

research into
action

pathways to new opportunities

greater
philadelphia **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
- Regranting

Engage 2020

Engage 2020

A plan to double cultural participation in the region by the year 2020.

RESEARCH INTO ACTION MODEL

Research

Implications

Implementation

Cultural Alliance
Resources

RESEARCH INTO ACTION MODEL

Research

Demographic
Trends

Implications

Implementation

Cultural Alliance
Resources

RESEARCH INTO ACTION MODEL

Research

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Trends

Audience
Research

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RESEARCH INTO ACTION MODEL

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Audience
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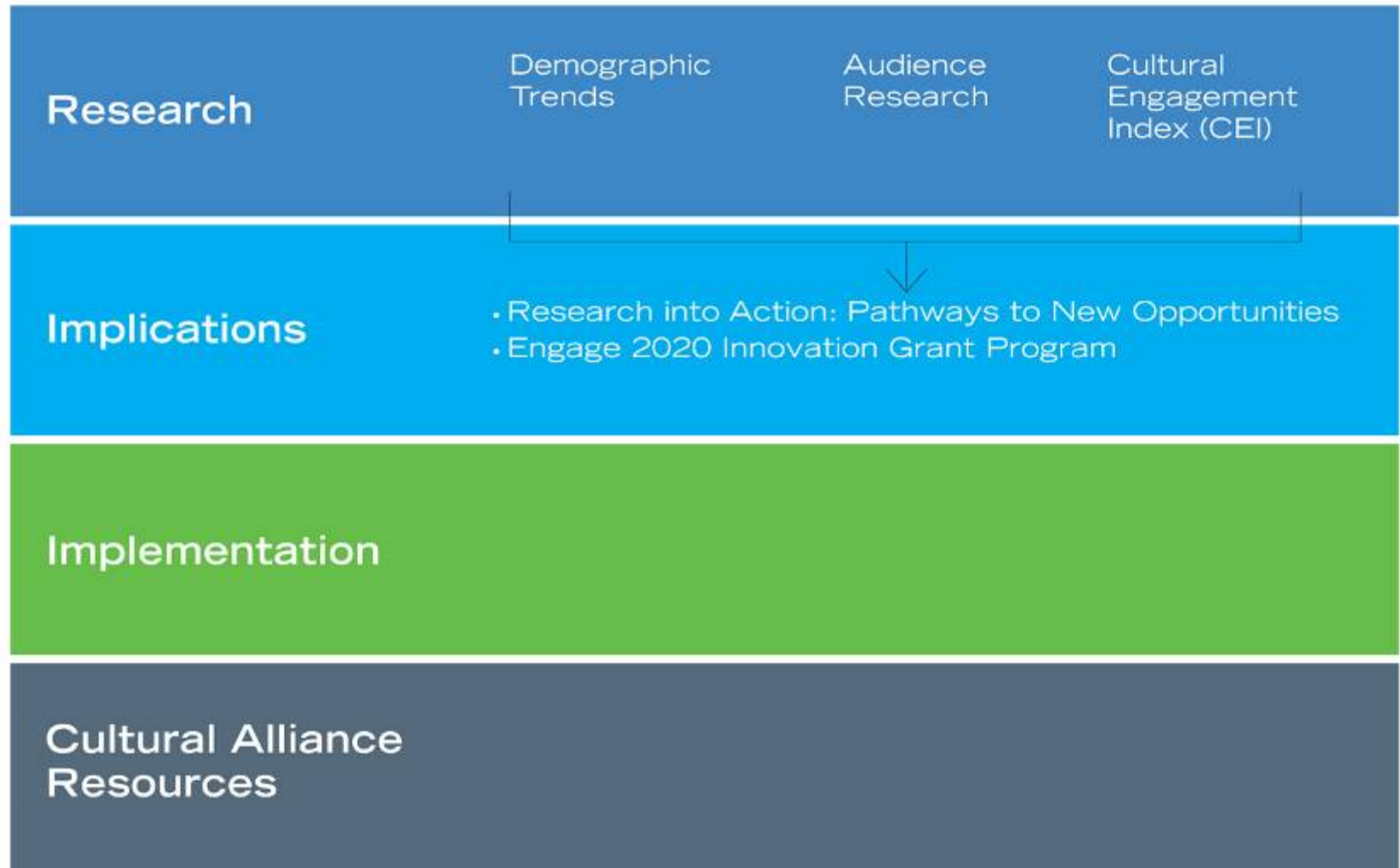
Cultural
Engagement
Index (CEI)

Implications

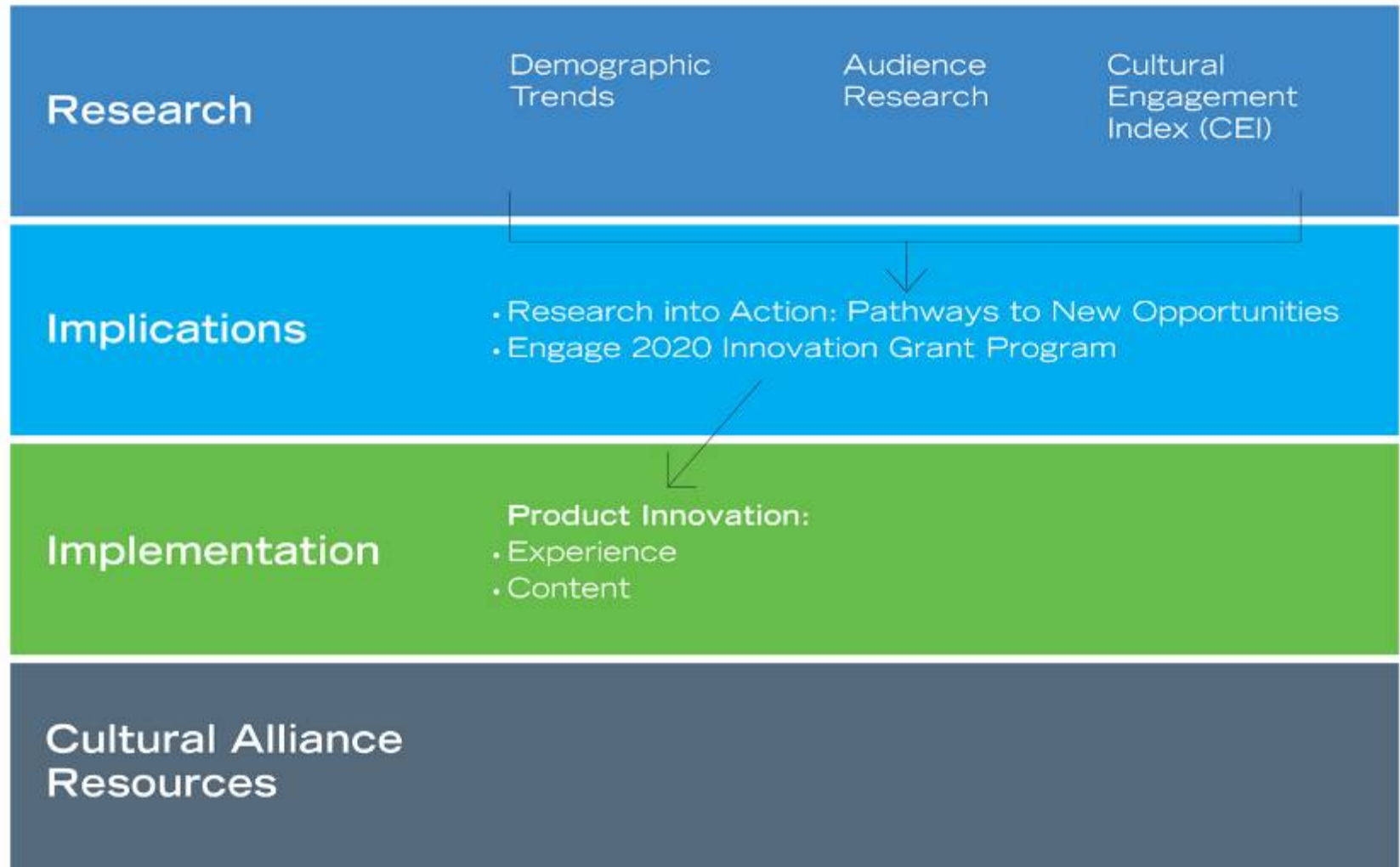
Implementation

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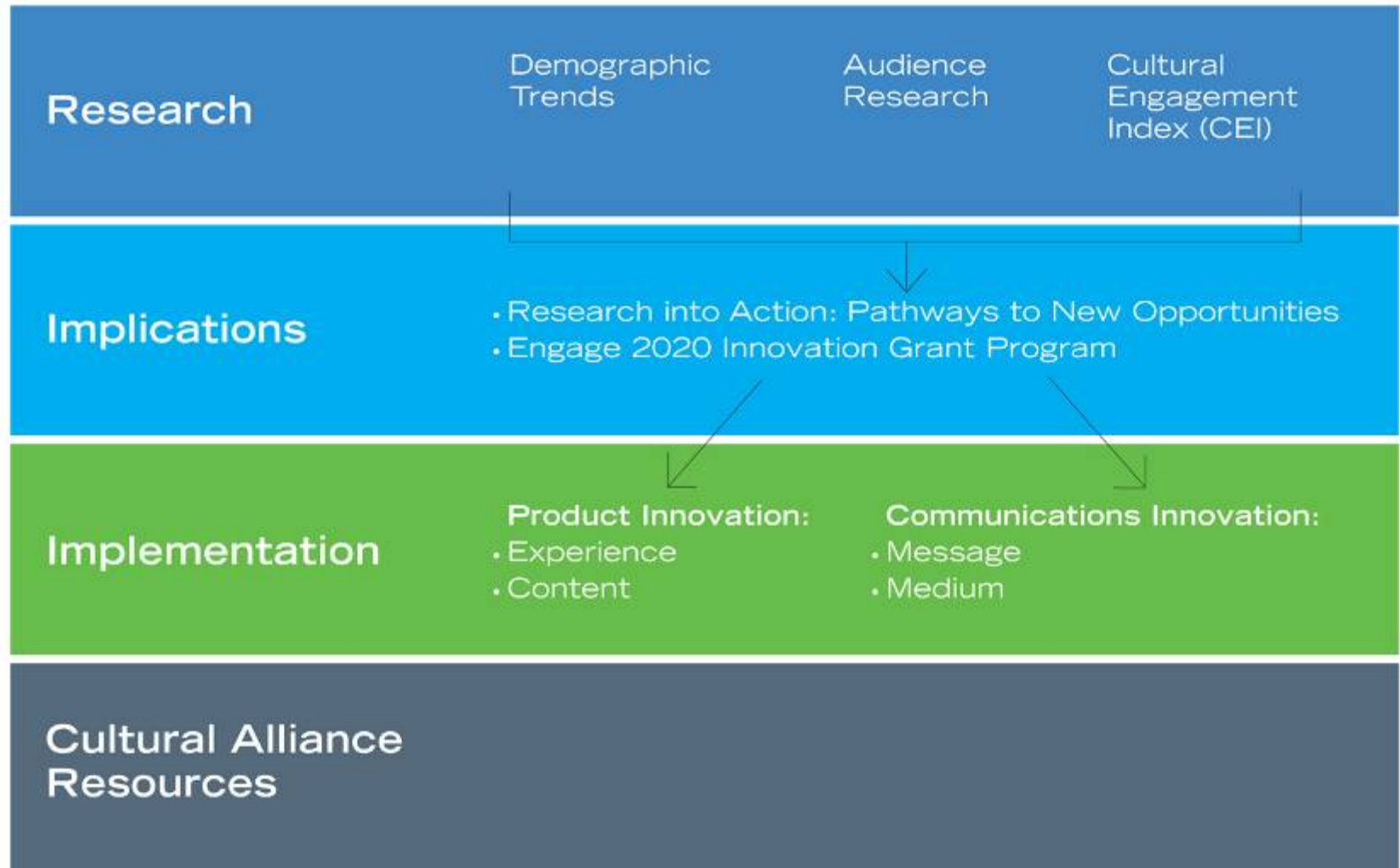
RESEARCH INTO ACTION MODEL



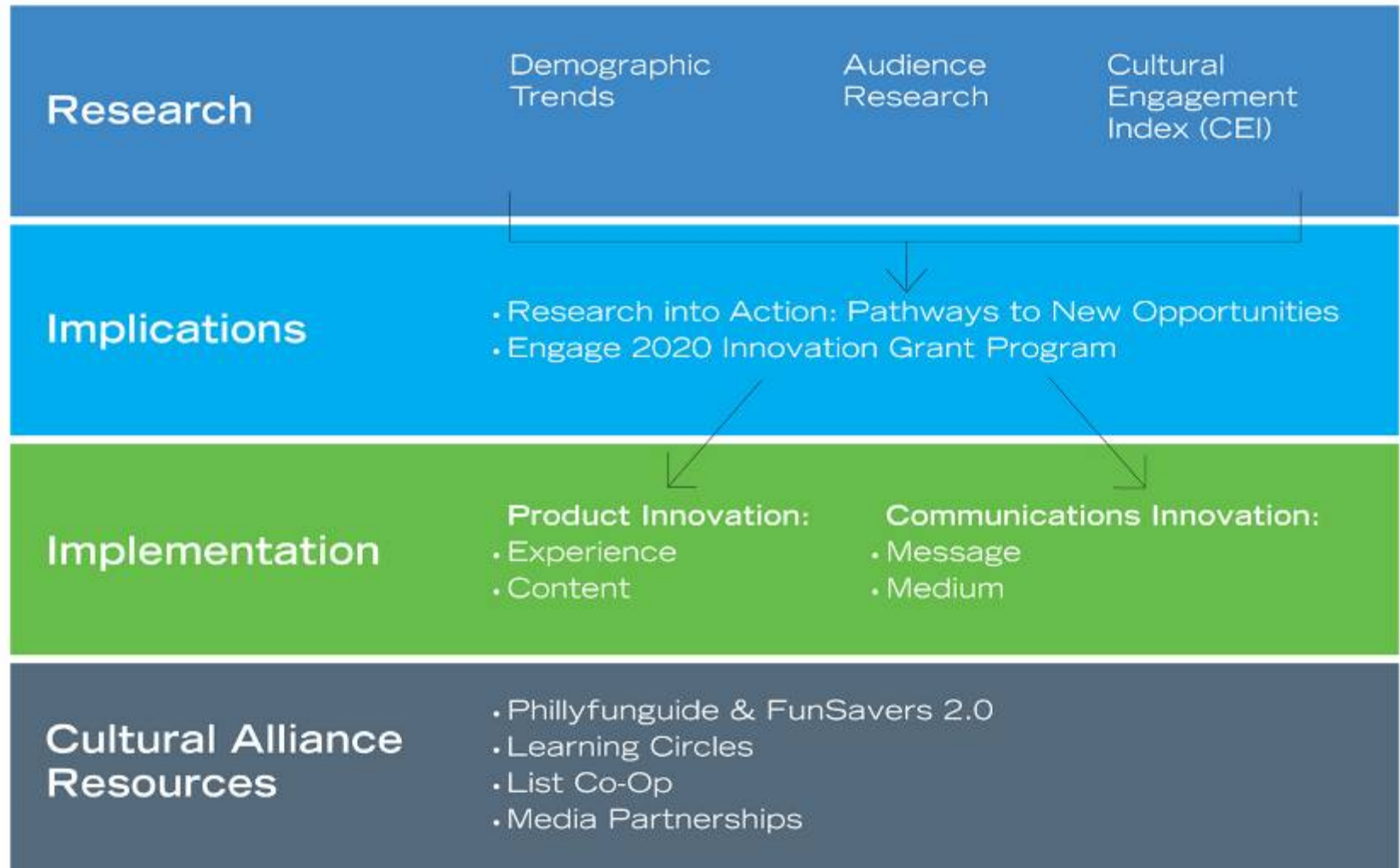
RESEARCH INTO ACTION MODEL



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RESEARCH INTO ACTION MODEL



The 5 Studies

What are the emerging forms of cultural engagement?

The Cultural Engagement Index

The 5 Studies

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

The 5 Studies

The Cultural Engagement Index

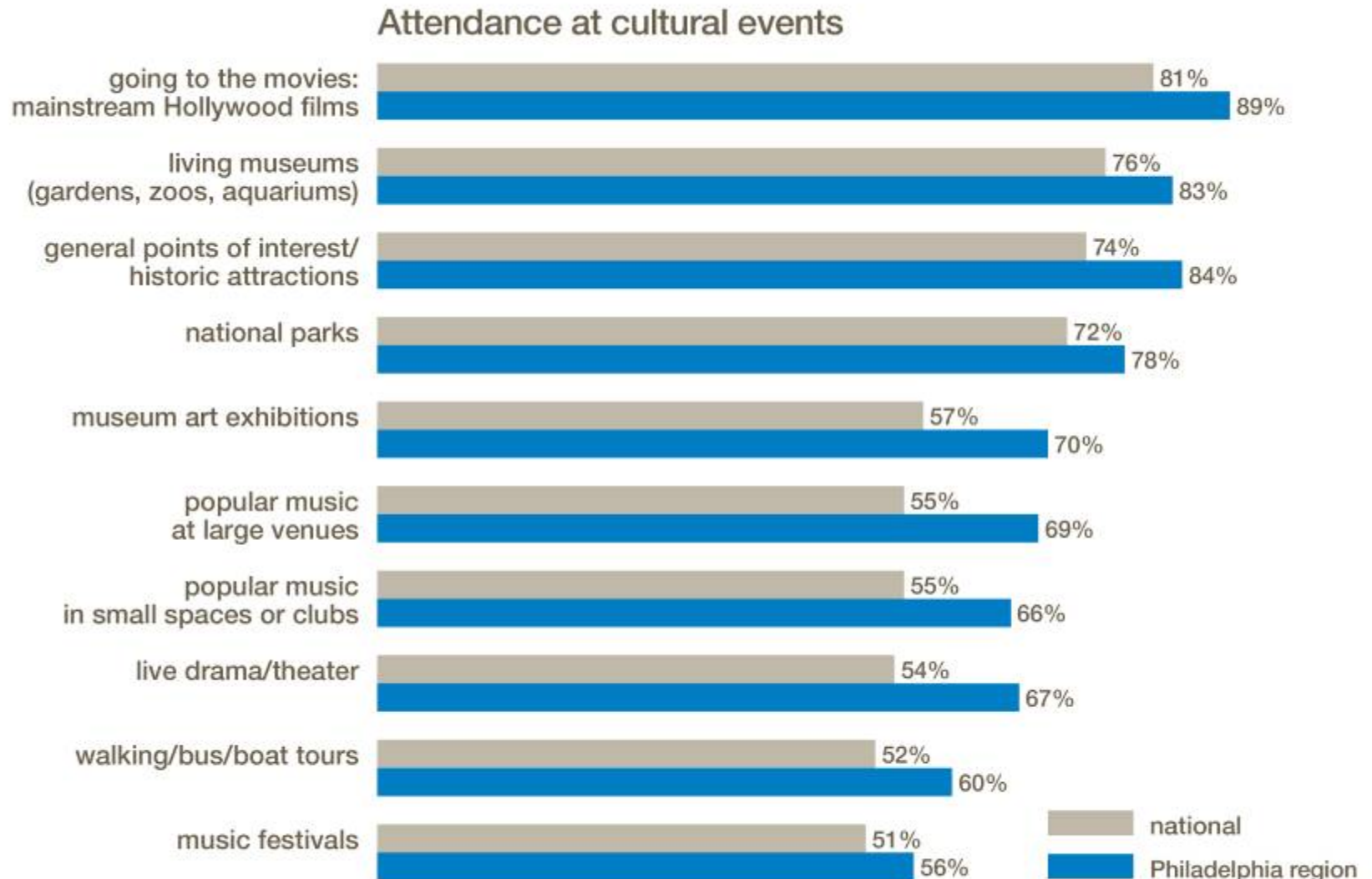
Demographic Trends and Forecasts
in the Philadelphia Region Study

Culture & the Arts Survey

Paid Patronage Study

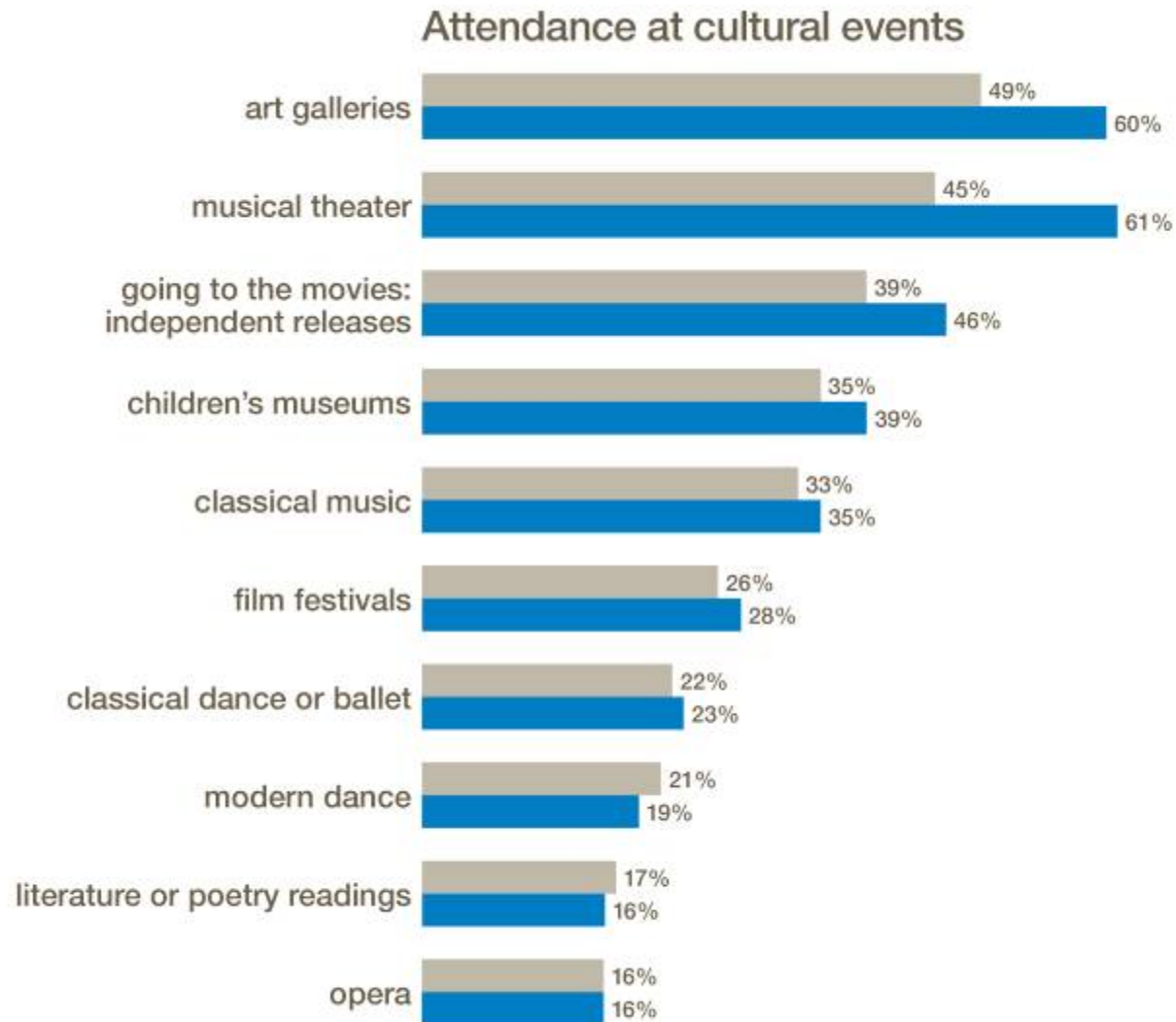
Engage 2020 Focus Groups

1 Philly scores well...



source: Culture & the Arts Survey

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source: Culture & the Arts Survey

2 Our bucket is leaking



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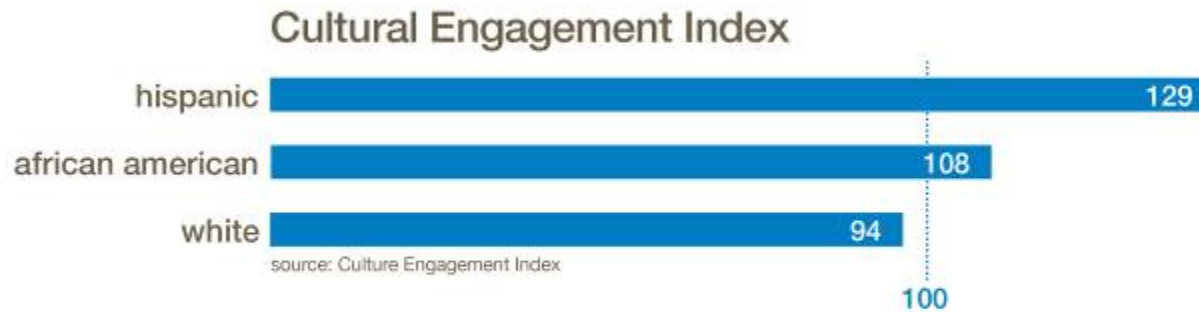


Personal practice is a gateway

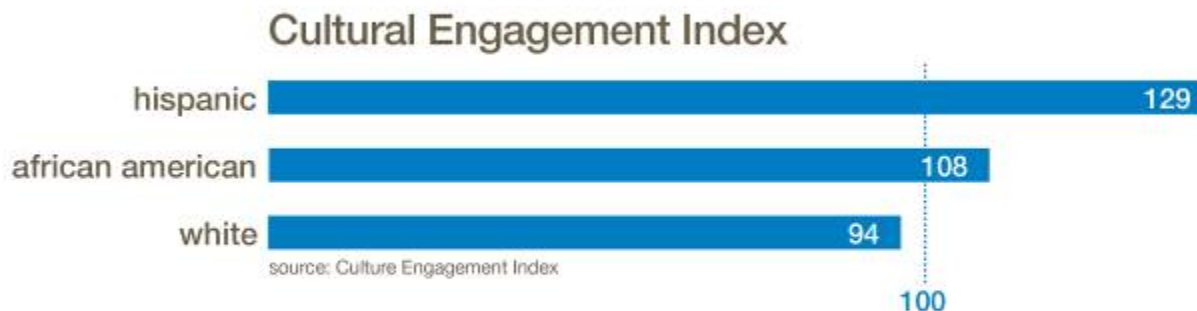
personal practice ↔ attendance



People of color...engaged & growing



People of color...engaged & growing

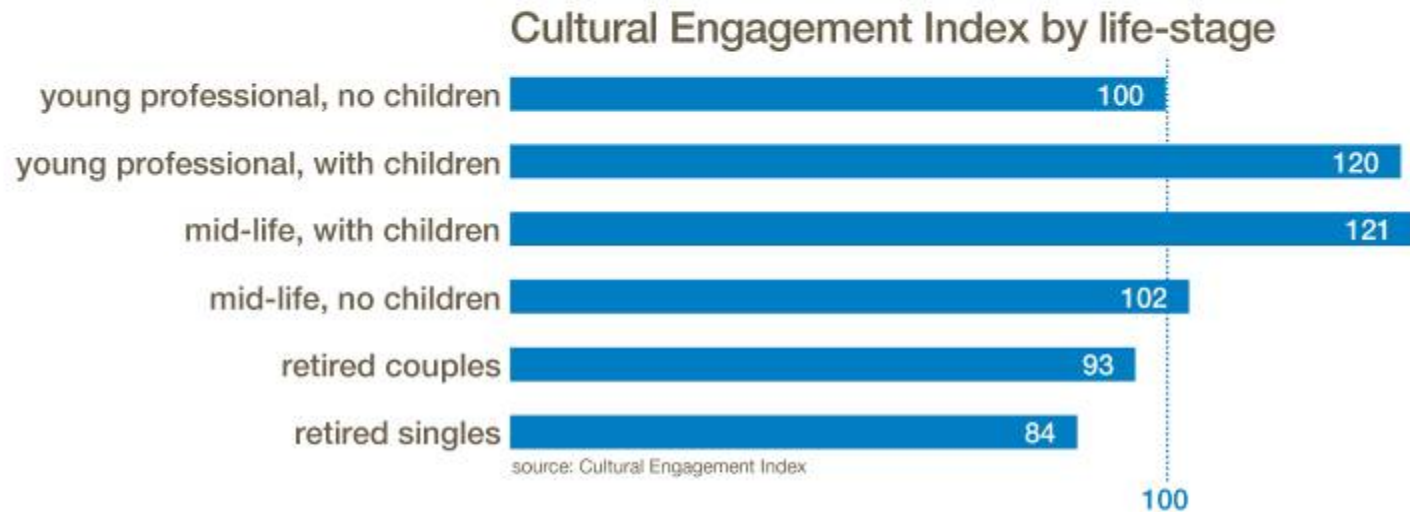


Greater Philadelphia's forecasted population change 2000-2020

	2000	2020	aggregate % change
total population	5,888,000	6,439,000	9%
non-whites	1,652,000	2,226,000	35%
whites	4,235,000	4,212,000	-1%

source: Demographic Trends and Forecasts in the Philadelphia Region

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

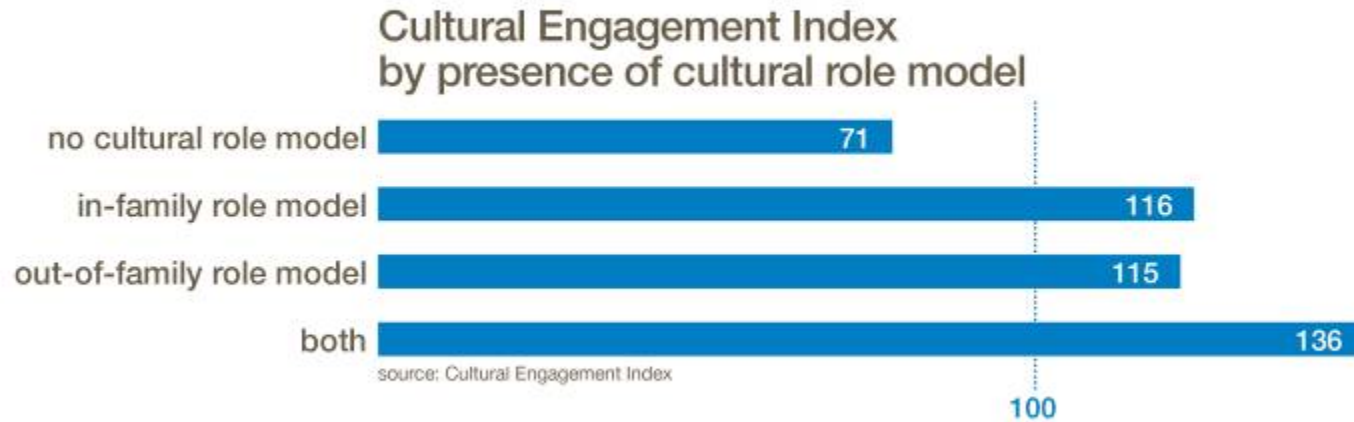
Percentage of people who agree:



source: Culture & the Arts Survey



6 Role models are key





Marketing is multi-channel

Where do you get information
about Cultural events?



source: Culture & the Arts Survey

8 Product matters

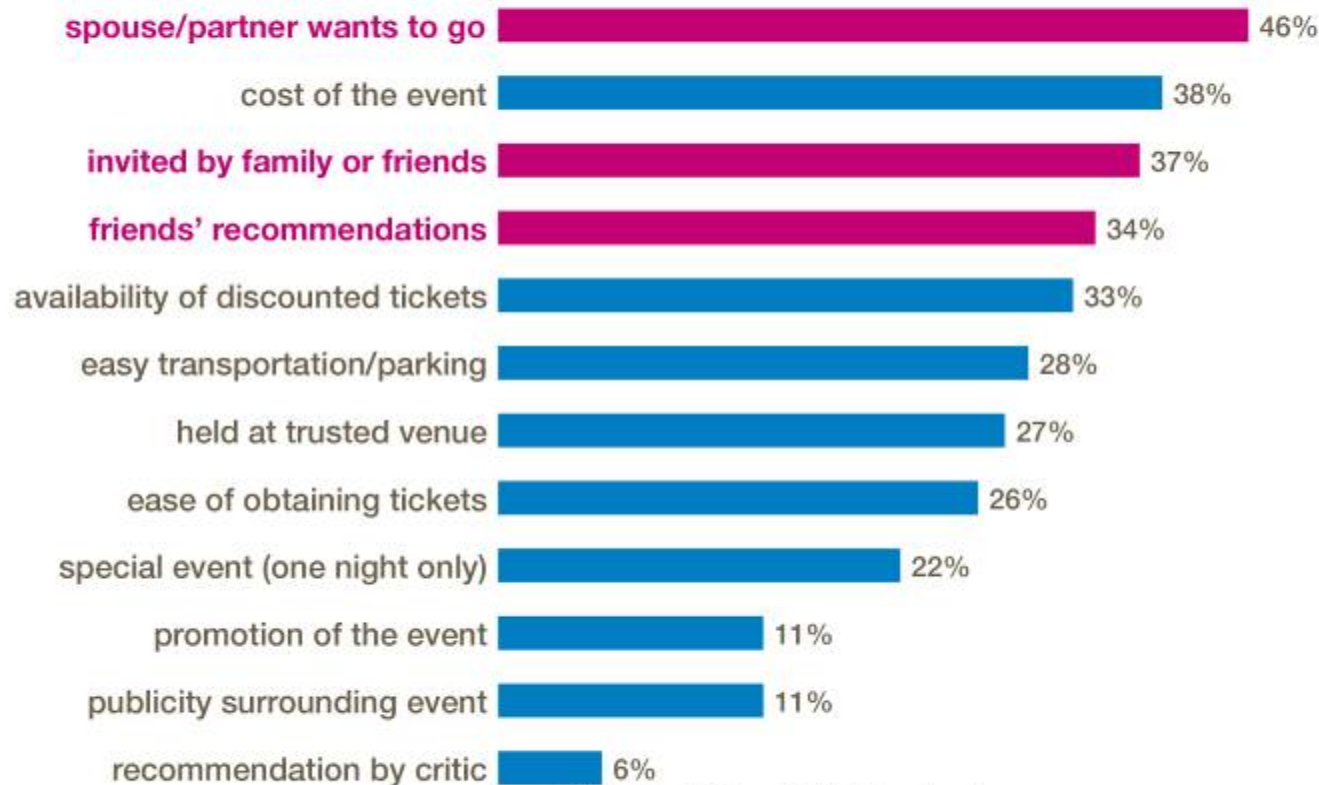
Top five motivations to participate in cultural activities

interest in particular exhibition or performance	75%
interest in the genre/period/style of the event	64%
convenient time or location	62%
cost of admission	55%
educational experience	50%

source: Culture & the Arts Survey; Philadelphia region only

Social connection is huge

Things that are very influential in deciding to attend cultural activities and events



source: Culture & the Arts Survey; Philadelphia region only

10 Service is central

product artistry + logistics competence =
quality experiences



Info gathering

Ticket purchase

Duration

Time of day

Customer service

Parking

Transit

Safety

Post-event gathering

10 key findings

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- 2) Our bucket is leaking

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- 7) Marketing is multi-channel
- 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



Marketing to the Buyer Type

Increasing participation through audience segmentation



Fairmount Park Art Association

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



New Paradise Laboratories

Direct Audience Engagement Through Online Performance

Using web-based techniques to break down barriers between audience and artist



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Online credits should link to www.jjtiziou.net in a new window. Thank you!

Pennsylvania Academy of Fine Arts

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



Next steps

- Case Studies
- Cultural Engagement Index II

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