

Politics and Pragmatics:

Economic and populist arguments in cultural advocacy in U.S. Cities



Nicholas Crosson

Research Analyst



Greater Philadelphia Cultural Alliance Members

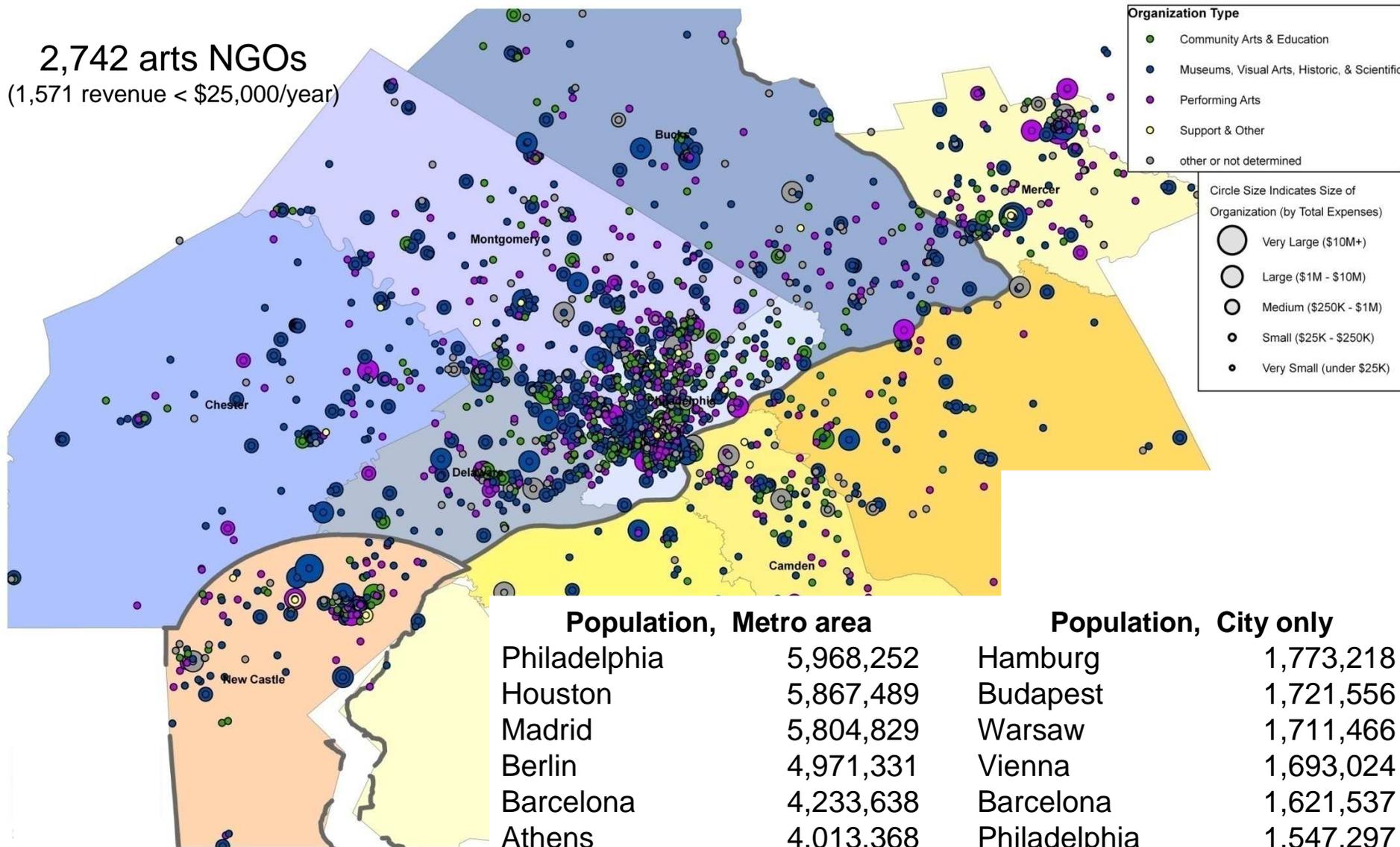
The Cultural Alliance members represent the diversity and vibrancy of the arts in the Greater Philadelphia area. With the support of over 390 cultural institutions, we are able to speak with the collective voice of a community that is unparalleled nationwide.

Greater Philadelphia Cultural Alliance Members The Cultural Alliance members represent the diversity and vibrancy of the arts in the Greater Philadelphia area. With the support of over 390 cultural institutions, we are able to speak with the collective voice of a community that is unparalleled nationwide. 1812 Productions A Cappella Pops Abington Art Center Academy of Community Music The Academy of Natural Sciences The Academy of Vocal Arts Act II Playhouse LTD. African American Museum in Philadelphia African Cultural Alliance of North America AIA Philadelphia Al-Bustan Seeds of Culture Allens Lane Art Center Alliance Francaise de Philadelphie American Composers Forum, Philadelphia Chapter American Helicopter Museum & Education Center American Historical Theatre American INSIGHT American Philosophical Society The American Poetry Review American Public Gardens Association American Swedish Historical Museum Anna Crusis Women's Choir Anne-Marie Mulgrew & Dancers Company Annenberg Center for the Performing Arts Appel Farm Arts and Music Center Arcadia Theatre Arcadia University Art Gallery Arden Club Concert Gild Arden Theatre Company Ars Nova Workshop, Inc. Art Partners Studio Art Sanctuary Art-Reach Arthur Ross Gallery Arts & Business Council of Greater Philadelphia Arts & Cultural Council of Bucks County Arts and Spirituality Center Arts Guild at Neumann University Arts in Schools Collaborative / Dancing Classrooms Philly Artsphoria: Visual Word Artistry Asian Arts Initiative Association for the Colonial Theatre Astral Artists Athenaeum of Philadelphia Philadelphia History Museum at the Atwater Kent Avenue of the Arts, Inc. Azuka Theatre B. Sometown Productions The Bach Festival of Philadelphia, Inc. Bainbridge House BALLETX The Barley Sheaf Players The Barnes Foundation Battleship New Jersey Museum and Memorial Betsy Ross House Bowerbird Brandywine Ballet Company Brandywine River Museum (Brandywine Conservancy) Brat Productions Bristol Riverside Theatre Broad Street Ministry Broad Street Review Bryn Mawr Film Institute Bryn Mawr Mainliners Barbershop Chorus Bucks County Choral Society Bucks County Performing Arts Center BuildaBridge International Bushfire Theatre of Performing Arts Camerata Philadelphia Carpenters' Hall Centennial Hall at the Haverford School Center City Opera Theater The Center for Emerging Visual Artists Central Philadelphia Development Corporation Chamber Orchestra of Philadelphia Chamounix Mansion International Hostel & Meeting Center Chanticleer Garden Chemical Heritage Foundation Chester County Art Association Chester County Choral Society Choral Arts Society of Philadelphia The Church of the Holy Trinity, Rittenhouse Square City of Philadelphia Mural Arts Program Civil War Museum of Philadelphia The Clay Studio Cliveden of the National Trust College of Physicians of Philadelphia Commonwealth Classic Theatre Company Commonwealth Youthchoirs - Keystone State Boychoir & Pennsylvania Girlchoir Community Arts Center Community College of Philadelphia Community Education Center/CEC and Meeting House Theatre Conservation Center for Art and Historic Artifacts ContempraDance Theatre COSACOSA art at large, Inc. Creative Collective Crossroads Music Curio Theatre Company The Curtis Institute of Music Dance Affiliates Dance Del Bello Dance Theatre of Pennsylvania Dance/USA Philadelphia Danse4Nia Repertory Ensemble Inc. Dariington Arts Center Delaware Art Museum Delaware County Symphony Delaware Theatre Company Delaware Valley Opera Company The Delaware Valley Wind Symphony The Delius Society - Philadelphia Branch, Inc. The Design Center at Philadelphia University Drexel University Arts Administration Program Eastern State Penitentiary Historic Site, Inc. Ebenezer Maxwell Mansion EgoPo Classic Theater Elfreth's Alley Association, Inc. Enchantment Theatre Company Exclamation Theater, Inc. The Fabric Workshop and Museum Fairmount Park Art Association Fairmount Park Conservancy Fever Dream Repertory First Person Arts Flashpoint Theater Company Fort Mifflin On The Delaware Foundation for Self-Taught American Artists Franklin Institute Science Museum Freaks of the Beat at UPenn Free Library of Philadelphia Foundation Friends of the Free Library of Philadelphia, Inc. Friends of the Japanese House & Garden (Shofuso) Front Row Theatre Company at Upenn Gas & Electric Arts Genealogical Society of Pennsylvania Geographical Society of Philadelphia The Gershman Y. Girls Rock Philly Glen Foerd on the Delaware Goggleworks The Grand Opera House Graystone Society, Inc. Greater Brandywine Cultural Alliance Greater Philadelphia Chamber of Commerce Greater Philadelphia Cultural Alliance Greater Philadelphia Film Office Greater Philadelphia Tourism Marketing Corporation Green Light Arts Group Motion Multi Media Dance Theatre Hatboro-Horsham Educational Foundation Hedgerow Theatre The Highlands Historical Society Historic Philadelphia, Inc. Historic RittenhouseTown, Inc. Historical Society of Pennsylvania Hiway Theatre, Inc. Independence Seaport Museum Independence Visitor Center Corporation Inliquid.com, Inc. Institute for the Arts in Education Institute of Contemporary Art InterAct Theatre Company Intercultural Family Services Intercultural Journeys International Association of Performing Arts for Young People International Ballet Classique International Ballet Exchange International House Philadelphia Isis Productions James A. Michener Art Museum Japan America Society of Greater Philadelphia Jazz Bridge Jeanne Ruddy Dance Jessica Karrat Dance Scholarship Fund John Bartram Association Junction Dance Theatre Kal & Lucille Rudman Institute for Entertainment Industry Studies Kardon Institute for Arts Therapy Kennett Symphony of Chester County Kimmel Center, Inc. Koresh Dance Company Kulu Mele African Dance and Drum Ensemble KYL Dancers, Inc. Lansdowne Arts Festival/Lansdowne Economic Development Corporation Lantern Theater Company Latin Fiesta, Inc. Laurel Hill Cemetery Leah Stein Dance Company The Leeway Foundation Lenape Regional Performing Arts Center The Library Company of Philadelphia Liveconnections.org Longwood Gardens Louise Nevelson Foundation Luna Theater Company Lyric Fest MacGuffin Theater and Film Company Main Line Art Center Mainstage Center for the Arts The Mann Center for the Performing Arts Marian Anderson Award The Masonic Library and Museum of Pennsylvania The Media Arts Council The Media Theatre Mendelssohn Club of Philadelphia Mercer Museum of the Bucks County Historical Society Mexican Cultural Center Miro Dance Theatre Montgomery County Community College Montgomery County Cultural Center: Home of The Centre Theater Moore College of Art & Design Morris Arboretum of the University of Pennsylvania Music & Motion Dance Productions The Music Group of Philadelphia Musicopia Nashirah: The Jewish Chorale of Greater Philadelphia National Archives and Records Administration - Mid Atlantic Region National Constitution Center National Liberty Museum National Museum of American Jewish History Network for New Music NetworkArts Philadelphia New City Stage Company New Paradise Laboratories New Spirit of Penn Gospel Choir at UPenn NEXUS/foundation for today's art Nice People Theatre Company Nonprofit Finance Fund North Penn Art Alliance Lansdale Center for the Performing Arts Oak Lane Cultural Arts Program Old Academy Players Old City Arts Association Opera Company of Philadelphia Orchestra 2001, Inc. Painted Bride Art Center Parkway Council Foundation Penn African Performing Arts at UPenn Penn Glee Club at UPenn Penn Humanities Forum PENNAACH Dance Troupe at UPenn PenNaatak at UPenn Pennsylvania Academy of Performing Arts Pennsylvania Academy of the Fine Arts Pennsylvania Ballet Association Pennsylvania Guild of Craftsmen The Pennsylvania Horticultural Society Pennsylvania Humanities Council Pennsylvania Performing Arts on Tour The People's Light & Theatre Company Peregrine Arts, Inc. Performing Arts Traditions Philadelphia Photo Arts Center Philadelphia Area Consortium of Special Collections Libraries Philadelphia Art Alliance Philadelphia Boys Choir and Chorale Philadelphia Center for the Book Philadelphia Chamber Ensemble Philadelphia Chamber Music Society Philadelphia Chapter of the American Harp Society Philadelphia Chinese Opera Society Philadelphia Classical Guitar Society Philadelphia Classical Symphony Philadelphia Cief Club Of Jazz And Performing Arts Philadelphia Community Access Media Philadelphia Community Arts Network Philadelphia Convention & Visitors Bureau Philadelphia Dance Projects Philadelphia Film Society Philadelphia Folklore Project Philadelphia Folksong Society Philadelphia Gay Men's Chorus Philadelphia Glass Works Philadelphia Hospitality, Inc. Philadelphia Independent Film & Video Association Philadelphia Live Arts Festival and Philly Fringe Philadelphia Museum of Art Philadelphia Musicians' Union, Local 77 The Philadelphia Orchestra Association Philadelphia Outward Bound Center Philadelphia Sculptors The Philadelphia Shakespeare Theatre Philadelphia Sinfonia Youth Orchestra The Philadelphia Singers The Philadelphia Sketch Club Philadelphia Society for the Preservation of Landmarks Philadelphia Theatre Company Philadelphia Theatre Workshop Philadelphia Virtuosi Chamber Orchestra Philadelphia Young Playwrights Philadelphia Youth Orchestra Philadelphia's Magic Gardens Philagrafika Philly Improv Theater Phoenix Village Art Center Piffaro, The Renaissance Band Pig Iron Theatre Company Players Club of Swarthmore PlayPenn Plays & Players Please Touch Museum Preservation Alliance for Greater Philadelphia Raices Culturales Latinoamericanas Regional Center for Women in the Arts Relâche, Inc. The Rock School for Dance Education Rosenbach Museum & Library The Rotunda Russian-Americans United Arts Council, Inc. Sample Member Org Samuel S. Fleisher Art Memorial Schuylkill Canal Association Schuylkill River Development Corporation Scribe Video Center, Inc. Senior Artists Initiative Settlement Music School Shirley Road Productions Simeone Foundation Simpatico Theatre Project Singing City, Inc. Slough Foundation Society Hill Playhouse Center for the Performing Arts, Inc. South Camden Theatre Company, Inc. South Jersey Cultural Alliance Spiral Q Puppet Theater SRUTI - The India Music and Dance Society The Stagecrafters Stenton Storybook Musical Theatre Studio Incamminati Sunshine Arts Taller Puertorriqueo, Inc. Tempesta di Mare, Inc. Temple Theaters Temple University Boyer College of Music & Dance Temple University Center City (TUCC) The Baptist Temple The Big Picture Alliance The Chester Fund for Education and the Arts The Idiopathic Ridiculopathy Consortium The NIA Center, Inc. The Savoy Company The Voice Foundation Theatre Alliance of Greater Philadelphia Theatre Ariel Theatre Exile Theatre Horizon Theatre League of Philadelphia Tri-State Jazz Society, Inc. Trinity Center for Urban Life Tyler School of Art of Temple University University City Arts League University City District University of Delaware, Resident Ensemble Players University of Penn Department of Music at UPenn University of Pennsylvania Museum of Archaeology and Anthropology The University of The Arts Upper Darby Performing Arts Center Usiloquy Dance Designs Valley Forge Convention and Visitors Bureau, Ltd. Victorian Vanities The Village of Arts and Humanities Village Productions/Tri-County Performing Arts Center Villanova Theatre Violette de Mazia Foundation Vox Ama Deus Vox Populi VSAarts of PA/AmarylIs Theatre Company Wagner Free Institute of Science Walnut Street Theatre Welsh Valley Preservation Society West Chester University Office of Cultural & Community Affairs West Philadelphia Children's Choir West Philadelphia Cultural Alliance Wharton Esherick Museum WHYY, Inc. The Wilma Theater Winterthur Museum & Country Estate Wolf Performing Arts Center Wood Turning Center, Inc. Woodlands Trust for Historic Preservation Woodmere Art Museum, Inc. World Affairs Council of Philadelphia WRTI WXPN-FM Wyck Association Young Audiences of Eastern Pennsylvania, Inc. Zoological Society of Philadelphia



Arts and Cultural Organizations in Greater Philadelphia by Organization Size

2,742 arts NGOs
(1,571 revenue < \$25,000/year)



Population, Metro area	
Philadelphia	5,968,252
Houston	5,867,489
Madrid	5,804,829
Berlin	4,971,331
Barcelona	4,233,638
Athens	4,013,368

US Census, Eurostat

Population, City only	
Hamburg	1,773,218
Budapest	1,721,556
Warsaw	1,711,466
Vienna	1,693,024
Barcelona	1,621,537
Philadelphia	1,547,297

National statistics agencies



1996-2003: Marketing the city: new facilities & tourism campaigns

Construction and renewal of facilities in Avenue of Arts

- 1996: Philadelphia Clef Club of Jazz and Performing Arts
- 1996: Wilma Theater
- 1996: Freedom Theater
- 1997: High School for Creative & Performing Arts
- 1999: Prince Music Theater
- 2001: Kimmel Center for the Performing Arts

And in the historic center...

- 2000: National Liberty Museum
- 2001: National Constitution Center

Blockbuster exhibitions and marketing campaigns

- 1996: Cezanne Exhibition at Philadelphia Museum of Art
- Barnes at PMA
- Body Worlds



Avenue of the Arts (1993)

and City Hall

Kimmel Center for the Performing Arts (2001)



Philadelphia is a National Center for History



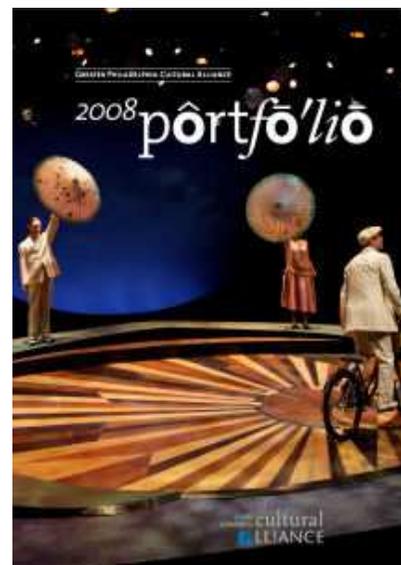
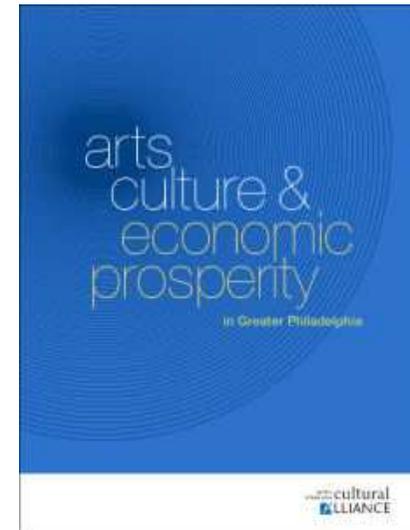
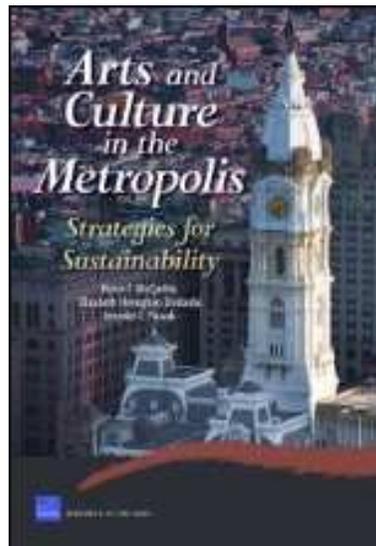
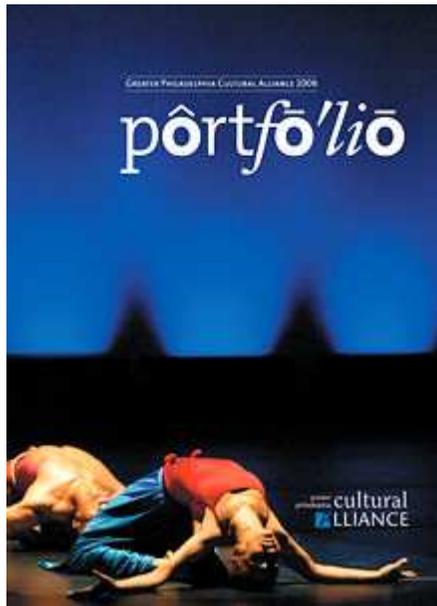
Has many organizations that use arts and cultural programs to solve social problems.



Pioneer and most successful practitioner of the “% for Arts” Public Art funding model



The New Philadelphia Model: Data-Driven Research and Analysis



- Help organizations perform better
- Understand the sector
- Advocacy



6 Government support as a percentage of organizations' revenue



Total National Endowment for the Arts Budget FY2010:
\$161.3million (\$0.52 per capita) for whole USA

arts
culture &
economic
prosperity

in Greater Philadelphia



key findings

- **\$1.3 Billion Total Direct Expenditures**

- \$250 Million on restaurants 

- \$184 Million on lodging 

\$74.1 Million in local taxes

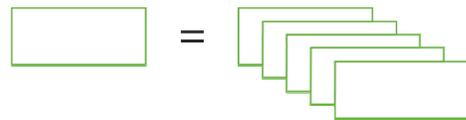
+ \$84.4 Million in state taxes

- **\$158.5 Million Total State and Local Taxes**

From nonprofit arts and cultural organizations (NGOs)

return on investment

Each \$1 invested from local governments returns \$5.00 in local tax revenue.



Each \$1 invested from state government returns \$2.50 in state tax revenue.

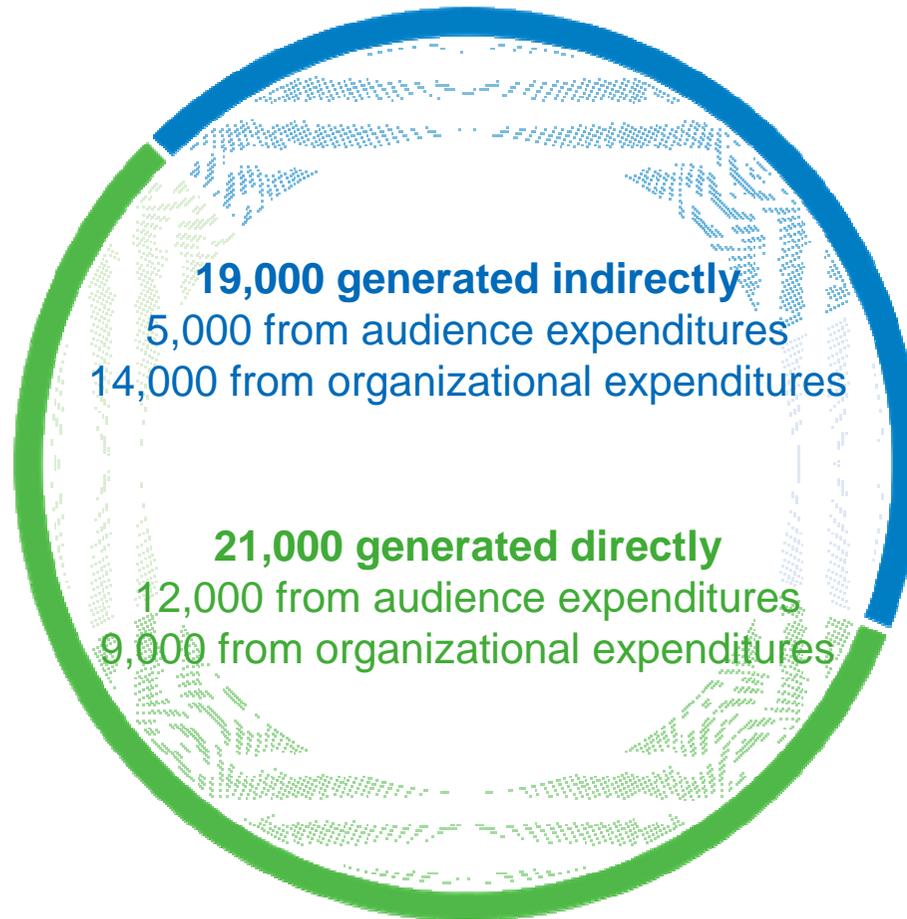


From nonprofit arts and cultural organizations (NGOs)



employment

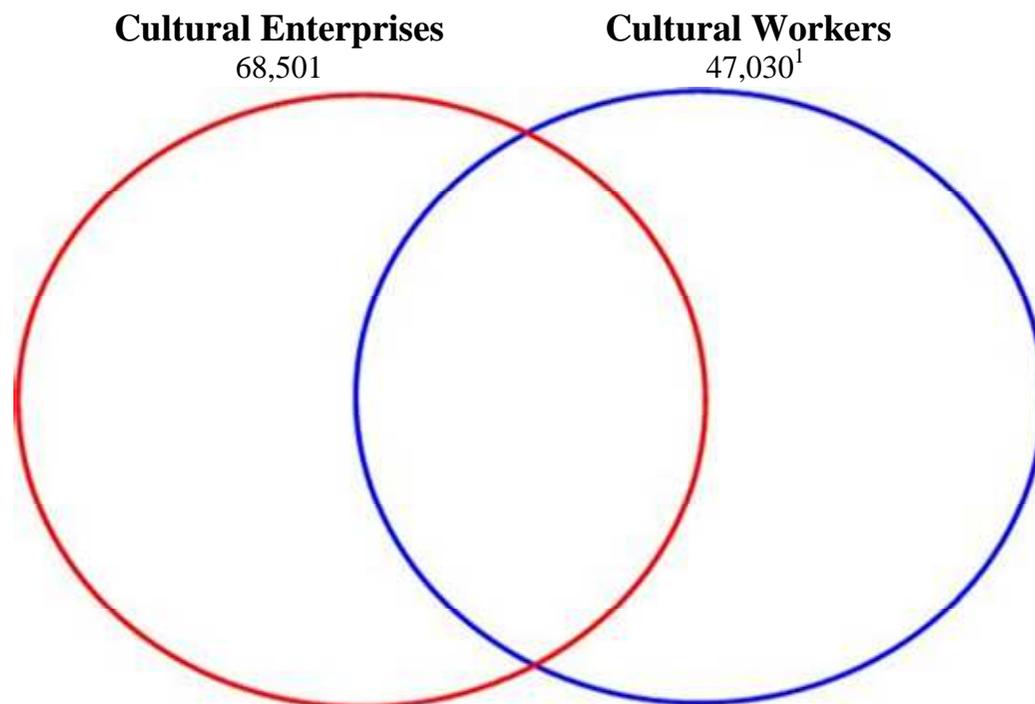
40,000 jobs
generated
by arts and culture



From nonprofit arts and cultural organizations (NGOs)



Cultural Economy for profit and nonprofit



Description	Employees	Establishments
Independent Artists, Writers & Performers (% of Total)	21,086 (25.5%)	320 (7.1%)
Architectural services (% of Total)	5,925 (7.2%)	574 (12.8%)
Fine Arts Schools (% of Total)	5,612 (6.8%)	295 (6.6%)
Periodical Publishers (% of Total)	5,539 (6.7%)	242 (5.4%)
Graphic Design Services (% of Total)	4,533 (5.5%)	403 (9.0%)
Book stores (% of Total)	3,028 (3.7%)	206 (4.6%)

From nonprofit arts and cultural organizations (NGOs)
AND for-profit industry

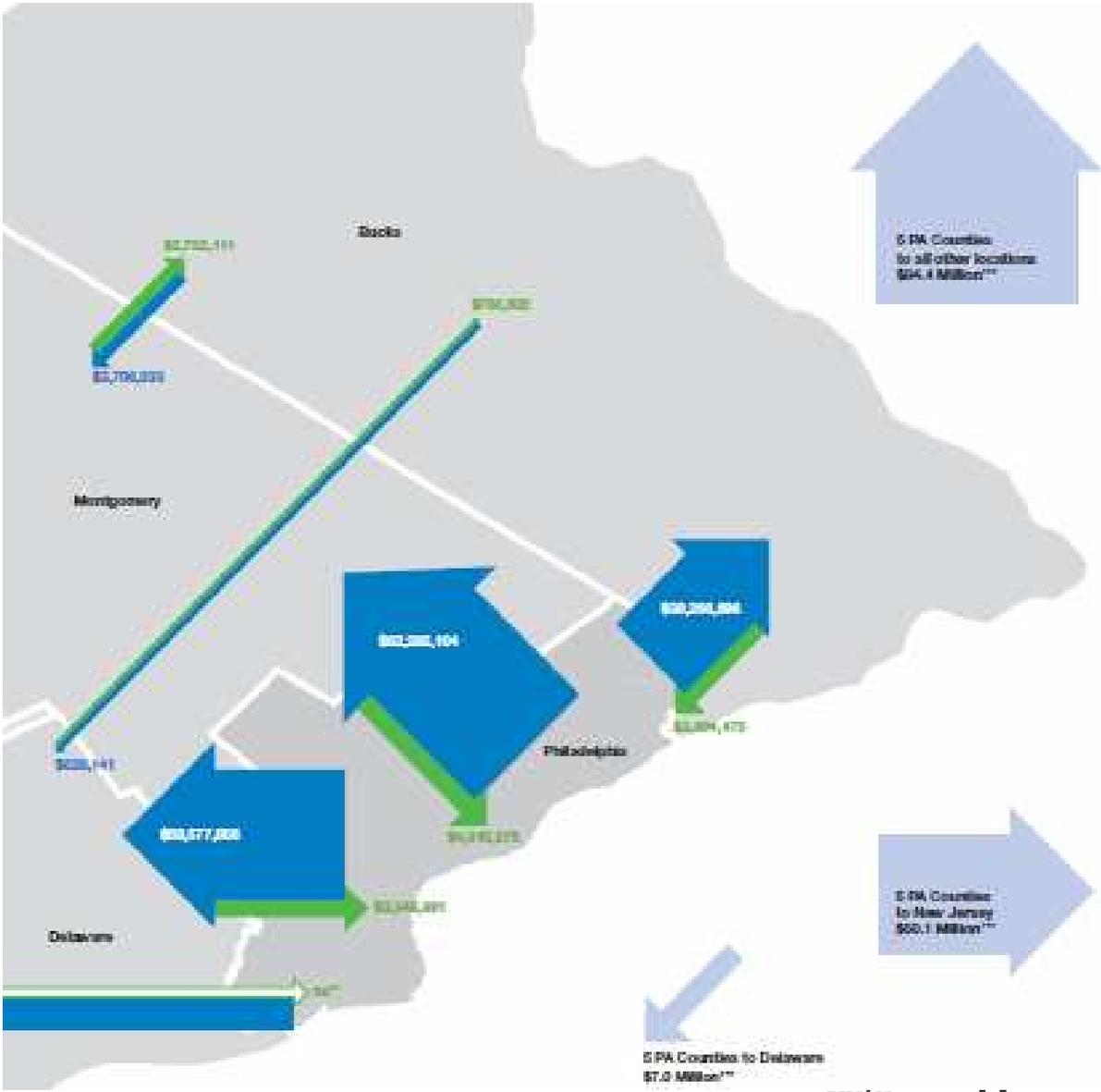


Effects of arts spending: Revenue flowing out of Center City

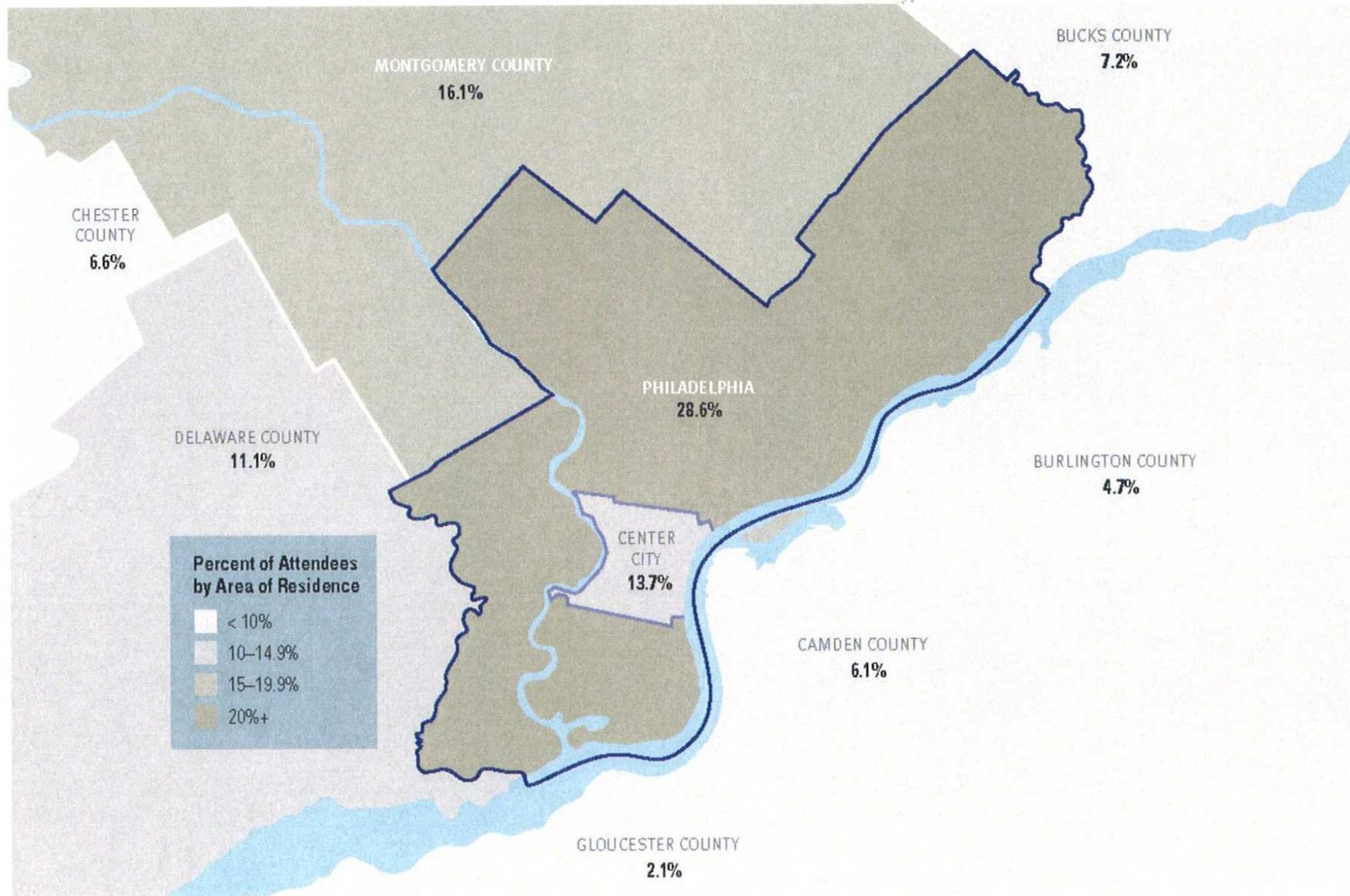
TOTAL HOUSEHOLD INCOME

	By Location of Organization	By Location of Employees' Residence
Philadelphia	\$677,012,000	\$367,001,000
PA Suburban Total	\$101,291,000	\$232,010,000
Bucks	\$31,407,000	\$69,703,000
Chester	\$13,412,000	na**
Delaware	\$25,564,000	\$75,195,000
Montgomery	\$25,906,000	\$79,505,000
New Jersey	na	\$50,116,000**
Delaware	na	\$7,013,000**
All Other	na	\$34,061,000**

* data from NJ and DC organizations and audiences not included in this report.
 ** data on where workers in Chester Counties are not currently available from U.S. Census LIED Project.
 *** "All Other" includes some earnings by workers who live in NJ and DC. Some Southeastern Pennsylvania counties have workers living in those states, but represent under 1% of the workers in that county and are not separately reported.



Place of Residence of Center City Arts Attendees



Arts Drive Development: Population Increases

From 1990 to 2000:

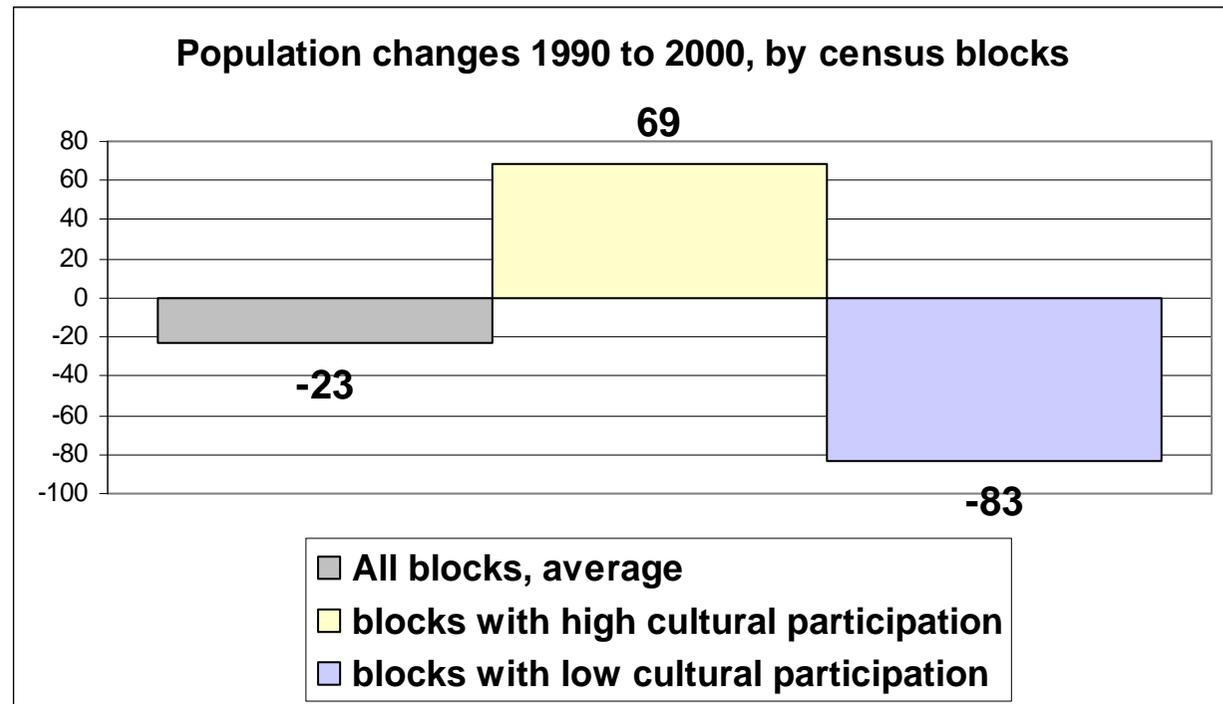
Philadelphia's total population declined:

1,585,577

down to

1,517,550

But population increased in neighborhoods with arts and culture:



sources: U.S. Census, University of Pennsylvania



Arts Drive Development: Property Values

“Between 1995 and 2000, the average sale price of a home in Philadelphia increased by \$10,000. By comparison, neighborhoods with many cultural organizations saw an average price increase of nearly \$30,000”

- “Cultural Builds Community”, Stockton Rush Bartol Foundation

26 Admission price and cost of production*



\$14.22 Median admissions price*

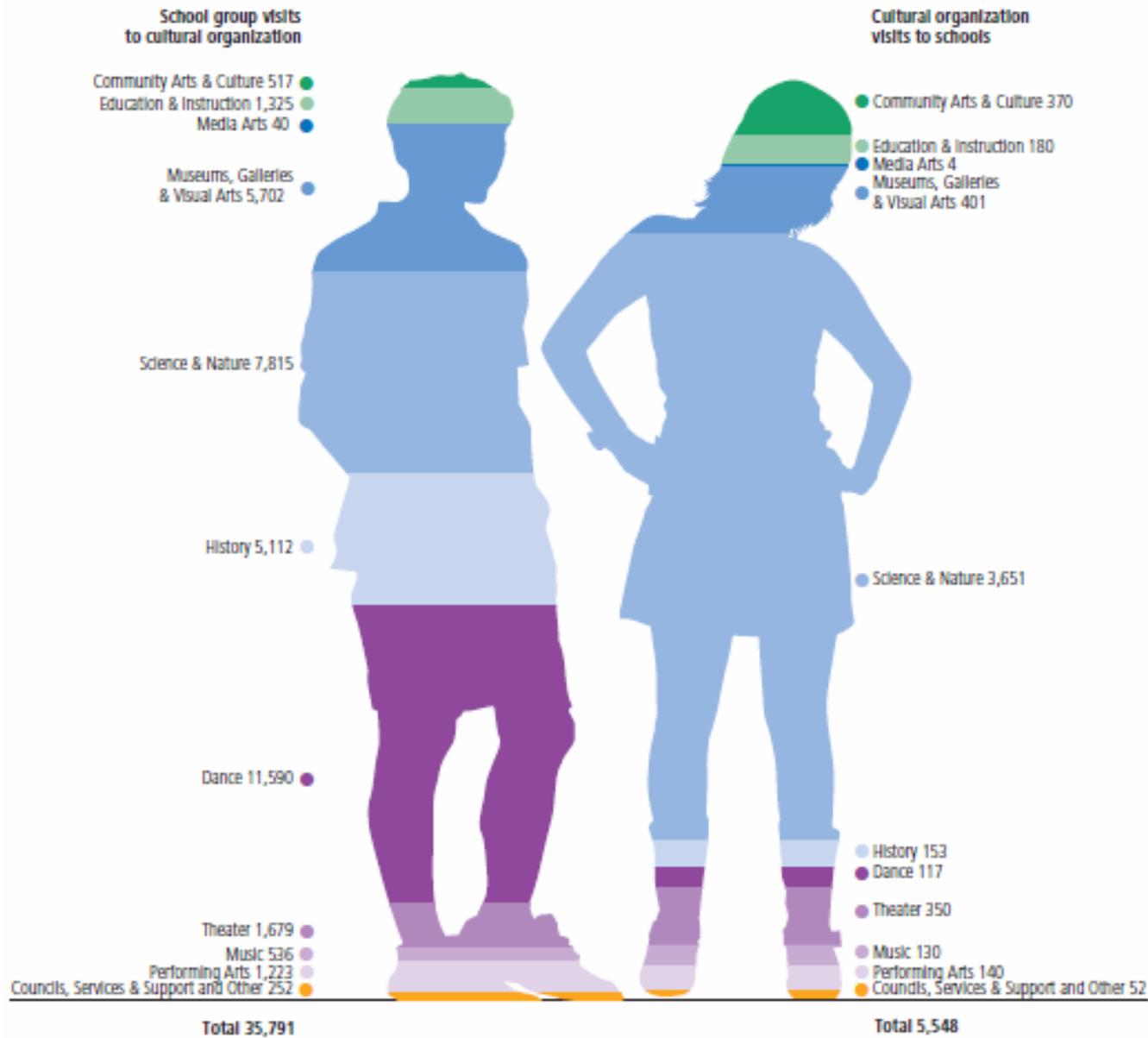
\$46.45

Median cost of production
per attendee

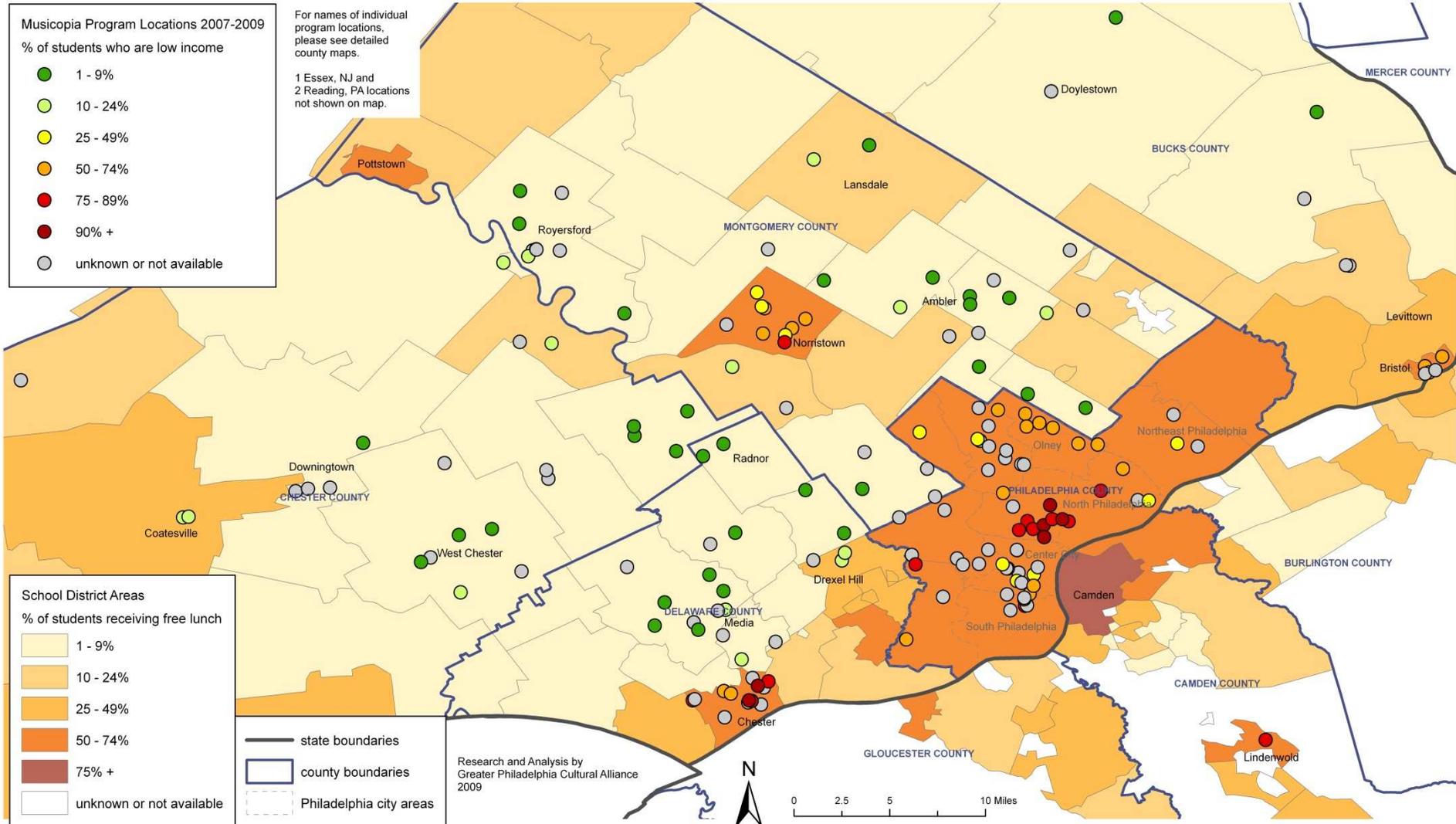
* The Greater Philadelphia Cultural Alliance is solely responsible for the research and data analysis for this chart.

† This figure is not comparable to the Median Price figure presented in the 2006 Portfolio. This figure is calculated differently in order to be comparable to other median calculations in this section. (This is a median of reported medians.) The comparable figure (an average of medians) for comparison with 2006 would be \$17.60 for 2008 versus \$19.99 for 2006.

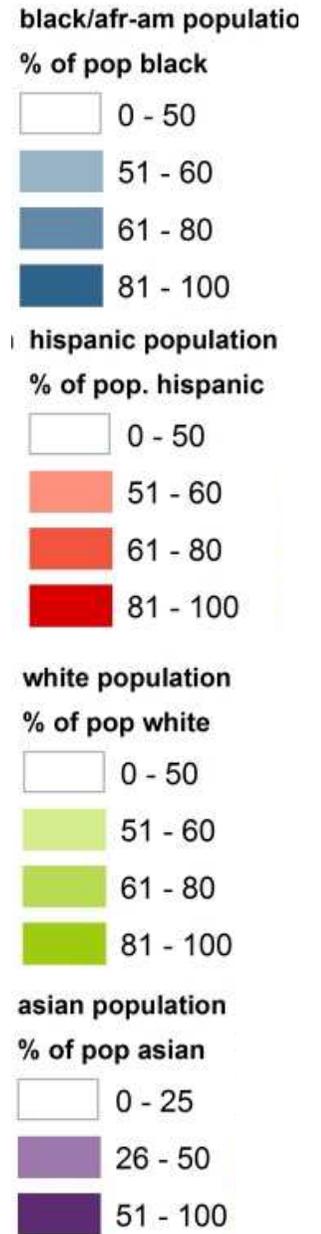
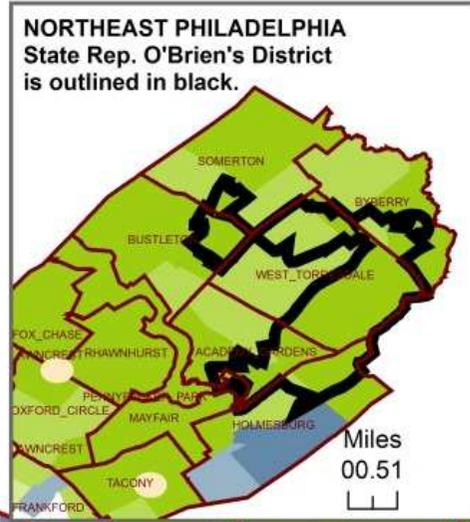
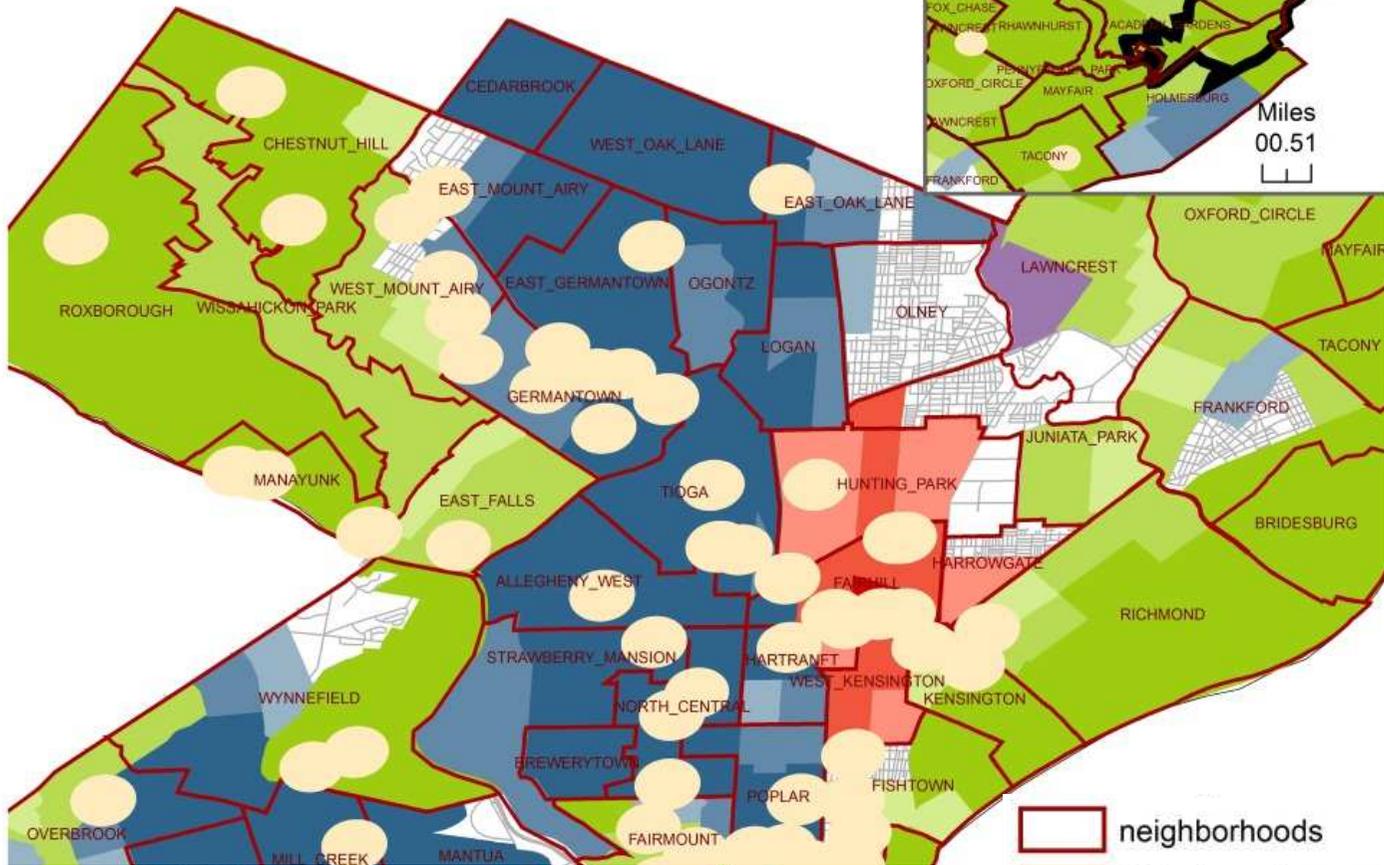
25 Number of school group visits and organization visits to schools



Musicopia Program Locations and Low Income Students

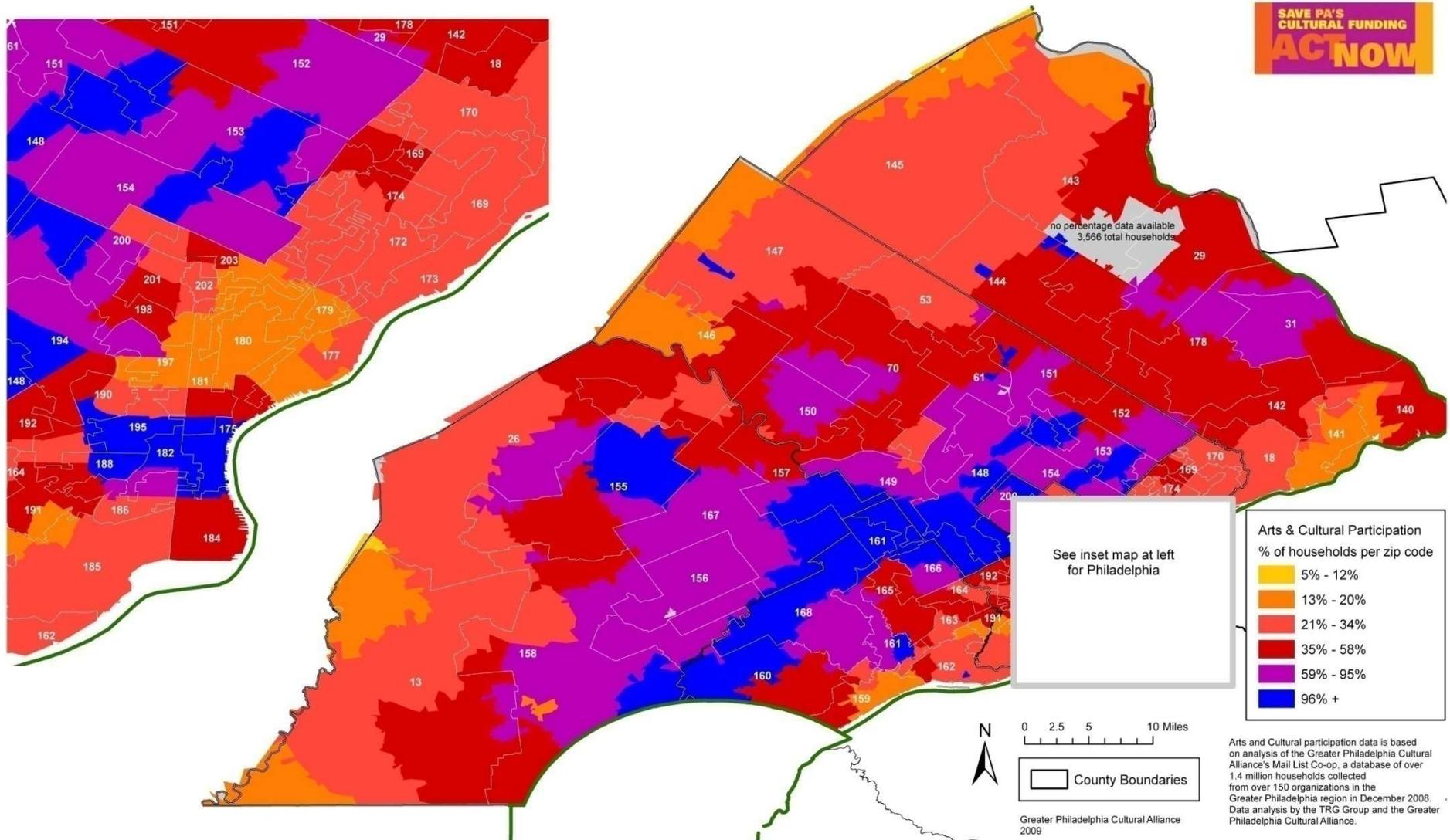


5-CAF Grantee and Project Locations in Philadelphia, 2004 - 2006





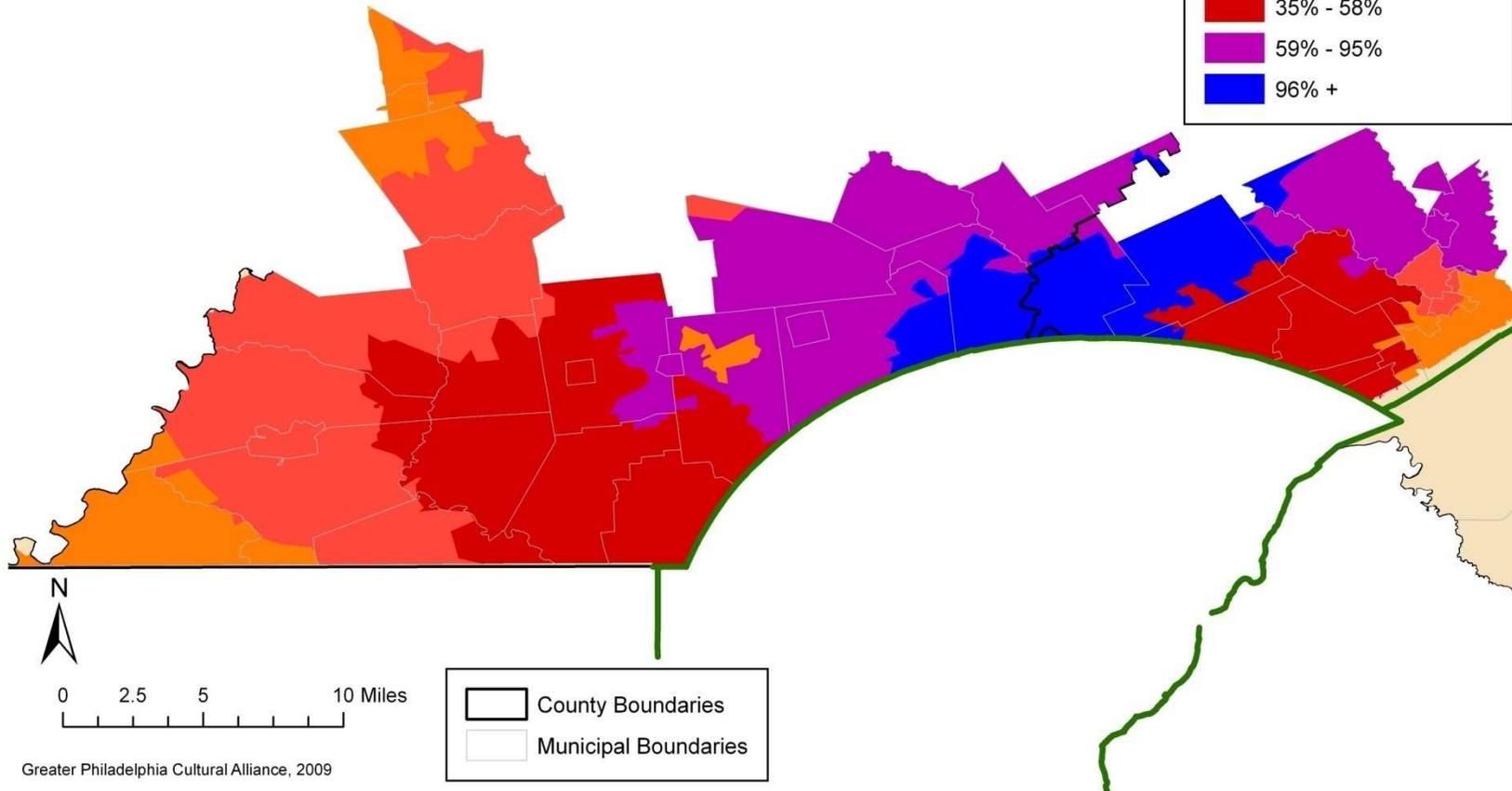
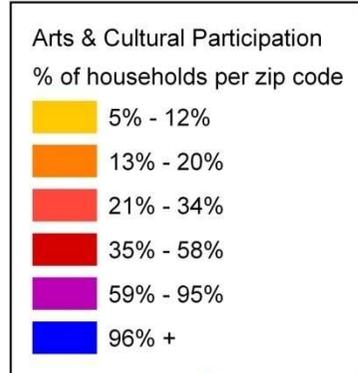
Arts & Cultural Participation in PA House Districts of Southeastern PA



Arts & Cultural Participation in the District of the Hon. Dominic Pileggi



Arts and Cultural participation data is based on analysis of the Greater Philadelphia Cultural Alliance's Mail List Co-op, a database of over 1.4 million households collected from over 150 organizations in the Greater Philadelphia region in December 2008. Data analysis by the TRG Group and the Greater Philadelphia Cultural Alliance.



Greater Philadelphia Cultural Alliance, 2009



Audience Analysis to Defeat Arts Tax

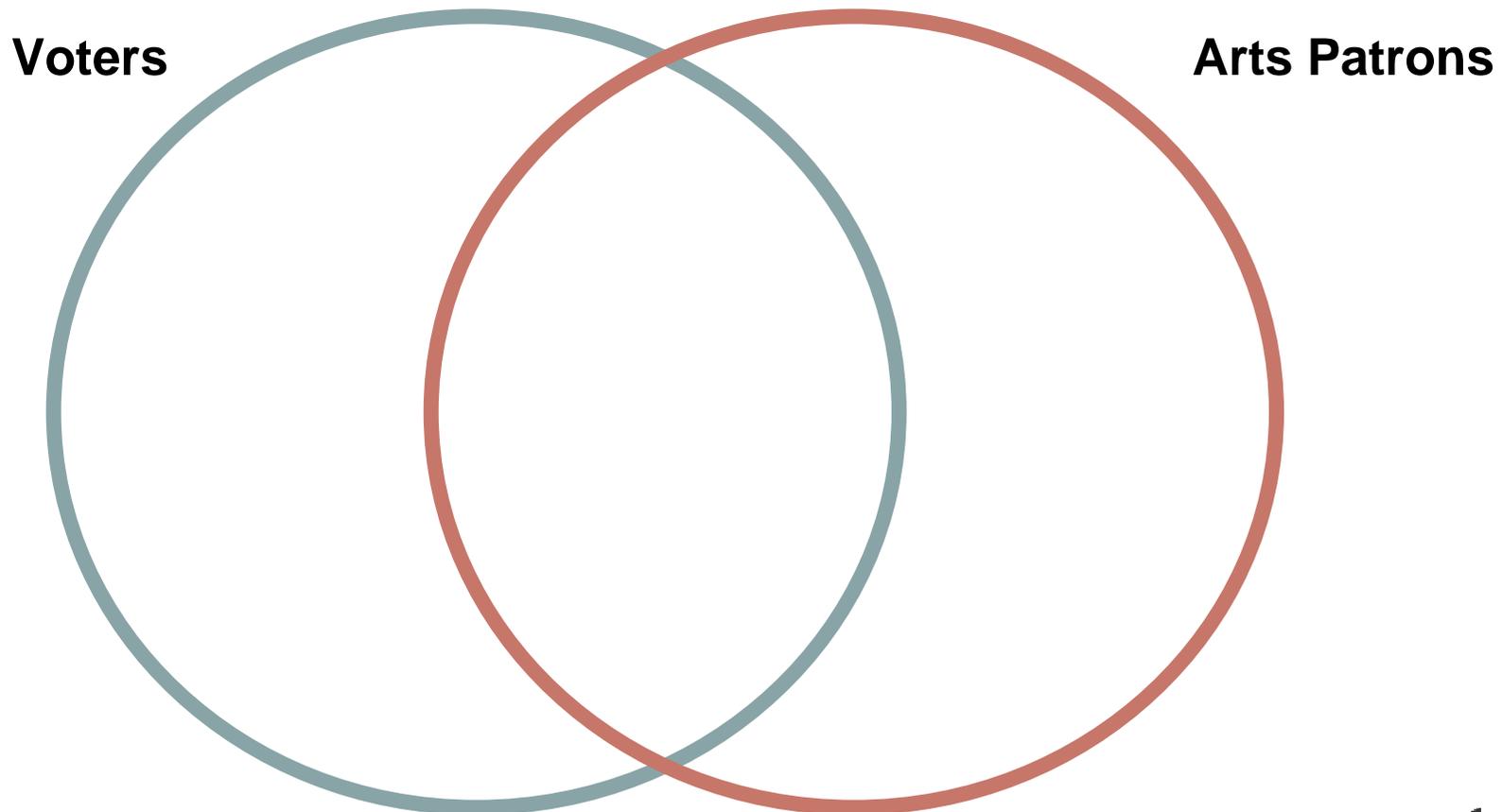
Demographic analysis of our 1.4 million person mailing list revealed

- **Arts are not for the elite or “super-rich”**
 - **11% of 5-county households make over \$150,000 per year, but only 7% of arts households make that amount**
 - **40% of households in the 5-counties that participate in the arts make less than \$70,000 per year**



Voters & Audience Analysis 2010

Analysis of 2.6m arts attendee records against voter records



Populist arguments in American Political Theory

“As long as art is the beauty parlor of civilization, neither art nor civilization is secure.”

- John Dewey, *Art as Experience*

"Mentre l'art sigui el saló de bellesa de la civilització, no estan segurs ni l'art ni la civilització."

Populist arguments in American Political Theory

A common current definition of *populism*:

“a political doctrine that supports the rights and powers of the common people in their struggle with the privileged elite”

But from the American Pragmatist tradition (Dewey, James, Putnam)

“The claim, then, is this: Democracy is not just one form of social life among other workable forms of social life; it is the precondition for the full application of intelligence to the solution of human problems.”

Hilary Putnam, *A Reconsideration of Deweyan Democracy*

American Pragmatism:

The criterion upon which something is to be judged is on whether it has a practical use.

In a Democracy, the focus is on whether something is useful to fulfilling the goals or ends of the citizens of that democracy.

Cultural Alliance arguments about the arts in Philadelphia:

It's an engine for economic growth.



It has the power to educate.



American Pragmatism:

We don't know what our interests or needs are or what we are capable of until we actually engage in politics. A corollary of this view is that there can be no final answer to the question of how we should live, and therefore we should always leave it open to further discussion and experimentation. (Dewey)

Cultural Alliance arguments about the arts in Philadelphia:

It has the power to elevate lives.



It helps individuals come together and grow as a community.





greater
philadelphia **cultural**
ALLIANCE

Needs

- **Policymakers:** need to maintain economic and social momentum during an economic downturn
- **Artists, Arts & cultural organizations:** want a vital arts community that grows stronger in products, support and revenue.
- **Community activists:** seeking resources for individual and community growth
- **Arts participants & audiences:** seeking continuance of individual vitality and growth despite tough economic times.

Arts & Culture

It's how we grow.

It's an engine for economic growth.



It has the power to elevate lives.



It has the power to educate.



We own it because it comes from us.



It helps individuals come together and grow as a community.

Democracy as the quest for what is socially useful

Socially useful not in a narrow sense but in terms of
Allowing all goals to be brought to bear

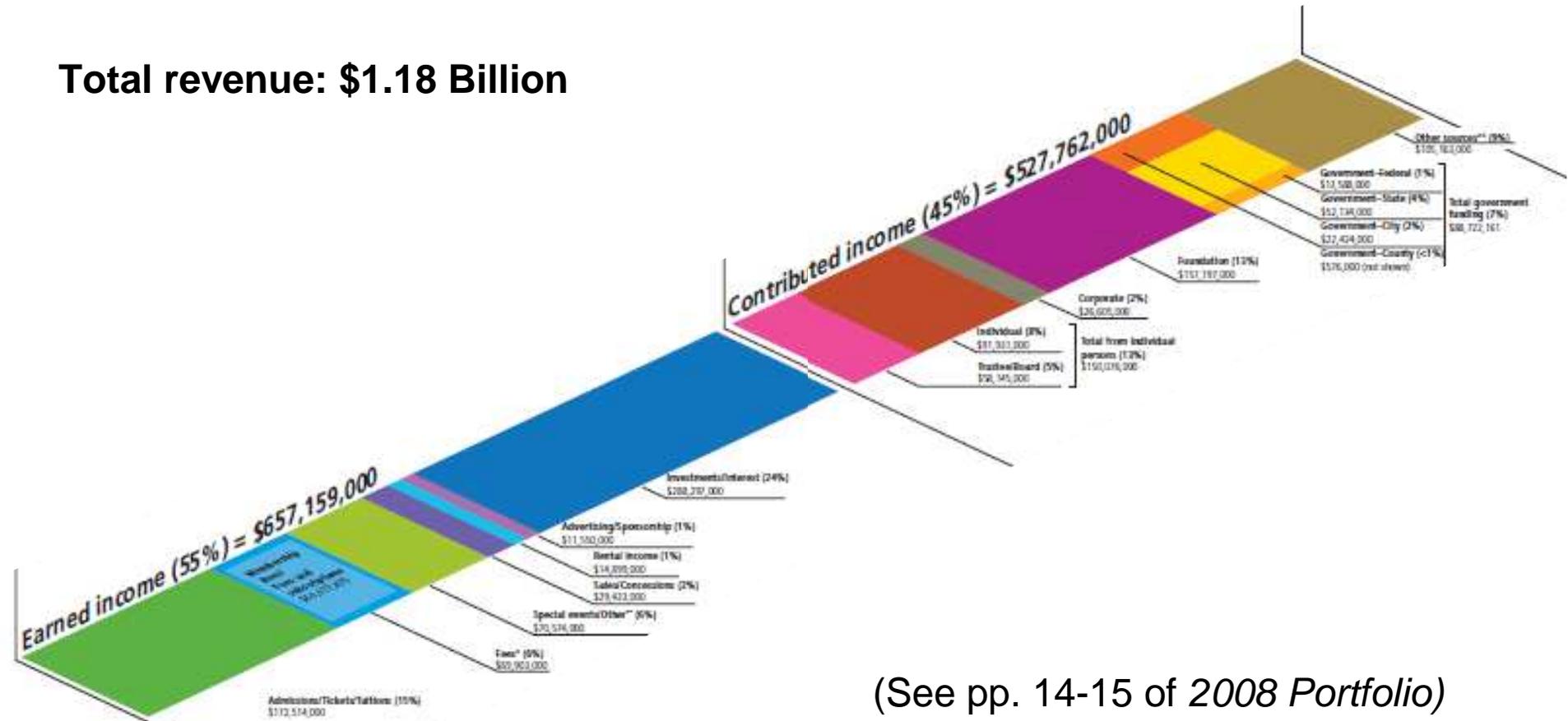
In this, trying to get away from overly technical views of dem

Odd to say perhaps at a planning conference

Pair 1-2 grow statements w/ a dewey quote

Revenue by source for Philadelphia area nonprofit arts organizations

Total revenue: \$1.18 Billion



(See pp. 14-15 of 2008 Portfolio)



“The National Endowment for the Arts has been the single most visible and deplorable black mark on the arts in America that I have seen in my lifetime...”

– U.S. Representative Dick Armey of Texas
Republican majority leader.

New York Times, July 11, 1997

Arts Drive Development: Property Values

Distressed or underdeveloped neighborhoods with arts organizations redevelop more quickly:

“Neighborhoods with a history of arts and cultural activity were more likely than the rest of the region to experience revitalization during the 1980s.

Between 1980 and 1990... a block group that had many arts and cultural organizations in 1980 was twice as likely as the average block group to undergo revitalization.”

- “Summary of Findings on Community Arts”, University of Pennsylvania

Analysis to Defeat Real Estate Tax

All figures from PACDP dataset last fiscal year for 904 orgs in PA as of Sept. 2009

•A tax on nonprofit arts & cultural organizations owning 5000+ sq ft would more negatively affect smaller organizations that own their own space.

- Approximately 1/2 (46%) of the organizations that own 5000+ sq ft have budgets of under \$1M expenses annually
- But small organizations that own 5000+ sq ft of revenue have a more precarious financial position than organizations of the same size that do not own that level of real estate
- 41.5% of organizations with under \$1M owning 5000+ sq ft have budget deficits - compared to 37.1% of all organizations of that size
- 23.6% of organizations with under \$1M owning 5000+ sq ft have budget deficits over 10% - compared to 17.2% of all organizations of that size

•A tax on nonprofit arts & cultural organizations owning 5000+ sq ft would more negatively affect organizations in rural areas of the Commonwealth

- Arts and cultural organizations in the Allegheny Forest, Central Valleys, Northern Tier, and Southwestern PA that own more than 5000+ sq ft are significantly more likely to have budget deficits than organizations that own 5000+ sq ft in other parts of the Commonwealth

% organizations with 5000+ sq ft that are in Deficit	Region	counties							
68.4%	South-Central PA	Adams, Cumberland, Dauphin, Franklin, Lancaster, Lebanon, York							
50.0%	Allegheny Forest	Clarion, Cerfield, Elk							
50.0%	Northern Tier	Bradford, McKean, Tioga							
40.0%	Southwestern PA	Bedford, Blair, Cambria, Fayette, Huntingdon, Indiana, Somerset							
37.5%	Central Valleys	Centre, Clinton, Columbia, Lycoming, Mifflin, Montour, Schuylkill, Snyder, Sullivan, Union							
33.8%	ALL OF PA								



Greater Philadelphia Cultural Alliance

Nonprofit/501c3/NGO, founded 1972

Voluntary Membership by Organizations
(fee is based on budget size)

23 staff

Operating Budget: \$3.5 million/year
Grants Budget: \$0.5 million/year

Funds raised annually from Foundation Grants,
Membership Fees, Fees for Services.

Membership

Health Insurance
Joint Purchasing

Collective Marketing Programs

Regional Arts Calendar
Half-Price Ticket Program
Coop Mailing List (1.4 million patrons)
Market Research

Advocacy

Lobbying Public Officials
Working to Promote Awareness by Civic Leaders
Sector Research

Office of Arts, Culture and the Creative Economy City of Philadelphia

Reinstated 2008 (abolished 2004)

City of Philadelphia Agency
No similar agencies in surrounding areas

6 staff

Operating Budget: \$1.0 million/year (estimate)
Grants Budget: \$24 million/year
(full city support – not one centralized programme)

Funds raised through City's general Treasury (mostly
from taxes)

Art In City Hall

Public Art

The Philadelphia Cultural Fund (grants)

Direct funding to 4-5 city-supported institutions

Support for Avenue of the Arts

DELETE SLIDE ???

Audience Analysis Preparations 2010

Combining Philadelphia analysis with other state partners (Pittsburgh)
Analysis of 2.6m arts attendee records against 9m voter records

Arts Households 1109273
What percentage of Arts Attendees that are also voting households are:
588099
53.0%



Audience Analysis Preparations 2010

Combining Philadelphia analysis with other state partners (Pittsburgh)
Analysis of 2.6m arts attendee records against 9m voter records

Super-Duper-Voter	35356	
V.10.n		
County	Count	
ALLEGHENY	6674	30.98%
BEAVER	589	17.95%
BUTLER	1044	19.89%
CHESTER	3595	51.67%
DELAWARE	7992	44.53%
FAYETTE	204	8.06%
MONTGOMERY	142	60.43%
PHILADELPHIA	23022	27.95%
WASHINGTON	852	18.45%
WESTMORELAND	1242	19.10%

These households voting
in last 5 consecutive elections

Populist arguments in American Political Theory

Populist political arguments have tradition within a particularly American strand of theory: American Pragmatism

the political doctrine that supports the rights and powers of the common people in their struggle with the privileged elite

Pragmatists were not trying to justify democracy on metaphysical (or teleological) grounds

For Dewey:

We don't know what our interests or needs are or what we are capable of until we actually engage in politics. A corollary of this view is that there can be no final answer to the question of how we should live, and therefore we should always leave it open to further discussion and experimentation. That is why we need democracy. [RDD, 189]