

THE IMPACT OF ARTS AND CULTURE

AGENDA:

PROSPERITY

greater
philadelphia

cultural
ALLIANCE

SUMMARY

Arts and culture is a powerhouse of economic impact in our region.

It brings investment and jobs. It is a cornerstone of our tourism industry and of the region's growing reputation as a vibrant, diverse and creative place to live. The cumulative impact of performing arts, historical museums, visual arts, public art and gardens, libraries and other organizations is profound – and that impact is growing.

The Agenda series is about amplifying the impact, both social and economic, of arts and culture in Greater Philadelphia. In **Agenda: Prosperity**, we focus upon data that proves that arts and culture supports families, neighborhoods and cities and serves as an economic engine for the entire region.

**TOTAL ECONOMIC
IMPACT**

\$4.1B

IMPACT: ORGANIZATIONS

Arts and culture organizations, from the smallest neighborhood group to major institutions, are a powerful economic force in Southeastern Pennsylvania. Throughout the five-county region, they serve as active civic partners, as consumers, as clients and as major employers. **More than 55,000 Full-Time Equivalent (FTE) positions are filled by the nearly 500 organizations and institutions** profiled in this report.

2ND AMONG REGIONS IN FTE JOBS CREATED

GREATER WASHINGTON . . . 59,423
REGION (DC/MD/VA)

SOUTHEASTERN PA55,225

DALLAS-FORT WORTH- 52,848
ARLINGTON MSA (TX)

RESEARCH TRIANGLE 31,219
REGIONAL PARTNERSHIP (NC)

GREATER HOUSTON 25,817
REGION (TX)

GREATER ATLANTA 23,943
REGION (GA)

GREATER TAMPA/ 22,173
ST. PETERSBURG AREA (FL)

GREATER OKLAHOMA 20,571
CITY REGION (OK)

GREATER ST. LOUIS 19,129
AREA (MO)

ORGANIZATIONAL SPENDING

DIRECT EXPENDITURES → **\$993M**

INDIRECT EXPENDITURES → **\$998M**

TOTAL EXPENDITURES → **\$1.99B**



**Philadelphia's
Place
in the
National
Standings
By The
Numbers**

DIRECT EXPENDITURES

CITY OF CHICAGO (IL)	\$3,211,736,053
DISTRICT OF COLUMBIA (DC)	\$2,906,271,526
CITY AND COUNTY OF PHILADELPHIA (PA)	\$1,614,100,129
CITY AND COUNTY OF SAN FRANCISCO (CA) ..	\$1,448,353,608
MIAMI-DADE COUNTY (FL)	\$1,430,512,813
CITY OF BOSTON (MA)	\$1,354,137,061
CITY OF SAN DIEGO (CA)	\$1,099,934,358
HARRIS COUNTY (TX)	\$1,094,046,389
ALLEGHENY COUNTY (PA)	\$1,059,384,911
CITY OF DALLAS (TX)	\$891,170,549

TOTAL FTE JOBS GENERATED

CITY OF CHICAGO (IL)	85,248
CITY OF BOSTON (MA)	45,889
MIAMI-DADE COUNTY (FL)	40,944
DISTRICT OF COLUMBIA (DC)	39,720
CITY AND COUNTY OF SAN FRANCISCO (CA)	39,699
CITY AND COUNTY OF PHILADELPHIA (PA)	37,590
CITY OF SAN DIEGO (CA)	35,914
CITY OF DALLAS (TX)	33,554
ALLEGHENY COUNTY (PA)	32,211
HARRIS COUNTY (TX)	25,102

PER CAPITA DIRECT EXPENDITURES

DISTRICT OF COLUMBIA (DC)	\$4,410.84
CITY OF BOSTON (MA)	\$2,064.60
CITY AND COUNTY OF SAN FRANCISCO (CA)	\$1,699.01
CITY OF CHICAGO (IL)	\$1,179.75
CITY AND COUNTY OF PHILADELPHIA (PA)	\$1,034.48
CITY OF BALTIMORE (MD)	\$973.05
ALLEGHENY COUNTY (PA)	\$860.41
CITY OF SAN DIEGO (CA)	\$796.44
CITY OF LOUISVILLE (KY)	\$754.77
CITY OF DALLAS (TX)	\$695.66

Arts & Culture Organizations in Greater Philadelphia By The Numbers

	FULL-TIME EQUIVALENT JOBS	RESIDENT HOUSEHOLD INCOME	LOCAL GOVERNMENT REVENUE	STATE GOVERNMENT REVENUE	TOTAL TAX REVENUE
TOTAL	55,224	\$1.3B	\$98.7M	\$125.6M	\$224.3M
BROADCAST, MEDIA AND LITERARY ARTS <i>(Broadcasters, producers, radio, TV, etc., film theaters and festivals, video, cinema, literary arts)</i>	2,775	\$67.2M	\$4.5M	\$6M	\$10.5M
COMMUNITY ARTS AND EDUCATION <i>(Community arts and culture; education and instruction)</i>	5,463	\$131.8M	\$9M	\$11.9M	\$20.9M
CURATING, COLLECTING AND PRESENTING <i>(Visual arts and galleries; museums; historical orgs, societies and sites; libraries and archives; environmental centers and gardens; zoos and aquariums)</i>	33,525	\$773.8M	\$62.7M	\$78.4M	\$141.1M
PERFORMING ARTS <i>(Dance; music; performing arts centers and multidisciplinary; theater)</i>	12,351	\$296.6M	\$20.7M	\$27M	\$47.7M
SUPPORT & ADVOCACY	1,100	\$27.1M	\$1.8M	\$2.4M	\$4.1M


CALCULATE YOUR CULTURAL ORGANIZATION'S ECONOMIC IMPACT AT PHILACULTURE.ORG/IMPACT

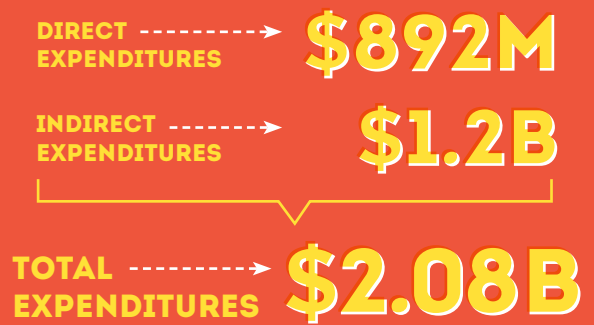


IMPACT: AUDIENCES

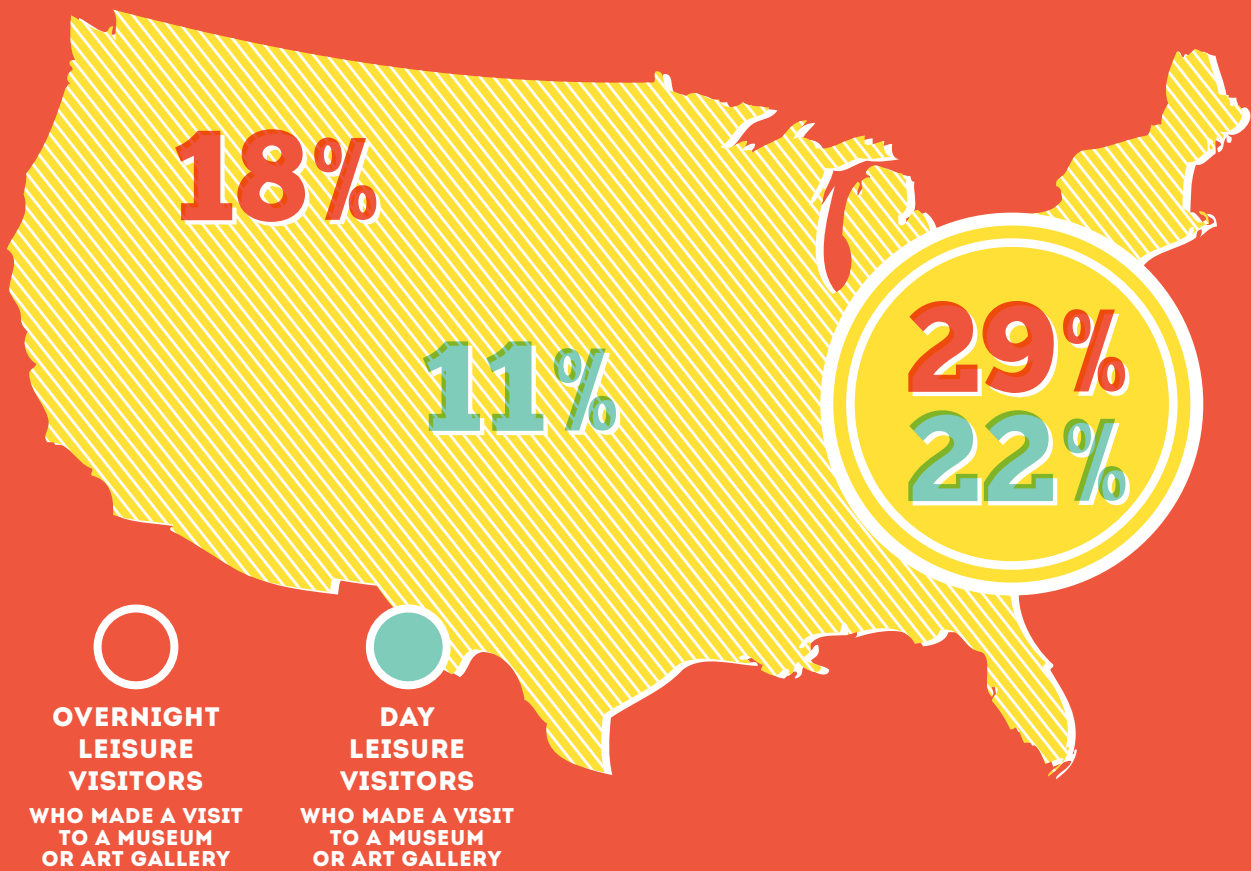
The impact of arts and culture spending goes beyond the purchase of a ticket to an event or a museum: it's found at the hottest new restaurant, a food truck or a neighborhood street festival, at small businesses on the local Main Street and in the nearest SEPTA station. Arts and culture audiences spend an additional \$892 million on event-related purchases, whether that is for meals, souvenirs, transportation or child care.

89% OF ARTS AND CULTURE AUDIENCES ARE VOTERS

AUDIENCE SPENDING



PHILADELPHIA VS. THE NATION



IMPACT: TOURISM

42 million visitors came to Greater Philadelphia in 2016 and spent a record \$6.7 billion, generating a total \$11 billion in economic impact to the region.

Of that \$6.7 billion in direct visitor spending, 11% (\$737 million) was spent in the recreation sector, which includes spending on arts and cultural offerings in the region.

Last year
42
MILLION
VISITORS

spent

\$6.7
BILLION

for a total
impact of

\$11
BILLION

Jobs created by arts + culture provide

\$1.3B

in household income

THAT COULD PAY FOR

HOUSE PAYMENTS FOR **101,250** FAMILIES



GROCERIES FOR **318,945** FAMILIES

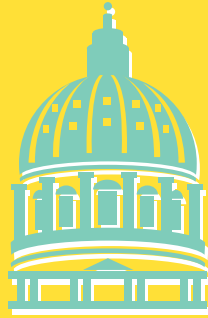


650M SEPTA FARES



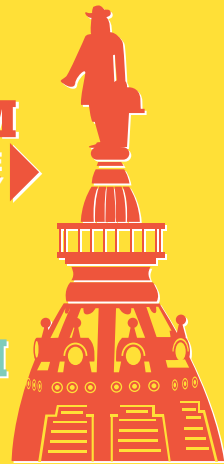
137M CHEESESTEAKS

* 137,225,868 "Whiz Wit" to be exact



\$125.6M TAX REVENUE TO THE STATE

\$98.7M TAX REVENUE TO THE CITY



\$224.3M

TOTAL TAX REVENUE

The arts are a great return on investment. Beyond creating jobs and drawing tourism to the region, cultural organizations support local and state governments, generating nearly \$225 million in revenue.



AGENDA BY THE NUMBERS

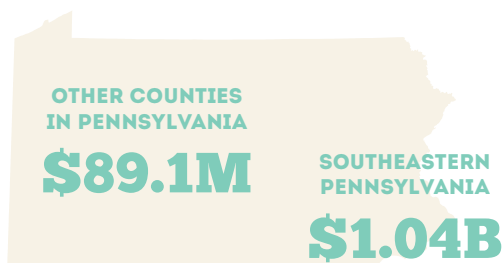
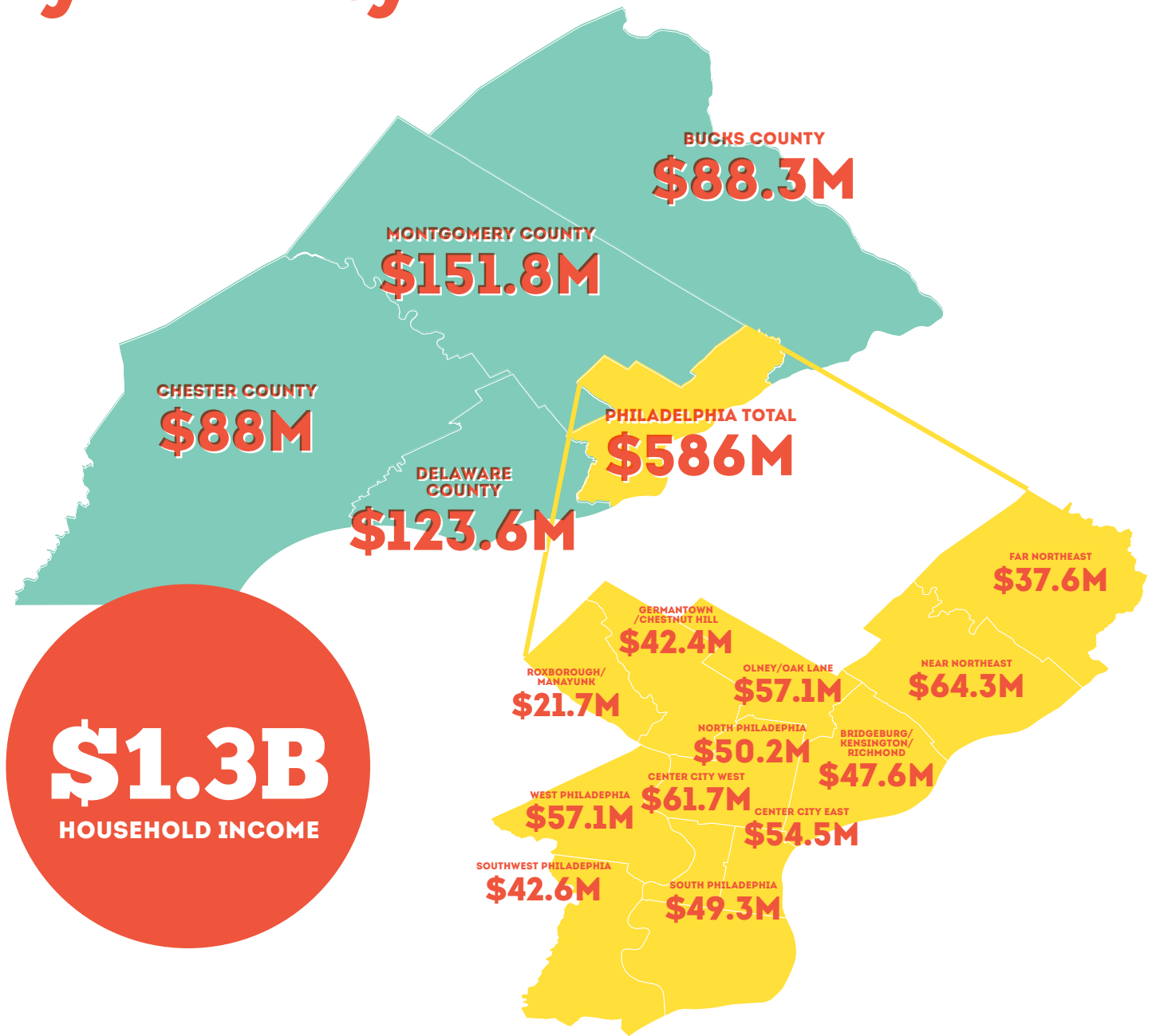
492 ARTS AND CULTURE ORGANIZATIONS

1,485 AUDIENCE SURVEYS

341 COMMUNITIES PARTICIPATING NATIONWIDE

MORE INFORMATION, CITATIONS + RESOURCES ► PHILACULTURE.ORG/PROSPERITY

Household Income by County



DEFINING ECONOMIC IMPACT

Some of the common terms used in Agenda: Prosperity, defined:

Direct Economic Impact

A measure of the economic effect of the initial expenditure within a community. For example, when the symphony pays its players, each musician's salary, the associated government taxes, and full-time equivalent employment status represent the direct economic impact.

Direct Expenditures

The first round of expenditures in the economic cycle. A paycheck from the symphony to the violin player and a ballet company's purchase of dance shoes are examples of direct expenditures.

Full-Time Equivalent (FTE) Jobs describes the total amount of labor employed. An FTE job can be one full-time employee, two half-time employees, etc. Economists measure FTE jobs, not the total number of employees, because it is a more accurate measure that accounts for part-time employment.

Indirect and Induced Economic Impact

This study measures the economic impact of the arts using a methodology that enables economists to track how many times a dollar is respent within the local economy, and thus to measure the economic impact generated by each round of spending. When a theater company purchases paint from the local hardware store, there is a measurable economic effect of that initial expenditure within a community. However, the economic benefits typically do not end there, because the hardware store uses some of its income to pay the clerk that sold the paint, as well as to pay its electric bill and to re-stock the shelves. The indirect and induced economic impacts are the effects of the subsequent rounds of spending by businesses and individuals, respectively.

Resident Household Income (often called Personal Income) includes salaries, wages, and entrepreneurial income paid to residents. It is the money residents earn and use to pay for food, shelter, utilities, and other living expenses.

Revenue to Local and State Government includes revenue from local and state taxes (e.g., income, sales, lodging, real estate, personal property, and other local option taxes) as well as funds from license fees, utility fees, filing fees, and other similar sources. Local government revenue includes funds to governmental units such as city, county, township, and school districts, and other special districts.

METHODOLOGY Q&A

We talked with Nick Crosson of DataArts, who provided information on how the data in Agenda: Prosperity was put together.

Cultural Alliance: First and foremost, tell us about how the research for Agenda: Prosperity is completed.

Nick Crosson, DataArts: Data on organizations - financial and programmatic - is collected through DataArts. Data on audience expenditures is collected via in-person surveys at arts events over one year. These datasets are returned to Americans for the Arts Data Collection Analyzing the economic impact of arts and culture organizations for this report required collecting detailed information on (1) data from arts and cultural organizations and (2) spending by audience members.

1. Data from arts and cultural organizations

Information on spending, employment, attendance, and other relevant areas was provided by organizations through DataArts. All Greater Philadelphia Cultural Alliance members and other organizations known to the Cultural Alliance were asked to submit their data through DataArts. The organizations in this report represent approximately 90% of the total economic activity of the nonprofit arts and cultural sector of Southeastern Pennsylvania. All data are from Fiscal Year 2015.

2. Spending by audience members

Surveyors collected 1485 audience spending surveys from patrons at arts and cultural events throughout 2016. Surveying was conducted at a wide variety of events and organizations, on weekends and weekdays, and at both paid and free events (please see Participating Organizations for details). All surveys were anonymous.

How many organizations participated in the study?

509 organizations participated, with 492 contributing data. Of those, 409 were from Philadelphia County.

What has DA done differently from how the report was compiled in the past?

With the relaunch of the DataArts platform and updated Cultural Data Profile (CDP) in 2016, there were a number of changes that made it easier for smaller organizations (budgets under \$50,000) to participate, using a "short form" version of the CDP. In addition, for all organizations using the new CDP, the form was customized to include only those questions relevant to each organization's mission and activity.

How are organizations chosen to participate in Agenda: Prosperity?

All arts and cultural organizations in Greater Philadelphia were eligible to participate in Agenda: Prosperity. Organizations which are members of the Greater Philadelphia Cultural Alliance or have been funded by the PA Council for the Arts were contacted directly to participate.

Any organization was included automatically if they entered its fiscal and programmatic data into DataArts, a common online data collection system used by many funders in the region, including the Philadelphia Cultural Fund, PA Council for the Arts, the William Penn Foundation, The Pew Charitable Trusts.

How is Agenda: Prosperity different from the previous reports? Why is it difficult to compare the three?

Different organizations in the dataset, slightly different economic models, and VERY different macroeconomic circumstances - for the 2012 report, organizational data was from FY2010, still the midst of the Great Recession. In particular, audience spending was lower in the 2012 report than in this report or the 2007 version.

What percentage of total economic activity on the nonprofit arts and culture sector do they represent?

The organizations in this report represent approximately 90 percent of the total economic activity of the nonprofit arts and cultural sector of Southeastern Pennsylvania.

What other sources provided percentages and data for the report?

In this report, the sections mapping and illustrating Household Income, and the Disciplines section are additional analyses performed by DataArts, based on the analyses received from

Americans for the Arts and described previously. Geographic breakdowns are based on data from the U.S. Census's Longitudinal Employer-Household Dynamics program. "Labor

shed reports" provide counts and percentages of where workers live who are employed in the selected county or area (for Philadelphia, zip code analyses were amalgamated into more generalized regions). Breakdown by Discipline is based on ratios from Americans for the Arts for calculating economic impact in Southeastern Pennsylvania. Any errors or omissions in

these sections lie with the Greater Philadelphia Cultural Alliance and DataArts.

How was the economic modeling for this project developed?

A comprehensive description of the methodology, including economic impact modeling, used to complete the national study is available at www.AmericansForTheArts.org/EconomicImpact.

How is indirect economic impact calculated, and what is part of that number?

While "direct spending" is the initial round of expenditures that are the result of arts and cultural spending (the organization's spending money or the audiences purchases at local businesses), "Indirect spending" is a measure of how these dollars "ripple" through the economy in subsequent rounds of spending. Indirect spending represents the money that arts and cultural workers (whose salaries are part of the "direct" round) spend on rent or mortgage, electricity, or school books. Similarly, indirect spending is the restaurants and hotels' salaries for their workers, paying their food and beverage suppliers, etc. In addition, it is several round of subsequent spending, such as those restaurant workers paying their rent or mortgage.

Nonprofits don't pay property tax, but as a group we contribute \$224.3 Million to state and city tax revenue. What specific taxes do these organizations pay?

The primary one that they pay is payroll tax and associated taxes - payroll, unemployment insurance, any local wage-associated taxes imposed on employers. Also, there are taxes like rental car, hotel tax, sales/food tax. They also pay fees that get counted in these "state revenue" and "local revenue" categories - e.g. fees related to construction or permitting, fees for reimbursing for police coverage at events, etc.

Why aren't some regions and cities, such as New York City and Los Angeles, included in AEP5?

Participation in the AEP study is voluntary and requires coordination through a local partner. For the 2017 AEP5 study, if a region was not included, it is because there was not a local partner to coordinate data collection and participation. In addition, the parameters of the study region are determined by these local partners, and not all partners chose to do both a city-wide study of the core city in their region, as well as a region-wide study.

What puts DC above the Philadelphia Region in so many categories, such as FTE jobs? OR overall, it appears some regions, especially DC, have grown exponentially since 2012. Is there any specific reason why this occurred?

I think the DC growth is mainly AFTA getting more of the Smithsonian figures into the dataset. At one point, they really didn't have much/many of that data. Also, while Philadelphia is quite good at leaving out things like library circulation and public parks figures, other areas don't always do this. I haven't looked into the Pittsburgh figures this time, they used to include both. AFTA won't filter these out.

THE GREATER PHILADELPHIA REGION'S PARTICIPATING NONPROFIT ARTS AND CULTURAL ORGANIZATIONS

This study could not have been completed without the cooperation of the 492 nonprofit arts and cultural organizations in the Greater Philadelphia Region, listed below, that provided detailed financial and event attendance information about their organization.

[Redacted] Theater Company; 11Th Hour Theatre Company; 1807 & Friends; 1812 Productions; 215 Festival; A Change Of Harp; Abington Art Center; Academy Of Natural Sciences, The; Academy Of Vocal Arts; Acppa Community Art Center; Act Ii Playhouse, Ltd.; Advocate Center For Culture And Education; Advocates For Public Art, Llc; African American Museum In Philadelphia; African Cultural Alliance Of North America; Al-Bustan Seeds Of Culture; Allens Lane Art Center; Almanac; Ambler Theater; American Composers Forum, Philadelphia Chapter; American Philosophical Society; American Poetry Review; American Poetry Review, The; American Swedish Historical Museum; Anna Crusis Womens Choir; Anne-Marie Mulgrew And Dancers Co.; Annenberg Center For The Performing Arts; Anonymous Bodies; Apiary Of Culturetrust Greater Philadelphia; Applied Mechanics; Archedream For Humankind; Arden Theatre Company; Ars Nova Workshop; Art For Justice; Art Goes To School Of Delaware Valley; Art Partners Studio; Art Sanctuary; Art Sphere; Artfusion 19464; Arthur Ross Gallery; Artistas Y Musicos Latino Americanos; Art-Reach; Arts & Cultural Council of Bucks County; Arts + Business Council Of Greater Philadelphia; Arts Holding Hands & Hearts Of Culturetrust Greater Philadelphia; Artwell; Artz Philadelphia; Asap/After School Activities Partnerships; Asian Americans United; Asian Arts Initiative; Association For Public Art; Association For The Advancement And Integration Of Design; Association For The Colonial Theatre; Astral Artists; Athenaeum Of Philadelphia; Automatic Arts; Awbury Arboretum Association; Azuka Theatre Collective; Bach Festival Of Philadelphia; Bainbridge House; Ballet; Barnes Foundation, The; Beacon Theatre Productions; Bearded Ladies Cabaret; Bel Canto Children's Chorus (Greater Philadelphia); Berserker Residents, Llc; Best Day Of My Life So Far; Bible Raps; Big Picture Alliance; Birds On A Wire Dance Theatre; Black Pearl Chamber Orchestra; Bowerbird; Brainspunk Theater; Brandywine Ballet Company; Brandywine River Museum Of Art; Brat Productions Of Culturetrust Greater Philadelphia; Bristol Riverside Theatre; Broad Street Review; Bryn Mawr College, Office For The Arts; Bryn Mawr Film Institute; Bucks County Historical Society; Bucks County Playhouse; Bucks County Symphony Society; Buildabridge; Bushfire Theatre Of Performing Arts; Camara Arts; Casa De Duende; Center For Architecture And Design; Center For Art In Wood; Center For Emerging Visual Artists, The; Center In The Park; Centro Nueva Creacion; Chamber Orchestra Of Philadelphia, The; Chelsea & Magda; Chester Children's Chorus; Chester County Historical Society; Chestnut Street Singers; Chinese American Women's Sisterhood Society Of Philadelphia; Choral Arts Society Of Philadelphia; Choristers; Christ Church Preservation Trust; Circadium; Clay Studio, The; Cleaver Magazine; Cliveden Of The National Trust; Coalition Of Diasporan Scholars Moving; Coatesville Cultural Society; Collaborative Cataloging Japan; College Of Physicians Of Philadelphia; Committee Of Seventy; Commonwealth Classic Theatre Company; Commonwealth Youthchoirs; Community Arts Center (Delaware County); Community Conservatory Of Music; Community Education Center; Concert Operetta Theater; Concord School House And Upper Burying Ground Of Germantown; Conservation Center For Art And Historic Artifacts; Contempradance Theatre; Cosacosa Art At Large; County Theater; Crossing; Crossroads Music; Cultural Data Project; Culturetrust Greater Philadelphia; Cultureworks Greater Philadelphia; Curio Theatre Company; Curtis Institute Of Music; Da Vinci Art Alliance; Dance Affiliates; Dancefusion; Dancing Classrooms Philly; Danse4Nia Repertory Ensemble; Darlington Fine Arts Center; Delaware County Symphony; Dislabeled Philly Film Series; Dolce Suono Ensemble; East Coast Black Age Of Comics Convention; Eastern State Penitentiary Historic Site; Ebenezer Maxwell Mansion; Egopo Classic Theater; Eleone Dance Theatre; Elmwood Park Zoo; Enchantment Theatre Company; Encore Series D/B/A The Philly Pops; Envision Peace Museum; Excite Center Of Drexel University; Fabric Workshop And Museum; Fair Hill Burial Ground; Fairmount Park Conservancy; Fiddlekicks; Fidget; First Night Newtown; First Person Arts; Flashpoint Theatre Company; Fort Mifflin On The Delaware; Found Theater Company; Foundation At The Manor; Founder's Hall At Girard College; Franklin Institute; Frator Heru Institute; Free Library Of Philadelphia Foundation; Friends Of Laurel Hill Cemetery; Friends Of The Japanese House And Garden; Friends Of The Wissahickon; Fringearts; Fund for the Water Works; Galleries At Moore College Of Art And Design; Geographical Society Of Philadelphia; George W. South Memorial Episcopal Church Of The Advocate; Georgia E. Gregory Interdenominational School Of Music; German Society Of Pennsylvania; Germantown Mennonite Historic Trust; Gershman Y; Girls Rock Philly; Glen Foerd Conservation Corporation; Global Philadelphia Association; Graystone Society; Greater Philadelphia Cultural Alliance; Greater Philadelphia Film Office; Griotworks Of Culturetrust Greater Philadelphia; Group Motion Multi Media Dance Theater; G-Town Radio; Head & The Hand Workshop Of Culturetrust Greater Philadelphia; Headlong Dance Theater; Hedgerow Theatre; Helen Kate Furness Free Library; Hidden City Philadelphia; Historic Fallsington; Historic Germantown; Historic Philadelphia; Historic Rittenhousetown; Historic Yellow Springs; Historical Society Of Frankford; Historical Society Of Pennsylvania; Hiway Theatre; Idiopathic Ridiculopathy Consortium; Images Of The Motherland-Interactive Theatre; Independence Seaport Museum; Independence Visitor Center Corporation; Inis Nua Theatre Company; Inliquid.Com; Institute Of Contemporary Art; Interact Theatre Company; Intercultural Journeys; International Ballet Exchange; International House Philadelphia; International Performing Arts For Youth; Invisible River; Iron Factory, Llc; Islamic Cultural Preservation & Information Council / New Africa Center; Israeli Film Festival Philadelphia; James A. Michener Art Museum; Japan America Society Of Greater Philadelphia; Jazz Bridge Project; Jazz Orchestra Of Philadelphia Of Culturetrust Greater Philadelphia; Jeanne Ruddy Dance; John B. Hurford '60 Center For The Arts And Humanities; John Bartram Association;

Johnson House Historic Site; Junk; Just Act; Just Act (Formerly Gas & Electric Arts); Kaleid Theatre; Kama-Sahlor Group; Kennett Area Senior Center's Living History Storytelling Project; Kennett Flash; Kimmel Center; Korean Cultural Foundation; Koresh Dance Company; Kulu Mele African American Dance Ensemble; Kun-Yang Lin/Dancers; Kyodaiko Taiko Drummers (Formerly Shofuso Taiko); La Salle University Art Museum; Lady Hoofers Tap Ensemble; Lansdowne Economic Development Corporation; Lansdowne Symphony Orchestra; Lantern Theater Company; Leah Stein Dance Company; Lenape Chamber Ensemble; Library Company Of Philadelphia; Lightning Rod Special; Liveconnections. Org; Longwood Gardens; Lyra Society; Lyric Fest; Macguffin Theatre & Film Company; Mad Poets Society; Main Line Art Center; Manayunk Art Center; Manayunk Theatre Company; Mann Center For The Performing Arts; Mascher Dance; Masjidullah-Center For Human Excellence; Mauckingbird Theatre Company; Media Arts Council; Media Business Authority DbA Jazz By Night Celebration; Media Mobilizing Project; Media Theatre; Mendelssohn Club Of Philadelphia; Mercer Fonthill Trust; Metropolitan Ballet Company; Mexican Cultural Center; Mighty Writers; Mind Tv; Montgomery County Community College; Montgomery Theater; Moonstone Inc; Moore College of Art and Design; Mt Airy Art Garage; Multicultural Arts Exchange Of Culturetrust Greater Philadelphia; Music At Abington; Musicopia; Mutya Philippine Dance Company; Naked Stark; National Constitution Center; National Liberty Museum; National Museum Of American Jewish History; Network For New Music; New City Stage Company; New Freedom Theatre; New Paradise Laboratories Theatre; Newtown Chamber Orchestra; Nia Center Inc; Nichole Canuso Dance Company; Nora Gibson Contemporary Ballet; Norris Square Neighborhood Project; North Light Community Center Arts Program; Office Of Arts, Culture And The Creative Economy; Ollin Yoliztli Calmecac; Olney Youth Arts Festival; Ombelico Mask Ensemble; Opera North; Opera Philadelphia; Orbiter 3; Orchestra 2001; Painted Bride Art Center, The; Paoli Blues Fest; Papaya; Paperclips215; Partners For Sacred Places; Pasion Y Arte; Passyunk Square Civic Association; Pearl S. Buck House; Pennhurst Memorial & Preservation Alliance; Pennsbury Society; Pennsylvania Academy Of The Fine Arts; Pennsylvania Ballet Association; Pennsylvania Guild Of Craftsmen; Pennsylvania Horticultural Society; Pennsylvania Humanities Council; Pennsylvania Public Radio Associates; People's Light; Philadelphia Area Consortium Of Special Collections Libraries (Pacscl); Philadelphia Art Alliance; Philadelphia Artists' Collective; Philadelphia Arts In Education Partnership; Philadelphia Asian American Film & Filmmakers; Philadelphia Asian Performing Artists; Philadelphia Boys Choir & Chorale; Philadelphia Chamber Ensemble; Philadelphia Chamber Music Society; Philadelphia Chapter - Barbershop Harmony Society; Philadelphia Chinese Opera Society; Philadelphia Clef Club Of Jazz & Performing Arts; Philadelphia Community Arts Network; Philadelphia Community Tap Project; Philadelphia Dance Company (Philadanco); Philadelphia Dance Foundation; Philadelphia Dance Projects; Philadelphia Film Society; Philadelphia Folklore Project; Philadelphia Folksong Society; Philadelphia Freedom Band; Philadelphia Gay Men's Chorus; Philadelphia Guild Of Hand Weavers; Philadelphia Independent Film & Video Association; Philadelphia Mural Arts Advocates; Philadelphia Museum Of Art; Philadelphia Orchestra; Philadelphia Orchestra Association; Philadelphia Photo Arts Center; Philadelphia Photo Review; Philadelphia Photo Review, The; Philadelphia Public Access Corporation; Philadelphia Regional Arts Consortium; Philadelphia Sculptors; Philadelphia Shakespeare Theatre, The; Philadelphia Sinfonia Association; Philadelphia Singers, The; Philadelphia Sketch Club; Philadelphia Society For The Preservation Of Landmarks; Philadelphia Spin Coalition; Philadelphia Stories; Philadelphia Theatre Company; Philadelphia Virtuosi Chamber Orchestra; Philadelphia Voices Of Pride; Philadelphia Waterborne; Philadelphia Women In Film And Television; Philadelphia Wooden Boat Factory; Philadelphia Young Playwrights; Philadelphia Youth Dance Fest; Philadelphia Youth Orchestra; Philadelphia Zoo; Philadelphia's Magic Gardens; Philip And Muriel Berman Museum Of Art At Ursinus College; Philly Drum Project; Philly Pigeon Llc; Philly Youth Poetry Movement; Philo Project Of Culturetrust Greater Philadelphia; Phoenix Village Art Center; Photography Without Borders; Piffaro, The Renaissance Band; Pig Iron Theatre Company; Play On, Philly!; Playpenn; Plays And Players; Portside Arts Center; Presbyterian Historical Society; Preservation Alliance For Greater Philadelphia; Print Center, The; Prism Quartet; Project 440 Inc; Project Capoeira; Project Twenty1; Prometheus Chamber Orchestra Of Culturetrust Greater Philadelphia; Public Citizens For Children And Youth; Putty Dance Project; Qflix Philadelphia; Quakertown Band; Quintessence Theatre Group; Raices Culturales Latinoamericanas; Rair; Reading Terminal Market; Reallivepeople; Red 40 & The Last Groovement; Relache; Renegade Company; Requisite Movers; Resource Exchange; Revolution Shakespeare; Rock School For Dance Education, The; Rock To The Future; Rosenbach Museum & Library; Rough Cut Productions; Samuel Gompers Elementary School; Samuel S. Fleisher Art Memorial; Schuylkill Center For Environmental Education, The; Schwenkfelder Library & Heritage Center; Scribe Video Center; Seamaac; Second State Press; Senior Community Services; Settlement Music School; Shakespeare In Clark Park; Shirley Road Productions; Simpatico Theatre Project; Singing City; Sister Cities Girlchoir; Slought Foundation; Small But Mighty Arts Of Culturetrust Greater Philadelphia; Smith Memorial Playground & Playhouse; Soapbox: Community Print Shop & Zine Library; South Asian American Digital Archive, Nfp; Spells Writing Lab; Spiral Q Puppet Theater; Stagecrafters; Stenton; Storybook Musical Theatre; Studio Incamminati; Subcircle; Summer Carillon Concerts; Sunshine Arts; Susan Hess Modern Dance; Swarthmore College - Arts & Cultural Programming; Swarthmore-Rutledge School; Swim Pony Performing Arts; Taller Puertorriqueño; Tangle Movement Arts; Team Sunshine Performance Corporation; Tempesta Di Mare; Temple Contemporary; Temple Judea Museum; Temple University Institute On Disabilities; Temple University Music Preparatory Division; Termite Tv Collective; Theatre Alliance; Theatre Encore Of Culturetrust Greater Philadelphia; Theatre Exile; Theatre Horizon; Theatre In The X; Theatre Philadelphia; Thinkingdance; Thirdbird; Three Aksha; Tiny Dynamite; Tri-County Concerts Association; Trinity Center For Urban Life; Trinity Musical Theatre; Twelve Gates Arts; University City Arts League; University Of Pennsylvania Museum Of Archaeology And Anthropology; Uptown Entertainment and Development Corporation; Uptown! Entertainment Alliance; Urban Creators; Usiloquy Dance Designs; Variant Six; Village Library Of Wrightstown; Village Of Arts And Humanities, The; Visual Arts Alliance; Vox Populi; Vulcan Lyric (Formerly Center City Opera Theater); W.O.R.X. Works Of Raphael Xavier; Wagner Free Institute Of Science; Walnut Street Theatre; Warrior Writers Of Culturetrust Greater Philadelphia; Warriors Of The Wonderful Sound; Wayne Art Center; Weathervane Music Organization; West Park Cultural Center; West Philadelphia Cultural Alliance; West Whiteland Township Friends Of The Park; Wharton Esherick Museum; White Box Theatre; Why; Wilma Theater, The; Wolf Performing Arts Center; Woodlands Trust For Historic Preservation; Woodmere Art Museum; Wxpn; Wyck Association; and Young Audiences Of Eastern Pennsylvania



A WORD FROM OUR SPONSOR

Our region's nonprofit arts and culture organizations are essential quality of life assets that make Greater Philadelphia a great place to live, work, and visit. Their mission-driven creative work brings us inspiration, understanding, and new perspectives. These organizations offer enriching experiences in every neighborhood in Philadelphia. They are also a source of revenue and job creation. When the cultural sector is thriving, it is an indication of a healthy and vibrant region.

The Office of Arts, Culture and the Creative Economy (OACCE) is pleased to partner with the Cultural Alliance on Agenda: Prosperity, to articulate the significance of the arts on the city's economy. Reading through, you will see the significant impact the arts and culture sector has on the region and on Philadelphia's economy. In 2015, Greater Philadelphia nonprofit arts and culture organizations created 55,225 full-time jobs, with a total economic impact of \$4.1 billion – from organizational expenditures, to household income, to audience spending. In turn, this activity generated \$225 million in local, state, and federal tax revenues.

As Chief Cultural Officer for the City of Philadelphia, I am excited to see that we are the cornerstone of this impact. The city's \$3.4 billion economic impact is 83.3% of region. We generate 70% of the sector's tax revenue in the region, and 72% of the its household income. By every measure, Philadelphia's contribution is significant. This report provides an invaluable chance for the cultural community to share with others how arts and culture are essential components of the City's community revitalization, education and economic development strategies, and that their impact in Philadelphia and throughout the region is consistent and significant.

Paired with the value of accessible, quality cultural experiences, Agenda: Prosperity will help to tell a complete story of the impact of the arts on Philadelphia and its residents.

A handwritten signature in black ink, appearing to read 'Kelly R. Lee'.

Kelly R. Lee
Chief Cultural Officer
City of Philadelphia



LEAD SPONSOR

ARTS
CULTURE
AND THE
CREATIVE
ECONOMY

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The findings in **Agenda: Prosperity** are based on information collected from 1,485 audience surveys and the spending information from 492 arts and culture organizations in Southeastern Pennsylvania. The Cultural Alliance joins 340 other partner organizations across the country in Americans for the Arts' national study, Arts and Economic Prosperity 5, and is the local partner for both the Southeastern Pennsylvania and City of Philadelphia editions, which come together to form **Agenda: Prosperity**. Additional data analysis for **Agenda: Prosperity** was done by DataArts.

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