



Community Outreach

PAST

Excerpt from the initial grant proposal to the Wallace Foundation

The focus of this project is to tap into the social and academic networks of students in the five county area of Philadelphia, penetrating their awareness space both online and on campus, reducing perceptual and practical barriers and encouraging participation among both student attendees and student artists.

Our strategy is to expand our current student marketing and outreach efforts into one comprehensive initiative. We will focus on generating a pervasive presence both online and on campus, and emphasize the unique social opportunities available.

The goals of the Community Outreach program are to: update online technology and increase online visibility among students; to build effective relationships on campus; to market in targeted publications, and build email/ mailing lists and awareness; and to provide social student-specific opportunities, making it as easier as possible to participate.

Baseline number of 18-25 year old ticket sales (gathered from 2007 Festival): 1,317

2008 Festival: 2,206

2009 Festival: 3,031

2010 Festival: 3,427

PRESENT

Upon considering the definition of Community Outreach and how it could apply to the Festival, it was decided that to only track Festival ticket sales were not enough of a significant indicator of 18-24 year old participation. Essentially, participation in the Festival can occur via many different avenues in addition to tickets. Thus, not only is ticket sales tracked, but also the other components of the Festival community, including: workshop participants, classroom projects/visits/talks, Philly Fringe artists, volunteers, and interns. The goals and descriptions of these additional components are as follows:

Workshops:

The aim is to have sixty 18-25 year olds participate in a variety of art-making workshops taught by Live Arts Brewery Fellows and/or Live Arts Festival artists.

Classroom projects:

With a target number of 120 participants, the Community Outreach program will connect with students via academic projects, such as papers and reports that utilize any aspect of the Festival from the creation of marketing plans to a lecture by a staff member or artist.

Fringe artists: TBD

The baseline for this number is still being established, but the goal is to show what percentage of Festival art-makers belongs to this demographic.

Volunteers: TBD

Similar to Fringe artists, the Festival would not be possible without the army of volunteers that assist each year. It is important to recognize how the very structure of the Festival is supported by 18-25 year olds.

Interns: 10

Interns gain valuable professional experience and support large parts of the administrative work of the Festival.

These participation goals structure the day-to-day activities of the Community Outreach department.

FUTURE

As the current funding for the Philadelphia Live Arts Festival and Philly Fringe Community Outreach program ends at end of December 2011, the future of the program is unclear. Currently, the Community Outreach department is exploring ways to disseminate its goals and work throughout each department of the organization.