



greater  
philadelphia

# cultural ALLIANCE

## 2022 MEMBER BENEFITS



## Dear Cultural Alliance members,

Thank you for choosing to be part of the Greater Philadelphia Cultural Alliance and joining with us to strengthen the arts and culture industry in our region. We appreciate your investment in becoming a member and we are proud to represent you. The Cultural Alliance staff and board are passionate about supporting you in being a part of our alliance, and together, we make our community vibrant, collaborative and resilient.

Together, we will advance our sector and affirm arts and culture's vital role in the region's recovery and success.

Thank you,

A handwritten signature in black ink, appearing to read 'Patty'.

Patty Wilson Aden

## About the Greater Philadelphia Cultural Alliance

We believe Greater Philadelphia is defined by its arts and culture sector. Our cultural organizations, artists and proud history of creative expression are a crucial part of our identity, vitality and economic growth. Since 1972, the Cultural Alliance has been dedicated to elevating the vibrancy of arts and culture in the region through advocacy, audience engagement, research and professional development.

We lead, strengthen and amplify the voices of a cultural community that ignites creativity, inspires people and is essential for a healthy region. The Cultural Alliance's foundation is built upon our members and its collective work. We believe in the power of arts and culture!



# The Alliance

The Cultural Alliance membership is a diverse group of more than 460 organizations and creative enterprises from across the region representing Performing Arts; Museums; Galleries; Visual Arts & History; Science and Horticulture; Community Arts Education or Service; Research & other related disciplines. Membership is annual and dues are based on an organization's operating expenses (nonprofits) or annual revenues (for-profits).

Our members, as well as the cultural community as a whole, count on the Alliance for leadership in policy and community engagement through our advocacy initiatives; grantmaking in partnership with the Pennsylvania Council on the Arts; robust professional development and membership services; marketing and audience engagement through various marketing resources and signature marketing programs, Phillyfunguide and Funsavers; and signature research reports on the health and growth of the sector.





## BENEFITS & RESOURCES

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## Cost Savings

The Cultural Alliance is committed to helping member organizations thrive in today's challenging economic environment. In addition to our role as advocate for the cultural community, the Cultural Alliance has been able to engage numerous partnerships that yield cost-saving benefits for all members. We offer an array of individual services designed to help members effectively manage their organizations, increase their revenue and reduce expenses.

# Marketing Benefits & Resources

## PHILLYFUNGUIDE

The region's leading arts, culture and entertainment calendar for the 5-county region.

## DIGITAL ADVERTISING OPTIONS

Access to diverse and robust cultural audiences including Phillyfunguide, Funsavers, Job Bank, Culturewire, and various social media channels, at special member rates.

## SPECIALIZED MARKETING CONVERSATIONS

As a member, you can schedule a 45-minute marketing consultation session to talk through your specific marketing needs and receive recommendations. Connect with the Cultural Alliance team for a consultation.

## FUNSAVERS

The region's premiere arts & culture event and content email newsletter with over 140,000 subscribers eager to engage with arts and culture in the greater Philadelphia region. All members receive up to three free Funsaver Highlights.



# ADVOCACY & RESEARCH

## ADVOCACY

The Cultural Alliance is a tireless advocate for arts and culture at every level and we've worked hard to build relationships at the local, state and national level.

Members can sign up for the [Cultural Alliance's Online Advocacy Action Center](#) to receive vital updates about the Cultural Alliance's advocacy across the region as well as opportunities to contact their legislators about policy issues facing the sector. Our goal is to develop a network of interconnected and committed advocates and supporters so that, together, we can build a greater Greater Philadelphia for our children, for our families and for each other.

**#fundPHLarts**



## RESEARCH

The Cultural Alliance performs and commissions rigorous, innovative research that focuses on the relationship between the residents of the Philadelphia region and arts and culture. Our nationally-respected signature reports include Portfolio; Arts, Culture, & Economic Prosperity, and Research into Action. The Alliance has also released regular data and analysis about the impact the COVID-19 pandemic has had on the arts and culture industry.



# HIRING & WORKFORCE RESOURCES

## JOB BANK

Our region's top resource of job opportunities in the arts and culture industry where you can post or find creative and administrative jobs across the sector at all professional levels. All 30-day job listings are free for Cultural Alliance Members! Members can also advertise for a discount on the Job Bank.



## HEALTH BENEFITS THROUGH GALLAGHER

The Cultural Alliance has partnered with Gallagher to manage our group health insurance and employee benefit programs. Representing a full array of benefits products and insurance expertise including Health, Dental, Vision, benefit structuring planning and so much more, Gallagher is committed to designing and implementing quality benefit programs to meet the complex needs of nonprofit organizations, particularly in the arts.

## CAREER.PLACE

Career.Place is the first candidate evaluation tool that keeps candidates anonymous promoting diversity, compliance and efficiency in hiring. Candidates are evaluated solely on job criteria in a fair and consistent manner, and only qualified candidates are revealed. Cultural Alliance members receive 20% off their services.

## DREXEL UNIVERSITY ONLINE CONTINUING EDUCATION

Drexel University is a nationally-ranked, research university that partners with over 1,000 corporations and organizations to offer ambitious professionals online degree and certificate pathways catered to the needs of today's marketplace. Cultural Alliance member organization staff and their immediate family members are eligible for significant tuition savings toward select Drexel University degrees and certificates earned online, including:

- MFA in Creative Writing: 50% tuition reduction
- MS in Nonprofit Management: 30% tuition reduction
- Graduate Certificate in Creativity and Innovation: 30% tuition reduction
- MS in Arts Administration and Museum Leadership: 20% tuition reduction
- MS in Digital Media: 20% tuition reduction

## ART-REACH'S CULTURAL ACCESSIBILITY TRAINING

Cultural Alliance members can receive \$100 off the Cultural Accessibility Training that Art-Reach provides to cultural employees, volunteers and stakeholders. Art-Reach's expert staff will empower your institution to be more accessible and inviting to people with disabilities. This training will cover best practices and can be tailored for your needs.

# CONNECTING ACROSS THE CULTURAL INDUSTRY

## ANNUAL MEETING

Connect with more than 500 arts and culture professionals from the Greater Philadelphia region and learn from thought leaders in the field at the Annual Meeting. Members receive complimentary admission to the program and networking reception.



## PROFESSIONAL DEVELOPMENT

The Cultural Alliance knows how much members value the opportunity to convene with colleagues across our sector. We offer formal and informal experiences to learn more about relevant concepts and skills to address topical needs and challenges. Whether through a formal workshop or an informal setting, our professional development programs allow members to connect with peers who uniquely understand your current situation.

## BLOOMBERG ARTS INTERNSHIP PROGRAM

Through the Cultural Alliance's facilitation, 60 rising seniors from Philadelphia public schools are selected to work in paid internships at arts organizations, attend rigorous professional development workshops and tour our region's important cultural sites. It is an amazing opportunity both for students to develop vital professional skills as well as for arts and culture organizations to benefit from extra hands and new perspectives.

## MEMBER DIRECTORY

The Greater Philadelphia Cultural Alliance's online Member Directory provides a comprehensive community resource filled with information about the region's nonprofit arts and culture organizations. Browse through our members alphabetically on our website or via an [interactive spreadsheet of members](#) sortable by name, primary discipline, location and size.

## CULTUREWIRE™

The Cultural Alliance's blog and newsletter for arts & culture news, resources, opportunities and more. Get the best of CultureWire in your inbox bimonthly by opting in to receive newsletters in your [philaculture.org](http://philaculture.org) account settings.





# PEER NETWORKING GROUPS

## ARTS MARKETING AFFINITY GROUP

A peer exchange for arts marketers to learn current marketing trends, audience research, data management and the latest innovations in marketing. Join to receive access to peer learning with colleagues from various organizations, professional development, a dedicated Slack Channel, and previous Marketing Affinity Group video recordings for self-paced learning.

## CULTURAL DATA NETWORK (CDN)

Facilitated by SMUDataArts, CDN empowers arts and cultural leaders to connect in conversation about high-quality data, evidence-based resources, and insights on overcoming challenges and increasing impact. For more information, or to get involved, contact Kristen Vinh, Senior Manager of Data & Communications, at [kristenv@philaculture.org](mailto:kristenv@philaculture.org).

## ARTS & CULTURE REOPENING COLLABORATIVE

An initiative to bring together arts and culture organizations, local media and marketing organizations, and community stakeholders in the Greater Philadelphia area with the goals of fostering community, open communication, and working towards mutual goals in the wake of the re-opening of the Philadelphia region. We convene the Collaborative to share resources and capacity, unify messaging, collaborate on marketing campaigns, and, ultimately, maximize the impact that arts and culture has in the region's competitive marketplace for ideas and audience mindshare.

## ARTS LEADERS CALLS

The Cultural Alliance brought the sector together in conversation during the onset COVID-19 pandemic. These calls, made up of leaders representing arts and culture organizations of all disciplines and sizes, help to inform the Cultural Alliance on the ever-evolving challenges of our community. They also acted as an opportunity to unify our messaging and to catalyze recovery for our industry.

## MEDIACOPY

Cultural Alliance members can receive 15% off the list price for all digitally produced printed material including brochures, small booklets, posters, business cards, stationery, post cards and invitation packages, etc. Offset and custom jobs will be priced and discounted on a case-by-case basis. **Discount must be requested at the time of initial quote.**

## OFFICE BASICS

Office Basics is an industry leader in janitorial supplies, copiers, office furniture and office products offering **price matching and free, next day delivery** on their own fleet with no minimum order requirements. The Rebate/Sponsorship will be determined based on your annual spend with Office Basics. Learn more about this benefit directly from Office Basic's Account Executive.

# Administrative Savings

## PAYROLL SERVICE SOLUTIONS

The Cultural Alliance has partnered with Payroll Service Solutions to offer a 10% discount on already competitively priced payroll processing for Cultural Alliance members. The firm is locally based and understands the needs of the nonprofit sector. They go far beyond payroll processing in their wide array of services to support you and your organization. For more information see [our website](#).

## GALLAGHER RISK MANAGEMENT SERVICES

Gallagher's dedicated team of local experts understand the insurance and risk management requirements of the members of the Greater Philadelphia Cultural Alliance and can provide significant guidance and innovative solutions to meet all your insurance needs and other property/liability solutions. Through a comprehensive review of your current insurance as well as competitive quotes, they will customize an insurance program including coverage enhancements and premium discounts exclusive to our membership.

# THE CULTURAL ALLIANCE'S IMPACT IN 2021

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In 2021, the arts and culture sector continued to grapple with the uncertainties of the pandemic, while addressing diversity and equity within our systems and institutions. The work of the Cultural Alliance supported the cultural community as they navigated these changes and unpredictability. 436 organizations chose to be members as a result. But it was much more than that. These members represent thousands of staff, volunteers, artists and audiences with access to Alliance resources and programs. These were a lifeline to 151,999 people. And as the sector continues to wrestle with uncertainty, we will be there for them.

- Our [research](#) was a vital resource to 2,794 people
- The Alliance [united 1,105 advocates](#)
- The Alliance helped 1,591 people [break systemic barriers in their workplace](#)
- The Alliance [connected over 145,340 arts organizations and audience members](#)
- 1,169 leaders utilized [Cultural Alliance resources](#)

*Membership dues only make up 13% of our operational expenses. We rely on donations from individuals to deliver our mission and programming. [Donate today to help ensure the Alliance's impact on our community.](#)*





# BE AN ACTIVE MEMBER OF THE CULTURAL ALLIANCE



Know your member benefits



Post your events on the [Phillyfunguide](#)



Keep your [organization information](#) up to date on our membership portal



Follow the Cultural Alliance on [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#)



Apply to host paid interns and get insight from teens through the Bloomberg Arts Internship program by emailing [baa@philaculture.org](mailto:baa@philaculture.org)



Sign up for [arts & culture advocacy alerts](#)



Use your three free [Funsavers Highlights](#)



Sign up for CultureWire by emailing [info@philaculture.org](mailto:info@philaculture.org)



Register for a discounted Cultural Accessibility Training through Art-Reach by emailing [info@art-reach.org](mailto:info@art-reach.org)



Check out the latest [arts and culture research](#)



Join our [Marketing Affinity Group](#)

# Contact & Additional Information



**Lauren Gilmore**

**Director of Member Engagement & Administration**

Contact Lauren at [laureng@philaculture.org](mailto:laureng@philaculture.org) or 215-399-3530 for any membership needs.



**Kabria Rogers**

**Audience Services Manager**

Contact Kabria at [kabriar@philaculture.org](mailto:kabriar@philaculture.org) or 215-399-3531 for marketing strategy, capacity and relationship building.



**Patricia Wilson Aden**

**President & CEO**

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Greater Philadelphia  
Cultural Alliance

# Photo Credits

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## Front Cover

1. Philadelphia Museum of Art | Photo by J. Fusco for VISIT PHILADELPHIA® 2. Kun-Yang Lin/Dancers | Bicking Photography 3. GPCA | Ryan Brandenburg 4. Martha Graham Cracker | Kevin Monko 5. Please Touch Museum | J. Fusco 6. GPCA | Kristen Vinh

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## Page Four

1. Bucks County Choral Society 2. Mural Arts 3. Metropolitan Ballet Company

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## Page Eight

1. - 3. GPCA | Ryan Brandenburg

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## Page Eleven

1. People's Light | Bryan Sheffield 2. GPCA | Ryan Brandenburg 3. GPCA

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## Page Three

1. We Are The Seeds | [S]heroes Among Us mural by Priscilla Bell at Drexel. 2. Spiral Q | Rachael Warriner 3. Philadelphia Young Playwrights | Jen Cleary and Jennifer Kerrigan 4. The Wilma

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## Page Six

1. GPCA | SWELL 2. GPCA | Rebecca Gudelunas

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## Page Nine

1. GPCA | Kabria Rogers

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## Page Twelve

1. Spiral Q | Rachael Warriner 2. Franklin Institute 3. GPCA 4. & 5. GPCA | SWELL (as well as the Job Bank ad on page seven)