

# 2019 ANNUAL REPORT

greater  
philadelphia cultural  
**A**LLIANCE

**ON BEHALF OF THE BOARD OF DIRECTORS AND THE  
STAFF OF THE GREATER PHILADELPHIA CULTURAL  
ALLIANCE, WE ARE PLEASED TO PRESENT THIS  
REPORT ON OUR PROGRAMS, ACTIVITIES AND  
FINANCIAL HEALTH FOR OUR 2019 FISCAL YEAR  
(JULY 1, 2018 THROUGH JUNE 30, 2019).**

Arts and culture experiences are essential building blocks for people to invent, explore, learn, collaborate and find joy. The Cultural Alliance works to support arts and culture throughout the region by sharing our knowledge, connecting people to arts and cultural entities and providing guidance to help our members thrive.

Thanks to continued support from longtime institutional funders and an ever-growing base of individual donors, in FY2019 the Cultural Alliance continued to deliver great value to our 460+ members. We welcome your feedback on this report and hope that you'll share it with your peers, board and staff.

*Our goal is to energize you—our members and the people who support arts and culture—so that you can focus on creating transformative arts and culture experiences.*



**MAUD MARGARET LYON**  
President, Greater Philadelphia Cultural Alliance

*Maud Margaret Lyon*



**CATHERINE M. CAHILL**  
Chair, Board of Directors

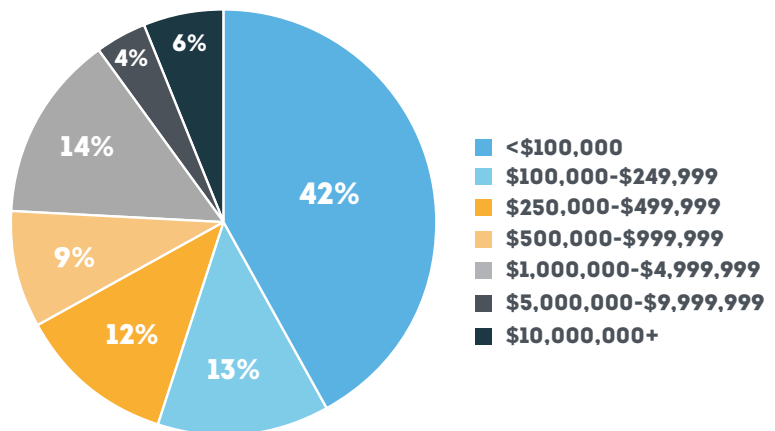
*Catherine M. Cahill*

# MEMBERSHIP

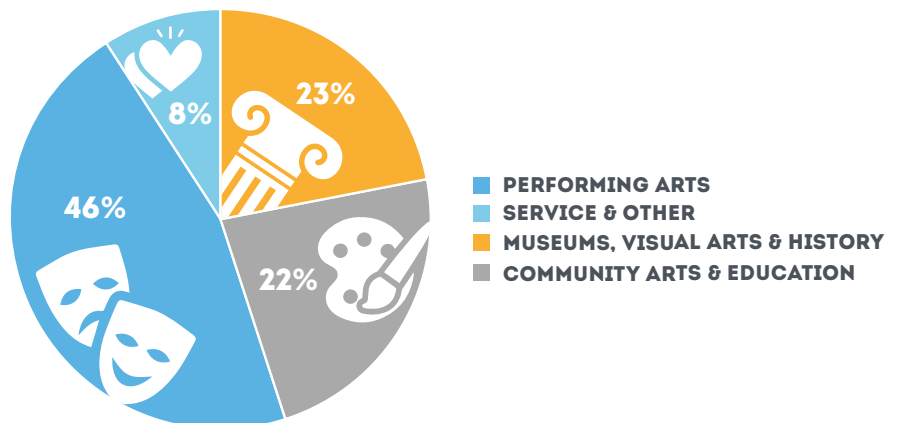
*Members are at the heart of what we do. We understand their challenges, work to serve them and act as an agent for change on their behalf. For 47 years, the Cultural Alliance has amplified the voices of arts and culture nonprofits in the region, including our 462 members in FY19.*

In 2019, we conducted a Member Engagement Analysis and found that the Job Bank and Phillyfunguide continue to be our most popular resources; that members deeply value our research and advocacy work; and that they appreciate our role as a convenor, bringing the community together at the Annual Meeting and other events throughout the year.

## 2019 MEMBERSHIP BY BUDGET



## 2019 MEMBERSHIP BY DISCIPLINE

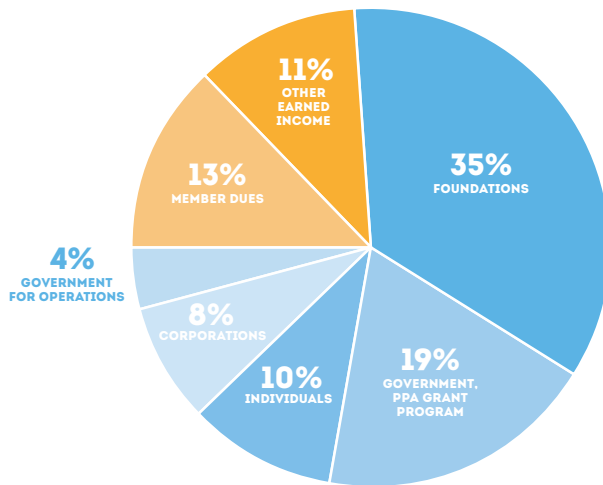


# FINANCIAL REPORT

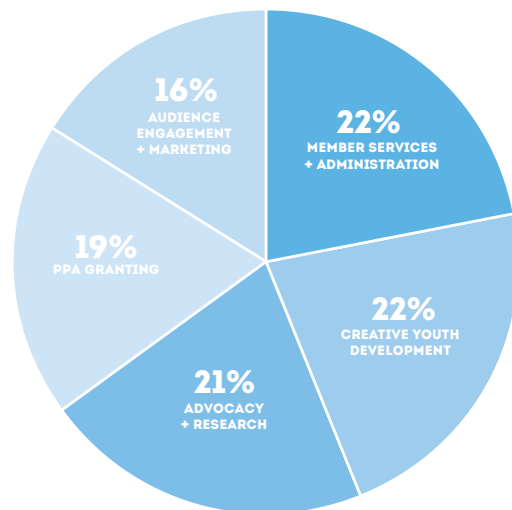
*The Cultural Alliance ended FY19 with an operating surplus of \$13,900 for a budget of \$2.3 million. Our reserve fund totaled \$1,229,000, equal to 5.8 months of operations, well exceeding the minimum set by the Board of Directors.*

## REVENUES FY19

- 76% CONTRIBUTED
- 24% EARNED



## EXPENSES FY19



[VIEW THE AUDITED FINANCIAL STATEMENT FOR FY2019](#)

# ADVOCACY

*At the Cultural Alliance, we fight for a seat at the table and champion the role of arts and culture in creating a viable and vibrant society. This spring, we took part in both federal and state advocacy days, successfully keeping funding at or above previous levels.*

## LEGISLATIVE AFFAIRS

On the state level, we, alongside advocates from across the state, advocated for a state General Fund Budget that includes a \$9.89 million line item for Grants to the Arts and a \$2 million line item for Historical and Museum Support as well as passing a resolution instructing the Joint State Government Committee to conduct a study on Creative Districts and their impacts on community and economic development.

On the federal level, we defended appropriations for NEA, NEH, IMLS and other programs, which ultimately received increases.

In Philadelphia, grassroots advocates continued advocating for an increase in the budget for the Philadelphia Cultural Fund.



**318 ADVOCATES IN THE GREATER PHILADELPHIA REGION SENT 1,386 EMAILS THIS YEAR TO CITY, STATE AND FEDERAL LEGISLATORS.**

## ADVOCACY IN THE COUNTIES

On June 10, nearly 60 cultural leaders and arts supporters gathered for a reception at People's Light in Malvern to celebrate the launch of the **Chester County Cultural Coalition**, sponsored by the Chester County Community Foundation.

National Arts Advocacy Day on March 5 had a special meaning this year for our friends in Delaware County: it was the day that plans were announced for this fall's first-ever **Delco Arts Week** (Sept 21-28, 2019)—a partnership between the Cultural Alliance and the Delaware County Arts Consortium, supported by the Foundation for Delaware County.

## RESEARCH

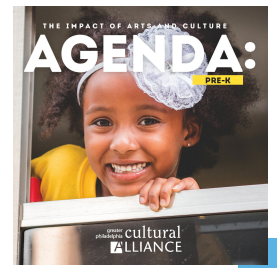
In 2019, we published **Agenda: Aging**, our latest report exploring the impact of arts and culture on important civic issues. Supported by AARP Pennsylvania, this research documented how, for adults over 50, arts and culture can dramatically reduce the risk of developing depression, decrease the possibility of dementia through volunteer engagement and improve mental and emotional processing power.



We also released data from our 2018 Social Impact Census, which found that the 179 organizations that took part in the census operated more than 1,056 programs with specific areas of social impact in categories such as accessibility, aging, environment, incarceration, immigration and refugee resettlement and more.

## ARTS & PRE-K EXCELLENCE AWARDS

Continuing the work from our 2017 publication **Agenda: Pre-K**, the Cultural Alliance was pleased to conduct the second cycle of the Arts & Pre-K Excellence Awards with lead support from PECO. This year we awarded \$8,000 to the Barnes Foundation for its exemplary program for young children; and \$3,500 to St. Mary's Nursery School for being a Pre-K provider with a successful arts-based learning program.



In March, art educators gathered for a half-day learning program supported by PNC Grow Up Great. The session featured presentations on best practices in early childhood education, case studies from Settlement Music School and Please Touch Museum and hands-on activities that demonstrated an effective arts-integrated curriculum.

## CULTURAL DATA NETWORK

In partnership with SMU/DataArts, we convened more than 20 experienced researchers to discover what analysis could be done to understand the most pressing issues of the cultural sector in Greater Philadelphia. Two priorities emerged: to learn more about audiences for arts and culture to understand the forces that could make arts funding equitable.

## WEALTH MANAGERS CONVENINGS

In partnership with Brown Brothers Harriman, the Philadelphia Estate Planning Council and SEI, the Cultural Alliance presented three sessions on *The Art of Impact*. The goal of these presentations was to provide wealth managers with greater knowledge and understanding of the social impact of the arts and how to better connect their clients to these opportunities for philanthropy.

## PENNSYLVANIA PARTNERS IN THE ARTS GRANT PROGRAM

The Cultural Alliance is proud to be the largest of 13 regional partners for Pennsylvania Partners in the Arts, a regranting program of the Pennsylvania Council on the Arts. Having served as the partner for the five-county Greater Philadelphia area for more than 17 years, this grantmaking work is an integral component of our organizational efforts around advocacy and diversity, equity and inclusion.

In the 2018-19 grant cycle, the Cultural Alliance received 163 Project Stream grant applications and awarded \$95,432 through 80 grants to organizations and individual artists. In addition, 86 organizations received \$272,236 in general operating support through Program Stream grants.

## CULTURAL CABINET AND EMERGING LEADERS CIRCLE

The Cultural Cabinet and Emerging Leaders Circle (ELC) saw all-time high membership in FY19, with 72 Cultural Cabinet members (including 16 Cultural Alliance board members) and 28 ELC members. The two groups of civic champions came together for the seventh annual Spring Reception, where we honored David and Linda Glickstein as our 2019 Cultural Ambassadors and Nicole Allen White as our 2019 Emerging Cultural Champion.



# DIVERSITY, EQUITY AND INCLUSION

*The Cultural Alliance is committed to increasing diversity and equity throughout the arts sector. In 2016 the Cultural Alliance included in our strategic plan a goal to increase diversity, equity and inclusion (DEI) within the Alliance and the broader cultural community. Our first step was to conduct an extensive scan of our current practices and perceptions, which included input from a wide range of stakeholders. From there, we developed a statement and action plan, which is guiding our DEI work moving forward.*

We also created an affinity group of Cultural Alliance board members, arts administrators, artists, funders and others to inform and guide our efforts. More than 60 members of our DEI Affinity Group volunteer their time to shape, inform and guide this work and ensure it reflects the needs of our members. After collaborating to articulate an overall vision for these efforts, members created five working groups that address distinct focus areas to help achieve our larger DEI goals.



## **AUDIENCES:**

Developing ways to diversify the people who attend or participate in cultural programming

## **BOARDS:**

Diversifying cultural boards and building support for DEI among board members

## **FUNDING:**

Exploring how the distribution of cultural funding in Philadelphia can be made more equitable

## **WORKFORCE:**

Making workplaces more inclusive and diversifying the cultural workforce

## **ORGANIZATIONS OF COLOR:**

Focusing on the distinct challenges of cultural organizations that self-identify as an organization of color





## FY19 DEI PROGRAMS AND EVENTS

### **OFBYFOR ALL SEMINAR WITH NINA SIMON**

In her keynote for the September 2018 Annual Meeting, museum expert Nina Simon said that for a cultural organization to authentically be “for” an audience, the content must be co-created “of and by” them. The next day, 75 people from over 35 organizations attended a seminar at the Penn Museum to more deeply explore how to develop relationships with new constituents and to engage them in meaningful ways. The seminar was supported by The Pew Center for Arts & Heritage and the Sachs Program for Arts Innovation, University of Pennsylvania.

### **EQUITY IN ACTION: BUILDING SOCIAL CAPITAL**

On February 12, the Cultural Alliance partnered with Philanthropy Network Greater Philadelphia to present an event at Esperanza’s new performing arts venue in North Philadelphia. An expert panel of funders and grantees discussed how they have built mutually-beneficial relationships to serve the Hunting Park neighborhood and surrounding areas. They provided useful tips for how arts funders can connect with smaller, community-based organizations that often lack access to traditional funding streams.

### **CULTURAL LEADERS BREAKFAST**

On April 9, more than 120 guests attended the Cultural Alliance’s second annual Cultural Leaders Breakfast at the newly-renovated Vue on 50. Focused on cultivating board diversity, this year’s event featured a keynote address by Juan Otero, Vice President of Diversity and Inclusion at Comcast NBCUniversal, and presentation by Daria Torres of the Walls Torres Group on the Equity Maturity Model.





## FY19 DEI PROGRAMS AND EVENTS (CONTINUED)

### **PAINTING A PICTURE OF A MORE DIVERSE & INCLUSIVE ARTS AND CULTURAL WORKFORCE**

On March 7, the Cultural Alliance welcomed more than 140 arts and culture workers for our first DEI Workforce program. Held at the African American Museum in Philadelphia, the event featured presentations and interactive breakout sessions led by regional thought leaders in DEI and human resources.

During this rich and robust conversation, attendees learned about ways that arts and cultural organizations can begin or continue to build practices, establish talent pipelines and discuss innovative ways to further diversify their workforces. Topics included the inside perspective of diverse applicants throughout the hiring process, the value of Employee Resource Groups, the necessity of funding for DEI work, the importance of paid internships, and borrowing from for-profit models for the best and most effective DEI practices.

### **CULTURAL ACCESSIBILITY TRAININGS**

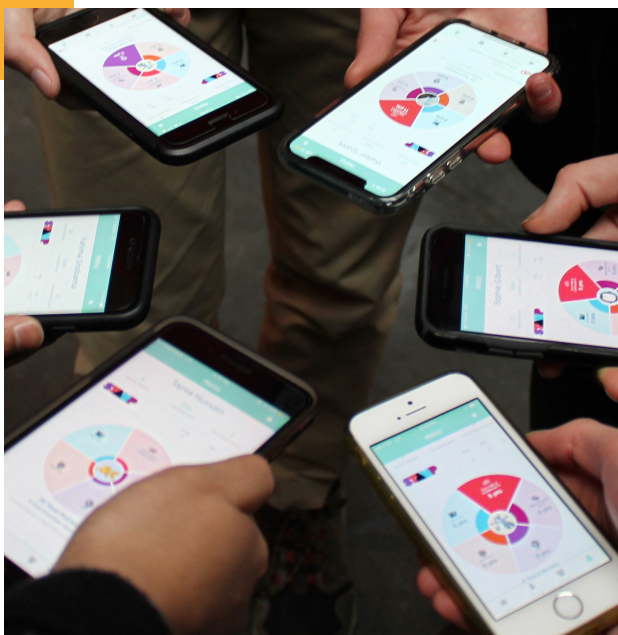
In partnership with Art-Reach, the Cultural Alliance held a series of free Cultural Accessibility Trainings. Held in Center City, West Philadelphia and North Philadelphia, the sessions shed light on accessibility concerns specific to cultural institutions and included lessons on disability etiquette and using people-first language to welcome visitors with disabilities.

# CREATIVE YOUTH DEVELOPMENT

*Through our Creative Youth Development programs, the Cultural Alliance connects young people to the power of arts and culture in order to develop their competence, confidence and ability to contribute to society. We give teens the tools they need to become future consumers, supporters and leaders of the arts and culture community.*

## STUDENTS AT MUSEUMS IN PHILLY (STAMP)

STAMP continues to increase access to the arts for the teen population and ensure youth voices are heard in the arts and culture sector. The initiative has 24 partner museums that provide free admission to people ages 14 to 19 and a highly-engaged Teen Council steers the program and works directly with museum staff to create teen programming at Philadelphia cultural institutions.



**THE STAMP MOBILE APP HAD A SUCCESSFUL SECOND YEAR, GAINING 3,398 USERS FOR A TOTAL OF 4,331 APP USERS. TEENS MADE A TOTAL OF 1,397 MUSEUM VISITS THIS YEAR.**

## KNOW BEFORE YOU GO VIDEOS

Supported by the 25th Century Foundation, this year the STAMP Teen Council continued work on its Know Before You Go series—informational videos designed to make all audiences feel welcome, alleviate the unknowns of entering a new space and set up visitors for a successful cultural experience before they enter a museum. With training and support from Art-Reach and PhillyCAM, Teen Council members produced three new videos for the Academy of Natural Sciences, National Museum of American Jewish History and Independence Seaport Museum.

Teen Council premiered the videos at two events in the fall: A panel discussion for arts and culture workers hosted by Art-Reach; and a teens-only film screening and premiere party at PhillyCAM.



## TEEN SUMMIT ON ARTS AND CULTURE

On March 23, the Cultural Alliance organized the second annual Teen Summit on Arts and Culture, with the theme “Teens and the Media.” Supported by The Philadelphia Foundation, the event was held at WHYY and attracted some of Philadelphia’s most civically- and culturally-engaged young people.

The teens worked in small groups to address the most pressing issues for their age group; propose programs that could be implemented by Philadelphia arts and culture organizations to address those problems, and create a flash campaign utilizing different media types to advocate on behalf of their issue and promote their newly-designed programs. The Summit culminated in a series of inspiring presentations addressing school funding, climate change, violence in schools and access to mental-health resources.



## FRIEDA BENEFIT EVENT

On November 28, FRIEDA for generations held a dinner benefitting STAMP, which raised over \$5,000 for the program. Over 60 guests gathered to celebrate FRIEDA’s three-year anniversary serving as a community space where people of all ages connect, and the proceeds from tickets were donated to STAMP. Teen Council members spoke about the importance of teen engagement in the arts and how STAMP provides access to cultural sites throughout the city.

## **BLOOMBERG ARTS INTERNSHIP PHILADELPHIA**

The Bloomberg Arts Internship, supported by Bloomberg Philanthropies, is a one-of-a-kind initiative that immerses Philadelphia high school seniors in our city's rich arts and culture sector while preparing them for the next steps in their professional and educational journeys. Each summer, 50 Bloomberg interns work at 25 different organizations across the city, doing everything from creating marketing materials and drafting thank you letters to reinvigorating audience engagement and delivering programming. Bloomberg interns also tour some of the city's most iconic institutions and have an opportunity to meet and talk with industry professionals. In addition to internships, participants also attend professional development sessions throughout the summer.

In FY19, the Cultural Alliance convened a working group of program partners, including Philadelphia Futures, Philadelphia Young Playwrights and Philadelphia Education Fund, to develop a distinctive curriculum that supports the goals of professional development, college readiness and connection to cultural infrastructure. The partners assessed the strengths and weaknesses of existing professional development curricula and identified opportunities for growth. Through this process, the group established a framework of themes and skills on which to build a new curriculum.

Thanks to this collaboration, the Bloomberg program developed and delivered nearly two dozen iterative and progressive workshops over seven weeks of professional development, focusing on workplace skills, college readiness and self-actualization. Bloomberg interns head into their senior year more prepared for life post-high school, equipped with polished college and scholarship essays and a deeper understanding of Philadelphia's complex and vibrant arts and cultural sector.



2018 - 2019

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2018 - 2019



cultural  
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**WE LEAD, STRENGTHEN AND AMPLIFY  
THE VOICES OF A CULTURAL COMMUNITY THAT  
IGNITES CREATIVITY, INSPIRES PEOPLE AND IS  
ESSENTIAL FOR A HEALTHY REGION.**

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