



PA's Cultural Sector at a Crossroads: Needs, Impact, and Influence

PA Arts & Culture Caucus
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Who we are, what we do

PA Humanities

- Independent 501(c)(3) nonprofit organization
- Federal-state partner of the NEH; one of 56 councils
- **We champion the humanities** as a means to build community, educate, inspire, and make change
- **Our work puts people first**, creating opportunities for meaningful dialogue and learning that leads to action
- **We are a voice for PA's cultural sector**; building networks, conducting research, and sharing resources statewide



Greater Philadelphia Cultural Alliance

- Nonprofit arts and culture service organization serving Southeastern Pennsylvania
- Support and **provide resources** for members
- **Convene and connect** members and the community at large
- **Amplify and unify the voice** of the sector with public officials and the community at large through advocacy and research





Pennsylvania's Cultural Sector

PA's cultural infrastructure impact



¹ & ² U.S. Bureau of Economic Analysis, 2021

³ National Assembly of State Arts Agencies, State Arts Agency Revenues FY2023

⁴ 2023 Survey, PA Humanities / Greater Philadelphia Cultural Alliance; annual report by Center City District Philadelphia

- Cultural industry plays essential role in the economy of large cities and small towns
- **\$28.6** billion generated annually in PA by creative economy¹
- **165,000 FTE employees** work at creative organizations and businesses²
- PA funds our state arts agency at \$0.81 per capita (NJ \$6.63, MD \$4.27, OH \$1.71)
- Encouraging recovery not complete. Earned revenue and attendance at approx. 70%⁴

The background image shows a group of people at an outdoor community event. In the foreground, a man in a blue and white checkered shirt and a dark baseball cap is seated at a table, looking towards the right. Next to him, a young man in a grey t-shirt is also seated at the table, looking in the same direction. In the background, other people are visible, including a woman in a red shirt and a man in a blue shirt. There are colorful balloons (orange, purple, green) and a stone wall in the background. The entire image is covered with a semi-transparent yellow overlay.

Research

Annual statewide survey



- Opportunity for nonprofit / community groups to share about impact, struggles, and needs
- Results to inform research / advocacy, educate public about latest trends, and strengthen PA's cultural community
- Findings to be shared with legislators, funders and officials in June 2023

Social Impact of Cultural Organizations

87%

Partner with at least
one community
organization

65%

Partner with
K-12 Schools

27%

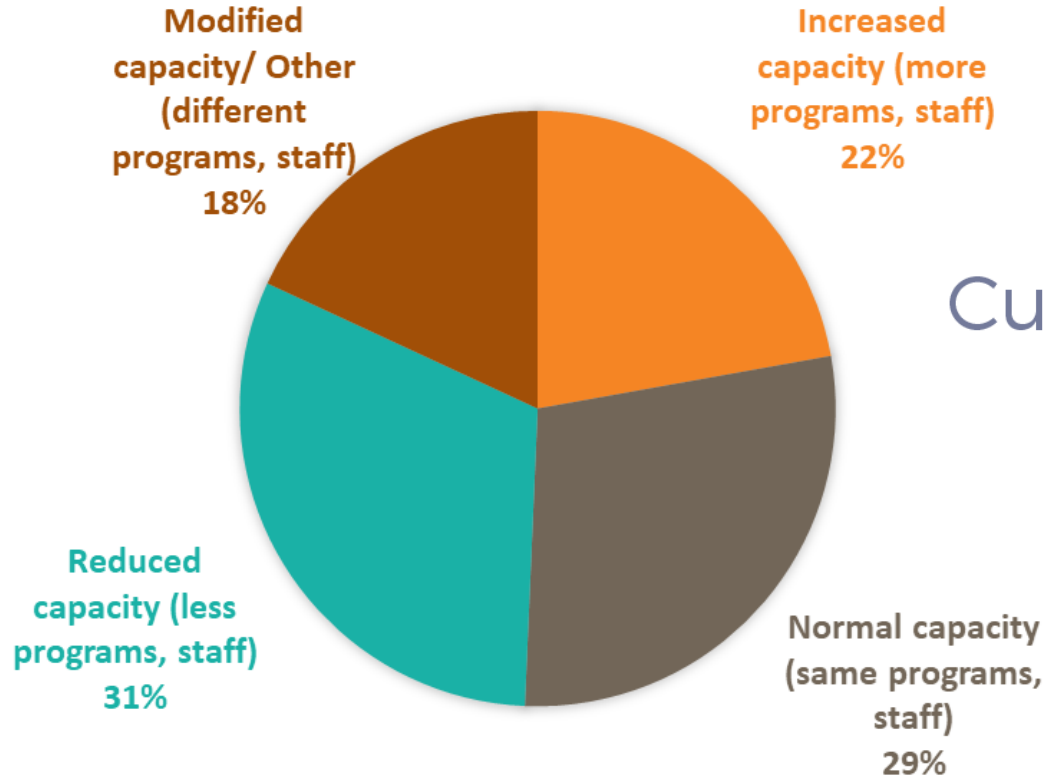
Partner with Food Pantries,
Community Gardens,
Farmers Markets



Farm Arts Collective, Damascus, PA



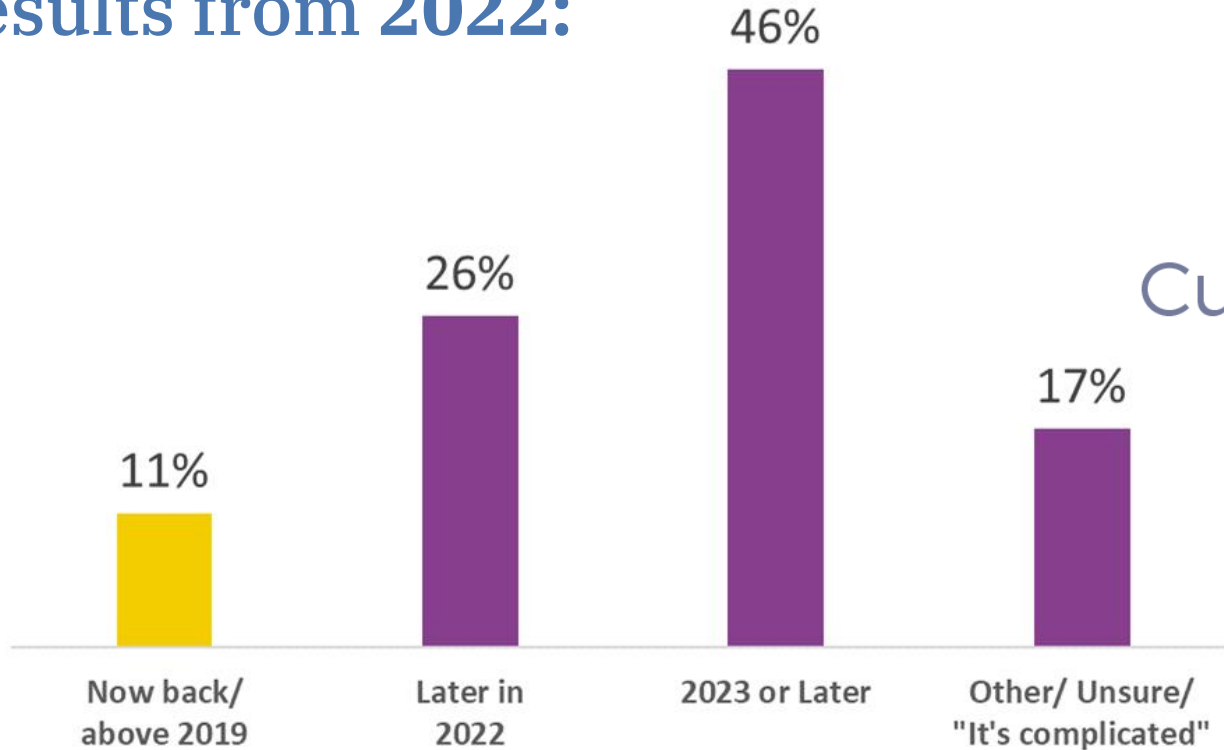
Organizations' Current Operating Status



CultureCheck

When will attendance return 2019 levels?

Results from 2022:



CultureCheck

2023 PA CultureCheck Results - June 2023

- When will/has attendance returned to 2019 levels?
- Is staff working in-person/ remotely/ hybrid?
- Are you experiencing challenges with hiring?
- Describe your programs serving school children, seniors, and veterans.



The background image shows a community event with people of various ages. A woman in a floral shirt is leaning over a table, interacting with a child who is wearing a white mask. Other people are visible in the background, some looking at displays. The entire image is covered with a semi-transparent purple overlay.

Cultural Participants Vote

Cultural Participants Vote

- In March 2023, the Greater Philadelphia Cultural Alliance did a survey of arts and culture voters in Philadelphia.
 - **99% were registered to vote**
 - **97% will vote in the May 2023 Primary**



Cultural Participants Vote

- The survey included artists, arts and culture workers, donors, attendees and creative entrepreneurs.
 - **84%** said funding the cultural sector was important to them as a voter
 - **72%** said their vote would be influenced by a candidate's position on arts and culture



Updating Economic Impact Findings

- Communities across PA are conducting their regular economic impact study
- Before the pandemic, we found that attendees of cultural events spent **\$28 per person** on average at local businesses beyond the ticket price
- Updated findings available fall 2023. Contact Kristen Vinh at kristenv@philaculture.org



Next Up

- Let us be your resource!
- Help us get the word out about the PA CultureCheck survey
- Contact Nick Crosson at ncrosson@pahumanities.org



thank you!

Stay in touch through pahumanities.org and philaculture.org

