



PNC ARTS ALIVE GRANTEES FACT SHEET

What is PNC ARTS ALIVE?

PNC Arts Alive is a five-year, \$5 million investment by The PNC Foundation, designed to support visual and performing arts organizations.

What is the goal of PNC Arts Alive?

To increase engagement in the arts and make the arts more accessible to diverse audiences in the Greater Philadelphia and Southern Jersey region.

Is PNC Arts Alive in other PNC markets?

PNC Arts Alive is a pilot program in the Philadelphia and South Jersey market. It is funded by The PNC Foundation, which receives its principal funding from The PNC Financial Services Group (NYSE: PNC). Success may result in replication in other PNC markets.

Who participated in the grant process?

- More than 300 arts groups attended three informational grant forums.
- The PNC Foundation received 204 grant applications.
- Fielded inquiries about PNC Arts Alive from Thailand, Chicago, Cleveland, Columbus, Tampa, and North Carolina.

Which arts groups were selected as grantees?

- The PNC Arts Alive grant portfolio is comprised of twenty-three organizations, 19 arts groups and the four PNC Arts Alive service partners.
- There are 18 grant recipients from the metropolitan Philadelphia region and five from South Jersey.
- Grantees cover a full range of disciplines including classical music, dance, film, folk art, performing arts, theatre, and visual arts.

How will PNC Arts Alive grants increase access to the arts?

At a time when consumers are reducing discretionary spending and financial support for arts programming has been scaled back, PNC Arts Alive grants will provide diverse audiences with the opportunity to experience arts programming in multiple ways including:

- Ticket subsidies will help fill houses while providing arts access to broader, more diverse audiences.
- Free public events will engage new audiences and introduce the arts in unexpected ways.
- Innovative programs will capture the attention and interest of the next generation of arts supporters—high school and college-aged students.
- Education/outreach programs will target diverse, low- to moderate-income preschoolers, students and families, giving them access they would never have before.

PNC Arts Alive 2009 Grantees:

- *Appel Farm Arts & Music Center* \$40,000
VirtuARTSity is an innovative web-based learning platform that will broadcast Appel Farm classes and programs to a wider audience, with marketing through social networking, podcasts and downloadable programs.
- *Bay Atlantic Symphony* \$40,000
PNC Arts Alive Keeps the Music Playing is a ticket subsidy program that reduces the cost of tickets by 35% for nine concerts during the entire subscription series.
- *Cape May Stage* \$25,000
The Community Development and Audience Outreach Program will feature in-school residencies, workshops, acting classes, and staged readings along with subsidized ticket pricing for seniors, youth, and economically disadvantaged audiences for performances throughout the year.
- *Fabric Workshop and Museum* \$25,000
Opportunities for Educators is an educational outreach program tied to the residency of internationally-renowned Chinese-born artist Cai Guo-Qiang, designer of the opening fireworks at the summer Olympics in China, whose specialty is gunpowder art. To see his work, the PNC Foundation will support school visits and trips to the museum, especially for Asian-American students.
- *Greater Philadelphia Film Office* \$30,000
Philadelphia in the Movies Rolling Theater is a multi-media, interactive show aboard a specially equipped bus (rolling theater) that will visit 25 movie locations and showcase the value of the filmmaking industry to the region.
- *Group Motion Dance Company* \$35,000
PNC Arts Alive presents City Dances is a free, interactive, traveling performance that incorporates original music, technology and education in a contemporary dance performance that takes place at public sculptures such as the Love Sculpture during lunchtime.
- *James A. Michener Art Museum* \$47,000
Icons of Costume: Hollywood's Golden Era and Beyond is an exhibit of iconic Hollywood costumes such as Dorothy's gingham dress from the *Wizard of Oz*. The exhibit will incorporate technology such as interactive kiosks, YouTube-ready webcam videos, podcasts and social networking to attract younger and more geographically diverse audiences.
- *Kimmel Center* \$40,000
The Arts Partners Program will deepen and extend the ways that underserved children and families make use of the Kimmel Center by offering free tickets through family-focused community-based organizations in Philadelphia's low-income neighborhoods. Unlike other ticket subsidy programs, attendees will be allowed to pre-select their shows and seats.

- *Mid-Atlantic Center for the Arts* \$47,000
Cape May Music Festival Audience Development will support multi-faceted audience development initiatives that target new audiences such as children, adults 22 to 45, and adults 55 plus by bringing the art to the people in locations frequented by these age groups.
- *Mural Arts* \$48,500
Sharing Philadelphia's Stories will be a downloadable audio narrative telling the interesting stories behind the creation of Philadelphia most treasured outdoor murals. Two audio tours will be created: one focused on Center City murals, the other on African-American murals. The tours will be accessible via cell phone at each mural location or downloadable as MP3 files in advance of the tour.
- *Pennsylvania Ballet* \$120,000
PNC Arts Alive presents the Nutcracker production and enhancements to the Nutcracker web page plus an expanded version of "Happy Feet", a pre-school movement program featured in Head Start Centers.
- *Philadelphia Folklore Project* \$25,000
The Home Place Project will fill Philadelphia Folklore's galleries with free exhibitions of needlework, musical instruments, sand mandalas, and crafts by local Palestinian, Jewish, Tibetan, Chinese, African-American and other folk artists. Complementing the exhibits will be salon events to meet the artists and audio-photo documentation of the folk arts including stories of the artists available on line.
- *Philadelphia Live Arts Festival & Philly Fringe* \$40,000
PNC Arts Alive will be the presenting sponsor the 2009 Fringe Festival and the 2.0 program designed for young adults ages 18 to 25 featuring "fringe" experiences such as receptions, workshops, volunteer opportunities, on-campus events & THE AWARD SHOW, a dance competition where the audience texts their votes.
- *Philadelphia Museum of Art* \$70,000
The Every Family Party is an event where more than 2,000 families from diverse backgrounds come to the Art Museum and experience art in a hands-on way. *The Preschool Program* brings classes of young children to the museum throughout the school year.
- *Philadelphia Orchestra* \$80,000
eZseatU is a \$25 subscription program for college-aged students providing access to an unlimited number of subscription concerts during the season. *Sound All Around* lets preschoolers experience classical music and meet the musicians.
- *Philadelphia Virtuosi Chamber Orchestra and The Pam Band* \$30,000
PNC Arts Alive presents the *Philadelphia Virtuosi & PAM Band* featuring robotic string and percussion instruments playing with real musicians in "dueling orchestras" performances at multiple public venues throughout the City.

- Philadelphia Young Playwrights* \$32,500
PNC Arts Alive Young Playwrights Showcase will professionally produce a handful of winning plays selected from the over 700 student submissions in the annual playwriting festival. The winning student playwrights will have the unique opportunity to see their work come to life on the big stage at the Philadelphia Theater Company with a professional director, actors, scenery and audience.
- Spiral Q Puppet Theater* \$25,000
Peoplehood Parade and Pageant is one of the city's most openly accessible and inclusive public arts programs providing hundreds of community residents with the chance to create and show spectacular visual art in a giant puppet/people parade in West Philadelphia concluding with a theatrical show starring the parade participants, audience, professional actors, and artists.
- Wilma Theater* \$30,000
Building the Audiences of Tomorrow is a program targeted at high school and college aged students offering subsidized tickets, a student centric website, expanded student matinee programs and special events geared to young adults.

PNC Arts Alive Service Partners

PNC Arts Alive is a holistic grant-making program that offers grantees access to a variety of support through its service partners including:

Art & Business Council of Greater Philadelphia \$75,000
 Access to business volunteers, free of charge, through the Arts & Business Council's *Business On Call Program*. The opportunity for exposure as a PNC Arts Alive grantee at the Council's annual award luncheon.

Greater Philadelphia Cultural Alliance \$65,000
Turn Your Cell Phone On – a new program offered by the Greater Philadelphia Cultural Alliance that gives arts goers the opportunity to text their reviews into PhillyFunGuide.com plus a new section listing accessible programming for the disabled. PNC Arts Alive grantees will be offered premium exposure on this popular website.

Office of Arts and Culture and the Creative Economy \$10,000
 When Mayor Michael Nutter re-established the City of Philadelphia's Office of Arts and Culture and the Creative Economy he put the arts back on the public agenda. This grant will help create a much-needed physical space for the Office of Arts and Culture.

South Jersey Cultural Alliance \$20,000
The Encore Awards helps raise the profile of the arts in South Jersey and gain widespread exposure for arts groups.

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