



CULTURAL ALLIANCE
OF CHESTER COUNTY

Culture Builds Community!



On 9/16/19, the Chester County Community Foundation + Greater Phila Cultural Alliance convened a planning forum hosted by Longwood Gardens. Attended by 70 people involved with local arts and culture programs, the discussion was facilitated by Connie Carter of West Chester & Corrine Sylvia of Philadelphia.

The mission statement was developed over the past year by the Leadership Committee, led by Michael Norris of the Greater Philadelphia Cultural Alliance. During the 9/16/19 planning session, participants envisioned Idealized Design, Core Values, and Core Programs & Services.

MISSION:

to elevate the profile of Chester County's arts & cultural sector
by strengthening the connections local organizations have to each other and the larger
community,
in order to build engagement, audiences and support.

IDEALIZED DESIGN: Purpose, Core Values & Target Market

- To what ends are we working? What difference do we want to make?
- What core values are key to how we operate?
- Who benefits primarily? Secondly?

Purpose: To what ends are we working? What difference do we want to make?

- Know what other arts & culture organizations are doing, in order to foster partnerships, collaborate on programs & share resources
- Jointly coordinate marketing & publicity campaigns to increase audience engagement & diversity
- Enhance quality of life throughout Chester County through advancement of the arts & creative endeavors
- Establish collaborative & innovative arts & business partnerships, emphasizing that culture builds community & contributes to community economic development

What core values are key to how we operate?

Inclusive & diverse

- make the arts/culture more accessible for people to attend (cost and location)
- integrated into community to enhance quality of life
- promote all types of arts, culture & creativity, accessible to diverse array of people

Wellness

- art essential for health & wellness of individuals, communities & societies

Collaborative & united

- we lift each other up rather than compete

- we are in this together: arts & culture, for profit & nonprofit; built and natural environment, etc.
- partner/collaborate with arts alliances (such as Greater Phila Cultural Alliance), arts + business, arts + government, etc.

Collective ownership

- support the artists and emerging artists in our community, pulling from within
- galvanize arts and culture in the region
- members promote the cultural alliance & the arts overall, as well as their individual organizations

Shared resources/economies of scale

- for administrative business functions, performance space, etc.

Nimble, streamlined, accessible

- the Cultural Alliance is efficient & straightforward

Who benefits, primarily & secondarily, from this initiative?

- Arts & culture nonprofits & for-profit creative businesses, galleries & artists
- Us: arts & culture groups; no longer working in silos; honoring as a community how we can come together and honor each other's gifts; and the artists we showcase
- Community at large: culture builds community, creativity, health, wellness & vitality
- Children & youth, especially supplementing arts in schools
- Tourism; visitors; paying attention to people who come from out of town
- Corporations/businesses: more likely to relocate to areas with higher satisfaction of living; economic growth, quality of life; quality of place

GOAL AREAS:

GOAL AREA 1: MEMBERSHIP COMMUNICATIONS/AUDIENCE DEVELOPMENT

GOAL AREA 2: AUDIENCE DEVELOPMENT: cross marketing

GOAL AREA 3: REGIONAL RESOURCES/INFRASTRUCTURE

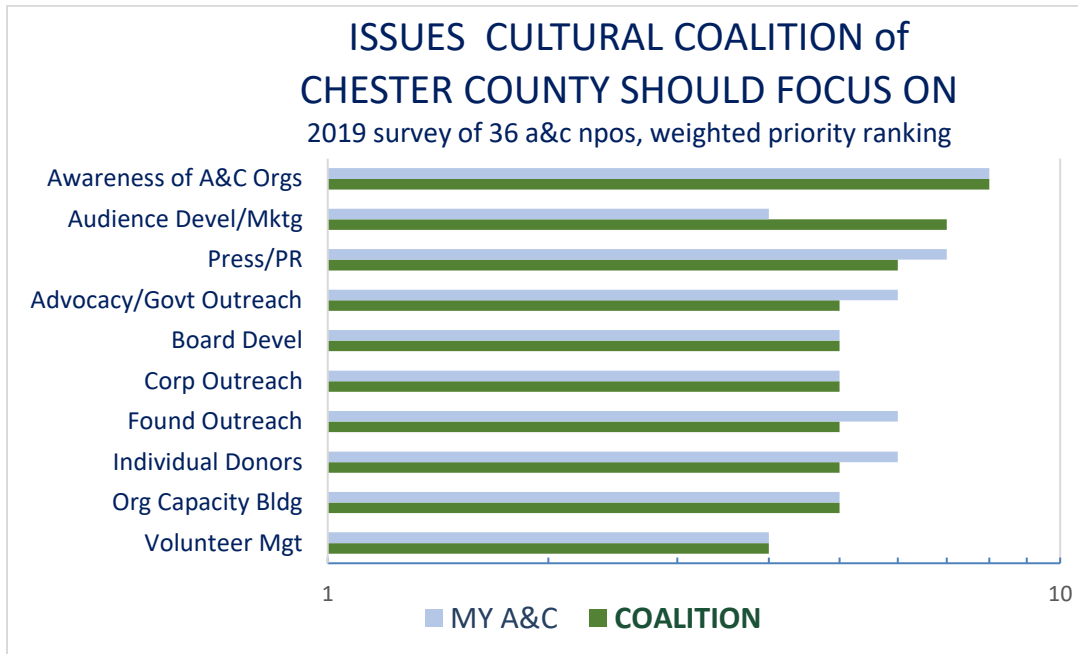
GOAL AREA 4: COALITION/ALLIANCE WORK SESSIONS FOR MEMBERS

Future Goal Area: ARTS & CULTURE MARKETING GRANTS

Future Goal Area: STRENGTHEN BUSINESS/ARTS PARTNERSHIP

Which areas are your organization's most pressing needs?

Which areas should the Coalition focus on as it strategizes ways to strengthen the Chester County cultural community?



Audience Development:

What can we do to help arts & culture organizations attract & engage audiences and supporters?

GOAL AREA 1: MEMBERSHIP COMMUNICATIONS/AUDIENCE DEVELOPMENT

#1: CACC Web site, which includes:

- a. an **interactive calendar** that lists all arts & culture events so that audiences can easily find out what's going on and attend more; exceptionally easy to use on mobile phones (in lieu of mobile app)
 - ChesCo template of Philly Fun Guide <https://phillyfunguide.com/>, to partner with GBCA and use the regional arts-specific technology design that already exists and works well for Philly
 - data feed to CCCVB <https://www.brandywinevalley.com/>
 - data feed to ChesCo media outlets: newspaper listings, magazine listings...
 - Cultural Calendar highlights emailed weekly

b. list of CCCC member organizations, sponsors, & donors with links to own websites.

c. resources for CCCC members

- job listings
- space inventory

d. calendar of coalition/alliance events for CACC members (see #4 below)

#2: Membership fees; sponsor & donor contributions appeal

- Fundraising model: 100 women who care x \$ 100 each = \$10K
- Botanical Gardens Assoc pays modest dues, which go toward joint marketing projects

#3: Logo: that arts groups can use on website that indicates dedication to boosting local arts

GOAL AREA 2: AUDIENCE DEVELOPMENT: cross marketing

#1: Ad swapping: place ads from other arts groups in our programs/ad exchange

#2: Culture Pass/BOGO

-create/suggest collaborative local itineraries. (ie: if you attend the theatre, how about visiting this art gallery first, then this restaurant; make a day of it)

#3: Sharing stories

-collaborative video of variety of arts and culture orgs to tell our story
-digital and interactive stories from people who are touched by art

#4: County-wide arts contests: to increase attention. ChesCo Photo contest? ChesCo faces contest?

#5: Arts & culture trails: start with trail, develop maps & map apps; CCCVB promote; then implement trail; then tours & events. Ultimate would be an Interactive map app, not just showing where venues are; but shows & performances. Trail ideas:

Art galleries
Ceramic arts
Jewelry arts
Watercolor arts
Museums
Historic sites
Kids arts trail
Seniors arts trail
Steel Industry trail
History Trail
African American arts & culture trail
LGTB arts trail
Civil rights trail
Underground Railroad trail
Women's arts
Wheelchair accessible arts culture trail
History lecture tour/history story tour with phone badges/icons a la West Chester
Town talks & walks: Chester County planning commission, summer

#5a: ChesCo Planning Commission: working on interactive map of historic sites open to the public. Follow up with Karen Marshall, ChesCo Preservation Officer, who organizes the Town Tours and Village Walks Program. Explore the Atlas Program <http://chescoplanning.org/hisresources/atlas.cfm>

GOAL AREA 3: REGIONAL RESOURCES/INFRASTRUCTURE

#1: Job listings

#2: Space inventory: performances & rehearsals. Free & paid space. <https://philly.spacefinder.org/>

#3: List sharing: with permission, audience emails in centralized shared arts/culture list

#4: Box office administration: shared app?

#5: Back office administration: facilities management, accounting, insurance, etc.

GOAL AREA 4: COALITION/ALLIANCE EVENTS FOR MEMBERS

#1: Panels/Learning from Each Other Sessions/Community Conversations

- a. **What's Up?** Informal meetings to share info on how each organization wants to collaborate, so that those with similar needs/form of desired collaboration can work together
- b. **Arts/Nonprofit Management Workshops:** calendar of offerings by CCCF, GPCA, Chambers of Commerce, etc.
 - strategic planning
 - fundraising
 - board development
 - marketing & public relations
- c. **Marketing the Arts:** ChesCo Arts & Culture Customized: Learning from Each Other, Panels, Workshops
 - marketing on a shoestring
 - media panelists: newspaper, magazines
 - social media, analytics, tracking, impact
 - attracting young professionals: young friends programs, 30 under 30, mentorship/internship opportunities
- d. **Community & Economic Development: What's up? What's ahead? How can arts & culture help? Get more involved?**
 - Main Street Managers Panel
 - ChesCo Economic Development Council update
 - ChesCo Planning Commission
 - ChesCo Commissioners update

Future Goal Area: ARTS & CULTURE MARKETING GRANTS

- Marketing the Arts/Audience Development grants

Future Goal Area: STRENGTHEN BUSINESS/ARTS PARTNERSHIP

- Reaching into corporations, audiences, awareness, funding
- Business Volunteers for the Arts/ChesCo

Future Goal Area: ARTS & CULTURE RESEARCH

- Economic impact figures on local, regional and national arts & culture consumption
- Arts education data collection/research
- Discuss: Richard Florida's book **Creative Communities: The Rise of the Creative Class**

Future Goal Area: STRENGTHEN ARTS/CULTURE ADVOCACY

- Make the case to politicians to support arts & culture more deeply & broadly, with policy & \$
 - Mayors
 - Commissioners
 - State Representatives
 - State Senators
 - U.S. Representatives
 - U.S. Senators



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Arts & Culture Leadership Committee Members

Emily Simmons, Development Director, Association for the Colonial theatre,

Heather Reiffer, Historic Sugartown

Jan Michener, Executive Director, Arts Holding Hands & Hearts

Jane Moss, Director of Development, People's Light & Theatre Co.

Lauren Gilmore, Manager of Membership & Admin, Greater Philadelphia Cultural Alliance, Liaison

Stephenie Stevens, Outreach Officer, Chester County Community Foundation, Program Facilitator, steph@chescofcf.org

Wendy Kershner, Executive Director, Chester County Art Association

Arts & Culture Advisory Council Members (*advisors, champions, advocates, connectors*)

Claire Murray, Main Street Manager, Historic Kennett Square

Hon. Carolyn Comitta, PA State Representative

Hon. Leon Spencer, Former Mayor, Kennett Square; Co-Founder, Pro Musica Studio

Hon. Michelle Kichline, Chair, Chester County Commissioners

Hon. Peter Urscheler, Mayor, Phoenixville

Karen Simmons, President/CEO, Chester County Community Foundation,
karen@chescofcf.org

Lynn Erskine, CFA, CFP, Senior Financial Advisor, Vanguard

Malcolm Johnstone, Executive Director, West Chester Business Improvement District

Nina Kelly, Director of Marketing, Chester County Conference & Visitors Bureau

MaryBeth DiVincenzo, Chester County Economic Development Council

Marnie Conley, Vice President Marketing & Communications, Longwood Gardens

Cultural Alliance Mission:

to elevate the profile of Chester County's arts & cultural organizations

by strengthening the connections

local organizations have to each other and to the larger community



CHESTER COUNTY CULTURAL COALITION PLANNING SESSION

Monday, September 16, 2019 from 3:30 to 6
Longwood Gardens-Founders Room
Invited: Arts & Culture Creators & Contributors

AGENDA

3:30 Meet & Greet/Networking & Refreshments

4:00 Welcome, Introductions, Agenda Review

Facilitated by Connie Carter, CFRE & Corrine Sylvia, CFRE (<https://www.sylviacarter.com/>)

4:10 Coalition Mission:

to elevate the profile of Chester County's arts & cultural sector
by strengthening the connections local organizations have to each other and the larger community,
in order to build engagement, audiences and support.

4:15 Idealized Design: Core Values, Purpose & Target Market

- To what ends are we working? What difference do we want to make?
- What core values are key to how we operate?
- Who benefits primarily? Secondly?

4:30 Audience Development Table Discussions: *Record on easel paper*

What can the Cultural Coalition do to help arts & culture organizations attract & engage audiences and supporters?

Examples to get you started:

- **Web site**, which includes an **interactive calendar** that lists all arts & culture events so that audiences can easily find out what's going on and attend more
 - ChesCo template of Philly Fun Guide <https://phillyfunguide.com/>
 - CCCVB <https://www.brandywinevalley.com/>
- **Space inventory**: performances & rehearsals
 - <https://philly.spacefinder.org/>
- Arts & culture **trail maps**/events
- Meetings w/Main Street Managers, community economic developers/arts spaces, media, politicians...
- Joint **marketing** ideas...

5:15 Report Table Discussions to Full Group

5:30 Overall ChesCo Cultural Coalition Initiatives

Based on what we've discussed today, what do we need to accomplish to feel successful?
Which are short term? Longer term?

5:45 Depart by 6, as Longwood Gardens closes

Rough Planning Notes - Cultural Alliance 9.16.19

Facilitators: Connie Carter & Corrine Sylvia

Hosted by Marnie Conley, Longwood Gardens

Mission:

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Idealized Design: Core Values, Purpose & Target Market

- To what ends are we working? What difference do we want to make?
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IDEALIZED DESIGN: TO WHAT ENDS ARE WE WORKING: WHAT DIFFERENCE DO WE WANT TO MAKE?

Better knowledge of what other orgs are doing

Build a research base; data

Free stuff: I want free rooms to rehearse in; directory of paid and free spaces

Shared resources; cheaper resources;

Calendar of events for Everybody, so we know who's doing what

Know how each organization wants to collaborate, so that like organizations with the same needs/form of desired collaboration can work together

Continuity; perhaps more small events, so that people can talk; shared agendas

Some agreed upon values on what difference we are making, so that as a result of our participation, how does the community change/benefit

To have more people engaged: larger numbers, more diverse audiences

Enhanced awareness in the business & corporate community about the value of arts & culture

Shared resources: mentorship program, esp. for younger professionals when passing baton

Education in the school system; addressing the lack of arts curriculum in the schools

Explorer post: career opportunities, and helping students/volunteers grow into careers

Joint marketing & publicity

Economic impact: arts/culture brings/drives people into the region, into the towns

Job bank

Collaborate with GPCA

Willingness for everyone to promote the cultural alliance & the arts overall, as well as their individual organization...use cyultural alliance logo as membership logo

Sustainability long term

Economy of scale: esp for administrative business functions/structures: such as bookkeeping,

What the arts do to encourage creative thinking

Integrated into community to enhance quality of life

CORE VALUES:

Inclusivity: making the arts/culture more accessible for people to attend; cost and location; underserved areas served

Embracing diversity

Supporting the artists and emerging artists in our community, pulling from within and outside

Local artists

Collaboration, where we lift each other up rather than compete

Growth: as population expands, how do we reach newcomers

Wellness: art promoting health and wellness

Presenting ourselves as a united front: arts, culture, for profit arts & culture, built and natural environment

Collective ownership: galvanize arts and culture in the region

Nimble, streamlined: we do work at our own institution, serve with other orgs; how to do it without burning people out

WHO BENEFITS PRIMARILY & SECONDARILY, from this initiative?

Community at large

Children

Us; arts & culture groups; no longer working in silos; honoring as a community how we can come together and honor each others gifts
tourism

Visitors; paying attention to people who come from out of town

Corporations, are more likely to relocate to areas with higher satisfaction of living; hiring and relocation; economic growth, quality of life; quality of place

Benefit artists we showcase

For profit art galleries, artists

WHAT BENEFITS:

Landscapes, buildings, built environment

Spaces are used focused on artists, increase awareness, resources going back into them

Audience Development Table Discussions: Record on easel paper

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 - Meetings w/Main Street Managers, community economic developers/arts spaces, media, politicians...
 - Joint **marketing** ideas...

ACTIVITIES: BREAKOUT REPORTS

Cross marketing

Ad swapping: ads from other arts groups in ours

Initiative logo: something that says dedication to excellence

Economic impact research; to draw support

Advocacy:

Young professionals options: young friends programs with phila orchestra, 30 under 30;

Infrastructure resources

United voice, working together to be equally strong orgs

Storytelling: collaborative video of variety of arts and culture orgs to tell our story

Sharing stories; digital and interactive means from people who were touched by art

Website: interactive, list organizations with link to own orgs

Publicity, marketing, how to do cohesively with a message that meets audiences where they are

Touching newcomers in region and get engaged in art s

Talking with politicians to support arts and culture more broadly

Countywide arts contest to grab attention

Training: board development, administrative activities

Inspiring people about arts & culture

Reaching into corporations, for audiences, awareness, funding

Pr/Communication/Funding

Board members: how to keep fresh on board, and reach into next generation

Coalition tag line: Culture Builds Community

Communication

Shared marketing initiatives

Shared calendar of events

Email newsletter with all orgs events; upcoming week, tailored to your town across different arts

In garden coalition, they pay small dues which go to a shared marketing budget

Small grant requests: ex: \$500 to host an event, etc.

Creating collaborative local itineraries: i.e.: if you flash in the evening, how about visiting this art gallery and this restaurant; how to make a day of it

Directory of organization contacts of coalition members: easy to figure out who to talk to to share ideas, needs

Space directory electronic online

Exchanging ad space in playbills and fliers to cross promote

Fundraising model: 100 women who care; pledged 100 each = \$10K

Students: share communication to advocate more about the arts to young people

Student internship communication lines/systems; specifically pair students and organizations for internships

Targeted email marketing, sharing some of audience emails with people who give permission to receive joint emails

Administrative support: marketing, facilities management, communications. Survey who needs what, and then figure it out

Box office & ticketing spaces

Marketing/sales/pr

Collective community calendar: send listings to 1 central source, which disperses to others; centralized clearing house, easy to filter for audiences

An App for box office info/centralized ticketing

Economic impact study of ChesCo arts & culture, to make the case/statement of value based on good hard data. Use the study to find more funding for what we do

Coauthor grants together for collective and specific purposes

Website

Data collection on regional and national arts and culture consumption

Richard Florida's work in Creative Communities; the Rise of the Creative Class

How do we get the word out to other groups in the cultural coalition of what skills we have and what we need to collaborate?

A place to curate their art, display their art, fund it

Calendar of events: Greater Phila Cultural Alliance/Philly Fun Guide

Interactive map, not just showing where venues are; but also where certain groups perform; culture map

Pop up events at festivals; kids' corner; drama play corner; arts accessibility

KAS & Nina:

CCCVB needs only top tier perfs; will draw from Philly Fun Guide

Culture trails: brochures: then events

Art galleries; ceramic; jewelry; watercolor trails

Museums

Historic buildings

Wine trail

Beer trail

Kid's arts trail

Seniors arts trail

Steel trail

History Trail

African American arts culture trail

LGTB arts trail

Civil rights trail

Underground Railroad trail

Women's arts

Boy's arts

Wheelchair accessible arts culture trail

History lecture tour/history story tour with phone badges/icons a la West Chester

Town talks :

Chester County planning commission:

Working on interactive map of historic sites open to the public

*Culture Pass: these are the orgs that you can attend for a discounted price
BOGO*

Arts bus

Religious art

Central regional area as the center

Public transportation nonexistent

Sliding scale fees for

Diversity of activity and character of organizations: some are so different

Identify stratification of different needs & character, to be more productive

Youth engagement: cell phone app

Joe Sherwood: calendar e group with Dave Elderkin; library has updated interactive calendar database with app. \$20K

Bev shepherd: CCHS: arts research with kids

Shared Services:

- * Administrative Support
 - Accounting, Benefits
 - Communications
 - Box office / ticketing, spaces, Data
- * Marketing / Sales / PR
 - Philly Fun Guide (WC Division Example)
 - (Need for centralization)
- * Campaign / Holistic Messaging about Arts + Culture in CC
 - Impact studies - data - Statement of Value = cohesive, compelling (DVRPC - day data about CC arts?)
- * Grant identification + Co-Authoring of grants
- * Website
 - App for events + tickets - centralized clearinghouse
 - Right fix
 - easy to filter, match consumers to arts interest
 - Partnerships to leverage
- * Data on arts/culture consumption nationally, regionally

① Create a narrative

Stories - digital, interactive (ask a? for people to respond)

- Website - interactive, list of orgs, broken into interests
- Publicity/PR/Digital Marketing Resources - edu. classes
- Identify new comers/welcome wagon resources to get info to (realtors etc)
- Get info to politicians to promote CC Arts + Culture
- County wide art contest / guidelines that the coalition could create
- Workshop programs / classes - how to create board, sustainability
- How to get people/companies/etc excited about the arts inspired
- Increase awareness
- Find ways to find more sustainable funding
- PR message - value of arts + culture - from coalition
- ↳ use stories
- Communicate w/ businesses to get funding
- find new board members / Increase awareness w/ new people
- Coalition tagline (ex "this place matters")
- Health Insurance

② Culture Builds Community

3 100 Women - model of grants/fundraising

- advocacy through student education
- intern/job bank on a shared website
- targeted email marketing through initiative

- * shared calendar of events
 - ↳ email newsletter
- * \$ dues → shared marketing budget
- * collaborative local itinerary
- * small grant requests
- * directory of org contacts
 - ↳ collaborative events
 - ↳ shared spaces + resources + volunteers
- * exchanging ad space

③

Shared Services

Website - Map (Also App/paper) calen. ④

Chester County Files for existing calen + job board planning calen.

- * Cross marketing w/ programs + ads.
- Co-op Ad buying
- * Initiative logo + downloadable materials
- * Economic impact research
- * Advocacy
- Arts Week - Initiative event
- * Young Professional options
- * Infrastructure resources - sharing availability
- Access to businesses + chambers of commerce
- location, transportation, smaller communities
- * One united Voice
- * Storytelling

Break Initiative members into regions

Transportation issues to get patrons to events
- Church/Bus

Sliding scale for events/patronage

Diverse audiences will produce different approaches to initiative collaboration

Initiative could undertake communication

CCPE - is planning an historical site map

Street Road gallery - Cockranville
how could they join the initiative?

* What shared services
* Do we need ~~show~~ how do we "get the word out"?

* A place to create

* A place to display the "art"

* A way to find it

* A person in charge of calendar culture map

* How To Develop Audience

* Pop up Events

Disseminate & Find Larger events & see how you can get involved

* What are the shared services

- Theatre West Pikeland
- Museum
- Uptown / Space / 300 st Theatre (used to be Army)
- Carnegie Museum (Harris Square)

Collaboration of two or more groups
e.g. Ballet / Theatre
What organizations are looking for? Find out.

Value
Quality of Place
How do we train & mentor people
Inclusivity

Exclusivity for arts persons

Address lack of arts curriculum in schools

Lift each other up / support / not competitive

Embrace Diversity / Support artists in our community / collaborative effort

Reaching new corners to Chester County

Wellness - promote health

Tourism

Present arts org. as a united front / collective ownership
Nimble / Streamlined

Community
Children
US / He Co
Visitors
Corporate
Artists
Built &
Inspire on

Shared communication among members/initiators
Better Communication - Continuity - Agenda/ Words/ Story

Build a Research Base

Free Stuff / Support / Shared Resources

Continuity / Economics of scale

Calendar of events

How each org. wants to collaborate

Agreed / Shared Values

More participants / Diversity / + Engagement

+ Awareness of arts in Bus. community

More / Better publicity +

Job Bank / Shared

Arts & Culture ChesCo – Attendees - Regional Planning Session 9/16/19 Longwood Gardens

FN	LN	E-Mail	Org	Phone
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