

**Surveying the City of Philadelphia's Arts and Culture
Services and Programs**

Mayor's Internship Program Summer 2008

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I. Introduction

The following is a product of an investigatory project designed to document the different programs and services provided by the numerous departments and agencies in City government to the arts and culture community in Philadelphia. A group of twelve summer interns spent six weeks investigating all possible points of contact between City Departments and artists, arts/culture organizations, and creative businesses in order to construct a comprehensive picture of City interaction with the arts and culture community for the new Office of Arts, Culture and the Creative Economy, which was opened on July 18, 2008. Throughout this project, we learned how City Departments interact with one another as well as with arts/culture organizations in every stage of the contracting, funding, and implementation of a program or service. We also discovered the array of opportunities available to the arts and culture community. After reviewing our findings, it is our belief that effective and efficient sources of information are vital to the success of introducing new avenues, projects, venues, programs, artists, and ultimately opportunities to Philadelphia, which would positively affect both citizens and visitors.

II. Methods

First, let us define what we mean by the "arts and culture community." We believe that the arts and culture community is composed of artists, arts/culture organizations, and creative businesses in visual arts, dance, music, film, museums, zoos, arboretums, gardening, performing arts, etc. Arts and Culture is any type of expression that has a positive influence on Philadelphia's image and environment, and the lifestyle of its citizens.

With arts and culture being such a pervasive theme through many aspects of City government, this project required the team of twelve interns to interview all of the different City departments. We received a description of the project (Appendix B) from Project Leader Moira Baylson, as well as an interview script (Appendix C). In order to document adequately the interactions between the City of Philadelphia and the arts and culture community, the team divided itself among eight major areas of City government and conducted the interviews within each of our sections. The eight major areas were determined based on a draft 2008 organizational chart (Appendix D). The City Solicitor and the Office of the Finance Director were grouped together for convenience. Moira Baylson provided us with a list of initial contacts in order to establish a launching point for each area of City government. Each department by asking a series of pre-determined questions regarding each office's involvement with arts and culture. Team members would follow up on any referrals within their assigned area; however, if in the course of an interview an intern was referred to another City employee outside his or her assigned area, he or she passed the contact to the appropriate intern. The interns began interviewing the representative from information to the student who was in charge of that area.

Sixty-nine City employees were interviewed across fifty-three different departments and offices over the course of six weeks. The majority of the interviews were conducted by phone, though a small portion were conducted either in person or by email. These

interviews lasted anywhere from five minutes to one hour, and they touched on both the intrinsic mission of the department or office as well as all the different ways that it interacted, directly and indirectly, with artistic and cultural themes.

III. Results

Based on our research, we divided the types of contact between City employees and arts/culture organizations and artists into three categories:

- A. **Targeted programs and services:** These are the programs and services that directly involve artists, arts/culture organizations; or creative businesses or are artistic/cultural by nature. For example, the Mural Arts Program actively seeks out and hires local artists to create between 120 and 130 murals annually throughout the City. The Mural Arts Program is partnered with various departments throughout City government, including Behavioral Health, Prisons, and Recreation. The Percent for Art Program requires that 1% of the total City budget for constructing or renovating buildings is dedicated to public art, and the program is in direct contact with artists that create the pieces for public display. The Philadelphia Cultural Fund is a direct link to arts and culture because it provides a \$4.2 million annual appropriation to fund arts and culture organizations. As a regulatory agency working to designate the City's various structures and buildings as historic, the Historical Commission may not appear to directly interact with the arts and culture community, but it plays a crucial role in preserving culture. We classify all of these as areas of primary interface between the City and the arts and culture community.
- B. **Non-targeted programs and services:** This is a much broader category that includes all programs and services that are relevant to the arts and culture community but are not targeted to them specifically. A department that provides non-targeted programs and services may have one person or group of staff dedicated to dealing with artists, arts/culture organizations, or the creative businesses, but services reach a number of other types of organizations as well. They may also play a significant but indirect role in the implementation of a program or service that involves the arts/culture community. For example, the Philadelphia Industrial Development Corporation (PIDC) may provide tax incentives for arts and culture organizations that are considering building offices or studios in Philadelphia, but their incentives are not limited to arts/culture organizations. The Department of Human Services offers reimbursement grants for artistic or cultural after-school programs geared towards young people to prevent juvenile delinquency and neglect. The Law Department's services are relevant to the arts and culture community because they counsel agencies in the legal aspects of operations, with one attorney designated to deal with intellectual property, including public art, films, and special events. Another example is Risk Management, which purchases insurance to cover artwork that is in the City's care and on display in City buildings or spaces.
- C. **Minimal Interaction:** Departments that we identified to have minimal interaction with the arts/culture community are completely indiscriminate in their

programs and services and inadvertently touch the arts/culture community, but in no significant way. For example, the Fleet Management Office manages the trolleys and trams that serve the Philadelphia Art Museum. The Office of Private Sector Initiatives occasionally employs the service of graphic artists to do web design for the City. Although the link between City and arts/culture is rather weak in these departments or offices, we feel it is important to note the existing interaction, pointing to potential areas of growth and expansion.

Additional information regarding these programs and services as well as others discovered through the interview process has been archived in Appendix A.

IV. Limitations

The interviews proved to have varying degrees of success. Some interviews were with department directors, and some were with administrative staff. More notably, some spawned deep and interesting discussions about arts and culture, while some interviews led to rebukes of the interns for suggesting that a certain department would be able to provide any relevant information for this project. While the former were helpful and contributed greatly to this project, the latter were much more difficult. Sometimes, throughout the course of an interview, a department representative would neglect to mention a way in which they worked with arts and culture, leaving many contact points to be verified independently, and likely many more undocumented. Therefore, what is documented in Appendix A is not a definitive list, but rather a collection of the most significant and noteworthy ways in which our City works with the art and culture that pervades our urban community. We emphasize that this is a work in progress.

Additionally, we were unable to cover every single branch of each department, but we feel that with more time we could uncover many other programs and services that are relevant to the arts and culture community in departments that we interviewed.

V. Findings

The team created a diagram to serve as a visual summary of our findings, which can be found in Appendix E. It depicts the various City departments, agencies, offices, and programs and their level of interaction with the arts and culture community. Only departments and agencies that we interviewed are present in this diagram. Although we were able to map out where smaller departments or offices fell under the broader eight areas of City government, we did not try to distinguish between agencies, small offices that may be staffed by only a few people, and entities like the Mural Arts Program that seem to be functioning as its own agency.

1. **The Mayor's Office/Chief of Staff** has a very important yet more of an indirect relationship with arts and culture. The majority of its connection is thus communicating and overseeing arts and cultural programs and services. The range of this oversight is from the Inspector General, who has little connection to arts and culture to the newly created Office of Arts, Culture and the Creative Economy, which will now play a primary role.

2. **The Solicitor/Finance Director** area of government is not composed of operating departments and so do not provide programs that directly target artists, arts/culture organizations, or creative businesses, but their services are crucial for the smooth-running of art projects, programs, and special events as they relate to legal matters, financing, and insurance coverage.
3. **Planning and Economic Development** maintains a number of direct and indirect connections with arts and culture. The Commerce Department has served as the primary liaison to the arts and culture community and has spearheaded many cultural development projects and programs. Other departments, such as Licenses and Inspections, patrol movie sets or offer business licenses to artists. The Planning Commission greatly affects the manner in which the City is laid out, and the Art Commission (which includes many artists) reviews the City's sculpture collection and approves artistic projects. In addition, the City Representative is responsible for implementing the popular festivals and events integral to Philadelphia's unique image.
4. **The Managing Director/Deputy Mayor** area of government hosts a spectrum of interaction levels with the arts and culture community. On one extreme, for example, Fairmount Park, Public Property's Percent for Art Program (there is a one-percent for art requirement for large developments), and the Library offer many invaluable programs critical to the Philadelphia arts and cultural community. However, at the other end, departments such as Fleet Management and Energy rarely touch or even speak with the arts and culture community. Between the extremes, there are also many departments that play subtle, yet supportive roles. The Office of Emergency Management and Procurement, for instance, are necessary for the safety and preservation of civic buildings, and are open to working more with the arts and culture community.
5. **The Transportation and Utilities** area of City government surprisingly offers programs and services geared towards the arts and culture community. The Streets Department is currently re-routing some SEPTA busses so that riders are dropped off and picked up directly from various art museums and the Zoo. The Philadelphia International Airport has its own art gallery as well as a rotating exhibition every six months. Although not all departments are directly connected with the arts and culture community, a majority contribute through the programs and services they manage.
6. **Health and Opportunity** does not offer many targeted programs and services to the arts and cultural community, but it supports many arts and culture programs for the communities of Philadelphia, specifically children. The Departments of Human Services and Behavioral Health also work closely with the Mural Arts Program. The goal of this involvement is for the departments to make contact within the community and to build relationships through collaboration. Environmental Health Services also requires aspiring tattoo artists to complete an apprenticeship program in order to gain certification.
7. **Public Safety** on the surface seems to be an unlikely area of government in which to find interaction with arts and culture, considering the departments are primarily charged with protecting the well-being of residents in Philadelphia. This was the case with some departments, including the DA's Office and the Police Dept,

which were quick to point out that arts and culture were not high on their priority list. However, some departments, like Prisons, have successfully used the arts as a tool to improve morale for employees working in high-stress environments and to engage inmates in arts and culture programs like Mural Arts.

8. **City Council** is a purely legislative body of City government. They legislate the funds and tax breaks to arts/cultural organizations to provide incentives that allow the arts and culture community to thrive in the City of Philadelphia. Furthermore, the council members along with their staff are personally involved in aspects of arts and culture in the City by sitting on various committees such as the Atwater Kent Museum and the Parks, Recreation, and Cultural Affairs Committee.

VI. Reactions and Recommendations

Many of the interns on the team had little idea of what to expect. The presumption was that the City had little involvement with the arts and culture community, and even if some of us knew a few of the City programs and services related to arts and culture, we did not know what this involvement looked like. We were surprised to find numerous arts/culture-related programs and services offered by the City and many areas of interface where City employees themselves did not consider significant. We discovered how complex the steps to make such a program or service work, requiring the cooperation of many departments and partners. Many departments were linked through the same programs, such as the Percent for Art Program, which touches upon Housing, Streets, Law, and Capital Programs, and Mural Arts, which engages Prisons and Behavioral Health. We also witnessed how some City departments and agencies were uninformed about the many arts and culture initiatives that do exist.

Because of our limitations, it is essential that the Office of Arts, Culture, and the Creative Economy continue to formulate a coherent database by seeking out as many of these interactions with the arts and culture community as possible. We hope that our start of this process from approximately seventy interviews provides a strong basis and begins efforts to increase awareness and collaboration between the City of Philadelphia and the arts and culture community.

Throughout the interviews of the various City departments and agencies, ideas for the new Office of Arts, Culture, and the Creative Economy emerged. Many offices had little knowledge of their own existing relations with the arts and cultural community. It is important that the new Office of Arts, Culture, and the Creative Economy properly inform these offices or departments about how they indeed are interacting with the arts and culture community. In doing so, it may be possible for these newly informed departments or offices to build on or expand the programs or services that they offer. For example, the Gas Commission was not fully informed that they issue flyers that promote the local arts community in their bills. The Planning Commission did not seem to think they had much to do with arts and culture, despite being involved in cultural district planning such as the plan for Avenue of the Arts. Offices should be more aware of their influence in structuring the arts and cultural community, and to have it at the front of their mind as they participate in related activities.

Besides the lack of awareness on the City's part, there is a lack of accessible information for artistic and cultural organizations. It is important to ensure that the arts/culture community is well informed about arts related programs and services offered through City government and that they have easy access to them. The new Office of Arts, Culture, and the Creative Economy website should provide information like we found: contacts, points of access, and available programs and services. It would also be helpful to have the findings of this project distributed to local arts and culture organizations that may come into contact with artists within the area or new to the area.

We also received specific recommendations from the department representatives. Suggestions from other offices could also be very beneficial for the fluidity and harmony for all offices. Greta Greenberger, director of City Hall tours, suggested that the City should create an office/entity (e.g. visitor center) to oversee City Hall tours and other sites instead of hiring independent contractors. For more specific recommendations offered by City departments and offices, please refer to Appendix A.

Lastly, we should follow the example set by Prisons and try to engage further City employees with the arts and culture community by encouraging some form of interaction via day trips, tours, festivals, etc.

VII. Conclusion

This investigatory project has displayed how City departments and agencies interface with artists, arts/cultural organizations and creative businesses both directly and indirectly. As Philadelphia continues to grow as a city, engagement in arts and culture must be considered in every department. While Philadelphia currently offers invaluable programs and services, there are always opportunities for program and service improvements. As we researched and documented all programs and services offered by the City that affect or involve artists and arts/cultural organizations, we created a service map to identify where these programs and services are located, their function, and their level of interaction (see Appendix E). Arts and culture is composed of everything that is Philadelphian and our City will be enriched by these invaluable components that drive our economy, diversity and imagination.

APPENDIX

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1. Mayor's Office/Chief of Staff

- **Communications**
 - **Contact:**
 - Julie Siegel
 - Mission: Helps the Mayor communicate his priorities to the public by answering press questions, proactively pitching stories to the media, and suggesting remarks for the Mayor to deliver at events.
 - Targeted Programs: none
 - Non-Targeted Services: Customers are the Mayor and media outlets. Communications has drafted remarks that the Mayor offered to arts groups such as the Mural Arts Projects. Sometimes when the Mayor champions the program or when somebody gets an award, they also prepare a public congratulations.
- **Multicultural Affairs**
 - **Contact**
 - Israel Colon, Director of Multicultural Affairs (216-686-2385)
 - Mission: The Mayor's Office of Multicultural Affairs (OMA) was established in January 2008 to strengthen the relationship between diverse cultural and linguistic communities and the city by improving the ability of these communities to access city services and opportunities. Promotes Philadelphia as a global metropolis that is "immigrant friendly" and values the contributions of linguistic and cultural minorities to our city.
 - Targeted Programs: none
 - Non-Targeted Services: OMA advocates for policies and strategies that will improve the conditions facing many of our local language and cultural minorities that historically have faced barriers to accessing city services and opportunities. OMA does not provide direct services but is currently building relationships with older and new cultural communities that would benefit from an Office of Arts and Culture, particularly any efforts related to neighborhood arts and cultural centers
 - Possible Improvement: Yes, but unspecified.
- **Office of Policy & Planning**
 - **Contact:**
 - Jennie Sparandara, Senior Policy Analyst (215-686-2164)
 - Mission: Coordinating policy work across departments in the city.
 - Targeted Programs: none because the office is not an operational department
 - Miscellaneous: The office does work with folks who are in charge of coordinating arts and culture
 - Recommended contacts for arts/culture info:
 - Departments: Commerce, L&I, Public Property
- **Office of Correspondence**
 - **Contact**
 - Jennifer Crandall, Staff Assistant, Interim Director (215-686-2173)
 - Mission: Provide friendly, thorough and accurate service to all City of Philadelphia constituents via telephone, email, postal mail, internet, and in-person.
 - Their goal is to interact with the public
 - Provide guidance and services
 - Targeted Programs: none
 - Non-Targeted Services: They receive mail from all different communities (including artists) in their sector and appropriate the correct person to look at it.
 - They do grant funding
 - Artists can come into their Action Center and get funding
 - Miscellaneous: People in their Department participated in *Welcome America!*
 - Recommended contacts:
 - Israel Colon, Director of Multicultural Affairs (216-686-2385)
 - City Representative
- **Office of Government Relations**
 - **Contact:**
 - Keri Salerno, Grants and Foundations Officer (215-686-2186)
 - Mission: They are located within the Mayor's Office of Policy and Planning in a new position that gets resources for the city - mostly fundraising.
 - Targeted Programs: none at the moment – waiting for the coming director's priorities
 - Non-Targeted Services:
 - Have internships and fellowships that include artists

- Raise money for other departments that are associated with arts and culture
 - Possible Improvement:
 - Yes, will begin programming with the coming director
 - It is essential to coordinate with all of the Deputy Mayors
 - Recommended contacts:
 - Wendell Pritchett, Director of Research, Office of Policy & Planning (215-686-3988)
 - Jennie Sparandara, Senior Policy Analyst, Office of Policy & Planning (215-686-3988)
- **Mayor's Office of Labor Relations**
 - **Contact**
 - Delia Gorman, Deputy Director of Labor Relations (215-683-5085)
 - Mission: Coordinating labor contracts with city unions, both white and blue collar; dispute resolutions.
 - Targeted programs: none - They mostly work with internal service agencies such as Department Heads
 - Non-Targeted services: Work with union representative employees that work in the arts such as the DC-47. They enable artists to do their job
 - Possible Improvement: Yes, the department is very supportive of everything that they Mayor is interested in such as arts and culture
 - Recommended Contacts: Joseph Tolan
- **Mayor's Office of Education**
 - **Contact:**
 - Sharon Tucker, Deputy Education Director (215-686-0335)
 - Mission: Support all of the Mayor's goals regarding education, specifically targeting the drop-out rate.
 - Targeted Programs: There are many overlaps in education and arts since education is where it all starts
 - Young Playwrights Celebration- students plays are produced and shown
 - Non-Targeted Services:
 - Works to promote the Theater Alliance of Philadelphia by rating proposals for educational sightings
 - Miscellaneous: Students at public high schools receive 1 or 2 tickets to a show for free
 - Possible Improvement:
 - Hopes to have arts education for every student in Philadelphia but knows that it is a far-fetched goal
- **Inspector General**
 - **Contact:**
 - Amy Kurland, Inspector General (215-686-1770)
 - Targeted Programs: none because it is an investigative office
- **Office of Private Sector Initiatives, Mayor's Business Council**
 - **Contact:**
 - Mary Horstmann, Director, Mayor's Office of Private Sector Initiatives (215-683-2164)
 - Mission: Explore ways to allow private sector workers to serve in city government. Such people must have an interest in city government.
 - Targeted Programs: They do not offer services to arts/culture community, but they receive them
 - Non-Targeted Services: Some of the services they employ are that of graphic artists or web designers

2. Solicitor/Finance Director

- **Solicitor (Law Department)**
 - **Contact:**
 - Henry Schwartz, Divisional Deputy City Solicitor, Real Estate & Economic Development (215-683-5054)
 - Valerie Robinson, Senior Attorney, Intellectual Property (215-683-5031)
 - Mission: Responsible for providing legal advice to all officers, departments, boards, and commissions within the City concerning any matter arising in connection with the exercise of their official powers. Included within this responsibility is the collection of all fines, taxes and other debts owed the City, the representation of the City and its officers in litigation, the preparation of ordinances for introduction in City Council, and the negotiation and preparation of City contracts.
 - Targeted Programs: none
 - Non-Targeted Services: The Law Department takes City departments and agencies as clients and counsels them in the legal aspects of operations. Operations include economic development, leasing, and funding agreements, commissioning of art to be put on public property, and handling of art donated to the city. Their work involves legal advice, drafting and negotiating contracts, and litigation. Valerie Robinson handles all agreements involving public art, films, special events, etc, and her dealings with artists often involve a Request For Proposal (RFP)

process. Specific examples of agreements settled by the Law Department and cases arising within those agreements are:

- One Percent for Art
 - In one case, Law had to explore different ways to fulfill this art requirement in the construction of a prison building because the Federal judge closely monitored all spending on prisons. They decided to install an aquarium, which served a therapeutic use and qualified as art.
 - Mural Arts Program, originally the anti-graffiti program - Law worked with Jane Golden
 - Handles agreements with building owner and artist who is commissioned for art piece
 - In one case, the building owner was moving out and wanted to tear down a mural. A discussion ensued, and the mural qualified for facade easement.
 - Others: Kimmel Center; Avenue of the Arts; Barnes Museum; Please Touch Museum; Atwater Kent Museum; library extensions; special events put on by the Office of the City Representative and Fairmount Park; development with hotels to improve hospitality; Law helped fund Penn's Landing Corp and Fund for Philadelphia, Cultural and Commercial Corridors, amphitheatres Mann Music Center and Robin Hood Dell East
 - Dream Garden at the Curtis Building - Law declared the art to be historic, so owners had to keep it
 - Possible Improvement
 - For the City as a whole: Better organization, more centralization to improve efficiency and avoid duplication of services and efforts (i.e. having to go to 5 different departments for 5 different permits) - Perhaps the new Office will do just that
 - Increase number of lawyers dedicated to intellectual property (only one is Valerie)
 - Explore more creative ways to raise funds for art programs: Tax Increment Financing (TIF) applied to theater tickets
 - Using art as an economic development tool: tax incentives for arts organizations / creative businesses
 - Recommended contacts for arts & culture related info:
 - Larry Copeland, Senior Attorney at Law Dept (215-683-5039) counsels Theresa Stuhlman at Fairmount Park Commission
 - John Mondlak, Senior Attorney at Law Dept (215-683-5052) represents Art Commission
 - Jane Golden-Heriza, Director of Mural Arts Program at the Managing Director's Office (215-685-0760)
 - Sharon Pinkenson, Exec Director of Greater Philadelphia Film Office at City Representative (215-686-2668)
 - Margot Berg, Public Art Director, Public Property, coordinates % for Art Program (215-686-4596)
 - Theresa Stuhlman, Park Pres Planner at Fairmount Park Commission (215-683-0211)
 - Melanie Johnson, Erica Atwood, Margaret Hughes at City Representative, coordinating special events
 - Jezelle Jones, Assistant Managing Director at Managing Director's Office (215-686-3496), coordinating special events
 - Joe Callan, Special Events Coordinator at Fairmount Park Commission (215-686-0060)
 - Bill Burke, Art Planner at City Rep, Exec Dir of Art Commission (215-683-2095)
 - Doug Kubinski, Deputy Director, Property Management at Fairmount Park Commission (215-683-0207)
- **Finance Department & Treasurer**
 - **Contact:**
 - Nicole D'Ursl, Assistant to Director of Finance for Debt Management (215-686-2145)
 - Rebecca Rhynhart, Treasurer; Deputy Director of Finance for Debt Management (215-686-2303)
 - Mission: Responsible for the financial, accounting, and budgeting functions of the executive branch.
 - Targeted Programs: none
 - Non-Targeted Services
 - Secured the 2006 Bond Deal financing the Cultural and Commercial Corridor Bond Program
 - Possible Improvement
 - Neither felt in a position to comment
 - Recommended contacts for arts & culture related info:
 - Linda McBride-Brock, Assistant to Finance Director (215-686-5614)
- **Budget**
 - Contact
 - Jean Ottis, Secretary, Budget & Program Evaluation (215-686-6147)
 - Peggy Vanbelle, Operating Budget Dir (215-686-6156)
 - Mission: Prepares and directs oversight of the operating budget, provides financial forecasts and updates the City's Five-Year Financial Plan; superintends debt administration of City.
 - Targeted Programs: none
 - Miscellaneous:
 - Budget meets with each department three times a year to help them make their budgets work, and these departments may include those that have significant interaction with the arts/culture community

- **Revenue**
 - **Contact**
 - Marisa Waxman, Director of Policy, Planning, & Outreach (215-686-6569)
 - Mission: To collect all revenue due to the City and tax revenue due to the School District of Philadelphia and to do so promptly, courteously, and in a manner that inspires public confidence in the integrity and fairness of the Department.
 - Targeted Programs: none
 - Miscellaneous:
 - The Water Revenue Bureau collects water/sewer charges and fees from all customers, which includes arts/culture organizations
 - Recommended contacts for arts & culture related info:
 - Dept of Recreation, Moira Baylson

- **Risk Management**
 - **Contact:**
 - Kendall O. Banks, Director of Safety and Loss Prevention (215-683-1741)
 - Nella Goodwin, Manager of Risk Management Services (215-683-1708)
 - Michael Rudman, Occupational Safety Administrator (215-683-1732)
 - Mission: To reduce the financial impact of claims, lawsuits, and employee injuries to the City; to reduce the corresponding frequency and severity of these events through the application of professional risk management techniques; and to provide a safe environment for employees to work and the public to enjoy.
 - Targeted Programs: none
 - Non-Targeted Services:
 - Purchases insurance to cover artwork in the City's care. Examples are art on display at City Hall and Philadelphia International Airport, art in storage, pieces in the Atwater Kent Museum and the Records Department. Risk Management examines the piece before it is finalized and put in place. They look for protrusions, small spaces where limbs can become entrapped, footholds for possible climbing, etc, and they speak to artists about the risks. They work with Law to establish an agreement on the value of the piece of artwork and determine the amount of coverage. Risk Management receives requests for coverage from Law, Commerce, the Art Commission, Fairmount Park, Recreation, Public Property.
 - Possible Improvement
 - There are some gaps where more insurance can be provided for the arts & culture community
 - Recommended contacts for arts & culture related info
 - Valerie Robinson, Senior Attorney - worked closely with Nella Goodwin and Michael Rudmin
 - Jessica Senker - Art Museum
 - Anecdotal Information
 - Monopoly pieces outside MSB - There was an issue with the shoe, which was made out of wire and had openings that were large enough for a person's head or limb to become entrapped. Risk Management reviewed that piece and removed it because they deemed it to be dangerous.

3. Planning & Economic Development

- **License & Inspections**
 - **Contact:**
 - Gayle Johns, L&I Spokeswoman, Commissioner's Office (215-686-2437)
 - Mission: To provide life safety. Administer and enforce city's code requirements.
 - Targeted Programs: none
 - Non-Targeted Services: Offering business licenses to people that want to start arts business. Involved in movies shooting in Philadelphia in terms of licensing the area, patrolling, etc.
 - Possible Improvement:
 - Would like to be more involved

- **Housing Department**
 - **Contact:**
 - Scott Wilds, Deputy Director, Policy and Planning (216-686-9774)
 - Mission: To provide affordable housing
 - Targeted Programs: none
 - Non-Targeted Programs: On occasion, funded artist housing. It entails the developer or sponsor to build units that are appropriate for artists as a workspace. These services are available to artists but not restricted to them.

- Through the redevelopment authority, there is a 1 percent for art requirement for large developments. The developer gets land from the Redevelopment Authority and provides onsite artwork equal to one percent of the construction cost.
 - Recommended Contacts: Susan Davis (215 209 8619)
 - **Historic Commission**
 - **Contact:**
 - John Farnham, Executive Director (215-686-7660)
 - Mission: To identify and preserve historic sites through regulation.
 - Targeted Programs: Solely a regulatory agency
 - Protects architectural culture of city
 - **Department of Commerce**
 - **Contact:**
 - Moira Baylson, Manager of Cultural Development (215-683-2084)
 - Josh Sevin, Manager, Knowledge Industry Initiatives (215-683-2055)
 - Jim Flaherty, Senior Manager, Renewal Communities (215-683-2126)
 - Karen Randal, Manager, Commercial Development & Attraction (215-683-2106)
 - Sara Merriman, Manager, Policy Planning & Initiatives (215-683-2107)
 - Andrew Frishkoff, Director, Economic Development (215-683-2026)
 - Mission: Commerce serves as the economic development engine of the city and focuses on job growth, population growth and retention, development planning and implementation.
 - Targeted Programs:
 - Serves as a liaison to the arts & culture community; works with institutions and organizations
 - Americans for the Arts Annual Conference—commerce dept was on host committee and helped represent the city
 - Commerce gives liaison services and connects organizations with the right resource
 - Zoning, licensing, and taxing
 - Philadelphia Cultural Fund—\$4.2 million annual appropriation that city re-grants to cultural organizations
 - Cultural and Commercial Corridors—a \$150 million bond initiative, \$80 million for capital projects
 - Cultural Corridor Bonds— \$60 million plus; significant portion went to funding the Art Museum
 - Deals with tax credits; some applicable to arts/culture organizations or creative businesses
 - Manages main street program—program to rebuild small town main streets; preservation program; façade money could be used creatively
 - Innovation Philadelphia focuses on creative businesses; city had previously funded them to focus on the creative economy
 - Clay Studio in Old City serves an example of a space artists can go and do work
 - Issue with artists not being able to afford the right kinds of places
 - Greater Philadelphia Film Office; Tax incentives for films
 - PCPC & PIDC—Financing programs
 - Used to have a program called Marketing, Planning, Community Festival Program, started in 2001; many festivals happening at the time managed by non-profits
 - Welcome America, Phila Marathon handled by City Rep Office now
 - Grants of \$10,000 to \$25,000—for biggest events that have broad influences; Live Arts Festival, Phila Film Festival
 - Phila Grafica in 2010—many artistic institutions; public art experiences; needed money for marketing
 - PIDC—takes its orders from Commerce Dept; holds & manages city’s land; gives financial assistance to businesses
 - Non-Targeted Services:
 - Helped plan logistics of Cirque du Soleil and with other events
 - Plays a part in the planning of festivals; giving information and helping them find spaces. Ex. Philla Book Festival, Fringe Festival, First Person Arts Festival
 - Economic stimulus funding—money for special projects
 - R&B Foundation relocated from NYC to Philadelphia Business services—façade grants, art galleries
 - Neighborhood economic development planning Ex. Devin Theater in Mayfair, Uptown North Broad St.
 - Corridor beautification, West Girard River; public art
 - Funded Murals
 - Empowerment zone—rental rebate
 - Ten-Year tax abatement—if for-profit, these incentives can be attractive
 - Artscape—was looking for space in the city; Commerce took them around to show them buildings
 - Office of Business Services caters to all types of organizations—referral role

- Neighborhood development site; reviving commercial corridors; arts/culture organizations can leverage this initiative
 - Markets Philadelphia and benefits the arts community by getting their name out
 - Philadelphia could not compete with other cities if it wasn't for the arts/culture community
 - Watermaker School; was bought by a private developer; developer decided to just use the first 3 years renting it to flexible people; could be perfect for artists
- Possible Improvements:
 - Creation of an Annual Capital Grants program like the bond; offer small grants for small to mid-size organizations
 - Better marketing that reaches out to arts & culture organizations
 - Should have creative business loans & grants for for-profit organizations
 - Better communication with city departments
 - Used to provide Funds for Community Festivals
 - Help more with finding public places for arts community
 - Make bond annual/dedicated pot of money specifically for arts/culture initiatives and programs
 - Mobilize & get cash for these types of programs
 - Supplement the Recreation department
 - Target funds to school districts; cultural enrichment programs in the schools
 - Suggested real estate program that subsidizes rent for artists; would be hard to get funding though
 - Working with private developers. Ex. on American Street, the space was used for work and exhibition; used by artists
 - Build marketing initiatives; put a focus on the arts clusters in the city; attract for profit businesses
 - More information on real estate Ex. Pittsburgh's Cools Space Locator Program
 - Comprehensive resource—what it takes and where to start when starting a business; information targeted to arts/culture organizations
 - Aren't sufficient low interest, small loans available; always depending on grants and this just isn't enough
 - These organizations/artists don't have enough business knowledge. Ex. Artists got a place but forgot to pay electric bill and was shut off by PICA; need for some type for business mentoring program for them
 - Need for low interest capital for artists
- ***The Philadelphia Cultural Fund***
 - **Contact:**
 - Joan Royal Taylor, Assistant Manager (215-683-2048)
 - Mission: Cultural Fund provides funds for general operating support for 501(C)(3) arts/culture organizations (which range from visual arts to dance and performance).
 - Fund was \$2.1 million, going up to \$4 million
 - They interview organizations, hold grant workshops for the organizations to teach them how to apply, and give feedback on applications
- ***City Representative***
 - **Contact:**
 - Thomas Doyle, Public Relations Officer , Special Events (215-683-2075)
 - Mission: The Office of the City Representative for Ceremonial & Special Events is responsible for developing and promoting events to attract commerce, visitors, and new residents to the City of Philadelphia as well as improving the quality of life for people currently residing in the city and region.
 - Targeted Programs:
 - Plans city events like the Philadelphia Marathon, Mummers Parade, Welcome America
 - Introduces new cultural events, such as International Kite Festival, Halloween Festival
 - Deals with logistics of such events --liaising with other departments to manage road closures, sanitation, police patrol
 - Works with Office of Managing Director and L&I; every event has different partners like Campus Philly, Philly Cares, technical consultants
 - Heads the Music in Motion initiative, which is a series of concerts this summer
 - Possible Improvement:
 - Limited by resources and sponsorship; would like to have weekly events
- ***City Planning Commission***
 - **Contact:**
 - Bennur Kokuz, City Planner V (215-683-4635)
 - Department Mission: To ensure the development of the City of Philadelphia in an orderly and attractive way.
 - Arts related programs relevant to arts/cultural community:
 - The Planning Department is involved with urban design, streetscapes, and city lead development activities (construction projects) and works with multiple city departments on activities that affect the way the City

is laid out and how it looks. An example where the Planning Dept. would be involved is when the City's makes a significant investment in an area, let's say funding streetscaping (trees, lights, curbs, etc.) in a cultural district such as Avenue of the Arts. Planning has developed streetscaping plans for both South Broad (Avenue of the Arts South) and North Broad (Avenue of the Arts North).

- **Contact:**
 - David Schaaf, City Planner (215-683-4658)
- Department Mission: Responsible for guiding the orderly growth and development of the City of Philadelphia.
- Targeted Programs: “Rare interaction with skateboard community under the John Street Administration”
 - Franklin Paine Park Project (Used to be Schuylkill) and a skateboard park created under the Street Administration
 - PCPC raised money for the project- \$1 million, project cost \$6 million.
 - PCPC chose architect for the design, who had an edgy style and had strong interactions with the skateboard community, won AAI design award. PCPC held 14 public meetings for the park, raising money and involving the community.
- **Art Commission**
 - **Contact:**
 - Bill Burke, Art Planner at City Rep, Exec Dir of Art Commission (215-683-2095)
 - Mission: The Art Commission is the City’s design review agency and caretaker of its sculpture collection.
 - Primary Programs: The Art Commission is a review and approval agency. Certain parts of the city code require design approval for projects. Those people come before the board and they determine if they are appropriate. They have jurisdiction over existing sculpture collection – if changes, review approvals.
 - Many of the members of the commission are artists in their own right.
- **Philadelphia Workforce Development Corporation (PWDC)**
 - **Contact:**
 - Sonia van de Lake, Director of Community Affairs (215-963-2100)
 - Mission: The PWDC is a fiscal agent for the city. The department receives federal money to invest and fund job training programs.
 - Targeted Programs: The PWDC does not directly offer any programs or services that are targeted to the arts and culture community, however the PWDC does offer other job programs that can be helpful.
 - Non-targeted Services:
 - Staff Placement through job training programs:
 - Low-level job placement including cashiers, stagehands, and ushers, ect.
 - EARN Programs (Employment Advancement & Retention Network)
 - 9 EARN Centers targeted to revitalize communities through work placement program
 - Workforce Services Division
 - Purpose is to oversee performance of Career Link Systems for job placement
- **Redevelopment Authority (RDA)**
 - **Contact:**
 - Susan Davis, Director of the Public Arts Program (215-209-8619)
 - Mission: The Public Arts Program of the RDA is the first of its kind in the country. The main focus and goal of the Public Arts Program is to integrate art into daily life.
 - Targeted Programs: The main project of the program at the present is to put public works of art, funded by private investors, into the city. The RDA distributes land for new projects with the specification that the project incorporates a work of art in a public area. The developer must use 1 percent of the project’s funding to commission a professional artist to create an art piece. This commission is designated in collaboration with the RDA and must meet strict standards set by the agency.
 - Miscellaneous:
 - The Public Arts Program of the RDA is often asked for advice from cities, states and nations around the world for advice on implementing a similar program.
 - A speaker series on planning a department like this has been started to advise and inform civic leaders of the value it serves
- **Philadelphia Industrial Development Corporation (PIDC)**
 - **Contact:**
 - Carol de Fries, Vice President of Market Development (215-496-8020)
 - Mission: PIDC is an economic and marketing development agency for Philadelphia, which assists in operations for the city’s financing.
 - Targeted Programs: none

- Non-targeted Services: Grants, financing, loans, tax credits and bonds are the main means through which arts and culture can be assisted. There are many bonds and grant opportunities for projects to be funded, land is also available. Bond projects are limited to \$7 million projects. PIDC can also administer the City's land, including all land on the Avenue of the Arts.

4. Managing Director/Deputy Mayor

- **Capital Programs Office**

- **Contact:**
 - Trevor Day, IT Manager (215-683-4419)
- Mission: Maximize the value of taxpayers' capital investment in public facilities.
- Targeted Programs: none
- Non-targeted Services:
 - Participates in the "Percent for Art" program by facilitating the constructions and renovations on city owned facilities

- **Managing Director's Office**

- **Contact:**
 - Dana S. Wilson, Deputy Managing Director (215-685-5632)
- Mission: Performance management; to help Philadelphia become first in its class as a high performing government.
- Interaction with arts:
 - Coordinated City Services:
 - Communities working together with the city to help eliminate crime in 5 high-risk areas
 - City helps community leaders clean up and get rid of graffiti etc.
 - Ownership of community organization is handed to community leaders, which may involve artists

- **Office of Emergency Management (Managing Director's Office)**

- **Contact:**
 - Joan Przbylowicz, Public Information Officer/Deputy Director of External Affairs (215-686-4474)
- Mission: The Managing Director's Office of Emergency Management (MDO-OEM) is responsible for ensuring the readiness of the City of Philadelphia for emergencies of any kind.
- Interaction with arts:
 - Utilizes graphic artists for promotional materials and billboards to promote Ready Region emergency campaigns
 - Works closely with the Visitor's Bureau and Convention Center to organize emergency planning for tourists
 - Creates fliers and contingency plans for common visitor sites and everywhere in Philadelphia

- **Personnel**

- **Contact:**
 - Patricia McConnell, Strategic Staff Specialist, Hiring Services/Portfolio Managers (215-686-2379)
- Mission: To attract and retain a qualified and diverse workforce for the City.
- Targeted Programs: none
- Non-targeted Services
 - May partner with other city organizations in government that may lend services to artists
 - Responsible for creating jobs within city government, which might include arts related jobs

- **Records Department**

- **Contact:**
 - Joan Decker, Commissioner (215-686-2262)
- Mission: To ensure historical records are managed, controlled, and accessible to those who need to access them.
- Interaction with arts:
 - www.phillyhistory.org
 - Website that is home to 2 million historical Philadelphia photographs, accessible to anyone
 - A Japanese author recently used the website to find photos for his book
 - Offers scenic and historical pictures of Philadelphia
 - Co-partners with: Phila Place, Philadelphia Area Consortium for Special Collection Libraries (PACSCL), Atwater Kent Museum, William Penn Charter, Network to Freedom, National Archives, Civil War Bicentennial celebration

- **Recreation Department**

- **Contact:**
 - Alaine Joinville, Assistant in Recreation Department, Program Administration (215-683-3634)
- Mission: Manages and operates all City recreation facilities, including 100 public parks and squares to encourage and enhance the development of the physical, cultural, artistic, and life skills of the residents of the City.
- Targeted Programs:
 - Creative Resolution Theater and Workshops is an interactive comedy performance/workshop exploring interpersonal communication skills and conflict resolution techniques for teenagers
 - Quilts is an interactive touring program helping children and youth integrate the four-steps to creative resolution while creatively representing their peaceful solutions on a group quilt project
- Possible Improvement: We should create programs that combine technology and design.
 - It would be an important asset to train people in the world of graphic design, as well as to provide a creative outlet

- **Public Property**

- **Contact:**
 - Margot Berg, Public Art Director (215-686-4596)
- Mission: The City of Philadelphia **Public Art Program** consists of the **Percent for Art Program**, and the **Conservation and Collection Management Program**, and supports the commissioning of new works of public art and oversees the preservation of the City's public art collection. The program is responsible for the City of Philadelphia's public art collection in its entirety and is the centralized agency for all public art-related responsibilities including the selection, purchasing, commissioning, conservation, maintenance, and day-to-day management of the public art collection. The Public Art Program also serves as a liaison to facilitate communication between artists, design professionals, City departments, and the public.
- Targeted Programs:
 - Percent for Art
 - Philadelphia was the first city to ever institute this program in 1959
 - Mayor decreed that 1% of total budget for large developments be dedicated to public art
 - Work directly with RDA in its "Percent for Art" program to develop opportunities for artists to create site specific public art in City owned buildings
 - Work with trades people who help fabricate and transport materials needed for public art installation
 - In direct contact with the artists who create the pieces for public buildings
 - There is also a public process for selecting artwork in which panels of art professionals choose the artwork for "Percent for Art"
- Non-targeted Services:
 - Working with conservators who collaborate to restore/conservate works of art throughout the city
 - Working with Public Art professionals in the city for professional development purposes
 - Speaking at the National Conference of Americans for the Arts
 - Collaborating with design professionals
 - Working with other public art organizations throughout the City: Fairmount Park Art Association; RDA Percent for Art program; Private consultants; SEPTA Art and Transit program; Mural Arts Program
- **Contact:**
 - Tu Huynh, Program Coordinator, **Art in City Hall** (215-686-9912)
- Mission: The Art in City Hall program presents exhibitions that showcase contemporary artwork by professional Philadelphia visual artists. Encompassing a variety of mediums, techniques, and subjects, this municipal program is committed to presenting a diversity of ideas and artistic explorations. The program strives to link visual artists with the larger community by providing the public with a greater knowledge and appreciation of their artistic achievements.
- Two Distinct Purposes
 - Professional Artist Shows in City Hall
 - There exists a panel who decides on content and artists for exhibitions in City Hall
 - Consists of arts professionals from around Philadelphia
 - Independent body of the government
 - Based on themes created by the panel
 - Guest curators attend/organize etc.
 - The Special Exhibitions program and The Student Exhibition Program: Nonprofits, schools, and government agency shows in City Hall
 - These agencies must submit a proposal to be considered for a show
 - Tu Huynh organizes and selects the agencies to be exhibited

- Helps the community recognize art within the City that is not necessarily professional. Examples: Correctional employee's exhibit; Free Libraries exhibit; HMS School (children with cerebral palsy); Spring Garden Elementary; Overbrook Elementary; National Arts Program at Philadelphia - exhibition for city employees ; Art Ability; Philadelphia Stories; Black History Month; Hispanic Heritage Month; The Mural Arts Program Student exhibition
- Other interactions with arts and artists:
 - Tu has been asked to supervise/organize several different events, jury shows outside of City Hall
 - CAPA receptions; Bryn Mawr Rehabilitation Hospital; Gaduate Hospital in Philadelphia; Visitor Center; Synagogues ; Prisons employees exhibit in City Hall
- **Minority Business Enterprise Council (MBEC)**
 - **Contact:**
 - Carolyn Nichols, Director of Finance (215-686-6372)
 - Mission: Promote economic opportunities for minorities, women, and the disabled.
 - Targeted Programs: none
 - Non-Targeted Services: Supports the arts agenda by servicing other city departments
 - Example: The Cultural and Commercial Corridors Program initiated through the Commerce Department issued \$150M in bonds to over 200 grantees that included many arts and cultural organizations, such as the Philadelphia Museum of Art, Mann Music Center, African American Museum, etc.
 - Meets with cultural organizations to help establish economic opportunity plans that include minorities, women, and the disabled
 - Creates available jobs/contracts, expedites any certification process, and establishes networking relationships between these groups and arts/cultural organizations
- **Fairmount Park Commission**
 - **Contact:**
 - Mark Focht, Director of Fairmount Park Commission (215-683-0202)
 - Mission: To preserve and protect Philadelphia's open space; provide opportunities for recreation; and maintain the landscapes and structures, streams and woodlands.
 - Targeted Programs: The Fairmount Park Commission is the "landlord" of Philadelphia's many arts and cultural organizations. Includes the museums along the Benjamin Franklin Parkway
 - Takes care of the grounds to maintain aesthetics and environmental friendliness
 - Partner ownership with some properties
 - Example: Owns 1/3 of painting collections in Philadelphia Art Museum
- **Department of Energy**
 - **Contact:**
 - Kent Miller, Executive Director, Department of Energy (215-686-4471)
 - Mission: Minimize energy costs/usage of the City.
 - Targeted Programs: none - limited involvement with the arts and culture community
 - Non-Targeted Services: Pays the energy bills for any City building (e.g. Art Museum)
- **Fleet Management**
 - **Contact:**
 - Robert Fox, Administrative Services Director (215-686-1839)
 - Mission: Support City departments and agencies in the delivery of municipal services by ensuring that City vehicles and other automotive-related equipment are available, dependable, and safe to operate.
 - Targeted Programs: none
 - Non-Targeted Services: Purchases, repairs, and retires every vehicle in the city via 16 facilities, including transportation trolleys among the Philadelphia Art Museum buildings throughout the Franklin Parkway
- **Procurement**
 - **Contact:**
 - Mary Stitt, Deputy Commissioner (215-686-4754)
 - Mission: Obtain quality, cost-effective goods, services, and construction in a timely and professional manner through a competitive, fair, and socially responsible process in accordance with the law.
 - Targeted Programs: none
 - Miscellaneous: For all City projects, takes care of the bidding process, contractors, artists, construction, and any materials/supplies from paper clips to fire trucks. Procurement played a large role in the renovations at the Philadelphia Art Museum and the excavation of the ruins at the President's House

- **Free Library of Philadelphia**
 - **Contact:**
 - Sara Moran, Chief of Staff (215-686-5420)
 - Mission: To provide a comprehensive collection of recorded knowledge, ideas, artistic expression, and information in a variety of media, including current technology; to assure ease of access to these materials; and to provide programs to stimulate the awareness and use of these resources.
 - Targeted Programs:
 - One Book One Philadelphia: book clubs for discussion among community
 - Monday Poets: a series combining featured poets and an open mic to showcase local talent
 - One Film: Movie showings to promote film education, library usage, and community building through dialogue and analysis
 - Philadelphia Book Festival: Street fair of literary exhibitors, free children’s programming, celebrity writers, author readings and book signings
 - Sundays on Stage: Discover new cultures through dances, stories, and songs by renowned performers
 - Live Authors: Live Performances of music and storytelling; speakers and lecturers by authors, historians, artists, etc for all ages
 - Workshops: Arts and Craft sessions, creative writing, arts and painting, computer skill advancement
 - Exhibition Space for artists to portray work
 - Updated calendar of events to engage the community with arts and culture

5. Transportation & Utilities

- **Office of Strategic Planning (Streets)**
 - **Contact:**
 - Chris Zearfoss, Director, Transportation Program (215-683-4667)
 - Mission: Move people and goods as quickly and safely as possible, keeping in mind public safety, jobs and education.
 - Targeted Programs: none
 - Non-Targeted Services:
 - City and federal government allot 1% for art in transportation projects. When the city reconstructed Chestnut Street, the bus shelters from 7th to 17th streets (37 shelters all together) installed stained glass instead of placing advertisements.
 - Streets department is working with SEPTA to reroute 38 bus, which currently brings people from Center City directly to the Art Museum, but doesn’t go back. Citizens have to cross two busy roadways to catch the bus back into Center City. Rerouting the bus would provide easier access, as well as a new route for the 38 bus to go to the Please Touch Museum and the Zoo.
 - Possible Improvement: “Yes!...Enhance the city’s artistic standing.”
- **Water Department**
 - **Contact:**
 - Ed Grusheski, General Manager, Public Affairs (215-685-6110)
 - Mission: to serve the public with drinking water, treat/deliver collected and polluted water.
 - Targeted Programs:
 - Fairmount Water Works raises money- 40,000 visitors a year with public education, informing all ages about water and how it relates to our environment (pollutionopplis)
 - Non-Targeted Services: Interpretive center open to all people- there are over 2,000 workers with the water department and “not many (department workers) make it there.”
 - Possible Improvement: All departments can be improved, but Ed believes his department is doing much more than others.
- **Philadelphia Gas Commission/ Gas Works (PGW)**
 - **Contact:**
 - Janet Parrish, Executive Director (215-683-0904)
 - Mission: Used for the acquisition, storage, processing, and distribution of gas within the City of Philadelphia .
 - Targeted Programs: none – the Gas Commission shouldn’t have to deal with this community nor should any other City department because it is not their duty
 - Miscellaneous: PGW issues a flyer called “Good Gas News,” which is sent with all PGW Gas Bills. The flyer includes a promotional offer from local arts, culture, or civic institutions.

- **Philadelphia International Airport**
 - **Contact:**
 - Victoria Lupica, Public Relations Supervisor (215-937-5424)
 - Mission: to maintain a safe and welcoming environment for travelers
 - Targeted Programs:
 - The arts exhibition program opened in 1998, which enhances and enriches the experience for travelers. They also offer 6 month rotation exhibits so art is always different for reoccurring travelers
 - Recommended Contacts:
 - Leah Douglas, Director of Art Exhibitions at Philadelphia International Airport (215-937-5425)

- **SEPTA**
 - **Contact:**
 - Ed Hughes
 - Targeted Programs: Ed Hughes chosen to design installments for the 56th street El Station. Artwork will reflect past 100 years of memories from this station in West Philadelphia.
 - Reconstruction between 46th and Millbourne Stations. Reconstructions will invite people to “ride, shop and visit.” Permanent installations of art work will be put in place at these stations.
 - AIT (Art In Transit) Community Meetings held for local residents to attend and share their input of art in the City as connected with SEPTA
 - Recommended Contacts: Rhonda Johnson, SEPTA Community Relations Coordinator (215-580-7013)

6. Health & Opportunity

- **Department of Human Services (DHS)**
 - **Contact:**
 - Nelson Hairston, Program Analyst (215-683-4128)
 - Phyllis Williams, Supervisor, Social Work (215-683-4061)
 - Department Mission: To provide safety and shelter for the protection of children from abuse and neglect and to strengthen and preserve families.
 - Targeted Programs:
 - Support Community Outreach Program (SCOP)
 - This program offers reimbursement grants for after-school programs geared towards children up to 18 years of age. Programs can range from artistic and cultural to athletic or recreational. A proposal request for funding must be submitted by the end of February, and then proposals are scored, and the amount of funding to be provided is decided upon. The amount provided ranges from \$1,000 to \$5,000. Programs with a long-standing relationship with SCOP receive an amount on the higher end of this range. These programs are designed to prevent juvenile delinquency and child abuse and neglect while enabling children to participate in a host of interesting and enjoyable activities. Examples of the programming that SCOP funds are young broadcasters and drum corps.
 - Mural Arts Program
 - DHS provides funding to the mural arts program and makes contact within the community by engaging members of the community to participate in mural creation.
 - Beacon Schools
 - DHS has a number of beacon schools throughout the City of Philadelphia where they offer funding for plays and other cultural arts activities.
 - Recommended Contacts: Brian Campbell, Mural Arts Program, (215-685-0750)

- **Department of Behavioral Health (DBH)**
 - **Contact:**
 - Michael Covone, Deputy Director (215-685-5459)
 - Alma Taylor, Special Assistant to Director, (215-685-4742)
 - Mission: To promote recovery, resiliency and self-determination within its divisions of mental health, addiction and mental retardation.
 - Targeted Programs:
 - The DBH maintains a strong relationship with the mural arts program and provides funding for murals targeted towards the communities that they represent. An advisory committee identifies hot spots within the city, and canvasses the community to determine the theme of the mural. The goal for DBH through the Mural Arts Program is to make its services known to the communities, to de-stigmatize behavioral health and to reintegrate people into the community. The work on the murals involves members of the

community, city officials and other community organizations. The program involves more than just a mural by offering educational opportunities relevant to the theme of the current mural.

- DBH funded and led the work on 4 murals in 2004 and plan to have 5 more made in 2008. The potential themes include homelessness, mental retardation and a faith-based theme.
- Philadelphia has been recognized in magazines as the “City of Murals” and other municipalities have sought advice from Philadelphia on how to develop similar programs.

- **Environmental Health Services (EHS)**

- **Contact:**
 - Lauren Glazer, Sanitarian, Health Department (215)-685-7342
- **Mission:** Environmental Health Services works to provide a safe and healthy environment for the city of Philadelphia.
- **Targeted Programs:**
 - Tattoo Apprenticeship Program
 - Prospective tattoo artists must register through the city, and in order to gain certification must take part in an apprenticeship under a certified artist in the city for 3 years. The Department of Public Health also requires artists to take a certification refresher class every 3 years because their occupation involves contact with blood-borne pathogens.

7. Public Safety

- **Fire Department**

- **Contact:**
 - Larry Foster, Administrative Chief, Emergency Medical Services (215-685-4202)
- **Mission:** To preserve life and safety of Philadelphia citizens; to provide quick response and help during critical emergencies.
- **Targeted Programs:** none – it’s not their focus or purpose - basic mission is to promote well-being of citizens. Not saying they can't do anything else, but that's not their focus.
- **Possible Improvement:** Professional artists could help or advise them in putting up displays
- **Recommended Contacts:**
 - Joseph Picozzi, Deputy Chief (in charge of fire prevention) (215-686-1367)
 - Harry McGee, Fire Museum (215-923-1438)
- **Contact:**
 - Joseph Picozzi, Deputy Chief (215-686-1367)
- **Mission:** To protect lives and property
- **Targeted Programs:**
 - They help the Mural Arts Program get ladders and allow them to have meetings at fire houses
 - Fire prevention poster contest for high schoolers
 - Drama contest for kids in recreation groups
- **Non-Targeted Services:**
 - Artists help with billboards, PSAs, marketing
 - Fire Museum in Old City. People from the arts community come out on First Fridays
 - Philadelphia Film Bureau facilitates process of movie studios getting clearance from the Fire Dept, from whom they must get permission to film movies.
- **Recommended Contacts:**
 - John Devlin, Deputy Chief, Department of Technical Services (215-686-1304)

- **District Attorney's Office**

- **Contact:**
 - Matt Glaze, Assistant DA
- **Mission:** To seek truth and hold people accountable for breaking the law.
- **Targeted Programs:** none – not what they do
- **Non-Targeted Services:** apply only in cases where artists may be victims of crime
- **Suggested Contacts:** Moira Baylson

- **Department of Re-entry**

- **Contact:**
 - Rhonda Mines, Deputy Director of Re-entry
- **Mission:** To reintegrate ex-offenders back into society.

- Targeted programs : None
- Suggestions for improvement: Don't think that they can create any improvement in that area, because of what they do
- Recommended Contacts: Steve Barnes, Job Developer (215-685-3384)
- **Philadelphia Municipal Court – Dispute Resolutions/Mediation**
 - **Contact:**
 - Joseph McDermott, Court Administrative Officer (215-686-2975)
 - Mission: To allow litigants the opportunity to reach voluntary settlement through mediation with trained mediators.
 - The Municipal Courts do not seem to have any Arts and Cultures ties
- **Prisons**
 - **Contact:**
 - Reginald Hammond, Deputy Commissioner of Restorative and Transitional Services (215-685-8077)
 - Mission: Hammond helps provide programs that help with re-entry, including anger management, life skills, etc.
 - Targeted Programs :
 - Partnership with Mural Arts Program:
 - Mural artists engage inmates in art projects; murals created on prison walls
 - Partnership with Philly Green:
 - Inmates nurture seedlings and fruits as part of a horticultural program
 - Community gardeners and the public come out for the harvest festival, held in the fall
 - Suggested contacts:
 - Tom Oneal, Warden's Office at ASD (215-685-7236)
 - Warden Arthur Blackman (the gardens are in his prison), no contact number
 - Robert Eskind, PPS Public Relations Officer (215-685-7888)
 - **Contact:**
 - Eleanor Doherty, Administrative Specialist, Correctional Industries – **Philacor** (215-685-7256)
 - Mission: The primary purpose of Philacor is to train inmates within the Philadelphia Prison System by providing real life work experiences, to equip them with transferable job skills and a work ethic that will help prepare them for post release reentry and employment, while operating in a business-like manner at minimal costs to the taxpayer.
 - Primary Interaction:
 - Prison employee art exhibit, modeled after City employee art exhibit in City Hall, held every year. Professional artists judge the art.
 - Suggested Contacts:
 - Hildebrand Pelzer, Philadelphia School System (215-685-8391)
 - Bill Chaney, Director of Volunteering Services, PPS (215-685-8509)
 - Wilfredo Rojas, Director of the Office of Community Justice and Outreach, PPS (215-685-7711)
- **Police Department**
 - **Contact:**
 - Tanya Little, Officer in Public Affairs Unit
 - Mission: To provide law and order to citizens of Philadelphia.
 - Targeted Programs : None
 - Non-targeted Services: Employs artists to do police sketches
 - Suggest contacts: Graphic Arts department (215-686-3295)

8. City Council

- **At-Large**
 - Mission: To legislate for the benefit of the City as a whole, as well as to oversee the City's activities.
 - **Contact:**
 - Lauren Vidas, Legislative Aide for Councilman Bill Green (215-686-3420)
 - Green introduced legislation that would allow the Historic Commission to protect the interiors of historic buildings
 - Working on a partnership between cultural attractions and museums that would provide transportation and unprecedented access to community and tourists
 - Kevin Boyle, Legislative Aide for Councilman William Greenlee (215-686-3446)
 - Greenlee is on the board of the Atwater Kent Museum
 - Tried to help the Arts Garage, a hub for artists in the 15th ward, stay in Francisville

- John Cerrone, Director of Legislation for Councilman Jack Kelly (215-686-3452)
 - Kelly is a board member of trustees at the Philadelphia Art Museum
 - Office attends gatherings and fund raisers also attended by leaders of the arts and culture community
- David Forde, Chief of Staff for Councilwoman Blondell Reynolds Brown (215-686-3438)
 - Brown chairs the Parks, Recreation and Cultural Affairs Committee and sits on many boards including the American Museum and Greater Philadelphia Cultural Alliance
 - Forde is on the advisory board of the Picasso Project
 - Provides money for public school teachers in schools without art, music or dance classes
 - Forde is on the Asian Arts Initiative advisory committee
 - Helps AAI which was displaced by the Convention Centre expansion

- *District*

- Mission: To legislate for the benefit of a particular district, as well as to oversee the activities of that district.
- **Contact:**
 - Aaron Finestone, Technical Staff for Councilman Brian O'Neill (215-686-3422)
 - A&C groups mostly outside of 10th district
- Targeted Interaction:
 - Approved increased funding for Cultural Fund, which facilitates grants and funding
 - Activities Fund, for events, festivals, etc. not strictly arts and culture
 - Passes tax laws which include fax credits and other incentives that assist businesses, including those in the arts/cultural community
 - Art in City Hall program where local artists and school children put their art on display in City Hall
 - Constituent Services - not limited to constituents in arts/culture community, but provides non-financial support (resolutions and citations)

Arts and Culture Project Description

Name of Project: Surveying the City's Arts and Culture Services and Programs

Project Leaders: Moira Baylson – email: moira.m.baylson@phila.gov, phone:

215.683.2084; Sabrina Harris – email: Sabrina.harris@phila.gov, phone: 215.683.2119

1. Purpose of Project

- To document City services and programs where there is interface with arts/cultural organizations and artists.
- To identify and investigate all possible points of contact between City employees and arts/culture organizations and artists. Departments surveyed should include, but are not limited to: Commerce, City Representative, Managing Director's Office, Licenses and Inspections, Zoning, Planning, Department of Human Services, Recreation, Public Property, Revenue, Law, Water, Prisons, etc.

2. General Question you are posing.

- In what ways do arts/cultural organizations and artists interact with City government?
- Are there opportunities for program and service improvements?

3. Goals

- Research and document all programs and services offered by the City that impact or involve arts and culture organizations and artists.
- Create a programs/service map to identify where these programs and services are located; their function; and their level of interaction with arts/culture organizations, artists and the public.
- Interview workers within various City departments to better understand how each department interfaces with arts/culture organizations, artists or the public regarding arts and culture.

Based on your research:

- 1) Create dynamic case studies/scenarios across various departments documenting examples of how an arts/cultural organization or artist can benefit from a City program or service.
- 2) Determine 2 or 3 innovative ideas/recommendations that solve a particular problem or need that you encountered. Show how this idea/recommendation has a significant impact on arts/culture organizations, artists or the public.

Optional: Create a universal message. How can we summarize all that the City has to offer the arts community and the public? This could be a slogan or tagline; a poster, postcard or brochure; a PSA for radio or TV for the Mayor; or a print or web advertisement. Be creative!

Arts and Culture Intern Project Interview Script

“Hi, this is _____. I am working in the City’s Office of Leadership Investment on a high profile project. This project will help to inform the new Office of Arts and Culture on the variety of ways our City Departments interact with the arts and cultural community. You should have received an email from my project leader, Moira Baylson, regarding the project. I was hoping you could answer some quick questions for me today. Do you have a couple of minutes?”

If Yes: Proceed with questions on page 2. If it is clear that there is a lot of interaction with arts and culture, then a personal interview is recommended. Always remember to ask for referrals for other people within the department who can help you as well. Tell them that your goal is to speak with as many people as possible.

If No: Schedule a time when you can call back or ask if there is someone else in the department who you can speak with today. Stress that this project is time sensitive.

If you get Voicemail: Make sure to mention that this is a time sensitive project and always leave your phone number for them to call you back. If you don’t get a return call in 2 days, call back. If you are not getting through after a week, research a new contact person or call your project leaders for assistance.

* If needed, feel free to reference your Project Leader, Moira Baylson, Manager of Cultural Development in the Commerce Department and give out my contact info. (215) 683-2084 / moira.m.baylson@phila.gov.

* All interviews should be done in-person or via phone.

* An interview document should be filled out for each interview completed.

* Don’t end the interview until you have asked all 8 questions.

* End each interview by giving your contact info in case they have additional comments.

Interview Questionnaire

Name of Employee:

Title:

Department:

Type of Interview (phone or personal):

Referred by:

1) Briefly, what is the mission of your department?

2) When you hear the words “arts and culture,” what does that mean to you? How would YOU define arts and culture?

3) Does your department offer programs or services that are targeted to artists, arts/cultural organizations or creative businesses; or does your department offer arts-related programs for the general public? *(Get a description and example for each program and/or service. Be sure to clarify whether it is a program or service and who is involved from the City and the community. Ask for where you can find additional materials/info on the program. If you feel overwhelmed with the information provided, definitely schedule a face-to-face meeting with your contact or the appropriate contact.)*

4) Does your department offer programs or services that are NOT specifically targeted, but relevant to the arts/cultural community and are accessible to artists, arts organizations, creative businesses, or the general public? (*Get description and example – see above.*)

5) Can you think of any other circumstances where either you or your department has had interaction(s) with artists, arts organizations or creative businesses? If so, please give an example.

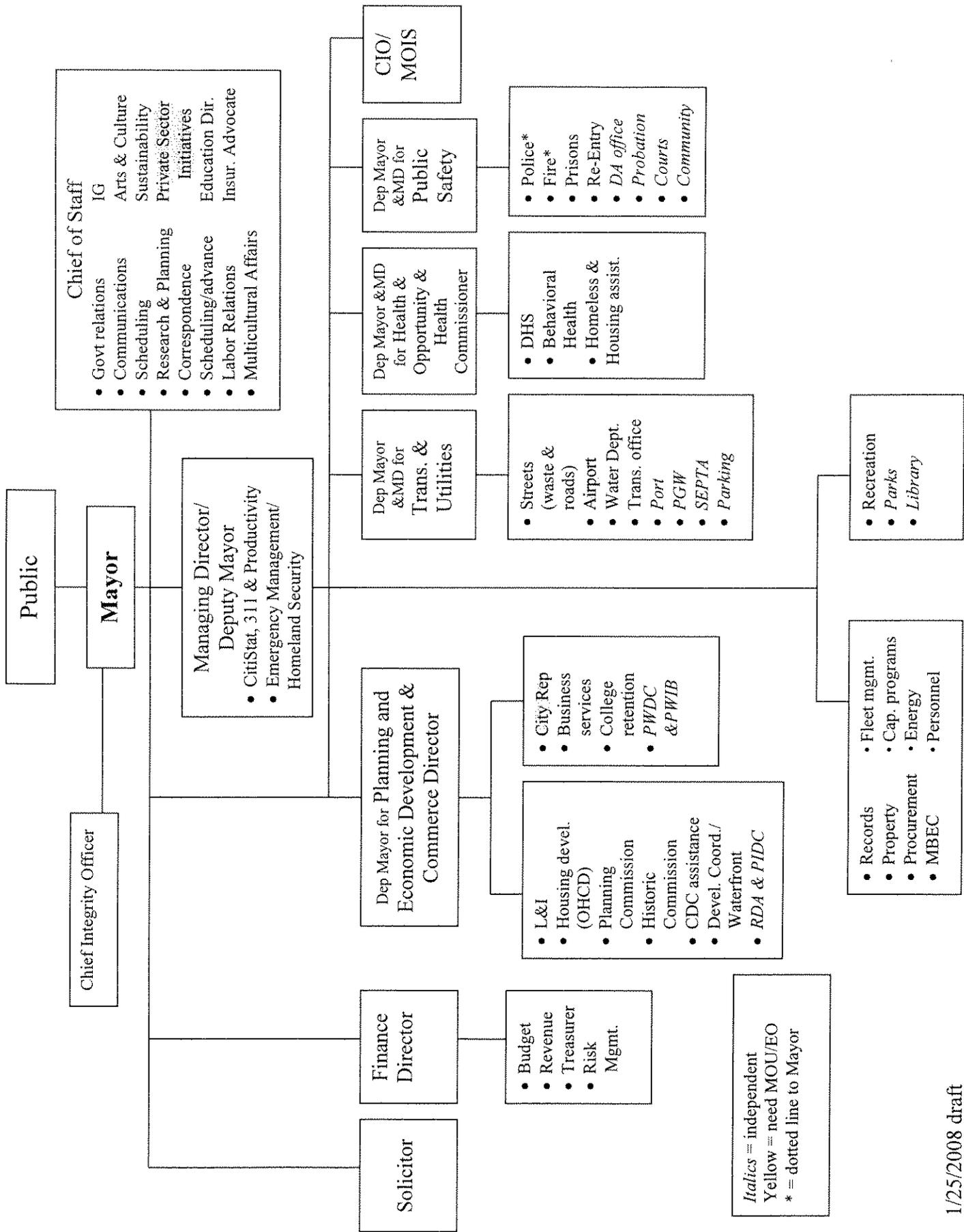
6) Do you think your department should create new programs or services for the arts and culture community? Or, in the case of existing programs, is there room for improvement? If yes, please describe. If not, why not?

7) Can you recommend anyone else in your department that may interact with artists, arts organizations or creative businesses? (*Get names and contact info and complete interviews.*)

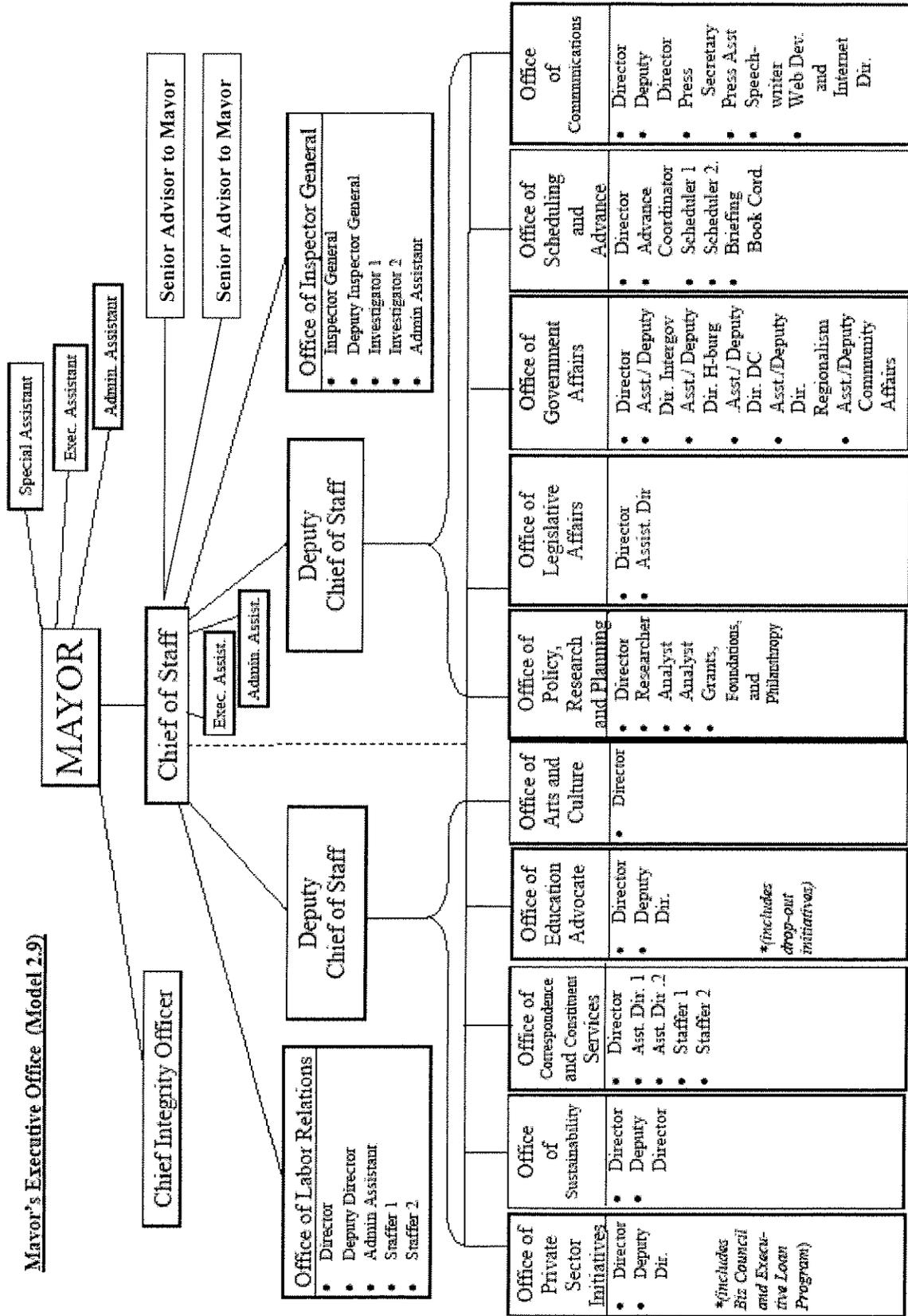
8) Can you recommend anyone else in OTHER CITY DEPARTMENTS that has interactions with artists, arts organizations or creative businesses? (*Get names and contact info and complete interviews.*)

“Thank you for your time. If you can think of anything else, please contact me. Here is my contact info.” (*Provide full name, phone and city email if you have one.*).

Notes and Additional Info:

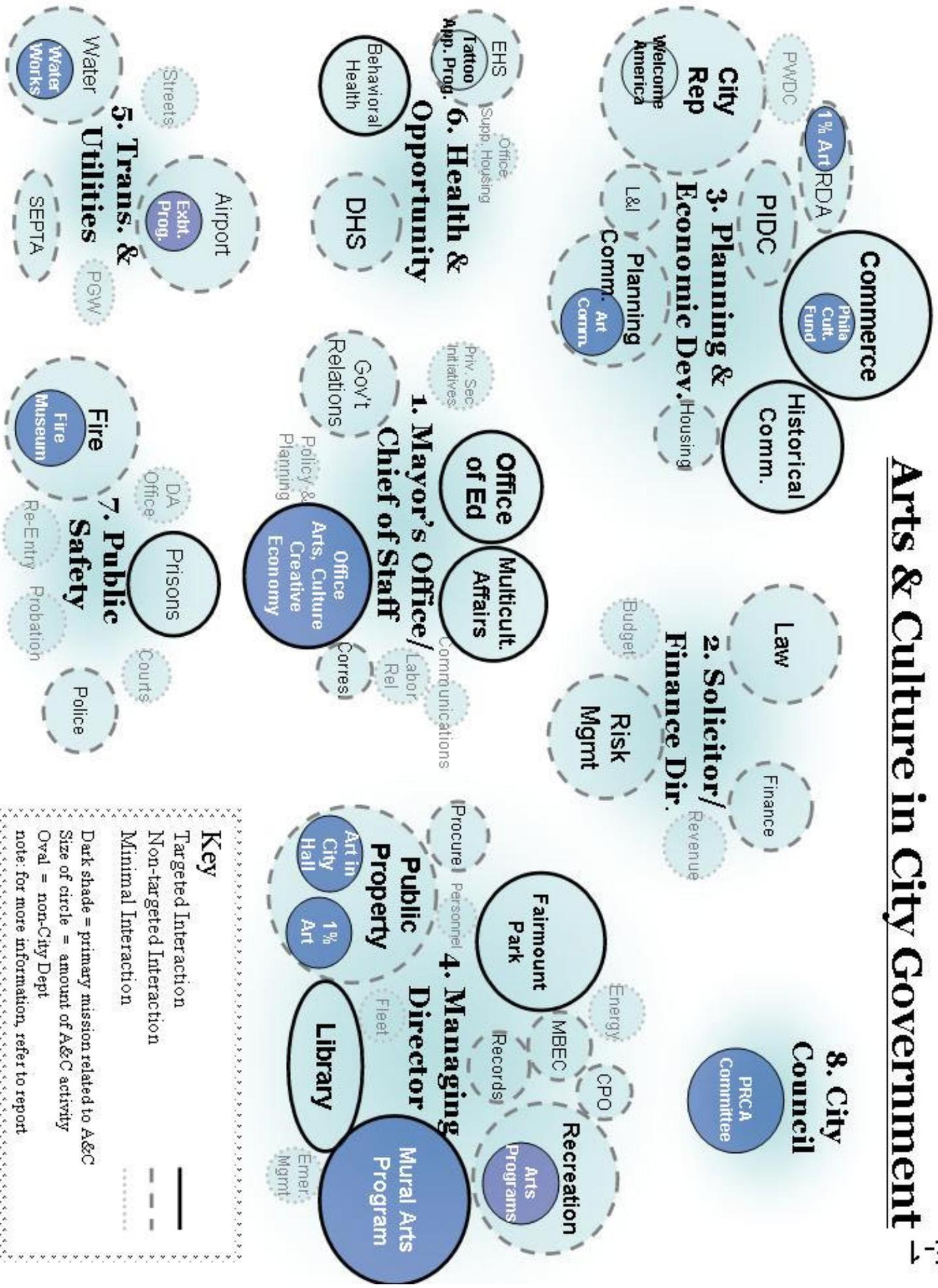


Mayor's Executive Office (Model 2.9)



* administrative staff will be allocated to departments once available office space is determined

Arts & Culture in City Government



Arts and Culture in the City of Philadelphia



Project Leaders:

Moira Baylson, Manager of Cultural Development

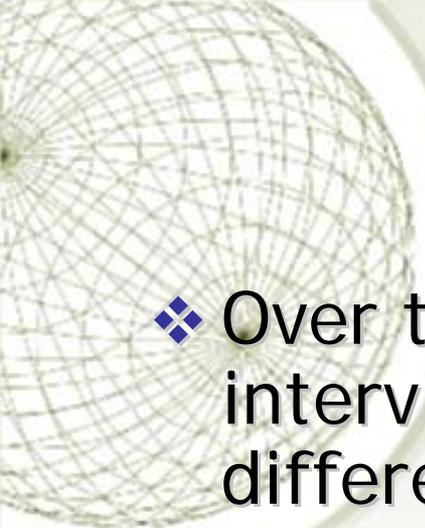
Sabrina Harris, Program Analyst

Commerce Department



Mission: To Document Different Resources Offered by the Departments in City Government to the Arts & Culture Community.

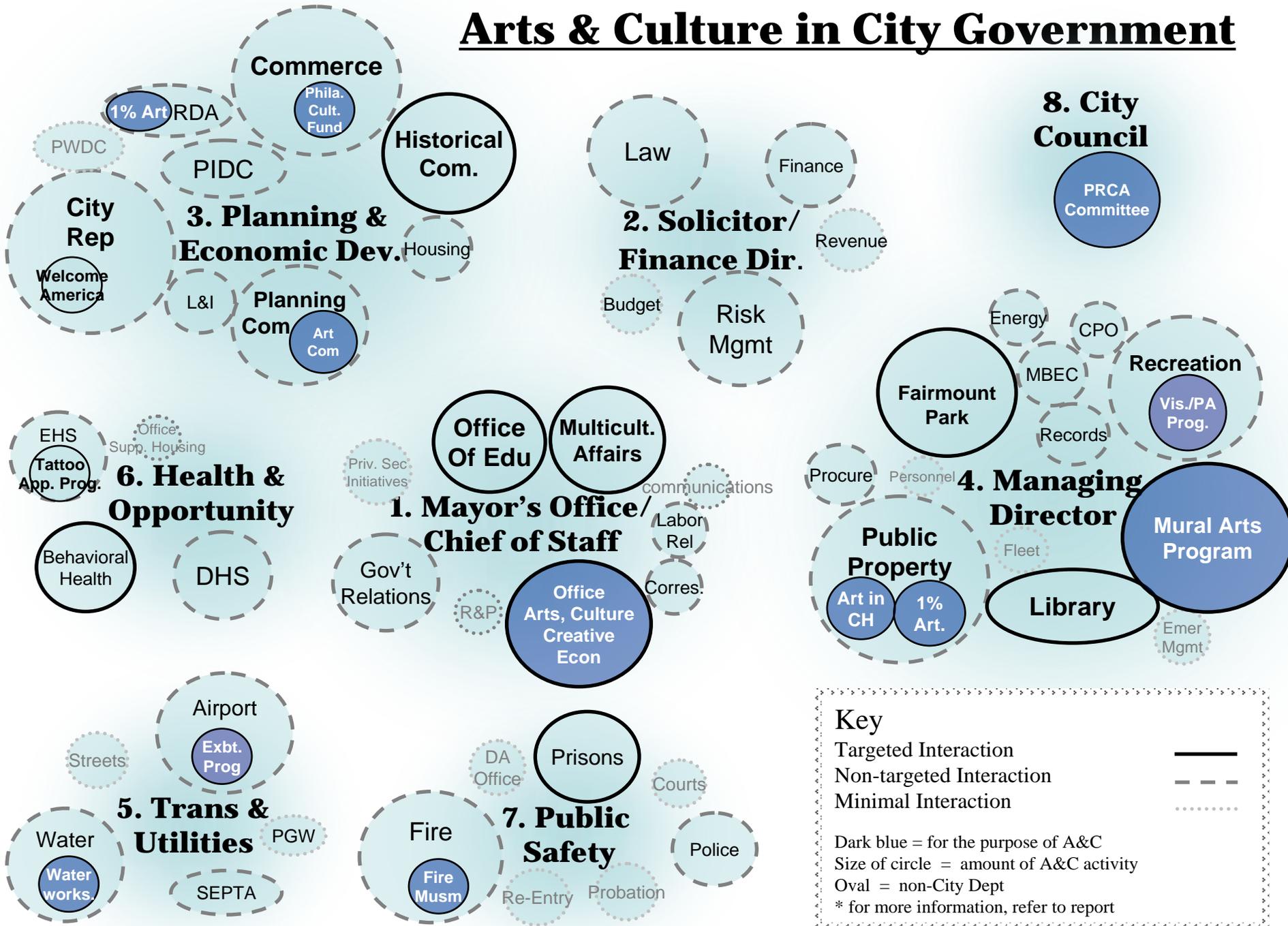
- ❖ Mayor Nutter opened the Office of Arts, Culture, and the Creative Economy on July 18
- ❖ This project was designed to inform the new Office about the level of involvement each department has with the art and culture community
- ❖ **Arts and Culture:** any type of expression that has a positive influence on Philadelphia's image, environment and the lifestyles of its citizens



Method

- ❖ Over the course of six weeks, 12 interns interviewed 68 city employees in 52 different government offices
- ❖ Sample Questions:
 - ❖ What does arts and culture mean to you?
 - ❖ Does your department offer programs & services that are targeted?
 - ❖ Does your department offer programs & services that are not targeted?
 - ❖ Any other interactions?

Arts & Culture in City Government





Targeted Programs

Programs and services that directly involve artists, arts/culture organizations or creative businesses.

- ❖ Mural Arts
- ❖ Art in City Hall
- ❖ Percent for Art
- ❖ Philadelphia Cultural Fund
- ❖ Prisons



Non-targeted Programs

Programs that are not specifically targeted but are relevant to the arts/culture community.

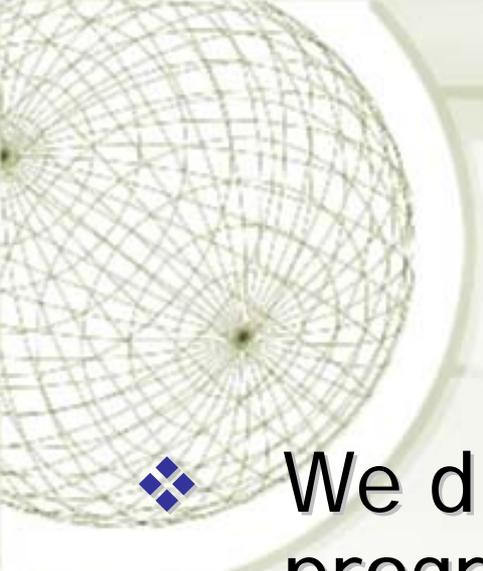
- ❖ Risk Management
- ❖ Law Department
- ❖ PIDC
- ❖ Department of Human Services



Minimal Interaction

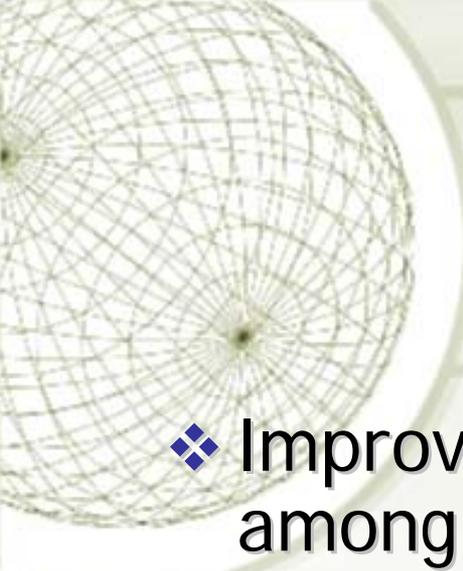
Departments that have little to *no* interaction with the arts and culture community.

- ❖ Revenue
- ❖ Fleet Management
- ❖ Office of Private Sector Initiatives



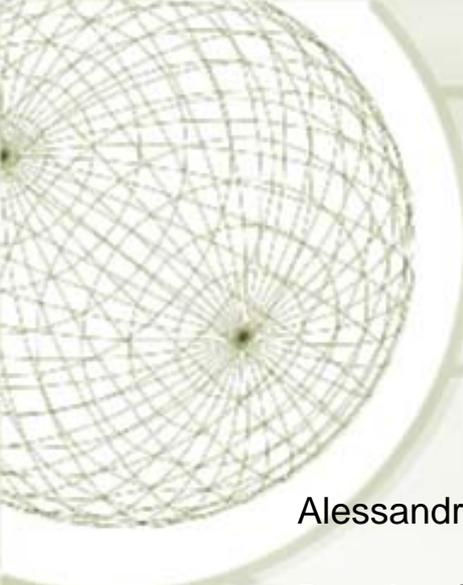
Reactions

- ❖ We discovered unexpected arts programs within city government
- ❖ Departments unaware of own A&C related services
- ❖ Many departments linked through same programs



Recommendations

- ❖ Improve collaboration and communication among departments that share A&C services
- ❖ More opportunities for city employees to engage in arts and culture
- ❖ Better promotion of available A&C events and opportunities
- ❖ New Office should maintain a comprehensive list of City interactions with the A&C community



Q&A

Contributing Interns:

Alessandra Elkovitch, Mayor's Office
of Community Services

Brandon Chaderton, Municipal Court

Brian Blacker, Department of Public Health

Charlene Hou, Department of Commerce

Danielle Murtha, Emergency Management

Gerald Johnson, Prisons

Howe Lin, Department of Commerce

Janice Matasi, Department of Commerce

Laura Frank, Department of Recreation

Luke Pryor, Mayor's Office of Community
Services

Marissa Abraham, Mayor's Office of
Community Services

Robert Mayer, Councilman Green

✦ For more information

✦ Refer to paper and appendix

✦ Moira Baylson: moira.m.baylson@phila.gov

✦ Sabrina Harris: sabrina.harris@phila.gov