

# 2020-2025 OREGON HERITAGE PLAN

**OREGON  
HERITAGE**  
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## OREGON'S HERITAGE

Oregon's heritage is the evidence of our past found in the ideas and things we have created, the traditions we keep, and the environment we have inherited. It is the brick of a historic downtown building, knowledge handed down through the generations, and the sounds from a traditional community celebration.

Oregon's heritage holds great value. Sharing stories of the individuals and groups that have come before enables Oregonians to discover our place in the

world. Exhibits and programs that examine freedom and achievement as well as injustice and struggle help provide critical awareness of where Oregonians came from and where we want to go. Preserving the character of historic downtowns creates vital places to live and work and acts as a catalyst for economic development. Participating in traditions and commemorations inspires engaged citizens. Oregon's heritage links us to the past, while it influences how we think about the future. \*Adapted from History Relevance Initiative

## ABOUT THE OREGON HERITAGE COMMISSION

The Oregon Heritage Commission is a group of leaders from across the state that works collaboratively to champion resources, recognition, and funding for preserving and interpreting Oregon's past. Founded in 1995 by the Legislature, the Heritage Commission is comprised of nine gubernatorial appointments and nine ex-officio members. The Commission is designated the primary agency for coordination of heritage activities in Oregon.

In 2018, the Heritage Commission reviewed the progress of the 2014 Oregon Heritage Plan and recent statewide surveys. Paired with ongoing engagement with the heritage community through the Oregon Parks and Recreation Department's grant programs, feedback from Oregon Heritage MentorCorps participants, discussions at the Heritage Conference, and recognition of cultural trends, the Heritage Commission identified four opportunities to strengthen heritage in the state.

**What does this  
mean for your  
organization?**

## A CALL TO ACTION!

The 2020 Heritage Plan is a call to action for heritage efforts to unite around common goals. The Oregon Heritage Commission invites individuals and organizations to discuss these goals, consider how they align with institutional and regional opportunities, and join the Commission in this work. Together, individual steps will add up to important outcomes for the state resulting in more stories told, more people served, and more sustainable heritage organizations. The Heritage Commission provides grants, incentives, technical assistance, and recognition programs to support this work.

# 2020-2025 HERITAGE GOALS & DESIRABLE OUTCOMES



## GOAL 1: Include More Voices

Expand the narrative of history told and preserved in the state to capture previously excluded or marginalized voices for a more complex and accurate depiction of Oregon's historical events.

### DESIRED OUTCOME

*More stories from previously excluded or marginalized voices are developed and shared.*

## GOAL 2: Increase Access to Heritage

Strive to engage more community members and visitors in local heritage by increasing awareness of resources and making them available to diverse audiences and potential stakeholders.

### DESIRED OUTCOME

*Heritage organizations evaluate who's in their community and take intentional steps to decrease barriers and increase access.*

## GOAL 3: Promote the Value of Heritage

Share the economic, cultural, and educational value of heritage with the public and decision makers to inspire awareness, funding, and respect for long-term preservation of Oregon's heritage.

### DESIRED OUTCOME

*Heritage organizations recognize and communicate the value of their work.*

## GOAL 4: Pursue Best Practices

Pursue professional standards and best practices related to heritage processes, standards, and organizational management to ensure healthy, sustainable heritage organizations.

### DESIRED OUTCOME

*Heritage organizations increase organizational capacity.*

## JOIN US!

We said this plan is a little different because these are goals we would like to see heritage organizations accomplish across the state, and we want to give you the tools to do it!

The Oregon Heritage Commission designed this plan as a tool to guide the work of heritage organizations throughout the state. It is intended as a framework to anchor heritage organizations as critical assets serving their entire community. We hope that it will lead to a strong network of heritage organizations contributing to the fabric of the state.

We believe the Plan offers a framework to guide the heritage community at any point, whether it be disaster recovery, inception, or annual visioning and strategic planning. We hope you will join us in this work.

### Why participate, and why participate now?

- Join a network of heritage organizations to support one another.
- Align with goals that represent professional and cultural trends in the field.
- Prepare for planning and adjustments to be the topic of conversation in the years ahead.
- Build statewide momentum for heritage and increase impact.
- Help strengthen Oregon's heritage!



Photo: Vanport Mosaic event focused on memory activism

## EVALUATION PROCESS

In order to measure movement as a state, data from a diverse sample group will be compared over the course of the Plan. Outcomes will be reported publicly, along with success stories, technical bulletins, and resources.

Visit [www.oregonheritage.org](http://www.oregonheritage.org) to learn more about the methodology of the evaluation and how to submit stories to share statewide.



Photo: Southern Oregon University's Stories of Southern Oregon oral history project

# OREGON HERITAGE TOOLS & RESOURCES

## Oregon Heritage Grants

- 8 grant programs that assist people and organization with projects related to historic building preservation, collection preservation, heritage tourism, education, outreach, economic vitality, historic cemetery preservation, and more.

## Oregon Heritage Conference (even years)

- Three days of workshops, sessions, tours, and conversations providing tools, support, and networking for those doing heritage preservation.

## Oregon Heritage Summit (odd years)

- Single issue focused event to provide an opportunity for larger scale discussions to take place at the state-wide level and regional level.

## Technical Resources

- Heritage Bulletins
- Heritage Works! Case Studies
- Studies and Reports

## Oregon Heritage Exchange Blog

- Stories from those doing heritage work across Oregon providing information on resources and impact.

## Oregon Heritage MentorCorps

- Statewide network of volunteers that provide support, project planning assistance, and resources to those doing heritage work.

## Statewide Workshops

- Workshops featuring topics related to heritage organizations at multiple locations across the state.

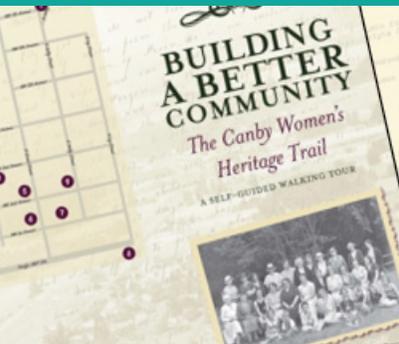
## Sharing the Value of Heritage Toolkit

- Ongoing effort to compile data, resources, and guidance to help heritage groups recognize and communicate the value of their work.

## GRANT HIGHLIGHTS

Use Oregon Heritage grants to accomplish goals related projects. Check out these great examples!

**GOAL 1:**  
Include more voices



**GOAL 2:**  
Increase access to heritage



**GOAL 3:**  
Promote value of heritage



**GOAL 4:**  
Pursue best practices



### City of Canby, Women's Heritage Trail

The City of Canby used a **Certified Local Government Grant** to create the Canby Women's Heritage Trail, Oregon's first trail dedicated to women and tell the story of women's impact on the community.

### Oregon Nikkei Endowment, Digitization Initiative

Oregon Nikkei Endowment used an **Oregon Museum Grant** to digitize historically significant materials related to the Japanese American experience and made them available online.

### Certified Local Governments, Preservation Month

Many communities across Oregon use **Certified Local Government Grants** to promote preservation. The City of Redmond carried out a "This Place Matters" photo contest.

### High Desert Museum, Collection Care

The High Desert Museum used the **Oregon Museum Grant** and **Heritage Grant** program to build relationships with local tribes and create culturally responsive collection care practices and redesign their programs to be more inclusive.