



2008 General Election Questionnaire

Please fill in your information and answer the four questions below. Return via email at oregonartpac@yahoo.com. Those of you who answered these questions in the primary election have an opportunity to reconsider your responses.

Responses are due no later than September 18, 2008.

Follow up interviews will take place in the late afternoon of September 22, 2008 at the Pulliam Deffenbaugh Gallery, 929 NW Flanders Street. We will contact you regarding a specific time.

Candidate: Amanda Fritz

Contest: Portland City Commissioner # 1

Date of Submittal: September 17, 2008

1. What role do arts and culture play in the life and economy of a region and what do the arts mean to you?

Arts are vital to the cultural, educational, and economic infrastructure of our region, as well as our city. Yet although both the cultural/entertainment aspects and the economic factors benefit the whole Metro region, the City of Portland picks up most of the funding for arts and culture organization through the Regional Arts and Culture Council (RACC). I will work with Mayor Adams to encourage Clackamas and Washington Counties, Metro, and the State of Oregon to contribute their fair share to support the arts in the community and in schools. I am endorsed by Mayor-elect Sam Adams; Tom Brian, Chair, Washington County Board of Commissioners; Lynn Peterson, Chair, Clackamas County Board of Commissioners; Ted Wheeler, Chair, Multnomah County Board of Commissioners; Rex Burkholder and Robert Liberty, Metro Councilors; six State Representatives, and three State Senators. I am the candidate for Position 1 with experience, desire, and support in working to create and strengthen partnerships across jurisdictions. I will encourage Clackamas County, Washington County, and Metro, to pick up more of their fair share of funding responsibilities. I will meet with elected leaders in these jurisdictions regularly, to understand their views, address obstacles, and urge them to push for increased funding.

The traditional reaction on support for cultural resources and activities is to consider arts for their aesthetic and soul-satisfying qualities, which are very important, of course. **In 2008, however, "Creative Arts" is one of the known**

growth industries for Portland, the Metro region, and Oregon. We tend to think of "starving" and "artist" in the same phrase, but for thousands of Oregonians,
Arts = Jobs

Graphic design and advertising fit well with our existing concentration of technology-based businesses. Arts industries generate over \$300 million in spending in the Metro region, and support over 10,000 jobs. **I will support economic development programs that promote well-paying jobs in creative arts industries.**

Right here in the heart of Portland, in the Central Eastside Industrial District, successful companies are producing films, commercials, and graphic art such as Nintendo games. If I am elected to the City Council, I will support not only leveraging funds for non-profits in the community via RACC, but also other ways the City can protect and add good jobs in creative arts industries. Keeping the Central Eastside's Industrial Zoning to ensure preservation of large warehouse spaces for production, is one example. Another is considering the impact of traffic flow changes in the Burnside-Couch couplet on sound studios nearby. **I will work with the State to continue and enhance economic development incentives with proven success, to ensure that our film industry can compete with other locations.**

My daughter is heading to Southern Oregon University next week, hoping to succeed in auditioning for the Acting specialty in their Theater major. SOU hosts one of the premier drama programs on the West Coast, in partnership with the Oregon Shakespeare Festival. Knowing the odds of my daughter becoming a star are low, despite the many years she's prepared by participating in theater programs all over Portland and at PSU and PCC, I'm glad I know there are many well-paying jobs off stage, in design, production, and related arts fields.

2. What steps will you take to help significantly increase *private sector* funding for local arts and cultural organizations so that the community's arts organizations can present more high quality arts programs for all citizens?

I will lead by example as well as by working with other governments and private entities. My husband is a gifted amateur photographer, and we regularly donate framed enlargements of his work to non-profit fundraising auctions. I will work with RACC to encourage businesses to contribute to regional arts funding via their payroll deduction program. I will help educate corporations on state tax credits for cultural donations. I will support Commissioner Nick Fish in his work with the Cultural Trust – my car has carried Cultural Trust license plates for years. I will support Mayor Adams in his leadership funding the arts. I know it has been proven that when the City government steps up and shows leadership by dedicating public money to the arts, the private sector contributes more. My advisor and supporter, former City Commissioner Mike Lindberg, told me that when he was able to find \$1million for the Portland Art Museum for the Imperial Tombs tour, it generated millions in private giving.

3. How much of an increase in ongoing arts and culture funding will you support for your jurisdiction? Please provide a specific amount.

Politicians and candidates often say they will "fight" for specific funding promises in response to questions like this. In reality, the Portland City Council makes decisions as a committee of five voting members, who must work together to agree on strategies and get things done. The Mayor and Commissioners must consider all funding needs in the context of priorities. I have a proven record of working with Mayor-elect Sam Adams, Commissioner Leonard, and Commissioner Saltzman on a

wide range of issues – often reaching agreements on outcomes respecting shared values, after disagreeing on specific aspects of proposals. I got to know Commissioner Fish during the primary, and I know we share many goals. I don't "fight", I work in partnerships, within government and with many interest groups in the community. That is how I have been successful in achieving goals in Portland for nearly 20 years.

My priorities are providing services equitably in all 95 neighborhood; jobs; and schools. I consider funding for arts and culture essential for attracting and retaining good, well-paying jobs in Portland. The creative community in Portland makes our city stronger both in the economy and in its vitality. With dedicated leadership, it can provide more good jobs even in challenging times. Young people coming to the cultural center in Portland enrich and enliven our society; older patrons of the arts nurture, sustain and stabilize it. My commitment to arts and culture in Portland is long standing, sincere, and action-oriented. While I can't give you a specific number, supporters of the arts can expect my continued engagement if I am elected to serve as your next City Commissioner.

4. In addition to seeking more funding for arts and cultural endeavors, what other public policies would you pursue to strengthen the creative capacity of the region? Please include your thoughts about integrating arts and culture into the region's educational system.

I will use my experience serving on the Portland Planning Commission for seven years, to improve the regulatory framework for arts endeavors. I understand and care passionately about the issue of public art and murals with respect to billboards and advertising. As I did during my seven years' service on the Planning Commission, I will work to find ways to allow murals while maintaining legal sign code regulations. I will work with Mayor Adams to make sure arts and cultural goals are included in the Portland Plan, the update of our Comprehensive Plan.

Supporting local schools is one of my core values. For seventeen years as an active parent involved in Portland's public schools, I have advocated for adequate, improved school funding. I have lobbied in support of SUN Schools and Portland Parks & Recreation arts programs. Our family has made significant financial contributions to the Portland Public Schools Foundation and to our local schools. I have worked in the community on fundraisers and bond measures, at the City, at Multnomah County, and at the Legislature. As your City Commissioner, I will continue to lobby for school funding in all those places. We must restore arts, sports, electives, and a full range of advanced and remedial courses in every school in the city. Our local economy depends on good schools to attract businesses, keep families in the city, and provide a well-educated workforce.

My grassroots work to support arts education in public schools, and similar efforts by parents all over Portland hasn't attracted headlines, yet without us, an entire generation of children would have received no arts education in our public schools. Business donations, government appropriations, and the leadership of elected officials and non-profits including RACC have also been crucial, but without parent investment and support for arts education, many programs would have disappeared. My oldest child started kindergarten the year after Measure 5 passed, so for all 17 years of my service in the Oregon PTA, I have helped fundraise to keep arts and culture alive in Portland's schools.

* Because parents refused to let arts education die in the 1990s, our grade school, Markham Elementary, continues to have a flourishing program despite being the only Title 1 school on the west side, with 45% of the children receiving free school lunch. I co-chaired the Markham Elementary Local School Advisory Committee for two years, continually finding ways to keep art, music, and physical education at Markham.

* I volunteered with Run for the Arts for 12 years.

* I founded the World's Fair at Markham, its annual multicultural event featuring exhibits, food, art, and dancing - in the first year, 63 countries were represented, and eight years later it remains the school's most popular event for many in the community.

* When my older son was a sixth grader at Jackson Middle School, my husband and I were part of the parent force that saved Speech and Drama there, and again the program survives and grows to this day.

* My youngest child, my daughter, considered Wilson's drama program her main niche in high school. In her freshman year, I was a leader in the parent group that raised over \$30,000 in less than three months, to save the Drama program at Wilson by funding the teacher's position.

I am excited about RACC's partnership with Big Thought, of Dallas. I know that studies show children who participate in arts classes are more likely to perform well on standardized tests, more likely to stay in school, and more likely to continue on to higher education. I will be an active proponent of the Arts Partners collaboration. I believe we need a Commissioner on the Portland City Council who has experienced the agony of worrying about whether their child's favorite class (and life's vocation) will be cut from the Public Schools' curriculum. My background and life's work for 22 years ensures that I will consistently consider funding choices by assessing their effect on supporting and enriching Portland's schools.

I will use my connections with community leaders, teachers, parents, students, and School Board members in all the school districts in our city, to help promote the Arts Partners collaboration. I am endorsed by Governor Barbara Roberts, former City Commissioner Mike Lindberg, the Teachers' Voice in Politics/Portland Association of Teachers, Ruth Adkins and Dilafruz Williams of the Portland Public Schools Board, Alesia J, Reese of the Parkrose School Board, and many other Portlanders who care about arts education. I would greatly appreciate your endorsement.