

**CIG Testimony**  
**Hearing on Oversight - Cultural Plan - Next Steps**

I'm Carl Goodman, Executive Director of the Museum of the Moving Image and current Chair of the Cultural Institutions group. I am here today to offer testimony on behalf of the CIG on the cultural planning process.

First, we commend the Council and the Administration for creating the cultural plan legislation. We also commend the Department of Cultural Affairs, Hester Street Collaborative, and all of the partners in the CreateNYC team for producing both public events and online systems that make it possible for New Yorkers to engage in the creation of the plan. The most valuable and actionable cultural plan will be one that ensures the voices and experiences of all New Yorkers are represented, as well as the full range of cultural organizations, in every borough, of every size, and every type, and the voices and needs of artists themselves.

Members of the Cultural Institutions Group have been very happy to have been participating in the planning process in many ways. Here are two:

We have been hosting and sometimes co-organizing, and of course enthusiastically attending workshops and focus groups, taking advantage of our presence as cultural hubs, and of the many partnerships we have with cultural and community-based organizations city-wide. For instance Museum of the Moving Image is working with Hester Street and the DCA to host a focus group - which will be conducted by Hester Street - of individual residents, arts teachers, school administrators, and tenants' groups, and the Queensbridge public housing development.

Second, in part because of our mandate and public service obligation to the city and to ourselves, we collect a rich trove of useful data that is useful to those conducting the planning process as part of their own data gathering activities.

Over the past several years, we have shared information with the Council, the Administration, and the Department of Cultural affairs about the vital work being done by the Cultural Institutions Groups to engage with communities throughout the city and enhance the lives of the New Yorkers we serve. A number of items borne out of this information are deserving of special emphasis:

- Together, CIG organizations offer 37,200 on-site programs to 4.1 million participants. These programs integrate with many, many other City agencies and offices – from the Dept. of Aging, Sanitation, Corrections, NYCHA, Immigrant Affairs, Crisis Management, and of course the DOA. Just one small example: the Queens Museum's *New New Yorkers* program

offers skill-building, literacy, and art-making classes, taught by teaching artists in native tongue, to newly arrived adult immigrants.

- CIG Organizations provide opportunities for lifelong learning to New York City residents of all ages. These opportunities include the Studio Museum's Art & Minds program which provides an ongoing series of tours and workshops designed for adults with dementia and their caregivers. Cultural Institutions benefits all ages — over 2.5 million children visit Cultural Institutions each year.
- We create jobs, with 13,700 full and part-time employees including 4,500 union employees with an average union salary of \$48,000. We also offer workforce development opportunities such as the New York Botanical Garden's Explainer's Program —a competitive paid internship program for High School students. The Garden's Explainers prepare children to use their senses as tools to explore the garden.
- We support emerging and established artists and others through employment opportunities and programs which provide space, professional support, and presentation opportunities. Most of use serve in some way as incubator for the development of emerging and mid-career artists. Wave Hill's Sunroom Project Space commissions five emerging New York City area artists to create new work, and exhibits that work for six weeks. All artists receive stipends, expert mentorship, and professional guidance.
- We are affordable, with many institutions offering free days, suggested admission prices, and discounted admission. In 2013, before ID NYC free memberships, 35% of visitors attended for free and the median ticket price of \$10 across all institutions, significantly less than the cost of a movie ticket.
- We have a strong and direct impact on city economy: we spend over \$364 million on local vendors on goods and services, and that's a drop in the bucket compared to what our visitors spend with small businesses located around us.

Finally, we wanted to share that we are currently partnering with the cultural organizations receiving funding from DCA's Cultural Development Fund to ask for a funding increase of \$40 million to the Department of Cultural Affairs (DCLA), with funds to be equally divided between the CIGs and the program groups.

We hope that the Cultural Plan will articulate and surface, and then allow us to expand and strengthen, a productive ecology in which the CIG's, in addition to being destinations and cultural hubs for all New York, are striving to provide services in all neighborhoods in New York, working in partnership with schools, community based organizations, and smaller artist-run organizations, and of course City agencies, offices, and legislative bodies, to provide cultural equity to all New Yorkers.