



FALL 2015

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Rock Lititz Studio is the first purpose-built production rehearsal facility for the entertainment industry. Committed to providing unparalleled customer service, it is designed to assemble, program, test and rehearse large-scale live events. They will be making a presentation to the **Arts & Culture Caucus on Wednesday, Nov. 18 from 9-10 AM in Room 8 E-B.**

HOW ARTS AND CULTURE DRIVE ECONOMIC DEVELOPMENT IN THE COMMONWEALTH OF PENNSYLVANIA

When an Artist decides to go on tour, they have many decisions to make – where will they rehearse, what venues will they play, how elaborate will their performance/staging be, what equipment will they use in order to create their vision, and where will they procure these goods and services. Like any business, there are countless strategic decisions to make. Fortunately, many of the services that help create a live event as well as many of the venues that hold live events are located in the Commonwealth of Penn-

sylvania. Rock Lititz, a Pennsylvania-based partnership between the world's largest sound and staging companies, is focused on helping the Artist's team make decisions that will positively impact economic development in Pennsylvania (i.e., jobs) by driving more design, manufacturing, and rehearsal business as well as more shows to the Commonwealth.

Rock Lititz is a 96-acre production campus

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Photo courtesy of Rock Lititz



Photos courtesy of Rock Lititz

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designed around the Live Events industry. With the advent of digital music, live performances are more important than ever, both financially for the artist and the audiences who attend them. Uniting various creative resources, the collaboration promoted by Rock Lititz strives to generate a one-of-a-kind community that will push live events to the next level. From design, engineering, manufacturing through production rehearsals and beyond, Rock Lititz encompasses every step of the production process. Anchored by the largest, strongest rehearsal space in the

world, the Rock Lititz Studio joins Clair Global, Tait Towers and other industry leaders in calling Pennsylvania their home.

On Wednesday, November 18th, we look forward to sharing our industry's story with you and your colleagues so you can see first-hand how the Live Events industry has evolved over the past decade, and how it can be the catalyst behind many new and exciting economic development opportunities throughout the Commonwealth of Pennsylvania. For more information on Rock Lititz visit <http://rocklititz.com/>.

NONPROFIT ARTS & CULTURE SECTOR RECOVERING FROM RECESSION DESPITE DECLINES IN CONTRIBUTED INCOME

2015 Portfolio: Cultural Across Communities is the Greater Philadelphia Cultural Alliance's first national report, covering the activities of 5,502 organizations in 11 metros: Bay Area, Boston, Chicago, Cleveland, Los Angeles, New York, Philadelphia, Phoenix, Pittsburgh, Twin Cities & Washington DC. Collectively, these communities employ 906,000 through paid and volunteer positions and pump \$13 billion annually into the economy. The communities examined have 23.7% of the total population of the nation. The report relies on data from the Cultural Data Project and is supported by a grant from the Doris Duke Charitable Foundation.

The report reveals that, overall, cultural regions across the country are on the road to recovery from the Great Reces-

sion, with revenue, attendance and net assets all increasing from 2009-2012. Nonprofit arts & culture organizations were also able to rebuild savings and investments, increasing net assets 7.6% and endowments 13.7%. Profit margins in aggregate were also positive, with a slim aggregate surplus of 3.2% in the most recent fiscal year of the report (2012).

"There are clear signs that the arts, museums, and the broad spectrum of cultural nonprofits have been able to navigate past the recession—increasing audiences and building revenues," said Maud Lyon, President, Greater Philadelphia Cultural Alliance. "But progress is fragile. To remain relevant and viable, it is clear we need to engage the next generation of donors and audiences."

For more information about this report visit <https://www.philaculture.org/research/2015-portfolio-culture-across-communities>.

Spotlight on the Arts...

The Berks Jazz Fest

by Mike Zielinski



Rick Braun. Photo courtesy of the Berks Arts Council

The Boscov's Berks Jazz Fest as presented by Berks Arts Council is a truly unique 10-day festival featuring numerous venues, large and small, and a marvelous medley of genres encompassing contemporary jazz, straight-ahead jazz, blues, gospel and more.

There are approximately 50 marquee ticketed concerts a year at eight major venues and there also are numerous non-ticketed events at bars and restaurants throughout Berks County.

A festival of such dimension requires remarkable synchronization by general manager John Ernesto, Arts Council staffers and a hearty army of approximately 400 volunteers – with sponsorships and community partnerships as the support beams.

The Jazz Fest's total economic impact (dining, hospitality and other activities) in Berks County is over \$5 million a year, with nearly 90 percent of that revenue coming from attendees who live outside Berks County.

Approximately 35,000 people attend the festival every year, more than 70 percent of which are from outside Berks and with 44 percent traveling two hours or more and some

even coming from Europe.

The Jazz Fest, staging its 26th annual event April 1-10, 2016, is a magnet for music lovers. Fans flock to the festival because the venues are intimate and the artists are quite accessible. Musicians in turn return to the festival because the fans are knowledgeable and appreciative of the music.

"One of the most gratifying things for me is that people enjoy coming here and they come every year," said Ernesto. "The lineup means something, but a lot of people want to come no matter who's here."

Festival headliners over the past quarter century have included Jazz at Lincoln Center Orchestra with Wynton Marsalis, Modern Jazz Quartet, Betty Carter, Shirley Horn, Cassandra Wilson, Count Basie Orchestra, Bela Fleck and The Flecktones with special guest Bruce Hornsby, Grover Washington Jr., David Sanborn, Joe Sample and Lalah Hathaway, Al Jarreau, Patti Austin, Stanley Clarke, George Duke, George Benson, The Manhattan Transfer, Ramsey Lewis and David Benoit with Reading Pops Orchestra, Dave Brubeck Quartet, Nancy Wilson, Joe Bonamassa, Chick Corea and Gregory Porter.



Boney James. Photo courtesy of the Berks Arts Council

Spotlight on Museums...



Photo courtesy of the John Heinz History Center

The Heinz History Center as an Economic Driver

by Rusty Baker, PA Museums

Devoted to the history and heritage of Western Pennsylvania, the Senator John Heinz History Center is **Pennsylvania's largest history museum** and a proud affiliate of the Smithsonian Institution. The Heinz History Center family of museums includes the Heinz History Center, Western Pennsylvania Sports Museum, Fort Pitt Museum, Meadowcroft Rockshelter and Historic Village, Detre Library & Archives, and the new Museum Conservation Center. The 370,000 square-foot museum, accredited by the American Alliance of Museums in 2009, presents compelling stories from American history with a Western Pennsylvania connection in an interactive environment perfect for visitors of all ages.

The Heinz History Center is located in Pittsburgh's historic Strip District, home to a wide variety of restaurants and shops, a charming mix of the old and the new. The museum's Smallman Street home combines the former Chautauqua Lake Ice Company



Photo courtesy of the John Heinz History Center

building with a five-story Smithsonian wing. Its location contributes to its success as an organization that has a huge economic impact throughout Allegheny and the surrounding counties. The regional impact of nonprofit arts and cultural organizations in Western Pennsylvania is an estimated \$686 million in spending and \$74 million generated in taxes (*source: Greater Pittsburgh Arts Council*).

The History Center draws tourists from around Pennsylvania and the world. Tourism is one of Pennsylvania's top five industries with cultural tourism leading the way in the tourism sector. Recently gathered data shows that Pennsylvania's history strongly influences 35% of visitors to our Commonwealth and that 90% of Pennsylvanians themselves annually take advantage of our cultural and historic assets (*source: The Pennsylvania Historical and Museum Commission*).



Photo courtesy of the John Heinz History Center

The Heinz History Center's local economic impact looks like this:

- Attracts hundreds of thousands of visitors each year who generate nearly \$11 million in leisure spending annually.
- Welcomes 25% of its guests from out of town who spend an average of \$25 more per day than local visitors at nearby restaurants, retail establishments, and lodging.
- Spends an estimated \$4.9 million annually on goods and services – generating local income tax revenue, supporting jobs, and influencing subsequent spending.
- Pays \$4.4 million in payroll that generates hundreds of thousands of dollars in federal, state, and local taxes.
- Serves tens of thousands of school students and teachers each year through education initiatives that save public schools money.