

# 2023 MAYORAL POLICY PLATFORM

## THE ARTS MATTER IN PHILADELPHIA - AND SO DO OUR VOTES.

The City of Philadelphia's Creative Economy is a \$3.4 billion industry, which generates 37,590 jobs and \$81 million in annual tax revenue. Arts and culture organizations in Philadelphia are responsible for delivering hundreds of social impact-driven programs every week, serving thousands of residents in every neighborhood, and creating greater equity and access in every zip code. The creative industry is also at the nexus of hospitality, tourism, social impact programs, education, workforce development, and more.

As Philadelphia prepares to elect its 100th Mayor, the Greater Philadelphia Cultural Alliance offers the following policy platform, rooted in the fundamental belief that the arts in Philadelphia are an undervalued and underleveraged asset that deserve public investment. Arts and culture is both an essential economic driver and a powerful collective for creative problem solving and collaboration. The creative industry moves people - physically, mentally, emotionally, and spiritually - because art lives within each of us, connecting us to ourselves and others in deeply meaningful ways.

We challenge every Mayoral candidate to ask and answer this simple, yet critical question:  
**How can boldly investing in the arts help us to consequentially transform the City of Philadelphia?**

### THE GREATER PHILADELPHIA CULTURAL ALLIANCE CALLS FOR THE 100TH MAYOR OF PHILADELPHIA TO:

**Establish** a permanent Department of Arts, Culture, and the Creative Economy for the City, which will be led at the Cabinet level by a highly qualified, forward-looking, and influential leader.

**Pursue** innovative strategies - beyond the imposition of a new tax - to ensure robust funding for the entire arts sector and consistent support for the Department of Arts, Culture and the Creative Economy, the Philadelphia Cultural Fund and arts programs/organizations affiliated with the City of Philadelphia.

**Develop** an integrated arts plan, rooted in economic, workforce, entrepreneurial, and community development strategies, that will be implemented across City agencies/departments to stimulate economic recovery, enhance urban livability, and reshape the vitality of Philadelphia.

**Prioritize** policies and programs that recognize the artistic capital generated by artists, performers, creative entrepreneurs, and other creatives and allow them to thrive in Philadelphia.

**Showcase** Philadelphia's arts and cultural assets in our 250th Anniversary celebrations by supporting a brand-building campaign, establishing Philadelphia as a global hub for arts and culture in 2026 and beyond.

Philadelphia needs a courageous, decisive leader who will uplift our world-class city and proudly champion our diverse arts and culture experiences. The cultural community stands ready to serve as an engaged partner and leader in addressing the City's most pressing issues, offering a powerful and important voice at the next Mayor's decision-making table.



Photos from the #FundPHLArts Rally on May 11, 2022

### Statement of Cooperation

The Greater Philadelphia Cultural Alliance (Cultural Alliance) is proud to present this policy platform in partnership with arts organizations across Philadelphia. The Cultural Alliance thanks the Philadelphia Cultural Task Force, Philly Culture United, and other community partners for helping articulate the arts priorities expressed in this document.