research into action
pathways to new opportunities

greater cultural ALLIANCE
Greater Philadelphia Cultural Alliance
Making Greater Philadelphia one of the foremost creative regions of the world

Key Strategies
• Policy & Research
• Marketing
• Member Services
• Granting
Engage 2020
A plan to double cultural participation in the region by the year 2020.
RESEARCH INTO ACTION MODEL

Research
- Demographic Trends
- Audience Research
- Cultural Engagement Index (CEI)

Implications
- Research into Action: Pathways to New Opportunities
- Engage 2020 Innovation Grant Program

Implementation

Cultural Alliance Resources
Research into Action Model

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- Product Innovation:
  - Experience
  - Content

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Cultural Alliance Resources
- Phillyfunguide & FunSavers 2.0
- Learning Circles
- List Co-Op
- Media Partnerships
The 5 Studies

What are the emerging forms of cultural engagement?

The Cultural Engagement Index
What will Philadelphia region’s population look like in 2020?

Demographic Trends and Forecasts in the Philadelphia Region
The 5 Studies

How does our region’s engagement compare nationally?

Culture & the Arts Survey
The 5 Studies

How do people migrate between cultural organizations?

Paid Patronage Study
The 5 Studies

Who and what influence the decision to participate culturally?

Engage 2020 Study Groups
<table>
<thead>
<tr>
<th>The Cultural Engagement Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demographic Trends and Forecasts in the Philadelphia Region Study</td>
</tr>
<tr>
<td>Culture &amp; the Arts Survey</td>
</tr>
<tr>
<td>Paid Patronage Study</td>
</tr>
<tr>
<td>Engage 2020 Focus Groups</td>
</tr>
</tbody>
</table>
Philly scores well…

Attendance at cultural events

- going to the movies: mainstream Hollywood films
  - national: 81%, Philadelphia region: 89%
- living museums (gardens, zoos, aquariums)
  - national: 76%, Philadelphia region: 83%
- general points of interest/historic attractions
  - national: 74%, Philadelphia region: 84%
- national parks
  - national: 72%, Philadelphia region: 78%
- museum art exhibitions
  - national: 57%, Philadelphia region: 70%
- popular music at large venues
  - national: 55%, Philadelphia region: 69%
- popular music in small spaces or clubs
  - national: 55%, Philadelphia region: 66%
- live drama/theater
  - national: 54%, Philadelphia region: 67%
- walking/bus/boat tours
  - national: 52%, Philadelphia region: 60%
- music festivals
  - national: 51%, Philadelphia region: 56%

(source: Culture & the Arts Survey)
1 Philly scores well...

**Attendance at cultural events**

- **art galleries**: 49% (60%)
- **musical theater**: 45% (61%)
- **going to the movies: independent releases**: 39% (46%)
- **children’s museums**: 35% (39%)
- **classical music**: 33% (35%)
- **film festivals**: 26% (28%)
- **classical dance or ballet**: 22% (23%)
- **modern dance**: 21% (19%)
- **literature or poetry readings**: 17% (16%)
- **opera**: 16% (16%)

Source: Culture & the Arts Survey
Our bucket is leaking

2 out of 3 patrons don’t come back
Our bucket is leaking

2 out of 3 patrons don’t come back
Personal practice is a gateway

personal practice ↔ attendance
4 People of color...engaged & growing

Cultural Engagement Index

- hispanic: 129
- african american: 108
- white: 94

(source: Culture Engagement Index)
People of color...engaged & growing

Cultural Engagement Index

- Hispanic: 129
- African American: 108
- White: 94

Source: Culture Engagement Index

Greater Philadelphia’s forecasted population change 2000-2020

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2020</th>
<th>aggregate % change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total population</td>
<td>5,888,000</td>
<td>6,439,000</td>
<td>9%</td>
</tr>
<tr>
<td>Non-whites</td>
<td>1,652,000</td>
<td>2,226,000</td>
<td>35%</td>
</tr>
<tr>
<td>Whites</td>
<td>4,235,000</td>
<td>4,212,000</td>
<td>-1%</td>
</tr>
</tbody>
</table>

Source: Demographic Trends and Forecasts in the Philadelphia Region
5 Families matter

Cultural Engagement Index by life-stage

- young professional, no children: 100
- young professional, with children: 120
- mid-life, with children: 121
- mid-life, no children: 102
- retired couples: 93
- retired singles: 84

Source: Cultural Engagement Index
5 Families matter

Percentage of people who agree:

- arts enrich children’s understanding: 88%
- important to introduce arts at early age: 84%
5 Families matter

Percentage of people who agree:

- arts enrich children’s understanding: 88%
- important to introduce arts at early age: 84%
- arts organizations are kid-friendly: 39%

(source: Culture & the Arts Survey)
Role models are key

Cultural Engagement Index by presence of cultural role model

- no cultural role model: 71
- in-family role model: 116
- out-of-family role model: 115
- both: 136

(source: Cultural Engagement Index)
Marketing is multi-channel

247 marketing messages a day

Consumer Reports
Marketing is multi-channel

Where do you get information about Cultural events?

- Newspaper articles: 78%
- Word of mouth: 66%
- Email: 57%
- Ads in newspapers: 56%
- Radio programs: 49%

(source: Culture & the Arts Survey)
## Product matters

### Top five motivations to participate in cultural activities

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Interest in particular exhibition or performance</td>
<td>75%</td>
</tr>
<tr>
<td>Interest in the genre/period/style of the event</td>
<td>64%</td>
</tr>
<tr>
<td>Convenient time or location</td>
<td>62%</td>
</tr>
<tr>
<td>Cost of admission</td>
<td>55%</td>
</tr>
<tr>
<td>Educational experience</td>
<td>50%</td>
</tr>
</tbody>
</table>

Source: Culture & the Arts Survey; Philadelphia region only
Social connection is huge

<table>
<thead>
<tr>
<th>Factor</th>
<th>Influence</th>
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<tr>
<td>Spouse/partner wants to go</td>
<td>46%</td>
</tr>
<tr>
<td>Cost of the event</td>
<td>38%</td>
</tr>
<tr>
<td>Invited by family or friends</td>
<td>37%</td>
</tr>
<tr>
<td>Friends’ recommendations</td>
<td>34%</td>
</tr>
<tr>
<td>Availability of discounted tickets</td>
<td>33%</td>
</tr>
<tr>
<td>Easy transportation/parking</td>
<td>28%</td>
</tr>
<tr>
<td>Held at trusted venue</td>
<td>27%</td>
</tr>
<tr>
<td>Ease of obtaining tickets</td>
<td>26%</td>
</tr>
<tr>
<td>Special event (one night only)</td>
<td>22%</td>
</tr>
<tr>
<td>Promotion of the event</td>
<td>11%</td>
</tr>
<tr>
<td>Publicity surrounding event</td>
<td>11%</td>
</tr>
<tr>
<td>Recommendation by critic</td>
<td>6%</td>
</tr>
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</table>

Source: Culture & the Arts Survey; Philadelphia region only
product artistry + logistics competence = quality experiences
10 key findings

1) Philly scores well
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2) Our bucket is leaking
10 key findings

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8) Product matters
9) Social connection is huge
10) Service is central
Next steps

1) Read the report at philaculture.org
2) Share it
3) Read the 5 studies
4) I.D. opportunities that fit mission
5) Build innovative elements into proposed work plan
Art Sanctuary

Hip H’Opera
At-risk youth create original works fusing hip-hop with opera
Curtis Institute

Marketing to the Buyer Type
Increasing participation through audience segmentation
Re-Messaging Public Art
Promoting the unique accessibility of Philadelphia’s public art
First Person Arts

The First Person Museum
A museum of objects Philadelphians hold dear and the stories behind them
Mendelssohn Club of Philadelphia

The Audience InCHOIRing
A choral/orchestral performance involving audience participation
Philadelphia Mural Arts Advocates

The African American Heritage Collection
Interpretive project showcasing murals significant to African American history
Direct Audience Engagement Through Online Performance
Using web-based techniques to break down barriers between audience and artist
Family Arts Academy
Art classes, workshops and exhibitions free of charge to families
People’s Light & Theatre

Circles of Engagement
Engaging teens and adults through theater workshops and reunions
Walnut Street Theatre

Seeing the Stage Through Our Eyes
Introducing high school students to the art of theater and writing

greater philadelphia cultural ALLIANCE
Next steps

- Case Studies
- Cultural Engagement Index II
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