

FOCUS



Mural Arts
Philadelphia

As we reflect on the events of the latter half of 2020 and the first half of 2021, we cannot believe how much we have faced and overcome as a community.

But through the uncertainty of our first summer in a global pandemic and in solidarity with those fighting for racial justice, Mural Arts continued to create social change through artistic interventions.

The importance of the 2020 presidential election could not be overestimated, as voters sprung into action in a focused effort to protect their rights and livelihoods. In its second iteration, the *To the Polls* project sought to engage voters once more, this time at LOVE Park. Seven murals created by seven different Philadelphia artists outlined their reasons for voting and were displayed around the park.

Conrad Benner curated, in collaboration with a dedicated group of artists, a poster project aimed at “continuing to arm the electorate with creative tools to push for the policies they wanted to see in the world.” The project, *First 100 Days*, was made up of 13 posters expressing the artists’ stance on a policy issue or campaign promise that they wanted President Biden to address in his first 100 days in office. These posters were ultimately acquired by the Philadelphia Museum of Art (PMA) to be archived in their permanent collection—the first-ever Mural Arts project to be accessioned by the PMA.

In its second year, *Color Me Back* became an established same-day work and pay program, supported by the City of Philadelphia and the Department of Behavioral Health and disAbility Services, and expanding into other parts of the City. This partnership with SEPTA and the City of Philadelphia saw over 740 participants receive daily



Far left: *Boat People* © 2020 City of Philadelphia Mural Arts Program / Claes Gabriel, 47th Street and Woodland Avenue. Photo by Steve Weinek.

Left: *Murals on the Move* at Playstreets, 2700 North Judson Street, August 18, 2020. Photo by Steve Weinek.

wages for their work from its launch in spring 2019 to June 2021 and had participants painting over 200 columns in the SEPTA concourse along the Broad Street subway line, between City Hall and Walnut Street, as part of the *Lovely Day* project.

Our Philadelphia Fellowship for Black Artists was launched in FY21 with the goal of providing Fellows with financial stipends, artistic training, and networking and other forms of professional support key to the ability of Black artists to thrive. The Fellowship program grew directly from the need to support the community of Black artists in Philadelphia, which was greatly affected by the COVID-19 pandemic. The second phase of the Fellowship program, sponsored by TD Bank, focuses on strengthening relationships between and among Black artists and communities across Philadelphia.

In response to the challenges faced by Kensington and Harrowgate communities, our Porch Light program developed the *Trust Project* to create a safe space for residents to reflect on their lives and their imagined futures. The reflections were captured into a community poem to celebrate their collective identity—their dreams, thoughts, memories, and observations—and incorporated into an art installation at Harrowgate Park.

The projects mentioned above are but a few of the major initiatives Mural Arts has embraced in order to support the beauty and resilience of Philadelphia’s diverse communities. We cannot ignore the challenges our city has faced this past fiscal year, but we hope the work will continue to open the doors of creativity and possibility, as we strive to create sustained change through art.

Warmly,

Jane Golden
Executive Director

Milton (Tony) Schneider
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143+

public art projects

2000+

artists employed

\$2.7

million invested in the creative economy

25K

program and tour participants



10%

recidivism rate among The Guild participants

Left: Light of the Northeast © 2020 City of Philadelphia Mural Arts Program / Abdul Karim & Paul Santoleri, 6826 Bustleton Avenue, Photo by Steve Weinik.

Above: Press Conference announcing the DA Artist in Residency program with inaugural artist James "Yaya" Hough, November 21, 2019. Photo by Edwin E. Luks.

Public Art Beautifies

COLOR ME BACK

Launched in April 2019, *Color Me Back: Same Day Work and Pay Program* combines participatory art-making and access to social services in a unique model offering individuals who are experiencing economic and housing insecurity an opportunity to earn wages.

Two years later and through a global pandemic, we can proudly say this program has become not only a core program for Mural Arts, but a respected and recognized program in Philadelphia and beyond. Over 740 unique participants have been paid the daily \$50 wage since its launch.

“There is a lot of people that come through this program and they look at me, like Belo, you know, he was homeless. He got himself together. They see me, Belo, he can do it, he’s a role model. That makes a lot of people, you know, want to change their life around.”

Michael Belo on working in Color Me Back



Spread: *Lovely Day* @ City of Philadelphia Mural Arts Program / Lauren “Cat” West, Walnut-Locust Station concourse. Photo by Steve Weinik.

Beautify
 Inspire
 Empower



In Summer 2020, *Color Me Back* adapted to accommodate COVID-19 safety measures. This “next step” work opportunity was an evolution of the first phase of the *Color Me Back* project wherein ten individuals who participated in Phase I were randomly selected for four consecutive four-hour work days, during which they received a variety of art-making trainings, from priming and brush skills to installation. This longer engagement has led to deeper interpersonal connections and moments of reflection and to the acquisition of expressive and broader problem-solving skills among participants.

During this new phase of *Color Me Back*, participants began by working with Philadelphia artist Lauren “Cat” West on *Lovely Day*, a mural covering over 200 columns in the SEPTA concourse between City Hall and Walnut Street. This brightly colored public project began two months before the onset of COVID-19 with West gathering inspiration from and developing ideas and symbols for the design through weekly workshops with program participants. Once public-health protocols had been established, the program was restarted, taking into account necessary COVID-19 health and safety standards. The layout of the project site — large, and occupied by widely spaced columns — allowed participants to adhere to physical distancing policies while continuing to work together.



Top left: *Lovely Day* @ City of Philadelphia Mural Arts Program / Lauren “Cat” West, Walnut-Locust Station concourse. Photo by Steve Weinik.

Left: *Color Me Back* Studio with lead teaching artist Al Tull.

Left: *Color Me Back* program participant

Right: *Color Me Back* in-process at Walnut-Locust subway concourse, September 10, 2021.



Statistics

740

program participants from across the City

44

percent worked more than 7 days in the program

82

percent have said they are interested in employment

160k

in wages paid to participants as of June 2021



April 13, 2021 dedication for *This Deep Desire* © 2021 City of Philadelphia Mural Arts Program / Danny Simmons, Gabe Tiberino, 5604 North Marvine Street. Photo by Steve Weinik.



Philly Rising © 2021 City of Philadelphia Mural Arts Program / Nilé Livingston, interactive mural project. Image courtesy the artist.



Thank you to our donors for their generous support.

Stay Golden, in-process, July 23, 2020. Photo by Steve Weinik.

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Vote, © 2021 City of Philadelphia Mural Arts Program / Faust, 224 South Street. Photo by Steve Weinik.



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Points of Connection Portrait of Tahira Fortune, © 2021
 City of Philadelphia Mural Arts Program / James "Yaya" Hough, Thomas Paine Plaza.
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Entanglement © 2020 City of Philadelphia Mural Arts Program / Nilé Livingston, PIZZA Shackamaxon, 115 East Girard Avenue. Photo by Steve Weinik.

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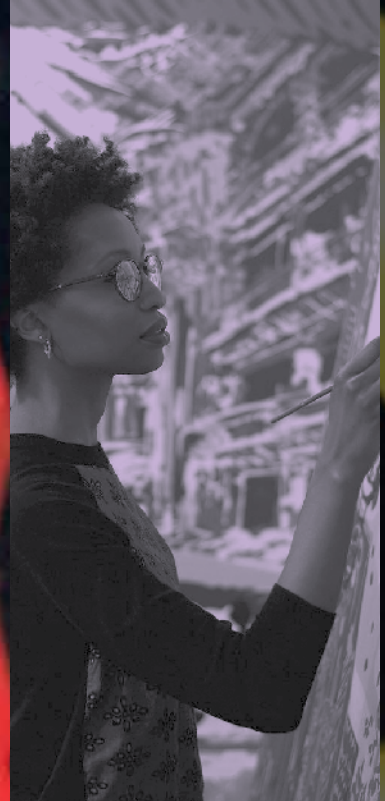
STAY GOLDEN

Stay Golden © 2020 City of Philadelphia Mural Arts Program / Gerald A. Brown, Roberto Lugo, Isaac Scott, 33rd & Diamond Streets. Photo by Steve Weinik.



Advocacy

Inspires



“What I gained from these experiences ushered me through art school by instilling confidence in my commitment to being an artist. I found mentors in the Mural Arts Program, as well as in the communities and neighborhoods we worked in...I can only imagine the doors it is opening up for young artists in Philadelphia, and the city as a whole, in the years to come.”

Nile Livingston, Artist (Photo Credit, Elijah Evangelos @RawButMeaningful)

Spread: *To the Polls* City of Philadelphia Mural Arts Program / Blur, Joe Boruchow, Busta, Willis “Nomo” Humphrey, Nile Livingston, Wit López, Alloyius McIlwaine, Marisa Velázquez-Rivas, Loveis Wise, and YOMI, 440 North 10th Street. Photo by Steve Weinik.

TO THE POLLS

The election of 2020 might have been the most critical election our country has ever seen- so getting Philadelphians out to vote became more important than ever.

Curated by Conrad Benner, *To the Polls* was initially conceived before the 2018 midterms and invited ten Philly-based artists to create murals with the goal of exciting the electorate.

Each artist came to the project from a different approach, and the murals were seen by hundreds of people on site at our Spring Arts warehouse exhibition, and by many thousands more online. The success of this exhibition expanded for the 2020 presidential elections.

To the Polls featured six large-scale temporary mural installations at LOVE Park intended to excite the electorate and explore their reasons for voting. The Philadelphia-based artists included D’nae Harrison, Candy Alexandra González, Kah Yangni, Khalid Dennis (aka BKLvisions), Hysterical Men, and Nathaniel Lee.



Beautify
Inspire
Empower



An additional structure also featured Aram Han Sifuentes's Voting Station for the Disenfranchised, which collected ballots from those who can't legally vote, as well as artwork from students in our Art Education classes that highlighted artistic responses to the current political climate from youth voices. More than a quarter of the U.S. population cannot vote, the largest demographic of that population being young people. This installation amplified the voices of young people who lack decision-making power and lifted up others who cannot vote such as undocumented people, residents of U.S. Territories, and in many states, those currently and formerly incarcerated. An online version of Sifuentes's project continues at officialunofficial.vote.

These temporary installations were on display in LOVE park from October 2 through Election Day on November 3, 2020.



Left Top: *To The Polls*, ©2020 Khalid Dennis (aka BKLvisions), Love Park, Arch Street. Photo by Steve Weinik.

Right Top: *To The Polls* ©2020 Kah Yangni, Love Park, Arch Street. Photo by Steve Weinik.

Left Top: *On the Fence Voting Banners* © 2020 Yannick Lowery & Taj Poscé, Interstate 76 at 28th Street. Photo by David McShane.

Right: *To The Polls* ©2020 Love Park, Arch Street. Photo by Steve Weinik.

Left Bottom: *VOTE!* ©2020 Shepard Fairy, 448 North 10th Street. Photo by Steve Weinik.

Right Bottom: *Vote* ©2020 Faust, 245 South Street. Photo by Steve Weinik.

The Trust Project weaves together reflections on community life in Kensington and Harrowgate.

A crowd-sourced poem captures memories, observations, and thoughts on what makes these neighborhoods special. Lifted into the sky, the poem casts colorful shadows on the ground below, while encouraging Harrowgate Park visitors to look up and out from their immediate surroundings.

The Trust Project was rooted in a larger initiative at Mural Arts entitled The Kensington Wellness Initiative (KWI), a cross-departmental initiative that includes Porch Light, Community Murals, and Environmental Justice. KWI is Mural Arts Philadelphia's commitment to sustained investment in a neighborhood that reflects our city's diversity, challenges, and creativity. The initiative provides programming and multiple opportunities for community members and participants to interact with art. Listening, building trust, and responding to the neighborhood's needs have become central to the work. Through a series of projects focused on addressing trauma, cultivating wellness, and strengthening community by building connection and understanding, KWI's community-led, participatory approach to public art fosters space for reflection and consensus-building to support a broad concept of community wellness.

Spread: *The Trust Project*, Creative Resilience Collective, Harrowgate Park, 3455 Kensington Avenue. Photo by Erin Blewett

Programs that

Empower



“A lot of times in neighborhoods like ours, the city and even nonprofits — even people who mean well — don’t ask before they come and do something to us. It’s really empowering and really much better in the long run when people come to us and say, ‘Hey, we want to work with you to empower your neighbors to make what you want to see happen in your own community.’”

Marissa Rumpf, President of Friends of Harrowgate Park, on working with Mural Arts



Beautify
 Inspire
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The initiative asks residents to reflect on what made their community the place they chose to live, encourages them to share how the current challenges have affected them, and urges them to think about what a better future would look like. Acknowledging their shared trauma encourages them to share how the current challenges have affected them.

The Trust Project was guided by the need to acknowledge the challenges faced and strength demonstrated by Kensington and Harrowgate communities. Despite difficult conversations about public space, belonging and care that have put some residents at odds with one another, a sense of mutual support prevails between neighbors.

Reflecting the goals of the Kensington Wellness Initiative, *The Trust Project* provided much-needed support for efforts to uplift and activate Harrowgate Park. A Community Advisory Board co-designed events and activities around *The Trust Project* during spring 2021. Advisory gatherings allowed for continued reflection on the meaning of trust between community members and on the role of public art in their neighborhoods.

All images: The Trust Project Showcase & Resource Fair, Creative Resilience Collective, June 26, 2021, Harrowgate Park, 3455 Kensington Avenue. Photos by Erin Blewett.

Statistics

3000

community members engage in Porch Light programs annually

8000

participants annually served through Porch Light programs



STATEMENTS
OF FINANCIAL
POSITION

Assets	2021	2020
Cash & Cash Equivalents	8,604,571	5,963,515
Grants, Program & Contribution Receivables	4,174,618	6,818,320
Inventory	111,753	78,406
Prepaid Expenses	52,160	54,123
Other Assets	5,563	30,697
Property & Equipment, Net	681,755	773,899
Intangibles, Net	146,372	170,073
Total Assets	\$13,776,792	\$13,889,033

Liabilities and Net Assets

Liabilities		
Accounts Payable & Accrued Expenses	955,861	756,574
Accrued Payroll & Related Liabilities	406,586	366,975
Refundable Advances	1,465,374	682,743
Total Liabilities	\$2,827,821	\$1,806,292

Net Assets

Without donor restrictions	1,553,077	2,262,920
With donor restrictions	9,395,894	9,819,821
Total Net Assets	\$10,948,971	\$12,082,741
Total Liabilities & Net Assets	\$13,776,792	\$13,889,033



STATEMENTS OF
ACTIVITIES AND
CHANGES IN NET
ASSETS

Revenue & Support	2021	2020
Institutional Support	3,936,253	5,502,672
Contracted Services:		
– Government and other grants	4,975,763	5,353,663
Contributions - Individuals	1,052,649	477,595
Tour Income	113,658	200,499
Other Income	11,579	26,469
Total Revenue & Support	\$10,089,902	\$11,560,898

Expenses

Programs	8,276,670	9,462,397
Support Services	2,947,002	2,332,604
Total Expenses	\$11,223,672	\$11,795,001
Change in Net Assets	(1,133,770)	(234,103)
Net Assets Beginning of Year	12,082,741	12,316,844
Net Assets End of Year	\$10,948,971	\$12,082,741

Left: Charles Fuller © City of Philadelphia Mural Arts Program / Ernel Martinez, 1631 West Girard Avenue. Photo by Steve Weinik.

STAFF

Leadership

Jane Golden
Executive Director

Genny Boccardo-Dubey
Chief Advancement Officer

Vanessa Smith
Director of Human Resources

Don Veon
Director of Finance

Chad Eric Smith
Director of Communications & Brand Management

Ellen Soloff
Director of Tours and Merchandise

Development & Communications

Nyla Daniel
Program and Event Manager

Diane Feissel
Manager of Institutional Relations

Nick Hunsicker
Manager of Development Operations

Janell Jones
Manager of Corporate Relations

Ilse García Romero
Communications & Marketing Manager

Rachel Spause
Individual Giving Manager

Najah Springer
Social Media & Marketing Manager

Steve Weinik
Staff Photographer / Senior Manager for Digital Media & Technology

Directors

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Director of Mural Operations

Judy Hellman
Director of Special Projects

Emilio Maldonado
Director of Artist Relations

Nadia Malik
Porch Light Program Director

Lisa Murch
Director of Art Education

Carolyn Nagy
Director of Development

Netanel Portier
Director, Mural Arts Institute

Kali Silverman
Director of Restorative Justice

OUR MISSION

Through participatory public art,
Mural Arts Philadelphia inspires
change in people, places, and practices,
creating opportunities for a more just
and equitable Philadelphia.

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City of Philadelphia Mural
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