The Cultural Alliance is pleased to share this update of our activities and financial performance from Fiscal Year 2014 (July 1, 2013–June 30, 2014). The Alliance remains on solid ground, with a safe operating reserve, no debt and membership of over 400 organizations.

The activities and achievements highlighted in this report reflect our continued focus on providing critical resources for the arts and cultural sector, in response to the needs of our members and the community. We want to express our sincere gratitude to our stakeholders who made this work possible: our members, funders, advocates and the community at large.

We welcome your feedback on this report, and encourage you to share it with your peers, board and staff. Looking ahead, we count on your continued partnership in our efforts to make our city and region one of the world’s foremost creative and cultural capitals of the world.
ACCESS

We implement programs, services and support that make arts and culture affordable and accessible to all of Greater Philadelphia.
Since its launch in October 2013, STAMP: The Virginia and Harvey Kimmel Family Teen Program has proven to be wildly popular with the city’s high school students. Over 11,000 teens signed up within the first year.

STAMP (Students at Museums in Philly) is an innovative new program which provides Philadelphia teens ages 14-19 with a free pass that gives them free admission to 15 of the city’s top museums and cultural attractions. The program has been extremely successful in reaching youth from neighborhoods with traditionally low cultural participation, and almost half (47%) of STAMP passholders come from economically disadvantaged households.

FY14 saw big changes for our two signature consumer marketing programs.

In March 2014, Phillyfunguide relaunched with a new design and content management system from local web developers Punk Ave. Funsavers also got a new look in the redesign, and officially became a revenue-generating and self-sustaining program in FY14. Phillyfunguide also expanded its collaborative content partnership with PNC Arts Alive, and secured a new corporate sponsor in Xfinity.

STAMP has sparked new partnerships and collaborations between organizations serving teens in Philadelphia, and has also seen tremendous public support, with over 424 individual donors pledging to sponsor a teen on #GivingTuesday 2013, commendations from Mayor Nutter and City Council members, and a 2014 Art-Reach Commitment to Cultural Access Award.
Arts and Culture has the power to educate, to inspire and to bring individuals and communities together. We advocate on every level to ensure that it remains a vibrant and sustainable resource for the region.
The Cultural Alliance and GroundSwell secured a big win in Spring 2014 with a 70% increase in the Philadelphia Cultural Fund (PCF).

The Alliance worked closely with the Mayor and City Council, notably Council President Darrell Clarke and City Council members Marian B. Tasco, Mark Squilla and Cindy Bass. The final result was a $1.3 million increase for PCF grantmaking and the reinstatement of PCF’s Youth Arts Enrichment Grants. The Cultural Fund increase was supported by the largest mobilization of the GroundSwell network to date. Nearly 350 GroundSwell supporters sent emails to City Council and over 2,200 signed a petition in support of the increase. GroundSwell supporters also turned out for Philadelphia’s first Arts Advocacy Day on April 22, 2014, to rally support and pack Council Chambers during city budget hearings.

GroundSwell grew to 12,779 supporters in FY14, and led 14 volunteer, advocacy and online action campaigns. Activities included arts education advocacy demonstrations with Public Citizens for Children and Youth; an art supply donation drive for school children in partnership with Cradles to Crayons; and tulip planting in Mantua with the Pennsylvania Horticultural Society as part of a neighborhood-wide “Bulbs not Bullets” campaign.

Alliance hosts state legislators
REPRESENTING DISTRICTS FROM ACROSS SOUTHEASTERN PA

In March 2014, the Alliance partnered with the Pennsylvania Horticultural Society to host state legislators from across Southeastern Pennsylvania at a reception and private tour of the Philadelphia Flower Show. More than 50 people attended, including State Senator Anthony Williams, State Representative Scott Petri, Councilwoman Cindy Bass, cultural leaders from the five-county region, and the group of government affairs directors the Alliance convenes regularly.

Alliance travels to Harrisburg
TO MEET WITH PHILADELPHIA-AREA REPRESENTATIVES

During the March 2014 Pennsylvania Arts Advocacy Day, hosted by Citizens for the Arts, the Alliance met with multiple Philadelphia-area legislators including State Representatives Thaddeus Kirkland and John Taylor, State Senator Christine Tartaglione, and representatives of several other offices.

Alliance travels to Washington, D.C
TO MEET WITH SENATORS AND REPRESENTATIVES

On National Arts Advocacy Day in March 2014, Alliance staff traveled to Washington, D.C. to meet with Senators Bob Casey and Pat Toomey, as well as Representatives Robert Brady, Chaka Fattah, Michael Fitzpatrick and Allyson Schwartz. As a result of these efforts, Representative Fitzpatrick joined the Congressional Arts Caucus and Representative Fattah signed a letter to President Obama in support of the National Endowment for the Arts.

Budget signed with increases
FOR PCA, PHMC AND ZOOS

The FY15 state budget was signed in July 2014 with increases for the Pennsylvania Council on the Arts and Pennsylvania Historical and Museums Commission, and a marketing appropriation for accredited zoos – a line item which was zeroed out in previous years.

$1.84M + $1.3M = $3.14M
We lead, strengthen and give voice to our more than 400 member organizations and the larger creative community of Greater Philadelphia.
On September 30, 2013, the Alliance held its Annual Member Meeting & Reception at the Independence Seaport Museum in Philadelphia, attended by over 550 cultural sector workers and civic leaders. The meeting kicked off with an energizing performance by Powelton Steppers & Spiral Q, and Dr. William R. Hite Jr, the superintendent of the School District of Philadelphia, addressed the community about the state of arts education. Michael Norris, Interim Executive Director, presented on the theme “Leadership in Action,” calling on the sector to encourage state Representatives and Senators to join the Cultural Caucus and pledge to create a dedicated regional fund for arts and culture.

The Alliance’s professional development programs are among our most popular events, offering insights on best practices and latest trends. In FY14 we offered two workshops around teen audience engagement in connection with the STAMP program, including the “Engaging Teens in the 21st Century” workshop in June 2014, featuring Danielle Linzer from the Whitney Museum of American Art. Other professional development highlights for FY14 included an April 2014 financial literacy workshop in partnership with the Nonprofit Finance Fund (NFF) and Cultural Data Project, which focused on using financial data to tell an organization’s story.
In June 2013, the Alliance released the 2013 Cultural Alliance Salary & Benefits Report. The report, done in collaboration with Gallagher Benefits, analyzed data on salaries and benefits at the region’s arts and cultural organizations. Over 150 groups participated, establishing compensation benchmarks based on discipline, geography and organizational size for over four dozen job functions.

Research activities for FY14 included a Patron Loyalty Analysis for a cohort of 17 cultural groups and a Place-Based cultural participation study that will be released in December 2014. The Alliance also continues to conduct individual geospatial research projects for the field, working with select Cultural Alliance and regional civic groups to assess audience demand and changing patterns of cultural participation.

$362,450 awarded to 165 artists and organizations in 5 counties in PA through the Pennsylvania Partners in the Arts Grant Programs

100% of organizations with budgets more than $1M provide health care

Only 10% of organizations with budgets less than $1M provide health care

$100,000 mean salary for an Executive Director, 2013 Salary & Benefits Report
### Statement of Financial Position for the Years Ended June 30

#### Assets

<table>
<thead>
<tr>
<th>Category</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>$2,309,640</td>
<td>$1,821,861</td>
</tr>
<tr>
<td>Grants and contributions receivable</td>
<td>770,500</td>
<td>1,233,000</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>42,911</td>
<td>34,753</td>
</tr>
<tr>
<td>Prepaid Expenses</td>
<td>69,555</td>
<td>69,612</td>
</tr>
<tr>
<td>Total Current Assets</td>
<td>3,192,606</td>
<td>3,159,316</td>
</tr>
<tr>
<td>Grants receivable, due after 1 year</td>
<td>--</td>
<td>380,015</td>
</tr>
<tr>
<td>Other assets</td>
<td>21,895</td>
<td>18,615</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$3,214,601</strong></td>
<td><strong>$3,557,946</strong></td>
</tr>
</tbody>
</table>

#### Liabilities and Net Assets

<table>
<thead>
<tr>
<th>Category</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable &amp; accrued expenses</td>
<td>$142,745</td>
<td>$61,846</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>116,088</td>
<td>112,424</td>
</tr>
<tr>
<td>Deferred rent</td>
<td>27,968</td>
<td>25,613</td>
</tr>
<tr>
<td>Total current liabilities</td>
<td>286,801</td>
<td>199,883</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted</td>
<td>135,727</td>
<td>134,503</td>
</tr>
<tr>
<td>Undesignated</td>
<td>1,138,092</td>
<td>944,670</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>1,653,981</td>
<td>2,278,890</td>
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<tr>
<td>Total Net Assets</td>
<td>2,927,800</td>
<td>3,358,063</td>
</tr>
<tr>
<td><strong>Total Liabilities &amp; Net Assets</strong></td>
<td><strong>$3,214,601</strong></td>
<td><strong>$3,557,946</strong></td>
</tr>
</tbody>
</table>

### Support & Revenue

<table>
<thead>
<tr>
<th>Category</th>
<th>2014 Unrestricted</th>
<th>2014 Temp. Restricted</th>
<th>2014 Total</th>
<th>2013 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions &amp; grants</td>
<td>$129,809</td>
<td>$1,312,536</td>
<td>$1,442,345</td>
<td>$1,098,037</td>
</tr>
<tr>
<td>Membership</td>
<td>270,406</td>
<td>-</td>
<td>270,406</td>
<td>261,606</td>
</tr>
<tr>
<td>Advertising</td>
<td>94,620</td>
<td>-</td>
<td>94,620</td>
<td>100,494</td>
</tr>
<tr>
<td>Health service</td>
<td>60,000</td>
<td>-</td>
<td>60,000</td>
<td>60,000</td>
</tr>
<tr>
<td>Ticket Fees</td>
<td>112,833</td>
<td>-</td>
<td>112,833</td>
<td>58,655</td>
</tr>
<tr>
<td>Publications &amp; seminars</td>
<td>37,645</td>
<td>-</td>
<td>37,645</td>
<td>34,442</td>
</tr>
<tr>
<td>Interest</td>
<td>3,758</td>
<td>-</td>
<td>3,758</td>
<td>3,326</td>
</tr>
<tr>
<td>Other</td>
<td>23,070</td>
<td>-</td>
<td>23,070</td>
<td>11,015</td>
</tr>
<tr>
<td><strong>Net assets released from restrictions</strong></td>
<td>$1,937,445</td>
<td>-</td>
<td>$1,937,445</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Support &amp; Revenue</strong></td>
<td><strong>$2,669,586</strong></td>
<td><strong>-$624,909</strong></td>
<td><strong>$2,044,677</strong></td>
<td><strong>$1,627,575</strong></td>
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### Expenses

<table>
<thead>
<tr>
<th>Category</th>
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<tbody>
<tr>
<td>Program services</td>
<td>$1,956,025</td>
<td>-</td>
</tr>
<tr>
<td>Management and general</td>
<td>345,792</td>
<td>-</td>
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<tr>
<td>Fundraising</td>
<td>173,123</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$2,474,940</strong></td>
<td><strong>-$624,909</strong></td>
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### Change in Net Assets

<table>
<thead>
<tr>
<th>Year</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
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</thead>
<tbody>
<tr>
<td>$3,5M</td>
<td>$3,070,970</td>
<td>$3,070,970</td>
<td>$2,759,489</td>
<td>$2,425,624</td>
<td>$2,425,624</td>
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</tbody>
</table>

### Annual Expenses and Reserves

- Annual expenses
- Unrestricted net assets
- Temporarily restricted net assets

### Statement of Activities for the Years Ended June 30

<table>
<thead>
<tr>
<th>Year</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3.5M</td>
<td>3.44</td>
<td>3.64</td>
<td>3.26</td>
<td>4.18</td>
<td>5.28</td>
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<table>
<thead>
<tr>
<th>Year</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3M</td>
<td>3.0K</td>
<td>3.0K</td>
<td>3.5K</td>
<td>4.0K</td>
<td>5.0K</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2M</td>
<td>2.5K</td>
<td>2.5K</td>
<td>3.0K</td>
<td>3.5K</td>
<td>4.0K</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1M</td>
<td>2.0K</td>
<td>2.0K</td>
<td>2.5K</td>
<td>3.0K</td>
<td>3.5K</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>$500K</td>
<td>1.5K</td>
<td>1.5K</td>
<td>2.0K</td>
<td>2.5K</td>
<td>3.0K</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0</td>
<td>1.0K</td>
<td>1.0K</td>
<td>1.5K</td>
<td>2.0K</td>
<td>2.5K</td>
</tr>
</tbody>
</table>
STAMP YEAR 2
STAMP kicked off its second year on September 1, 2014, with three additional museum partners, new Teen Council members, the STAMP Bucks loyalty rewards program and plans for expanded partnerships with community organizations and city initiatives.

GROUNDSWELL WORK IN MANTUA
GroundSwell is exploring opportunities to support artists and cultural organizations working in the Mantua neighborhood of West Philadelphia, which was designated as a Promise Zone by President Obama in June 2014. Two convenings have been held so far to discuss the role arts and culture can play in engaging the community and contributing to the revitalization of the neighborhood.

CREATIVE INDUSTRY NETWORK
The Alliance has begun recruiting Charter Affiliates for its new Creative Industry Network, established to enable connections with for-profit enterprises who work closely alongside cultural organizations, such as design firms and web developers. The Network is designed to meet the particular needs of these organizations and help them connect with our member organizations and grow their client base.

2014 PORTFOLIO
On October 20, 2014, the Alliance released the 2014 Portfolio, its latest research report. In addition to key data on the current financial health of the sector, the report identified and tracked performance of a distinct set of Growth Organizations which have both expanded operations and maintained positive margins in the post-recession environment. Work on Portfolio will continue in FY15 with Portfolio: Culture Across Communities, a cross-regional comparison of benchmarks for 10 additional cities across the country, supported by a grant from the Doris Duke Charitable Foundation.

PNC ARTS ALIVE HOLIDAY SPECTACULAR
The first PNC Arts Alive Holiday Spectacular runs November through December 2014. The promotion will offer exclusive Funsavers holiday deals, ticket giveaways, and holiday-themed editorial content to make Phillyfunguide the number one destination for information on the region’s holiday programming.

PHILLYFUNPASS
In mid-2015, the Alliance plans to launch Phillyfunpass. This new program, supported by a grant from The Barra Foundation, will reward frequent cultural participation through discounts and loyalty points and capture previously undocumented data on consumer cultural activity.
FY14 SUPPORT

CORPORATE PARTNERS
Bank of America
Independence Blue Cross
Payroll Service Solutions
PISCO
PNC Arts Alive
Prudent Management Associates
Wells Fargo
Xfinity
Your Part-Time Controller
Anonymous

FOUNDATIONS
The Barra Foundation
CHG Charitable Trust
Dolfinger-McMahon Foundation
Hess Foundation
Independence Foundation
John S. and James L. Knight Foundation
Lincoln Financial Foundation
The Pew Charitable Trusts
William Penn Foundation
The Virginia and Harvey Kimmel Foundation
Suzanne F. Roberts Cultural Development Fund

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Jan Rothchild, Barnes Foundation
Susan Sherman
Virginia F. Sikes, Esq
Gayle Smith
Don Tetterton
Lee van der Velde
Harriet and Larry Weiss
Constance and Sankey Williams
June and Steve Wolfsen

“The Cultural Cabinet is a group of individuals who contribute $1,000 or more annually and have an interest in shaping and implementing the Cultural Alliance’s policy and advocacy strategies.”

ANNUAL FUND
Patricia Wilson Aden
Brian Baumer and
Leigh Goldenberg
Constance W. Breolil-Rock
Susan Butterwerrck
Veronica Castillo-Perez
Susie Catherwood
Greg Corbin
Arlene Crosson
Nancy DeLuccia
Kevin and Kim Dow
Nancy Faulk
Laura H. Foster and
Aaron S. Goldblatt
Susan Garfinkel
Elizabeth H. Gemmill
Linda Gerson
Grace Grill and Rich Eagan
Helen Haynes
Jane Golden and Tony Herzka
Judy Herman
Steve Highsmith
Lyne and Harold Honickman*
Pete Intermaggio
David Judico
Thomas F. and Susan A. Kaiden*
Richard B. Kassoway*
Joel Katz
Ellen Kaye

Nimmi Khr
Don and Vicki Kramer
Bill LePevere*
Syueyn and Gene Locks
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Sharman Matlock-Turner
Jan Michener
Amy Murphy
Amy Needle
Charlene Nolten
Dr. and Mrs. R. Barrett Noone
Daniel Pantanto/
Concert Operetta Theater
Lynn and Joseph A. Pokrifka
Kathryn Politzow
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Dan and Barbara Rottenberg
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Schulte & Williams
Sweater Mecklenmer
Thomas, Debra and
San Scorto-Devita
Nancy Shaw
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Robert Spiegelman and
Truda Bloom*
Clifford Stevens
Jim and Keith Straw
Carol Supplies*
Thomas Taylor
Patricia Washington*
Karen Whitlock
Vera and John Murray Wilson
Denis M. Wint
Lisa M. Witomski
Nina K. Wright
Anonymous (10)

GROUNDSWELL
CONTRIBUTING MEMBERS
Veena Aggarwal
C. Gloria Akers
Whitney Alves
Sarah Anton
Nora Banks
Myrna Bloom Marcus
Jackie Boruck
John Briel
Nathanael Brouhard
Tracy Broyles
Tommy Butler
Sarah Cho
Kaye Connelly
Dan Cooperman
Elizabeth Core
Sarah Damiano
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Deborah Dorr
Jenni Desmouze
Richard A. Doran
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Rainiel Guzman
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Lara Lechtenberg
Kelly Lee
Nadine Lonak
Brett Mapp
Jeanne Marchiondo
Ethan McCreadie
John McInerney
Caitlin McMahon
Mark Michener
Rosanne Miller
Jane Moss

IN-KIND

Philly In Focus

GREATERTHAN PHILADELPHIA CULTURAL ALLIANCE FY14 ANNUAL REPORT
The Cultural Alliance’s research in FY14 was supported by the William Penn Foundation and PECO. The 2014 Portfolio was made possible by The Pew Charitable Trusts, PNC Arts Alive and the William Penn Foundation, with additional support from the Dollinger-McMahon Foundation and Doris Duke Charitable Foundation.

Engage 2020 is sponsored by a lead grant from The Pew Charitable Trusts. Phillyfunguide and Funsavers are sponsored by Xfinity and PNC Arts Alive. Phillyfunpass is supported by a seed grant from The Barra Foundation. STAMP is supported by a leadership gift from Virginia & Harvey Kimmel. Additional support is provided by the Hess Foundation, John S. and James L. Knight Foundation, National Endowment for the Arts, the Philadelphia Foundation’s Fund for Children, Wells Fargo and Wyncote Foundation. The Cultural Alliance’s policy and community engagement work is supported by the Peggy Amsterdam Memorial Fund.

The Program and Project Stream initiatives are a Pennsylvania Partners in the Arts program of the Pennsylvania Council on the Arts, a state agency. They are funded by the citizens of Pennsylvania through an annual legislative appropriation, and administered locally by the Greater Philadelphia Cultural Alliance. The Pennsylvania Council on the Arts is supported by the National Endowment for the Arts, a federal agency. The Project Stream Program is sponsored by PECO.

Operating support for the Cultural Alliance in FY14 was provided by the William Penn Foundation; The Pew Charitable Trusts; The Philadelphia Foundation/The Wallace Foundation; Pennsylvania Council on the Arts, a state agency; Independence Foundation; Lincoln Financial Foundation; Philadelphia Cultural Fund; Bank of America; Your Part-Time Controller; Payroll Service Solutions; Anonymous; CHG Charitable Trust; Independence Blue Cross; Razoo Foundation; Prudent Management Associates; Suzanne F. Roberts Cultural Development Fund; and the Cultural Alliance’s Board of Directors and individual donors.
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President & CEO, The University of the Arts

VALERIE GAY, VICE CHAIR
Executive Director, Art Sanctuary

VIRGINIA P. SIKES, ESQ., SECRETARY
Senior Counsel, Montgomery McCracken Walker & Rhoads

ERIC FRANTZ, TREASURER
President, Your Part-Time Controller

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President & CEO, The African American Museum in Philadelphia

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HOL. BLONDELL REYNOLDS BROWN
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Development Coordinator, Ed Snider Youth Hockey Foundation

GAIL HARRITY
President and Chief Operating Officer, Philadelphia Museum of Art

HELEN HAYNES
Chief Cultural Officer, Office of Arts, Culture and the Creative Economy, City of Philadelphia

STEVE HUGHSMITH
Director of Community Relations, PHILLY

PETER INTERMAUGIO
Senior Vice President for Marketing Communications, Comcast Cable

HON. JAMES S. KENNEY
Ex-Officio, Councilman At-Large, Philadelphia City Council

GLEN KNAPP
Executive Producing Director, Philadelphia Young Playwrights

KELLY LEE
Executive Director, Brandywine Conservancy

HARMAYN MATLOCK-TURNER
President & CEO, Urban Affairs Coalition

LESLIE ANNE MILLER, ESQ.
Managing Director, Arden Theatre Company

ELIZABETH MURPHY
Vice President, Governmental & External Affairs, PECO

AMY NEEDLE
President & CEO, Historic Philadelphia, Inc.

JAMEY PAQUIN
Chief Executive Officer, Girl Scouts of Eastern Pennsylvania

SUDDHA REAONON
President & Director, Free Library of Philadelphia

ED TETTEMER