

ALLIANCE

Engaging the Future Annual Report 2010



2010

photo: Anthony Tanzi



FY10 was one of the most challenging and important in the Cultural Alliance's history.

It was a year in which we achieved a dramatic win over the legislature's proposed arts tax, and then just months later tragically lost our President and friend, Peggy Amsterdam. It was a year in which the recession continued to batter bottom lines, but it also led to a new Cultural Alliance/City of Philadelphia partnership to obtain federal stimulus funds to save jobs.

It was a year in which we released *Research Into Action*, a breakthrough analysis of cultural engagement trends that garnered national attention. But it was also a year in which continued economic challenges limited capacity for cultural risk-taking. In response, the Alliance worked to adapt the new Engage 2020 Innovation Grants program to double available funding, providing new risk capital to stimulate cultural research & development.

Through all that happened in FY10, the Cultural Alliance maintained its focus on the mission of making Greater Philadelphia one of the foremost creative regions in the world. We owe a debt of gratitude to our board, who thoughtfully guided us through an executive transition; to the unwavering commitment of our funders; to the tenacity of our staff who ensured that we did not miss a beat; and especially to the unity of our record-high 400+ members, whose willingness to explore new ideas and share best practices is a national model.

It is my honor to assume the leadership of this great Alliance, as together we deliver on culture's daily promise to advance our region's community, personal and economic growth. Onward!

Tom Kaiden, *President*

REACH

Economic pressures and their impact on government and the nonprofit sector led to the need for vigilant advocacy and research to make the case for public funding for arts and culture.

PARTNERSHIPS ARE A KEY ELEMENT OF THIS WORK.

Joint Grant Funding Saves Jobs



Jeanne Ruddy's body is her instrument. All her life she has used to communicate and connect, starting first in New York as a member of the prestigious Martha Graham Dance Company and now in Philadelphia, where ten years ago she started her own dance company. But whether or not Jeanne and her company would make it to this milestone was seriously in jeopardy last summer.

Ten years ago, Jeanne had survived a battle with cancer and despite all she had accomplished, she wanted to do more. So she did what artists do: envisioned a possibility. She took an old horse stable and automobile garage and turned it into the Performance Garage, where dancers and other performers could have access to rehearsal and performance space and where her own company's dancers could serve the community with free dance lessons and performances for local 5th graders. However, when the economy caught up with Jeanne — donations last year were down by almost 70% — something drastic had to happen.

Not wanting to permanently close the doors that she had worked so hard to open, Jeanne had to temporarily lay off four staff members, and close the Performance Garage for the summer. This radical measure allowed her to stretch out her funds so that she could re-open in the fall, but even that strategy left her without a critical part of her team — the managing director. Fortunately, Jeanne had applied for a Recovery Act grant through the City of Philadelphia and the Greater Philadelphia Cultural Alliance and was successful. The \$15,000 she received allowed her to keep her full staff, and complete the work to celebrate Jeanne Ruddy Dance's tenth anniversary. The Performance Garage continues to be filled with artists every day, and Jeanne is hopeful that she can re-build her staff and programs and continue to create and grow in Philadelphia.

In all, 11 organizations benefitted from this unique partnership to bring a quarter of a million dollars in stimulus funding to Philadelphia's arts community.



Anthony Barzi

70+ visits with elected officials

including meetings with the Governor and House and Senate leadership

7,300 individual communications with elected officials

(via email, phone calls, and postcards)

51,400 online ad impressions

70 feature stories and/or mentions in Pennsylvania's print and broadcast media

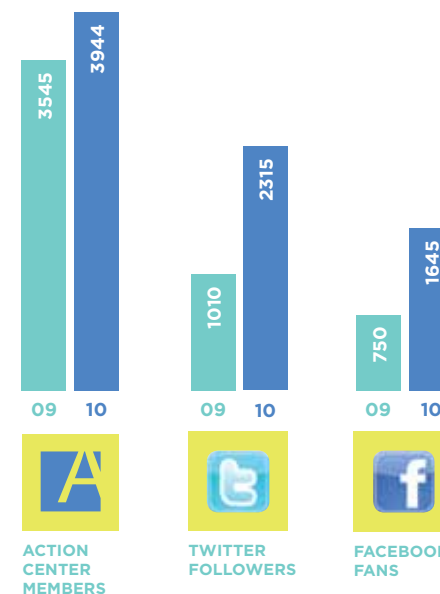
2-week statewide campaign

= NO ARTS TAX

In Fall 2009, the Cultural Alliance led the statewide coalition that defeated the so-called "Arts Tax," a proposal to expand the state sales tax to include ticket purchases to arts and cultural events.

While the defeat of the arts tax was a clear policy win, the truer measure of our success came this year when the Governor announced his new budget. The Governor again recommended a broad expansion of the state sales tax, but this time excluded arts and culture.

Advocacy partnerships with Elk County Council on the Arts, Citizens for the Arts, and the Greater Pittsburgh Arts Council in Pennsylvania were critical to our success.



The Alliance's Action Center and social networking activity were integral to the advocacy effort that successfully defeated the bill.

Building on last year's unprecedented growth, as of June 30, 2010, the Online Action Center added an additional 400 subscribers, and campaign participants quadrupled.

The Cultural Alliance organized 13 combined letter and phone call campaigns during FY10, with a total of 42 action alerts. These alerts produced 3,400 actions by 1,700 unique participants. The Alliance also more than doubled its social networking audience in FY10, with record growth in both Twitter and Facebook followers.



Anthony Barzi



Courtesy of WTXF Fox 29

ENCOURAGE

The Cultural Alliance partnered with the Philadelphia Office of Arts, Culture & the Creative Economy to bring \$250,000 in stimulus funds to Philadelphia and save cultural jobs.

And when two of our members came under attack from U.S. Senators trying to portray cultural jobs as less worthy of support, we also went on national TV to defend them.

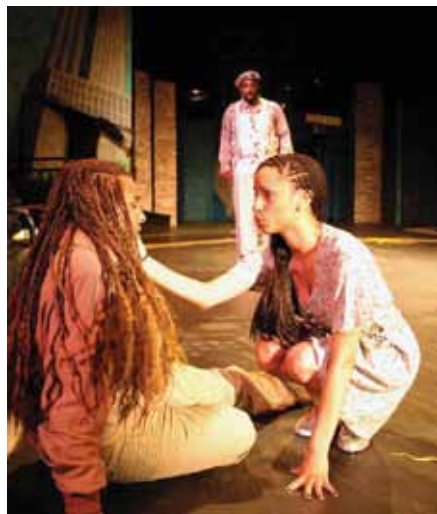


Edward Szwarc

Jeff Gordon, PECO; PA Representative Mike Gerber; Carl Saldutti; and Tom Kaiden at 2009 PPA check ceremony.

SUPPORT

Through the Pennsylvania Council on the Arts' Pennsylvania Partners in the Arts (PPA) programs, the Alliance made 177 re-grants totaling \$403,772 throughout the five counties of Southeastern Pennsylvania in FY10.



Courtesy of Village Productions/Tri-County Performing Arts Center

PPA grantee Village Productions/Tri-County Performing Arts Center's production of *The Wiz*.



L. C. Kelley, artist. Photo credit: Pete Checchia



PAI, M. Center / Barbara Perman



Jane Goodman



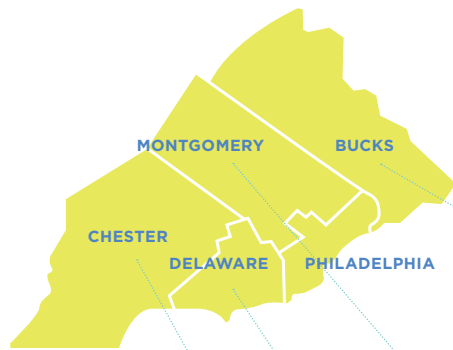
Trinity Center for Urban Life / Robert Mann

SHARE

www.philaculture.org/resources/stories

Recognizing that stories are a powerful way to communicate the impact of arts and culture, the Cultural Alliance created the "stories" section on Philaculture in September of 2009.

We now have over 50 stories, each one helping to make the case for the value of arts and culture to area individuals and communities.



COLLABORATE

The Cultural Alliance's regional outreach effort provided support to communities using arts and culture for revitalization. In addition, the focus of this year's work was broadened to include assistance with county-wide organizing.

The Arts and Cultural Council of Bucks County

worked closely with the Cultural Alliance to expand advocacy efforts in Bucks County, including an arts rally attended by hundreds of advocates last spring.

The Montgomery County Arts Summit

brought together over 90 attendees to discuss needs and plans for arts and culture in the county.

The Delaware County Arts Consortium

was created to begin to investigate ways that county arts organizations could come together to raise awareness of local arts resources.

The Chester County Cultural Initiative

formed a steering committee and is working on a strategy to increase community and business support for the arts in Chester County.

ACKNOWLEDGE

The Cultural Alliance's outreach and advocacy work is supported by the William Penn Foundation. Additional support is provided by the John S. and James L. Knight Foundation, Lincoln Financial Foundation, and Dolfinger-McMahon Foundation.

The Recovery Act Grants for the Arts in Philadelphia are a National Endowment for the Arts program, through the American Recovery and Reinvestment Act of 2009 and administered locally by the Greater Philadelphia Cultural Alliance in partnership with the City of Philadelphia and the Office of Arts, Culture, and the Creative Economy.

The Program and Project Stream initiatives are a Pennsylvania Partners in the Arts program of the Pennsylvania Council on the Arts, a state agency. They are funded by the citizens of Pennsylvania through an annual legislative appropriation, and administered locally by the Greater Philadelphia Cultural Alliance. The Pennsylvania Council on the Arts is supported by the National Endowment for the Arts, a federal agency. The Project Stream is sponsored by PECO.



Arts, Culture AND THE
Creative Economy
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Research Report Inspires New Programming



Research reports creating a revolution? Children at the opera? It might be hard to imagine either of those things but the Cultural Alliance's report *Research Into Action: Pathways to New Opportunities* was the catalyst for major changes to the Opera Company of Philadelphia's (OCP) programming and marketing approach.

OCP's Executive Director David Devan read the report and encouraged his leadership team to read it as well. Everyone was struck by the finding that families with children have the highest engagement index of any life-stage cohort, and that children aren't a monolithic demographic but have different interests at different ages. That information, coupled with a grant opportunity led to the creation of "PNC Arts Alive Family Day at the Opera" on February 12, 2011. Programming for three different age groups will run concurrently throughout the day with activities that will include acting demonstrations and performances of scenes from the play and the opera.

But Devan and his team also learned that this event shouldn't be just another open house. *Research Into Action* found that "personal practice is a gateway" to engagement — and this also informed the design of "Family Day at the Opera." Activities, such as learning how to waltz and musical games, are designed so that it's not about just entertaining attendees, but providing them with opportunities to get personally engaged, and thus plant the seed that will create the next generation of opera lovers.

As Devan reflected "We had been thinking about doing something like this for a long time. *Research Into Action* was the critical piece for getting all the organization's leadership to embrace it. We converted the report into immediate action — at least in the form of a trial — and sealed the deal to add this to our organization's other mission critical work."

ENGAGE

The Cultural Alliance's marketing programs build on the Engage 2020 Initiative's goal of increased cultural engagement. They offer resources to understand the changing demands of consumers and find innovative ways to deliver high-quality programs that appeal to a broad range of audiences.

RESEARCH DRIVES INNOVATION.



Please Touch Museum / Michael Banzon

REPORT HIGHLIGHTS

- African-Americans and Hispanics report the highest level of cultural activity — a compelling finding as virtually all population growth through 2020 in the region will come from non-white residents.
- Adults with children have more active creative lives than those without children, but fewer than half see arts organizations as “children-friendly.”
- In 18 of 20 cultural disciplines, Greater Philadelphia's attendance levels are above the national average, but in a study of 17 cultural organizations, 2 out of 3 new patrons did not return to any of those cultural organizations the following year.
- Adults who report having had mentors inside and outside their families were twice as culturally engaged as those who had no role models.

In September 2009, we released

RESEARCH INTO ACTION: PATHWAYS TO NEW OPPORTUNITIES

10 key findings

that all cultural organizations can embrace to increase audience engagement

18 months of research

5 separate studies on:

consumer demographics, consumer attitudes, and cultural sector research

2,800 residents

from across the Greater Philadelphia region were surveyed to produce a key component, the Cultural Engagement Index

Distributed to:

7,500 individuals including cultural, policy, civic, and business leaders

**= CHANGING THE
CONSUMER EXPERIENCE**

ENGAGE 2020 LEADERSHIP PROGRAM

Designed to build capacity at nonprofit arts and cultural institutions and encourage stronger connections between arts & culture professionals, the Engage 2020 Leadership program sent 27 marketing, development, and technology staff to two national conferences: the National Arts Marketing Project Conference in Providence, RI and the Nonprofit Technology Conference in Atlanta, GA. Participants attended as teams of arts and cultural professionals from eighteen organizations, encouraging collaboration within organizations as well as the larger group.

ENGAGE 2020 INNOVATION GRANTS

10 recipients / over \$700,000

for the design and implementation of projects that connect audiences to new experiences and embrace key findings from *Research into Action: Pathways to New Opportunities*. The Innovation Grants will fund a wide variety of innovative programs:

A creative juxtaposition of Hip Hop and Opera

[Art Sanctuary](#)

Interactive theatre performances orchestrated through Facebook and other social networks

[New Paradise Laboratories](#)

Community engagement events at iconic murals dealing with African-American Heritage

[Mural Arts Advocates](#)

A “museum of the people” showcasing the meaningful stories behind the objects in people’s lives

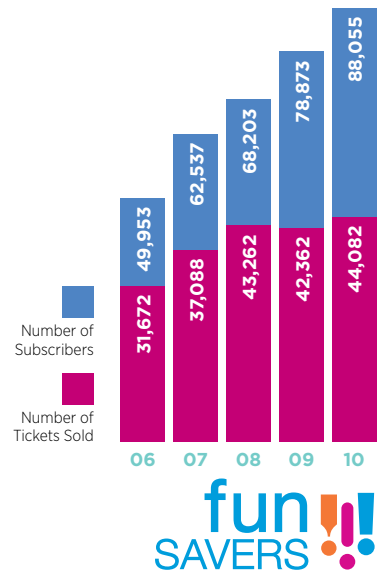
[First Person Arts](#)

Other grantees were the Curtis Institute of Music, Fairmount Park Art Association, Mendelssohn Club of Philadelphia, Pennsylvania Academy of Fine Arts, People’s Light & Theatre, and Walnut Street Theatre. Once completed, journalist Susan Parker will document the results of the projects in a report being released in Fall 2011.



ENGAGE 2020 PROFESSIONAL DEVELOPMENT

- 1 In November 2009, the Cultural Alliance presented “Enter the Collaboratory: An Interactive Think-Jam for Increasing Arts Attendance.” The workshop covered consumer focus group research on the arts conducted earlier that year by marketing strategist Maureen Craig, a widely recognized innovator in consumer research and brand strategy.
- 2 In May 2010, we offered our second plenary session, “Strength in Numbers: Mobilizing Patrons, Donors, & Communities with new Technology,” featuring Rich Mintz, Vice President of Strategy at Blue State Digital — a fundraising, advocacy, and social networking company renowned for its cutting-edge work on national political campaigns.
- 3 The Cultural Alliance organized four Breakfast Club roundtables for 125 attendees. Topics focused on *Research Into Action* and specific themes in the report: creating patron loyalty, engaging families, and the role of cultural mentors.



PROMOTE

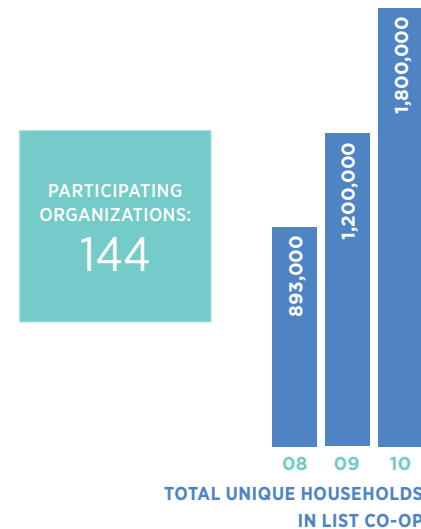
Phillyfunguide and Funsavers, the Cultural Alliance’s signature consumer programs, continued to expand in FY10 — building new partnerships, reaching more visitors and deepening content.

Of particular note was the Turn Your Cell Phone On! promotion, supported through a grant as a service partner of PNC Arts Alive, a 5-year, \$5-million initiative supporting innovative audience access and engagement. Turn Your Cell Phone On! encouraged audience engagement through fun interactive polls at live locations including the Philadelphia Live Arts Festival, George Balanchine’s *The Nutcracker* by Pennsylvania Ballet, and the Philadelphia Orchestra’s *Beyond the Score: Rite or Wrong?* concert.

Other projects included our partnership with the University of Pennsylvania during their “Arts & The City” year that provided promotional and marketing resources for the Penn community and our partnership with the Philadelphia Corporation for the Aging — “Celebrate Arts and Aging,” that promoted cultural activity, discounts, and special exhibitions focused on senior artists.



Courtesy of WTXF Fox 29



COLLABORATE

The Philadelphia Cultural List Co-Op continues to grow, not only in terms of participating organizations and unique households, but in its value to participants and the field as a whole.

With over 1.8 million unique households of cultural consumers, the database is a powerful and affordable resource for arts marketers looking to reach the right people in their direct mail campaigns. The field as a whole has also benefited from the List Co-Op, with the database supplying a valued resource for research and advocacy, including information that helped defeat last year’s “arts tax” during the state budget debate.

ACKNOWLEDGE

Engage 2020 and *Research Into Action: Pathways to New Opportunities* is sponsored by a lead grant from The Pew Charitable Trusts, with additional support from The Wallace Foundation and The Philadelphia Foundation. Design, printing, and distribution of *Research Into Action* was underwritten by Harmelin Media. Support for Phillyfunguide.com, Funsavers, and related promotions are also provided by the National Endowment for the Arts and PNC.



ACKNOWLEDGE

Support for the Cultural Alliance in FY10 was provided by the The Pew Charitable Trusts; William Penn Foundation; The Pew Center for Arts & Heritage, through the Philadelphia Cultural Management Initiative; Independence Foundation; Pennsylvania Council on the Arts, a state agency funded by the Commonwealth of Pennsylvania and the National Endowment for the Arts, a federal agency; PECO; Lincoln Financial Foundation; Philadelphia Cultural Fund; Samuel S. Fels Fund; Philadelphia Cultural Fund; Bank of America; Your Part-Time Controller; CHG Charitable Trust; Phoebe W. Haas Charitable Trust "A"; The Barra Foundation; Nonprofit Finance Fund; Virginia and Harvey Kimmel Arts Education Fund of The Philadelphia Foundation; Suzanne F. Roberts Cultural Development Fund; and the Cultural Alliance's Board of Directors and individual donors.



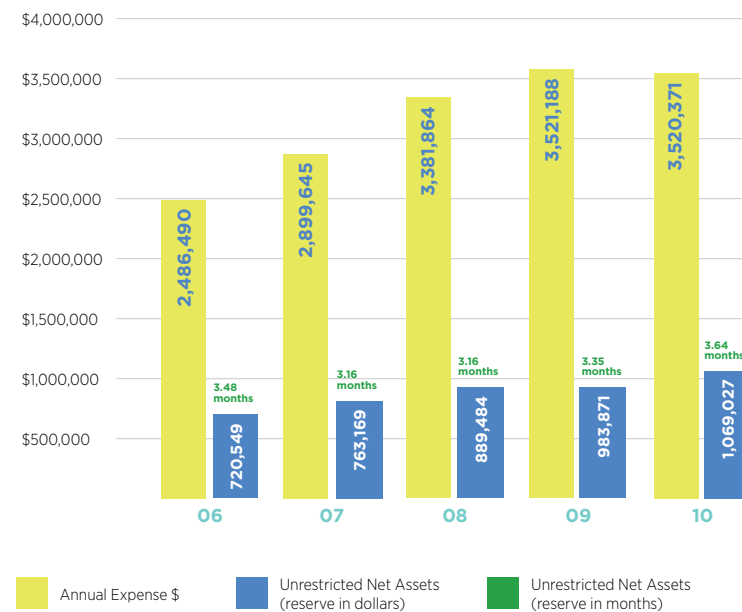
FINANCIAL RESULTS

The Alliance remains on solid ground, with a safe operating reserve, no debt, important programmatic funding commitments in place, and record membership of over 400 organizations.

The Alliance completed the fiscal year ending on June 30, 2010 with an operating surplus of \$24,000, or 0.7%, on a budget of \$3.5 million. In addition, there was \$61,000 in contributions to the Peggy Amsterdam Memorial Advocacy Fund which are recorded as board designated unrestricted net income. Our unrestricted net assets continue to meet our target level of at least 3 months of operating expenses established by the board several years ago.

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, Isdner and Company. Their report is available upon request.

ANNUAL EXPENSES AND RESERVES



STATEMENT OF FINANCIAL POSITION FOR THE YEARS ENDED JUNE 30

ASSETS		
	2010	2009
Current Assets		
Cash	1,490,959	1,221,462
Grants and contributions receivable	2,229,243	1,978,512
Prepaid Expenses	26,453	28,159
Total Current Assets	3,746,655	3,228,133
Grants and contributions receivable, due after 1 year	1,151,040	2,448,019
Other assets	11,216	10,651
TOTAL ASSETS	4,908,911	5,686,803

LIABILITIES AND NET ASSETS

Current Liabilities:		
Accounts payable and accrued expenses	244,837	151,928
Deferred revenue	83,470	4,961
Total current liabilities	328,307	156,889
Net assets:		
Unrestricted:		
Board designated, Peggy Amsterdam Advocacy Fund	61,532	-
Other	1,007,495	983,871
Temporarily restricted	3,511,577	4,546,043
Total Net Assets	4,580,604	5,529,914
TOTAL LIABILITIES & NET ASSETS	4,908,911	5,686,803

STATEMENT OF ACTIVITIES FOR THE YEARS ENDED JUNE 30

	Unrestricted	Temporarily Restricted	2010 Total	2009 Total
SUPPORT & REVENUE				
Contributions & grants	374,186	1,782,993	2,157,179	1,967,401
Membership	326,531	-	326,531	339,890
Health service	66,071	-	66,071	78,696
Publications & seminars	8,175	-	8,175	7,675
Interest	6,117	-	6,117	28,859
Other	6,988	-	6,988	10,926
Net assets released from restrictions	2,817,459	(2,817,459)	-	-
TOTAL SUPPORT & REVENUE	3,605,527	(1,034,466)	2,571,061	2,433,447
EXPENSES				
Program services	2,836,296	-	2,836,296	2,797,013
General and management	498,209	-	498,209	561,260
Fundraising	185,866	-	185,866	162,915
TOTAL EXPENSES	3,520,371	-	3,520,371	3,521,188
Change in net assets	85,156	(1,034,466)	(949,310)	(1,087,741)
NET ASSETS BEGINNING	983,871	4,546,043	5,529,914	6,617,655
NET ASSETS ENDING	1,069,027	3,511,577	4,580,604	5,529,914

ENVISION

We are in a battle for the health and future of our region. As we begin FY11, the Alliance — with the help of its members — will fight this battle on three fronts:

POLICY ENGAGEMENT

Our goal is to ensure that cultural organizations are supported by policy that helps them contribute to regional growth.

We will:

Complete data analysis for the *2011 Portfolio*, which will include more organizations, and examine the effect of the recession on arts & cultural organizations

Expand community-based cultural organizing efforts throughout the region

Ensure that arts and culture play a role in state and local election cycles, particularly the election of a new Pennsylvania Governor

PERSONAL ENGAGEMENT

Our goal is to gain more patrons and partners, so we need them to be more deeply engaged.

We will:

Release the next Cultural Engagement Index (CEI) which will document changes in consumer engagement around personal creative practice, arts attendance, and arts education

Update Phillyfunguide and Funsavers with expanded content and more user-friendly and accessible features

Offer professional development opportunities to help members use engagement to build stronger relationships with participants

COMMUNITY ENGAGEMENT

Our goal is to build broader grassroots support and deepen the impact of our field in the region.

We will:

Launch Arts & Culture. It's How We Grow.™, a new framework to help cultural organizations communicate their own value while promoting the overall value of the arts and culture community

Establish the Peggy Amsterdam Memorial Advocacy Fund to support a unified message and community engagement strategy

Realign Cultural Alliance staff to provide additional community engagement support

Gather and publicize stories of community connection to help build public support and help local leaders feel connected to the cultural community

FY10 Support

FOUNDATIONS

The Barra Foundation
CHG Charitable Trust
Dolfinger-McMahon Foundation
Samuel S. Fels Fund
Phoebe W. Haas Charitable Trust "A"
The Honickman Foundation
Independence Foundation
Virginia and Harvey Kimmel Arts Education Fund of The Philadelphia Foundation
John S. and James L. Knight Foundation
Fund of The Philadelphia Foundation
Lincoln Financial Foundation
The Pew Center for Arts & Heritage, through the Philadelphia Cultural Management Initiative
The Pew Charitable Trusts
The Philadelphia Foundation
Suzanne F. Roberts Cultural Development Fund
The Wallace Foundation
William Penn Foundation

CORPORATE PARTNERS GIFTS OF \$1,000 AND UP

Bank of America
Harmelin Media
Nonprofit Finance Fund
PECO
PNC
University of Pennsylvania
Your Part-Time Controller

CORPORATE SUPPORTERS GIFTS UP TO \$999

Generocity
Scannapieco Development Corporation
Schultz & Williams, Inc.
smArts & Culture

PUBLIC AGENCIES

National Endowment for the Arts
Philadelphia Cultural Fund
Pennsylvania Council on the Arts, a state agency funded by the Commonwealth of Pennsylvania and the National Endowment for the Arts, a federal agency

MATCHING GIFTS

Bank of America
Independence Blue Cross
The Pew Charitable Trusts
The Philadelphia Foundation

INDIVIDUALS

Stephen S. and Carol T. Aichele
Lorraine and Ben Alexander
Peggy Amsterdam*
Anonymous
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Jacqueline Axilbund
Romona Riscoe Benson
Ingrid E. Bogel
Beth Feldman Brandt
Matthew Braun
Sean T. Buffington
Bob Butera
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Frances Taylor
Ed Tetterer
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Patricia Washington
Susan Weiss
John Murray and Vera Wilson
Dennis M. Wint
Tom Woodward
Steven and Suzanne Wray
In honor of Tom Kaiden, Nancy Dunleavy
In honor of Tom Kaiden, Alix Friedman
In honor of Peggy Amsterdam,
Leslie and Jim Newman
In honor of Joan and Phillip Spiegelman's
Anniversary, Janet Spiegelman

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Richard Styer
Susan Weiss
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