

OREGON HERITAGE VITALITY 2010

*THE CHALLENGE OF THE PAST FOR OREGONIANS
TODAY AND TOMORROW*



OREGON HERITAGE COMMISSION

JANUARY 2011

RECOMMENDATIONS

Oregon's heritage is at risk from both external and internal challenges. Some are statewide and nationwide in nature, while others are found in communities and organizations. There is no single solution such as money that will solve them.

The Oregon Heritage Commission recommends that individuals, businesses and organizations focus their efforts to re-vitalize Oregon heritage resources by focusing on four goals:

1. *Request that the 2011 Legislature appoint an interim task force to examine state and county financial support for Oregon heritage organizations, and to develop solutions to the challenges.*
2. *Determine the economic and cultural value of heritage to Oregon, including its direct and secondary impacts.*
3. *Strategically communicate consistent information about the value and importance of heritage to the economy and daily lives of Oregonians.*
4. *Increase the capacity of heritage organizations and businesses to collaboratively expand their leadership, development, preservation, community-building, communications, educational offerings and technology.*

The Oregon Heritage Commission urges all Oregonians who value the significance of heritage in their daily lives and the importance of heritage to their communities and state to support these four goals and work on their behalf.



Aurora Colony Music Project

SHORT-TERM STEPS YOU CAN TAKE

Despite the sobering challenges the heritage community faces, there are practical ways to advance heritage's cause, even before some of this report's big-picture recommendations are implemented. "Doing something" is therapeutic in itself, and some of the pragmatic suggestions below could actually generate some very positive results.

- Focus your organization on key purposes. Shed unsuccessful ones.
- Partner with other organizations, including arts, cultural, educational, tourism, humanities and economic development groups. Find ways to jointly solve challenges and promote heritage.
- Deliver history in a more compelling way that resonates with more people.
- Take better advantage of grants and other support programs that already exist.
- Develop short- and long-term goals to focus energy and follow through to generate a sense of accomplishment and motivation.
- Create a strong cadre of volunteers committed and trained for your organization's key purposes and needs.
- Gather the latest demographic information about your audience, city and county. Determine if your organization reflects that community and how you can meet your community's needs.
- Create a communications plan that effectively uses the print, electronic and digital media in your community.
- Enjoy what you do and celebrate your successes, large or small.