

## Cultural Coalition Benchmarks Definitions

Benchmark	Definition
<b>Economic Development</b>	For projects that have as a main goal to improve the economy of their community; this includes but is not limited to seeding organizations, encouraging investment in culture, main street projects, preservation for the sake of increases commercial traffic to area for business increase
<b>Build organization or individual capacity</b>	For projects that have as a main goal to strengthen the organization capacity of the organization or individual to do the work they do to present art, heritage or humanities; this includes but is not limited to purchasing a database program, buying band uniforms, hiring a part-time
<b>Improve or preserve structures</b>	For projects that have as a main goal to preserve or improve a structure i.e. a storefront, a school, an historic bank; this might include providing paint for a main street program that is painting over graffiti on the local historic site.
<b>Increase participation in and access to culture</b>	For projects that have as main goal to increase participation and access to culture for all Oregonians; this includes but is not limited to increasing diversity of participants and/or creating plans for inclusivity for all community members
<b>Lifelong learning</b>	For projects that have as a main goal to educate those that are not K-12 age individuals; this includes but is not limited to adult learning an instrument, taking a history class at the local historical society or writing a thesis on the nature of birds in photos of the Columbia River
<b>Stories/Oral Tradition</b>	For projects that have as main goal to share stories in the oral tradition.
<b>Public Art</b>	For projects that are putting art in public places.
<b>Cultural Tourism</b>	For projects that promote cultural tourism.
<b>Youth</b>	For any project that is youth related, specifically those who are of the age to attend K-12 education; this includes projects that are partnering with or created by schools, however to be youth focused project it doesn't have to be in a school or connected to one.