

2011

Greater
Philadelphia
Cultural
Alliance

Annual
Report
2011





ARTS & CULTURE HELPS INDIVIDUALS COME TOGETHER AND GROW AS A COMMUNITY

Philadelphia International Festival of the Arts / Photo by George Feder



FROM THE PRESIDENT

Fiscal Year 2011 was an important year of adaptation for the Cultural Alliance and our members. Facing a stagnant economy and with new political leadership in Harrisburg, we responded to the new environment, setting a standard that will continue to be important in the year ahead.

That adaptation began with a proactive policy approach. Leading up to the gubernatorial election, the Alliance met with candidates of both major parties to encourage and publish candidate platforms, and deepen our statewide relationships. To advance the cause that arts and culture makes Philadelphia a better place to live, work and raise a family, we launched a new strategic messaging framework called “Arts & Culture. It’s How We Grow®” And later, we used that message to help turn back a proposed 70% cut to the Pennsylvania Council on the Arts.

That message was supported by our research, which documented that Philadelphians truly care about arts and culture and actively participate. In spite of the recession, our Cultural Engagement Index (CEI), which measures both attendance and creative practice, increased 11%. Working with the community, we were able to leverage that public support, building earned income for the sector through our ongoing marketing programs. We broke new records for visitors to Phillyfunguide.com, sold more than 40,000 last-minute tickets through Funsavers, and grew our direct mail Cultural List Cooperative to over 2 million households.

The Alliance, with our partners, also launched a new service, PhillySpaceFinder.com, generating additional earned income for cultural organizations by connecting users of rental, performance, rehearsal, and special events space to creative spaces.

FY2011 was a tough year, but it was one where adaptation paid real dividends. To our members, I say thank you for rolling up your sleeves, putting in longer hours, and working with tenacity and creativity to accomplish more with less. To the people of Greater Philadelphia, who, undeterred by the recession, have continued to attend and support arts and culture in record numbers, a special thanks for showing why our collective efforts are so important. Together, through arts and culture, we are making Philadelphia a truly world-class region.

Sincerely,

Tom Kaiden
President

THE YEAR IN REVIEW

We lead, strengthen and give voice to a diverse cultural sector that is making Philadelphia a world-class region to live, work and play.



JULY, 2010

➤ Nearly **120,000** visit Phillyfunguide in the month of July, an all-time high.

➤ Montgomery County holds **Arts & Culture Summit** - attended by 90 people, this joint effort of county officials, the Cultural Alliance, and other arts & culture leaders kicked off a longer planning process regarding the county's future support for arts and culture.



Kùlú Mélé African American Dance ensemble, a PPA grantee in both 2001 and 2010 / Photo by Jaci Downs Photography

AUGUST, 2010

➤ Cultural Alliance creates **Community Engagement Team**, integrating the work of member engagement, community engagement, and political engagement in a single team.

➤ **33 panelists** from across the region meet at Temple University Center City for the Pennsylvania Partners in the Arts (PPA) Grants Program panel meetings. This marks the 10th year of the grant program.

SEPTEMBER, 2010

➤ Cultural Alliance holds **Healthcare Reform Workshop** for members. Led by Gallagher Benefits Services, the event provides 20 member organizations more information on recent federal health care reform and what it will mean for health insurance options in our region.

➤ **Over 500 members** of the cultural community come together at the newly restored Baptist Temple for the Annual Member Meeting & Reception.

➤ At the Annual Meeting, the Cultural Alliance launches **"Arts & Culture. It's How We Grow"**, a new messaging framework and organizing strategy created to build broad support for arts and culture. The "Grow" message includes five pillars:

Arts & Culture. It's How We GROW!

Arts and Culture is greater Philadelphia's resource for personal, community, and economic growth.

- Arts & Culture is an engine for economic growth
- It has the power to elevate lives
- It has the power to educate
- We own it because it comes from us
- It helps people come together and grow as a community

In the months following the launch, the Alliance's community engagement and marketing and communications teams brought the "Arts & Culture. It's How We Grow" message framework and organizing strategy to over 200 people around the region through a series of eight workshops. The framework and strategy were also presented to a national audience at the Grantmakers in the Arts conference. The Alliance also launched the new "Arts & Culture. It's How We Grow" resource pages on Philaculture.org to coincide with the initiative's introduction at the Annual Meeting.



Sue Vojak, SM Vojak Consulting, LLC; Kathy Wagner, Schultz & Williams; Kenneth Woodson, The Philadelphia Zoo; Fran Feldman Walsh, Eight Marketing at the 2010 Annual Member Meeting & Reception / Photo by



OCTOBER, 2010

➤ Both Pennsylvania gubernatorial candidates release arts platforms.

➤ The John S. and James L. Knight Foundation announces a three year, \$9 million grant program, the **Knight Arts Challenge Philadelphia**.

➤ The Historical Society of Pennsylvania, the Conservation Center for Art and Historic Artifacts, the Preservation Alliance for Greater Philadelphia and the Cultural Alliance, partner on **Creative Connections: A History Affiliates Conference** that connects historic organizations with service organizations.

➤ Cultural Alliance presents **Social Media Workshop** with Ron Evans of Groupofminds.com to 35 members. In addition to the workshop, participants' social media presence was evaluated by the presenter, and all received a customized, written report on the strengths and weaknesses of their current social media marketing channels, specific instructions on what they can do to improve their site, and a follow-up assessment by Evans.



Ron Evans of Groupofminds.com / Photo courtesy Cultural Alliance

NOVEMBER, 2010

► Cultural Alliance launches **PhillySpaceFinder** in partnership with the Theatre Alliance of Greater Philadelphia, Dance/USA Philadelphia, and the Philadelphia Music Project. The free website is an extensive resource of diverse cultural facilities and venues available for rent in the Greater Philadelphia region. Uses for the spaces vary from rehearsals, performances, and workshops to special events and meetings. Promoters, creative folks, and planners looking for a unique space to host an event now have one central place to visit online when looking for creative spaces.

► Cultural Alliance partners with Delaware Valley Grantmakers to host **New Cultural Leaders Event**.

► **6ABC Funsavers partnership launches**, part of the Alliance's continued efforts to increase sales and subscribers in the Funsavers program.



DECEMBER, 2010

► Cultural Alliance releases results of **Temp-Check survey**, which indicate that the region's nonprofit cultural organizations are adjusting to a new reality. While many have stabilized financially, they now operate in a different environment, one in which they produce more programs with less money, fewer staff, and increasing pressure.

► Giving to the **Peggy Amsterdam Memorial Advocacy Fund** reaches goal of \$200,000, meeting the Wyncote and Independence Foundation challenge grant matches.

► Phillies sign **Cliff Lee** (again); wife Kristen cites "good cultural experience" for family.

FEBRUARY, 2011

► Over 60 people attend the Pennsylvania Council on the Arts' Pennsylvania Partners in the Arts (PPA) **Program Stream Check Ceremony** at PECO's Energy Hall. Together, 127 Project and Program Stream recipients received \$305,559 in FY2011.

► The Greater Philadelphia List Cooperative reaches **2 million households** (representing nearly half of the households in the Greater Philadelphia Region) from 160 cultural organizations.



Sue Vojak, S.M. Vojak Consulting, LLC; Kathy Wagner, Schultz & Williams; Kenneth Woodson, The Philadelphia Zoo; and Fran Feldman Walsh, Eight Marketing at the 2010 Annual Member Meeting & Reception

MARCH, 2011

► **Tom Kaiden** appears on Philly.com's "**One Great Idea**" with his personal arts stimulus plan, suggesting that each area resident attend just one more cultural event that year.

► The Alliance and Philadelphia Cultural Management Initiative (PCMI) co-present "**Keeping Track: Using Technology to Find, Retain, and Engage Constituents**," a two-day workshop with national technology service organization Idealware.



JANUARY, 2011

► **145 members** complete the **Community Engagement Questionnaire**, providing details about cultural programs addressing regional issues including education and community revitalization.

► Philadelphia Mayor **Michael Nutter** receives **2011 Public Leadership in the Arts Award** at the United States Conference of Mayors 79th annual winter meeting in Washington D.C.



Mayor Nutter and friends at the Design in Motion: The Recycling Truck Project dedication ceremony / © 2009 City of Philadelphia Mural Arts Program / Desirée Bender and Big Picture Students / Photo by Steve Weinik



Yannick Nezet-Seguin conducts The Philadelphia Orchestra / Photo by Ryan Donnell



Arts educator and UArts grad Arianne Edmunds at the PIFA Street Festival / Photo by Lucas Leyden

IF PENNSYLVANIA COULD
ATTRACT AN INDUSTRY THAT WOULD CREATE
62,000 JOBS
ALL OVER THE COMMONWEALTH,
PUMP
\$2 BILLION
INTO OUR ECONOMY,
GENERATE \$283 MILLION
IN TAX REVENUES,
&
EDUCATE OUR KIDS
TO COMPETE IN THE 21ST CENTURY.
WOULD WE GO AFTER IT?

APRIL, 2011

Over 800 folks share why they “heart the arts” and pose for the camera at the Cultural Alliance’s “I♥the Arts” table at the Philadelphia International Festival of the Arts (PIFA) Street Festival on April 30. The photos are shared on the Alliance’s Facebook page, where individuals can tag themselves and their friends.

Over 3000 postcards are delivered to state legislators in Harrisburg reminding them of the positive economic and educational impact of arts and culture and encouraging them to maintain funding for the arts. Working with 31 arts and cultural organizations, the Cultural Alliance placed postcards and drop boxes at museums, theaters and community centers around the region.

Largest Gallery Night to date launches with more than 38 galleries staying open late for an evening of free special exhibits and light fare. Attendees also have a chance to help their favorite gallery win some free publicity by voting in the PNC Arts Alive Audience Poll. This is part of PNC Arts Alive’s generous support of the Alliance’s promotional activities, including online polls and special projects.

Cultural Alliance is awarded Knight Art Challenge Philadelphia grant for Teen Pass program.

Pennsylvania First Lady Susan Corbett is appointed chair of the Pennsylvania Council on the Arts.

Pennsylvania First Lady Susan Corbett / Photo courtesy Commonwealth Media Services



MAY, 2011

Researcher Alan Brown presents 2010 Cultural Engagement Index (CEI) findings to over 200 members at Alliance Day on 5/19/11. The CEI rose by 11 points, from 100 to 111; key findings included:

- Despite the economic crisis, the CEI suggests that Philadelphia is more culturally vibrant than the nation as a whole.
- Cultural engagement is highest for younger age cohorts 18-34.
- Significant gains were reported for dance, theatre, visual arts, and online activity.

Member organization Taller Puertorriqueño is featured in 3 newspapers as part of a partnership campaign with PECO to produce and execute a marketing and public relations effort highlighting area cultural organizations, the positive impact they have on their communities, and PECO’s generous support for these organizations and the work that they do. Art Sanctuary, Asian Arts Initiative, and Peoples Light & Theatre are also featured.

Engage 2020 assessment conducted by TCC Group reports a positive impact in eight key areas.

Cultural Alliance sends 14 museum staff professionals to American Association of Museums (AAM) Conference in Houston, TX through the Engage 2020 Leadership Program.



JUNE, 2011

Over 100 individuals attend “Storytelling: Tapping the Power of Narrative” workshop with nationally-recognized storytelling consultant Andy Goodman.

Governor Tom Corbett signs a FY 2011-12 budget that maintains nearly level funding for the state’s arts agency, the Pennsylvania Council on the Arts (PCA), representing a reversal to the nearly 70% cut to the agency that had been proposed by the Pennsylvania House of Representatives in a prior version of the budget.

Funsavers surpasses 100,000 subscribers.

Alliance reaches 411 members, an all-time high.



Total subscribers	
2011	101,018
2010	88,055
2009	78,873
2008	68,203
2007	62,537

FINANCIAL RESULTS

The Cultural Alliance completed the fiscal year ending on June 30, 2011 with an operating surplus of \$50,000. In addition, thanks to hundreds of individual donors and a generous challenge grant from the Wyncote Foundation, there were \$150,000 in contributions to the Peggy Amsterdam Memorial Advocacy Fund in FY11, which are recorded as board designated unrestricted net income. This brings the total for the Fund to \$214,000. Our unrestricted net assets remain in

excess of the minimum target level of 3 months of operating expenses established by the board. The Alliance remains on solid ground, with a safe operating reserve, no debt, and record membership of over 400 organizations.

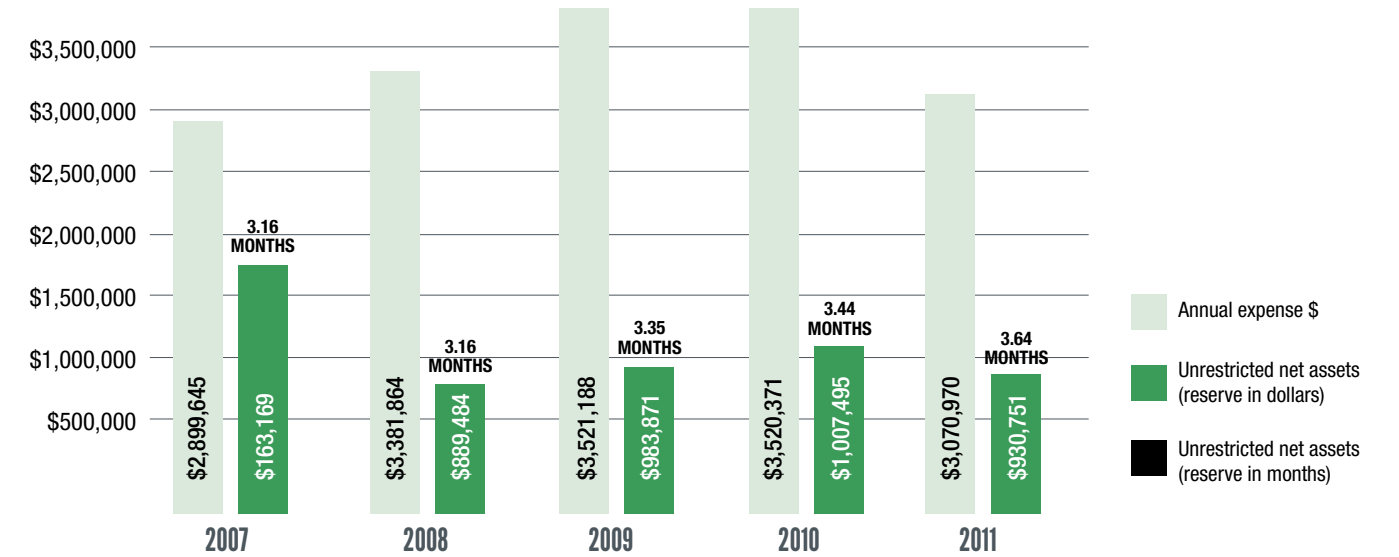
Additionally, the Alliance is in full compliance with all IRS fiscal transparency and 990 standards and received a clean and unqualified audit from our auditors, Isdaner and Company. That report is available upon request.

STATEMENT OF FINANCIAL POSITION FOR THE YEARS ENDED JUNE 30

CURRENT ASSETS	2011	2010
Cash	1,638,492	1,490,959
Grants and contributions receivable	1,699,360	2,229,243
Prepaid Expenses	31,730	26,453
Total Current Assets	3,369,582	3,746,655
Grants and contributions receivable—due after 1 year	—	1,151,040
Other assets	9,797	11,216
Total Assets	\$3,379,379	\$4,908,911

LIABILITIES AND NET ASSETS	2011	2010
CURRENT LIABILITIES		
Accounts payable and accrued expenses	83,328	244,837
Deferred revenue	19,924	83,470
Total current liabilities	103,252	328,307
NET ASSETS		
Unrestricted		
Board designated - Peggy Amsterdam Advocacy Fund	188,304	61,532
Other	930,751	1,007,495
Temporarily restricted	2,157,072	3,511,577
Total Net Assets	3,276,127	4,580,604
Total Liabilities & Net Assets	\$3,379,379	\$4,908,911

ANNUAL EXPENSES AND RESERVES



STATEMENT OF ACTIVITIES FOR THE YEARS ENDED JUNE 30

SUPPORT AND REVENUE	UNRESTRICTED	TEMPORARILY RESTRICTED	2011 TOTAL	2010 TOTAL
Contributions & grants	231,479	1,088,191	1,319,670	2,157,179
Membership	267,245	—	267,245	254,820
Advertising	92,170	—	92,170	71,711
Health Service	65,611	—	65,611	66,071
Publications & seminars	7,925	—	7,925	8,175
Interest	5,807	—	5,807	6,117
Other	8,065	—	8,065	6,988
Net assets released from restrictions	2,442,696	(2,442,696)	—	—
Total support & revenue	\$3,120,998	(\$1,354,505)	\$1,766,493	\$2,571,061

EXPENSES	UNRESTRICTED	TEMPORARILY RESTRICTED	2011 TOTAL	2010 TOTAL
Program services	2,527,526	—	2,527,526	2,836,296
General and management	335,675	—	335,675	498,209
Fundraising	207,769	—	207,769	185,866
Total expenses	3,070,970	—	3,070,970	3,520,371
Change in net assets	50,028	(1,354,505)	(1,304,477)	(949,310)
Net assets beginning	1,069,027	3,511,577	4,580,604	5,529,914
Net assets ending	\$1,119,055	\$2,157,072	\$3,276,127	\$4,580,604

LOOKING AHEAD

As we enter FY2012, the cultural community is more active and diverse than ever before, yet operating in an environment that is increasingly fragmented in terms of both resources and the breadth of cultural activity demanded by the public. On top of that, we are in the midst of an unprecedented financial downturn that has yet to end and may represent an historic and fundamental shift in the global economy.

Addressing these challenges, the Alliance will provide timely field-wide research, advocacy, and marketing—as well as programs that help the sector adapt to a changed environment and advance arts and culture’s impact on the regional economy, community development, young people, civic pride and individual quality of life.

Our priorities for FY2012 include:

► POLICY & COMMUNITY ENGAGEMENT

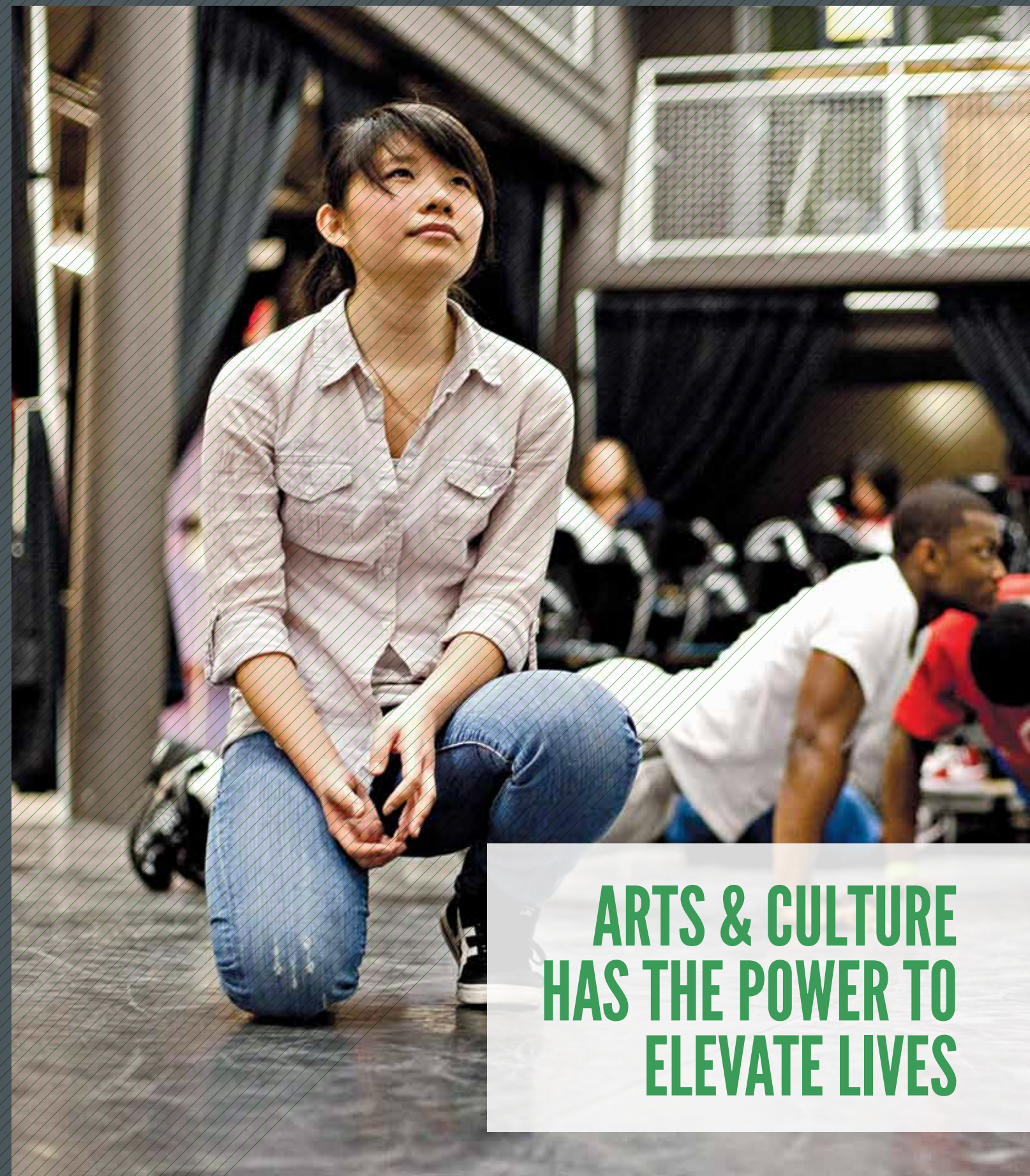
- Release *2011 Portfolio* providing first post-recession look at sector
- Conduct field research for second edition of *Arts, Culture & Economic Prosperity* report
- Deepen advocacy partnerships with other sectors and statewide peers to broaden our reach
- Expand community engagement to build grassroots support through “Arts & Culture: It’s How We Grow®” initiative

► CULTURAL ENGAGEMENT

- Deliver core audience development programs: Phillyfunguide, Funsavers, List Co-Op and professional development workshops
- Release Engage 2020 Innovation Grant case studies
- Expand media coverage through dedicated in-house public relations capacity
- Develop plan for Phase II of Engage 2020 Initiative

► ADMINISTRATION & DEVELOPMENT

- Develop new 2012-2016 Strategic Plan
- Conduct member & TempCheck surveys
- Secure funding to support Policy and Engage 2020 work
- Balance budget and adjust staffing to meet budget and programming objectives



**ARTS & CULTURE
HAS THE POWER TO
ELEVATE LIVES**

ARTS & CULTURE HAS THE POWER TO EDUCATE



The Franklin Institute / Photo courtesy The Franklin Institute

FY10 SUPPORT

FOUNDATIONS

The Barra Foundation
Samuel S. Fels Fund
Hauber Foundation
Independence Foundation
Virginia and Harvey Kimmel Arts Education
Fund of The Philadelphia Foundation
John S. and James L. Knight Foundation
Lincoln Financial Foundation
Malfer Foundation, recommended by
Ann and Frank Reed
The Pew Center for Arts & Heritage,
through the Philadelphia Cultural
Management Initiative
The Pew Charitable Trusts
The Philadelphia Foundation
The Wallace Foundation
William Penn Foundation

CORPORATE PARTNERS GIFTS OF \$1,000 AND UP

Bank of America
DMW Direct
PECO
PNC
University of Pennsylvania
Your Part-Time Controller

CORPORATE SUPPORTERS GIFTS UP TO \$999

Azavea Incorporated
The Cultural Planning Group, Martin Cohen
Joel Katz Design Associates
Schultz & Williams
Wood Turning Center

PUBLIC AGENCIES

National Endowment for the Arts
Pennsylvania Council on the Arts,
a state agency
Philadelphia Cultural Fund

MATCHING GIFTS

Bank of America
The Pew Charitable Trusts

INDIVIDUALS

Anonymous
Stuart Adair
Jo and David Baskin
Constance W. Benoiel-Rock
Romona Riscoe Benson
Ingrid E. Bogel
Matthew Braun
Sean T. Buffington
Laura Burnham
Annie Burrigge
Veronica Castillo-Perez
Cathryn Coate
Shelley Cohn
John Conaway
Ian Cross and Josette Bonafino
Deborah Curtiss
Nancy DeLucia
David B. Devan
Lei-Lynne Doo-Horvick
Kevin and Kim Dow
Laura Foster and Aaron Goldblatt
Eric Fraint
Elaine Frank
Valerie V. Gay
Jane Golden
Juliet J. Goodfriend
Daphne and Allen Hanford
Jon and Joanne Harmelin
Gail Harrity
Julie Hawkins
Steve Highsmith
Lynne and Harold Honickman
Tom Kaiden
Robert E. Kay
Neil Kleinman
Joseph H. Kluger
Don and Vicki Kramer
Kelly Lee
Bill LeFevre
H.F. "Gerry" Lenfest
Jim McClelland
John McInerney
Jan Michener
Madelyn Mignatti
Leslie Miller and Richard Worley
Amy Murphy
Jay Nachman
Dr. and Mrs. R. Barrett Noone
Michael L. Norris

Frances C. Novack
Lynn and Joseph A. Pokrifka
Hal Real & Anne E. Sheppard
Charles H. Rose, MBA, CLU
Julie Rosen
Donald Rosenblit
Dan and Barbara Rottenberg
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Charleen Rutschky
Kim Sajet
Tom and Alycia Scannapieco
Mary Biddle Scheetz
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Ed Tetterer
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Lee van de Velde
Patricia Washington
Tim and Carolyn Weeks
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OTIS MORSE ADVOCACY SCHOLARSHIP FUND

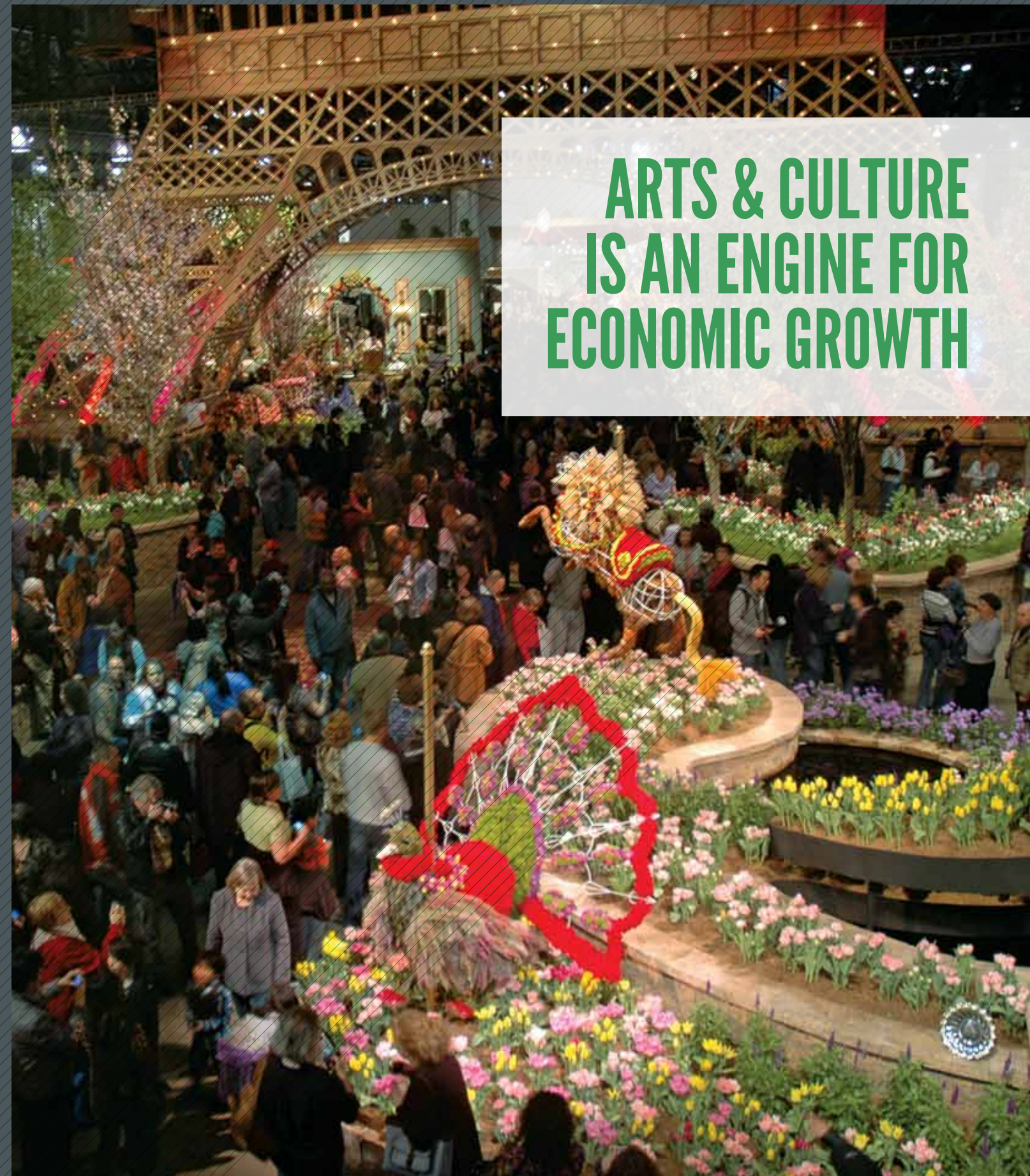
Theodora W. Ashmead
Sharon Kling
April Williamson

IN-KIND

12th Street Catering
Asian Arts Initiative
Chemical Heritage Foundation
CRM Fusion, Inc.
Google, Inc.
Historical Society of Pennsylvania
Mobile Citizen
PECO
PNC
Salesforce.com Foundation
Temple Performing Arts Center
Vertical Response

PEGGY AMSTERDAM MEMORIAL FUND DONORS

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John M. Cefaly	Juliet J. Goodfriend	Lyn Kremer	Brett and Betsy Pomerantz	Robert Spiegelman and Truda Bloom	Suzanne Yusem
Center City District	Jane Goodman	Monika Krug	Susan and Ivan Popkin	In honor of the nuptials of Wendy Schwartz and David Amsterdam, Robert	Andrew Zitcer
Phillip Chen, Candia Carle, Nick Dipaolo, Lance Holman, David Little, and Ronald Wesley	Jeff Gordon	Roger LaMay	Jeff Poulos		
Kathleen Chimicles	Gregory G. and Wendy S. Gosfield	Cynthia Lambert	Patrice Walker Powell		
Sharon Chipin	Renate A. Gottler	Bill LeFevre	Prudent Management Associates at the		
Cathryn Coate	Doris and Jack Grabosky	Peggy Leiby			
Eileen Cohen	Greater Philadelphia Tourism Marketing Corporation	Nicole Lemmo and Family			
Michael M. Coleman	Greater Pittsburgh Arts Council	H.F. "Gerry" Lenfest			
Nancy and David Colman		Meryl Levitz			
		Paul R. Levy			



ARTS & CULTURE
IS AN ENGINE FOR
ECONOMIC GROWTH

*Deceased
List complete as of
November 15, 2011



ACKNOWLEDGMENTS

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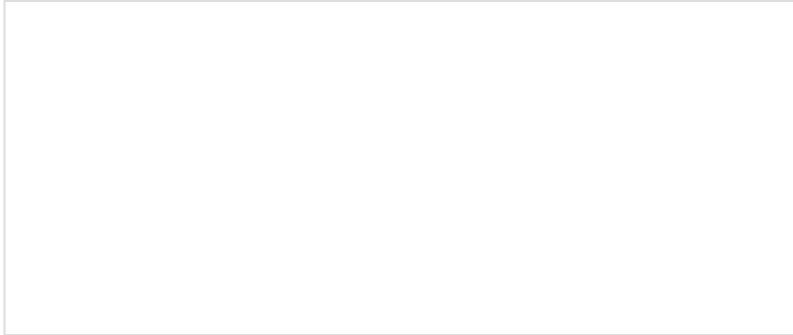


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