

Columbia Gorge Arts & Culture Alliance

Mission, Vision & Focus

Our Mission

"To make arts and culture a magnet to the Columbia Gorge, attracting visitors and residents and benefiting our economy."

Columbia Gorge Arts & Culture Alliance (CGA&CA) will promote the Columbia Gorge as an arts and culture destination region and ensure they play an active and sustained role in 'Life in the Gorge': A magnet that will draw visitors and residents and benefit our economy.

Our Vision

- To make the Columbia Gorge internationally recognized as a premier arts and culture region. Promote it well and it will become a destination location for visitors, artists, and culture makers.
- To highlight, maximize and make the economic benefits and vitality of arts and culture recognized throughout the Columbia Gorge.
- To ensure that arts and culture play an active and sustained part in 'life in the Gorge' keeping them attractive, involving and accessible.

Our Focus - To do this we will:

- Focus on cooperative-planning, advertising, communication and branding
- Fund these efforts through member donations, obtaining grants and other fund-raising efforts.- Initially undertake key strategies and tasks that are executable wins to build momentum. Once accomplished we will focus on further activities and foster new ideas.

2010-11 Objectives

1. Capacity Grants – Build capacity with grants from WA/OR Arts, Travel OR, Travel WA, Wasco Cnty Arts & Cult, HR Cult Trust and others.
2. Develop an umbrella Brand/Logo and tagline that all culture and arts alliance members can use to co-brand.
3. Develop a compelling website and Facebook page.
4. Organize a 'Big Bang' promotion: Columbia Gorge Arts & Culture Month, May 2011.
5. Cooperate in advertising campaigns.
6. Coordinate event organizing and scheduling.
7. Get chambers of commerce to include our messaging in marketing the region.