2022
Raise the Curtain on York's Arts & Culture

Cultural Alliance
What a difference a year makes.

Our cultural community experienced a roller-coaster year of great challenges, silver linings, and successes in 2021. Thanks to our collective efforts, we secured $1.5 million in private and public funding for the arts and cultural community in York to stabilize them, and our community rallied to support our campaign with $100,000 in new donations to replace the $96,000 in lost dollars to ensure level funding for our community into 2021. Thank you for being one of those believers.

Through increased vaccination rates and decreased COVID-19 cases, our cultural community is coming back to life. Though COVID-19 variants and changes to mitigation efforts can upend careful planning, our community needs the healing, economic impact, and connection that arts and culture provide.

In January 2022 we will launch a six-month county-wide marketing campaign entitled "Raise the Curtain" which will encourage citizens to return to the cultural experiences they love safely, providing a much-needed restart to our local economies.

Our cultural partners are up for the challenge, but they need our help.

Operational funding from the Cultural Alliance 2022 campaign will provide the financial runway our cultural community needs to accelerate re-hiring unemployed creative workers and re-open their doors safely. They need our financial support and advocacy.

If York fails to invest in its cultural institutions and artists, we risk losing York’s cultural soul. Your investment will ensure that our arts and cultural community can plan for the future & fully re-open the events, festivals, and meaningful moments that enrich our lives and make York an attractive place to live, work and enjoy life.

KELLEY GIBSON
PRESIDENT
2022 Campaign Goal: Raise the Curtain on the Arts in York County

A UNIFIED STRATEGY WITH CULTURAL NON-PROFITS WORKING TOGETHER WILL BE CRITICAL FOR THEIR LONG-TERM SURVIVAL.

2022 CAMPAIGN WILL FUEL:

- RESILIENCE: Operational funds raised during the 2022 campaign will be distributed throughout 2023 to give York County non-profit arts organizations and working artists a financial foothold.

- MESSAGING: Cities like ours across the county are leaning on their arts community to drive economic recovery, and are launching campaigns which unite arts and culture organizations across the board to bring people back to theaters, galleries, museums, and performances. Our 2022 campaign will launch a six-month unified marketing campaign across the county to Raise the Curtain on our stages and get guests back in the seats.

- SAFETY: Though we'll work to re-open our arts spaces fully, we will do so safely. York's cultural community will work together to provide safe environments and institute industry-specific best practices for experiencing the cultural moments that our audiences have missed over the past months.
2022: RAISING THE CURTAIN & ATTRACTING VISITORS

Over the past four years, York County’s arts and culture attractions have documented organic growth of audience members and attendees from outside a 50-mile radius. As York’s festivals, musical offerings, and arts events have grown, our visitation from outside of our area has grown with them. Though some of our larger arts institutions across the county have targeted cultural visitors through small, localized marketing campaigns, there has never been a coordinated effort to target this specific category of leisure tourist and convert their visitation to longer, more lucrative stays.

During lockdown the impact of cultural tourism shifted, and the demand for virtual access to museums, heritage sites, theatres and performances reached unprecedented levels. Cultural tourists were one of the first groups to travel again—and they are sticking close to home. York has an emerging opportunity to capture post-COVID tourists who are still seeking these cultural experiences safely. Cultural tourism only needs a cultural attraction for the surrounding businesses to feel the economic bounce-back - culture contributed $14 million in York pre-pandemic.

“To attract these tourists, we will launch the "Raise the Curtain" multi-media marketing campaign throughout 2022 that will offer a mix of memorable experiences with the flexibility for guests to choose destinations that fit their interests. The campaign will target Baltimore/Philadelphia cultural tourists with ways to tailor their visit to their interests even during COVID-19 limits, and a means to track our results and their economic impact.

Raise the Curtain" will raise the visibility of all of our cultural assets throughout York County and also target local visitors with the message that we’re raising our curtains and bringing the arts back to life safely.

Using York365.com arts & culture calendar as the driver, the new campaign will broaden the scope of what is available to patrons, as well as include an arts and culture "street team" comprised of volunteers from arts and cultural organizations in York County to have a presence at festivals, First Fridays, and other large community events, ensuring that both the campaign and its powerful marketing message live on throughout the year.
York’s arts and culture non-profits need a significant financial investment to ensure a vibrant future for our community. The Cultural Alliance Annual Campaign will efficiently raise and invest operational dollars into our arts organizations and working artists that will give them a financial foothold, and distribute those grants throughout 2023 as they fully launch programs and performances.

TOTAL INVESTMENT: $800,000

2022 CAMPAIGN

OPERATIONAL GRANTS FOR MISSION PARTNERS: $625,000
OPERATIONAL GRANTS FOR IMPACT PARTNERS: $125,000
ARTIST GRANTS: $82,000
THE ROLE OF THE CULTURAL ALLIANCE OF YORK COUNTY

Founded in 1999, the Cultural Alliance of York County is South Central Pennsylvania's only United Arts Fund. Over the past 22 years, we've invested more than $12.2 million in essential arts groups that bring arts and culture to life for thousands of residents of York County.

Mission

We are a Catalyst, fueling the creative energy and vibrancy of York County through Leadership, Collaboration and Sustainability in order to enrich the lives of all of our citizens.

Our Impact

- Arts and Cultural Organizations: Thanks to our community partners and donors, we provide financial support and resources to 61 arts and culture groups throughout our region each year.
- Creative Entrepreneurs: Independent artists are contributing to the vibrancy of York County by creating and sustaining their own small businesses, and we provide resources to build their practice.
- Students: Through expanding the definition of a learning environment, we are reaching new students in all walks of life through our arts in education residencies at community centers for learning, in healthcare, and in area businesses.

For more information and to contribute, visit CulturalYork.org