

Embedding the Arts

January 25, 2017

Rochester

Gina Renzi
gina@TheRotunda.org



Philadelphia

Philadelphia





Portrait of the City

| | |
|--|------------------|
| Population | 1,567,402 |
| Percentage of residents who are: | |
| Under the age of 20 | 25% |
| Age 20-34 | 27% |
| Age 35-54 | 24% |
| Age 55 or older | 24% |
| Black or African-American | 41% |
| Non-Hispanic white | 36% |
| Hispanic or Latino | 14% |
| Asian | 7% |
| Other | 2% |
| Percentage of residents who: | |
| Were born in Pennsylvania | 68% |
| Were born in other states | 15% |
| Were born in Puerto Rico or a U.S. territory | 4% |
| Were foreign born | 13% |
| Speak a foreign language at home | 23% |
| Number of school-age children | 237,092 |
| Number of students enrolled in college or graduate school | 140,956 |

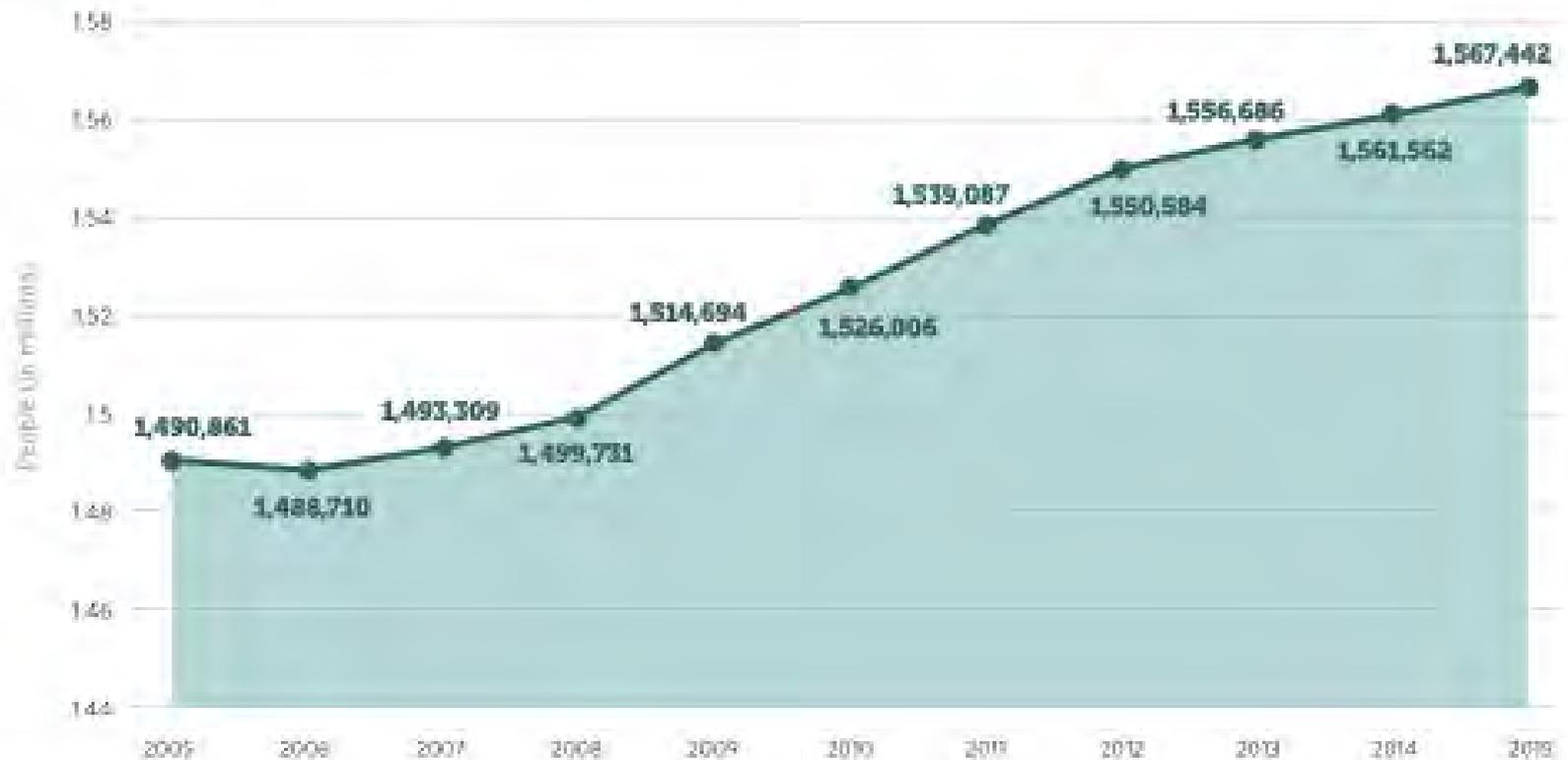
| | |
|--|-----------------|
| Percentage of adult residents who: | |
| Graduated from college | 25% |
| Did not graduate from high school | 17% |
| Percent of adults who are: | |
| Married or live as a couple | 30% |
| Never married | 52% |
| Divorced or separated | 13% |
| Widowed | 6% |
| Percentage of women who gave birth in the previous 12 months who were unmarried | |
| | 60% |
| Median household income | |
| | \$39,043 |
| Percentage of households with annual income of: | |
| Less than \$35,000 | 46% |
| \$35,000 to \$74,999 | 30% |
| \$75,000 to \$99,999 | 9% |
| \$100,000 or more | 15% |
| Percentage of population below poverty level | |
| | 26% |
| Percentage of households with: | |
| No vehicles available | 31% |
| Two or more vehicles available | 25% |

| | |
|---|----------------|
| Percentage of workers employed by: | |
| The private sector | 88% |
| Government agencies | 13% |
| Their own businesses | 4% |
| Total housing units | |
| | 670,445 |
| Percentage of units listed as: | |
| Vacant | 14% |
| Occupied | 86% |
| Percentage of units built before 1939 | |
| | 41% |
| Median monthly rent | |
| | \$936 |
| Percentage of units | |
| Owner-occupied | 52% |
| Rented | 48% |
| Where residents lived the previous year: | |
| Same house | 66% |
| Different house in Philadelphia | 9% |
| Somewhere in the U.S. | 4% |
| Abroad | 1% |
| Percentage of residents without health insurance | |
| | 18% |

Source: U.S. Census Bureau

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Philadelphia Population, 2005-15



After reaching its lowest point in a century in 2006, Philadelphia's population has risen nine consecutive years, adding a total of 78,732 residents.

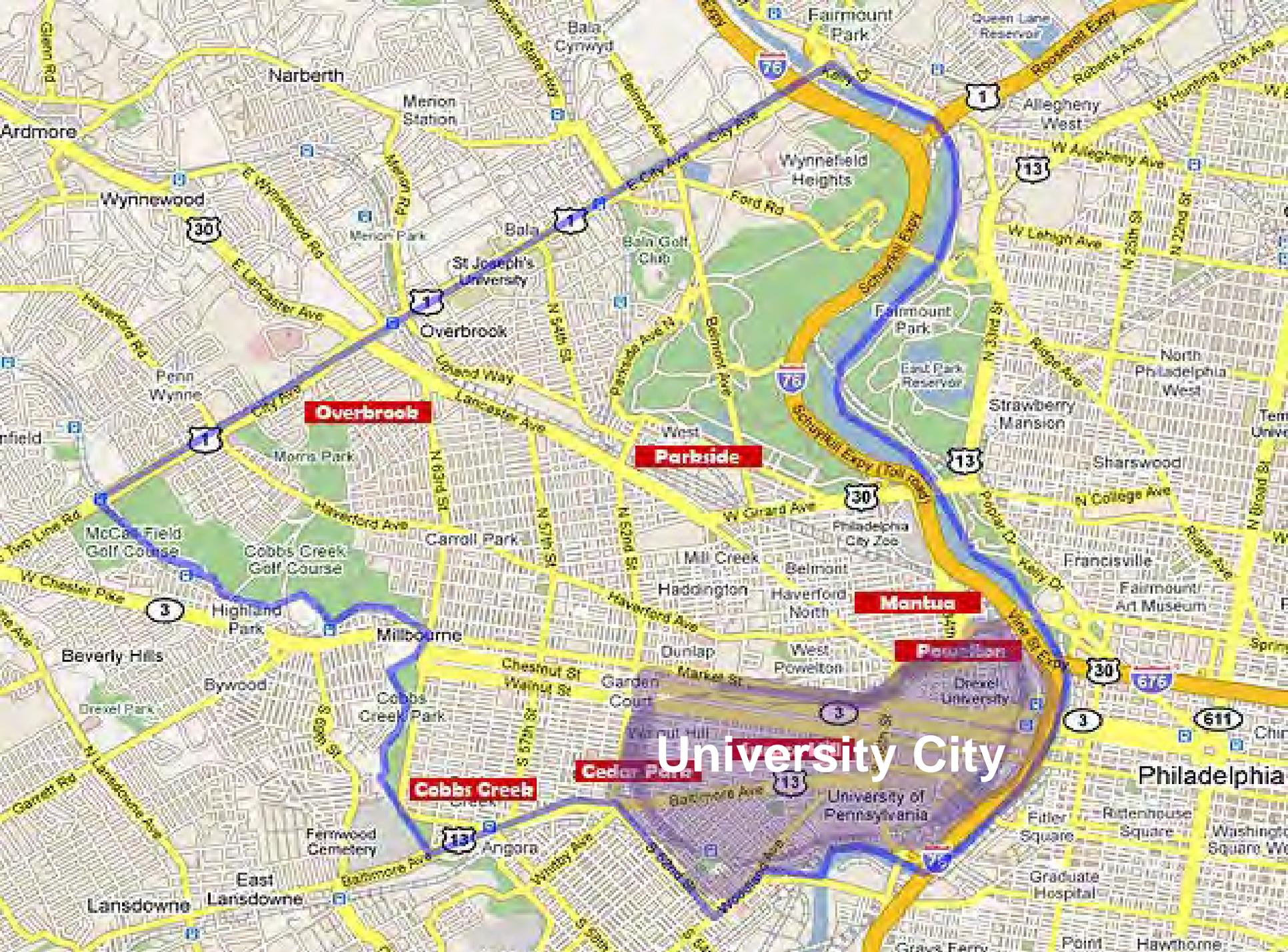
Source: U.S. Census Bureau Population Estimates

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West Philadelphia





Overbrook

Parkside

Mantua

Powelton

University City

Cobbs Creek

Cedar Park

Philadelphia

UNIVERSITY CITY BY THE NUMBERS

THE STATE OF UNIVERSITY CITY 2017

95.5%

OFFICE
OCCUPANCY

53,605

POPULATION
WITH A MEDIAN
AGE OF 22-24

76,777

JOBS

43,908

STUDENTS
ENROLLED
ACROSS
4 COLLEGES
& UNIVERSITIES

152

RETAILERS

56%

OF RESIDENTS
AGED 25 OR
OLDER WITH
A BACHELOR'S
DEGREE
OR HIGHER

84,566

INPATIENT
ADMISSIONS
ACROSS
4 HOSPITALS

140

HOME SALES

268

RESTAURANTS
AND BARS

71%

OF RESIDENTS
WALK, BICYCLE,
OR RIDE
PUBLIC TRANSIT
TO WORK

711

HOTEL ROOMS

334,500

DOLLARS
MEDIAN HOME
SALE PRICE
IN 2015

88%

GROUND FLOOR
COMMERCIAL
OCCUPANCY

315

HOTEL ROOMS
UNDER
CONSTRUCTION

4,138,777

ANNUAL AMTRAK
PASSENGERS AT
30TH ST. STATION

20-24
MINUTES

MEDIAN RESIDENT
COMMUTE TIME

78%

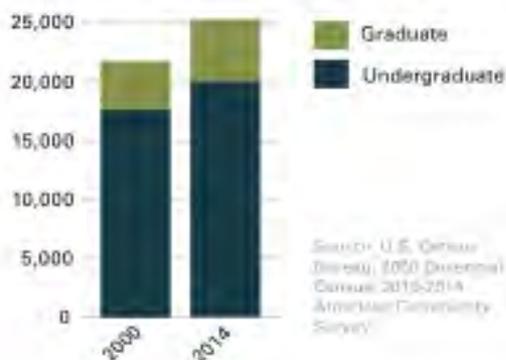
HOTEL ROOM
OCCUPANCY

\$1,600

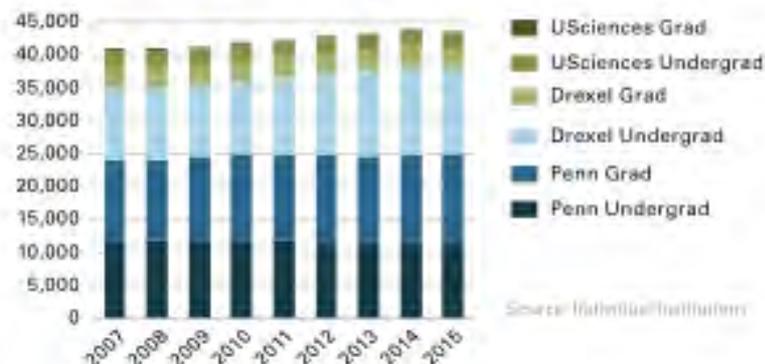
MEDIAN
APARTMENT
RENT

Spotlight on University City

Student Population Living in University City



University Enrollment



2016 ENROLLMENT

| | University of Pennsylvania | Drexel University | University of the Sciences | The Restaurant School at Walnut Hill College | Community College of Philadelphia West Campus |
|------------------------|----------------------------|-------------------|----------------------------|--|---|
| STUDENTS | | | | | |
| Undergraduate | 11,588 | 16,464 | 2,246 | 303 | 1,950 ¹ |
| Graduate | 13,288 | 9,131 | 418 | 0 | 0 |
| Total Students | 24,876 | 25,595* | 2,664 | 303 | 1,950 ¹ |
| STUDENT HOUSING | | | | | |
| UNDERGRADUATE | | | | | |
| in campus residences | 5,703 | 3,471 | 556 | 118 | n/a |
| in fraternity/sorority | 442 | 168 | n/a | 0 | n/a |
| off campus (total) | 5,443 | 12,993 | 1,690 | 185 | 1,950 ¹ |
| in University City | 3,400 | n/a | n/a | 23 | n/a |
| GRADUATE | | | | | |
| on campus | 877 | 165 | 32 | 0 | 0 |
| off campus (total) | 12,611 | 8,966 | n/a | 0 | 0 |
| in University City | 4,793 | n/a | n/a | 0 | 0 |

¹Includes 2,246 students in residence and 5,198 Drexel non-resident students. Total students in University City campus is 16,095.

*Includes credit and noncredit students who take classes at the West Philadelphia Center including evening courses. Source: www.usciences.edu



University of Pennsylvania





The Office of Real Estate Services
Office of the University Architect
8102/10
© Trustees of the University of Pennsylvania



Partial History of Penn - West Philadelphia Relationship

| | |
|------|--|
| | |
| 1958 | Penn student In-Ho Oh is murdered near campus. |
| 1958 | Penn President Harnwell announces plans to expand Penn's borders and create more "safe space" for students. The concept of a 'University City' is born and begins land purchases and eminent domain proceedings. |
| 1969 | Redevelopment Authority determines that 2,653 residents have been displaced by redevelopment. Penn Trustees form a commission for securing community consent to development plans. |
| 1970 | Demolition of Black Bottom neighborhood complete |
| 1976 | Black Bottom Association founded by former residents. Annual reunion picnics follow. |
| 1989 | The Penn Program for Public Service begins, leading to the Center for Community Partnerships, later founded in 1992. |

| | |
|-----------|---|
| | |
| 1996 | Growing community resentment over constant Penn campus expansion |
| 1996 | A graduate student is murdered near campus and Penn parents demand action from President Dr. Judith Rodin. |
| 1996-2004 | Penn strengthens the West Philadelphia Initiatives with numerous investments and partnerships in the neighborhood |
| 1997 | University City District (UCD) is created to serve as an independent, nonprofit management entity the area |
| 2004 | In her inaugural address, President Amy Gutmann outlines Penn's commitment to three core values: Inclusion, Innovation, and Impact. |
| 2014 | Gutmann launches Penn Compact 2020, recommitment and expansion of the Penn Compact |

Penn Real Estate and The Arts

The Department of Facilities and Real Estate Services, with over 2,000 employees, represents the stewardship of Penn's physical environment.

Along with campus buildings used for learning, living, shopping, and dining, Penn owns off-campus spaces that dedicated to providing arts and cultural opportunities for all.



The 40th Street Artist-in-Residence Program (AIR) awards West Philadelphia artists one year of free studio and exhibition space in exchange for community outreach work.

Founded by artist and educator
Edward M. Epstein in 2003,
AIR does the following:

- Address the need for studio space
in West Philadelphia
- Assist emerging and marginalized artists
with career development
- Make the 40th Street area a nexus for visual arts
- Support the work of artist-community partnerships

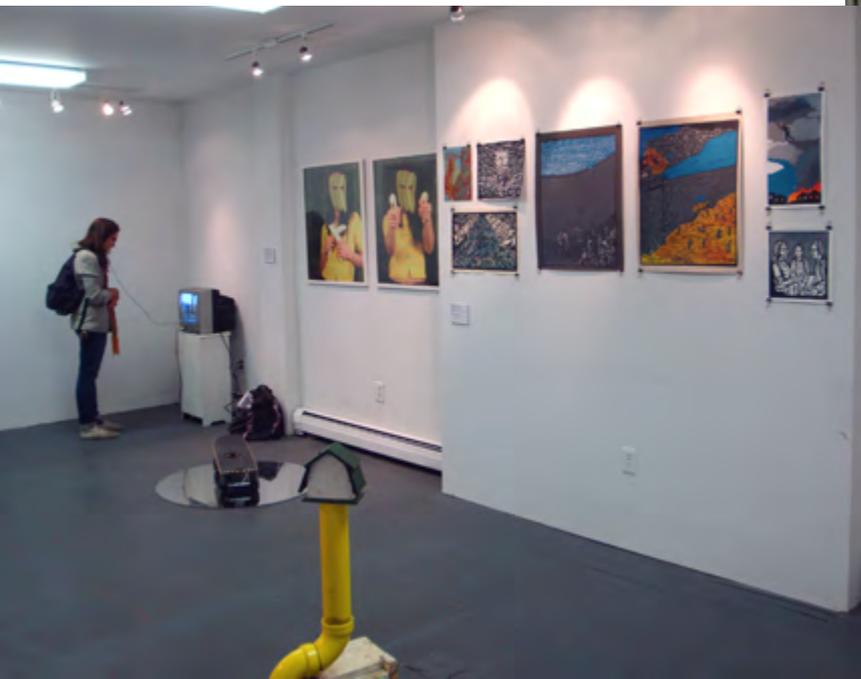
4007 Chestnut Street

1st Floor

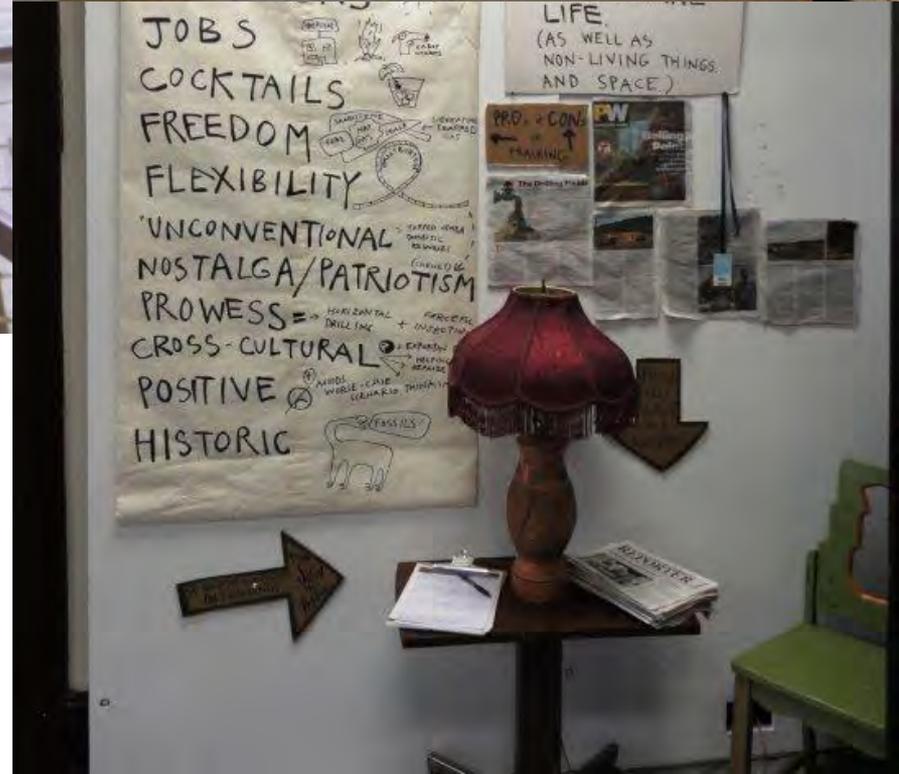
Artist Liaison studio

Screen print shop
(coming soon!)

Artist-operated gallery



40ST
Artist-in-Residence



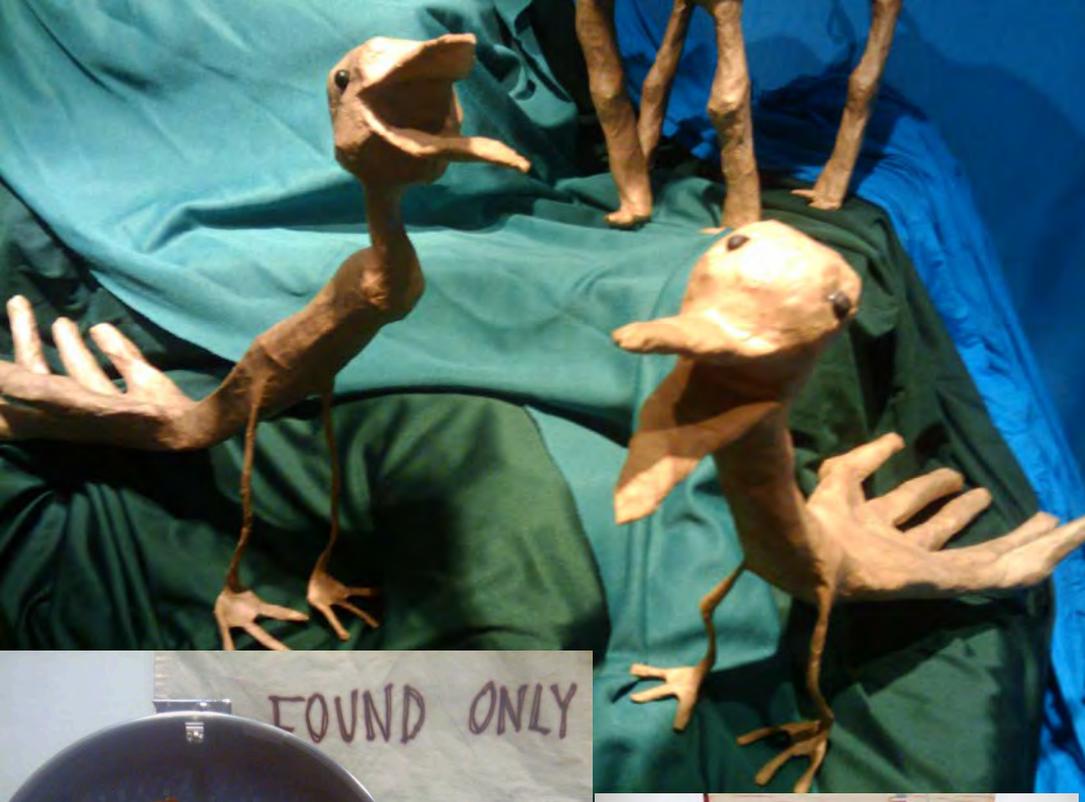
4013 Chestnut Street

1st and 2nd floors

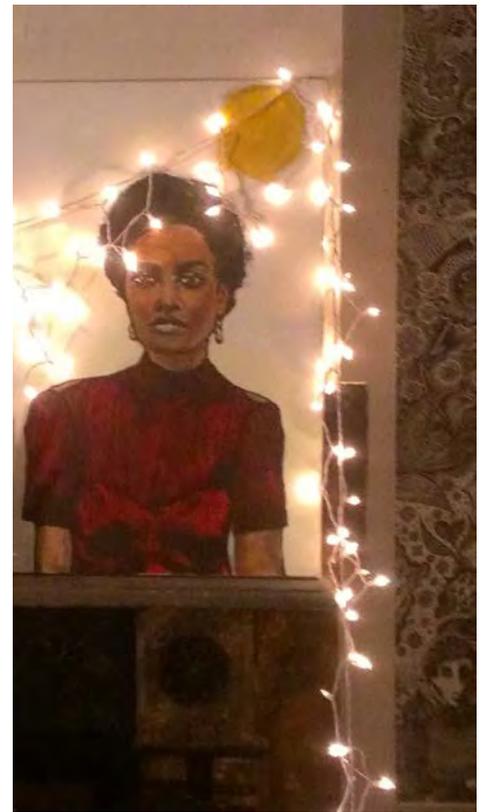
5 resident studios • 1 rental studio
kitchen and storage



painters • illustrators • comic book artists
collagists • graffiti artists



sculptors • puppeteers
fashion designers • video artists
photographers • book makers



stained glass artists
installation artists
graphic designers
fiber artists

40ST
Artist-in-Residence



Residents curate 7-9 gallery exhibits each year, showing their own work and that of peers, including the annual Friends and Neighbors Invitational. Exhibits include a community dinner and artist talk.



From time to time, residents open their studios to the public so that they can explain their creative process, sell work, and make art with new friends. In addition, established artists visit the studios in order to give the residents invaluable feedback on their work.



Residents work on meaningful, inclusive community outreach projects at sites that have expressed the need for an artist. They do not receive compensation but do receive \$500 for supplies. Recent projects include making art with dementia patients, a collaborative installation exploring queer identity, and a mural made of painter's tape.



Storyteller Linda Goss and fiber artist Gretchen Shannon lead a tapestry project at Cliveden Convalescent Center.



Betty Leacraft conducts an African-based textile dyeing project in collaboration with Shaw Middle School teacher Pam Toller

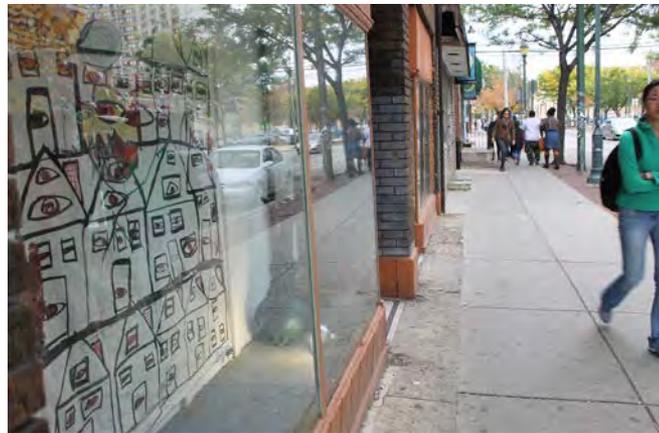
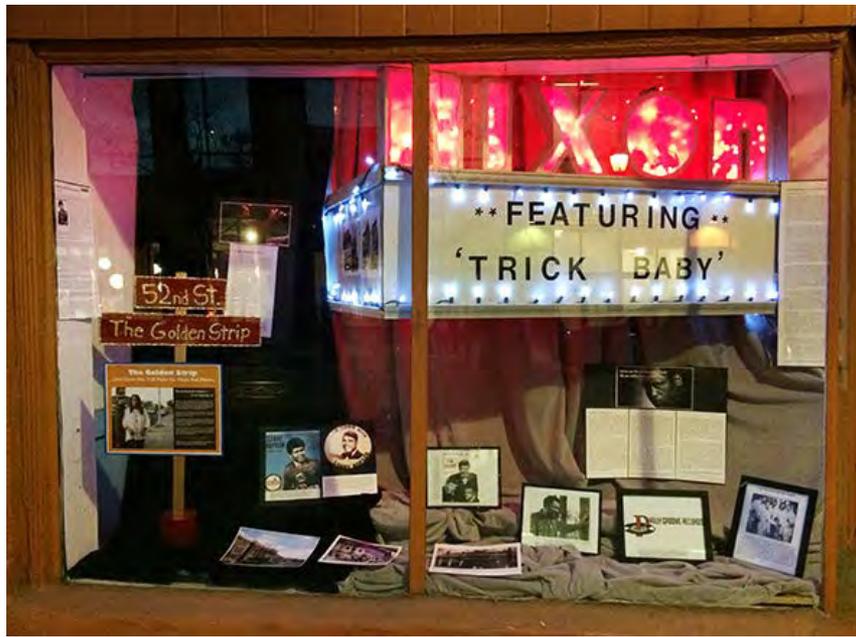
Michael B. Schwartz created Collective Imprints, a collaborative community mural exploring 150 participants' ideas of home, community, neighborhood, and gentrification. Michael did not draw or paint but instead guided the participants so that they could be the lead artists.



This project took place at The Rotunda and was installed shortly after Martin Luther King Jr. Day, 2008



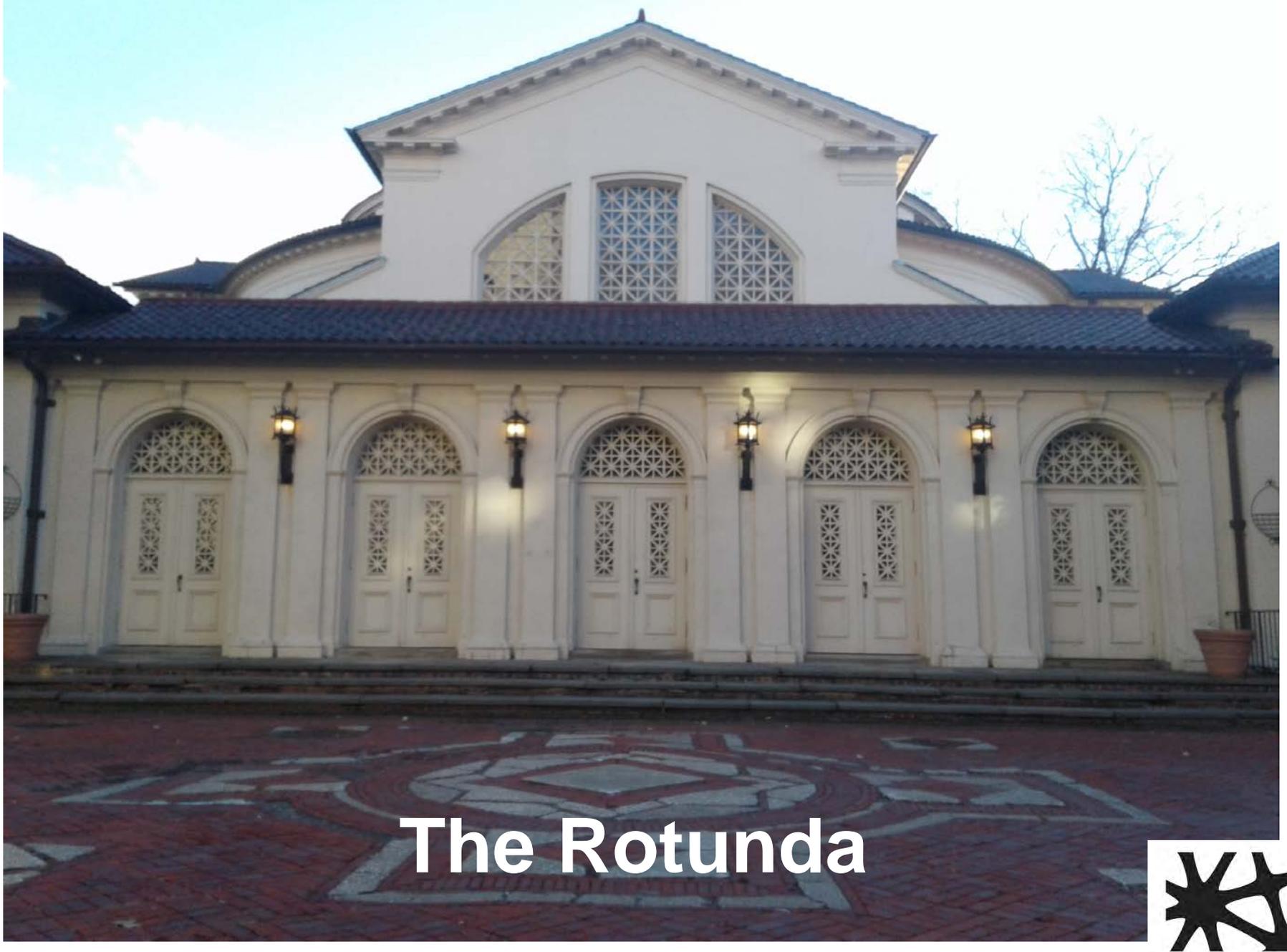
Every year, residents work with youth at Neighborhood Bike Works to create bikeable art for the annual Kinetic Sculpture Derby. The youth have won derby awards three years in a row.



Since 2014, residents and other local artists have been exhibiting work in vacant storefronts around the corner from AIR.



40ST
Artist-in-Residence



The Rotunda



The Rotunda



BG PRODUCTIONS
PHOTOGRAPHY & VIDEOGRAPHY



The Rotunda

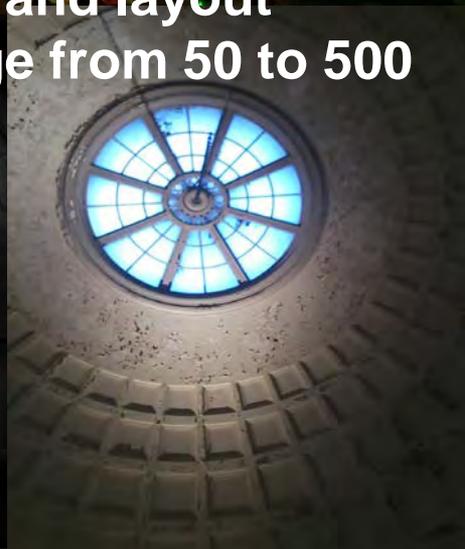
- arts and culture community venue fueled by the belief that art is a catalyst for social change and that the arts can lead to the formation of meaningful partnerships between Penn and surrounding neighborhoods.
- 300+ events per year.
- Annual attendance is approximately 16,000 people.

The Beginning

- **1911:** Built as a Christian Science Church called First Church of Christ, Scientist
- **1995:** Penn bought the building at the request of a dwindling congregation who could no longer maintain the building.
- **1998:** Penn undergraduates in an Urban Studies course formed The Foundation Community Arts Initiative as a means of social change through the arts, producing their first student and community-led free event in 1999.



The Sanctuary
7,000 square feet • large scale
productions that work with the special
acoustics and layout
Audiences range from 50 to 500





**The Back Space/Main Room
2,800 square feet**

**Hosts 99% of programming
Standing cap is 350; Seating cap is 125**



The 40th Street Summer Series



The 40th Street Summer Series

- Launched in 2004 as a way to expand The Rotunda's community programming outdoors while animating the 40th Street area during the typically slower summer season, thereby drawing more patrons to surrounding businesses
- Live music and dance, fire performers, roaming circus artists, face painter, balloon artist, ice cream and sorbet,
ALL FOR FREE
- 5 Saturdays during the summer
- Takes place around the corner from The Rotunda at the 40th Street Field, a green space usually reserved for Penn students
- Average of 500 people of all ages attend each show.

Why Arts and Culture? Do you get it now?



The Economic Impact of Arts and Culture Nationwide

In 2015, The Greater Philadelphia Cultural Alliance examined 11 metro regions - 5,502 organizations which collectively have 906,000 paid & volunteer positions + spend \$13 billion annually.

The communities examined had a collective population of over 75 million residents, 23.7% of the total population of the country.

- **Total attendance was up** increasing 3%, hitting 210M in 2012

Portfolio: Culture Across Communities, an 11 City Snapshot, The Greater Philadelphia Cultural Alliance, 2015

Arts & Culture is an economic engine for Philadelphia

- \$3.3 billion total economic impact
- 44,000 full-time equivalent jobs
- \$1.04 billion in household income
- \$169 million in state and local taxes



The Arts and Youth Development



Young artists, compared with their peers, are likely to:

- Attend music, art, and dance classes nearly three times as frequently
- Participate in youth groups nearly four times as frequently
 - Read for pleasure nearly twice as often
 - Perform community service more than four times as often

("Living the Arts through Language + Learning: A Report on Community-based Youth Organizations," Shirley Brice Heath, Stanford University and Carnegie Foundation For the Advancement of Teaching, Americans for the Arts *Monograph*, November 1998)

Community Arts

Some Things to Remember



Photo by Jordan Baumgarten

- The arts are not confined to galleries and theaters
 - Consider how racism and disinvestment contributed to the blight of a neighborhood.
 - Populate advisory boards and trustees with marginalized people.
- Work with artists and audiences who don't have regular access to performance and exhibition .