



SUMMER 2015

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ARTS GRANTS LINE ITEM INCREASES IN GOVERNOR'S BUDGET PROPOSAL—NO INCREASE IN HB 1192

Gov. Tom Wolf's budget proposal, presented in early March, included a \$2 million increase in the Grants to the Arts line item. The place-holder budget bill presented by House Appropriation Chair William Adolph includes no increases in any cultural line items over the current fiscal year.

et proposal in March. The budget bill (HB 1192) was introduced on May 13. Constitutionally, a budget bill must be passed and signed by the Governor no later than midnight on June 30.

Below are the line items dealing with arts and culture in both Gov. Wolf's proposal and

Both the PA Senate and the PA House of Representatives held hearings on the budg-

Department/Appropriation	Governor's Budget Proposal	HB 1192
Executive Offices		
Council on the Arts	\$898,000	\$898,000
Grants to the Arts	\$10,590,000	\$8,590,000
Community and Economic Development		
Marketing to Attract Tourists	\$4,264,000	\$7,264,000
Tourism – Accredited Zoos	\$0	\$550,000
Conservation and Natural Resources		
Heritage and Other Parks	\$0	\$2,750,000
Education		
Subsidies to Public Libraries	\$53,507,000	\$55,507,000
Historical and Museums Commission		
General Government Support	\$19,569,000	\$18,944,000
Cultural and Historical Support	\$2,000,000	\$2,000,000

Source: Governor's Budget Office
PA General Assembly Website

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PENNSYLVANIA'S LONG HISTORY SUPPORTING THE FILM INDUSTRY

By Rep. Tim Briggs (PA 149)

For over 100 years, Pennsylvania has been home to a thriving film industry. Its impact on our culture and regional economy has never been greater than it is today. Films continue to capture the beauty of our state as well as our diversity. The partnership that we have developed with the film industry allows both our economy and the industry to grow.

The Greater Philadelphia region has been home to Oscar-winning films such as *Rocky*, *Philadelphia*, and *Silver Linings Playbook*. Director M. Night Shyamalan has been using southeastern Pennsylvania as the backdrop for most of his films including *The Sixth Sense* and *Unbreakable*. However, most are unaware that the origins of American film began in Pennsylvania. Even before there was a Hollywood, there was [Betzwood Studios](#).

Located along the banks of the Schuylkill River in Montgomery County and founded by film pioneer Siegmund Lubin, Betzwood Studios was, at one time, the world's largest and most advance film factory. Lubin became the first "movie mogul" during the silent film

era utilizing the studios to produce the highest quality films of that time. Lubin employed a number of engineers and designers to provide his company with new and innovative technology receiving many patents for cutting edge equipment. Some of the more popular films of that time were westerns and "Betzwood westerns" were some of the last filmed on the east coast before the film industry began to move west. Chief among these was a remake of Thomas Edison's 1903 film, *The Great Train Robbery*. Sensing an opportunity, Lubin's Betzwood Studios filmed the remake the next year so he would not have to pay royalties to Edison's company. Parts of the studio property are now part of the Valley Forge National Park and much of the significance of Betzwood Studios has been, unfortunately, forgotten throughout history. However the studio's materials are now maintained by the Archives of Montgomery County Community College where work to preserve the origins of the movie industry in southeastern Pennsylvania is being conducted.

The film industry continues to bring in increasing financial and cultural rewards to our state. A major reason for

this is the PA Film Tax Credit which was signed into law by Gov. Rendell in 2007. In order to qualify for the tax credit, the production must incur 60% of its total production expenses within Pennsylvania and equals a 20% reduction in Personal Income Tax, Corporate Net Income, and Capital Stock & Foreign Franchise Tax. Producing in Pennsylvania has had, since the inception of the tax credit in 2007, a \$1.4 billion impact on Pennsylvania's economy. The making of films is a large endeavor that reaches into all areas of the economy. Food industry, travel services, hospitality industry, and construction businesses all benefit from films and television shows being produced in PA. There have been numerous producers and directors that have cited the tax credit as a major reason why they decided to shoot their films in PA and, when it seemed as though the legislature was going to do away with the program, have decided to shoot in other states. The program is a win-win for both the industry and our economy and should fully be supported into the future.

Did you know?

- Many of the horror films of director George Romero were shot in the Pittsburgh area. They include *The Night of the Living Dead*, *Martin*, and *Dawn of the Dead*.
- Since 2007, 355 productions have received film tax credits. They range from low budget commercials to major films with budgets of over \$100 million.
- Tax credits have gone to productions such as the pilot of ABC's *How to Get Away with Murder*, a Shondra Rhimes production, the movie *Foxcatcher* which was nominated for 5 Academy Awards, and *Silver Linings Playbook* with 7 Academy Awards nominations and a win for Jennifer Lawrence in the category of Lead Actress.
- SB 565 has been introduced uncapping the film tax credits. Rep. Paul Costa plans to introduce a companion bill in the House. A [May 2013 report from the Independent Fiscal Office](#) concluded that uncapping the credit would have a significant positive impact on Pennsylvania's economy.

AWAKENING YOUNG ARTISTS AND HISTORIANS

Submitted by Jamie Dunlap

James Rhoads Elementary School can be found in the Millcreek section of West Philadelphia. The area is challenged by urban blight, although it once was fertile woodlands fed by the creek it was named for. Wildlife flourished, as did the Lenape native peoples who signed the treaty with William Penn.

With the help of a Teacher and Artist Partnership (TAP) grant from the Pennsylvania Council on the Arts (PCA) this year, a select group of students at James Rhoads Elementary School are flourishing thanks to the introduction of a program, MasterPeace, brought to the school by ArtWell, a Philadelphia non-profit that develops arts-based educational programs for schools. Artwell teaching-artists Blew Kind and Joe Brenman have been working to help third-graders explore Millcreek's rich history using poetry, storytelling, performance, and visual arts. The collaboration with their inspiring teacher, Quetta Blackman, brings liveliness and creativity to their classroom.



Lessons began with themes of citizenship and community. Children drew circles linked together to define who they are and to which groups they belong.. Lessons about cultural traditions and

rituals were enhanced with students creating personal flags, which were later transformed into flag collages made with colored paper.. They authored poems about connectedness: "I belong to my family...I am a citizen of the United States of America...I am one who is a big brother...I am a great runner...I am a citizen of my block."

The teaching artists have also embedded vocabulary and themes into lessons about local history and immigration through studying African-American heroes and poets, reading Langston

Hughes, Margaret Walker, and Maya Angelou and others. Students learned to conduct ethnographic interviews on each other, then interviewed their elders, writing poems in the voices of their elders. This exercise deepened their knowledge of personal, family and neighborhood histories, and helped them hear their families' hopes for them as the next generation.

The TAP projects themes relate directly to their lives, history, and hopes for the future. The students are developing as thinkers, writers, artists, members of the community and citizens through the PCA's TAP grant. This opportunity provides teachers and artists the chance to work together in deep ways which enrich not only the students but the adults as well. For more information about TAP grants, contact Jamie Dunlap, PCA Arts in Education program director, at jadunlap@pa.gov or at 717-525-5542.

PHMC AWARDS 120 CULTURAL & HISTORICAL SUPPORT GRANTS

The PA Historical and Museum Commission (PHMC) has awarded more than \$1.9 million in grants to 120 eligible museums and official county historical societies in the Commonwealth. This is the third year that PHMC has provided funding for museums through the grant program.

The goal of this program is to strengthen PA's museum community by supporting the general operations of eligible museums and official county histor-

ical societies that are not supported by other state agency funding programs. Award amounts are determined using an equation based on a percentage of the eligible museum's previous year's operating budget. The maximum any museum could receive was \$65,000 and for historical societies the maximum was \$4,000.

"PHMC is pleased to award these general operating support grants to museums and historical societies, PHMC

Executive Director James Vaughan said. "The need for this type of funding is something we've heard from Pennsylvania's museum community. It's great that we have a program to meet that need."

Visit PHMC online at www.phmc.state.pa.us.

CREATIVE AGING

"If I told you I have a special potion that had the ability to improve the overall health and well-being of older Pennsylvanians and provided benefits like:

- *Reducing the number of doctor and hospital visits*
- *Reducing the use of medicine and prescription drugs*
- *Increasing social activity, and*
- *Increasing morale and decreasing the feelings of loneliness and isolation*

Would you want to know what it is? Would you want to invest in it? Would you want it if it is proven and evidenced based? I have that special potion and it is called Creative Aging." ~ Steven Horner, Dir. Of Aging Services, PA Dept. of Aging

As Pennsylvania continues to "gray", over 21% of the population is age 60 or older, the Commonwealth continues to look for new and innovative services and programs to offer this population. Through the Senior Community Centers (Senior Centers) older Pennsylvanians can get things from hot meals, to classes on health and wellness, to access to technology. So Senior Community Centers seemed to be a logical place to pilot a program on Creative Aging.

Two years ago, Steven Horner, PA Dept. of Aging, and Jamie Dunlap, PA Council on the Arts (PCA) began a discussion on ways to connect their work and programs at their respective agencies. The result of these discussions was a pilot program called the **Creative Aging Pilot Training and Residency Project** which was



Dunmore Senior Center

built on the existing infrastructure involving Area Agencies on Aging, the PCA's Arts in Education (AIE) partners, Senior Community Center Administrators and the two state agencies.

Over three days, staff from the senior centers, the AIE partner, and teaching artists, as members of a team, received training from Elders Share the Arts, a Brooklyn based organization that has over 30 years of experience in designing and implementing creative aging programs. These teams were trained in how to implement, evaluate, and sustain creative aging programs. It also allowed the team partners to understand expectations between partners, create a deeper buy-in from senior center agencies, and expand knowledge of what is available and possible to centers. The following senior centers participated in the training:

Ebensburg Senior Activity Center,
Ebensburg
Kennett Area Senior Center,
Kennett Square
LiveWorks Erie, Erie
The Mercy Hilltop Center, Inc., Erie
Bellefonte Senior Resource Center,
Bellefonte
Coudersport Senior Center,
Coudersport
Klein JCC, Philadelphia
Elizabeth Seton Center, Inc.,
Pittsburgh
Dunmore Senior Citizens Center,
Scranton
United Neighborhood Centers,
Scranton
Crispus Attucks Community Center,
York
Penn Hills Senior Service Center,
Pittsburgh
Hill House Senior Services Center,
Pittsburgh
Eastern Area Adult Services,
Turtle Creek

The teams were then charged with doing a 5 day mini arts residency within each senior center. Residencies ran the gamut from visual arts, theatre, literary arts, music, woodworking, dance, textile arts, and interdisciplinary arts. The creative aging program not only taught an art form but provided the individuals with the opportunity to share and capture memories and life experiences and transpose



Coudersport Senior Center

them into art so that others may learn from it. Benefits include providing the individual with a sense of accomplishment and purpose.

The evidence based research this pilot program is based on is the [Creativity and Aging Study](#) directed by Gene D. Cohen, MD, PhD, Center on Aging, Health & Humanities at George Washington University. The study followed 300 people aged 65 to 100 (average age 80) from three areas of the US. Half were assigned to a intervention group (participating in various professionally run cultural activities) and the other half to a control group. At the end of the study, "subjects in the intervention group reported a higher overall rating of physical health, fewer doctor visits, less medication use, fewer instances of falls, better morale, fewer feelings of loneliness, and a trend toward increased activity than did the control group."

For more information about the Creative Aging Pilot Training and Residency Project contact:

Steven Horner, PA Department of Aging at 717-783-1550

Jamie Dunlap, PA Council on the Arts at 717-525-5542