

FISCAL YEAR 2012 OPERATING BUDGET TESTIMONY
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PRESENTED BEFORE CITY COUNCIL COMMITTEE OF THE WHOLE
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Good afternoon President Verna and members of City Council, I am Gary Steuer and I am the Chief Cultural Officer and Director of the Office of Arts, Culture and the Creative Economy. I am here today to present testimony on the Office of Arts Culture and the Creative Economy's proposed Operating Budget for Fiscal Year 2012. I am also joined by Deputy Cultural Officer, Moira Baylson.

I am honored to have the opportunity to report on the Office's accomplishments over the past year, and to explain how our Office plans to use and leverage City funds in Fiscal Year 2012. After spending two years reorganizing programs and staff from multiple departments, we are pleased to provide testimony from our new home, right here in City Hall. The opening of our new office and gallery in June of 2010 has allowed our staff to work together in one location and for the first time, has provided the public direct access to our office. With this change, we have gained tremendous momentum in the services and programs we offer to Philadelphia and in serving our larger mission: to support and promote arts, culture and creative industries; and to develop partnerships and coordinate efforts that weave arts, culture and creativity into the economic and social fabric of the city.

Of the Office's 2011 budget of roughly \$2.5 million, 81% of the funding was distributed in the form of grants to the cultural community. Very few of the programs and initiatives operating out of the Office are funded with General Fund dollars. The Office is committed to leveraging the City's investment in the arts with other public and private sources.

FY11 Accomplishments

In Fiscal Year 2011, the Philadelphia Cultural Fund will distribute a little over \$1.6 million to 200 Philadelphia cultural organizations. The Fund's Youth Enrichment Program, in its second year, will distribute an additional \$100,000 in grants. Last year the program distributed \$350,000 in grants to eight organizations with exemplary youth arts programs such as Art Reach, Asian Arts Initiative and Kùlú Mèlé African American Dance Ensemble. Although down 42.5% from 2010, the Fund continues to achieve its mission of re-granting City funds to hundreds of deserving cultural organizations throughout our Philadelphia neighborhoods.

The African American Museum in Philadelphia, the first museum funded and built by a city to help preserve African American culture, celebrated its 35th Anniversary this year. The Office, through an annual grant of roughly \$230,000 helps to ensure that the museum has adequate resources to deliver high quality programming and exhibitions to the public. Through its core exhibit, “Audacious Freedom: African Americans in Philadelphia 1776-1876,” the Museum details the freedom journey of African Americans in Philadelphia including the Underground Railroad, the free black community in Philadelphia, African American soldiers in the Civil War, and early struggles for civil rights.

In December 2010, with funding from the William Penn Foundation, the Office released the report *Creative Vitality in Philadelphia: A Three Year Index 2006-2008*. Highlights from the report include a 7% increase in Philadelphia’s creative health from 2006-2008; a 70% stronger creative community than the national benchmark; and a nonprofit cultural sector five times stronger than the national benchmark. Areas identified for improvement, such as creative sector employment, which was 15% below the national benchmark in 2008, are priority areas for the Office in FY12. In January of this year we held a Town Hall meeting, which was attended by over 150 people. The Office shared the findings of the report and solicited input into how the City can better promote, unite and invest in the creative sector. We are currently investigating these recommendations, which will guide our strategy for the development of programs and policies that serve and add capacity to the creative sector.

We are also developing new tools to communicate with the arts and culture community and the public through cross-promotional partnerships, blogs and social media. These efforts demonstrate more clearly how the City supports and promotes the creative sector, and provides a sense of accessibility at City Hall. We have been working to evaluate our existing programs, to create efficiencies and will launch an official website, through the pro-bono services of Electronic Ink, in the coming months that will better connect all City programs and services to the arts and cultural community and creative businesses.

With a \$25,000 planning grant from the National Endowment for the Arts matched by funds from the William Penn Foundation, we have partnered with The Reinvestment Fund and Social Impact of the Arts Project at the University of Pennsylvania to create a creative assets mapping database. This initiative is a comprehensive effort to identify and promote arts, culture and creative assets in Philadelphia. It will also be an ongoing resource and tool for asset-based community and economic development. Pending additional private funding, the implementation of this project will continue in FY12.

The Mayor's Cultural Advisory Council, a diverse group of cultural, creative business and philanthropic leaders have continued their work through FY11 crafting and finalizing a comprehensive Vision and Plan for the Office. The Office expects to publish this plan within the next few months. The plan includes strategies for communication, funding, administration, public art and other programs.

In FY11 we have continued our partnership with the Office of Housing and Community Development and the Department of Commerce to offer the Creative Industry Grant program. In FY10, \$500,000 was awarded as part of the City's \$14 million allocation of CDBG Recovery funds. In May, we will announce a \$300,000 fund that will support artists, nonprofit arts and culture organizations and for-profit creative businesses through capital facility investments that produce specific benefits for low- and moderate-income neighborhoods or create or retain jobs. The goals of the program are to strengthen the relationships between the creative industries and their neighborhoods, and to foster organizational growth and job creation, asset development and economic efficiencies within the creative sector.

Since 1992, Art In City Hall has presented exhibitions that showcase contemporary artwork by professional and emerging Philadelphia visual artists. "Emerging" artists include community based art from Philadelphia's public schools, community nonprofits, and other city agencies, including an annual exhibition highlighting art from City of Philadelphia employees and family members. Art in City Hall has approximately four juried professional exhibitions in hallway display cases and four to five community exhibitions along the fifth floor north corridor each year. In FY11, exhibitions featured art by Philadelphia inmates and ex-offenders, as well as the 150th anniversary celebration of the Philadelphia Sketch Club, the oldest active art club in America. Upcoming exhibitions recognize the profound impact the arts play in strengthening our communities. Currently, on the fifth floor of City Hall, BuildaBridge, a community non-profit providing assistance for families in transition, will present: *My Home Is In My Heart: An Artistic Inquiry of Place, Home and Belonging by Philadelphia's Children* and in May, The Village of Arts and Humanities will celebrate its 25th anniversary with an exhibition of individual and collaborative art projects in photography, textiles and graphic design.

With the opening of our office in June of 2010, we also opened The Art Gallery in City Hall. Expanding upon the Art in City Hall program, the Office now has a comprehensive "exhibitions program," providing even more opportunities for artists, arts organizations and community groups. To date we have had four shows in the gallery including an annual student exhibition recognizing the importance of arts education from the School District of Philadelphia. The

expanded exhibitions highlight local Philadelphia culture, bring art to new audiences and use art to shed light on social, education and economic issues. Our exhibitions that coincide with major events such as DesignPhiladelphia and the upcoming Philadelphia International Festival of the Arts send a message that City Hall is an active partner in the city-wide initiatives that are putting Philadelphia on the national and international map as a major arts destination and a world class city.

With a collection of over 1,000 pieces, the Public Art Program commissions new works of permanent public art through the City's Percent for Art Ordinance and oversees the preservation and maintenance of the City's public art collection. Currently there are eleven Percent for Art projects in various stages of development. These include a LED video project for the Race Street Connector on the Delaware waterfront, as well as two projects at the Philadelphia International Airport, and two at neighborhood recreation centers. One of the recommendations of the 2009 PennPraxis study "Philadelphia Public Art: The Full Spectrum" was the need to expand the City's public art program to include temporary projects. 2011 marks the beginning of that initiative for our Office. Through a competitive process and with funding from the William Penn Foundation, the Office commissioned the internationally renowned artists group Futurefarmers for a project called "Soil Kitchen", a temporary public art project timed to coincide with the 2011 National Brownfields Conference at the Convention Center. Located at 2nd and Girard, the project incorporates community involvement, naturally generated energy, local foods, the creative reuse of a Brownfield site and Brownfield mapping. The opening night of the project is Friday, April 1st at 6pm and we hope you will stop in and experience this unique project.

The Office played a facilitating role in major arts and cultural events such as DesignPhiladelphia, Philagrafika, Art in the Open and Philadelphia International Festival of the Arts; and in representing the creative community interests in major efforts such as Philadelphia Plan 2035, the Philadelphia Zoning Code and the Dilworth Plaza renovations.

FY12 Initiatives

The Office expects to launch several new initiatives in FY12. Under the new moniker, *Creative Philadelphia*, we will launch a quarterly event series that highlights topical issues that are relevant to a spectrum of artists, cultural organizations and creative businesses and provides networking opportunities for the creative community. We will release a formal creative economy strategy and specific policy and program recommendations driven by our recent Town Hall meeting and continued stakeholder engagement strategy. We will also launch

our new website www.phila.gov/arts, which will streamline the services that the City provides to artists, arts organizations and creative businesses.

We hope to continue the Creative Industry Grant program, what has now become a national model for the use of CDBG funds for the arts and creative sectors. Regardless of the availability of CDBG funding, we will continue to work closely with the Commerce Department to identify resources that support artists, arts organizations and creative business, specifically around the role of the arts and creative sector in business attraction and retention, job creation, and the City's ongoing neighborhood economic development strategy.

Pending funding from the National Endowment of the Arts, we will launch phase two of our Creative Assets Mapping Database Project. The results of this project will be the creation of a creative asset database, new research regarding creative and neighborhood development, and new local and national policy and investment recommendations.

We will continue to administer and oversee the installation of the Percent for Art projects throughout FY12 and work closely with City departments on any new projects that arise. We are working to secure private funds for four sculpture conservation projects - two on the Parkway and two in Fairmount Park. Additionally, we will work to conserve and maintain existing public art in our neighborhoods. Philadelphia is home to one of only three public sculptures in existence by the famed Puerto Rican artist Rafael Ferrer (the other two are in the Bronx and in Puerto Rico). The piece, entitled *El Gran Teatro de la Luna*, was commissioned to adorn the roof of a utility building in Fairhill Square Park at 5th and Lehigh in 1982. Unfortunately, the sculpture had to be removed and placed in storage in 1999 due to the removal of the building for safety reasons. We are hopeful that we will be the recipients of a National Endowment for the Arts grant, which would be awarded in June, to fund the restoration and reinstallation of the sculpture in Fairhill Square. Now 76 years old and the subject of a major retrospective at El Museo del Barrio in New York, the artist will work with a conservator and others to return this piece to the community.

The coordination of a new permanent home for the *Dilworth Memorial* is also underway, due to the changes planned for Dilworth Plaza, including a new major public art component by the artist Janet Echelman. Based on the interest and anticipated success of Soil Kitchen, and if private funding is available, the Office will continue with a temporary public art project for FY12 and hopes to incorporate temporary art into Philadelphia's public art strategy. The Office also continues to work alongside Mural Arts and to integrate their work into the City's larger public art strategy.

Our exhibition programs will continue to provide opportunities for emerging and professional artists, arts institutions, and community organizations that utilize the arts to improve the quality of life for our citizens. FY12 exhibitions will include the Philadelphia School District show; the annual employees show; the Mural Arts Program Winter Exhibition; and in coordination with the Recreation Department, the Senior Camp Exhibition - artwork from a network of Philadelphia senior centers.

In addition to the exhibitions programs at City Hall, in the Winter of FY12 the Office will introduce expanded cultural opportunities in City Hall with a performing, literary and media arts program that will bring music concerts, dance performances, spoken word and film screenings to the City Hall Courtyard in the warmer months and in the Mayor's Reception Room and Conversation Hall in the colder months.

General Fund Budget

Class	Category	FY 2011 Estimated Obligations	FY 2012 Requested Appropriations	Increase or (Decrease)
100	Employee Compensation	\$192,625	\$198,750	\$6,125
200	Purchase of Services	\$273,800	\$392,800	\$119,000
300	Materials and Supplies	\$8,000	\$8,000	\$0
400	Equipment	\$0	\$0	\$0
500	Grants to Cultural Orgs.	\$2,070,688	\$2,070,688	\$0
	TOTAL	\$2,545,113	\$2,670,338	\$125,125

FY12 General Fund Budget Details and Explanation

The Office of Arts, Culture and Creative Economy 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).

The proposed FY12 budget shows increases to Class 100 and Class 200 funds, which reflect the final and accurate consolidation of cultural staff within the OACCE budget – it does not reflect any additional staff. The slight increase in Class 100 funds is the correction of an error made to the FY11 budget that was carried over from 2010. The increase in Class 200 funds reflects staff salary and benefits of staff previously paid by the Commerce Department through a contract with PIDC. Class 200 funding covers the cost of PIDC employee salaries and benefits that work with our Office.

Class 500 reflects two annual grants – A \$1,840,000 allocation to the Philadelphia Cultural Fund, which re-grants the funding to Philadelphia cultural organizations through a peer-review process; and a \$230,688 grant to the African American Museum for general operations.

FY11 Participation Levels

The Office of Arts, Culture and the Creative Economy is committed to supporting the Administration's goal of 25% minority, woman, and disabled-owned business (M/W/DSBE) participation in City contracting. For FY12, the Office of Arts & Culture and the Creative Economy will have a Participation goal of 25%. For FY11 no RFPs were sent out from our office, however, through our Percent for Art Program, funded through the City's Capital Budget, we are committed to these goals. For projects currently underway and that occurred in the last three years, 77% are MWBE firms (7 out of 9 projects). In all of the Office's many non-contracting activities, including selecting juries and panels and our many grant-making activities, we are also committed to meeting our participation goal.

Should any Councilmember wish to engage in further discussion on any of these matters, my staff and I are happy to meet with Council Members at their convenience.

Thank you for the opportunity to testify before you; we will be happy to answer any questions you may have.