19	-19	-19	-56
Net Other Income	-19	-19	-19	-56
Net Income	<u>-12,311</u>	<u>-11,828</u>	<u>12,356</u>	<u>-11,782</u>

Creative Portland
Financial Activity Budget vs. Actual
 July through September 2018

	Jul - Sep 18	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
4100 Operations (unrestricted)				
4110 Contribution Income				
4111 Individual	0	2,001	-2,001	0.0%
4112 Board Challenge	0	3,000	-3,000	0.0%
4116 Art Sale Contributions	232	450	-218	51.56%
4110 Contribution Income - Other	0	0	0	0.0%
Total 4110 Contribution Income	232	5,451	-5,219	4.26%
4114 Special Event	0			
4115 Arts District TIF Funding	25,000	25,000	0	100.0%
4120 Business Partnerships	0	0	0	0.0%
4140 Corporate Sponsorships	80	8,700	-8,620	0.92%
4150 Fiscal Sponsor Agent Fee	382	375	7	101.79%
Total 4100 Operations (unrestricted)	25,694	39,526	-13,832	65.01%
4200 Programs (restricted)				
4215 Cultural Plan Income	0			
4265 Event & Project Sponsorships	0	0	0	0.0%
4270 Grants & Foundations				
4275 CP Grants	0	0	0	0.0%
Total 4270 Grants & Foundations	0	0	0	0.0%
Total 4200 Programs (restricted)	0	0	0	0.0%
4300 Other	0	0	0	0.0%
5100 Fiscal Sponsor Inc (restricted)	0	0	0	0.0%
Total Income	25,694	39,526	-13,832	65.01%
Cost of Goods Sold				
5000 Cost of Programs				
5010 Cost of Program Cultural Plan	400			
5020 Event Expenses	651			
5030 Cost of Program - First Friday	429	1,500	-1,071	28.6%
Total 5000 Cost of Programs	1,480	1,500	-20	98.69%
Total COGS	1,480	1,500	-20	98.69%
Gross Profit	24,213	38,026	-13,813	63.68%
Expense				
6000 Marketing				
6005 Comm & Marketing Outreach	0	500	-500	0.0%
6010 PR, SM & Community Engagement	375	500	-125	75.0%
6015 Web programming	12			
6020 Website	35	600	-565	5.83%
6025 Printing and Reproduction	90	450	-360	20.05%
6000 Marketing - Other	0	0	0	0.0%
Total 6000 Marketing	512	2,050	-1,538	24.99%
6100 Personnel				
6101 Executive Director	17,544	17,750	-206	98.84%
6102 Program Assistant	12,142	8,438	3,704	143.9%
6103 Employee Benefits	0	0	0	0.0%
6104 Payroll Fee	0	0	0	0.0%
6105 Payroll Taxes	0	0	0	0.0%
6106 Recruiting Expense	0	0	0	0.0%
6120 Workmen's Compensation	0	375	-375	0.0%
6150 Professional Development				
6151 Conferences Attended	150	0	150	100.0%
6152 Staff Development	0	0	0	0.0%
6154 Reimbursable Expenses	0	0	0	0.0%
6150 Professional Development - Other	0	0	0	0.0%
Total 6150 Professional Development	150	0	150	100.0%
6100 Personnel - Other	0	0	0	0.0%
Total 6100 Personnel	29,836	26,563	3,274	112.33%
6200 Occupancy Expenses				
6211 Office Rent	0	960	-960	0.0%

Creative Portland
Financial Activity Budget vs. Actual
 July through September 2018

	Jul - Sep 18	Budget	\$ Over Budget	% of Budget
6212 Electricity	131	818	-688	15.95%
6213 Office Improvements	915	0	915	100.0%
6214 Water & Sewer	105	150	-45	70.02%
6215 Internet	225	225	-0	99.97%
6200 Occupancy Expenses - Other	0	0	0	0.0%
Total 6200 Occupancy Expenses	1,375	2,153	-778	63.86%
6300 Travel				
6310 Travel Expenses	0	500	-500	0.0%
6300 Travel - Other	0	462	-462	0.0%
Total 6300 Travel	0	962	-962	0.0%
6500 Professional Services				
6510 Consulting	0	0	0	0.0%
6520 Graphic Design	400	0	400	100.0%
6560 Accounting	2,092	1,500	592	139.45%
6570 Technical Support	50			
6575 Website Editing and Bloggin	0	0	0	0.0%
6580 Other Professional Services	0	2,250	-2,250	0.0%
6500 Professional Services - Other	0	0	0	0.0%
Total 6500 Professional Services	2,542	3,750	-1,208	67.78%
6600 Operating Expenses				
6605 Telephone	100	150	-50	66.67%
6610 Software	201	300	-99	67.12%
6615 Meetings				
6616 Venue	0	0	0	0.0%
6617 Food	131	600	-469	21.88%
6615 Meetings - Other	0	0	0	0.0%
Total 6615 Meetings	131	600	-469	21.88%
6620 Office Supplies	291	600	-309	48.42%
6625 Postage and Delivery	212	75	137	282.15%
6630 General Liability Insurance	496	675	-179	73.52%
6635 D & O Insurance	0	300	-300	0.0%
6640 Bank Service Charges	26	0	26	100.0%
6645 Filing Fees	120	0	120	100.0%
6650 Dues & Memberships	50	150	-100	33.33%
6655 Board Expense	0	0	0	0.0%
6660 Email	47	135	-88	35.17%
6670 Supplies & Equipment	0	0	0	0.0%
Total 6600 Operating Expenses	1,675	2,985	-1,310	56.1%
8120 Telecommunications	0	0	0	0.0%
8140 Food and Venue	0	0	0	0.0%
8240 Insurance	0	0	0	0.0%
9000 Fiscal Sponsorship Disbursement	0	0	0	0.0%
Total Expense	35,940	38,462	-2,522	93.44%
Net Ordinary Income	-11,727	-436	-11,290	2,687.81%
Other Income/Expense				
Other Income				
7000 Other Income-Expense				
7700 Interest Exp - City Loan	-56	0	-56	100.0%
Total 7000 Other Income-Expense	-56	0	-56	100.0%
Total Other Income	-56	0	-56	100.0%
Other Expense				
8000 Reimbursed Expenses	0	0	0	0.0%
Total Other Expense	0	0	0	0.0%
Net Other Income	-56	0	-56	100.0%
Net Income	-11,782	-436	-11,346	2,700.58%

Creative Portland
Statement of Financial Position
As of September 30, 2018

	Sep 30, 18	Jun 30, 18	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1010 Creative Portland Checking	30,613	28,155	2,458	8.73%
1015 Petty Cash	86	86	0	0.0%
1025 PayPal Account	621	772	-151	-19.6%
Total Checking/Savings	31,321	29,014	2,306	7.95%
Accounts Receivable				
1150 Accrued Contribution Receivable	0	3,455	-3,455	-100.0%
Total Accounts Receivable	0	3,455	-3,455	-100.0%
Other Current Assets				
1200 Art Sale Receivable	0	560	-560	-100.0%
1600 Prepaid expenses				
1610 Prepaid Insurance	930	1,348	-418	-31.03%
Total 1600 Prepaid expenses	930	1,348	-418	-31.03%
Total Other Current Assets	930	1,908	-978	-51.27%
Total Current Assets	32,250	34,377	-2,127	-6.19%
Fixed Assets				
1400 Fixed Assets				
1410 Equipment	4,579	4,579	0	0.0%
1420 Accumulated Depreciation	-2,189	-2,189	0	0.0%
1450 Leasehold Improvements				
1455 Accumulated Depreciation	-4,777	-3,876	-901	-23.26%
1450 Leasehold Improvements - Other	36,058	36,058	0	0.0%
Total 1450 Leasehold Improvements	31,281	32,182	-901	-2.8%
Total 1400 Fixed Assets	33,671	34,573	-901	-2.61%
Total Fixed Assets	33,671	34,573	-901	-2.61%
Other Assets				
1950 Stock Ownership	524	524	0	0.0%
Total Other Assets	524	524	0	0.0%
TOTAL ASSETS	66,446	69,474	-3,028	-4.36%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	493	20,776	-20,284	-97.63%
Total Accounts Payable	493	20,776	-20,284	-97.63%
Other Current Liabilities				
2100 Payroll Liabilities				
2110 Employee Expenses Payable	0	166	-166	-100.0%
2100 Payroll Liabilities - Other	27,900	0	27,900	100.0%
Total 2100 Payroll Liabilities	27,900	166	27,734	16,727.5%
2200 Art Sale Liability	-535	0	-535	-100.0%
2500 Fiscal Sponsorship Liability				
Total 2510 MSCW Fiscal Sponsorship	494	494	0	0.0%
Total 2530 Black Artists Forum Fiscal Spon	0	0	0	0.0%
Total 2540 Pecha Kucha Fiscal Sponsorship	4,782	2,042	2,741	134.23%
Total 2550 Fiscal Sponsorship (Malaga)	0	0	0	0.0%
Total 2560 Speedwell Projects Fiscal Spons	0	0	0	0.0%
Total 2500 Fiscal Sponsorship Liability	5,277	2,536	2,741	108.06%
Total Other Current Liabilities	32,642	2,702	29,940	1,108.05%
Total Current Liabilities	33,134	23,478	9,656	41.13%
Long Term Liabilities				
2800 City of Portland Loan	18,496	19,398	-902	-4.65%
Total Long Term Liabilities	18,496	19,398	-902	-4.65%
Total Liabilities	51,630	42,876	8,754	20.42%
Equity				
3050 Retained Earnings	-3,929	599	-4,529	-755.91%
3100 Unrest'd Net Assets				
3101 Prior Period Adjustments	-32,742	-32,742	0	0.0%
3110 Unrest'd Undesignated NA	56,904	56,904	0	0.0%
Total 3100 Unrest'd Net Assets	24,162	24,162	0	0.0%
3200 Temporarily Rest'd Net Assets	6,365	6,365	0	0.0%
Net Income	-11,782	-4,529	-7,254	-160.18%
Total Equity	14,815	26,598	-11,782	-44.3%
TOTAL LIABILITIES & EQUITY	66,446	69,474	-3,028	-4.36%

CREATIVEPORTLAND^{ME}

Executive Director Report 11/07/18 Board Meeting

FUNDRAISING

- Fall Appeal-Small Gifts Campaign launched in Mid-October to approximately 300 targets, including artists and community stakeholders; Donations are coming in, but we will wait until year-end for update. Dinah to send second customized batch in Mid-November.
- Grants: PEDPIP Grant application reviewed by Portland Development Corporation. \$15K matching grant awarded to CP in October 2018 to begin the planning process to develop an enhanced visitor experience of Portland's arts & culture.
- February Friendraiser/Fundraiser & Talent Showcase in development stages (TBD)

PROGRAMS

- **First Friday Art Walk** - October Art Walk had no safety or code violations reported. City will send a proposal for safety and compliance issues for the four summer months. CP hosting a dance meetup and open house reception for the *On The Verge* art show on November 2. Working with Buy Local, CP will co-host a .
Nov 2
- **2 Degrees Program** - Sponsorship discussions in the works for a redesign of the program. New planning committee to be formed.
- **CP Art Gallery** - *On The Verge* arts exhibition, opened October 24, showcasing 18 artists from Greater Portland, selected by our volunteer curatorial team. Two pieces have already sold.
- **Arts in the Chamber series**
October 1 - Palaver Strings quartet, a group from the 13-member ensemble
November 5 - International Dancer & Choreographer Riley Watts
Dec 3 - Myles Bullen, rapper and beatboxer
Dec 17 - SidexSide, an arts education initiative in the public schools celebrates their \$2.5 million federal grant award
- **Professional Development Workshops**
October 10 - Sara Juli presented Fundraising: How to Write a Holiday Appeal Letter
- **Monday Morning Drop By - Community Open House**
October 1 & November 5: A dozen community members (+/-) attend each event
- **Cultural Plan Update Meeting - October 17**
Two dozen arts community stakeholders (some from large cultural anchors and others from smaller, fledgling organizations) gathered to gauge interest in an annual "check-in," in the form of a summit and/or to showcase talents to new audiences, investors and patrons. The Cultural Plan Report will be completed and presented on Nov 19th with the annual report to the corporation (The City).

MARKETING & COMMUNITY OUTREACH (October & November calendar)

- Mid-September: CP met with general manager of Fork Food Lab to troubleshoot and discuss possible partnerships to help address the threat of a shutdown for the food-related manufacturing collective. SLAB.org has assumed ownership and will keep FFL alive and Cp will continue to promote open houses during the art walk.
- Oct 26 - GPIWC 4th floor opening (CP curated art)
- Oct 26 - Alison Hildreth Art Exhibition Opening at Speedwell (CP fiscal sponsor)
- Nov 1 - CP & Gulf of Maine Research Institute (GMRI) interested in possible partnership/sponsorship pending board approval.
- Nov 8 - Portland Media Center (PMC) Annual Meeting - Dinah keynote speaker
- Nov 8 - Portland Public Library (PPL) Panel Discussion on Immigrant Advocacy in Maine, facilitated by Portland Press Herald - Dinah on panel
- Nov 13 - Portland Chamber Board Meeting - Dinah guest speaker
- Nov 14 - Eggs & Issues - CP is community corner nonprofit at Chamber's event on LIVE/WORK Maine and workforce development initiatives

NEW FISCAL SPONSORSHIPS (CP receives 5% of incoming funds):

- Speedwell Projects, a not for profit arts gallery and artists cooperative in Woodford's Corner dedicated to launching thought provoking exhibitions in all media.
- Portland Dance Month, a month-long series of performances, workshops, and other events, providing an opportunity for local arts organizations to strengthen relationships, expand public engagement, and get audiences excited about seeing more dance performances in Portland.
- Indigo Arts Alliance, an initiative to create innovative hybrid studio spaces to amplify the creative voices, artistic vision, and practice of artists of color in Maine.

EXISTING FISCAL SPONSORSHIPS:

- Black Artists Forum (Maine Initiatives grant): A coalition dedicated to maintaining the growth of individual creators and the community of black artists in Maine.
 - Hi Tiger (VIA donation)
- Start Up Maine, Inc.: A three-day conference of cutting-edge content, applied learning, and collaborative connections, welcoming both startups and creators from Maine and beyond.
- *Re-Past: Remembering Malaga* Re-Past (Davis Family Foundation grant): A site-specific memorial held on Malaga Island to engage the public-at-large to remember those who were evicted from the island in 1912.
- Bryan/Robinson Consortium: A consortium commissioning an African American Requiem titled based on the poetry and prose of legend Ashley Bryan, composed by Aaron Robinson.
- Pecha Kucha Portland: A global storytelling presentation that has been active in Portland for 10 years.

FY18 ANNUAL REPORT (TO CORPORATOR): Draft attached.

DRAFT

CREATIVE PORTLAND CORPORATION BOARD OF DIRECTORS

FISCAL YEAR 2018 ANNUAL REPORT

The Creative Portland Corporation (CP) submits this Annual Report to the Portland City Council, Corporator of Creative Portland, on November 19, 2018. This is the ninth Annual Report submitted as CP ended its eighth fiscal year of operations on June 30, 2018. A financial summary of Creative Portland's FY18 revenue and expenses is included with this document. The Creative Portland Board of Directors thanks the Portland City Council for allotting TIF funds in the amount of \$100,000 during FY18 from the Portland Development and Arts TIF District. With this investment, CP was able to leverage additional funding from various public and private sources in cash grants and donations just over \$39,441, plus \$3,642 in specific in-kind donations and hundreds of hours of in-kind support contributed by dozens of volunteers. We are also grateful to the city manager and economic development staff for the \$25,000 Portland Development Corporation loan in 2016, of which \$5630.35 is already paid off. The loan financed the renovation of our multi-use city-owned office space, which opened almost two years ago in January 2017, a few months after we hired a new executive director, Dinah Minot. Creation of an open architectural space with the help of several board members' in-kind services has provided an inviting street presence for CP, as well as an art gallery that has put us on the map in our efforts to cultivate arts patronage and a buyer's market for visual artists to showcase their work. In addition, the new space has attracted volunteers from all arts genres as we work toward becoming a cultural hub and clearinghouse of information and resources.

Creative Portland is the lead for the City of Portland's Economic Development Plan section *Enrich the Creative Economy* in the City's ten year comprehensive plan approved in 2017. The plan tasks Creative Portland with leading the efforts to create a brand identity for Portland to attract and retain artists and entrepreneurs in order to sustain creative growth. We partner on a regular basis with city partners Portland Downtown, Visit Portland, The Portland Regional Chamber of Commerce, and the Economic Development Department to create and update an Economic Development Steering Committee (EDSC) two-year work plan.

MISSION & VISION

Creative Portland was founded by Portland City Council to grow and support the creative economy. Eight new board members joined the board in 2017-18, and the board of 17 members adopted a clarifying mission statement that reinforced bylaws and board alignment under the leadership of David Brenerman, former city councilor and Mayor, appointed board chair in Fall 2017. The current mission statement, influenced by strategies identified in the cultural planning process of 2017-18, continues to support the creative economy through the arts, with an added focus of nurturing and promoting the local arts and cultural community.

The statement: Our mission is to support the creative economy through the arts by providing essential resources, by fostering partnerships, and by promoting Portland's artistic talents and cultural assets. As the official nonprofit arts agency, we support economic development efforts by strengthening and stimulating our workforce, creative industries, and enterprises.

Previously, in 2009, the organization adopted the visionary goal of attracting 10,000 people to the city who value and support creativity, innovation and arts and culture. CP programs such as 2 Degrees Portland were designed to attract and connect people to the creative community and to provide support to the artists and creative entrepreneurs who make up that community.

This past year, with the help of grants from Maine Arts Commission (MAC) as well as a matching PEDPIP grant, plus corporate sponsorships, Creative Portland facilitated a citywide cultural planning process. The third and final phase of the planning process is scheduled to conclude in Fall of 2018. Phases 1 and 2 included the hiring of a Boston consultant to compare existing creative economy plans & reports and to facilitate a citywide cultural planning process to update the cultural plan of 1998, *Celebrating Community: A Cultural Plan for Portland, Maine*. A separate summary report of the cultural plan update is attached for city council review and support. The main takeaway from the report has been establishing solidarity and community buy-in to continue collaboration with an action item to host an annual arts & culture summit each spring. The objective of the summit is to address the five key strategies that were identified for meeting the overall goal of the community: to make the collective arts, culture, and creative economy of Portland more visible and provide more support to arts organizations, individuals and creative businesses through collaborations and other means of celebrating the arts and cultural life of Portland in an ongoing effort to sustain and grow the creative economy. These five key strategies are:

1. **Celebrate Congress Street and the Arts District.** Elevate Congress Street as an arts district with signage, maps, tours that connect to other “hot spots,” etc. Envision Congress Street as the spiritual home of the creative economy of the local and regional creative Portland community. Use the arts district to give visibility to the community and to provide a magnet for art buyers, audiences, and organizational members.
2. **Provide visibility and professional development/support for artists and creative entrepreneurs.** Provide a website gallery of artists and entrepreneurs, create maps of art centers within the city and region, and provide a host of professional supports including marketing, shipping, exhibition guidelines and actual services to help artists professionalize their craft and create a strong image of the city as a destination for buyers of art and audience for performances and museums.
3. **Focus on cultural tourism and coordinated marketing efforts.** Connect formally with Visit Portland, Portland Downtown and hotels, to focus on cultural tourism - package tours and promotions, weekend culture packages, website of events, etc. to encourage and better serve Portland visitors.
4. **Focus on “experience design.”** Ensure that the arts, culture, and creative economy of the city (and region) are visible, and user-friendly to navigate, visit, and enjoy. This includes addressing parking and transportation, website access and visitor information, signage, access to opportunities, and visibility and on-the-ground experiences. The

experience of enjoying music, dance, fine art, dining, and entertainment should be easy and joyful.

5. **Advocate for maintaining and growing affordable live, work, and performance space** in Portland. Explore incentives, policies, and zoning tools. Facilitate extended collaborations with the public, non-profit, and private sectors to create affordable space.

CP's goal is to apply some of the cultural planning strategies in our programs and initiatives. The city has made a substantial investment in Creative Portland, and we are committed to reinforcing the necessity to collaborate and work together, as we recognize that the arts and cultural sector is the core foundation of the creative economy.

NOTABLE ACCOMPLISHMENTS

A Welcome Center for the Arts Community

Creative Portland's headquarters at 84 Free Street has a steady flow of visitors and is beginning to earn a reputation as a clearinghouse of information and cross-promotion.

Open to the public weekdays from 10-4pm and also during First Friday Art Walk, CP hosts pop-up exhibits, concerts, performing arts 'show & tells' and art exhibitions.

(Updating) Portland's 1998 Cultural Plan

CP was awarded a \$10,000 grant from the Maine Arts Commission to update Portland's 1998 Cultural Plan, plus a matching Portland Development Corporation (PDC) grant of up to \$15,000. With the tremendous growth in the arts community over the last 20 years and the recent investments in creative economy strategies by the City of Portland via Creative Portland, it has been a pivotal time to invite peers into a formal, facilitated set of conversations about what challenges remain and how best to invest and leverage limited resources. Seventeen community meetings have been held in what is still an ongoing initiative. This first grant from the Commission is the first step toward the possibility of a much larger state contribution. Once a cultural plan is completed, the City of Portland will be eligible to apply for a \$75,000 grant from the Commission in March 2018 to implement an initiative identified in the plan.

ONGOING INITIATIVES & PROGRAMS

This past year we have facilitated and convened diverse groups in the arts community, hosting meetups, Monday Morning Drop Bys, talent showcases, art openings, professional development workshops, and cultural plan work groups.

Arts & Culture Summit - May 2018

In May 2018, we hosted over 70 cultural leaders under one roof in our first arts and culture summit to present cultural plan feedback and to assess community buy-in for an annual arts & culture summit. City planning staff and members of the Office of Economic Development, as

well as representatives from New England for the Arts (NEFA) attended the summit and served as presenters. CP premiered a one-minute “sizzle reel” highlighting the cultural life of Portland to a soundtrack by Batimbo United, Portland’s Burundi drummers. The video can be viewed on the homepage of Creative Portland’s website as well as several city partners’ websites, including Visit Portland.

Art Outta the Park

An inaugural talent showcase, in partnership with the Portland Sea Dogs at Hadlock Field and sponsored by Coffee by Design, was launched in June 2018. Multiple cultural organizations showcased their programs outside the stadium on the plaza as fans entered the ballpark, including Portland Ballet, Portland Museum of Art, Friends of the Kotschmar Organ, Portland Public Library, SideXSide, Running with Scissors, Maine Academy of Modern Music, and African Dundada. Rising senior Madeline Fitzgerald from Deering High School performed the National Anthem, Batimbo United performed live on the field, and Slugger danced with dancers from the Portland Ballet.

First Friday Art Walk

Now in its 19th year, the Art Walk continues to attract thousands to downtown Portland every month for Maine’s largest monthly free cultural event. Based on research conducted in 2011, we estimate that the Art Walk still brings an estimated \$1 million to the local economy every year, as consumers spend an average of \$28 per person when attending a Portland cultural event. Creative Portland promotes and manages the Art Walk with online listings and in print, generously sponsored by the Portland Phoenix and several organizational partnerships, including Portland Ovations, Portland Museum of Art, WMPG, 207/News Center Maine, and the Maine College of Art.

METRO partnered with CP in 2016 to offer free rides every First Friday after 4pm, including the Breeze connection from as far away as Brunswick. Meanwhile, we are in development phases to continue to work with METRO and GPCOG on other initiatives to celebrate our city’s diversity through arts messaging on bus shelters. Our aim is to bring the “art” back into Art Walk and focus on facilitating a free, self-guided tour of galleries and venues. The success of the program has attracted visitors from all over the state, and city departments are currently working with CP to ensure safety and code compliance, particularly as crowds swell during the summer months.

2 Degrees Portland

Implemented in January 2011, the 2 Degrees Portland program, a connectivity and networking program for people interested in living and working in Portland, continues to attract about 10 people each month. The database of people who live and/or work in Portland volunteering to be “connectors” also grows every month. There are now over 300 connectors who are willing to connect, assist, and mentor participants who are interested in exploring Portland and/or moving here. In FY18, 56 people from as far away as California and the UK contacted 2 Degrees for information and connections while considering a move to the Portland area. Sponsorships with companies such as Northeast Bank and Vitalius Real Estate came with cash commitments that

represented direct leveraging of public funds. We also organize six events each year at creative businesses and organizations throughout the city, including artist studios, co-working spaces, cultural institutions, and historic buildings, as a means to introduce newcomers to Portland and encourage them to invest in these industries. Creative Portland is exploring a redesign of this program to attract sponsors and to assure greater exposure and participation.

Arts in the Chamber

In 2016, the Mayor initiated a new monthly program to showcase artists at the beginning of city council meetings, usually on the first Monday of the month, to present talent from all genres reflecting our diverse city. Creative Portland was asked to coordinate this program. CP has reached out to the arts community to scout and book 3-4 minute performances and/or presentations in front of the councilors in the chamber that are also broadcast on public access TV to encourage community engagement and to share highlights of Portland's diverse cultural life. Participants this past year included local dancers, drummers from Burundi, musicians, singer/songwriters, poets, visual artists, designers, student groups and performance artists.

Americans for the Arts: Arts & Economic Prosperity 5 (AEP5)

For the third time, the City of Portland via Creative Portland participated in a national economic development survey conducted by Americans for the Arts (AFTA) that repeats every five years. The AEP5 report, published in 2017, revealed that spending by arts organizations and their audiences in Portland totaled \$75 million, up over \$20 million since the last report five years ago. Of the 46 arts organizations surveyed, it was found that they supported 2,372 full-time equivalent jobs, up from the 1,535 jobs reported in the last survey. Additionally, the report validated data on who attends arts events, what they pay and what financial contributions Portland's nonprofit arts groups are making to the local economy in terms of direct dollars as well as tax revenue to the State of Maine in the form of sales taxes. It is extremely valuable as an advocacy tool in demonstrating how large and significant the nonprofit arts community is in Portland. This data has been valuable to the major cultural organizations and larger nonprofits (who contributed financially to the survey process) to leverage the final data for recruitment and strategic planning. Portland's participation in prior AEP surveys and the valuable information the city received as a result led to the addition of Bangor, Belfast, Waterville, and the Western Mountain Regions as new participating regions to the fifth iteration of the survey.

Challenge of Change 3.0 - Shaping the Future of Portland

This half-day conference at USM on October 28, 2017 featuring keynote speaker Susan Silberberg was sponsored and co-hosted by Creative Portland, Portland Society for Architecture (PSA), The Portland Regional Chamber of Commerce, UNE's Center for Global Humanities and the USM Muskie School of Public Service. Creative Portland continues to partner with PSA and others to present educational forums where the public can learn about the impacts of growth and hear various viewpoints on urban design.

Professional Development Workshops

Providing resources to the arts community is a top priority. In FY18, we hosted a half dozen free workshops to boost the creative economy, with a variety of topics and themes, including Copyright 101, Social Media 101, Grant Writing & Grant Pursuits, Money Matters, and The Portfolio.

Fiscal Sponsorships

An important way we serve the creative community is as the fiscal sponsor for creative initiatives who require a 501(c)(3) organization to apply for grants and accept donations. In FY17 we were fiscal sponsors for organizations including:

- Startup Maine (formerly Maine Startup & Create Week), a weekend-long event that last year generated national publicity (including a New York Times Op-Ed) highlighting the entrepreneurial spirit and growth in Portland.
- Maine Youth Rock Orchestra (MYRO), an ensemble of classically trained young musicians performing modern arrangements on tour and as accompaniment for national acts that has since become an official 501(c)(3).
- Black Artists Forum, a coalition dedicated to maintaining the growth of individual creators and the community of black artists in Maine by creating visibility for artistic diversity while making cultural resources and opportunities accessible to the creative community, which in FY18 received grants from Maine Initiatives and the Maine Community Foundation.
- Pecha Kucha (Portland), a global storytelling presentation in which 20 slides are shown for 20 seconds each in a precise and fast-paced event with multiple speakers. A community-building program that has been active in Portland for 10 years.
- Bryan Robinson Consortium, a consortium commissioning an African American Requiem titled *A Tender Bridge* based on the poetry and prose of Ashley Bryan, composed by Aaron Robinson, and to be performed by consortium members across the United States through 2020.

CREATIVE PORTLAND FORMATION HISTORY

The City Council, by Order #92 passed November 17, 2008, authorized the establishment of Creative Portland (CP) as an economic development initiative to support Portland's creative economy. Formation of the Board of Directors was completed in the summer of 2009, with City Council appointments to the Board of Directors. One city councilor serves as the City Council representative and Greg Mitchell, Portland's Economic Development Director, serves as the City Manager's representative on the CP Board.

CREATIVE PORTLAND BOARD OF DIRECTORS FY19:

Kate Anker, **Vice President:** Running with Scissors

Nicole Barna: Portland Monthly

Peter Bass: Random Orbit

Lisa Bloss: ethnographer

David Brenerman, **President:** Former City Councilor, City of Portland
Ezekiel Callanan: Opticliff Law
Mufalo Chitam: Maine Immigrants' Rights Coalition
Councilor Kimberly Cook, ex-officio: Portland City Council
Raffi Der Simonian: consultant
Randy Ferrell: Ocean Gate Realty
Dee Dee Germain: Barrett Made
Emily Isaacson: conductor, Oratorio Chorale, Portland Bach Experience
Brian Marshall, **Treasurer:** Verrill Dana
Daniel Minter: artist, Black Artists Forum, Maine College of Art
Greg Mitchell, ex officio: Economic Development Director - City of Portland
Gerard Salvo: TideSmart Global
Brianna Volk: Portland Hunt + Alpine, Little Giant

The City Council, by Order #94 passed November 17, 2008, established the Creative Portland Development and Arts Tax Increment Financing (TIF) District, as a ten-year program, to provide annual "seed" financing to support CP operations. In 2012, the Council voted to extend that funding to 15 years.