

Philadelphia Mural Arts Program
FISCAL YEAR 2015 BUDGET TESTIMONY
March 31, 2014

EXECUTIVE SUMMARY

DEPARTMENT MISSION AND FUNCTION

Mural Arts unites artists and communities through a collaborative process, rooted in the traditions of mural making, to create art that transforms public spaces and individual lives. We carry out our mission by annually engaging more than 20,000 people in the creation of 50 to 100 public art projects, including 2,000 individuals enrolled in one of our three core programs—Art Education for Youth, Restorative Justice for inmates and those re-entering society, and Porch Light for those in treatment for trauma, addiction, or mental illness. Through the liberating, joyful, and open context of artistic co-creation, we galvanize diverse constituencies, give voice to myriad perspectives, enhance the built environment, and bring visibility to issues in a way that sparks changes in perception and policy.

We are regularly recognized as a force for excellence and innovation in public art. Most recently, we had projects honored by the Public Art Network, the Venice Architecture Biennale, and the United Nations. A current exhibition at the Pennsylvania Academy of the Fine Arts positions our work as a leading 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. We attract interest from an international audience of artists, scholars and practitioners, who attend conference sessions on our work, register for convening’s we host in Philadelphia, and set up professional consultancies with our staff. More than 12,000 visitors annually participate in public and private tours led by our Tours Department.

PROPOSED BUDGET HIGHLIGHTS/FUNDING REQUEST

Our Class 100 request is \$449,625 and our Class 200 request is \$951,800 for a total request of \$1,401,425.

To build on our track record of success, Mural Arts plans to allocate its Class 200 budget totaling \$951,800 into several initiatives:

- 35% (\$326,800) will support the creation of new projects that are responsive to needs voiced by communities across the city.
- % (\$100,000) will go towards our Guild re-entry program, our innovative workforce development model for returning citizens and young adults on probation. The Guild, developed in collaboration with the city’s Youth Violence Reduction Partnership and the Philadelphia Prison System, provides a supportive arts-based learning environment where participants can build practical skills through training with professional instructors, apprenticeships with community public art projects, and mentorship from our Jobs Opportunities Specialist.
- 10% (\$100,000) will go towards Restorations and Stewardship. For the past 30 years, Mural Arts has worked with communities to create more than 3,700 murals, a collection that has made Philadelphia “the mural capital of the world.” Production of new art continues, but we have also begun to consider our role in restoring, decommissioning, or replacing aging works. Murals have a lifespan of about 15 years before they begin to peel and fade, transitioning from beautification to blight. It is troubling to watch deterioration, because it undermines the intent of the projects: to uplift, signal momentum, and catalyze economic development. Though the process of making a project typically lasts only a year, our commitment to stakeholders—both residents and artists—continues. We honor that commitment through responsible stewardship.
- Finally, 45% (425,000) will support project management. These funds support the organizational capacity required to lead projects and programs, and include expenses like human resources, finance, marketing, technology, utilities, and office supplies.

Philadelphia Mural Arts Program
BUDGET SUMMARY AND OTHER BUDGET DRIVERS

Financial Summary by Class - General Fund						
	Fiscal 2013		Fiscal 2014		Fiscal 2014	Fiscal 2015
	Actual Obligations	Original Appropriations	Estimated Obligations	Proposed Appropriations		Difference
						FY14 - FY15
Class 100 - Employee Compensation	\$ 444,917	\$ 449,625	\$ 449,625	\$ 449,625	\$	-
Class 200 - Purchase of Services	\$ 501,800	\$ 951,800	\$ 1,139,900	\$ 951,800	\$	(\$188,100)
Class 300 - Materials and Supplies	\$ -	\$ -	\$ -	\$ -	\$	\$0
Class 400 - Equipment	\$ -	\$ -	\$ -	\$ -	\$	\$0
Class 500 - Contributions	\$ -	\$ -	\$ -	\$ -	\$	\$0
Class 700 - Debt Service	\$ -	\$ -	\$ -	\$ -	\$	\$0
Class 800 - Payment to Other Funds	\$ -	\$ -	\$ -	\$ -	\$	\$0
Class 900 - Advances/Misc. Payments	\$ -	\$ -	\$ -	\$ -	\$	\$0
TOTAL	\$946,717	\$1,401,425	\$1,589,525	\$1,401,425		(\$188,100)

Staff Demographics Summary*			
	Total	Minority	White
Full-Time Staff	11	55%	45%
Executive Staff	1	0%	100%
Average Salary - Executive Staff	\$93,846	\$0	\$93,846
Median Salary - Executive Staff	\$93,846	\$0	\$93,846

Employment Levels*		
	Budgeted	Filled
Full-Time Positions	11	11
Part-Time Positions	0	0
Executive Positions	0	0

Contracts Summary*				
	FY09	FY10	FY11	FY12
Total amount of contracts	\$335,201	\$512,548	\$514,000	\$554,800
Total amount to M/W/DBE	\$0	\$0	\$0	\$0
Participation Rate	0%	0%	0%	0%

Philadelphia Mural Arts Program

PERFORMANCE, CHALLENGES AND INITIATIVES

DEPARTMENT PERFORMANCE (OPERATIONS)

As of the end of FY14's Q2, Mural Arts had completed 24 projects with many more underway, enrolled 611 young people in our Art Education program, 221 people in our Restorative Justice program, and 234 in our Behavioral Health program. 6,263 people had taken a public or private tour.

In the past year, our one-year recidivism rate for YVRP was nine percent. Only two out of 22 participants were taken into custody. For PPS, our recidivism rate has been around 5%. This compares to a state-wide one-year recidivism rate of 35%, as recently reported in the PA Department of Corrections' 2013 Recidivism Report. We do not currently have the ability to track multi-year recidivism rates, but are exploring a partnership with the City that would make it possible for us to do so.

In Art Education, we have sustained a 100% graduation rate among our most advanced students, most of who go on to matriculate at colleges. Many go to art school. Every student who enrolls in our program has access to resources that go well beyond the average after-school program, including summer employment, exhibition opportunities, college readiness counseling, and scholarships. In pre- post- surveys administered annually, more than 70% of students report significant improvements in learning about art, pro-social behavior, and college/work-readiness.

This year, in addition to offering our award-winning after-school program at 25 school and community sites, we launched an arts-in-education model at Freire Charter School and McMichael Morton School. This model offers integrated learning opportunities for young people, leadership training for select students, professional development for teachers, and after-school programming.

To assess Porch Light, the Yale School of Medicine is conducting participatory research in several communities to measure the impact this work has on individual, provider, and community-level outcomes. The rigorous evaluation design is new to the field of public art and includes longitudinal interviews, in-depth case studies, and focus groups. Preliminary quantitative and qualitative findings are promising. At the *individual* level, participants have described new friendships, an enhanced sense of their self-esteem and personal capacity, a desire to give back to their community, and an increased sense of hope in the future. At the *provider* level, Porch Light has influenced how behavioral health agencies participating in the project can address mental health and substance use needs in more engaging and innovative ways. At the *community* level, the program has helped behavioral health agencies forge positive collaborations with community organizations and residents while increasing perceptions of neighborhood safety, aesthetic quality, and social capital.

DEPARTMENT CHALLENGES

One challenge is fundraising in an economy that is just beginning to recover.

STAFFING LEVELS

With Class 100 funds, Mural Arts employs 11 people. 45% (5) are African-American, 45% (5) are White, and 10% (1) are Hispanic. 18% (2) are bilingual. The Mural Arts Advocates employs an additional 41 full-time staff, 9 full-time instructors, 62 part-time staff, and 8 part-time instructors. 30% identify as a minority, and 65% are female.

PAST INITIATIVES

Included above under Department Performance

CURRENT INITIATIVES

Included above under Department Performance

NEW INITIATIVES

Mural Arts is currently focused on scaling up of successful current initiatives – including our Guild re-entry program, our Restorations and Stewardship program, new projects in communities, and our storefront hubs along commercial corridors. Our Guild is tracked through stats on recidivism and employment; our community mural projects are tracked through participation, sustained improvements to lots and streetscapes, and reviews in public forums; and our Restorations are tracked through quantity completed.

Of these, our storefronts constitute our most recent direction. In neighborhoods across Philadelphia, Mural Arts is turning vacant storefronts into hubs for artistic activity, community organizing, and creative enterprise. These vibrant spaces give people a place to gather, to think creatively together, to learn new skills, and transform their neighborhoods through public art and other enhancements. In addition, the hubs position Mural Arts as a connector between residents and public services. We

build trusting relationships with residents that give us insight into pressing community challenge such as trash and dumping, housing insecurity, health concerns, and blight. We use our knowledge to build alliances between people and the city agencies or nonprofits that can address their needs. Often, this leads to agencies and nonprofits using our hub spaces as points of access for services and communication with residents. The hubs are subject to the same metrics as all of our community-based projects. In particular, we expect to see increased community leadership as a result of our sustained and multi-faceted presence.

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 last year, our 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 we also received substantial support through the state's Department of Community and Economic Development and through the American Recovery and Reinvestment Act.

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 Mural Arts Advocates	Mural Creation, Restoration & Maintenance	\$1,139,900	N/A	7/1/13	MBE: WBE: DSBE:	Not Tracked Not Tracked Not Tracked	Not Tracked Not Tracked Not Tracked	Not Tracked Not Tracked Not Tracked	Not Tracked Not Tracked Not Tracked
		\$			MBE: WBE: DSBE:	% % %	#VALUE! #VALUE! #VALUE!	0% #VALUE! #VALUE!	y/n y/n y/n
		\$			MBE: WBE: DSBE:	% % %	#VALUE! #VALUE! #VALUE!	0% #VALUE! #VALUE!	y/n y/n y/n
		\$			MBE: WBE: DSBE:	% % %	#VALUE! #VALUE! #VALUE!	0% #VALUE! #VALUE!	y/n y/n y/n
		\$			MBE: WBE: DSBE:	% % %	#VALUE! #VALUE! #VALUE!	0% #VALUE! #VALUE!	y/n y/n y/n

DEPARTMENT EMPLOYEE DATA

Staff Demographics

Full-Time Staff

Executive Staff

	Male	Female	Male	Female
Total	10	1	0	1
% of Total	91%	9%	%	%
Total	African-American	African-American	African-American	African-American
% of Total	5	0	0	0
	45%	0%	White	%
Total	White	White	White	White
% of Total	4	1	0	1
	36%	9%	%	%
Total	Hispanic	Hispanic	Hispanic	Hispanic
% of Total	1	0	0	0
	9%	0%	%	%
Total	Asian	Asian	Asian	Asian
% of Total	0	0	0	0
	0%	0%	%	%
Total	Other	Other	Other	Other
% of Total	0	0	0	0
	0%	0%	%	%
Total	Bi-lingual	Bi-lingual	Bi-lingual	Bi-lingual
% of Total	2	0	0	0
	18%	0%	%	%

N/A