

2025 ANNUAL REPORT

Standing Together:
Arts and Culture in Solidarity

.....
GREATER PHILADELPHIA CULTURAL ALLIANCE
.....

greater
philadelphia cultural
ALLIANCE

A MESSAGE FROM LEADERSHIP

As we reflect on 2025, one thing is clear: Greater Philadelphia's arts and cultural community continues to lead with strength, creativity, and heart—even in the face of immense challenges. From federal funding cuts to ongoing pandemic recovery and shifting public priorities, our sector faced serious trials this year. But once again, Philadelphia's artists, creative entrepreneurs, organizations, and cultural leaders rose to meet the moment with resilience, imagination, and collective action.

That tenacious spirit shines throughout this report, "Standing Together: Arts and Culture in Solidarity." Through it all, we saw people show up: for one another, for their communities, and for the future of arts and culture in Greater Philadelphia.

Driving our momentum is the Greater Philadelphia Cultural Alliance's bold new Strategic Plan (page 4), shaped by hundreds of voices from across the region. This year was also marked by the success of Cultural Dynamics (page 6), a first-of-its-kind convening that united leaders in arts, culture, business, policy, and philanthropy to reflect on our cultural ecosystem and shape the development of Philadelphia's first Cultural Plan.

We strengthened support for our members by expanding grants (page 10), hosting member-centered events (page 8), and leading robust advocacy efforts at every level of government (page 14). And we continued to amplify data and stories that helped policymakers understand the value—and urgency—of supporting our sector (page 12).

We are deeply grateful to the Cultural Alliance staff for their relentless dedication; to our Board for their leadership and vision; to our funders and partners for standing with us; and to our members, who remind us daily why this work matters.

We know the road ahead won't be without obstacles, but this year reminded us of the incredible power we have when we come together.

We are building a more vibrant, equitable future for Philadelphia. Let's keep moving forward, together.

With appreciation,



A handwritten signature in black ink that reads "Patricia Wilson Aden".

Patricia Wilson Aden
PRESIDENT & CEO



A handwritten signature in black ink that reads "Gerald Veasley".

Gerald Veasley
BOARD CHAIR

A nighttime photograph of a city skyline, likely Philadelphia, with various skyscrapers illuminated against a dark sky. The lights from the buildings create a bokeh effect in the foreground.

MISSION

We lead, strengthen and amplify the voices of the cultural community.

VISION

We are a uniting voice for the creative sector in the Greater Philadelphia region, driving progress through research, thought leadership, and advocacy. We inspire collective action and champion policies that advance the sector and contribute to the region's vitality, economic prosperity, and civic identity.

SUPPORT OUR MISSION

Fuel the future of arts and culture in Greater Philadelphia. Donate today at **philaculture.org/donate**.

DONATE

STRATEGIC PLAN: CO-CREATING OUR FUTURE

The Greater Philadelphia Cultural Alliance's new Strategic Plan, *Co-Creating Our Future*, is a bold blueprint built with—and for—the Philadelphia region's creative community. Developed in collaboration with artists, cultural workers, civic partners, creative entrepreneurs, and community leaders—and adopted by the Cultural Alliance's Board in June 2024—the plan reaffirms our role as a connector, catalyst, and fearless advocate. It centers the creative sector as essential to Greater Philadelphia's civic life, a force that drives equity, economic vitality and collective well-being.

Three Strategic Shifts, One Bold Direction:

The Cultural Alliance is undertaking three transformative shifts that redefine how we engage and represent the region's creative sector:



Building Connections

We're expanding our reach to connect with not only nonprofit organizations, but also individual artists, entrepreneurs, creative workers and other stakeholders, to develop and uplift a shared vision and collective solutions.



Advocating for Public Investment

We're making the case—loud and clear—that arts and culture are essential to public health and well-being, and a thriving Philadelphia.



Uniting Us All

We are redefining our value as a unifying force that mobilizes the creative sector toward shared civic goals, through advocacy, research, and our collective voice.

Backed by six forward-looking strategies, our plan is our promise: to lead with vision and continue pushing for progress.

Partner, Convenor, and Facilitator

Strengthen our role as a trusted leader and organizer, facilitating collaboration across the sector.

Trusted Resource for Data and Research

Provide timely, actionable insights that support operations, advocacy, funding, and decision-making.

Connector of Communities and Sectors

Strengthen the sector's capacities to serve diverse communities and engage meaningfully in cross-sector civic work.

Advocate for Policy Change

Lead local, state, and national advocacy efforts that advance the sector's priorities.

Powerful Thought Leader

Serve as a primary resource of information within the creative sector, and as a trusted source of information about the sector to all relevant audiences.

Resilient, Dynamic Organization

Sustain a strong, equitable internal culture and ensure operational excellence to achieve strategic goals.



View the full plan at
philaculture.org/strategicplan

PARTNER, CONVENOR, AND FACILITATOR

Cultural Dynamics: A Movement Begins

The Cultural Alliance, in partnership with Creative Philadelphia and PA Humanities, hosted Cultural Dynamics: Co-Creating a Vision for Philadelphia in November 2024. This first-of-its-kind gathering brought together hundreds of artists and creative workers, elected officials, funders, and community members—around one central goal: to shape the development of Philadelphia’s first-ever Cultural Plan.

The convening featured keynote remarks from former National Endowment for the Arts (NEA) Chair Maria Rosario Jackson, Ph.D., and panel discussions with influential creative and civic voices from across the country. Together, participants explored what it means to embed arts and culture in civic decision-making—and how to drive systems change through collective visioning.

Community Conversations: Continuing the Spark

Building on the momentum of Cultural Dynamics, the Cultural Alliance hosted four Community Conversations in March 2025, designed to go deeper and ensure grassroots voices from throughout Philadelphia’s cultural community inform the development of the Cultural Plan. These sessions were held in partnership with cultural institutions across the city, each bringing a unique lens and community context:

- Kimmel Center, in partnership with The Philadelphia Orchestra and Ensemble Arts
- Institute of Contemporary Art at the University of Pennsylvania
- Center for Anti-Racism at Temple University, in partnership with the Charles L. Blockson Afro-American Collection and Center for Anti-Racism
- FringeArts

At each site, we heard from cultural leaders, artists, and civic partners discussing what a truly inclusive, equitable cultural ecosystem could look like and how the Plan can support and leverage the immeasurable contributions of Philadelphia’s creative community.

What’s Next

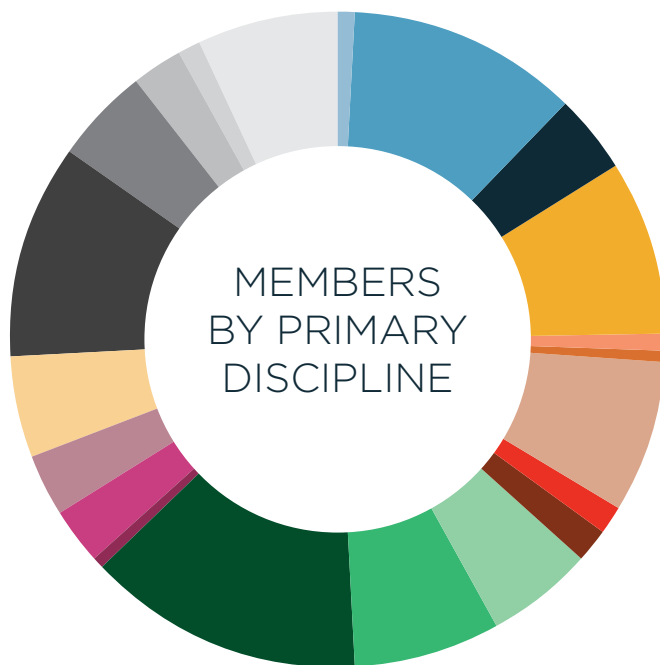
The insights shared during Cultural Dynamics and the Community Conversations, along with findings from surveys conducted by the Cultural Alliance and PA Humanities, Drexel University’s Antoinette Westphal College of Media Arts & Design, and public input gathered by Creative Philadelphia, are now shaping the foundation of Philadelphia’s Cultural Plan.

PARTNER, CONVENOR, AND FACILITATOR



As part of our evolving role as a trusted partner, convener, and facilitator, the Greater Philadelphia Cultural Alliance prioritized deeper engagement with our members in 2025—responding directly to their needs with more opportunities for connection, collaboration, and visibility. Throughout the year, we hosted in-person events and curated gatherings designed to build relationships, surface solutions, and celebrate the people driving Greater Philadelphia’s creative economy.

For FY25, we had 372 member organizations, artists, and creative entrepreneurs. Our membership spans the diversity of arts and culture disciplines, including theater, educational organizations, heritage sites, dance companies and live performers to artists working across various interdisciplinary mediums.



- Artist Development & Residencies: 4
- Community Art/Cultural Organization: 42
- Dance: 14
- Education & Instruction: 32
- Folk & Traditional Arts: 4
- Foundations/Fellowships: 2
- Historic/Cultural Preservation: 28
- Libraries/Archives: 5
- Literature/Publications: 6
- Media Arts (Film/TV/Radio): 20
- Museums: 26
- Music: 51
- Poetry/Spoken Word: 2
- Presenting Organization/Performance Spaces: 10
- Science, Nature, & Gardens: 12
- Service & Membership Organization: 18
- Theater: 40
- Visual Arts: 17
- Other: 10
- Performing Arts: 4
- Unmarked: 25

ORGANIZATION BY ANNUAL BUDGET SIZE

\$119,999 OR LESS
49%

\$120,000 - \$1,069,999
29%

\$1,070,000 - \$2,999,999
8%

\$3,000,000 - \$4,999,999
5%

\$5,000,000 - \$7,499,999
1%

\$7,500,000 - \$9,999,999
2%

\$10,000,000 OR MORE
6%

ANNUAL MEETING & ARTS PARTY

In October 2024, the Cultural Alliance hosted its Annual Meeting and Arts Party at the Bok Building, welcoming 450 individuals representing more than 150 organizations from across the region. Themed “Celebrating Philadelphia’s Creative Economy,” the event honored the innovative artists and visionary creators that make the region shine and thrive, including:

CHANGEMAKER AWARD

Omar Tate, Honeysuckle Provisions

COLLABORATOR AWARD

Rachel Zimmerman, InLiquid

NEXT AWARD

REC Philly

Member Mixers

In 2025, the Cultural Alliance launched a refreshed series of Member Mixers sponsored by PNC’s Arts Alive that brought together members from diverse, creative organizations and disciplines to join in conversation and community. These informal, high-impact presentations explored topics of particular interest to Cultural Alliance members:

COMMUNITY ENGAGEMENT DISCUSSION

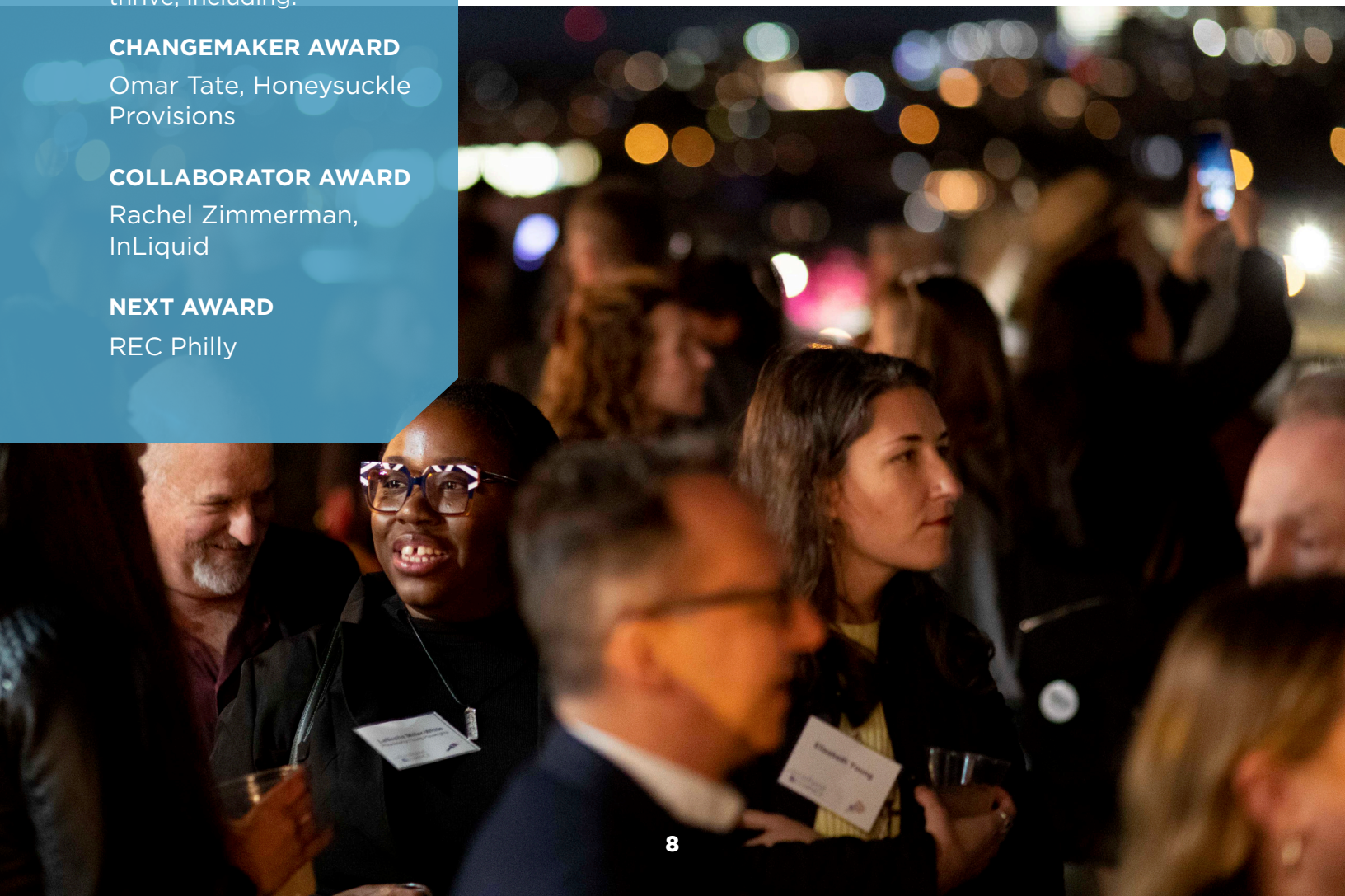
March 27, 2025, at REC Philly

Featuring Nadia Malik, Porch Light Program Director at Mural Arts

MARKETING AND STORYTELLING

April 10, 2025, at Glen Foerd

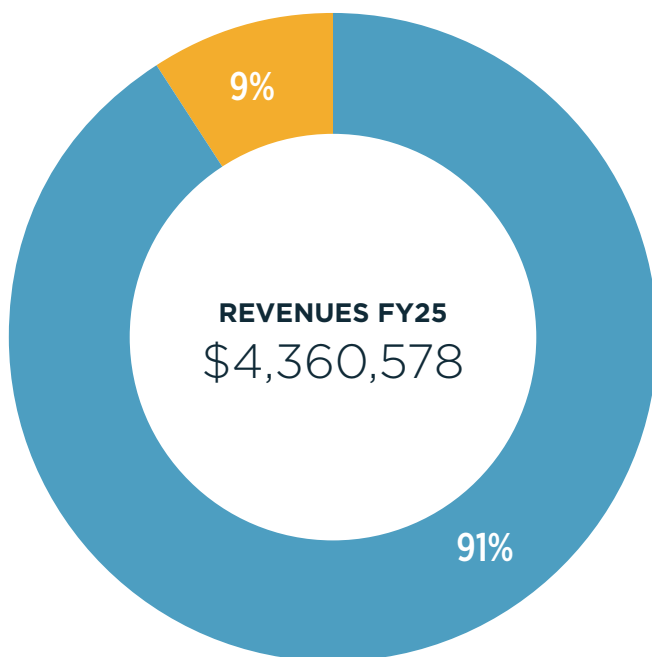
Featuring Sarah Maiellano, Founder of Broad Street Communications



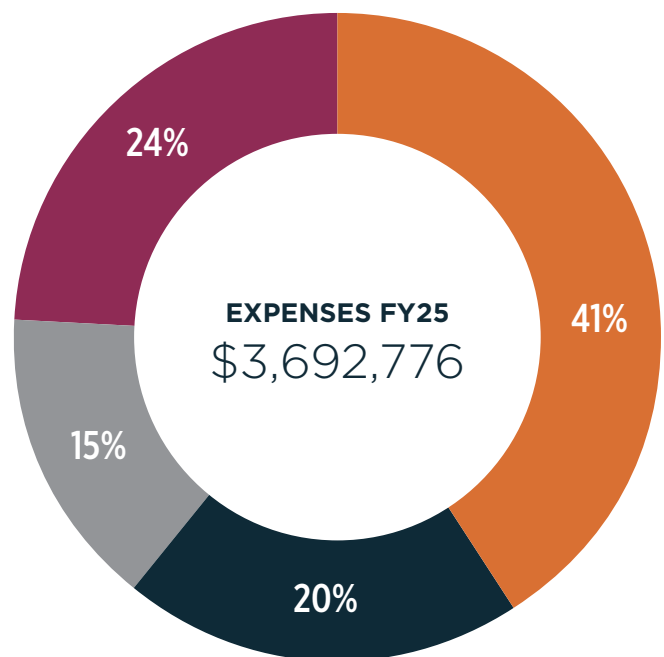
RESILIENT, DYNAMIC ORGANIZATION

We matched our bold ideas with smart stewardship.

FY25 saw strong, diversified revenue and intentional investment in programs that matter most. Our financial health allows us to empower our team, fuel support for the cultural sector, and build long-term impact.



- **Earned Revenue: \$409,834 (9%)**
 - Membership Dues: \$243,149 (6%)
 - Other Earned Income: \$166,685 (4%)
- **Contributed Revenue \$3,947,844 (91%)**
 - Corporations: \$88,513 (2%)
 - Foundations: \$2,963,591 (68%)
 - Government: \$823,724 (19%)
 - Individuals: \$72,016 (2%)
 - In-Kind Contributions: \$2,900 (.1%)



- Advocacy, Research, Member Services & Community Engagement: \$549,592 (15%)
- Bloomberg Arts Internship: \$1,525,621 (41%)
- Grants Administration: \$741,993 (20%)
- Management & Fundraising: \$875,569 (24%)

CONNECTOR OF COMMUNITIES AND SECTORS

Grant Programs: Driving Equity and Opportunity

This year, the Greater Philadelphia Cultural Alliance expanded our role as a regional grants administrator, delivering more than \$1 million in funding from various sources to support more than 390 artists, creative entrepreneurs, and cultural organizations across Southeastern Pennsylvania. As Pennsylvania Council on the Arts' PA Partner in the Arts for the region, we prioritized equity, access, and resilience—helping sustain the region's creative infrastructure and empower those shaping it.



The Creative Entrepreneur Accelerator Program awarded 75 grants totaling \$150,000 to support diverse creative entrepreneurs, from fashion designers to filmmakers, with funding for business planning, marketing, and equipment. In addition to monetary awards, grantees were provided counseling services to help sustain and grow their businesses.

The Creative Sector Flex Fund distributed 80 general operating grants totaling \$400,000 to small arts and culture organizations, helping them meet urgent needs and adapt to shifting priorities.

The PA Arts and Culture Recovery (PACR) Program awarded 156 recovery grants totaling \$468,000, thanks to funding from the American Rescue Plan Act (ARPA). These \$3,000 emergency relief grants helped individual artists and creatives in their continued recovery from pandemic-related losses.

**1M+ DISTRIBUTED TO
300+ GRANTEES IN
GREATER PHILADELPHIA.**

Bloomberg Arts Internship (BAI)

The Bloomberg Arts Internship remains a cornerstone of our workforce development initiatives, offering high school students a transformative, paid experience that blends hands-on cultural internships, college readiness, and professional skill-building. This year brought record participation:



For summer 2024, 80 rising high school seniors participated in the internship at 39 cultural organizations throughout the city.



48 students completed the 2024-25 school-year program.

As part of Bloomberg Philanthropies' national initiative that includes cities such as Boston, Detroit and Washington, DC, Philadelphia is leading the way with tremendous growth, reflecting the program's continued reach and positive impact.



The students who participated in the Summer Bloomberg Arts Internship had an incredible experience, and I felt honored to witness their growth and self-reflection. This program is very important and necessary!”

—HARMONY THOMPSON, ARTS COORDINATOR,
SCHOOL DISTRICT OF PHILADELPHIA

TRUSTED RESOURCE FOR DATA AND RESEARCH

The Greater Philadelphia Cultural Alliance continues to serve as a go-to source for reliable, actionable data on the state of arts and culture in our region. In a year marked by uncertainty and shifting policy landscapes, our research provided essential insights to help organizations adapt, funders respond, and decision-makers act. In 2025, we released three major research initiatives, each offering a clear-eyed look at how the sector is evolving and where investment is needed most.

The database showcases 100+ programs benefiting more than 700,000 Philadelphians annually.

Philadelphia Social Impact Database

Launched in December with support from AARP's Community Challenge, the Philadelphia Social Impact Database is a digital directory chronicling the social impact programs offered by 50 Philadelphia cultural organizations in 2024. By making this information accessible to the local public officials, we're helping connect constituents to resources and making the case for sustained public investment in culture as a civic asset.

The Social Impact Database can be found at [**philaculture.org/research/social-impact-database**](https://philaculture.org/research/social-impact-database).

Federal Funding Survey

In early 2025, the Cultural Alliance responded swiftly to unexpected and significant federal funding cuts to key cultural agencies including the National Endowment for the Arts (NEA), National Endowment for the Humanities (NEH), and Institute of Museum and Library Services (IMLS). Working with PA Humanities and the Greater Pittsburgh Arts Council, we launched a rapid-response survey to document the real-time impact on Pennsylvania's arts and culture organizations. The findings helped shape our advocacy efforts and provided complex data to complement the compelling narratives of organizations impacted by unanticipated recissions of federal grants.

92% of Southeastern PA organizations surveyed report they would be impacted by cuts or changes to federal funding.

72% of organizations report a return to level operations or an increase compared to 2019.

PA CultureCheck

PA CultureCheck is a collaborative statewide survey conducted with PA Humanities and the Greater Pittsburgh Arts Council, offering an annual snapshot of the sector's ongoing pandemic recovery. In 2025, responses from more than 400 organizations across Pennsylvania revealed both encouraging signs of stabilization and continuing challenges, particularly for smaller, community-based groups. The report provides essential benchmarks for funders, advocates, and cultural leaders working to ensure an equitable recovery.

The full report can be found at pahumanities.org/culturecheck/.



Looking Ahead: Theater Audience Research Project

With support from the Pennsylvania Department of Community and Economic Development (DCED), the Cultural Alliance completed a new study in early FY26 focusing on theater audiences and the slow recovery of area theaters from the pandemic. The study provides critical insights into post-pandemic audience behavior and engagement, offering valuable data to inform education, fundraising, and strategic planning across the sector.

The full report can be found at <https://www.philaculture.org/research/look-theater-going-habits-greater-philadelphia-0>.

ADVOCATE FOR POLICY CHANGE

In 2025, the Cultural Alliance's advocacy efforts were more urgent and more visible than ever. Federal cuts to key funding agencies including the NEA, NEH, and IMLS triggered a domino effect at the state and local levels, threatening core investments in the arts and culture.

The Cultural Alliance responded with a coordinated, multi-tiered approach to protect the sector's future, combining direct engagement with policymakers, coalition-building with statewide partners, and strategic communication with members and the public to position arts and culture at the center of civic priorities.

Local & State Advocacy

FY26 City of Philadelphia Budget Advocacy

The Cultural Alliance helped secure increased city investment in the arts by mobilizing our members and stakeholders through a powerful letter-writing campaign. Investments in the FY26 budget include:

- \$5 million for the Philadelphia Cultural Fund to support arts & culture grantees
- \$5.2 million for Mural Arts Philadelphia's core programs
- Additional one-time funding to support cultural investments for 2026 preparations in neighborhoods across Philadelphia
- Capital support for several city-owned assets and institutions

City of Philadelphia Funding for 2026 Initiatives

The Cultural Alliance collaborated with City Councilmembers and key partners to champion robust funding for arts and culture tied to the 2026 Semiquincentennial, ensuring the participation of local arts and cultural organizations and creative workers will be fully supported during this landmark year. Funding was secured in the City's FY25 February Transfer Ordinance, and additional funds were appropriated in the FY26 Budget.

Statewide Mobilization

Partnering with Creative PA, PA Humanities, and other partners across the Commonwealth, the Cultural Alliance participated in Arts Advocacy Day in Harrisburg, amplifying Southeastern Pennsylvania's cultural sector voices to push for greater state funding for museums and cultural initiatives.

Expanded State Grant Funding

The Cultural Alliance built upon its partnership with PA Museums and rallied support for a state-wide campaign to increase the Grants to Museums line item in the FY25-26 Commonwealth Budget. We also supported Creative PA's state-wide campaign to increase funding to the Grants to the Arts line item. State budget negotiations are ongoing as of the time of publication of this report.

MOBILIZED OVER 3,700 MEMBERS AND ALLIES IN A POWERFUL LETTER-WRITING CAMPAIGN THAT HELPED SECURE INCREASED CITY INVESTMENT IN THE ARTS IN THE FY26 CITY OF PHILADELPHIA BUDGET.

Federal Advocacy

At the national level, the Cultural Alliance joined statewide and national partners to elevate the urgency of restoring federal cultural funding and protecting long-term investments:

In addition to the Federal Funding Impact Survey (see more on this research on page 12), the Cultural Alliance became elevated its presence in Washington, DC to meet with legislators and members of their staffs.

National Arts Advocacy Fly-In

In spring 2025, the Cultural Alliance joined Americans for the Arts and national peers in Washington, DC for a fly-in day of meetings with Pennsylvania's congressional delegation. These direct conversations focused on restoring cultural funding, securing future infrastructure investments, and positioning the arts as part of broader solutions for health, workforce development, and community building.

A Visible, Vocal Champion

Amid uncertainty for the creative sector, the Cultural Alliance served as a steadfast voice for sustained public investment in arts and culture. Throughout FY25, we provided members with timely, reliable information—delivering real-time updates and mobilizing the sector around critical developments at the local, state, and national levels. Our advocacy combined grassroots action, data-driven messaging, and strategic coalition-building to ensure that artists and institutions across our region are supported, protected, and valued at every level of government.



POWERFUL THOUGHT LEADER

We turned up the volume in 2025. Through targeted campaigns, compelling stories, and high-impact media appearances, we got eyes and ears on the critical issues facing our sector.

YEARLY AUDIENCE & ENGAGEMENT

WEBSITE TRAFFIC

167K
VISITORS

1.3M
PAGEVIEWS

JOB BANK

709K
PAGEVIEWS

EMAIL PERFORMANCE

45.9%
OPEN RATE

5.8%
CLICK RATE

SOCIAL MEDIA

22K TOTAL FOLLOWERS



Media Coverage & Public Visibility

The Cultural Alliance strategically elevated our public profile in 2025 by aligning communications with key initiatives and advocacy campaigns.

Media coverage spotlighted major projects and milestones, including Cultural Dynamics, the launch of the Social Impact Database, the administration of ARPA grants, and timely responses to pressing issues.

In spring 2025, the Cultural Alliance launched a targeted communications campaign to amplify federal advocacy efforts and raise public awareness about the urgent funding challenges facing the arts and culture sector. President & CEO Patricia Wilson Aden led this effort through a series of high-profile media appearances that underscored the impact of funding reductions and the need for sustained investment in cultural infrastructure.

WHERE YOU SAW US

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PHILLY

Broad Street Review

CITY CAST Philly

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Philadelphia
Inquirer

newsradio
kyw
1060 AM

WURD
96.1FM | 900AM
Black. Talk. Media.

 The Philadelphia Tribune

WHYY

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We are deeply grateful to our dedicated board and staff, whose tireless commitment, creativity, and leadership ensure that Greater Philadelphia's cultural community remains seen, heard, and valued.

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Cultural Alliance

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