2021 Illuminate the Arts Grant Report
# Illuminate the Arts Grant Timeline

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 23</td>
<td>Councilmembers Thomas and Gilmore Richardson announce the Illuminate the Arts Grant</td>
</tr>
<tr>
<td>March 18</td>
<td>City Council approves legislation for a transfer ordinance of $1.3M to OACCE</td>
</tr>
<tr>
<td>March 29</td>
<td>The $1.3 million transfer ordinance was signed by Mayor Kenney</td>
</tr>
<tr>
<td>May 4</td>
<td>The Illuminate the Arts Grant was launched with broad outreach and promotion</td>
</tr>
<tr>
<td>May 28</td>
<td>The deadline to apply for the Illuminate the Arts Grant</td>
</tr>
<tr>
<td>July 29</td>
<td>The awardees of the Illuminate the Arts Grant are announced</td>
</tr>
<tr>
<td>September 10</td>
<td>99% of the Illuminate the Arts Grants are distributed</td>
</tr>
<tr>
<td>September-October</td>
<td>Awardees surveyed on the impact of grants</td>
</tr>
</tbody>
</table>
The Illuminate the Arts Grant Committee was made up of OACCE staff and members of the Arts and Culture Task Force. The Committee developed a grant program that would be easy and accessible to individual artists, small diverse non-profits, and arts and culture focused businesses who were not eligible for traditional grants.

Members of the Task Force that served on the Committee were Ciarra Lambert, Raheem Manning, Terry Fox, Anne Ishii, and Christina Vassallo.

$1,000,000 was budgeted for the grants. The Committee approved a total of $1,002,400 in relief funding to 645 local individual artists, small and mid-size nonprofit arts organizations, and small creative enterprises.

The additional $2,400 was added to the $1,000,000 through OACCE’s FY21 operating budget to support the Committee's desire to fund every eligible individual artist who applied.

Created as a COVID-19 relief fund, the grant prioritized the funding of applicants who demonstrated the greatest need and applicants that represented and served disadvantaged communities.

The Committee created an easy administrative process with simple criteria and a low bar for proof of creative practice to attract new grantees with limited capacity or experience in grant applications. The grant criteria specifically targeted individual artists and small diverse non-profits.

The Committee prioritized applicants in disadvantaged communities by focusing on those located in 24 high-poverty zip codes based on census tract poverty data from the U.S. Census Bureau’s 2018 American Community Survey.

Most importantly, the grant responded to the sense of urgency and dire need of the creative community. The grant was created and distributed in record time (less than 4 months). The Illuminate the Arts Grant launched on May 4, 2021. Awards were announced on July 29 and 99% of grants were distributed by September 10.
Illuminate the Arts Grant Facts

Awards were given to 645 applicants from a diverse set of creative sectors including visual arts, music, theater, dance, performing arts, media arts, photography, literary arts, art education or instruction, presentation spaces, service organizations, history, music production, promoters, film and video production, art galleries, event centers, publishing entities, bookstores, public art, and many more.

<table>
<thead>
<tr>
<th>Category</th>
<th>Applicants</th>
<th>Total Funding</th>
<th>ineligible</th>
<th>Grant Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Artist Criteria</td>
<td>590</td>
<td>$590,000</td>
<td>949</td>
<td>$1,000 per artist</td>
</tr>
<tr>
<td>Small Nonprofit Arts Organization</td>
<td>30</td>
<td>$200,400</td>
<td>949</td>
<td>$5,000-6,800 per organization</td>
</tr>
<tr>
<td>Mid-Size Nonprofit Arts Organization</td>
<td>10</td>
<td>$100,000</td>
<td>949</td>
<td>$10,000 per organization</td>
</tr>
<tr>
<td>Small Creative Enterprise Criteria</td>
<td>15</td>
<td>$112,000</td>
<td>949</td>
<td>$2,500-8,000 per enterprise</td>
</tr>
</tbody>
</table>

For a list of all grant recipients go to: creativephl.org
Illuminate the Arts Grant
Individual Artist Awardees

“Direct funding for artists from the City of Philadelphia is an intensely inspiring feeling. I sincerely hope that this, or an expanded version of this initiative will continue to be a project of the City. An arts-rich Philadelphia is a better Philadelphia for all.”

– Surveyed ITAG Awardee

Reported an annual income of $60,000 or less

100% of eligible individual artists that applied received an award

60% of awardees reside in priority zip codes

55.1% of awards went to artists of color

78% did not receive any other COVID-19 relief funds from the City

33% of the individual artists reported this was their first arts grant

55% used funds primarily to support their creative practice

“The most important impact this grant had on me is knowing that Philadelphia supports artists like me. It’s really a huge thing and has solidified my plans to stay in this city and continue to make art here. My artist friends in bigger places, like New York and Los Angeles, often felt lost during the pandemic and abandoned by their cities. I never felt that way during the pandemic.”

– Surveyed ITAG Awardee
 Illuminate the Arts Grant
Small Nonprofit Arts Organizations Awardees

“This grant helped us to achieve roughly half of our entire budget in order to produce our show and pay artists who haven't had work for 1.5 years. It was absolutely critical.”

– Surveyed ITAG Awardee

Reported operating budgets of $100,000 or less

83% are based in priority zip codes

40% had 1 month cash on hand

50% serve low-income individuals or families, or at-risk youth

71% did not receive any other COVID-19 relief funds from the City

33% were first-time arts grant recipients

48% used funds on program expenses

“In a normal year, over 50% of our budget is based on earned revenue. We have had little earned revenue due to a lack of opportunities to perform, so grants like these are critical to keeping us afloat until performances pick up again.”

– Surveyed ITAG Awardee
Illuminate the Arts Grant
Mid-Size Nonprofit Arts Organizations Awardees

“This generous support has enabled us to remain an active and visible agent for positive change through the arts for the Latino community by ensuring stable operations and ongoing presentations of programs that reflect issues relevant to our residents.”
– Surveyed ITAG Awardee

Reported operating budgets between $100,000-500,000

90% are based in priority zip codes

77.7% drop in employment in 2020, mostly part time employees who were theater, dance, and music performers

80% serve low-income individuals or families, or at-risk youth

80% did not receive any other COVID-19 relief funds from the City

20% were first-time arts grant recipients

60% used funds on program expenses

“The Illuminate the Arts grant helped our organization to stabilize the salaries of our product and program manager and a number of artists who have worked with us to create programming. We have hired a videographer on contract and are opening a call for writers who will all be paid using the grant funding from Illuminate the Arts.”
– Surveyed ITAG Awardee
**Illuminate the Arts Grant**
Small Creative Enterprise Awardees

“When I got the award, I broke down and cried because I couldn't get any PPP money, and this meant so much to me. You gave me hope.”

– Surveyed ITAG Awardee

<table>
<thead>
<tr>
<th>Reported operating budgets of $500,000 or less</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>80% are based in priority disadvantaged communities</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>78% did not receive any other COVID-19 relief funds from the City</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>56% reported this was their first arts grant</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>44% used funds on program expenses</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>35% loss in employment from 2019 to 2020</th>
</tr>
</thead>
</table>

Loss of **64.6%** of revenue from 2019 to 2020

- Average $149,621 revenue in 2019
- Average $53,008 revenue in 2020

“Working in nightlife and being acknowledged as part of the arts community is a big deal, especially since so many resources had barriers of entry that excluded workers in our sector.”

– Surveyed ITAG Awardee

Reported operating budgets of $500,000 or less

80% are based in priority disadvantaged communities

78% did not receive any other COVID-19 relief funds from the City

56% reported this was their first arts grant

44% used funds on program expenses

35% loss in employment from 2019 to 2020

Loss of **64.6%** of revenue from 2019 to 2020

- Average $149,621 revenue in 2019
- Average $53,008 revenue in 2020