

**OFFICE OF ARTS, CULTURE AND THE CREATIVE ECONOMY
FISCAL YEAR 2015 BUDGET TESTIMONY**

EXECUTIVE SUMMARY

DEPARTMENT MISSION AND FUNCTION

Mission:

The mission of the Office of Arts, Culture and the Creative Economy (OACCE) is to support and promote arts, culture and the creative industries; to develop partnerships and coordinate efforts that weave arts, culture and creativity into the economic and social fabric of the City; to improve access to the arts for both residents and visitors; and to support the growth and development of the City's arts, culture and creative economy by promoting public and private investments. The OACCE is the City of Philadelphia's designated Local Arts Agency that manages and oversees City arts programs including Public Art, Art in City Hall, CultureBlocks, and the Poet Laureate and Youth Poet Laureate programs. The office supports the Philadelphia Cultural Fund, the City's grantmaking arm that provides general operating support on an annual basis to Philadelphia-based arts and culture organizations. The OACCE also provides policy advice to the Mayor and other Administration officials and serves as the primary point of municipal contact for both the local nonprofit arts sector and the larger arts and culture industry including individual artists, design industries, music clubs and other creative ventures.

Short-term Goals:

- Ensure City Hall and other City office buildings are reflective of the city's vibrant cultural and creative life;
- Maintain a robust creative asset mapping tool for the arts and creative community that is utilized in decision making, policy development and investments in the arts and culture sector; and
- Ensure the City's Public Art Program is world class by adopting new guidelines, acquiring City funding for maintenance, partner with other organizations in the creation of public art and increase public awareness of the collection.

Long-term Goals:

- Ensure the arts are accessible and relevant to as many Philadelphia residents and visitors as possible;
- Arts, culture and the creative economy are core components of the City's economic development, tourism, promotional and community revitalization strategies;
- Artists, cultural organizations and creative businesses have access to the resources they need—human, facilities and financial—to be successful.

PROPOSED BUDGET HIGHLIGHTS/FUNDING REQUEST

Highlights of Proposed Budget: The OACCE budget includes administrative funds for six full-time staff, inclusive of two full-time City employees and the salaries and benefits for four full-time employees through a contract with the Philadelphia Industrial Development Corporation (PIDC). An additional full-time position is funded by a one-time grant through FY14 from the William Penn Foundation that is not included in these administrative funds but is administered through the abovementioned contract with PIDC.

Proposed Budget Request:

- Level funding requested
- \$393,800 Purchase of Services:
 - \$350,800: PIDC contract for salaries and benefits of 4 staff (Deputy Cultural Officer, Public Art Director, City Hall Exhibitions Manager, Percent for Art Project Manager. The Research & Policy Associate is an additional, grant-funded position administered by PIDC; however the funding runs out at the end of FY14.)
 - \$40,000: PIDC contract for the administration of the Percent for Art program previously funded out the City's Capital Budget as part of the City's Percent for Art requirement and, funding for Public Art maintenance.

- \$3,000: general office expenses
- \$199,800 Employee Compensation: Salaries for Chief Cultural Officer and Executive Assistant
- \$2,070,688 Contributions: \$1,840,000 allocation to the Philadelphia Cultural Fund for re-granting to local arts and culture organizations and operations; \$230,688 grant to African American Museum in Philadelphia for general operations (Both allocations have been administered through contracts under the OACCE since FY09)
- \$7,000 Materials and supplies: requested funding the same as FY13

**OFFICE OF ARTS, CULTURE AND THE CREATIVE ECONOMY
BUDGET SUMMARY AND OTHER BUDGET DRIVERS**

Financial Summary by Class

	Fiscal 2013	Fiscal 2014	Fiscal 2014	Fiscal 2015	Difference
	Actual Obligations	Original Appropriations	Estimated Obligations	Proposed Appropriations	FY14 - FY15
Class 100 - Employee Compensation	\$203,107	\$199,800	\$199,800	\$199,800	\$0
Class 200 - Purchase of Services	\$393,303	\$393,800	\$393,800	\$393,800	\$0
Class 300 - Materials and Supplies	\$1,667	\$7,000	\$7,000	\$7,000	\$0
Class 400 - Equipment	\$2,269	\$0	\$0	\$0	\$0
Class 500 - Contributions	\$1,995,688	\$2,070,688	\$2,070,688	\$2,070,688	\$0
Class 700 - Debt Service	\$0	\$0	\$0	\$0	\$0
Class 800 - Payment to Other Funds	\$0	\$0	\$0	\$0	\$0
Class 900 - Advances/Misc. Payments	\$0	\$0	\$0	\$0	\$0
TOTAL	\$2,596,034	\$2,671,288	\$2,671,288	\$2,671,288	\$0

Staff Demographics Summary*

	Total	Minority	White	Female
Full-Time Staff	5	60%	40%	60%
Executive Staff	1	0%	100%	100%
Average Salary - Executive Staff	\$66,625	\$0	\$66,625	\$66,625
Median Salary - Executive Staff	\$66,625	\$0	\$66,625	\$66,625

Employment Levels*

	Budgeted	Approved	Filled
Full-Time Positions	8	8	5
Part-Time Positions	0	0	0
Executive Positions	3	3	1

Contracts Summary*

	FY09	FY10	FY11	FY12	FY13	FY14*
Total amount of contracts	\$3,742,400	\$3,662,480	\$2,352,488	\$2,471,488	\$2,471,488	\$2,471,488
Total amount to M/W/DBE	N/A	N/A	N/A	N/A	N/A	N/A
Participation Rate	%	%	%	%	%	%

*As of December 2013

**OFFICE OF ARTS, CULTURE AND THE CREATIVE ECONOMY
PERFORMANCE, CHALLENGES AND INITIATIVES**

DEPARTMENT PERFORMANCE (OPERATIONS)

The OACCE reports on the following performance measures in the FY15-FY19 Five Year Financial and Strategic Plan:

Performance Measure	FY08	FY12	FY13	FY13- FY12 Change	FY13 Q1-Q2	FY14 Q1-Q2	FY14- FY13 Q1-Q2 Change	FY14 Goal	FY15 Goal
Artists and Organizations served*	N/A	310	388	25%	241	259	7%	395	400
OACCE mailing list	N/A	5,400	6,577	21.80%	6,139	6,698	9%	6,800	6,900
Art in City Hall exhibitions	N/A	14	13	-7%	8	8	0%	14	14
Art Gallery at City Hall visitors	N/A	16,654	16,165	-3%	8,729	5,365	-39%	16,200	16,400
City Hall Presents attendance**	N/A	1,180	1,810	53.39%	1,310	1,731	32%	1,731	N/A
Public Art Registry	N/A	130	186	43.08%	158	123	-22.15%	220	250
Applications to work on Public Art Projects	176	134	191	42.54%	123	308	150%	300	300
Public Art: completed work	2	3	9	200%	7	3	-57%	7	5
CultureBlocks reports***	N/A	N/A	948	N/A	0	4,007	4,007	5000	5,250

* This is the total number of artists (individuals) and organizations or collectives (group of 3 or more) given the opportunity to be showcased in an Art in City Hall exhibit, or perform during City Hall Presents.

** City Hall Presents was a privately funded two-year performing arts series highlighting Philadelphia artists from across the City in City Hall spaces such as the Mayor’s Reception Room, Law Library and City Hall Courtyard that ran during the summers of 2012 and 2013.

*** CultureBlocks.com was launched on April 30, 2013.

FY12 and FY13 have brought increased opportunities for artists and organizations to showcase both visual and performing arts projects, and OACCE hopes that this will continue through FY14 and FY15. The percent increases in artists and organizations served (25%), City Hall Presents attendance (53.3%), and OACCE mailing list (21.7%) from FY12 to FY13 reflect OACCE’s significant development as a resource for Philadelphia’s arts culture and creative sector. City Hall Presents was a two-year performing arts series with its final performance on August 28, and, as such, there are no FY15 goals related to this program. However, the high attendance across the three fiscal years and OACCE’s database of over 350 replies to their call for artists shows a high demand for expanded performing arts offerings at City Hall that reflect the city’s vibrant cultural and creative life. Over time, the series was recognized as a quality opportunity for artists to gain visibility and as an anticipated event worth attending. For both City Hall Presents and the Art Gallery at City Hall, weather played a strong factor—excessive heat, Super Storm Sandy, and winter weather advisories had direct impact on attendance. While the number and promotion of Art in City Hall exhibitions has gone unchanged over the last three fiscal years, the percent change in gallery visitors can then be attributed to the public’s interest in the exhibitions on display. The Art Gallery at City Hall aims to return to its FY12 number of visitors for the remainder of FY14 and FY15.

Public Art: Established in 2010, the Philadelphia Public Art Artist Registry allows artists to automatically be considered for projects by maintaining a record of their work that will be consulted by Public art staff, panelists, architects and City agencies as public art opportunities become available. The registry is open to all professional artists. The registry is re-announced by the City every six months, or every other quarter, at which time applications surge. This should be considered when looking at the 4.23% percent FY14-FY13 Q1-Q2 change column. As the Registry becomes better known, and after the re-announcement of the opportunity, OACCE expects to see an increase in the registry and the opportunity to contribute to Philadelphia’s large public art collection. This interest is affirmed by the applications submitted to work on Public Art projects. This measure includes responses to public art opportunities created through individual projects undertaken by the OACCE and the ongoing opportunity in the Artist Registry. The number is for individual and Percent for Art

projects per fiscal year, which varies on the availability of funding. However, as the Registry becomes better known, OACCE expects to see a steady improvement in artists applying for public art opportunities. The number of new public art pieces in the city commissioned through the Percent for Art program and our Public Art Division dedicated that fiscal year. New public artworks through the Percent for Art program are tied to capital projects, and vary greatly from year to year. Other new public art projects, as well as conservation and collection management projects, are largely tied to private funding, and also vary. FY13 was a year of great statistical variance, in which many capital projects came to a close. This accounts for the 200% FY13-FY12 percentage change.

CultureBlocks.com: With 10,825 unique visitors since its launch on April 30, 2013 (FY13 Q4), the number CultureBlocks.com (discussed further below) reports generated show the growing value of the tool and the relevance of the cultural asset and activity data to the cultural community and others who want to integrate the arts culture and creative industries into their decision-making. Because CultureBlocks launched FY13 Q4, the FY13-FY12 change in reports generated is the number of reports generated for the tool's first quarter. The FY14-FY13 Q1-Q2 change is drastic because the tool is not yet a year old. OACCE aims to reach 20,000 unique visitors and have 5,000 reports generated in FY14 with outreach that articulates the tool's relevance in supporting arts and culture as important drivers of community and economic development.

DEPARTMENT CHALLENGES

- Absence of a Chief Cultural Officer/office leadership: Earlier this year, both the Chief Cultural Officer and Deputy Director resigned to take new leadership positions. Obviously, their departures have left a void in the office. We are eagerly awaiting the hiring of a new director and feel confident that this will happen soon.
- Absence of a dedicated and adequate funding source for the ongoing conservation and maintenance of the City's collection of public art: Philadelphia is fortunate to have over 1,500 pieces of public art in its collection, throughout Philadelphia's neighborhoods. Without the ability to address maintenance needs of the entirety of the collection on a regular and consistent basis, this deferred maintenance results in an ever greater funding need for the care of the collection. We estimate that it would cost approximately \$100,000 per year and would anticipate that a new Chief Cultural Officer will make it a priority to identify funding opportunities to ensure the maintenance of these important public resources.
- Grant funded staff and programs: The OACCE must apply for funding from private foundations to support its programs, as well as to support the staff managing these initiatives. This is a competitive process and dollars remain scarce in the region.

STAFFING LEVELS

OACCE is budgeted for a total of 8 full-time positions. As of December 2013, 5 positions were filled. Of the 5 employees, 20% are African American, 40% are White, and 40% are Asian. 60% are female and 40% are bilingual. OACCE has one Executive Staff member who is female.

PAST INITIATIVES

City Hall Presents

- A series of free concerts and events at City Hall showcasing Philadelphia's world-class performing arts offerings. Theater, dance, spoken word and various genres of music were presented in City Hall spaces such as Conversation Hall and the Mayor's Reception Room. The City Hall Courtyard was used during warmer months. The goal of these events was to enliven the historic building, reflecting the full spectrum of the city's artistic talent, and inspiring citizens to become more active patrons of—and participants in—the city's arts and cultural offerings.
- Events took place Wednesdays from 5:30-6:30pm and ran January through October in 2012, and May through August 2013.
- Performers were paid an honorarium of \$500 per performance (if multiple performers, they would split the compensation).
- Performing artists and organizations of all types were invited to apply for consideration for inclusion online at www.creativephl.org/cityhallpresents. Applications were accepted on a rolling basis.

- Data tracked: performer applications and attendance (per event, quarter, and season) to determine both artist and audience interest.
- The program was made possible through a 2-year, \$100,000 grant from the John S. and James L. Knight Foundation as part of its Knight Arts Challenge, as well as substantial funding from the William Penn Foundation. With the end of the grant, there are no current plans to continue this initiative.

CURRENT INITIATIVES

Art in City Hall and Public Art are major OACCE Program Areas and have been in place for many years. The Poet Laureate, Youth Poet Laureate, and CultureBlocks are all funded by one-time grants .

ACCOMPLISHMENTS

Exhibitions & Performances

- The Art Gallery at City Hall and the Art in City Hall: hosted 8 exhibits in FY14 to date, including *A+ Art*, our annual student exhibit featuring the works of over 80 students from 20 Philadelphia public schools across the city; *The 14th National Arts Program Exhibition at Philadelphia*, an annual competition and exhibit of 165 works by City employees and their families; *Artist Designed Bike Rack Project*, an exhibit in partnership with OACCE's Public Art Program and the Philadelphia Bicycle Coalition showcasing bicycle rack designs, the Public Art commissioning process, and promoting bicycling in Philadelphia; and *Vision Thru Art*, works from Allens Lane Art Center's program for artists who are visually impaired.
- *City Hall Presents*: Final year of free performing arts series with 22 performers in City Hall courtyard. Funded with private support from the Knight Foundation and the William Penn Foundation and attracting approximately 5,000 total attendees.
- Served 259 artists (individuals) and organizations or collectives (group of 3 or more) through opportunities to be showcased in Art in City Hall exhibits, or perform during City Hall Presents.

Public Art

- The complete revision of the City's Percent for Art Policies/Procedures (last updated 1991), to be adopted by Executive Order within the month
- Received 308 applications in response to Public Art artist opportunities
- The commissioning *You Are Here* by Ellen Harvey and Jan Baracz in the renovated Terminal F at the Philadelphia International Airport (November 2013)
- Initiated two new artist opportunities at Stenton Park (Nicetown), and at Maplewood Mall (Germantown)
- Restoration and relocation of the *Richardson Dilworth Memorial* from Dilworth Plaza to Dock Street in partnership with the Center City District (July 2013)
- Restoration of *A Friend* in front of the Police Administration Building (October 2013)
- Advised the selection process and recommended artists for the *Joe Frazier* statue competition, which is expected to be erected at the Sports Complex in 2014.
- Accessioned and restored an 18th century portrait of Mayor John Swift for installation in the Mayor's Reception Room
- Collaborated with the Bicycle Coalition of Greater Philadelphia and the Mayor's Office of Transportation and Utilities on artist designed bike rack competition to support and encourage bicycling in Philadelphia by providing a creative solution to the need for bicycle parking: bike racks that are also additions to the city's collection of outdoor public art
- Addressed maintenance and vandalism at multiple highly visible monuments

Creative Development

- Selected Frank Sherlock as the 2nd Poet Laureate for a two-year term beginning January 17, 2014. The next Youth Poet Laureate will be selected spring 2014 for a one-year term beginning June 2014.
- The Philadelphia Cultural Fund, which re-grants the funding to Philadelphia cultural organizations through a peer-review process, distributed \$1,635,672 to 273 Philadelphia Art organizations.

- Launched the InStore Forgivable Loan Program in partnership with the Department of Commerce: a new program funded by combined federal Community Development Block Grants (CDBG) from Commerce and OACCE and targets food, retail and creative businesses on eligible commercial corridors in Philadelphia. Awarded 11 forgivable loans to date.

Cultural Policy & Research

- Launched the beta version of CultureBlocks in April 2013, which is used by City offices, nonprofits and businesses to inform their place-based decision making. The site has received over 10,825 unique visitors since its launch and users have generated over 4,000 to date. We have received inquiries from other metropolitan cities interested in replication of the tool and have begun outlining its feasibility.

CultureBlocks, funded by the National Endowment for the Arts and ArtPlace promised two additional outputs, which were completed December 2013. Building on the datasets used in the free online mapping tool, The Reinvestment Fund (TRF) and the Social Impact of the Arts Project at the University of Pennsylvania (SIAP) (part of the grantee partnership) produced a final report that develops a neighborhood-based wellbeing index using patterns of advantage and disadvantage, presents the changes of Philadelphia's cultural ecology and makes investment strategy suggestions.

CONTRACTING EXPERIENCE

M/W/DBE Participation on Large Contracts

FY14 Contracts

Vendor	Service Provided	Amount of Contract	RFP Issue Date	Contract Start Date	Ranges in RFP	% of M/W/DBE Participation Achieved	\$ Value of M/W/DBE Participation	Total % and \$ Value Participation - All DSBEs	Living Wage Compliant?
Philadelphia Cultural Fund (nonprofit org)*	Re-Grant funding to Philadelphia cultural organizations	\$1,840,000	N/A	7/1/13	MBE: WBE: DSBE:	0% 0% 0%	0 0 0	0% \$0	y/n y/n y/n
Philadelphia Industrial Development Corporation (nonprofit org)	Administration: Salary and Benefits	\$390,800	N/A	7/1/13	MBE: WBE: DSBE:	0% 0% 0%	0 0 0	0% \$0	y/n y/n
African American Museum in Philadelphia (nonprofit org)*	General Operating Grant	\$230,688	N/A	7/16/13	MBE: WBE: DSBE:	0% 0% 0%	0 0 \$0	0% \$0	y/n y/n
Materials Conservation Collaborative	Conservation & Vandalism services for Public Art	\$10,000	N/A	7/1/13	MBE: WBE: DSBE:	0% 0% 0%	0 0 0	0% \$0	y/n

*These organizations are not certified M/W/DBE vendors, however staff and board membership is over 50% minority and female

EMPLOYEE DATA

Staff Demographics

Full-Time Staff

Executive Staff

	Male	Female	Male	Female
Total	2	3	0	1
% of Total	40%	60%	0%	100%
Total	African-American	African-American	African-American	African-American
% of Total	0%	1	0	0
Total	White	White	White	White
% of Total	0%	2	0%	1
Total	Hispanic	Hispanic	Hispanic	Hispanic
% of Total	0%	40%	0%	100%
Total	Asian	Asian	Asian	Asian
% of Total	0%	0%	0%	0%
Total	Other	Other	Other	Other
% of Total	40%	0%	0%	0%
Total	Bi-lingual	Bi-lingual	Bi-lingual	Bi-lingual
% of Total	2	0	0	0
Total	40%	0%	0%	0%