



www.nutter2007.com

THE NUTTER PLAN
TO PROMOTE ARTS AND
CULTURE IN PHILADELPHIA

A great city is a home for great culture and nurtures the artists who produce it.

--Michael Nutter

Arts and culture are at the center of Philadelphia's greatness. Their importance as an economic driver has been well-documented. For example, the Philadelphia Museum of Art has higher annual attendance than the Eagles. Arts and culture contribute \$562 million to the region's economy each year, which amounts to 14,000 jobs - and approximately 75 percent of this impact is in Philadelphia. In addition, arts and culture are a major draw for the most sought-after workers today - the creative class, and increasingly, companies and jobs follow those workers to where they live. Our arts and culture sector also gives Philadelphia an international reputation for excellence, because of our many world-class venues and performance organizations. The arts and culture industry also helps to create a "brand" identity that attracts tourists to the city, according to *National Geographic Traveler* magazine. Finally, arts and culture enriches our lives. The quality of everyone's life is enhanced in a city that values arts and culture, design, architecture, libraries and history.

For all of these reasons, the city should support arts and culture and weave them into as many areas of civic life as possible. As a member of City Council, I championed renovation of the Mann Music Center, additional funding for the Art Museum, the Philadelphia Cultural Fund and neighborhood libraries when they were threatened with cutbacks. As Mayor, I will build on this record and provide funding and leadership to promote arts and culture, as part of my vision to make Philadelphia a great city.

As Mayor, I will provide additional funding and resources to City institutions that enrich Philadelphia's arts and culture community.

- I will reopen Office of Arts & Culture. This Office was originally established by Mayor Wilson Goode to coordinate the City's arts programs, but was closed three years ago. Building on recommendations in the RAND report, this office will also coordinate with the City's economic development efforts, by aligning arts programming with tourism efforts, neighborhood development, new business promotion and efforts to market Philadelphia.
- I will increase City funding to Cultural Fund by \$1 million in my first year as Mayor, with a goal of raising the operating budget to at least \$6 million by the end of my first term. The Cultural Fund provides critical funding to neighborhood organizations and multi-cultural arts groups that are essential to neighborhood vitality. In addition, the RAND report indicates that neighborhoods with high cultural participation flourish more than those without such participation. When I was in City Council, I championed additional funding for the Cultural Fund, when it was threatened with

cutbacks. As Mayor, I will ensure adequate funding for this important resource.

- I will appoint arts and culture leaders to the boards of some of the City's economic development agencies, to ensure that this important perspective is represented.
- I will provide full funding of the City's obligations to its arts and cultural organizations, and ensure that they are integrated into the City's programs to market Philadelphia, increase tourism, improve our schools and revitalize the economy.
 - Philadelphia Museum of Art: full funding of maintenance costs, which are our legal obligation.
 - Atwater Kent Museum: funding to promote Philadelphia's history
 - Mural Arts Program: funding to add programs for neighborhood revitalization and after school programs
 - Greater Philadelphia Film Office: funds to create jobs related to films and to promote Philadelphia's film industry
 - Mann Music Center: funds to ensure that this facility is used enjoyed by as many patrons in the region as possible
- I will make the City's cable channel available as an outlet for music and other performers, to highlight our arts and culture sector, as other cities have done (for example, Austin).

Funding: These all involve minimal additional costs, which can come out of the City's General Fund.

As Mayor, I will support programs that provide arts and culture to our children.

A recent report by the RAND Corporation concluded that the lack of arts education in our public schools is a particular weakness in Philadelphia. Not only does it affect the climate of the city, but it has negative consequences for future demand for the arts in Philadelphia. In addition, exposing children to arts and cultural facilities may expose and attract their parents as well. Finally, studies show that arts education can enhance learning on other subjects, such as math. Students who receive arts education do better on the SATs. As Mayor, I will:

- Use my leadership and appointees to the School Reform Commission to ensure that music is taught in all schools.
- Expand after school programs at the City's recreation centers, public schools and other facilities to include arts and culture offerings. This provides an important alternative to children and adolescents who have nothing to do getting in trouble.
- Ensure that every child in school has at least two arts and culture experiences each year, including a visit to the Philadelphia Museum of Art.
- Provide children with tickets to sporting events and cultural events by working with box owners, corporations and other patrons who do not use their tickets. When seats go empty and tickets are unused, the performers and athletes are not

served. Providing students with the opportunity to attend these events broadens their world and creates an appetite for sports and arts and culture that helps the City in the long run.

Funding: I will obtain additional funding for these programs from the philanthropic sector, federal and state grants and corporate sources. I will work with the business sector to provide more funding. The RAND report said that there is a notably relatively modest level of support from the Philadelphia business community. I will work with our excellent Arts and Business Council and the Greater Philadelphia Chamber of Commerce to increase participation for these important programs.

As Mayor, I will provide leadership to help our civic organizations for arts and cultural institutions that need additional assistance.

It is critical to pay particular attention to a few facilities that are important Philadelphia institutions that have struggled to create a firm financial footing in part, because of inadequate involvement and leadership from the City and our civic community. As Mayor, I will assist them by helping to develop an endowment or fundraising program that will ensure their viability. We cannot afford to lose these institutions, culturally, and they are also an important part of the City's tourism industry. These facilities include:

- Avenue of the Arts North/Freedom Theater
- African American Museum
- Taller Puertorriqueno

Funding: I will use neighborhood economic development funds, including my Neighborhood TIF Program, as well as other economic development sources, state capital funds and tourism marketing funds.

As Mayor, I will provide leadership on an effort to establish a regional culture and recreation fund, and to identify a dedicated source of funding for the Philadelphia region's parks and cultural institutions.

As part of this effort, I will create a consortium of regional business, civic and cultural leaders to work on this and to investigate possible dedicated funding sources. I will build upon my relationships in the region and my leadership as Chair of Convention Center Authority to build support in the surrounding suburbs. Many of these residents are avid supporters of Philadelphia's parks and arts facilities. They recognize that if our arts and cultural institutions are world-class, it enhances the reputation of our suburbs as well. As Mayor, I will use Philadelphia's increased commitments to arts and recreation to leverage regional and state resources. When Philadelphia begins to change for the better, as we did at the Convention Center, the region and the rest of the state will be more willing to work with us and identify dedicated funding sources for our arts and recreation facilities. Together, we will build on this change and provide funding and leadership to promote arts and culture, as part of my vision to make Philadelphia a great city.