

# Office of Arts, Culture and the Creative Economy FY20 Review

In March FY20, the number of in-person events produced by the OACCE was heavily reduced due to the COVID-19 pandemic, restrictions on public gathering, and reduced OACCE staff. The City of Philadelphia Fiscal Year 20 was July 2019 through June 2020.

**91**  
 Neighborhood  
 Activities

**1,165**  
 Youth  
 Engaged

**1,514**  
 Artists  
 Supported

**123.4K**  
 OACCE  
 Attendees

**4.9%**  
 Social Media  
 Engagement

## Arts in Action

Activates public spaces with meaningful and quality cultural experiences in Philadelphia's diverse and vibrant neighborhoods; transforming these spaces into hubs of creativity. The program presents accessible neighborhood-based programming year-round and helps artists, groups, and organizations share their work with new audiences across Philadelphia.

	FY20 Target	FY20 Actual
<b>Performances</b>	80	<b>91</b>
<b>Distinct Artists</b>	500	<b>955</b>
<b>Distinct Locations</b>	50	<b>54</b>
<b>Attendees</b>	15,000	<b>43,948</b>

## Arts Education & Capacity Building

Provides resources and opportunities for education, professional development, and skill building for individual artists, arts organizations, creative entrepreneurs, and students interested in a career or expanding their knowledge of the arts. The program ensures existing organizations and businesses have the resources they need to succeed and supports a strong pipeline for students interested in a career path in the creative industries.

	FY20 Target	FY20 Actual
<b>Arts Ed Fair Organizations</b>	60	<b>70</b>
<b>Arts Ed Fair Attendees</b>	350	<b>503</b>
<b>Creative Workforce Opportunities</b>	3	<b>1</b>
<b>Creative Workforce Attendees</b>	400	<b>10</b>

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## Arts in Public & Civic Spaces

Responsible for the conservation, commission and curation of artwork in the city's civic spaces. Provides opportunities for artistic expression and community engagement around visual arts. Through these two components, the program tells the story of Philadelphia through the artistic lens of its diverse citizenry.

	FY20 Target	FY20 Actual
Exhibits / Special Projects	30	<b>18</b>
Visitors / Attendees	100,000	<b>78,570</b>
Artists Supported	500	<b>482</b>
Community Partners	68	<b>34</b>
Schools Engaged	25	<b>22</b>
Student Artists	1,000	<b>400</b>
Public Art / Percent for Art Completed	22	<b>30</b>

## Arts & Creative Connections

Engages the public around OACCE and its initiatives using communication tools and strategies to make the public aware of opportunities for cultural experiences. The program increases impact and access by employing digital and traditional tools to outreach and engage the public; developing and sharing stories that distinguish Philadelphia through the arts and leveraging assets and capacities of other organizations.

	FY20 Target	FY20 Actual
Free Events	4,000	<b>4,136</b>
Email Subscribers	10,000	<b>11,856</b>
Email Open Rate	25%	<b>28%</b>
Social Media Engagement Rate	4.0%	<b>4.9%</b>