

**MURAL ARTS
FISCAL YEAR 2025 BUDGET TESTIMONY
APRIL 3, 2024**

INTRODUCTION

Good Afternoon, President Johnson and Members of City Council. I am Jane Golden, Executive Director. Joining me today are Carolyn Nagy, Sr Director of Development and Don Veon, Sr Director of Finance. I am pleased to provide testimony on Mural Arts’ Fiscal Year 2025 Operating Budget.

DEPARTMENT MISSION & PLANS

Mission: Through participatory public art, Mural Arts Philadelphia inspires change in people, places, and practice, creating opportunity for a more just and equitable Philadelphia and working towards the Mayor’s goal to improve quality of life in all Philadelphia neighborhoods. Mural Arts Philadelphia envisions a world where all people have a say in the future of their lives and communities, where art and creative practice are respected as critical to sense of self and place, and where cultural vibrancy reflects and honors all human identities and experiences.

Plans for Fiscal Year 2025:

Good Morning President Johnson and Members of City Council. I am Jane Golden, Executive Director of Mural Arts Philadelphia. I am pleased to provide testimony on Mural Arts’s Fiscal Year 2025 Operating Budget. We are asking for \$2.68 million.

I want to start out by thanking all of you for your support and the opportunity to testify. This is such an important time in our city. A new Mayor with an exciting agenda, a committed and passionate Council. The positive feeling from people across our city is palpable. In spite of multilayered challenges, I feel a collective determination. We encounter love and faith and a hunger for beauty and art. Yay.

And we at Mural Arts are excited as well – after all it is the 40th anniversary of the Anti-Graffiti Network and Mural Arts. Every year, over 100 community groups, arts nonprofits, and social service agencies partner with us on programs and projects of all sizes across the city. We work with over 250 artists annually contributing over \$2.4 million directly into the creative economy. Because of your support, we serve over 25,000 constituents through our many departments including Art Education, the Porch Light program, Restorative Justice, Community Murals, Restorations, Special Projects, and our Mural Arts Institute.

Let’s start with Restorative Justice, where programs like the Guild and the Rec Crew create pathways for people who have been affected by the criminal legal system so they can reintegrate back into the community and prepare for the road ahead. The recidivism rate among participants in our programs is less than a third of the average in the city.

Our Porch Light program uses art to help people who are struggling with mental health, substance use, and trauma. Porch Light has permanent storefront locations in the southeast, the northeast, Suburban Station, and Kensington bringing vital support and resources to people where it’s needed most. Our Color Me Back initiative is a same-day work and pay program that provides people facing housing insecurity with opportunities

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to earn money and access services. Since 2019, Color Me Back has employed 1,100 people to make Suburban Station and Kensington more beautiful.

Our Art Education department served over 2,200 young people last year, ranging in age between 11 and 18. Through programs after school, during the school day and during the summer, Mural Arts is able to provide safe spaces with highly trained teaching artists where students have a wonderful opportunity to learn, grow, and express themselves.

Art can bring life to corridors across our city, and we see this at work where empty storefronts are transformed into thriving community centers. A perfect example of this is our Tacony LAB – which continues to grow and thrive after eight years. Miles from an anchor arts institution, this wonderful space offers a wide range of programs and artist’s residencies, enlivening the northeast with activations and engagements.

So thank you. Your investment makes all of this work possible, and – just as important – your support helps us leverage every dollar that you provide to inspire individuals, foundations, and corporations to multiply the power of that investment. Your investment in us is an investment in our city – the way it looks, the way it feels, the way we dream.

The truth is I am more hopeful than ever that we can make our city a healthy, creative, cooperative place to live, and I am more certain than ever that art has an essential role in that movement. As we always say at Mural Arts - Art Ignites Change. Thank you!

PROPOSED BUDGET OVERVIEW

General Fund Financial Summary by Class						
	FY23 Original Appropriations	FY23 Actual Obligations	FY24 Original Appropriations	FY24 Estimated Obligations	FY25 Proposed Appropriations	Difference: FY25-FY24
Class 100 - Employee Compensation	\$610,850	\$615,432	\$629,179	\$629,179	\$629,179	\$0
Class 200 - Purchase of Services	\$2,670,610	\$2,670,610	\$3,054,141	\$3,054,141	\$2,054,141	(\$1,000,000)
Total	\$3,281,460	\$3,286,042	\$3,683,320	\$3,683,320	\$2,683,320	(\$1,000,000)

Proposed Funding Request:

The proposed Fiscal Year 2025 General Fund budget totals \$2,683,320, a decrease of \$1,000,000 over Fiscal Year 2024 estimated obligation levels. This decrease is due to one-time funding in FY24.

The proposed budget includes:

- \$629,179 in Class 100, level with funding from FY24. This funding will cover salaries for our Mural Arts support crew.
- \$2,054,141 in Class 200, a \$1,000,000 decrease from FY24 due to one-time funding added in the prior fiscal year. Class 200 funding will be used towards Public Art and Civic Engagement.

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STAFFING LEVELS

The department is requesting 10 budgeted positions for FY25, level with FY24.

Employment Levels (as of December 2023)		
	FY25 Budgeted	Filled as of December 2023
Number of Full-Time Positions	10	7
Number of Exempt Positions	10	7
Average Salary of All Full-Time Positions	\$55,402	\$49,176
Median Salary of All Full-Time Positions	\$46,500	\$43,063

NEW HIRES

There were no new hires from 7/1/2023 through 12/11/2023.

PROGRAM BASED BUDGETING:

Program Name: Mural Arts

Program Number: 01

FY25 Proposed General Fund: \$2,683,320

Program Description: Mural Arts generates impact among individuals, communities, and systems through participatory public art projects that intersect the following five areas: youth development, criminal justice reform, wellness, environmental sustainability, and civil discourse. Project decisions respond to needs and opportunities articulated by civic leaders or identified in neighborhood plans; project applications from community leaders; and topics relevant to youth and adults enrolled in [Art Education](#), [Restorative Justice](#), and mental health and wellness through our [Porch Light](#) programs.

FY25 Strategic Goals:

Mural Arts will deepen its commitment to advancing equity in all of its areas of work. Mural Arts is intentionally working in neighborhoods with limited services and amenities; building collaborative leadership models that include impacted individuals as decision makers; focusing on underrepresented issues, themes, and communities; offering free programming and compensating program participants; and employing harm reduction and trauma-informed practices in all of its work.

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Mural Arts plans to continue its focus on developing economic pathways for youth, artists of marginalized identities, formerly incarcerated residents, and individuals experiencing housing and/or economic instability. Mural Arts is committed to growing its programs in both the federal and county prison systems.

Mural Arts has decades of experience working in federal penitentiaries and sees a great growth opportunity for similar art-based programs in the county jails. Mural Arts will continue to focus on a staff and Board composition that is reflective of the diversity of Philadelphia, with equity and justice prioritized in decision-making processes.

FY25 Performance Measures:

Measure	FY23 Actual	FY24 Target	FY25 Target
Number of public art projects dedicated	77	75	75
Number of mid- or large-scale restorations completed	14	15	15
Number of project, tour, and event participants (short-term engagement)	18,500	18,000	18,000
Number of program participants (sustained engagement)	7,100	7,000	7,000
Percent of re-entry participants taken back into custody after a year	10%	9%	9%
Percent of re-entry participants employed six months after program completion	85%	85%	85%
Private funding leveraged (per public dollar)*	\$2.65	\$2.25	\$2.25
Press and social media impressions**	556.6M	550M	550M
Successful annual audit	Yes	Yes	Yes

*In FY23, Mural Arts received several multi-million-dollar grants which will not be received in FY24 or FY25, as Mural Arts was not eligible to apply again this fiscal year, resulting in a lower target.

**This measure is based on communications data collection from press and social media views, clicks, likes, and engagement.

Mural Arts Program

OTHER BUDGETARY IMPACTS

Federal and State (Where Applicable)

N/A