

Report on City Council's FY21 \$1.3 Million Support of the Arts

By the Office of Arts, Culture
and the Creative Economy



Impact of the Arts and Culture Task Force Report

The Arts and Culture Task Force

Identified a need for additional funding for Philadelphia's individual artists, small diverse non-profits, and arts and culture focused businesses.



Formed in October 2020, the Arts and Culture Task Force was charged with gathering stakeholders to report on gaps in the City's efforts in the arts and culture space and to think creatively about how the City could help to sustain, rebuild and grow this major economic and employment engine after the changes wrought by the ongoing pandemic.

\$1.3M Transfer Ordinance

City Council approved a transfer ordinance of \$1.3 million for the Office of Arts, Culture and the Creative Economy (OACCE) in March 2021 as a result of the advocacy of the Task Force.

\$1 million for the Illuminate the Arts Grant

\$200,000 for free Neighborhood Arts Programs in 2021 and to support programs cancelled in 2020 due to the pandemic

\$100,000 to fund the administrative costs to support Illuminate the Arts Grants and the additional neighborhood programming

New Normal Budget Act

This funding from City Council was an investment to address racial disparities in the City of Philadelphia. Funds intended to financially uplift Philadelphia's creative sector and support disadvantaged communities, particularly Philadelphia's Black and Brown communities, that have been disproportionately impacted by the COVID-19 pandemic.

OACCE aligned funding with the goals of the New Normal Budget Act by prioritizing:



- Individual artists of color
- Individual artists, small diverse non-profits, and arts and culture focused businesses located in disadvantaged communities
- Cultural programming in disadvantaged communities
- Those serving vulnerable constituencies such as low income individuals and families, at-risk youth, persons with disabilities or health conditions, incarcerated individuals or returning citizens

Illuminate the Arts Grant Timeline

February 23

Councilmembers Thomas and Gilmore Richardson announce the Illuminate the Arts Grant

February 25

Councilmembers Thomas and Gilmore Richardson introduced a transfer ordinance of \$1.3M to OACCE

March 18

City Council approves legislation for a transfer ordinance of \$1.3M to OACCE

March 19

The Illuminate the Arts Grant Committee was formed and held their first meeting

March 29

The \$1.3 million transfer ordinance was signed by the Mayor Kenney

May 4

The Illuminate the Arts Grant was launched with broad outreach and promotion

May 28

The deadline to apply for the Illuminate the Arts Grant

July 29

The awardees of the Illuminate the Arts Grant are announced

September 10

99% of the Illuminate the Arts Grants are distributed

September-October

Awardees surveyed on the impact of grants

Illuminate the Arts Grant Development

Illuminate the Arts Grant Committee

Made up of OACCE staff and with members of the Arts and Culture Task Force. 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 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.

949 applications were submitted with more than **\$4.8 million** in relief requested. **906** were found eligible based on criteria.

71% of eligible applicants were selected to receive award funding

62% of awardees reside in priority zip codes

Individual Artist Criteria

590 applicants were awarded **59%** of total funding totaling **\$590,000**

Annual income of **\$60,000** or less

Grants of **\$1,000** per artist

Small Nonprofit Arts Organization Criteria

30 applicants were awarded grants totaling **\$200,400**

Operating budgets of **\$100,000** or less

Grants of **\$5,000-\$6,800** per organization

Mid-Size Nonprofit Arts Organization Criteria

10 applicants were awarded grants totaling **\$100,000**

Operating budgets between **\$100,000-500,000**

Grants of **\$10,000** per organization

Small Creative Enterprise Criteria

15 applicants were awarded grants totaling **\$112,000**

Operating budgets of **\$500,000** or less

Grants of **\$2,500-\$8,000** per enterprise

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.”

“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.”

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 disadvantaged communities

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

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.”

“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.”

Reported operating budgets of \$100,000 or less

83% are based in priority disadvantaged communities

40% have 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

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.”

“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.”

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

90% are based in priority disadvantaged communities

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

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.”

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

“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.”

Neighborhood Arts Programs Impact

Neighborhood Arts Programs support:

Free outdoor creative events by paying individual artists and arts organizations to do cultural activities in communities throughout the city.



Access to the arts in Philadelphia's communities. The program provides safe, affordable, and accessible cultural experiences for all Philadelphians and equitable support of the arts throughout the city's neighborhoods.



As a result of the advocacy of the Arts and Culture Task Force:

\$200,000 was budgeted to provide access to the arts through free neighborhood arts programs.

Since June 2021, **\$143,459** in budgeted funding has been provided to support **144** new Neighborhood Arts Program performances.

A total of **\$67,932** has been distributed to **61** artists and cultural organizations that OACCE had scheduled in 2020 but were canceled due to the pandemic.



Neighborhood Arts Programs Facts

“Thank you so much for this funding. It helped us make something really special and needed in our community, JOY!”

“LIFE-CHANGING! For some of us, this was the first time we've been on stage in about two years, and we couldn't have asked for a better turnout.”

“Working with OACCE was great! We really appreciated the support and care we received.”

\$143,459 in support for local individual artists and small diverse arts and culture focused non-profits

- **\$996** was average amount of support per program

144 Neighborhood Arts Programs with **20,920** estimated attendance

- **53** Music
- **26** Dance
- **19** Theater
- **15** Art Making
- **15** Literary Arts / Spoken Word
- **11** Film
- **5** Other

897 artists supported

- **397** Women (44.3%)
- **437** Men (48.7%)
- **63** Non-Binary / Agender (7%)

61.6% of those supported were artists of color

58.6% of events supported located in priority disadvantaged communities

\$67,932 support for programs cancelled in 2020

- **64** artists supported
- **49%** of programs supported located in priority disadvantaged communities