

greater
philadelphia **cultural**
ALLIANCE
Chester County
COMMUNITY FOUNDATION

Culture Builds Community
Chester County Forums

Past: **Forum #1 Focus on the Future**
 11/9/16 @ CCCBI

Present: **Forum #2 Culture Across Communities**
 2/8/16 @ WCU Foundation

Future **Forum #3: Marketing the Creative Economy**
 5/9/16 @ CCEDC

greater
philadelphia

cultural

ALLIANCE

GREATER PHILADELPHIA CULTURAL ALLIANCE 2006

pôrtfō'liō



greater
philadelphia cultural
ALLIANCE

2015 pôrtfō'liō Culture Across Communities

ARTS
CULTURE
+ ECONOMIC
PROSPERITY
IN GREATER PHILADELPHIA

ENGAGE
2020
A CULTURAL ALLIANCE INITIATIVE

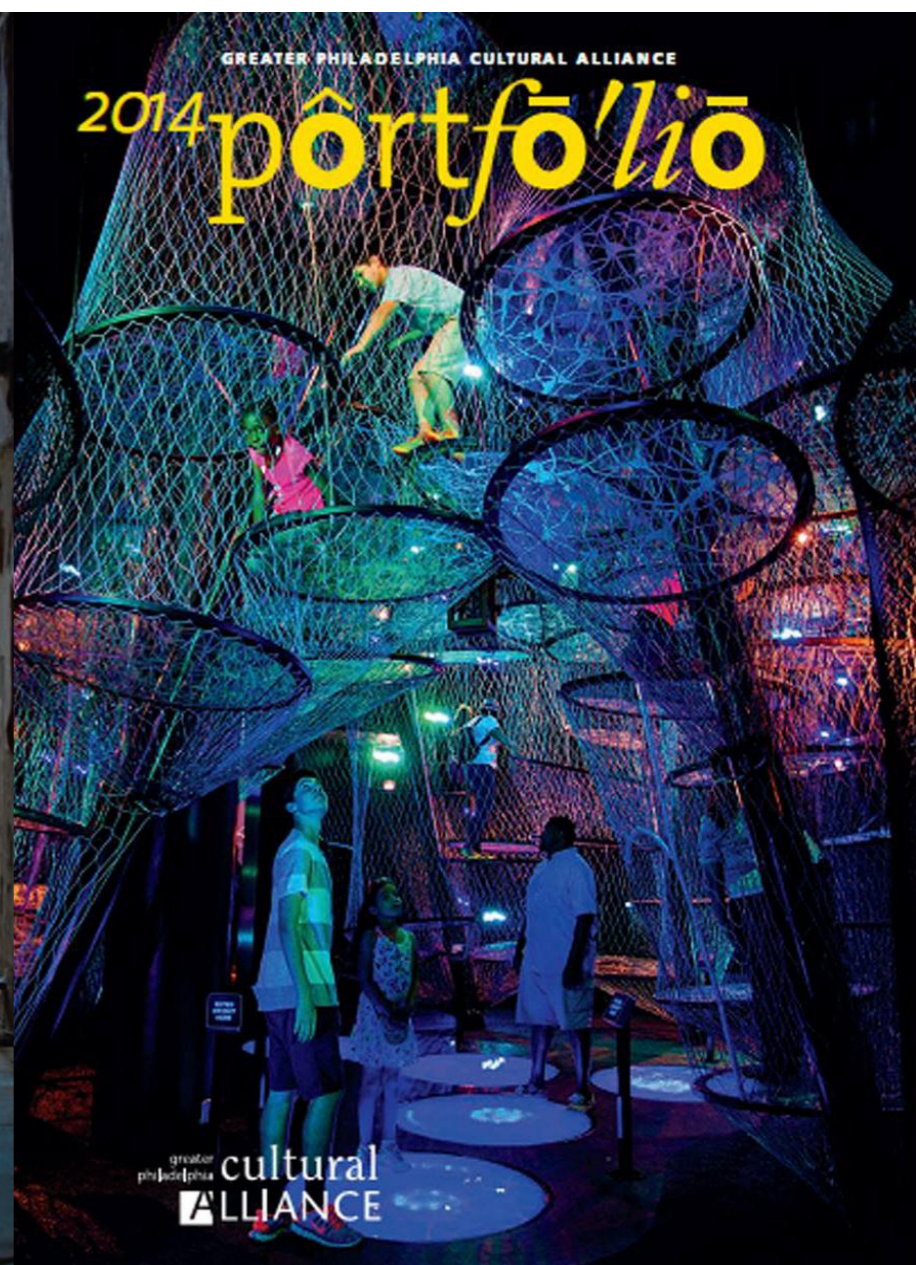
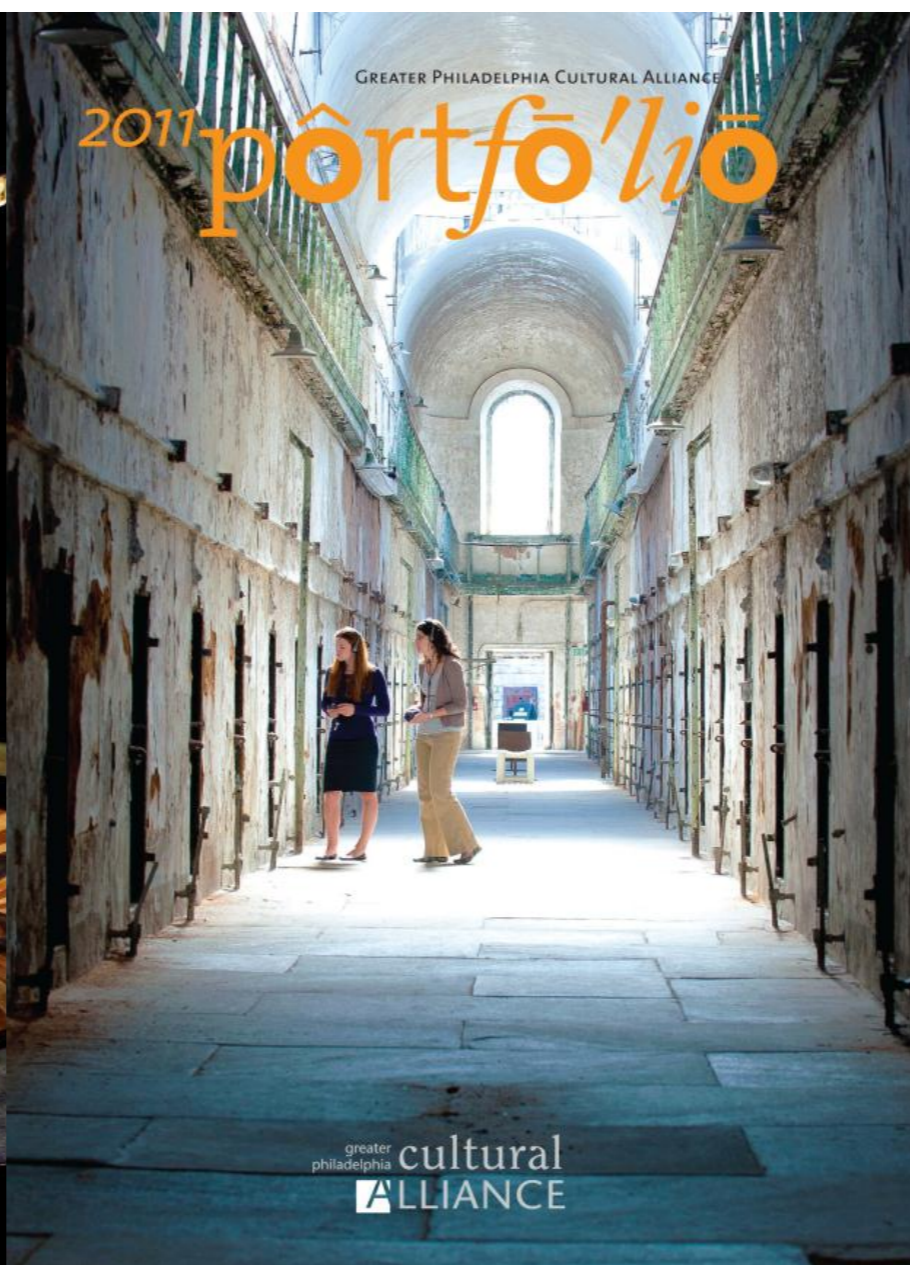
2013

Cultural Alliance Salary
& Benefits Report

2014

Patron Loyalty Study:
Loyalty by the Numbers

Released December 11, 2014
Greater Philadelphia Cultural Alliance
TRG Arts



2015 pôrtfō'liō Culture Across Communities

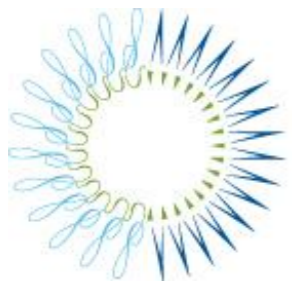
2015 *pôrtfō'liō*

**Culture
Across
Communities**

AN ELEVEN-CITY SNAPSHOT



DORIS DUKE
CHARITABLE FOUNDATION

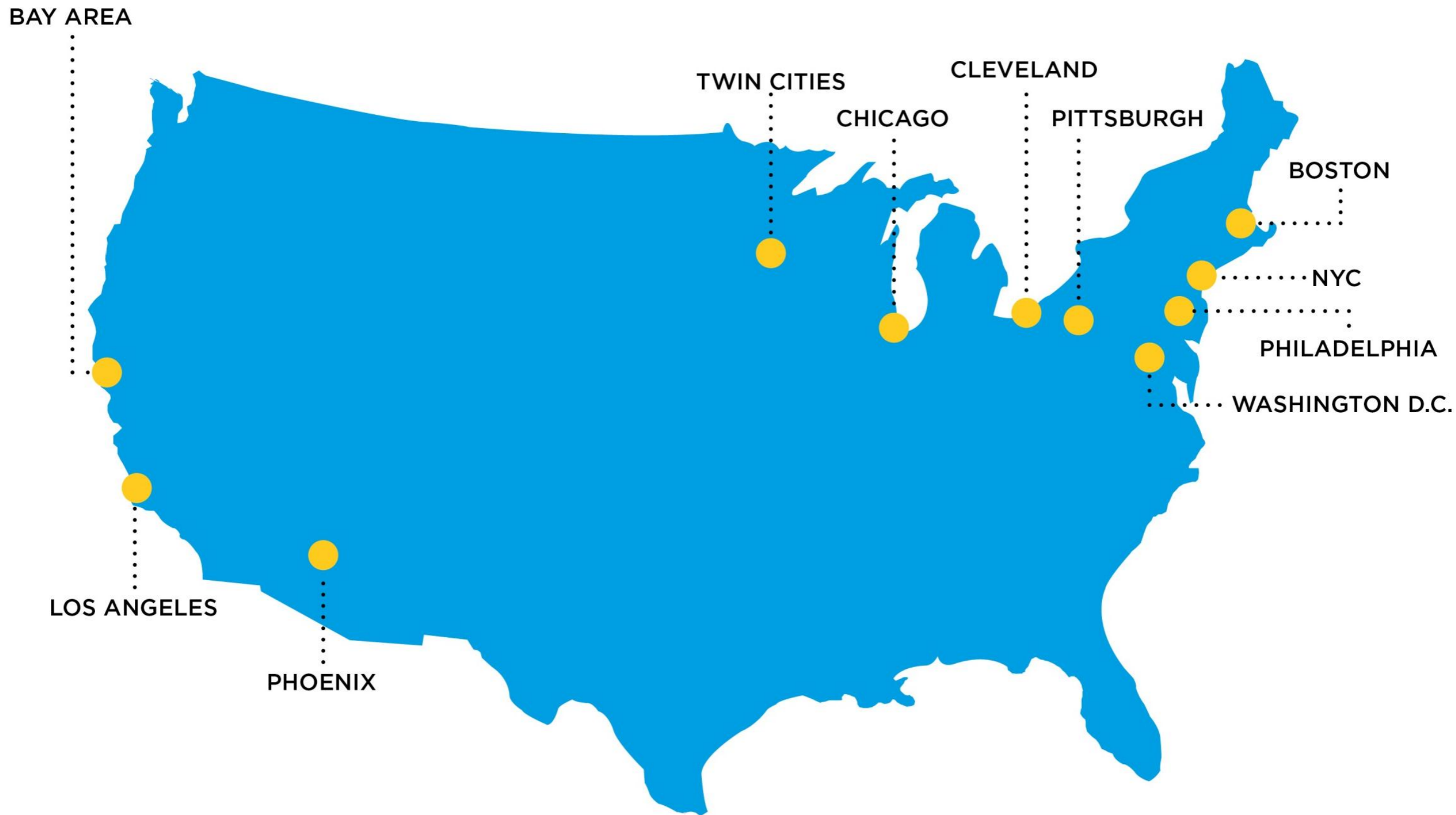


THE
PEW
CHARITABLE TRUSTS

WILLIAM PENN
FOUNDATION



CULTURAL DATA PROJECT



WITHIN THE 11 COMMUNITIES

5502 Organizations

\$13 billion annual spending

210 million people



TREND DATA 2009-2012

10 Metro Areas

2,974 Organizations

11 DISCIPLINES

Community Arts & Culture

Education & Instruction

Media Arts

Museums, Galleries & Visual Arts

Science & Nature

History

Dance

Music

Theater

Other Performing Arts

Council, Services & Support

2015 *pôrtfō'liō*

**Culture
Across
Communities**

AN ELEVEN-CITY SNAPSHOT

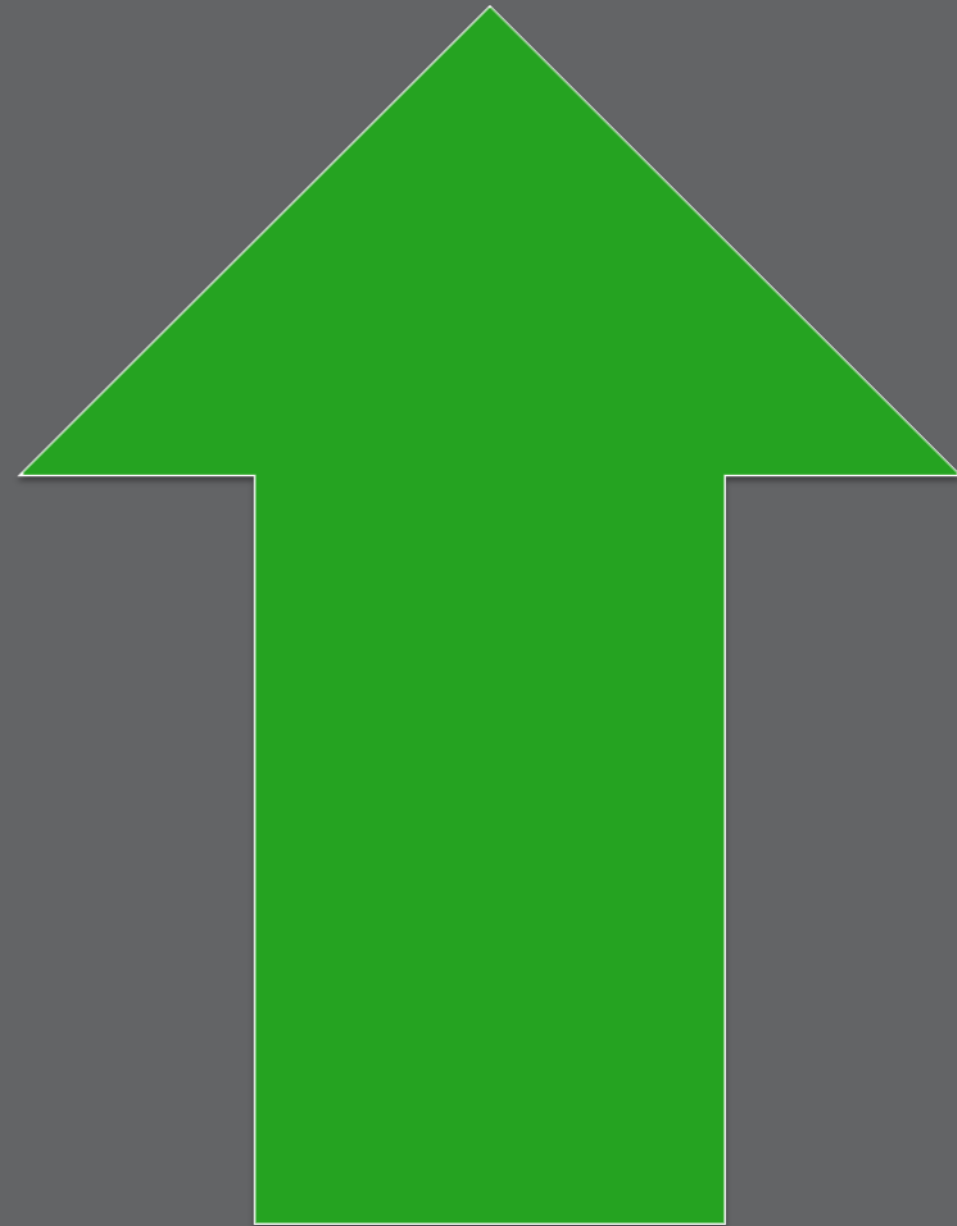
NATIONALLY, THE SECTOR IS RECOVERING FROM THE RECESSION

Revenue up 7%

Net Assets up 7.6%

Surplus of 3.2%

Attendance up 3%



ATTENDANCE UP

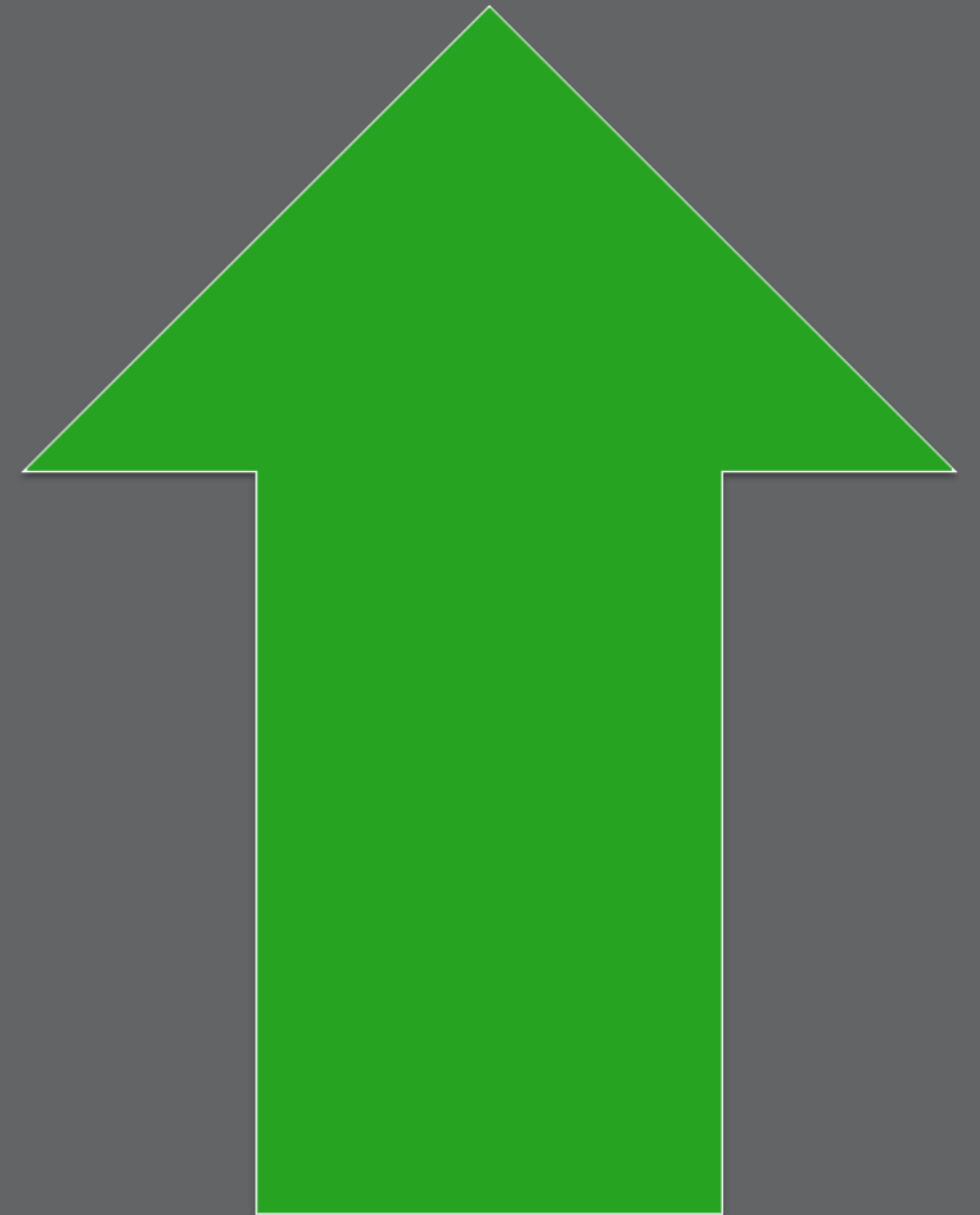
6 out of 11 disciplines

7 of 10 Trend Regions



EARNED INCOME DROVE THE SECTOR'S RECOVERY

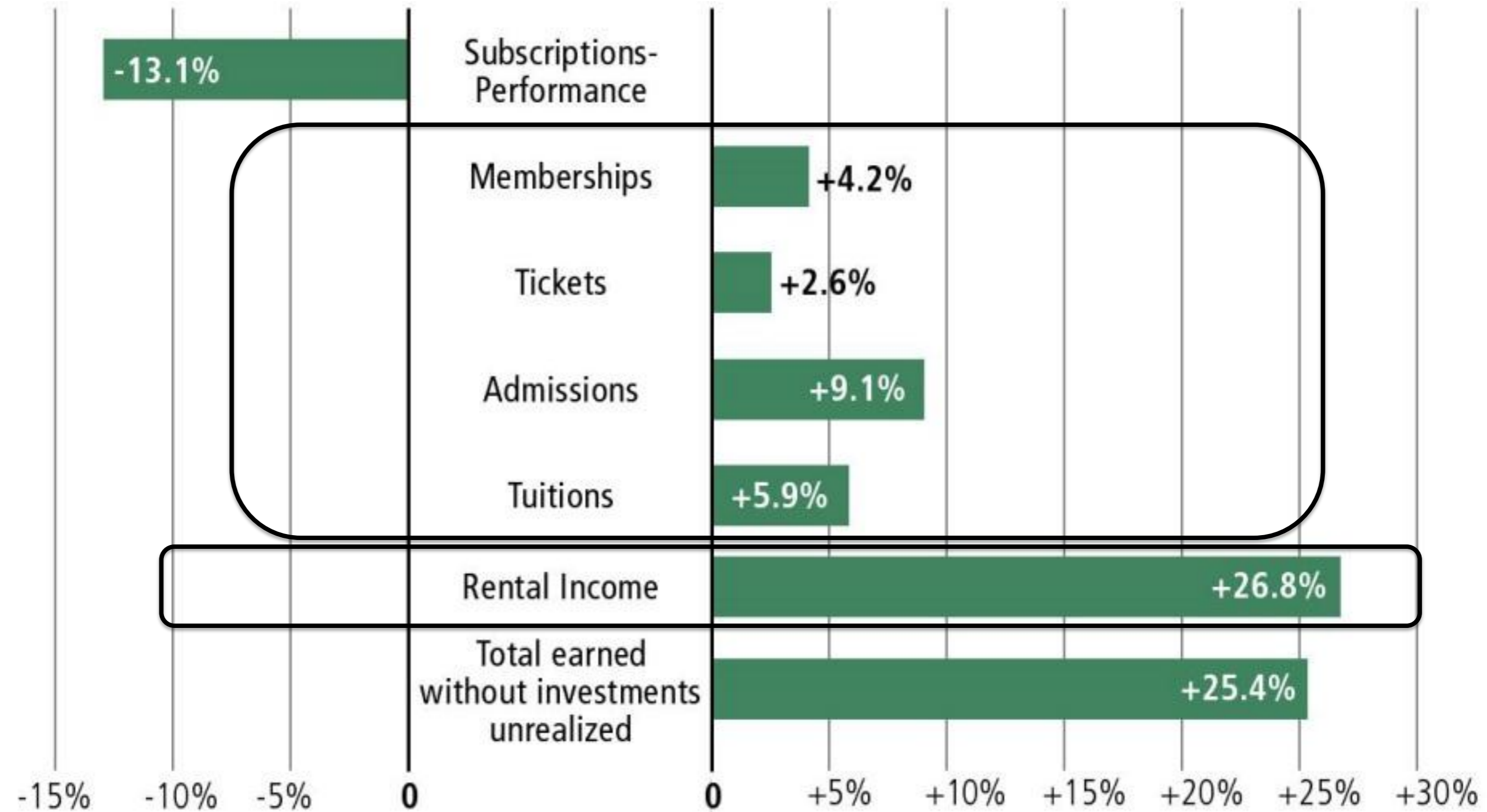
Up 25%



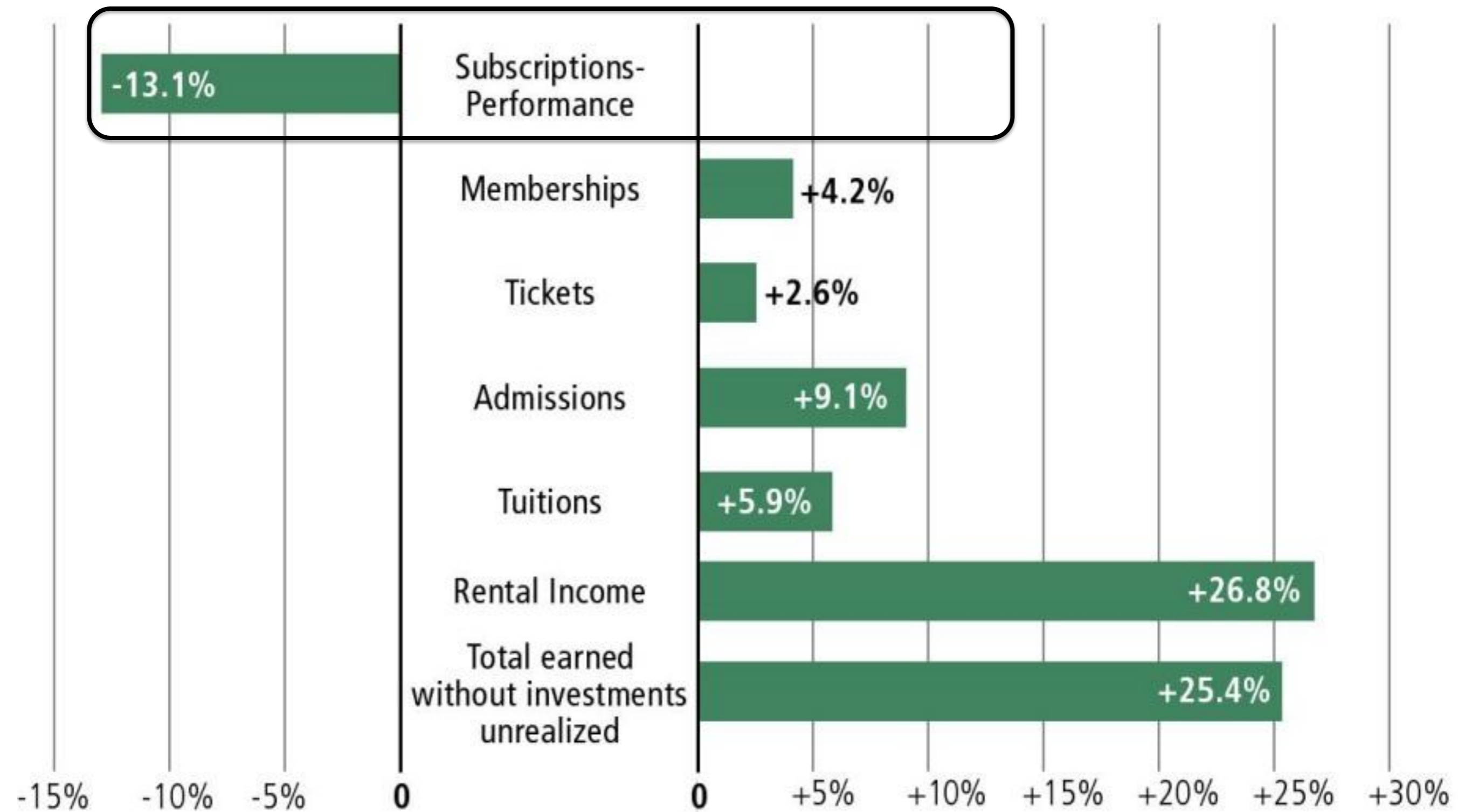
53 CENTS OF EVERY DOLLAR



EARNED INCOME INCREASED 25%



EARNED INCOME INCREASED 25%



COLLECTIVE DEFICIT



Deficit in recent
fiscal year

COLLECTIVE DEFICIT



Deficit greater than
10%

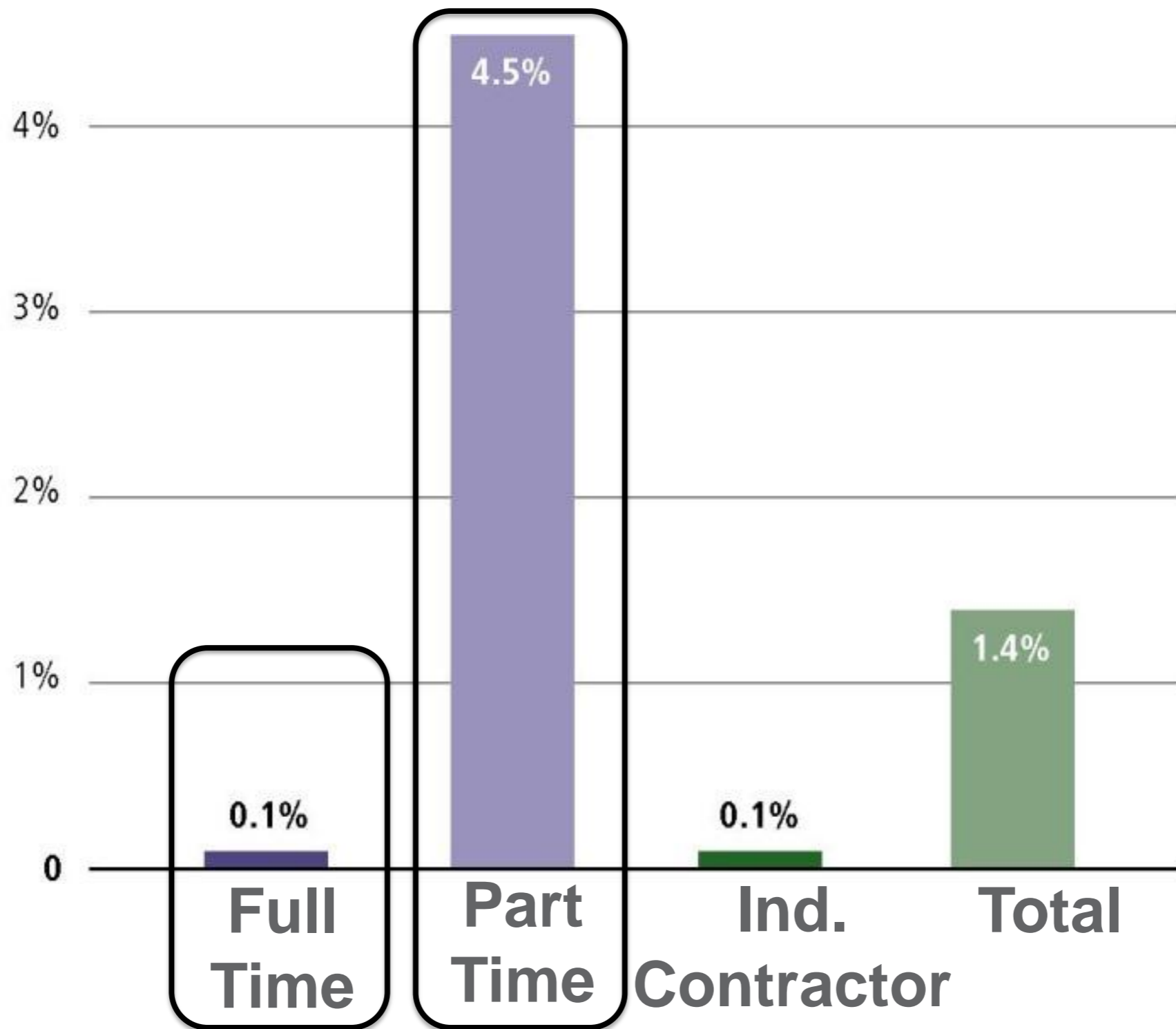
Getting Beyond Breakeven

A Review of Capitalization Needs and Challenges of
Philadelphia-Area Arts and Culture Organizations

Capitalization, Scale, and Investment: Does Growth Equal Gain?

A Study of Philadelphia's Arts and Culture Sector
2007 to 2011

CHANGE IN EMPLOYMENT

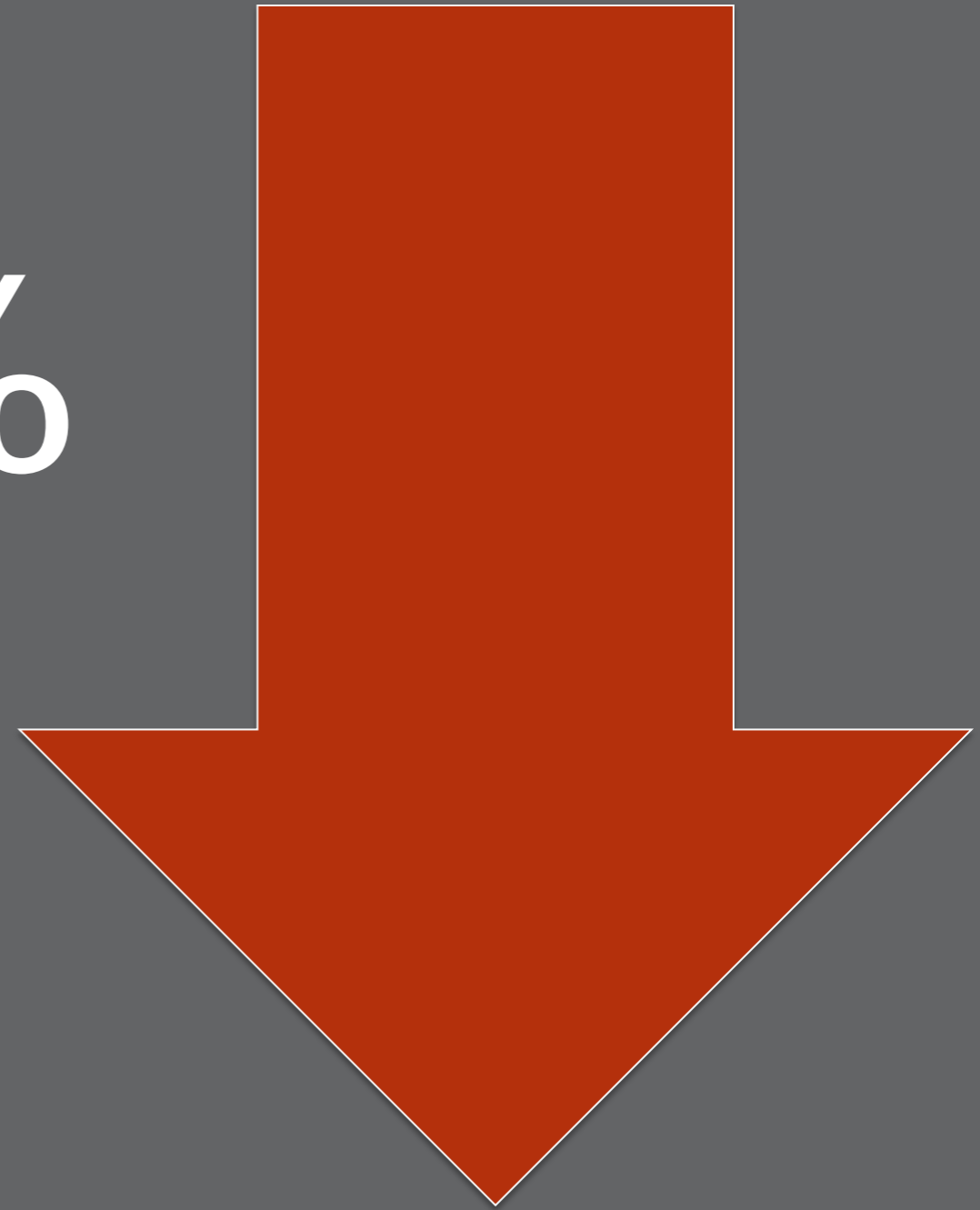


OVERALL SPENDING DOWN 1.6%



CONTRIBUTED INCOME

Down 3.5%



EVERY DOLLAR SPENT REQUIRES US TO RAISE 46 CENTS IN NEW REVENUE



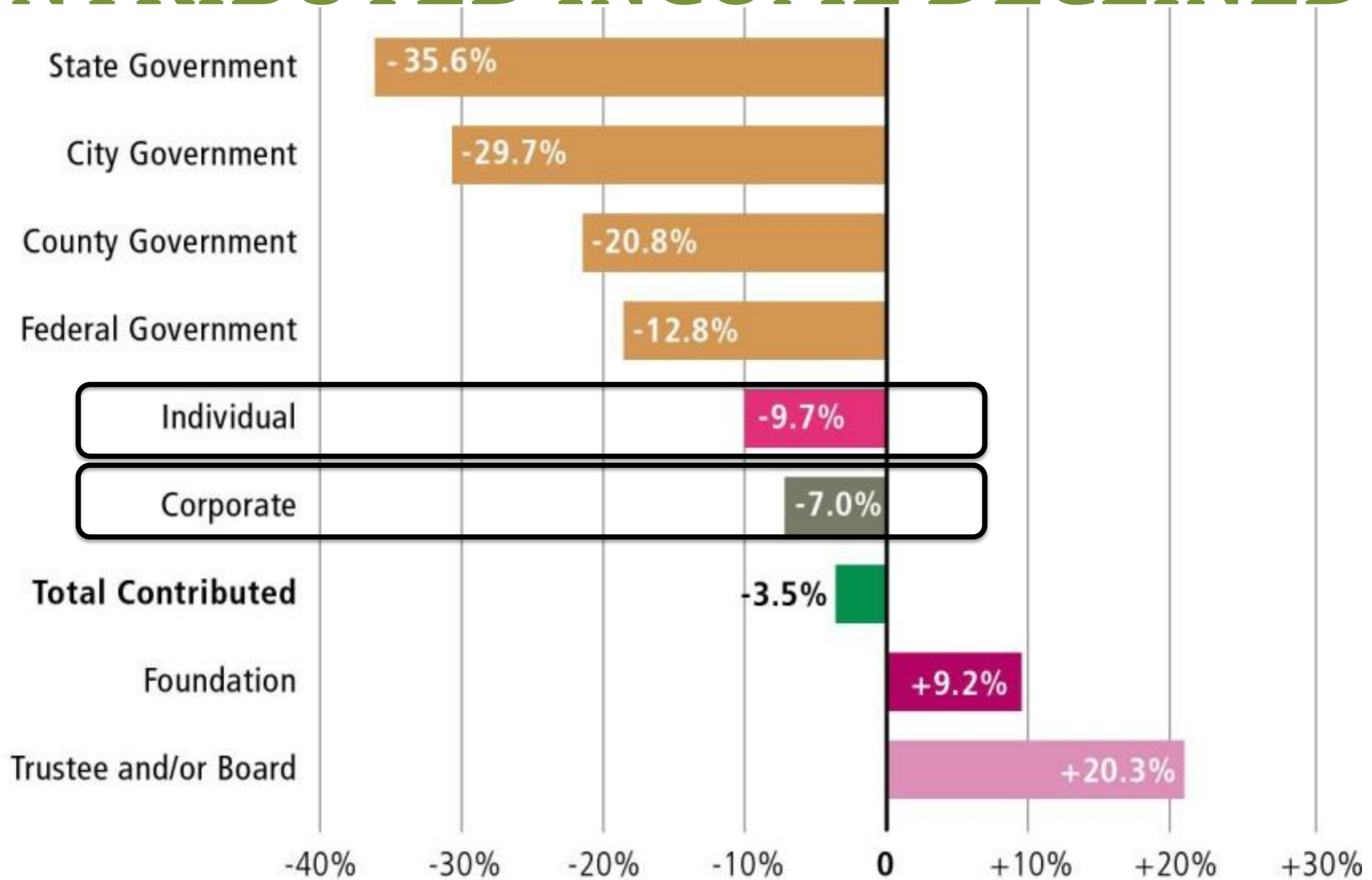
SMALL GROUPS NEED 64 CENTS IN NEW REVENUE FOR EVERY DOLLAR



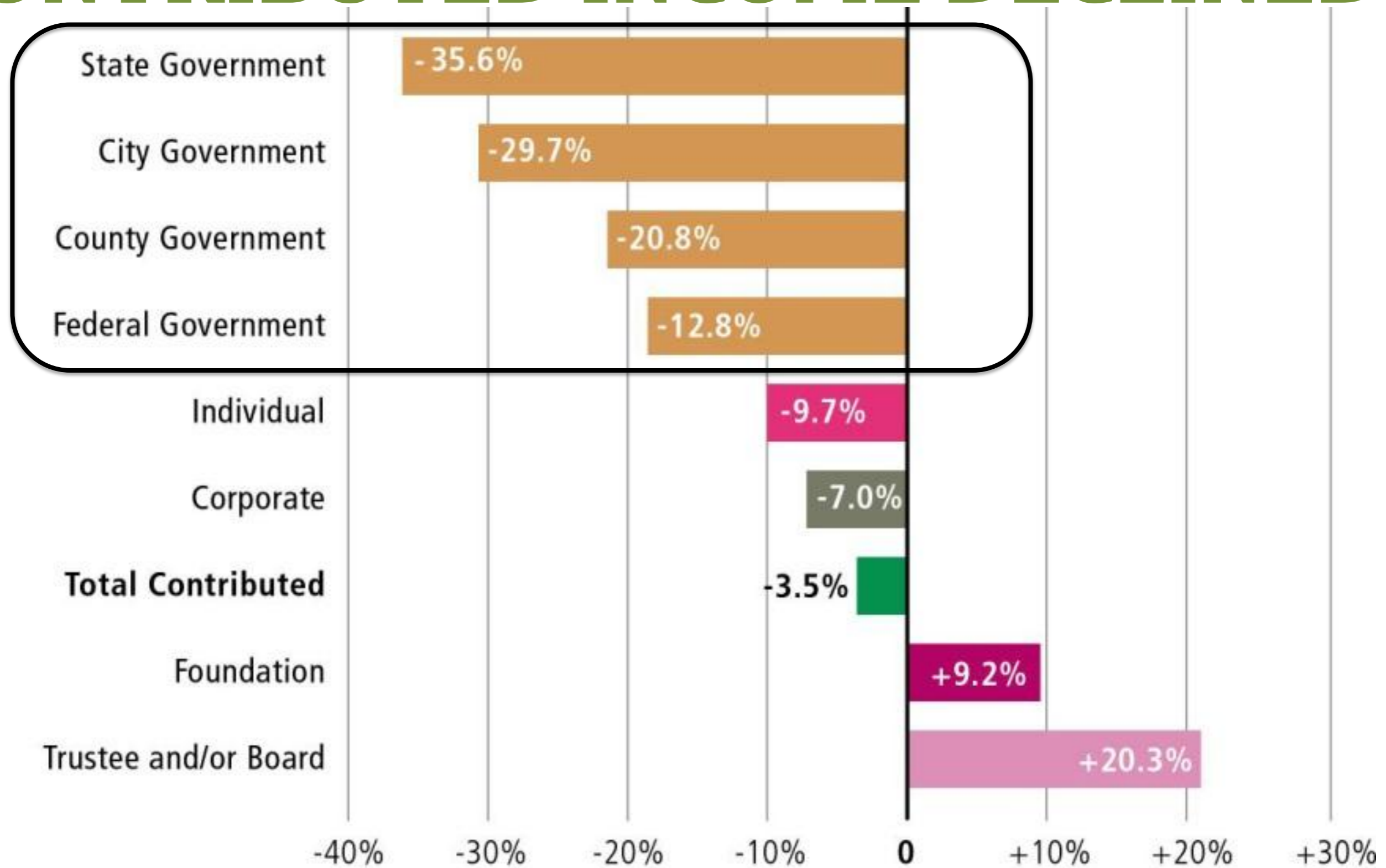
CONTRIBUTED INCOME DECLINED



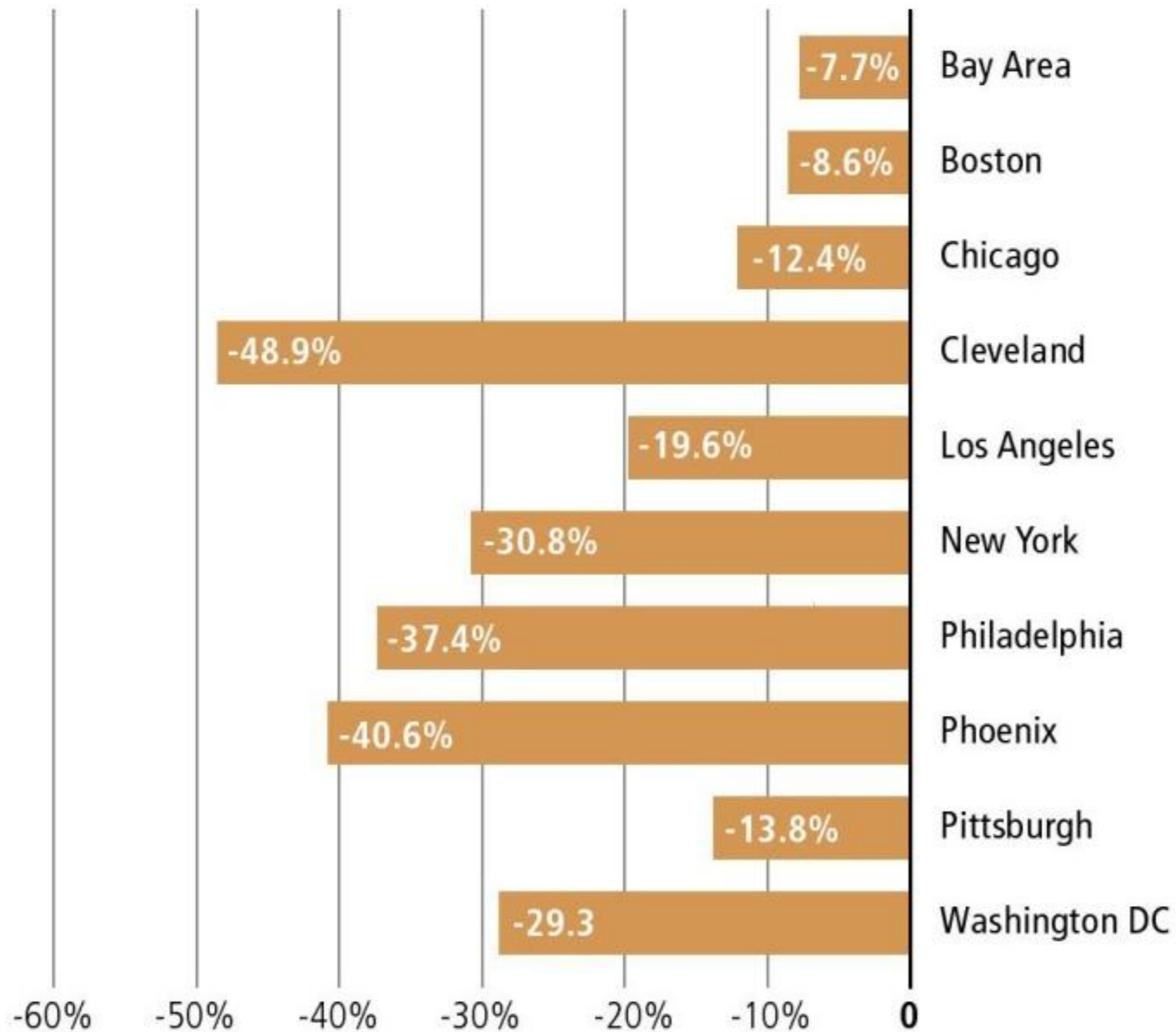
CONTRIBUTED INCOME DECLINED



CONTRIBUTED INCOME DECLINED



GOVERNMENT FUNDING



MUSEUMS, SCIENCE & NATURE, HISTORY

50% of attendance

Attendance up double digits

**3 highest gains in earned
revenue**

HISTORY ORGANIZATIONS

**2nd highest drop in contributed
revenue**

**1 in 3 organizations had deficits
greater than 10%**

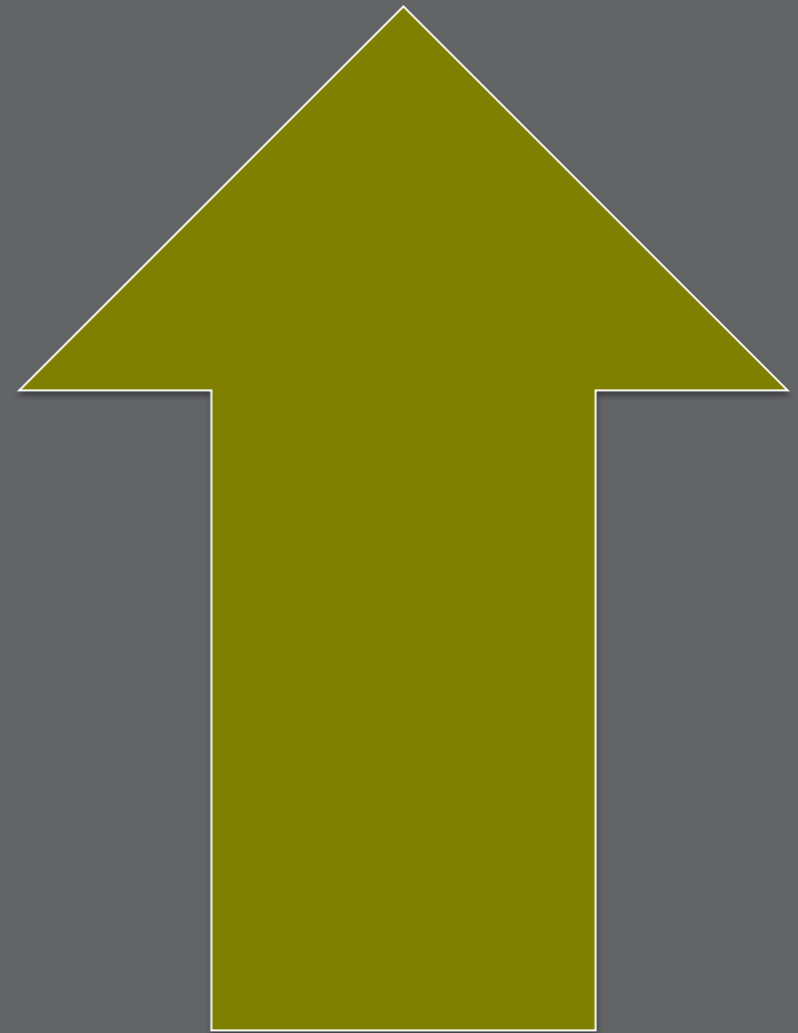
DANCE



**Total attendance
& subscribers**

COMMUNITY ARTS & CULTURE, EDUCATION & INSTRUCTION

**Increases in
earned
revenue**



COMMUNITY ARTS & CULTURE, EDUCATION & INSTRUCTION

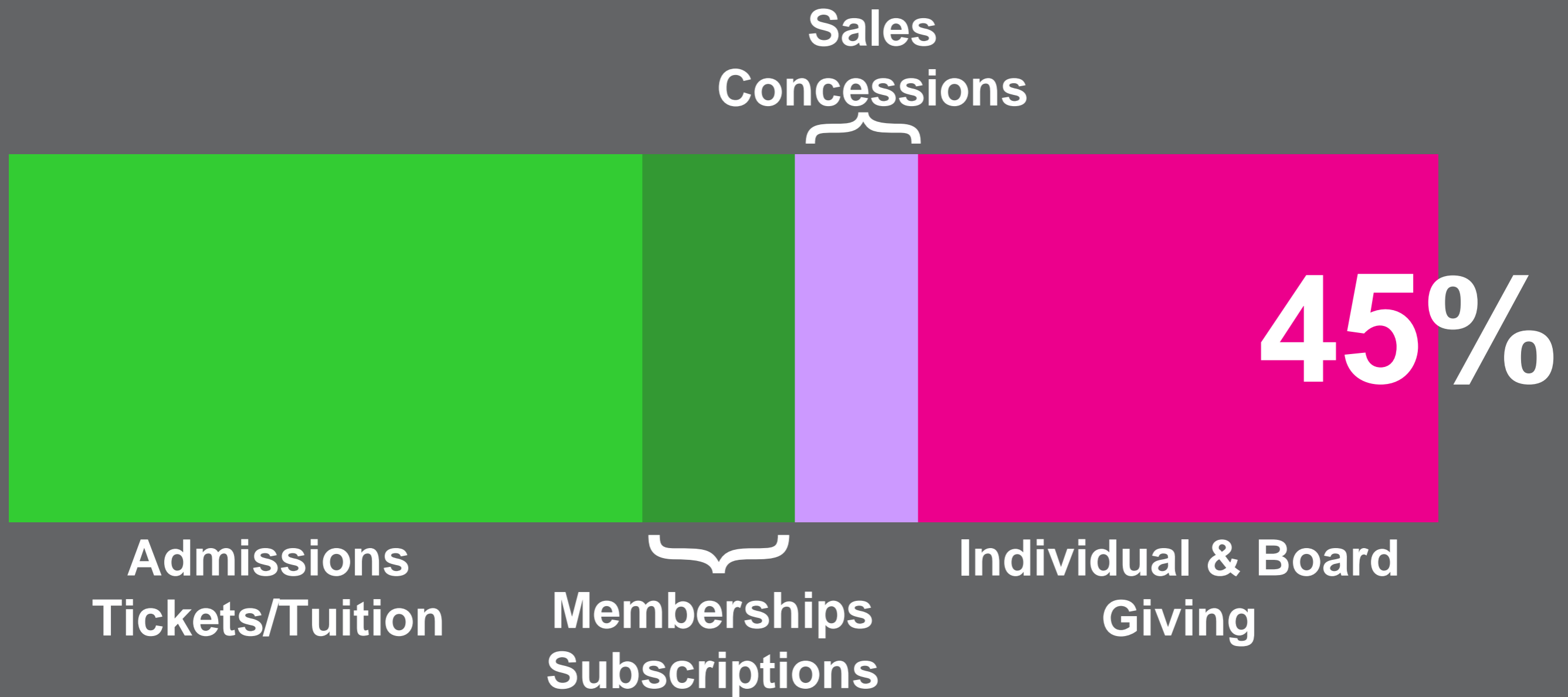
Contributed Support
Total Revenue





IMPLICATIONS

INDIVIDUALS ARE KEY



BUILD THE NEXT GENERATION OF DONORS



Young Involved Philadelphia

Board Prep Program 2014





**EXPERIENCES NEED TO BE
TECHNICALLY
SOPHISTICATED &
SOCIALLY RELEVANT**



It's a tough subject.



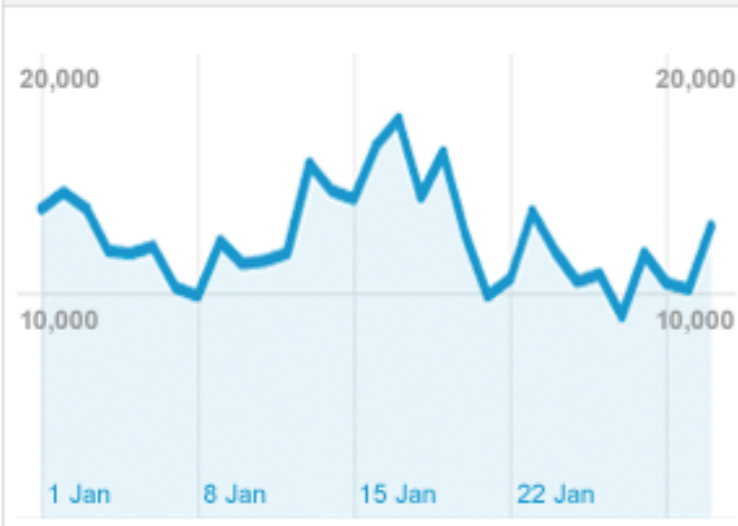
Philadelphia Orchestra to Premiere Drexel-Designed Interactive Concert App for Mobile Devices



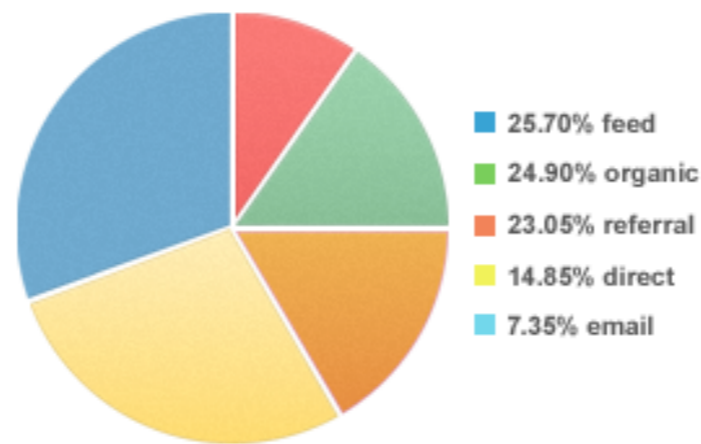
EMBRACE KNOWLEDGE-CENTRIC PRACTICES

My Dashboard

Daily Visits



Traffic Types



Time on Site by Country

Country/Territory	Visits	Avg. Time on Site
United States	67,445	00:01:54
United Kingdom	18,948	00:01:37
India	8,882	00:00:58
Canada	6,371	00:01:02
Germany	5,845	00:00:32
France	5,243	00:00:38

Measurement tools for your business



Cross Channel Insight

See the full path to conversion with Multi-Channel Funnels



Mobile Solutions

Measure web-enabled phones, mobile websites and mobile apps



Google Analytics Premium

Get first-class service and support from Google experts

2015 *pôrtfō'liō*

**Culture
Across
Communities**

AN ELEVEN-CITY SNAPSHOT

FUTURE → FORWARD

REHEARSING THE FUTURE | FEBRUARY 25, 2016

Forget the next season. Never mind the annual fund. Join us to look further into the future, to explore what arts and culture might look like in 2035 in Greater Philadelphia!

Rehearsing the Future

Thursday, February 25

8:30 am - 12:00 pm

WHYY

Join the Cultural Alliance to look further into the future, to explore what arts and culture might look like in 2035 in Greater Philadelphia.

Led by Strategic Foresight Specialist Garry Golden, this thought-provoking, interactive session will present a series of different visions of what our future could be, as technology, cultural and demographic shifts, and the economy all evolve. Join the lively discussion and give us your take on how each scenario would affect your organization's prospects and plans - and your career.

Breakfast and registration begin at 8:30 am. The event starts promptly at 9 am.



Garry Golden is an academically trained Futurist who speaks and consults on issues shaping business and society in the 21st century. He has worked with organizations such as California Arts Presenters, Disney, International Ticketing Association, King Abdulaziz Center for World Culture, Kennedy Center Partners in Education, League of Orchestras, Philadelphia Museum of Art, Free Library of Philadelphia, Theatre for Young Audiences, and Woodruff Arts Center.

Garry received his Masters degree from the University of Houston Futures Studies program (M.S.) and is a past member on the Board of Directors of the Association of Professional Futurists (APF). A native son of the Philadelphia area (raised in Upper Darby) Garry currently lives with his family in Brooklyn, NY.

