



This snapshot provides highlights about topics such as: arts, music, history, culture, creative expression, tourism, festivals, celebrations, theatre, dance, and poetry. Corvallis has a vibrant local arts and culture scene for a community of its size.

Theater, arts, music, dance, lectures, galleries and festivals, along with arts programs and classes for students, low income groups, and individuals with physical and mental disabilities, fill the calendar and draw the entire community and its visitors into a culturally rich range of offerings.

OSU students, programs and venues expand and amplify the impact of the arts on community life. Like arts everywhere, there are also challenges to support, fund and sustain Corvallis' arts scene and to give it a stronger voice in civic affairs and economic development.

WHERE ARE WE NOW? Key facts about Corvallis today:

Corvallis enjoys a wide range of arts events, festivals and venues. Corvallis has many arts events, festivals and venues, including its long-running annual summer arts festival da Vinci Days (now in the process of being reinvented), Fall Festival, and the monthly Corvallis Arts Walk. Several galleries in town, along with groups such as the Corvallis Folklore Society, Community Theater, Community Band, Farmers Market, Corvallis Library and others continue to promote artistic and cultural activities throughout the community.

Visitor spending has a local economic impact in Corvallis. The 2015 City of Corvallis Arts & Culture Study revealed that in 2013:

- It took \$66,850 of visitor spending to support one job in Benton County.
- \$27 in employee earnings was generated by every \$100 visitor spending.
- \$5.20 in local and state tax revenues was generated by every \$100 in visitor spending.

Corvallis features numerous historical landmarks. Approximately 150 resources are listed on the Corvallis Register of Historic Landmarks. The area also features three National Register Historic Districts: Avery-Helm, College Hill West, and Oregon State University.

OSU has seven cultural resource centers. The University is home to seven cultural resource centers serving all members of the OSU community: Asian & Pacific Cultural Center; Centro Cultural Cesar Chavez; Etihad Cultural Center; Lonnie B Harris Black Cultural Center; Native American Longhouse Eena Haws; Pride Center; and Women's Center.

OSU and Linn-Benton Community College offer a vast array of performance and visual arts resources. OSU boasts a vast array of performance and visual arts events and resources, including Corvallis-OSU Symphony, Corvallis Repertory Singers, Music a la Carte Concert Series, Music@OSU, OSU Theatre, SAC Presents, and the Steinway Piano Concert Series, as well as many visiting artists and scholars. Linn-Benton Community College also offers numerous arts programs at the Benton Center in Corvallis.

Downtown Theaters add to cultural offerings. In 2015, the Corvallis Parks and Recreation Department began operating the Majestic Theatre, a restored theatre, concert venue and art gallery. The Whiteside Theatre is a historic theatre building that supports numerous events and promotes cultural diversity in downtown Corvallis.

The Arts Center is a part of Corvallis' Community Life. The Arts Center is dedicated to integrating the arts into daily community life in Corvallis through collaboration, outreach, classes, camps, exhibitions and cultural events. Its ArtsCare program brings arts to patients in healing environments, and its At-Risk Youth Art Education program serves children who might not otherwise have art opportunities.



Corvallis Schools offer arts, music and theater programs. The Corvallis School District offers music classes in their K-12 programs, as well as theater programs at the high schools. The School District has three performance spaces for use by students and available to rent by the community. The arts education programming for K-5 is arranged and supported by The Arts Center and various parent teacher organizations. Youth music education and experience opportunities are also provided various private and not-for-profit community organizations, such as the highly active and successful Corvallis Youth Symphony and Heart of the Valley Children's Choir programs.

Madison Avenue offers an arts and history experience. Starting at the Riverfront Commemorative Park, a westward walk along Madison Avenue features art of all types (sculpture, ceramics, paintings, photography, poetry) and nearly two dozen historical panels that tell of the history and development of Corvallis (the "Heart of the Valley").

Events drive OSU-related tourism in Corvallis. OSU has a major impact on tourism and visitor-affiliated revenues in Corvallis such as hotels and restaurants, through its major PAC12 sporting events, homecoming, parents' weekends, conferences and more.

One-third of hotel taxes are put back into tourism and conventions. One third of the hotel tax in Corvallis is used to support Visit Corvallis, the local convention and visitor's bureau, for tourism promotion.

WHERE ARE WE GOING? *Trends or developments that may influence the future of Corvallis:*

A new Corvallis Museum operated by the Benton County Historical Society is scheduled to open in 2018-19. The opening of the museum will bring additional opportunities for arts and culture for both residents and visitors.

County leaders are planning for an Oregon Creative Corridor. In January 2016, arts and tourism organization representatives from four counties (Linn, Benton, Lincoln and Lane) convened to plan for a future Oregon Creative Corridor aimed at developing a viable, sustainable and connected community of art in the Mid-Willamette Valley.

Downturn in Arts Education has a long-term impact. A generation and a half of students in the public school system have not had consistent access to arts education in their formative school years, and are less likely to choose to experience the arts over other entertainment options.

OSU offers arts career opportunities. The OSU College of Liberal Arts, School of Arts & Communication provides opportunities to leverage career training and entrepreneurship programs in the arts.

WHAT ISSUES DO WE FACE? *Frequent comments we have heard from Corvallis citizens during interviews and conversations:*

- *Corvallis supports rich cultural lifestyles through many cultural outlets.*
- *The community has been supportive of the local theatres in town, but the support is at times inconsistent.*
- *While the arts and cultural organizations in Corvallis generally work well together, they could be more cohesive and collaborative in their activities.*
- *Cultural tourism has the potential to be a more significant contributor to downtown and the local economy.*
- *The community values and supports the local farmers market and surrounding agriculture in the area.*
- *A lack of low cost housing and studio space is a problem for keeping young creative people in Corvallis who wish to stay and start new businesses.*
- *Some of the arts facilities in Corvallis had deferred maintenance for 5-10 years beyond schedule.*