

**MURAL ARTS PROGRAM
FISCAL YEAR 2016 BUDGET TESTIMONY
APRIL 7, 2015**

EXECUTIVE SUMMARY

DEPARTMENT MISSION AND FUNCTION

Mission: The Philadelphia Mural Arts Program is a first of-its-kind public-private partnership and the largest community-based public art program in the United States. The Mural Arts Program creates art with others to transform places, individuals, communities and institutions. Through this work, the Mural Arts Program establishes new standards of excellence in the practice of public and contemporary art, empowers artists to be change agents, stimulates dialogue about critical issues, and builds bridges of connection and understanding.

Description of Major Services: The Mural Arts Program (Mural Arts) annually produces 50 - 100 public art projects involving a range of people, sites, and issues in Philadelphia. Projects respond to: 1) needs and opportunities articulated by civic leaders or identified in neighborhood plans; 2) project applications from community leaders; 3) topics relevant to youth and vulnerable adults enrolled in workshops in Mural Arts' three program areas: Art Education, Restorative Justice, and Behavioral Health. Programs and projects annually engage more than 20,000 people, while docent-led tours offer 15,000 people exposure to the collection, and 50,000+ follow Mural Arts' work online or subscribe to our bi-annual magazine, *Off the Wall*. Mural Arts also actively engages in innovative partnerships with City agencies including the Department of Human Services, the Department of Behavioral Health and Intellectual disAbility Services, the Department of Parks and Recreation, the Philadelphia Prisons System, the Philadelphia Water Department, the Department of Commerce, and the Philadelphia City Planning Commission.

PROPOSED BUDGET HIGHLIGHTS/FUNDING REQUEST

Budget Highlights: The General Fund allocation to the Mural Arts Program in the FY16 Proposed Budget is 12.5% higher than the FY15 Current Projection primarily driven by a \$150,000 increase for the Guild Re-entry Program (described in more detail in the Accomplishments & Initiatives section below) and \$50,000 for mural restoration services.

Fund	Class	FY14 Actual	FY15 Current Projection	FY16 Proposed Budget	FY16-FY15 Change	FY16-FY15 Percent Change
General	100	446,350	461,779	464,216	2,437	0.5%
	200	1,139,896	1,001,800	1,181,800	180,000	18.0%
	Total	1,586,246	1,463,579	1,646,016	182,437	12.5%
	Positions	11	11	11	0	0.0%

Staff Demographics Summary (as of December 2014)

	Total	Minority	White	Female
Full-Time Staff	11	6	5	1
Executive Staff	1	0	1	1
Average Salary - Executive Staff	\$97,131	\$0	\$97,131	\$97,131
Median Salary - Executive Staff	\$97,131	\$0	\$97,131	\$97,131

Employment Levels (as of December 2014)

	Budgeted	Filled
Full-Time Positions	11	11
Part-Time Positions	0	0
Executive Positions	1	1

Contracts Summary (*as of December 2014)

	FY10	FY11	FY12	FY13	FY14	FY15*
Total amount of contracts	\$152,548	\$514,000	\$554,800	\$501,800	\$1,139,900	\$1,001,800
Total amount to M/W/DBE	\$0152,548	\$514,000	\$554,800	\$501,800	\$1,139,900	\$1,001,800
Participation Rate	100%	100%	100%	100%	100%	100%

PERFORMANCE, CHALLENGES AND INITIATIVES

DEPARTMENT PERFORMANCE (OPERATIONS)

Mural Arts aims to complete approximately 50 public art projects each year, but the actual total will vary based on project scale. In FY14, Mural Arts completed 90 projects, 12 more than in FY13, in part due to the smaller scale of several works. As a part of proactive efforts to preserve existing large scale works, Mural Arts launched a Restoration and Stewardship Initiative and restored 15 murals in FY14. Mural Arts is working towards a goal of restoring 35 works in FY16. The number of tour participants has decreased slightly over the last few years; however, Mural Arts has a goal of reaching 20,000 tour participants in both FY15 and FY16. The number of youth participants increased by 29.9%, from FY13 to FY14 with 1,057 youth working with the program in FY14 and, as of the first half of FY15, there were 832 youth participants, 36.2% more than during the same period in FY14. Mural Arts tracks the percent of youth who graduate high school annually, and, in FY14, 100% of the youth in this program graduated from high school with a goal to maintain this rate in FY15 and FY16. At the beginning of FY15, Mural Arts began tracking youth engaged in the Restorative Justice Youth track of the Art Education program. The number of restorative justice youth has declined 31% from FY13 to FY14 and slightly in the first half of FY15 compared to the same time period in FY14. The percent of re-entry participants taken back into custody during and six months after completing the Guild program (a support program for formerly incarcerated individuals) is also tracked annually, and in FY14, 10% of participants were taken back into custody. This is a significant drop from FY13's statistic of 30%, which was the rate given in a multi-year evaluation conducted by Temple University. Beginning in 2014, Mural Arts began tracking recidivism directly through the City's systems. Mural Arts aims to keep this one-year recidivism rate at 10% for re-entry participants in FY15 and FY16. Funding for the Porch Light program from the Robert Wood Johnson Family Foundation ended in FY14, and as a result, the Porch Light program was only offered at one behavioral health service location in the first half of FY15 so participant enrollment declined 47% year over year.

Performance Measure	FY08	FY13	FY14	FY14- FY13 Change	FY14 Q1-Q2	FY15 Q1-Q2	FY15- FY14 Q1-Q2 Change	FY15 Goal	FY16 Goal
Number of public art projects dedicated	N/A	78	90	15.4%	24	42	75.0%	50	50
Number of mid or large scale restorations completed	N/A	13	15	15.4%	6	6	0.0%	20	35
Number of tour participants	8,480	10,990	10,742	-2.3%	6,263	6,181	-1.3%	20,000	20,000
Number of youth participants	3,000	814	1,057	29.9%	611	832	36.2%	1,500	1,500
Percent of advanced youth who graduate from high school	N/A	100.0%	100.0%	0.0%	N/A	N/A	N/A	100.0%	100.0%
Number of restorative justice participants	30	362	250	-30.9%	221	52	-0.8	350	350
Percent of re-entry participants taken back into custody*	N/A	30.0%	10.0%	-66.7%	N/A	N/A	N/A	10.0%	10.0%
Number of behavioral health participants enrolled*	N/A	316	315	-0.3%	234	124	-47.0%	300	300

* Program did not exist in FY08

DEPARTMENT CHALLENGES

Mural Arts' primary challenges are: 1) fluctuations in major funder priorities that make it difficult to count on recurring support, in particular for programs serving vulnerable adults, like those in our Guild program and our Behavioral Health program; and 2) increased competition among non-profits for level or decreasing philanthropic resources. The City's investment in our work is a major signal of quality and impact to private funders and has helped us sustain strong philanthropic investment.

ACCOMPLISHMENTS & INITIATIVES

Guild Program: Mural Arts' Guild is an innovative program that annually provides more than 50 individuals re-entering society and those on probation with four to six months of training, mentorship, and meaningful work on projects that rehabilitate Philadelphia's important civic spaces. Philadelphia's schools, recreation centers, community gardens, and cultural centers need cosmetic and capital improvements that far surpass resources available. At the same time, Philadelphia harbors 50,000 individuals on probation looking to find work but at a serious disadvantage

during the hiring process. The Guild creates a solution that puts those most in need of stable employment and skill-development to work building community spaces.

Integrating Art into Behavioral Health Treatment: In FY11, Mural Arts launched the Porch Light Initiative in collaboration with the Department of Behavioral Health and Intellectual disAbility Services. Now an established program at Mural Arts, Porch Light situates art at the heart of recovery, resilience and healing in efforts to improve behavioral health outcomes at the individual and community levels. In FY14, the Yale School of Medicine continued their longitudinal community-based participatory research study on the Porch Light Program, working within three Porch Light communities to assess the program’s impact on individual and community-level health outcomes. Preliminary findings demonstrate that the intervention is effective at reducing social stigma and increasing collective efficacy.

Art Education Program: Through a long-term partnership with the Department of Human Services, this program targets youth with the greatest need in Philadelphia. In FY12, Mural Arts began rigorously tracking students’ graduation rates. The project-based curriculum integrates thematically-relevant content, opportunities for critical and creative thinking and collaboration with communities, and development of life skills. Recent highlights include:

- 100% of high-school seniors graduated in 2012, 2013, and 2014
- 78% percent of students graduating in 2014 went on to pursue higher education

Exploring New Arts-in-Education Model: Mural Arts is currently expanding a new Arts-In-Education model that uses art to amplify foundational academic subjects and engage students with non-traditional learning styles. Teaching artists are partnered with core subject teachers to lead arts programming within daytime classrooms as well as after-school. Freire Charter School just finished year two of a three-year pilot, and Mural Arts will be bringing the program to Mastery Lenfest, Esperanza Charter, Roxborough High, and South Philadelphia High. McMichael Morton School participated in a condensed version of Arts-In-Education that resulted in a STEM-inspired mural incorporating youth designs. The McMichael project’s artist Ben Volta, was honored with a Philadelphia Geek Award in spring 2014; and the project itself was featured in a recent publication by *National Geographic*.

Expanding its approach to Muralism and Sharing the Collection: As a result of its success pioneering new approaches to community based public art, Mural Arts serves as a national and international resource. One 2014 project with Berlin-based artist Katharina Grosse, *psychylustro*, received a large amount of attention, with yearly press impressions - the number of unique visitors to a website and print circulation - reaching 300 million. This figure results partly from articles featuring *psychylustro* in the *Wall Street Journal*, *The New York Times* and other national and international publications. Mural Arts saw its social media following double during *psychylustro*, jumping to more than 42,000 followers as of February 2015. Moreover, more than 10,000 visitors annually participate in public and private mural tours, generating \$500,000 in economic impact based on average statistics for spending by arts audiences. In the past four years, six of Mural Art’s projects were selected by the Public Art Network’s highly competitive Year in Review, the nation’s only award program focusing on public art.

Recognized as Model for Social Practice: A retrospective at the Pennsylvania Academy of the Fine Arts (PAFA), *Beyond the Paint*, positioned Mural Arts’ work as an international model for “social practice”, a term applied to creative processes developed by artists and arts organizations to address and ameliorate social, economic, and environmental challenges. *Beyond the Paint* took place in PAFA’s galleries from November 15, 2013 through April 6, 2014 and was visited by over 45,000 people—a record-setting audience for PAFA. The exhibition coincided with the release of the third book about Mural Arts, a collection of essays exploring artistic practice and social impact. Intended as a text for scholars, students, and practitioners, the book offers a deep narrative exploration of Mural Arts’ process and impact.

Open Source: In the fall of 2015, Mural Arts will build on the momentum behind *Beyond the Paint* with the presentation of *Open Source*, a groundbreaking project that will involve nearly every department at Mural Arts and connect 14 extraordinary artists/artist duos from around the world to Philadelphia, where they will create a series of site-specific public artworks that engage our participants, animate public spaces, and explore important social issues.

STAFFING

There are no significant changes in Mural Arts’ staffing from last fiscal year.

Staff Demographics (as of December 2014)

<i>Full-Time Staff</i>				<i>Executive Staff</i>			
		Male	Female			Male	Female
		African-American				African-American	
<i>Total</i>		5	0	<i>Total</i>		0	0
<i>% of Total</i>		45.5%	0.0%	<i>% of Total</i>		0.0%	0.0%
		White				White	
<i>Total</i>		4	1	<i>Total</i>		0	1
<i>% of Total</i>		36.4%	9.1%	<i>% of Total</i>		0.0%	100.0%
		Hispanic				Hispanic	
<i>Total</i>		1	0	<i>Total</i>		0	0
<i>% of Total</i>		9.1%	0.0%	<i>% of Total</i>		0.0%	0.0%
		Asian				Asian	
<i>Total</i>		0	0	<i>Total</i>		0	0
<i>% of Total</i>		0.0%	0.0%	<i>% of Total</i>		0.0%	0.0%
		Other				Other	
<i>Total</i>		0	0	<i>Total</i>		0	0
<i>% of Total</i>		0.0%	0.0%	<i>% of Total</i>		0.0%	0.0%
		Bi-lingual				Bi-lingual	
<i>Total</i>		1	0	<i>Total</i>		0	0
<i>% of Total</i>		9.1%	0.0%	<i>% of Total</i>		0.0%	0.0%
		Male				Male	
<i>Total</i>		10	1	<i>Total</i>		0	1
<i>% of Total</i>		90.9%	9.1%	<i>% of Total</i>		0.0%	100.0%

CONTRACTING

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	Living Wage Compliant?
Philadelphia Mural Arts Advocates	Mural Creation, Restoration & Maintenance	\$1,001,800	N/A	7/1/14	MBE:	53%	\$530,954		Yes
					WBE:	47%	\$470,846	\$1,001,800	Yes
					DSBE:	0%	\$0	100%	N/A

OTHER BUDGETARY IMPACTS

FEDERAL AND STATE (WHERE APPLICABLE)

Mural Arts has struggled in recent years with decreases in state and federal funding. This year and for the last two years, the only sources of these funds were the National Endowment for the Arts and the Pennsylvania Council on the Arts. This is a significant change from prior years, when Mural Arts also received substantial support through the state's Department of Community and Economic Development and through the American Recovery and Reinvestment Act.

OTHER

N/A