

ACCESS ACTION ALLIANCE

GREATER PHILADELPHIA CULTURAL ALLIANCE FY14 ANNUAL REPORT



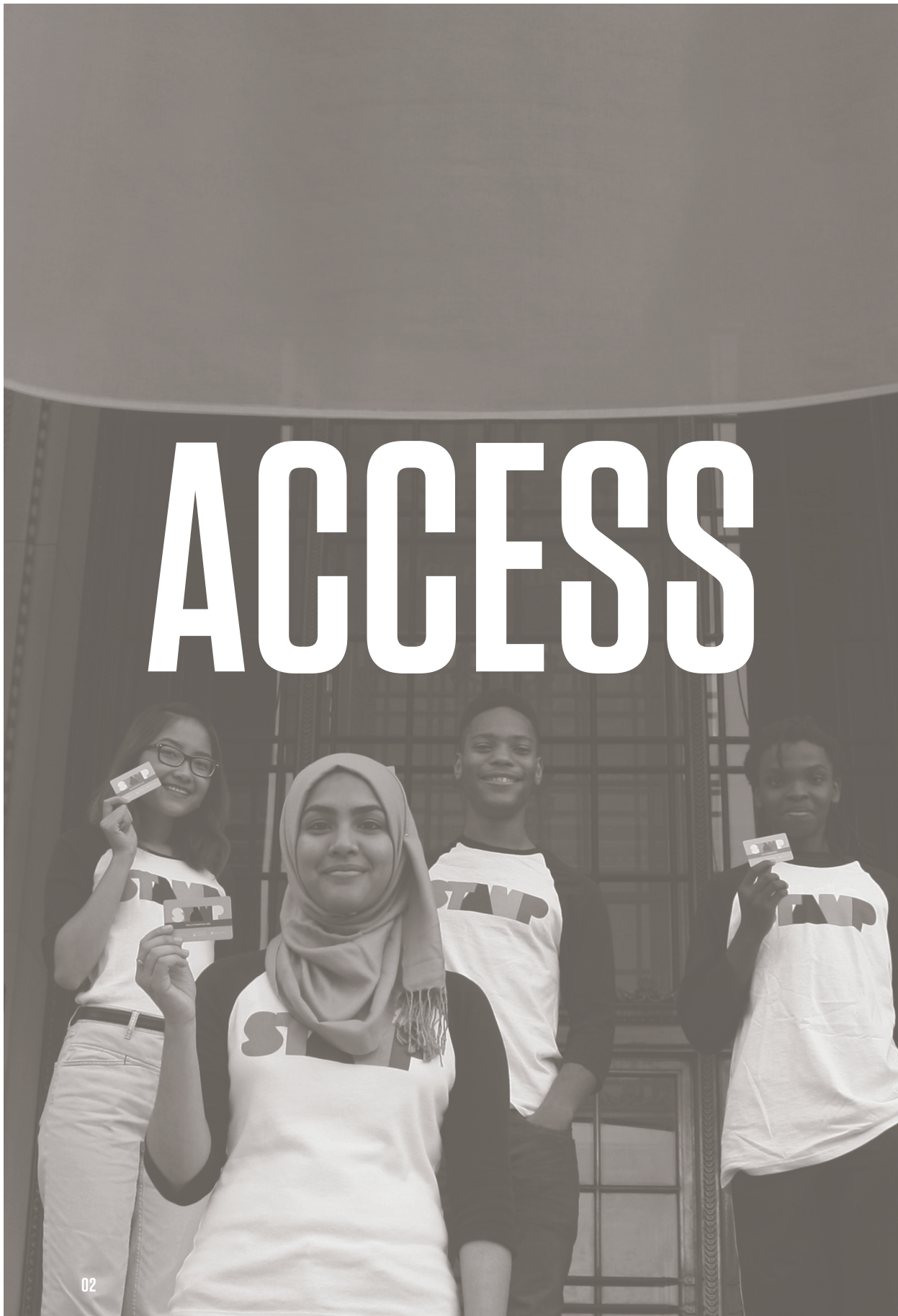
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The Cultural Alliance is pleased to share this update of our activities and financial performance from Fiscal Year 2014 (July 1, 2013-June 30, 2014). The Alliance remains on solid ground, with a safe operating reserve, no debt and membership of over 400 organizations.

The activities and achievements highlighted in this report reflect our continued focus on providing critical resources for the arts and cultural sector, in response to the needs of our members and the community. We want to express our sincere gratitude to our stakeholders who made this work possible: our members, funders, advocates and the community at large.

We welcome your feedback on this report, and encourage you to share it with your peers, board and staff. Looking ahead, we count on your continued partnership in our efforts to make our city and region one of the world's foremost creative and cultural capitals of the world.

ACCESS



We implement programs, services and support that make arts and culture affordable and accessible to all of Greater Philadelphia.

STAMP

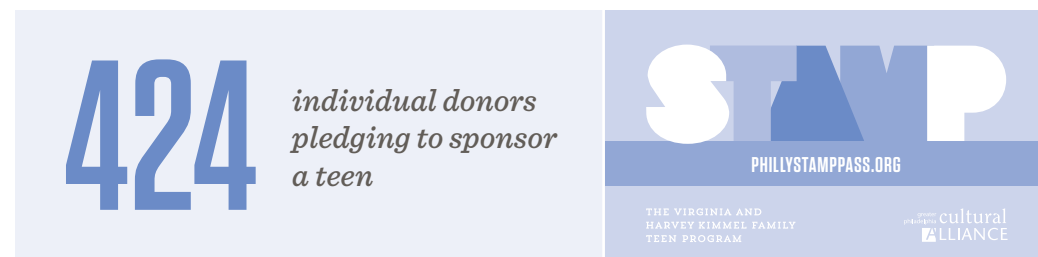
Since its launch in October 2013, STAMP: The Virginia and Harvey Kimmel Family Teen Program has proven to be wildly popular with the city's high school students. Over 11,000 teens signed up within the first year.

STAMP (Students at Museums in Philly) is an innovative new program which provides Philadelphia teens ages 14-19 with a free pass that gives them free admission to 15 of the city's top museums and cultural attractions. The program has been extremely successful in reaching youth from neighborhoods with traditionally low cultural participation, and almost half (47%) of STAMP passholders come from economically disadvantaged households.



STAMP has sparked new partnerships and collaborations between organizations serving teens in Philadelphia,

and has also seen tremendous public support, with over 424 individual donors pledging to sponsor a teen on #GivingTuesday 2013, commendations from Mayor Nutter and City Council members, and a 2014 Art-Reach Commitment to Cultural Access Award.



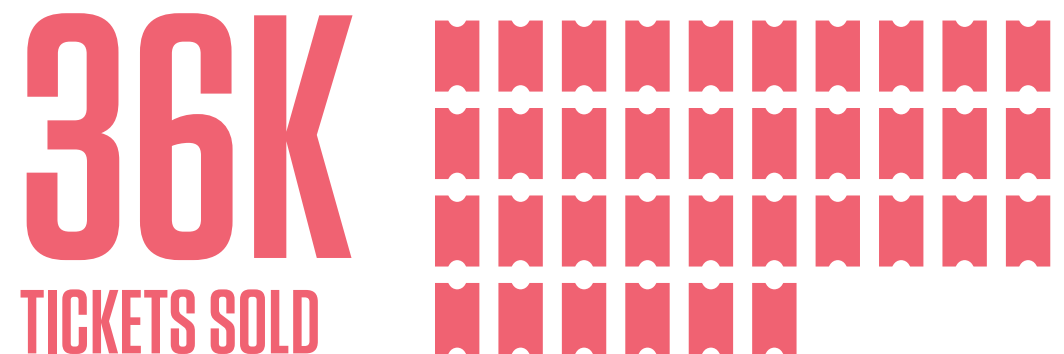
CONSUMER MARKETING

FY14 saw big changes for our two signature consumer marketing programs.

In March 2014, Phillyfunguide relaunched with a new design and content management system from local web developers P'unk Ave. Funsavers also got a new look in the redesign, and officially became a revenue-generating and self-sustaining program in FY14. Phillyfunguide also expanded its collaborative content partnership with PNC Arts Alive, and secured a new corporate sponsor in Xfinity.

FUNSAVERS

Officially became a revenue-generating and self-sustaining program that shares all patron data with Alliance members, unlike all other discount programs.





ACTION

Arts and Culture has the power to educate, to inspire and to bring individuals and communities together. We advocate on every level to ensure that it remains a vibrant and sustainable resource for the region.

STATE AND NATIONAL ADVOCACY

STATE LEGISLATOR RECEPTION

Alliance hosts state legislators REPRESENTING DISTRICTS FROM ACROSS SOUTHEASTERN PA

In March 2014, the Alliance partnered with the Pennsylvania Horticultural Society to host state legislators from across Southeastern Pennsylvania at a reception and private tour of the Philadelphia Flower Show. More than 50 people attended, including State Senator Anthony Williams, State Representative Scott Petri, Councilwoman Cindy Bass, cultural leaders from the five-county region, and the group of government affairs directors the Alliance convenes regularly.

PA ARTS ADVOCACY DAY

Alliance travels to Harrisburg TO MEET WITH PHILADELPHIA-AREA REPRESENTATIVES

During the March 2014 Pennsylvania Arts Advocacy Day, hosted by Citizens for the Arts, the Alliance met with multiple Philadelphia-area legislators including State Representatives Thaddeus Kirkland and John Taylor, State Senator Christine Tartaglione, and representatives of several other offices.

NATIONAL ARTS ADVOCACY DAY

Alliance travels to Washington, DC TO MEET WITH SENATORS AND REPRESENTATIVES

On National Arts Advocacy Day in March 2014, Alliance staff traveled to Washington, D.C. to meet with Senators Bob Casey and Pat Toomey, as well as Representatives Robert Brady, Chaka Fattah, Michael Fitzpatrick and Allyson Schwartz. As a result of these efforts, Representative Fitzpatrick joined the Congressional Arts Caucus and Representative Fattah signed a letter to President Obama in support of the National Endowment for the Arts.

FY15 STATE BUDGET

Budget signed with increases FOR PCA, PHMC AND ZOOS

The FY15 state budget was signed in July 2014 with increases for the Pennsylvania Council on the Arts and Pennsylvania Historical and Museums Commission, and a marketing appropriation for accredited zoos – a line item which was zeroed out in previous years.

LOCAL ADVOCACY

The Cultural Alliance and GroundSwell secured a big win in Spring 2014 with a 70% increase in the Philadelphia Cultural Fund (PCF).

The Alliance worked closely with the Mayor and City Council, notably Council President Darrell Clarke and City Council members Marian B. Tasco, Mark Squilla and Cindy Bass. The final result was a \$1.3 million increase for PCF grantmaking and the reinstatement of PCF's Youth Arts Enrichment Grants. The Cultural Fund increase was supported by the largest mobilization of the GroundSwell network to date. Nearly 350 GroundSwell supporters sent emails to City Council and over 2,200 signed a petition in support of the increase. GroundSwell supporters also turned out for Philadelphia's first Arts Advocacy Day on April 22, 2014, to rally support and pack Council Chambers during city budget hearings.

GroundSwell grew to 12,779 supporters in FY14, and led 14 volunteer, advocacy and online action campaigns. Activities included arts education advocacy demonstrations with Public Citizens for Children and Youth; an art supply donation drive for school children in partnership with Cradles to Crayons; and tulip planting in Mantua with the Pennsylvania Horticultural Society as part of a neighborhood-wide "Bulbs not Bullets" campaign.

\$1.84M + \$1.3M =
FY14 PHILA. CULTURAL FUND BUDGET INCREASE FOR GRANTMAKING

\$3.14M

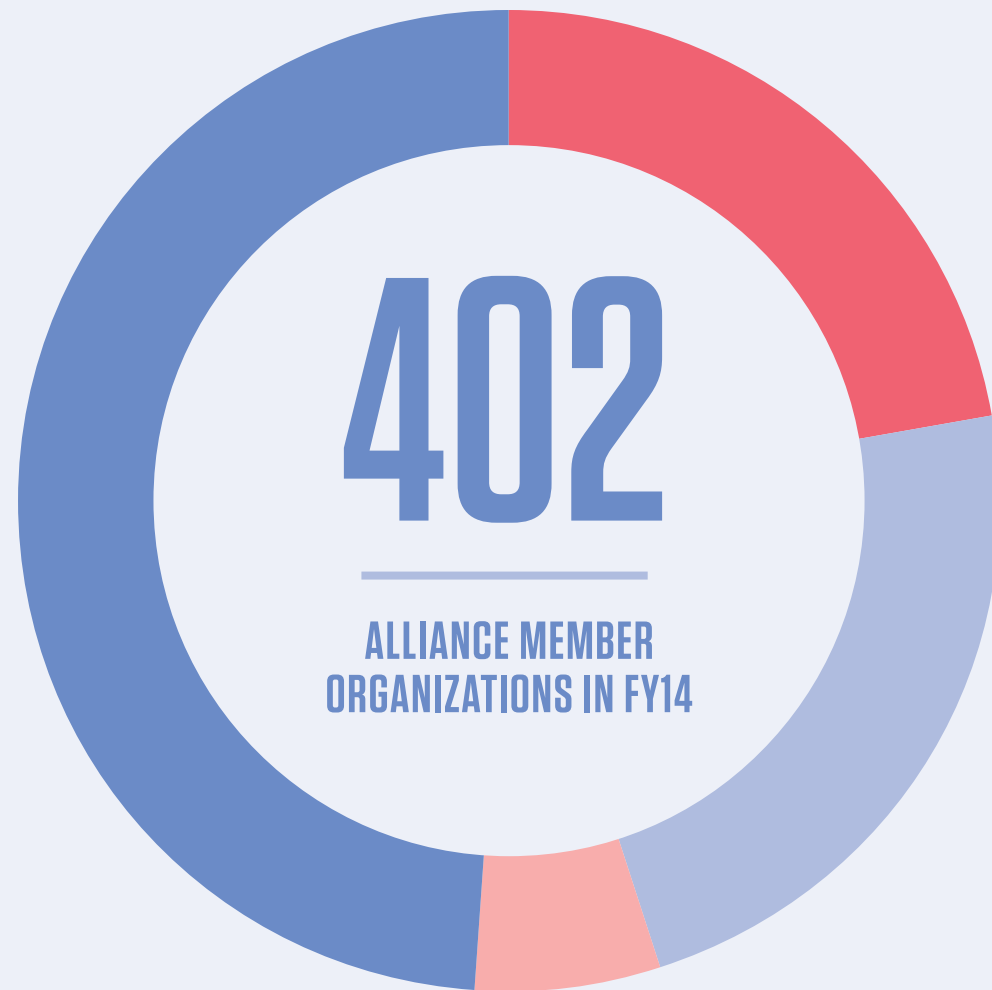
FY15 PHILA. CULTURAL FUND BUDGET



ALLIANCE

We lead, strengthen and give voice to our more than 400 member organizations and the larger creative community of Greater Philadelphia.

MEMBERSHIP



49%
PERFORMING ARTS



23%
COMMUNITY ARTS & ORGANIZATIONS



22%
MUSEUMS, VISUAL ARTS & HISTORY



6%
SERVICE & OTHER

PROFESSIONAL DEVELOPMENT

The Alliance's professional development programs are among our most popular events, offering insights on best practices and latest trends.

In FY14 we offered two workshops around teen audience engagement in connection with the STAMP program, including the "Engaging Teens in the 21st Century" workshop in June 2014, featuring Danielle Linzer from the Whitney Museum of American Art. Other professional development highlights for FY14 included an April 2014 financial literacy workshop in partnership with the Nonprofit Finance Fund (NFF) and Cultural Data Project, which focused on using financial data to tell an organization's story.

On September 30, 2013, the Alliance held its Annual Member Meeting & Reception

at the Independence Seaport Museum in Philadelphia, attended by over 550 cultural sector workers and civic leaders. The meeting kicked off with an energizing performance by Powelton Steppers & Spiral Q, and Dr. William R. Hite Jr, the superintendent of the School District of Philadelphia, addressed the community about the state of arts education. Michael Norris, Interim Executive Director, presented on the theme "Leadership in Action," calling on the sector to encourage state Representatives and Senators to join the Cultural Caucus and pledge to create a dedicated regional fund for arts and culture.

501

INDIVIDUALS ATTENDED
16 PROFESSIONAL
DEVELOPMENT EVENTS

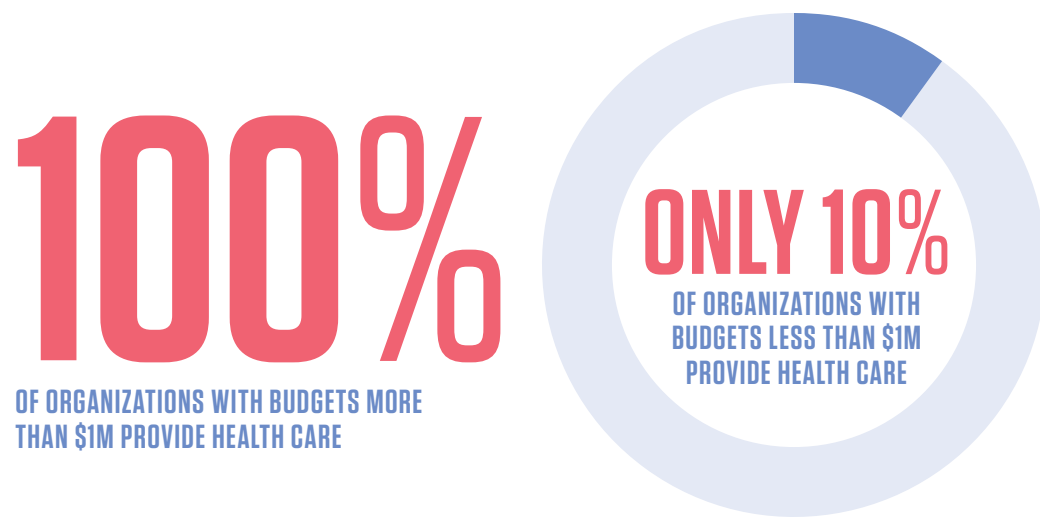
550+

CULTURAL SECTOR
WORKERS & CIVIC
LEADERS ATTENDED
2013 ANNUAL MEETING

RESEARCH

In June 2013, the Alliance released the 2013 Cultural Alliance Salary & Benefits Report. The report, done in collaboration with Gallagher Benefits, analyzed data on salaries and benefits at the region's arts and cultural organizations. Over 150 groups participated, establishing compensation benchmarks based on discipline, geography and organizational size for over four dozen job functions.

Research activities for FY14 included a Patron Loyalty Analysis for a cohort of 17 cultural groups and a Place-Based cultural participation study that will be released in December 2014. The Alliance also continues to conduct individual geospatial research projects for the field, working with select Cultural Alliance and regional civic groups to assess audience demand and changing patterns of cultural participation.



\$100,000

*Mean salary for an Executive Director,
2013 Salary & Benefits Report*



GRANTMAKING

**\$362,450
AWARDED**

TO 165 ARTISTS AND ORGANIZATIONS IN 5 COUNTIES IN PA

through the Pennsylvania Partners in the Arts Grant Programs



STATEMENT OF FINANCIAL POSITION FOR THE YEARS ENDED JUNE 30

ASSETS

	2014	2013
CURRENT ASSETS		
Cash	\$2,309,640	\$1,821,951
Grants and contributions receivable	770,500	1,233,000
Accounts receivable	42,911	34,753
Prepaid Expenses	69,555	69,612
Total Current Assets	3,192,606	3,159,316
Grants receivable, due after 1 year	--	380,015
Other assets	21,995	18,615
TOTAL ASSETS	\$3,214,601	\$3,557,946

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES		
Accounts payable & accrued expenses	\$142,745	\$61,846
Deferred revenue	116,088	112,424
Deferred rent	27,968	25,613
Total current liabilities	286,801	199,883
NET ASSETS		
Unrestricted		
Board-designated	135,727	134,503
Undesignated	1,138,092	944,670
Temporarily restricted	1,653,981	2,278,890
Total Net Assets	2,927,800	3,358,063
TOTAL LIABILITIES & NET ASSETS	\$3,214,601	\$3,557,946

STATEMENT OF ACTIVITIES FOR THE YEARS ENDED JUNE 30

SUPPORT & REVENUE

	2014 UNRESTRICTED	2014 TEMP. RESTRICTED	2014 TOTAL	2013 TOTAL
Contributions & grants	\$129,809	\$1,312,536	\$1,442,345	\$1,098,037
Membership	270,406	-	270,406	261,606
Advertising	94,620	-	94,620	100,494
Health service	60,000	-	60,000	60,000
Ticket Fees	112,833	-	112,833	58,655
Publications & seminars	37,645	-	37,645	34,442
Interest	3,758	-	3,758	3,326
Other	23,070	-	23,070	11,015
Net assets released from restrictions	1,937,445	-1,937,445	-	-
TOTAL SUPPORT & REVENUE	\$2,669,586	-\$624,909	\$2,044,677	\$1,627,575

EXPENSES

Program services	\$1,956,025	-	\$1,956,025	\$1,896,902
Management and general	345,792	-	345,792	314,095
Fundraising	173,123	-	173,123	214,627
TOTAL EXPENSES	\$2,474,940	-	\$2,474,940	\$2,425,624
Change in net assets	\$194,646	-\$624,909	-\$430,263	-\$798,049
NET ASSETS BEGINNING	\$1,079,173	\$2,278,890	\$3,358,063	\$4,156,112
NET ASSETS ENDING	\$1,273,819	\$1,653,981	\$2,927,800	\$3,358,063

ANNUAL EXPENSES AND RESERVES



POLICY, COMMUNITY ENGAGEMENT AND EXTERNAL AFFAIRS

STAMP YEAR 2

STAMP kicked off its second year on September 1, 2014, with three additional museum partners, new Teen Council members, the STAMP Bucks loyalty rewards program and plans for expanded partnerships with community organizations and city initiatives.

GROUNDSWELL WORK IN MANTUA

GroundSwell is exploring opportunities to support artists and cultural organizations working in the Mantua neighborhood of West Philadelphia, which was designated as a Promise Zone by President Obama in June 2014. Two convenings have been held so far to discuss the role arts and culture can play in engaging the community and contributing to the revitalization of the neighborhood.

CREATIVE INDUSTRY NETWORK

The Alliance has begun recruiting Charter Affiliates for its new Creative Industry Network, established to enable connections with for-profit enterprises who work closely alongside cultural organizations, such as design firms and web developers. The Network is designed to meet the particular needs of these organizations and help them connect with our member organizations and grow their client base.

MARKETING AND RESEARCH

2014 PORTFOLIO

On October 20, 2014, the Alliance released the *2014 Portfolio*, its latest research report. In addition to key data on the current financial health of the sector, the report identified and tracked performance of a distinct set of Growth Organizations which have both expanded operations and maintained positive margins in the post-recession environment. Work on *Portfolio* will continue in FY15 with *Portfolio: Culture Across Communities*, a cross-regional comparison of benchmarks for 10 additional cities across the country, supported by a grant from the Doris Duke Charitable Foundation.

PNC ARTS ALIVE HOLIDAY SPECTACULAR

The first PNC Arts Alive Holiday Spectacular runs November through December 2014. The promotion will offer exclusive Funsavers holiday deals, ticket giveaways, and holiday-themed editorial content to make Phillyfunguide the number one destination for information on the region's holiday programming.

PHILLYFUNPASS

In mid-2015, the Alliance plans to launch Phillyfunpass. This new program, supported by a grant from The Barra Foundation, will reward frequent cultural participation through discounts and loyalty points and capture previously undocumented data on consumer cultural activity.

FY14 SUPPORT

CORPORATE PARTNERS

Bank of America
Independence Blue Cross
Payroll Service Solutions
PECO
PNC Arts Alive
Prudent Management Associates
Wells Fargo
Xfinity
Your Part-Time Controller
Anonymous

FOUNDATIONS

The Barra Foundation
CHG Charitable Trust
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Philadelphia Cultural Fund

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Philly In Focus

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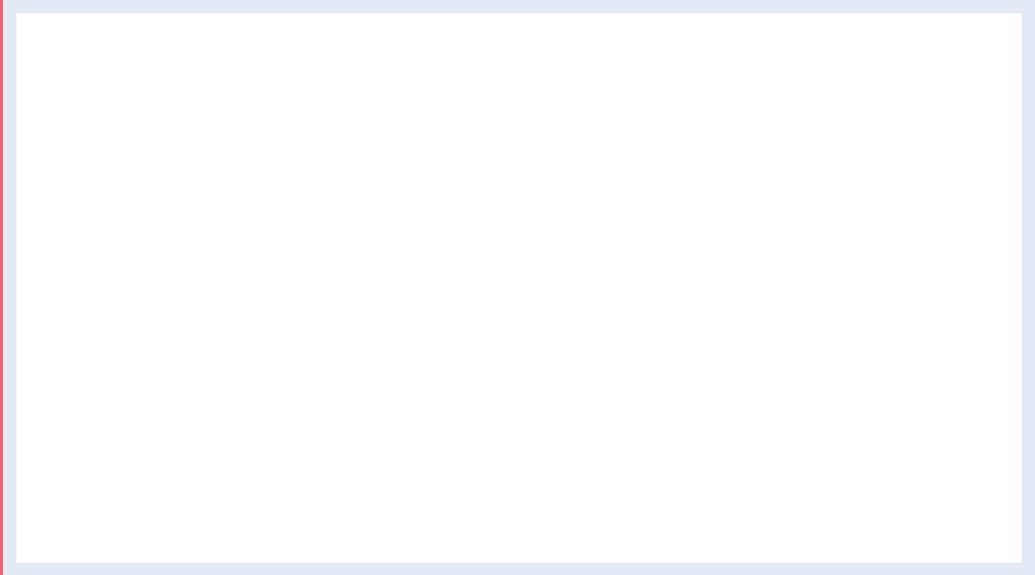
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