

2021

Quarter 1

January 1 - March 31, 2021

**Erie Arts
& Culture**

IMPACT REPORT

CAPACITY BUILDING • ARTS IN LIFELONG LEARNING • PRESERVING DIVERSE CULTURES • PLACEMAKING

NEW YEAR, NEW FORMAT.

We are taking a slightly different approach with our Impact Reports in 2021. We are drastically reducing the text density found in our previous reports and will strive to say more with less. We will use data and pictures to tell stories and communicate our outcomes and impacts. For those who like long-format storytelling, we invite you to visit our blog, which is where we will continue to provide programmatic and operational updates.

Between January 1 and March 31, 2021, Erie Arts & Culture expensed **\$381,537**. Of those dollars, **81.35%** directly benefited our community while only **18.65%** was expensed for operational overhead. When compared to Q1 2020, we reduced our overhead expenses by **\$834**. It's worth noting that our FY 19-20 annual audit, which totals **\$12,000**, was expensed in Q1 of 2021 instead of Q4 of 2020. This was due to our audit being delayed and occurring in winter instead of the previous fall. Had this been expensed in Q4, our quarterly savings would have been considerably higher.

6 New donors

\$8,597.19

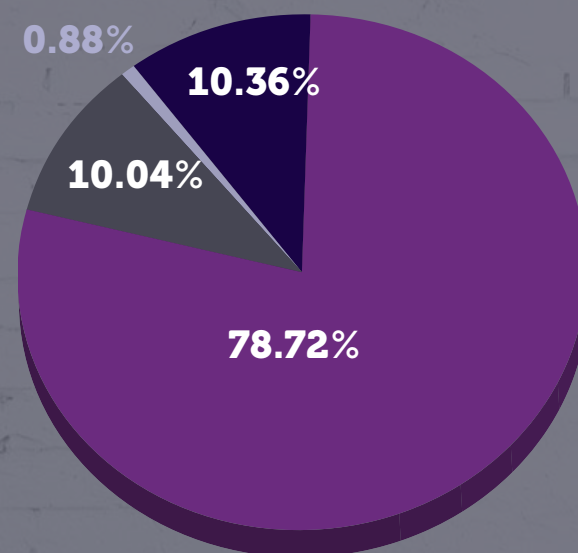
donation totals

Erie Arts & Culture welcomed six new donors in the first quarter of the year. Of our new donors, one became a sustaining donor by entering into our monthly giving program. Erie Arts & Culture also received thirteen gifts from returning donors during the first quarter of 2021. These donations totaled \$8,597.19.

\$138,218
growth

At the close of Q1, the Erie Arts Endowment totalled \$4,201,389. This represents a growth of \$138,218 since the close of the previous quarter.

HERE IS HOW FUNDING WAS DISPERSED ACROSS ERIE ARTS & CULTURE'S FOUR PILLARS OF PROGRAMMING DURING Q1.



- Capacity Building
- Arts in Lifelong Learning
- Preserving and Promoting Diverse Cultures
- Placemaking and Placekeeping

CAPACITY BUILDING

Q1 2021



Alia Ali
presented "Maintaining
Independence and
Supplemental Income
Strategies for Artists"
on Jan. 14.



David Herbe
presented "Filing
Taxes for Freelance
Creatives" on Feb. 9.



Dustin Harewood
presented "Content, Craft,
and Purpose" on Feb. 18.

Erie Arts & Culture PRO NETWORK

We hosted

3

VIRTUAL EVENTS

We provided learning to
463 INDIVIDUALS

22 external opportunities were
promoted through digital media

1:1

COACHING

We coached 13 organizations
and 37 individuals.

We hosted
3 VISITING ARTISTS
IN RESIDENCE
for a total of 62 days

Touchpoints with our community

14	Artist Presentations/Workshops
6	Class Visits
16	Artist Critiques
1	Exhibition of Work
3	Erie Businesses Supported
6	Erie-based Industry Collaborations
5	Erie-based Artists Supported



Capacity Building

Mercyhurst University's Graphic Design students are creating marketing and branding packages for



CHROMA GUILD MEMBERS

Members include:

Antonio Howard, visual artist
 Fredy Huaman Mallqui, woodcarver
 Alex Staley, videographer
 Armando Reyes, woodworker

The CHROMA Guild organization itself will also receive rebranding.



GRANTMAKING *Stats*

WE AWARDED

\$67,168 TO 28

ORGANIZATIONS THROUGH
THE IGNITE ARTS GRANT.

WE AWARDED

\$56,000 TO 29

THROUGH THE PENNSYLVANIA
PARTNERS IN THE ARTS
PROGRAM STREAM GRANT
IN 5 COUNTIES





Q1 2021

DIVERSITY, EQUITY, AND INCLUSION

We hosted training for
19 organizations.

FEEDBACK:

“This education was life changing as it highlighted for me “how much I didn’t know I didn’t know.” While I have always been committed to diversity, equity and inclusion, I had little awareness of the extent that discriminatory “-isms” are institutionalized throughout our society and the extent to which that leads to disadvantage for so many. I now recognize that commitment to DEI is not just activities that are undertaken, it is a way of being. And, if we are truly expect to live this commitment, all institutional structures must be viewed through an equity lens. As a result, this knowledge will shape my nonprofit service as well as the consulting work I do with organizations. Thank you, Erie Arts and Culture, for making this important education available to the Erie community.

- Debbie Thompson, President and CEO of Strategy Solutions and Board member of The Film Society of Northwestern PA


ARTS IN LIFELONG LEARNING

HIGHLIGHT: TEACHING ARTIST MARQUIS WALLACE

For many of us throughout the last year, we've had to learn to quickly adapt and shift our plans and expectations. This situation was no different for rostered teaching artist Marquis Wallace, who recently completed a residency at the Booker T. Washington Development and Education Center. Although this was not Marquis' first collaboration with Erie Arts & Culture, it was his first time leading a residency through Erie Arts & Culture's ALE program.

Marquis collaborated with filmmaker and photographer Alex Staley, dancer, instructor, and choreographer Mariah Johnson, and certified Yoga instructor Katie Adiutori to develop a series of programming for senior citizens.

With these partners, Marquis created a set of 10 different fun and relatable videos that challenged participants in a positive, healthy manner.

A photograph of Marquis Wallace, a Black man, performing a yoga pose in a dance studio. He is in a standing balance pose, with one leg lifted and bent, and his arms extended in a wide arc above his head. He is wearing a brown long-sleeved shirt and black shorts. The studio has a wooden floor, a ballet barre, and large windows in the background. The image is overlaid with white curved lines and purple dots.

*Marquis
Wallace*

**VIRTUAL RESIDENCIES MADE A
POSITIVE IMPACT IN OUR COMMUNITY.**



3,931
individuals directly served

Q1 2021

TEACHING ARTIST *Stats*

8

**TEACHING ARTIST
RESIDENCIES**

24 *host sites*

Served through residencies

16 artists provided
with paid opportunities

7 Teaching Artists **9** Guest Artists

\$29,400
in teaching artist stipends

Q1 2021

PRESERVING DIVERSE CULTURES

HIGHLIGHT: "EXPERIENCE MY HOME"

The expERIENCE Children's Museum partnered with six New American families and a family from Puerto Rico to create a video series titled "expERIENCE My Home." Each video welcomes the viewer to learn about a specific culture, from a child's eye view. The viewer is invited to learn about the Bosnian pastry called pita, a traditional Syrian wedding dance, the celebration of Diwali, how Congolese carry a baby on their back, traditional Puerto Rican attire, and ancestral drumming from Nepal.

Connected with

11

DIFFERENT CULTURES

12 paid opportunities
given to folk artists

1:1

COACHING

We coached

17 individuals.

PLACEMAKING

*We administered
or co-administered*

3

PUBLIC ART PROJECTS

CREATING WITH COMMUNITY

18 artists applied for the opportunity

12 artists were selected

DOWNTOWN ERIE SCULPTURE WALK

60 artists applied for the opportunity

14 sculptures were selected

UPMC PATIENT CARE TOWER

149 artists applied for the opportunity

Panelists will select 3 semi-finalists.



THE IMPACT OF THE PANDEMIC ON OUR CULTURAL SERVICE PARTNERS

Despite the challenges, our Cultural Service Partners created new virtual programming during the pandemic. However, the impact of the pandemic is far from over.



The Erie Playhouse hosted several virtual productions.



The Erie Philharmonic hosted a series of virtual concerts.

Non-profit cultural organizations are an integral part of Downtown Erie and the urban core, though the programs they administer serve individuals throughout Erie County. The global pandemic has had an impact on the non-profit cultural sector that will be felt beyond 2020 and 2021. Disruptions to operations have resulted in increased expenses, loss of revenue, and staff furloughs or hiring freezes.

The value of the arts and humanities cannot be simplified to merely their economic impact. However, the organizations that comprise the non-profit cultural sector contribute substantially to the economy, both through direct expenditures and indirect multipliers. We are calculating the impact that the pandemic has had on our sector, and thus Erie's local economy. The preliminary numbers shared in this report represent the impact the pandemic has had on our five Cultural Service Partners, which includes the Erie Philharmonic, the Erie Playhouse, the expERIENCE Children's Museum, the Flagship Niagara League, and the Hagen History Center.

STATS:

Organizations Polled:

5

Revenue loss from March 1, 2020 through December 31, 2020:

\$2,191,676

Staff positions furloughed, terminated, or frozen March 2020 through March 2021:

29

Loans or lines of credit accessed from March 2020 through March 2021:

\$1,465,092

Youth and Senior Citizens

were most impacted due to cancelled programs.



ogether we can make a

POSITIVE IMPACT

Please

REDIRECT YOUR CHECK

The creative and culture sector has experienced significant economic setbacks from COVID-19. Restrictions on gatherings, changes in consumer behavior, and severe unemployment have taken a devastating toll on the sector. The full scope and scale of the impact can be hard to quantify, in part because of the size and diversity of the individuals, occupations, organizations, and events that constitute the creative and cultural sector.

Non-profit cultural organizations have a substantial positive impact on local economies, both through direct

expenditures and indirect multipliers. Even in a non-pandemic year, it can be difficult for small-to-mid sized cultural organizations to access unrestricted dollars to support their operations. Unrestricted funds are integral to keeping staff on payroll and compensating artistic and creative talent.

This year, Erie Arts & Culture is asking you to redirect your economic stimulus or tax refund checks to support a new grantmaking program designed to benefit small-to-mid sized cultural organizations and their employees.

STAFF



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Executive Director



Jade Mitchell
Creative Director



Laurel Mitchell
Director of Public Impact



Kristen Weibel
Program Officer



DaVona Pacley
Program Associate

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