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**CULTURAL ALLIANCE ANNOUNCES LARGEST MAILING LIST
COOPERATIVE IN THE COUNTRY**
56 Cultural Organizations Share Over 350,000 names

Philadelphia—As part of its three-year campaign to increase arts attendance, the Greater Philadelphia Cultural Alliance announced today that its cooperative database of arts patrons was now the largest such program in the country. Fifty-six arts and cultural groups from throughout the region now participate in the program, including the Philadelphia Orchestra, Franklin Institute Science Museum, Pennsylvania Academy of the Fine Arts, the Philadelphia Museum of Art, WXPN 88.5, and the Pennsylvania Ballet. The 56 groups have cooperatively combined mailing lists, creating a database that now totals over 350,000 households.

“There are other databases in the country with more total names but none with such a large and diverse group of participants,” said Tom Holm, Vice President of Entertex Marketing, manager of the list and a leading direct marketing organization that serves more than 300 not-for-profit, performing arts clients nationwide. “Los Angeles is the next largest with 38 organizations.”

In just three years the cooperative project, officially the *Philadelphia Cultural List Cooperative*, has grown from an original 23 participants to its current national record of 56. The key to its success is streamlining what can often be a cumbersome process for arts organizations while maintaining the privacy controls of the participants. Offered as a benefit for its 290 members, the Cultural Alliance finances the annual upkeep of the list and shares valuable data analysis from the project with the participating organizations.

“The immediate goal of the list cooperative is to create an easy, time and cost efficient method for exchanging mailing lists for cultural organizations,” said Becky Lang Staffieri, Project Manager at the Cultural Alliance. “The long-term objective of the program is to improve analysis, increase direct mail response rates, and encourage mentoring and collaboration among cultural organizations, sharing not just names, but knowledge.”

Some interesting statistics from the *Philadelphia Cultural List Cooperative (PCLC)*:

- The PCLC list represents 18% of the total households in the Greater Philadelphia region. (The list contains 355,749 households. Experian Corporation, a global information solutions company, reports that there are 1,899,255 households in the Greater Philadelphia region.)
- Last year, the PCLC list was used to mail cultural information to over 2 million households.

- Enertex Marketing estimates that households on multiple lists are four to 8 times more likely to respond to direct mail cultural offers. Thirty six percent (106,000) of the names on the PCLC list are from multiple lists.
- The PCLC list is extensively cleaned and updated for the participants with over 51,000 addresses corrected and 4100 deceased individuals removed from the database.
- The list contains households in 2285 zip codes but 75% of the households are from only 150 zip codes, key geographic areas to target for cultural organizations.

"The Philadelphia Cultural List Coop has been a long time coming. First conceived in 1989 by a group of arts marketers in a meeting at the Walnut Street Theatre, it finally became a reality in 2003. This vehicle provides us with the opportunity to share resources in order to create cost-effective, targeted direct marketing campaigns that inform arts enthusiasts and introduce new audiences to the 56 participating partners," said Roy A. Wilbur, Associate Managing Director for Public Engagement, Annenberg Center for the Performing Arts. "Collaboration is critical to the future success of the arts."

Along with the Philadelphia Orchestra, Franklin Institute Science Museum, Pennsylvania Academy of the Fine Arts, the Philadelphia Museum of Art, WXPB 88.5, and the Pennsylvania Ballet, the cooperative includes the Abington Art Center, Academy of Vocal Arts, Allens Lane Art Center, Arden Theatre Company, Art Sanctuary, ARTREACH, Inc., Atwater Kent Museum, Blue Sky, Bread & Roses Community Fund, Bristol Riverside Theatre, Bryn Mawr Film Institute, Chamber Orchestra of Philadelphia, Chester County Art Association, Choral Arts Society of Philadelphia, Creative Access, The Curtis Institute of Music, Delaware Theatre Company, Enchantment Theatre Company, The Grand Opera House, InterAct Theatre Company, Japan America Society of Greater Philadelphia, Jeanne Ruddy Dance, John Bartram Association, Kimmel Center for the Performing Arts, Main Line Art Center, Mann Center for the Performing Arts, Mendelssohn Club of Philadelphia, Mum Puppettheatre, Ltd., National Liberty Museum, Opera Company of Philadelphia, Pagus Gallery, Painted Bride Art Center, Peter Nero & the Philly Pops, Philadelphia Folksong Society, Philadelphia Museum of Art, Philadelphia Shakespeare Festival, Philadelphia Singers, Inc., Philadelphia Theatre Company, Philadelphia Young Playwrights, Piffaro, The Renaissance Band, Preservation Alliance for Greater Philadelphia, Relache, Inc., Sedgwick Cultural Center, Singing City, Inc., Strings for Schools, Inc., Suburban Music School, Temple Theaters, Temple University Boyer College of Music & Department of Dance, Theatre Alliance of Greater Philadelphia, and The Wilma Theater.

The list cooperative is part of a broader Cultural Alliance project to increase awareness, participation and capacity for the cultural sector, The *Campaign for Culture*. The *Campaign for Culture* is made of up of 9 marketing initiatives including a weekly half-price cultural ticket email, Funsavers; a cooperative advertising campaign; marketing roundtables for industry professionals; and an online events calendar, PhillyFunguide.com. The *Campaign for Culture* is generously funded by a grant from The Pew Charitable Trusts, with additional support from American Express Company, Greater Philadelphia Tourism Marketing Corporation, and PNC Bank.

The Greater Philadelphia Cultural Alliance is a leadership organization of over 290 nonprofit arts and cultural institutions located primarily in the five counties of southeastern Pennsylvania. Its mission is to lead the effort to expand awareness of, participation in and support for arts and culture in the region.

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