



Dear Readers,

Side of Culture is about promoting not so well known organizations, people and institutions that contribute to our cultural fabric and build communities. It has not been an easy time for cultural organizations in the time of Covid-19 but the arts are important parts of America's recovery.

According to [Americans for the Arts](#), local arts agencies (LAAs) —arts councils, arts commissions, cultural affairs departments—are essential tools for community leaders as they rebuild their economies and promote social cohesion in the wake of COVID-19. Through their partnerships and leadership, LAAs are building healthier communities through the arts in the following ways:

They build jobs: Arts and culture is an \$878 billion industry in the U.S. (nonprofit, commercial, education)—a larger share of the nation's economy (4.5%) than transportation, tourism, and agriculture (U.S. Bureau of Economic Analysis). The nonprofit arts industry alone generates \$166.3 billion in economic activity annually—spending by organizations and their audiences—which supports 4.6 million jobs and generates \$27.5 billion in government revenue. One in 10 LAAs are based in the city's economic development agency.

They drive commerce to local businesses . 72% of Americans attend arts or cultural events, such as the theater, museum, zoo, or a musical performance. Arts attendees spend \$31.47 per person, per event, beyond the cost of admission (meals, retail, and lodging)—vital commerce for local businesses. Nationally, total event-related spending by arts audiences is \$103 billion. 49% of LAAs partner with their Chamber of Commerce to strengthen local businesses.

In this third issue, Linda Cabasin writes about Bartram's Garden outside of Philadelphia where you can go now and enjoy this beautiful and historic place that thrives on volunteerism and contributes pride and sustenance to its community. Victoria Larson highlights three special professionals: inventor Eliza Minden, cellist Yosif Feigelson and artist Jeanette May, who not only are innovators and artists, but also invest their talents and skills into businesses and cultural organizations that strengthen and uplift their communities.

Please send us an email if you have any suggestions or comments or simply have too much to read and would prefer not to receive our newsletter.

Thank you reading!

Victoria Larson

Philadelphia's Bartram's Garden Connects History and Community

By Linda Cabasin

One of America's most historic gardens survives and thrives in Southwest Philadelphia today, preserving the legacy of pioneering colonial botanist John Bartram and partnering with the local neighborhood at a community-run farm.

[Read on](#)



Innovation and Cultural Contribution in the Traditional Ballet World

By Victoria Larson

Side of Culture values and writes about contributors to cultural communities. Although toe shoes are not the first thing people think about when buying tickets to the ballet, they are one of the most essentials characteristics to a successful performance. [Read on](#)



MTA in NYC Boosts Community Spirit with Art and Installations

By Victoria Larson

The MTA may be suffering steep declines in ridership and revenue but it is doing a lot of cleaning and boosting of community spirit with its art and installations in the subways. As you travel, you experience a first-rate art museum comprised of works created in mosaic, terra cotta, bronze, glass and mixed-media sculpture. [Read on](#)



Kindred Spirits Arts Program Draws on the Arts & Creates Community in Northeast PA

By Victoria Larson

Founded 18 years ago at Grey Towers National Historic Site in Milford, Pennsylvania, Kindred Spirits Arts Program (KSAP) is a non-profit arts and cultural organization dedicated to bringing high quality diverse musical experiences to the local community. [Read on](#)



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