

ACTIVISM AFTER-HOURS

Inspiring community-wide environmental activism
during after-hours events



Celia Helfrich • MFA Thesis • 2018
Museum Exhibition Planning and Design • University of the Arts



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For more information contact:

Celia Helfrich

610-742-1388

celiahelfrich@gmail.com

www.celiahelfrich.com

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Celia Helfrich
Department of Museum Studies
Museum Exhibition Planning and Design
The University of the Arts
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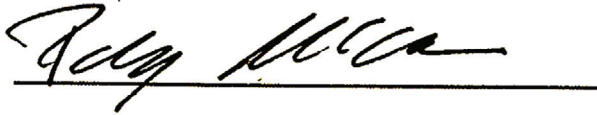
Thesis Committee



Barbara McGrath Committee Chair

Creative Director

Philadelphia Zoo



Polly McKenna-Cress

Program Director of Museum Exhibition Planning and Design

The University of the Arts

Chief Engagement Officer

Please Touch Museum



Christina Catanese

Director of Environmental Art

Schuykill Center for Environmental Education



Gigi Naglak

Director of Grants & Programs

New Jersey Council for the Humanities



To the faculty of the University of the Arts

The members of the committee appointed to examine the thesis of Celia Helfrich find it satisfactory and recommend it to be accepted.

Thank You

To Polly: You've introduced me to the world of museum exhibition planning and design and ignited a passion in me for this work. I'm so grateful to have had you as my mentor.

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To the Schuylkill Center for Environmental Education

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To my family and friends: You've listened to my rants and raves and have supported me when I needed it the most. Without your love, I would never have been able to complete this thesis.



“If you’re seeing fewer lightning bugs (fireflies) each summer, you’re not alone. Anecdotal evidence suggests that lightning bug populations may be on the decline, most likely due to a combination of light pollution, pesticide use and habitat destruction. For example, according to Smithsonian.com, if a field where lightning bugs live is paved over, they don’t migrate to another field, they just disappear forever.”¹

Everyone deserves to experience the beauty of nature, especially lightning bugs. This thesis is dedicated to those who work to ensure that future generations are able to enjoy nature’s many gifts.



¹ Breyer, Melissa. “Fireflies! 12 Things You Didn’t Know about Lightning Bugs.” MNN - Mother Nature Network, Mother Nature Network, 19 June 2017,

Abstract

In recent years, after-hours events hosted by cultural institutions have predominantly attracted visitors in the millennial generation (those born from 1981-1996).² At the same time, science-based cultural institutions such as zoos, aquaria, and nature centers have increasingly adapted their missions to be more overtly grounded in conservation and environmental activism. Since supporting environmentally-conscious initiatives is a common value of millennials, cultural institutions like those described above, could serve their missions by offering this target audience more opportunities for environmental activism during after-hours events.

Forging diverse partnerships with local businesses that share an environmental ethos would help cultural institutions develop dynamic events. By partnering with local businesses to create after-hours events geared toward environmental activism, cultural institutions can become more integrated in the surrounding community and extend their environmental missions.

This thesis is based upon a collection of interviews and surveys conducted at local Philadelphia businesses and cultural institutions with environmentally-focused missions.

Common struggles found amongst these spaces was the ability to ensure their environmental mission was inspiring visitors to take action after their visit and the cost/time requirements needed to sustainably execute after-hours events. This thesis will demonstrate that in order to create after-hours events that increase community-wide environmental activism, cultural institutions and local businesses who share conservation-based missions need a third-party facilitator to assist them. Addressing this need, the following presents a conceptual event planning entity called, "Activism After-Hours" (AAH).

AAH is designed to facilitate relationships between local businesses and cultural institutions. Their mission is to help generate ideas for themed after-hours events that will inspire visitors during and/or after the event to get involved with local environmental conservation initiatives. Just as lightning bugs illuminate to communicate, AAH aims to shed light on a network that enables visitors to take immediate actions toward improving their environment. The specific actions offered will be chosen based on AAH's research on environmental goals of local neighborhoods. With an "action now" ethos, the actions initiated during AAH events will have relevance to visitors and allow them to feel that they can make immediate steps towards their environmental conservation goals.

² <http://www.pewresearch.org/fact-tank/2018/03/01/defining-generations-where-millennials-end-and-post-millennials-begin/>

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CHAPTER 1

Introduction

Activism After-Hours

Inspiring community-wide environmental activism during after-hours events

Inspiration

The research in this thesis reveals that a majority of visitors attending after-hours events held at cultural institutions consist of millennials. Statistics show that millennials crave community and want to support environmental conservation efforts. Though cultural institutions find value in reaching out to this audience because they're potential future financial supporters, millennials can also be utilized as active supporters of the institution's conservation missions.

Conservation-based cultural institutions commonly struggle to extend their missions beyond their walls and into surrounding communities to make a measurable, positive impact on their local environment. If environmental conservation-themed events can engage visitors in taking immediate action toward positive local impacts, the methods and effects could be adapted globally on a broader scale. Since local businesses often serve established and growing communities themselves, partnering with them to create environmentally themed after-hours events can allow cultural institutions to become more integrated in the surrounding community and extend their environmental missions.

Cultural institutions and local businesses can support one another in remaining viable. This thesis looks at cultural institutions and local businesses in Philadelphia that are at the forefront of this sort of event planning collaboration. Since collaboration and event organization require internal planning personnel resources that may be already occupied in the business of the institution, a conceptual event planning entity, Activism After-Hours (AAH) is proposed as a potential solution. While AAH would not provide non-profit services, it would stay financially sound by earning revenue for its partnering institutions through ticket sales, increased visitorship and memberships.

"The only way forward, if we are going to improve the quality of the environment, is to get everybody involved."³

– Richard Rogers

³ https://www.brainyquote.com/authors/richard_rogers

Relevance & Impact

After-hours events are a fairly new approach for cultural institutions to attract young adult audiences. The effectiveness of the events inspiring conservation efforts could evolve as the generations change. The main difference between this study and those prior to it is that it provides a conceptual proposal for a third-party entity to help assist cultural institutions and local businesses collaborate to create after-hours events with themes involving environmental activism. Since human impact on nature is an increasing global concern, it's crucial for communities to respond with innovative, sustainable solutions. Activism After-Hours (AAH) would be responsible for making the relevant information on environmental initiatives known to event visitors and provide them with opportunities to network with like-minded individuals so that they can make a difference in their community. Forming connections during events can enable visitors to feel like they're taking immediate action.

Studies presented in this thesis delve into the popularity of after-hours events, what is working, the successes as well as the challenges for the cultural institutions that run them. The following shows how an entity like AAH would seek to offer ideas and inspiration to institutions, helping them form strategic partnerships with local businesses that result in innovative after-hours events geared towards local environmental activism.

Included research also considers what communities want to change in their neighborhoods, and how institutions can respond to those specific interests through methods that can be adapted and scaled up on a universal level. Additionally, the sustainability of such events and partnerships is considered.

Suggestions are made for events that attract repeat audiences and ensure maintenance of specific conservation projects.

AAH considers after-hours events to be the starting point or catalyst for deeper community engagement with local environmental issues. The knowledge people gain from attending these events could be something they share in other contexts. Visitors could potentially take the information they gain from AAH events and propose conservation actions during community meetings or initiate neighborhood meet-ups at local businesses. To better understand a particular community's interest in environmentalism, surveys were taken at a nature center and a flower shop in Philadelphia.

Nomenclature

AAH: Activism After-Hours (AAH) is a conceptual event planner that works to create relationships between locally owned businesses and cultural institutions sharing missions in environmental conservation. AAH conducts thorough research and compiles data of a given city's environmental concerns, regionally, locally and even neighborhood-by-neighborhood. It is their responsibility to connect with existing environmental activists, community leaders and city government officials in order to keep their events relevant and effective for visitors.

Activism: "A doctrine or practice that emphasizes direct vigorous action especially in support of or opposition to one side of a controversial issue".⁴ This thesis acknowledges that some forms of environmental activism are not as vigorous as protest, such as plastic waste reduction and purchasing green products. It could be possible that these forms of activism could be presented in a way that feels vigorous to visitors. This is a goal that AAH would attempt to reach while developing their events.

4 <https://www.merriam-webster.com/dictionary/activism>

Community: "1. A particular area or place considered together with its inhabitants. 2. A feeling of fellowship with others, as a result of sharing common attitudes, interests and goals."⁵

Cultural Institution: "Museum, institution dedicated to preserving and interpreting the primary tangible evidence of humankind and the environment."⁶ In this study, zoos, aquaria and nature centers are targeted.

Green: "1. Concerned with or supporting environmentalism. 2. Tending to preserve environmental quality (as by being recyclable, biodegradable, or nonpolluting) greener energy solutions."⁷

Eco-Friendly: "Not environmentally harmful."⁸

Environmental Conservation: "An umbrella term that defines anything we do to protect our planet and conserve its natural resources so that every living thing can have an improved quality of life."⁹

Local: "Primarily serving the needs of a particular limited district."¹⁰

Research Question

How can cultural institutions create after-hours events that increase community-wide environmental activism?

5 <https://www.merriam-webster.com/dictionary/community>

6 <https://www.britannica.com/topic/museum-cultural-institution>

7 <https://www.merriam-webster.com/dictionary/green>

8 <https://www.merriam-webster.com/dictionary/eco-friendly>

9 <https://www.conserve-energy-future.com/methods-and-importance-of-environmental-conservation.php>

10 <https://www.merriam-webster.com/dictionary/local>

AAH Mission

Here at AAH we believe that environmental activism can take many forms. When visitors attend an AAH event, they're gaining access to opportunities provided by cultural institutions and local businesses in their community that they may not have known existed. AAH is here to get the public involved on a level that helps them achieve their environmental goals!

What is Activism After-Hours (AAH)?

AAH is a conceptual event organizer that aims to connect cultural institutions, locally owned businesses and individuals who value environmental conservation. Its goal is to provide communities with a platform to express their ideas, network with like-minded individuals and feel satisfied that they are having an impact on the health and conservation of their local environment during after-hours events. It is an event organizer that caters to individuals who want to take their activism beyond more passive options such as environmentally conscious purchases, plastic bag reduction, and recycling. AAH coordinated events provide opportunities to build community activism and utilize resources in local businesses and cultural institutions. Just as lightning bugs illuminate to communicate, AAH's goal is to shed light on a network that can provide new audiences with ways they can take their environmental activism to a greater level.

The AAH Team

AAH team members must be experts in event planning, collaboration, facilitation, conducting research and networking. The team will work with each other as much as with other partners. Ideally, AAH would start with a small team at a grassroots level. Until financial support can allow more individuals to be added to the team, all members would be responsible for assisting in event production.

Facilitator: The facilitator would work to ensure that the collaboration process is a positive experience involving the least amount of investment on the institution or business's part. Coordinating with the right people and on the right timeline is crucial to make these events effective. Additionally, facilitators must value the importance of understanding and being on board with the mission of the cultural institution or local business.

Networker: There has to be a profound knowledge of new and established neighborhood businesses, environmental trends, and the current conservation goals of targeted neighborhoods for AAH to succeed. The networkers are essentially the "lightning bugs" of AAH that make the connections and work with designers to create themed events. The Networkers' responsibility is to actively search for new businesses and institutions to get involved with, discover their needs and brainstorm ways in which AAH could design events to assist them. They're also responsible for researching community interest in environmental issues.

Event Organizer: This role involves planning for how many people will attend events and how to accommodate them. The Event Organizer is responsible for acquiring any permits needed for event activities, booking clients (businesses and cultural institutions), staffing and event cleanup. They must consider the curation of the event to serve networking opportunities.

Event MC: As the face of AAH during events, the MC would be an individual with experience in performance and public speaking. They must have a clear understanding of the event's themes and how to encourage an efficient but playful atmosphere during an event.

Project Manager: The project manager oversees the overall planning, design, execution and coordination of the events. They're responsible for time management and scheduling.

Designer: It's crucial that the environmental missions of AAH are not compromised by environmentally-unfriendly practices within the events themselves. The designers must be knowledgeable of environmentally friendly methods that will ensure their events aren't harming the environment. The role of the designer is to make sure the AAH brand is consistent and that event participants are also mindful about using environmentally-conscious materials and methods. This can be as simple as providing visitors with proper recycling resources and compostable cups and plates during an event.

Conservation/ Environmental Specialist: This individual would have in-depth knowledge of current environmental issues and conservation initiatives. Not only must they be aware of facts and statistics, but they must collaborate with the designer, networker and event organizer to ensure that activities during the events remain effective and relevant.

Social Media and Website Coordinator: Carefully monitors and organizes the AAH website so that its intention remains focused on local environmental conservation. They're responsible for all Social Media updates and event promotions.

Financial Manager: Monitors the financial health of AAH, produces financial reports and plans strategies for long and short-term goals for the organization.

Grant Writer: This individual researches and writes to possible funders and applies for grants that can financially support AAH.

AAH Approach

Connecting Institutions and Businesses

AAH would be responsible for scouting and training a team of representatives (“lightning bugs”) who would have prior experience in facilitation, environmental work and/or event coordination. These representatives (networkers) would reach out to and create partnerships between institutions and businesses whose missions include an environmental focus. Initially, the AAH team would reach out to cultural institutions independently and table at museum conferences like AAM¹¹ to gain exposure. As momentum grows, ideally museums would consider reaching out to them. AAH team members would be trained in facilitation and be responsible for logistical planning so that institutions would not bear the stress of event planning and organizing. Partnering local businesses and institutions would then work with AAH to provide background information, preferably providing a representative of their own who would work in conjunction with the AAH representative. This individual could come from the marketing department of a business or cultural institution.

It is imperative that AAH know as much as possible about the key issues, demographics, and existing organizations within the communities they would like to collaborate with. It would be the AAH Networker’s responsibility to actively search for new businesses and institutions to get involved with, discover their needs and brainstorm ways in which AAH could design events that are relevant and engaging for those communities. Once the AAH team collects information, they can come together to focus on a neighborhood where they feel their event would make the most impact.

11 <https://www.aam-us.org/>

AAH Target Audience

It's important for AAH to be inclusive and open to diversifying their audience as much as their partners do. One of their goals is to bring new audiences through the doors of cultural institutions and local businesses. This study focuses on millennials as a target audience since they make up the majority of after-hours events visitors. Millennials vote with their dollar, seek out social experiences and financially support spaces that value environmental conservation. The Cone Millennial Cause study dispensed a survey that determined, "just over 80% of respondents volunteer (either weekly, monthly or once or twice a year). As a result of this involvement, millennials possess a strong desire to positively affect change. 61% are worried about the state of the world and feel personally responsible to make a difference."¹² The study also concluded that "while millennials tend to volunteer for environmental and social causes, they feel as though there is something important and vital missing from their efforts. As a generation that expects immediate gratification and feedback, millennials need to learn about and/or see an immediate benefit from their actions to feel that they are making a difference."¹¹ This is why the mission of AAH would cater to the millennial demographic successfully.

"This is the "millennial mindset." Collectively, we are more technology driven, socially conscious, collaborative, entrepreneurial, and increasingly attracted to trust and transparency. When it comes to events, time is valuable, attention is measured in moments, and we all want to meet the right people and hear only what's relevant to us."¹³

12 <http://www.centerforgiving.org/Portals/0/2006%20Cone%20Millennial%20Cause%20Study.pdf>

13 <http://cramer.com/webhook-uploads/1477685066808/WhitePaper-MillennialEvents-Cramer.pdf>

AAH Event Example

Crystalline Power!

As the kickoff event-planning model, The AAH team would begin by focusing on a select area in the city closest to their headquarters. For this example, Center City in Philadelphia will be the area of focus. Once the AAH team collects research from the agreed-upon neighborhood within Center City, they would identify local environmental issues. The *Crystalline Power!* event is aimed to highlight energy-use-reduction initiatives that the city of Philadelphia is currently improving upon. Using the Academy of Natural Sciences¹⁴ as the host institution for the event, the goal is to inspire visitors to participate in positive environmental changes in the surrounding community. This event would highlight cultural institutions and local businesses that visitors can use as resources to expand upon their involvement in environmental conservation initiatives.

To allow visitors of AAH's event to feel that they can take part and bring awareness to these city environmental initiatives, AAH would create an event that brings together unexpected institutions to represent themselves during *Crystalline Power!*. A 2017 article in *StateImpact Pennsylvania* reveals, "The new Philadelphia plan aims to cut energy use in city-owned buildings by 20 percent by 2030; maintain or reduce the cost of energy in the city's built environment; and generate or purchase power from only renew-able sources by 2030."¹⁵ The *Crystalline Power!* event would display crystal collections from the Academy and interpret them in a way that links them to the caves in the area and engages visitors

in crystals' 'alternative energies' and conservation uses.

In one *Crystalline Power!* activity, participants would learn to build their own PZT (Lead Zirconate Titanate (piezoelectric ceramic material)¹⁶ shoes during a workshop conducted by AAH representatives. The more active visitors are during the event, the more energy would be harnessed by the PZT additions to their shoes. This energy could help charge visitors' cell phones or other electronic devices, providing a demonstrable way they could cut down on their electrical energy use. This also would allow visitors to feel that they are participating in an act that is making an immediate environmental impact.

While there would likely be a fee for the materials needed for the workshop, in order to keep the event inclusive, AAH could solicit donated materials via the AAH website. The site would make the instructions freely available, and AAH members who may decide to build their shoes before the event could donate materials for those who may not be able to afford the workshop. The event itself would be a suggested donation of \$5.

Other activities would be available for those who do not wish to participate in the workshop. Lec-

¹⁴ <http://ansp.org/>

¹⁵ <https://stateimpact.npr.org/pennsylvania/2017/09/27/philadelphia-plans-to-cut-emissions-from-city-buildings-buy-all-renewables/>

¹⁶ In 2010, an article was released by MIT Technology Review "revealing the discovery of crystalline embedded silicone's ability to generate electrical current when flexed."

"Researchers at Princeton University have created a flexible material that harvests record amounts of energy when stressed. The researchers say the material could be incorporated into the soles of shoes to power portable electronics."

tures, food, drink and tabling of local businesses and related cultural institutions would be represented. The host institution would also provide access to aspects of their collections. Opportunities for more passive forms of activism like signing petitions on local environmental initiatives and signing up to volunteer with different organizations would also be available.

AAH Crystalline Power! Event Schedule

6:00 pm – 9:00 pm

The full schedule for the event including a map of the host institution's facility would be included on AAH's website and Facebook page for visitors to access on their phone before and during the event. To make sure the event runs on schedule (proposal of three hours), the AAH MC would be responsible for making event announcements to visitors. Way-finding signage and AAH staff would be available to visitors during the event. All AAH staff would be wearing lightning bug logo shirts so that visitors could easily identify them.

6:00 pm: AAH representatives greet visitors and accept recommended donations of \$5.

6:00 pm – 8:30 pm: Visitors have the option of exploring the host institution's facility, visit tabling businesses, cultural institutions, eat food and drink (prices will vary with food and drink depending on the participating businesses).

6:30 pm: AAH MC introduces the lecturers of the night and encourages visitors to engage in conversation with each other and the AAH network. (Lectures would last 30 minutes each).

6:30 pm: PZT shoe workshop is hosted until 8:45 to assist visitors throughout the event.

8:45 pm: Glow-in-the-dark accessories and portable music generated by PZT shoes initiate a dance party that will move from the Academy to the Philadelphia Museum of Art (PMA). (Alcoholic beverages are not permitted to leave the Academy)

When the PZT workshop is finished, the event would turn into an outdoor dance party, creating a fun way to advocate for sustainable energy sources. This activity could also attract the attention of passersby that may want to join in, thereby expanding local awareness of energy conservation issues and introducing new participants to AAH. Visitors and AAH representatives could then walk over to the PMA—in a parade-like fashion—for a dance party on the museum's steps (glow-in-the-dark items would be handed out, emphasizing the theme of energy conservation and making a nod to AAH's lightning bug logo/brand).

Why a dance party at the PMA?

"As part of the energy campaign, the Philadelphia Museum of Art, the largest energy consumer among the City's 600 buildings, announced a retrofit that includes lighting upgrades and building controls, designed to save energy."¹⁷

¹⁷ <https://stateimpact.npr.org/pennsylvania/2017/09/27/philadelphia-plans-to-cut-emissions-from-city-buildings-buy-all-renewables/>

Roles of Participating Businesses and Cultural Institutions

Philadelphia Grotto Club: Visitors can find out more about local caving expeditions as well as the conservation initiatives the Grotto Club is involved with.

Wissahickon Brewing Company and Honeygrow: Visitors can purchase these companies' local and environmentally conscious consumables.

The Science History Institute (SHI): Visitors can participate in a lecture on the science behind energy use and its negative and positive effects.

The Academy of Natural Sciences at Drexel University: The Academy would provide a few staff/volunteers for this booth, at which visitors can view a pop-up exhibit on crystals.

The Philadelphia Zoo: Lecture how energy use effects habitats locally and globally.

Crystal Caves: Table and speak to visitors about the history of their cave and the importance of its conservation.

Indian Echo Cave: Table and speak to visitors about the history of their cave and the importance of its conservation.

Lost Hidden River Caverns: Table and speak to visitors about the history of their cave and the importance of its conservation.

Philadelphia Rock Gyms (PRG): Speak to visitors, promote the activity of rock climbing and how to apply those skills to cave exploration.

To promote *Crystalline Power!* and reach those unable to attend the main event, local businesses included in the AAH network could host workshops throughout the week of the event or host sales around themes of crystals, caves and energy conservation. This would allow a large audience to enjoy the themed event and would cross-promote businesses and cultural institutions in other neighborhoods. It would be the responsibility of the AAH facilitator and networker to help these spaces brainstorm ideas to promote the event based off of the businesses' resources and products.

After the Event

AAH initiates collaborations and activity after-hours, but that does not mean its followers are limited to being activists only during these events. One of AAH's goals is to make it easier for visitors to build relationships during their events that would inspire community led environmental conservation initiatives after each event is over. Most of all, AAH hopes that these events would introduce participants to institutions or businesses that they didn't know existed and that they will then support and visit those spaces during their operational hours. Even after the events, individuals could utilize local businesses and retailers as meet-up locations for trash clean-ups and nature hikes. Having spaces that are part of the AAH network strengthens a feeling of community and support.

AAH would be responsible for creating visual representations of data to allow people to see the impact of their actions. They could do this through design, visual presentation or video footage of the effects of the event activities posted on their website. Recaps on what happened and what was accomplished during the event would be posted on the AAH website. AAH's website would also be a platform for people to share their thoughts about the event, what they would like to improve and what they enjoyed most. Alternatively, visitors can use the AAH website to share what initiatives they've been taking since they attended the event. In the case of *Crystalline Power!*, visitors can share what they've been doing to reduce energy waste in their household and which institutions they're looking forward to visiting or volunteering for.

How can the public assist these institutions and businesses?

Financially supporting cultural institutions and businesses with environmental missions is a vital but indirect form of activism. Helping these spaces in more direct ways, like contributing ideas for environmental improvements in their neighborhood, would forge a stronger relationship between these entities and the community. Visitors would then feel more integrated in the business or institution and vice versa.

For example, The Appalachian Wildlife Refuge (AWR)¹⁸ accepts donations of cleaned mascara wands to remove fly eggs and larva from the fur on rescued wild animals. AAH could include this donation in one of their events. Visitors could bring mascara brushes, clean them at the event, package and mail them. Creating an activity that makes something tedious like cleaning and mailing a piece of "trash" into a community action can create a feeling of accomplishment, unity and a deeper engagement with the addressed issue. Later, AAH could post a video of the donated wands being used by AWR on their website so that people could see the results of their efforts. AAH could even go as far as to Skype with a representative from AWR during the event so that visitors can feel more connected to the action.

¹⁸ <https://www.appalachianwild.org/wands-for-wildlife.html>

“Millennials want to make the most of their time, they want to connect, interact, and drive change with their peers in small group environments. They want their journey to be personalized, meaningful, fun, and driven by a sense of community.”¹⁹

Digital Presence

In order to stay relevant, AAH would have an online presence including a Facebook, Instagram, Twitter and a website. AAH would need an online presence so that participants would be able to voice their interests and suggestions for future event themes and topics.

AAH's Facebook page could act as a platform for the public to express what changes they would like to see in their neighborhood or how they would like to take their activism to new levels. In turn, AAH would also prompt engagement with targeted questions and propose ideas to the public that gathers feedback on the popularity of a potential theme or topic to cover in an upcoming event.

While all AAH events would include an array of activities for all attendees, AAH could also post “assignments” on their website or advertisements that ask for willing attendants to bring specific items to an upcoming event which would support a barter and grassroots oriented business plan.

AAH Website Announcement Example

“Hey there lightning bugs, we’ve noticed a lot of comments on our blog about water conservation initiatives. Please vote for one of the following activities for us to include in a future event. We’re happy to hear your recommendations!” –AAH

- **Build a mussel reef to install in a local water system.**
- **Documentary screening and lecture.**
- **Build water filtering systems to donate to schools and public spaces.**
- **Sign petitions for clean water initiatives in your neighborhood.**
- **Clothing swap and workshop on reducing micro plastic pollution from your wardrobe.**

¹⁹ <http://cramer.com/webhook-uploads/1477685066808/WhitePaper-MillennialEvents-Cramer.pdf>

AAH's site would have the potential to act as a community activism board and networking tool. For example, a user could type in their zip code and choose from a checklist of interests (hiking, water conservation, wildlife protection etc.). Next, a listing of institutions and businesses would appear within a specified distance from where the individual lived. This site would also advertise upcoming events that include the user's specific interests. Individuals could post events that they themselves may be organizing, such as trash cleanups, protests or volunteer opportunities. The AAH website has a great deal of potential, but it would have to be carefully monitored by the Social Media and Website Coordinator so that the intention of the site would remain focused on local environmental topics. Of course, global environmental conservation initiatives could be discussed and acted on in the site, but it would be important for this model to stay grounded in local initiatives to build and network with varying neighborhood communities.

Not only would the public benefit from AAH's website, but institutions and businesses could also use it as a resource to understand their audience's needs and interests. Additionally, AAH would disperse questionnaires and surveys to people on their mailing list to gain feedback and then share this information with partnering institutions and businesses.

Most importantly, the AAH website would post updates for people to see how their activism during the event was applied. For example, the site could feature video of donations being put to use, as in the case of the example mentioned earlier where volunteers cleaned and mailed mascara brushes to deworm a wildlife rescue animal.

AAH Website Post Example

"Because of everyone who attended last month's event, this little guy was properly cared for. Thanks for coming together everyone!" –The AAH Team



Figure 1: AWR Possum being cleaned with a donated mascara wand

Event Location

AAH would take advantage of the locations that already exist within their network of clients such as cultural institutions, public gardens, local shops etc. To start, these events could reappear in the same community so that visitors can begin seeing a measurable change in their efforts. If a visitor is unable to make an event, they can follow up on improvements on the official AAH website. Depending on the season and theme of the event, the AAH networker would scout to find the proper institution or outdoor public space to accommodate the event. Most locally owned businesses do not have the space to accommodate large crowds but may have parking lots or could be close to a property that would accommodate the needs of an AAH event. Additionally, local businesses can host sales that promote and are in alignment with the theme of the next AAH event. Events would be collaborative in nature, with AAH bearing the administrative and event planning responsibilities and the partnering businesses and Institutions serving as foci for the theme of a particular event.

Event Activity Possibilities

Over time, AAH would have a large network of local businesses and cultural institutions to continuously generate new, innovative ways to engage visitors, allowing them to feel they're making a positive environmental impact in their community.

- Facilitated charrettes targeting issues which the AAH website community voiced interest.
- Indoor cycling to generate solar energy.
- An environmental awareness mural competition.

- A night of silent meditation serving as an awareness protest on the plight of local birds/a campaign to reduce sound and light pollution in urban neighborhoods.

Event Workshop Possibilities

- How to improve the quality of gardening soil, prevent soil pollution and how these efforts benefit local neighborhood environments.
- Provide ways to support initiatives that will eliminate single use plastics in local restaurants and businesses.
- How to start your own community garden.
- How to organize your own neighborhood trash cleanups.
- How to build solar panels.
- Awareness on food waste: petitioning for compost options at local restaurants.
- How to build mussel reefs that could be installed in local water systems.

Financial Support

If AAH is encouraging participants to support local businesses and institutions with their wallets, it's important to make sure that the AAH events themselves aren't cost prohibitive. Simultaneously, AAH events should not become financial burdens for the institutions or businesses they're in collaboration with. Ideally, AAH would shed light on the existence of local business' and cultural institutions' missions and increase visitorship of these spaces by creating successful after-hours events.

AAH is seeded in a grassroots mentality. Bartering and networking would be a large asset to AAH gaining momentum in its efficiency. If AAH could not find an initial funder, it could begin as a grant-funded start-up. The events themselves would be donation based to enter, but specific workshops would have fees. As mentioned earlier, AAH would explore the possibilities with regard to offering reduced fees in order to make all events as Inclusive as possible. Alternatively, visitors could donate the cost of the workshop fees to pay for those on a "waiting list" maintained by AAH. Initiatives like this would build the AAH community centered ethos.

Though AAH's purpose is to focus on local cultural institutions and businesses, it may be necessary to get funding from an affluent company with environmental missions like REI. This could open up the ability for AAH to build an identity that would eventually focus solely on local businesses and institutions. This is one of the many challenges AAH would face financially and ethically.

"Millennials have a strong presence in the workforce and in the meetings and events industry. What's more, even Gen X and Baby Boomers have adopted the millennial mindset. Their needs are changing, and the new expectation is one of a personalized event experience worthy of their time and attention."²⁰

Millennials have a clear understanding of the causes they care about the most, one of which is the wellness of the environment. Because of this, it's possible that donations and consistent financial support from AAH's target millennial audience could grow over time. Until then, generations like Gen X (those born 1960-1980)²¹ and Baby Boomers (those born 1946-1964)²² can financially support AAH events.

20 <http://cramer.com/webhook-uploads/1477685066808/WhitePaper-MillennialEvents-Cramer.pdf>

21 https://www.huffingtonpost.com/christine-henseler/millennials-and-boomers-generation-x_b_5253931.html

22 <https://money.usnews.com/money/retirement/articles/2014/06/16/the-youngest-baby-boomers-turn-50>

Benefits of AAH

Participants

- Participants would gain access to resources that will help them reach their goals as environmental activists.
- Participants can gain a feeling of community and accomplishment in improving their local environment.
- Participants can collect information on specific interests and discover new institutions and spaces where they would like to invest their time, energy and money.

Cultural Institutions

In its beginning stages, AAH may not financially benefit larger institutions like zoos and aquaria as much as smaller institutions, but it could help them expand their audience. Developing sustainable after-hours events is sometimes supported by full-time staff at larger institutions but is not always a financial option for smaller ones. For those that have staff support, AAH needs to assure the institution's leadership understands the substantial influence their events can have on visitors' commitment to the institution and the events' potential to increase revenue.

- Bigger institutions will have the opportunity to feel more integrated with and connected to their local neighborhoods.
- Visitors can feel more included in a cultural institution's exhibitions and collections when being more actively involved with their mission.

- Smaller institutions will gain more exposure and have the opportunity to expand their visitor demographic and populations.
- Institutions would gain access to survey and event responses as well as an opportunity to learn more about their visitors' interests, needs and desires.
- Institutions benefit from demonstrating measurable impact on improving the lives of local habitats and wildlife. Attracting people to more events can provide measurable interest in the subject matter that can be used to keep these institutions thriving.
- Reciprocity is built between institutions and local businesses.

Businesses

Local businesses have the ability to act as gateways for institutions to reach out beyond their walls and into neighborhoods. Since local businesses typically sell daily necessities/ consumables for customers like coffee or food, community residents tend to visit these spaces more often than cultural institutions. These spaces can remind customers of community-based environmental activism on a more consistent basis than a cultural institution because they're visited more frequently. Local businesses could also act as meet-up spaces for community activism during the day for events like trash cleanups or workshops giving them access to more visitation.

- Exposure and promotion.
- Feeling more community support and value of their business.
- Opportunities to discover preferences and wants of their customer.
- Partnership felt more than competition for customers between other businesses and cultural institutions.

"The environment is where we all meet; where all have a mutual interest; it is the one thing all of us share."²³

– Lady Bird Johnson

²³ <https://www.goodreads.com/quotes/83650-the-environment-is-where-we-all-meet-where-we-all>



CHAPTER 2

Research & Context

Philadelphia Cultural Institutions and Locally-Owned Retailers

A series of interviews and surveys were conducted to better understand the desires and motives of cultural institutions, local businesses and their relationship to local environments and neighborhoods in Philadelphia. The surveyed spaces were chosen based on their ties to environmental practices and after-hours events with environmental themes. These spaces include locally owned retailer Vault and Vine in East Falls, The Schuylkill Center for Environmental Education in Roxborough and The Philadelphia Zoo in the Centennial District. Since surveys were distributed during the zoo's off-season, audience responses were not collected. Instead, literary research on the zoo was included in this study.

Survey Research

The information gathered by the following investigations reaffirmed the theory that not only millennials, but a majority of visitors from the surveyed nature center and retailer consider themselves environmentalists, partake in environmental practices, desire to learn something new during after-hours events and wish to connect more with their neighbors.

“There are so many places where we could do better, but the real question is, how do we get people on board?”

–Peicha Chang



Vault and Vine

Vault and Vine in Philadelphia's East Falls isn't just a plant shop and florist, but a neighborhood hub that clearly values creating community.

"Vault and Vine offers an immersive retail experience while providing the community with a cafe, gathering place, and small-scale event venue. Our customers are friends and neighbors who, over the years, have become family. Local creators, whose hands are part of every process of making their goods, produce many of the objects we carry."²⁴

Vault and Vine is mindful of their environmental impact, from the products they sell to the cutlery and dish-ware in their cafe. They work directly with local farmers to source their arrangements, and those that aren't locally grown are sourced responsibly.

In an interview, Vault and Vine owner Peicha Chang passionately expressed her beliefs that a business needs to work with the community simply because the entire business *is* the community. Peicha's desire to facilitate the creation of newly formed relationships in the East Falls community remains a driving force in her business ethos. She explained that she wanted her retail space to bring all of the different groups that live in East Falls together to help facilitate conversations and for the community to practice being "neighbors".

It's obvious that Peicha values environmental conservation in the products sold and materials used in her business. When asked if she thought Vault and Vine could influence people's environmental practices she replied, "We're all driven by personal wants. That's always how we've operated as a universal mind set. There's a huge learning curve. There are so many places where we could do better, but the real question is, how do we get people on board? Humans love convenience."

It's this convenience that makes the collaboration between local businesses and cultural institutions so important. Not everyone can afford to visit an institution or commit their time to commuting to that space. If there are more efforts to represent cultural institutions in local businesses and vice versa, there could be a cross-pollination of visitors, information and resources. Vault and Vine is open to expanding their environmental mission, including partnerships with cultural institutions and the possibility of influencing other local businesses to follow an environmentally conscious vision. As a newly growing business, it's difficult for them to allocate time and resources to make connections like these happen effectively. This further supports the need for an entity like AAH.

²⁴ <https://vine.vaultandvine.co/our-story/>

Vault and Vine Survey

A survey was distributed on the Vault and Vine mailing list to gain a deeper understanding of their customer base. These responses provided insight into the interests of Vault and Vine’s customer and indicated that the incorporation of environmentally focused activities to after-hours events and workshops could potentially attract higher attendance. Out of 800 subscribers, fifty-three individuals responded to the survey. This small sample size provides a glimpse into the average Vault and Vine customer, but notably does not entirely reflect the East Falls population. According to *Statistical Atlas*, a majority of the East Falls population is made of people ages 18-30,²⁵ falling in line with the target millennial demographic for this study.

Out of the fifty-three respondents, 45.3% fell within ages 22-40. This revealed that almost half of the customers that responded to the survey remained consistent with the targeted millennial demographic.

My age range is:

53 responses

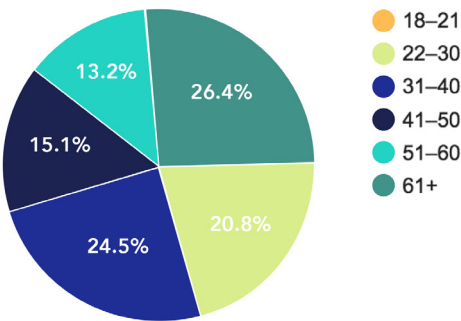


Figure 2: Vault and Vine Survey Results

²⁵ <https://statisticalatlas.com/neighborhood/Pennsylvania/Philadelphia/East-Falls/Overview>

64.2% of visitors responded that they visited Vault and Vine alone, which may be due to the popularity of their café since 71.7% claimed to enjoy it most out of all of Vault and Vine's features. Though visitors primarily visit alone, 66% of respondents valued Vault and Vine's sense of community building. This could mean that there is a market for providing more opportunities for social interaction in their store. Especially since 81.1% claimed that they wanted to connect more with their neighbors at Vault and Vine during events. If Vault and Vine were to collaborate with cultural institutions in other nearby neighborhoods, it could help them to diversify and expand their visitor demographic while still attracting customers that share their store's ethos.

I would like to connect more with my neighbors at Vault + Vine events:

53 responses

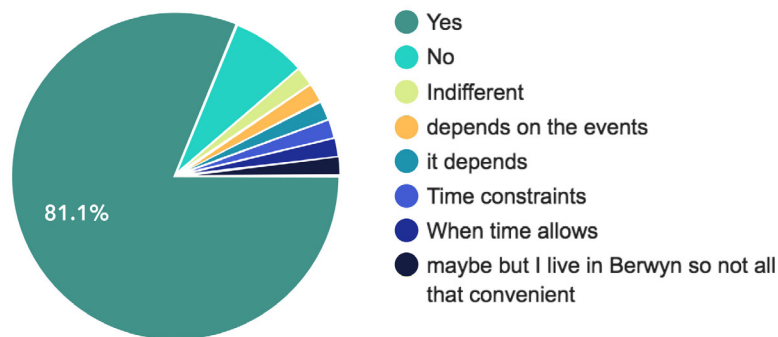


Figure 3: Vault and Vine Survey Results

Even though survey responses indicated an interest in community building, only 13.2% of respondents ranked after-hours events as one of their higher interests. It's not surprising that only 1.9% of the respondents had gone to a workshop at Vault and Vine since they had been open for less than a year and had only hosted a handful of flower arranging workshops before the survey was conducted.

When Peicha was asked what she would be most curious to discover about Vault and Vine's customer, she was interested in knowing how far along people were in their environmental activism and how strongly they felt about getting to zero waste. She especially wanted to know how much visitors value convenience when it comes to environmental issues. As she had said before, "humans love convenience."

What I like most about Vault + Vine is: (Please select three)

53 responses

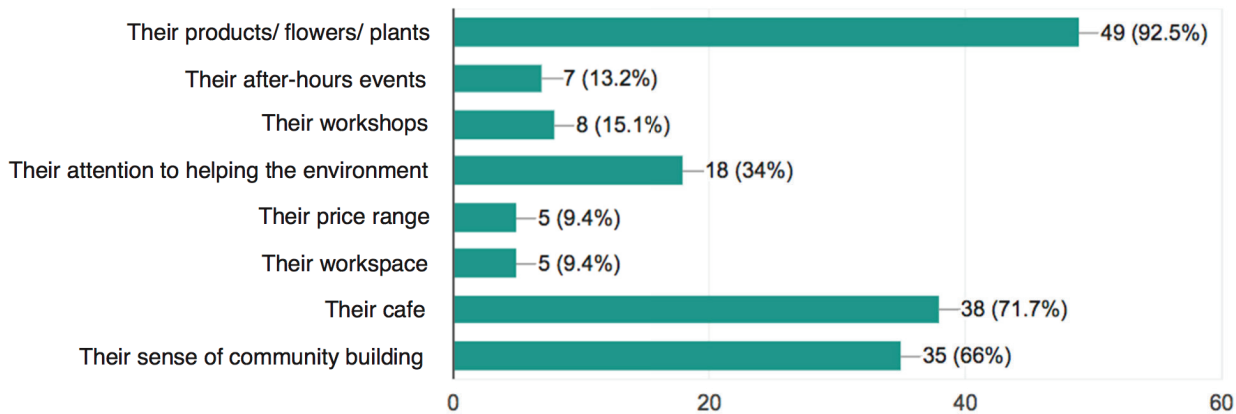


Figure 4: Vault and Vine Survey Results



In attempts to find the answer to her question, it was found that 81.1% of Vault and Vine respondents considered themselves environmentalists and 34% valued Vault and Vine’s attention to helping the environment.

I consider myself an environmentalist.
53 responses

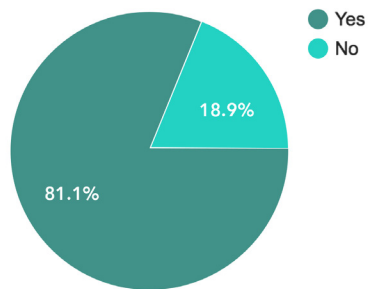


Figure 5: Vault and Vine Survey Results

In terms of activism, 45.3% claimed to have volunteered in their neighborhood, 34% didn't volunteer but would have liked to and 31.2% had volunteered for community cleanups. The results from this survey revealed that Vault and Vine attracts individuals in the community who value the environment. If they aren't already involved in improving the neighborhood, 34% claimed that they still held a desire to. This 34% could be engaged if Vault and Vine were to partner with local cultural institutions and create outlets for customers to fulfill their environmental goals during AAH styled after-hours events.



Figure 7: Vault and Vine’s cafe cork board is used to share upcoming events in the East Falls neighborhood. This board could potentially be used to advertise neighborhood environmental initiatives.

I volunteer in my neighborhood:

53 responses

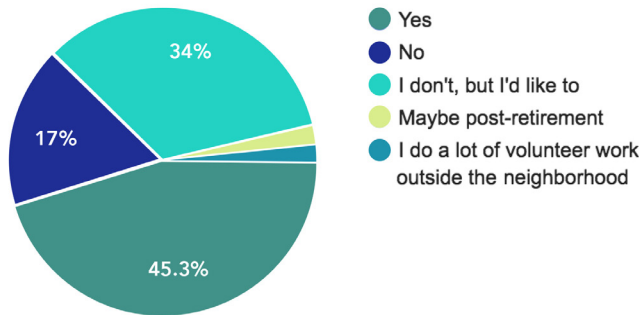


Figure 6: Vault and Vine Survey Results

"A world where all people
play learn and grow with
nature as part of their
every day lives."

—The Schuylkill Center



The Schuylkill Center

"The Schuylkill Center inspires meaningful connections between people and nature who use their forests and fields as a living laboratory to foster appreciation, deepen understanding, and encourage stewardship of the environment."²⁶

This cultural institution represents a locally-focused approach to conservation education and practices. Linking the community to their local habitat reinforces understanding of a visitor's personal environmental impact on their immediate surroundings.

A prime example of this connection is the Schuylkill Centers Toad Detour, which works to protect the local toad population while they migrate to and from their breeding grounds each spring.²⁷ The Schuylkill Center reaches out to the surrounding community for volunteers each year to help divert road traffic from where the toads travel. During the event, volunteers are informed about the roles they play in local forest ecosystems. The event saves hundreds of toads from being hit by cars each year.

This year, the Center invited Dr. Carlos Martinez Rivera, an Amphibian Conservation Specialist with the Philadelphia Zoo, and Danielle Quaglia, a Conservation Educator at the Philadelphia Zoo who is in charge of their Frog Watch program to lend their expertise in talking about frog and toad conservation issues in the region.²⁸ This kind of event encourages excitement and is a great example of a small local entity collaborating with and utilizing resources from another, larger institution.

Currently, there is an untapped potential to promote an event with a local retailer like Vault and Vine to increase awareness and forge even deeper connections within the local community. A themed event conducted at Vault and Vine to help promote The Schuylkill Center's Toad Detour could potentially increase their pool of volunteers.

The Schuylkill Center could utilize this Vault and Vine audience to increase their number of visitors beyond their location in Roxborough, into the nearby neighborhood of East Falls only six and a half miles away.

²⁶ <http://www.schuylkillcenter.org/>

²⁷ http://www.schuylkillcenter.org/programs/public_events.html

²⁸ <http://www.schuylkillcenter.org/blog/event/toad-nights-6/>

The Schuylkill Center Survey

The Vault and Vine survey was adapted for the Schuylkill Center's visitors and posted on social media. Since twenty individuals responded to the survey, this small sample size does not entirely reflect the average visitor at the Schuylkill Center. In comparison to Vault and Vine, The Schuylkill Center's visitor demographic consisted mainly of Gen Xers with 40% of respondents at ages 41-50. Only 10% of this group were 22-30-years-old. The Schuylkill Center's director of environmental art, Christina Catanese, confirmed that millennials were one of the Center's smaller audiences. If a partnership between the Schuylkill Center and Vault and Vine could be forged, it's possible that visitor attendance could become more diverse.

My age range is:

20 responses

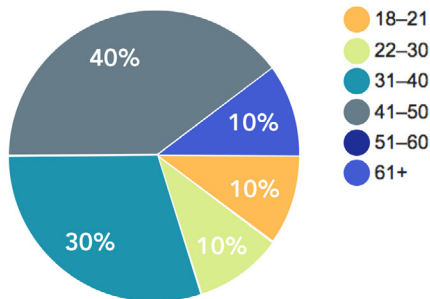


Figure 8: Schuylkill Center Survey Results

Similar to Vault and Vine, 60% of the Schuylkill Center's visitors claimed to visit alone. Since 75.5% of visitors responded that they enjoyed the Schuylkill Center's trails most, it's possible that visitors may be attracted to a solitary experience while on the trails.

75% of the center's respondents found that visiting the space was convenient. Accessible public transportation to the Center appeared to be an issue for the remaining respondents. This is a good example of how relationships with retailers could provide supplemental information about opportunities at an institution that some visitors can't easily visit.

65% of the respondents liked the Schuylkill Center's attention to helping the local environment and 45% liked their educational programs. With 25% of respondents claiming to enjoy the Center's gallery most, and 15% preferring their workshops, it revealed that there is potential to get visitors more involved with the events and workshops at the Schuylkill Center. Their visitors obviously value education and learning new things since 85% of them responded that "learning something new" was most important to them when attending after-hours events.

Given the similarity of survey responses, it appears that a collaboration between Vault and Vine and the Schuylkill Center would be appealing to both of their audiences.

I consider myself an environmentalist. I consider myself an environmentalist.

20 responses

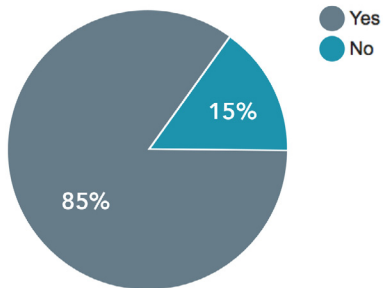


Figure 9: Schuylkill Center Survey Results

53 responses

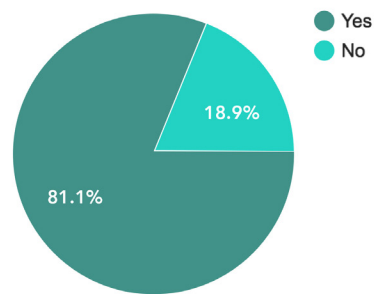


Figure 10: Vault and Vine Survey Results

I volunteer in my neighborhood:

20 responses

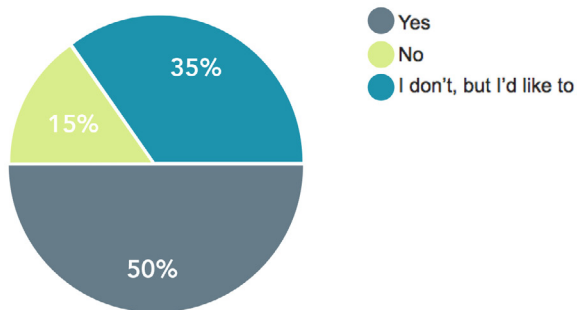


Figure 11: Schuylkill Center Survey Results

I volunteer in my neighborhood:

53 responses

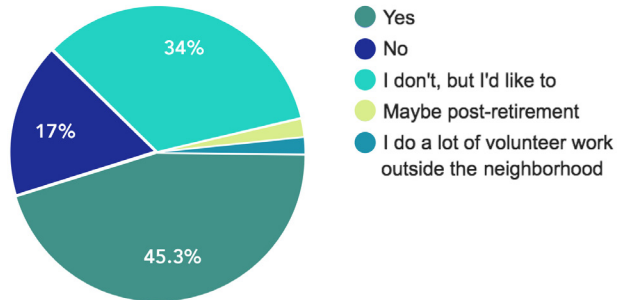


Figure 12: Vault and Vine Survey Results

85% of the Schuylkill Center's visitors considered themselves environmentalists. 50% of their visitors had volunteered in their neighborhood and 35% didn't but would have liked to. Similar to the Vault and Vine Survey, this 35% could be taken advantage of by getting them more involved with environmental initiatives during after-hours events.

It wasn't surprising that none of the Schuylkill Center respondents had ever been to Vault and Vine since it had been open for less than a year when the survey was conducted. Given the option to "select all that apply", 50% of respondents hadn't been to any of the institutions or businesses listed. 40% had visited the Philadelphia Zoo and 35% had been to the Academy of Natural Sciences. These responses revealed that there is an audience that these institutions aren't reaching, despite their stated interest in natural sciences and conservation. After-hours events that include workshops appealing to these visitors could provide incentive for them to explore other cultural institutions during operational hours.

I visited the following locations in the past two years: (Please select all that apply)

20 responses

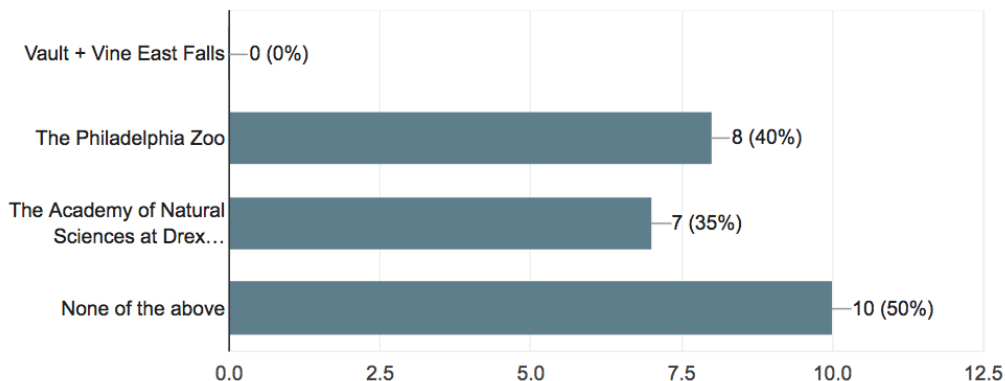


Figure 13: Schuylkill Center Survey Results

Both Vault & Vine and the Schuylkill Center shared similar results when their visitors were asked to select up to three most important after-hours event features. At the Schuylkill Center, the top three features included “learning something new”, “good food and beverages” and “stimulating conversation”. Vault and Vine’s top responses were “learning something new”, “spending time with friends and family” and “good food and beverages”. It’s also notable that 47.2% voted for stimulating conversation, revealing that people were interested in more than just leisure activity during after-hours events. This could mean that initiating activism “in the moment” of an after-hours event could be desirable to multiple audiences.



The following are most important to me when attending an after-hours event at a local business or institution:(Please select up to three)

20 responses

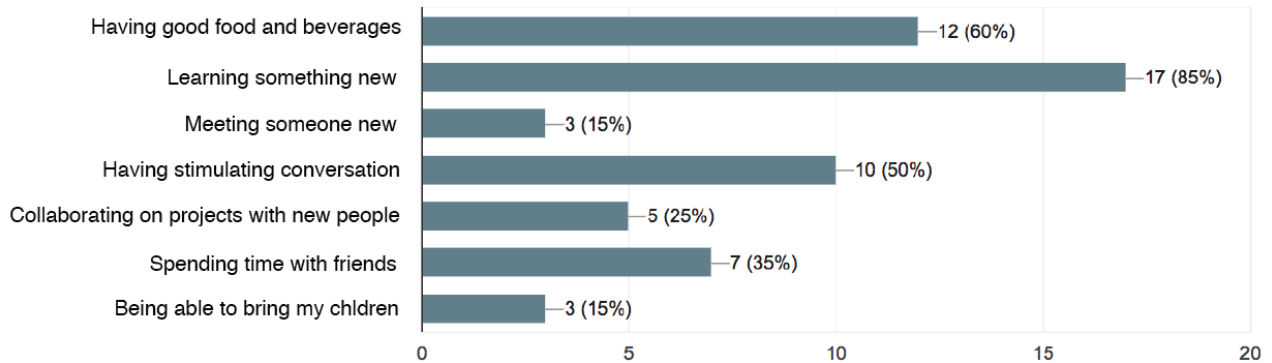


Figure 14: Schuylkill Center Survey Results

The following are most important to me when attending an after-hours event at a local business or institution: (Please select three)

53 responses

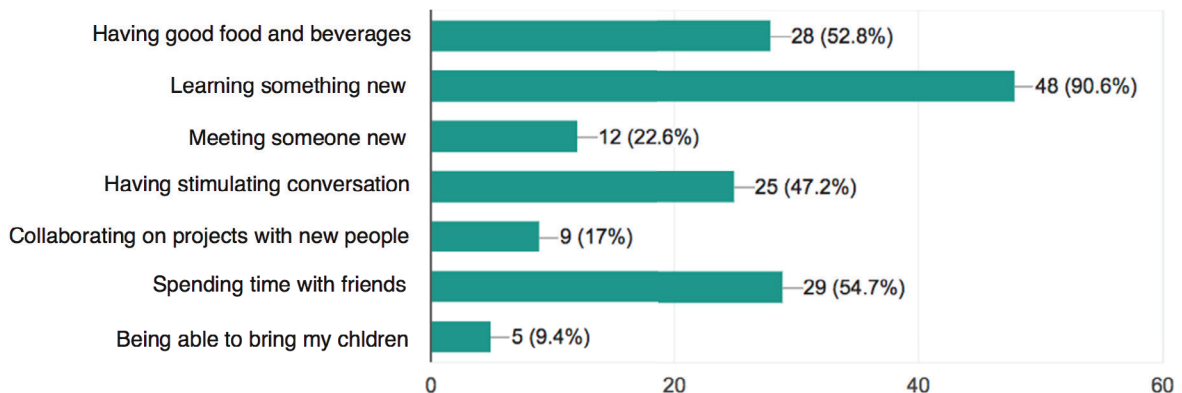


Figure 15: Vault and Vine Survey Results

Almost matching Vault and Vine's visitor response of 81.1% desiring to connect more with their neighbors during after-hours events, the Schuylkill Center's visitors responded at 80%. This again revealed that there was a universal desire in visitors to build community and connect with one another.

In terms of visitation to local cultural institutions, 39.6% of Vault and Vine's customers had not been to any of the institutions listed in the past two years. Most had visited the Philadelphia Zoo and the least number of visitors had been to the Schuylkill Center. This data revealed that there could be opportunities to increase exposure for smaller institutions like the Schuylkill Center. It could also mean that providing opportunities for community building and engagement in immediate environmental activism during after-hours events could become an effective way to lure visitors to these spaces.

80% of Schuylkill Center respondents and 88.7% of Vault and Vine respondents hadn't been to after-hours events at any of the listed institutions. If more value was placed in advertising after-hours events, the outcomes could include not only exposure, support and attendance of cultural institutions and local businesses, but also positive environmental impacts on surrounding neighborhoods.

I would like to connect more with my neighbors at after-hours events:

20 responses

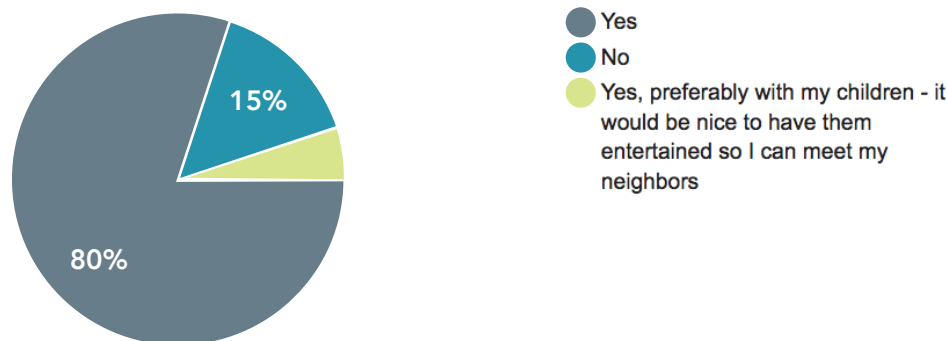


Figure 16: Schuylkill Center Survey Results

I would like to connect more with my neighbors at Vault + Vine events:

53 responses

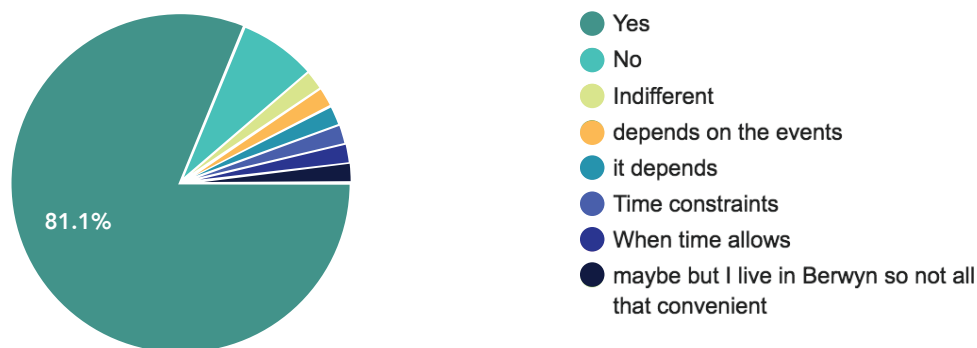


Figure 17: Vault and Vine Survey Results



“12.7% of visitors at (AZA) institutions were a member of a nature, conservation or environmental group and 16.2% were a member or season ticket holder of the zoo or aquarium.”

– Guesset, Markus/Jensen, Eric/Moss

The Philadelphia Zoo

"By connecting people with animals, Philadelphia Zoo creates joyful discovery and inspires action for wildlife and habitats."²⁹

– The Philadelphia Zoo

According to the Philadelphia Zoo's website, they are "the region's leading family destination and one of the area's foremost conservation organizations, home to nearly 1,300 animals, many rare and endangered. The zoo educates more than 1.2 million annual visitors about animal and environmental conservation."²⁹ They are a leader for the kind of audience visitation that smaller institutions and businesses strive for.

Although there is emphasis on informing visitors about local environmental initiatives, most of their collection consists of exotic animals, meaning that global issues are discussed more frequently than local. Developing relationships between local businesses, the zoo could create a means for visitors to feel like the zoo is not simply a collection of exotic or foreign animals from remote regions but is truly connected to their neighborhood and their daily concerns. This creates the potential for community members to develop a deeper understanding of how their actions affect some of the zoo's more exotic inhabitants.

According to a global evaluation of biodiversity literacy in zoo and aquarium visitors from 2014, "12.7% of visitors at Association for Zoo and Aquarium (AZA) institutions were a member of a nature, conservation or environmental group and 16.2% were a member or season ticket holder of the zoo or aquarium."³⁰ Though only a small percentage of zoo and aquarium goers are members of a nature center, with the addition of AAH facilitated events, these numbers could increase. The collaborative element between institutions and businesses could provide opportunities for audiences to discover new spaces like the Schuylkill Center and become more actively involved with them.

²⁹ <https://www.philadelphiazoo.org/About-the-Zoo.aspx>

³⁰ <https://www.aza.org/partnerships-visitor-demographics>.

“We organize and host cleanups to make a measurable impact on the most pressing of environmental problems: ocean trash and plastics pollution.”

– United by Blue



Existing Events

The following are several examples of events hosted by companies in Philadelphia involving environmental activism and networking with other institutions and companies. Each event is described in terms of its activities, target audience, methods of engagement, follow-up, and any other relevant details.

United by Blue

"We created United By Blue with the idea that a successful outdoor brand can do serious conservation work. This means everyone here at United By Blue is rolling up their sleeves and removing plastic bottles, styrofoam, tires, old appliances, you name it from creeks, rivers, beaches, and streams. We organize and host cleanups to make a measurable impact on the most pressing of environmental problems: ocean trash and plastics pollution."³¹

– United by Blue

United by Blue (UBB) is a Philadelphia-based retailer at the forefront of initiating activism and cross-pollinating audiences: they organize trash clean-ups for their own audience plus those of local institutions and neighboring communities. On Wednesday, October 25th, 2017, UBB hosted a "Trash Talk" after-hours event at Fairmount Water Works (FWW).³² In addition to Fairmount Water Works, UBB joined forces with the Philadelphia Water Department and Keep Philadelphia Beautiful. The event included community tabling, food, drink and speakers. The speakers addressed the latest news about how city government, school districts and nonprofits are moving towards making Philadelphia a litter free and zero waste city. Tabling organizations included Science History Institute (SHI), *Green Philly*, *Fairmount Park Conservancy*, *Philadelphia Parks and Recreation*, *PA Resources Council*, *Recyclebank for Philadelphia Streets Department*, *TerraCycle* and *Youth Volunteer Corp of Greater Philadelphia*.³³

31 <https://www.aza.org/partnerships-visitor-demographics>

32 "Philosophy." United By Blue, unitedbyblue.com/pages/philosophy.

33 <https://unitedbyblue.ticketleap.com/an-evening-of-trash-talk-and-community-networking/details>

UBB's cafe managers provided coffee to promote their new flagship location premier opening and previewed small dishes from their new menu. A local personal recycling business, Rabbit Recycling, was also represented at the event. Visitors were invited to bring trash that they didn't know how to properly recycle to Rabbit Recycling. Though this required visitors to bring items to the event, it was able to initiate immediate action and provide visitors with a new resource to help them live a greener lifestyle. This exemplifies the types of experiences AAH would aim to accomplish during its events.



Figure 18: UBB Table at FWW Trash Talk Event

In an interview with Kelly Offner, Head of Cleanups at UBB, she revealed more information about the "Trash Talk" event. Kelly mentioned that UBB had been working with the Water Department of Philadelphia for a couple of years and the discussion about educating the community on trash and floatables was a popular topic. She noted that the overall response to the event's venue was incredible: People were being welcomed into FWW that didn't know it existed and they were excited to find out about it."

When asked about inspiring activism in visitors after they've left, Kelly explained that a recap "thank you" email with touch points for people to have call to actions or activities of what they can do at home were sent out on UBB's mailing list.

When asked how to keep people engaged in taking action, Kelly explained effective models of games. She mentioned an observation she had during "Nerd Night"³⁴ at a local beer garden in Philadelphia, Frankford Hall. An organization participating in the event conducted lightning rounds of science quizzes while guests could drink with their friends. At UBB cleanups, Kelly addressed how crucial it can be to keep people "in the moment." On occasion volunteers at cleanups were recruited by the company they worked for. Others may have been high school students in need of completing service hours. In this case, game structures that UBB implement during cleanups helps to engage participants. Games include finding the strangest piece of trash or guessing how many pounds of trash were collected at the end of a cleanup. By incorporating games, discussion is activated, and volunteers begin to pay closer attention to what they are picking

³⁴ "About Nerd Nite Philly." *Nerd Nite Philly*, 30 Dec. 2015.



Figure 19: "Strangest" items collected at a UBB Cleanup

up. In turn, they create connections between themselves and the trash. Kelly recalled overhearing a teenager say, "I'm never going to use a styrofoam cup again" once they realized how long the material took to decompose.

As a brand, Kelly explained that overall a large portion of UBB's customers are millennials and people in their early forties. However, baby boomers are the most popular demographic as their cleanup volunteers. This is especially interesting because recent studies have found that "70% of millennials had spent at least an hour volunteering their time to a cause they cared about, with more than one-third volunteering 11 hours or more. 45% participated in a company-wide volunteer day. 32% used paid time off to volunteer and 16% took unpaid time off to volunteer."³⁵ Comparatively, UBB's customer generally takes to the outdoors for recreational purposes with a motivation for feeling part of a community and sharing experiences. This falls in line with Vault and Vine and the Schuylkill Center's visitor survey responses regarding the desire for community-building.

When Kelly was asked what she would like to discover about UBB's audience, she mentioned the value in knowing how people prefer to be contacted. "Trends in communication are always a curiosity of ours. How do we create more diversity?"

According to the Vault and Vine Survey conducted, 96.2% of respondents preferred to be informed of events via email. Comparatively, The Schuylkill Center survey indicated that 55% preferred e-mail

and 30% preferred Facebook. It's important to acknowledge that targeting the millennial audience demands a strong social media presence since statistically, "millennials acquire most of their information from the web and social media."³⁶ With the need to sustain a social media presence, develop and grow a consistent following while creating and advertising entertaining events, it can easily become a full-time job to accommodate the demand. It is for this reason that there is a need for an organization like AAH to facilitate the creation of collaborative relationships and event consistency.

35 Schulte, Brigid. "Millennials Are Actually More Generous than Anybody Realizes." *The Washington Post*, WP Company, 24 June 2015.

36 Dilenschneider, Colleen. "Museums Attractions and Zoos: Marketing to Gen Y" (June 5, 2012).

The Academy of Natural Sciences

"The Academy of Natural Sciences of Drexel University is dedicated to advancing research, education, and public engagement in biodiversity and environmental science."³⁷

– The Academy' of Natural Sciences

On the fourth Friday evening of every month, the Academy of Natural Sciences in Philadelphia opens their doors to the public for the donation-based event Dinos After Dark, where family activities, beer garden and access to the institution's exhibits are accessible. The Academy's Manager of Early Childhood Education and Advocacy, Tiffany Allan, mentioned in an interview that their opening for the event brought in over 2,000 attendees. Though this is a great response, accommodating a crowd of that size was a bit overwhelming for a small staff. Tiffany emphasized that RSVP's to event via social media are not always the best predictors of the events' outcome.

Dinos After Dark's progress will be particularly interesting to follow. Will this event be able to stay intriguing and interesting, or will the novelty wear off? Will the large crowds deter visitors? Though the survey responses conducted at Vault and Vine and Schuylkill Center were small, they revealed that a majority of visitors preferred events with fifty or fewer attendants.

37 "The Academy of Natural Sciences of Drexel University."



Figure 20: Dinos After Dark at The Academy

There is success in having a consistent event, but topics need to be well-curated and targeted with overarching themes to continue to captivate visitors. Dinos After Dark does a notable job opening up the Academy's doors to a wider group of people and making themselves more accessible and inclusive. Tiffany expressed the importance of finding a funder for the event and that it will be crucial for its survival, especially to accommodate the capacity of visitors it's currently attracting. She then spoke of Science After Hours at the Franklin Institute and how the event has financial sponsors like PECO that help it run effectively.

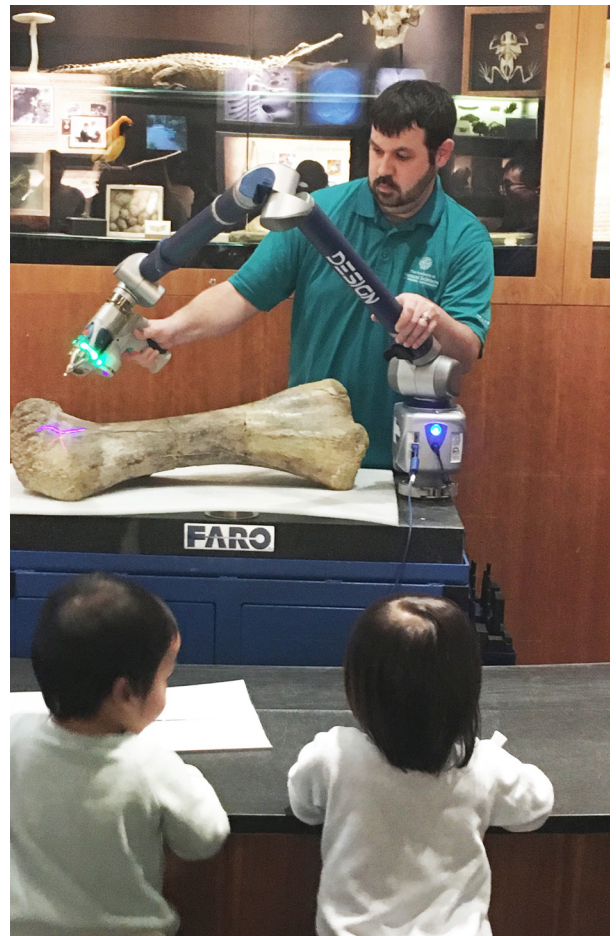


Figure 21: Demonstration at Dinos After Dark

The Franklin Institute

"Science After Hours is an evening event series exclusively for adults ages 21+ featuring experiments, demonstrations, games, and innovative and engaging science curated by Philadelphia's premier science museum in collaboration with organizations across the city."³⁸

–Science After Hours Mission Statement

Science After Hours at the Franklin Institute is a model of event planning that presents consistent, curated themes specifically catered to millennials. The event includes various stations which showcase specimens or scientific phenomena while providing a cash bar to their guests. In an article written by Samantha Melamed for Philly.com, she reported: "More than 2,600 people bought tickets for the Tuesday-night event, a speakeasy-theme gathering focused on the science of booze and bootlegging. It's scientific proof that extended hours, a 21-and-older environment, special programming, and a cash bar can be a potent formula for attracting millennials who might not otherwise consider visiting the museum."³⁹



Figure 22: Interactive at Science After Hours

38 Science After Hours." The Franklin Institute, 16 Feb. 2018.

39 Melamed, Samantha. "After-hours events - with drinks, preferably - get millennials in museum doors" (January 12, 2016)

Parks on Tap

Parks on Tap is an excellent model of an event that can spur actual, verbal “word of mouth” with its visibility and flexibility.

“Parks on Tap is Philadelphia’s traveling beer garden that gives back! It is a partnership with Philadelphia Parks and Recreation, Fairmount Park Conservancy and Avram Hornik of FCM Hospitality that brings a beer garden to 20 different parks for 20 weeks. Parks on Tap is an initiative with the city that kicked off in 2016, aiming to engage the Philadelphia community and give back to the neighborhood parks.”⁴⁰

– Parks on Tap

Since “Parks on Tap” moves around to different neighborhoods, it is able to diversify attendees, reach wider audiences and connect parks to people. Visitors can stumble upon the event accidentally and still participate or get involved even if they hadn’t originally planned to. “Parks on Tap” also allows the community to give back to themselves since a portion of the money from the event funds the improvement of neighborhood parks.

Events must be flexible and accommodating towards the needs of the institutions and businesses involved. Some institutions and businesses strongly desire to keep their events on site with the goal of encouraging audiences to return to their spaces. With the potential to increase visibility of an institution or business and its mission, “Parks on Tap” exemplifies the benefits of institutions expanding their events to a popup style format.



Figure 23: Parks on Tap Event

⁴⁰“Welcome.” Parks on Tap, www.parkson tap.com/.

Literature Review

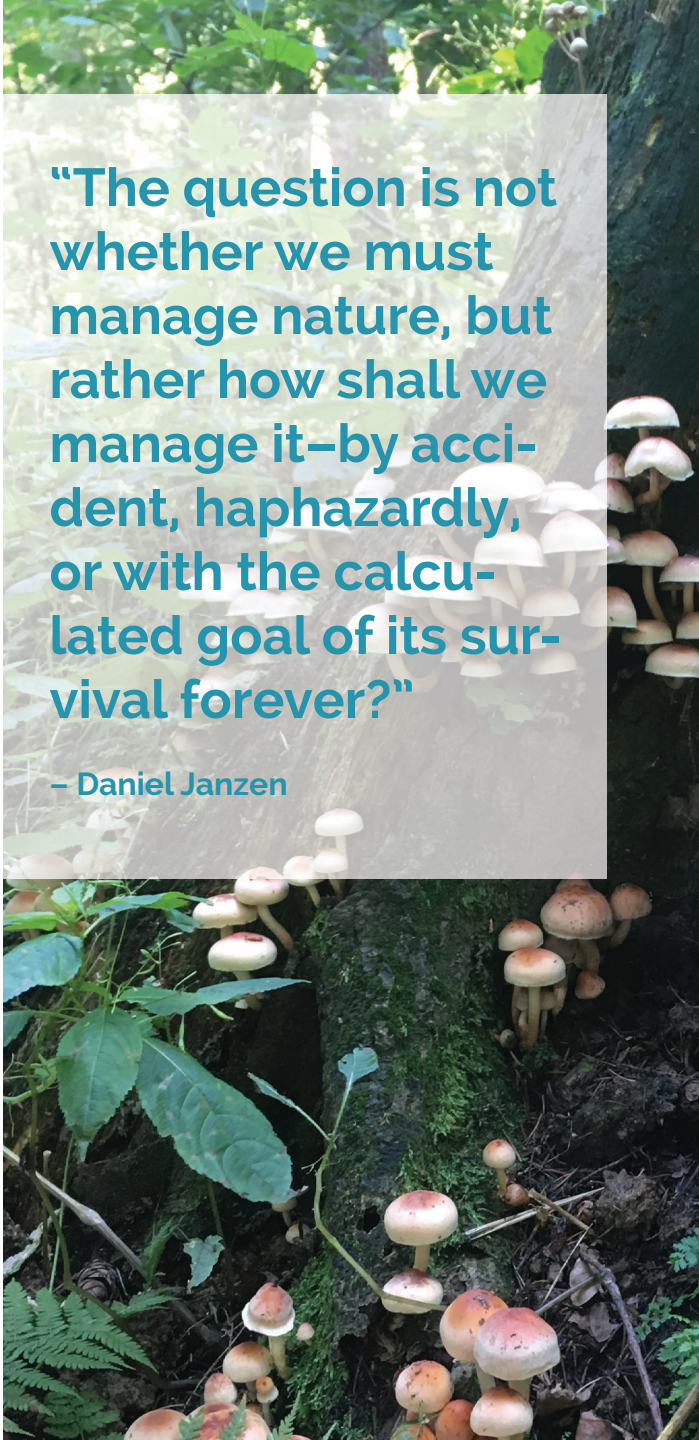
Gardenification

In the article “Gardenification”, evolutionary ecologist, biologist and conservationist Daniel Janzen writes about the future of humanity’s relationship with nature. Janzen states, “Let’s stop talking about national parks, wildlife refuges, drug gardens, wildlands, biological reserves, etc. Let’s call them all what they are, wildland gardens.”⁴¹ As Janzen expresses, “the wild is at humanity’s mercy” and so we must create new ways to adapt to our ever-changing environment so that we can coexist with nature positively.

If we care for the environment, we’re caring for ourselves. It’s the verbiage and lens through which we are viewing the wildlife around us that needs to be shifted. While developing AAH, theories like Janzen’s could be combined and applied as innovative, immersive experiences for young adult audiences during events. Janzen’s methodology encourages experimentation and a shift in how humans connect with nature. After-hours events have the potential to forge new relationships with nature and a more meaningful connection to visitor’s urban landscapes, starting with nearby parks or street trees.⁴²

The Lab

“The Lab” by David Edwards introduces a model for shared risk-taking in creative collaboration. He presents a blueprint for revitalizing scientific labs with “artscience”—a concept that erases conventional boundaries between art and science—to



“The question is not whether we must manage nature, but rather how shall we manage it—by accident, haphazardly, or with the calculated goal of its survival forever?”

– Daniel Janzen

41 Janzen, Daniel. “Gardenification of Wildland Nature and the Human Footprint.” (Feb 27, 1998): Vol. Issue 5355, pp. 1312-1313

42 <https://beta.phila.gov/services/trees-parks-the-environment/tree-related-services/get-a-street-tree/>

produce innovations that otherwise might never see the light of day."⁴³ Edwards uses the example of Andy Warhol's "Factory" to demonstrate how different forms of collaboration can take place. Though Warhol's Factory was an artistic collaborative space, it was exclusively non-exclusive. Warhol called the shots, but his choices of who was involved were progressive and inventive. The Factory brought together the rich and famous with sex workers and the homeless. Many imagined it to be a recreational party space, when in fact it existed more as a working studio, providing opportunity for unlikely collaborations. AAH events could incorporate similar goals of inclusion and innovation as Edward's "lab" and Warhol's "factory".

Edwards uses Warhol as an example of a person who created an evolution in the collaborative process, based on the idea that one should "Learn by creating something that places you at risk, and then create in response to what is learned."⁴³ Edwards explains how collaboration with individuals from diverse backgrounds can contribute towards idea translation. For example, art can express scientific ideas in a new way, leading to surprising discoveries. Translating these ideas into commercial and cultural practice allows us to reach a wider range of people and make effective impacts. Theories behind The Lab could inform new acts of productive collaboration in "party" styled events that emphasize and expand upon environmental concerns within a local community. AHH has the potential to build bridges between activism and recreation while gathering diverse groups of people who share a common goal so that they can incubate innovative ideas.

⁴³ Edwards, David. *The Lab: Creativity and Culture*. Harvard University Press. October 31, 2010. 279.



Figure 24: Andy Warhol at the Factory



CHAPTER 3

Project Applications

Impact Goals

1. Inspire actions during after-hours events that convince visitors that they're taking immediate action that will positively impact environmental conservation initiatives.
2. Create additional opportunities for cultural institutions and local businesses to build relationships.
3. Explore ways in which visitors can implement environmental activism in their daily lives after events.
4. Increase and expand visitorship for cultural institutions and local businesses.
5. Curate events that target specific themes or topics to assure that visitors have variety catering to varying interests.

Immediate Application

Without the support of a business entity like AAH, steps can be taken to achieve the goals mentioned. Cultural intuitions can create event consistency and themes that initiate dialogue with local businesses and organizations. They can research popular outdoor activities, spaces, retailers, grocers and conservation groups in their neighborhoods and initiate conversations for potential collaboration or cross-promotions. These cross-promotions could result in handing out prizes, such as discounted zoo tickets for visitors that attend a specific workshop or perhaps a coupon to a local retailer. Institutions and businesses should be encouraged by their leadership to network with one another and explore new thematic connections that could be incorporated into an existing event. A new position or a combination with a department that already exists (e.g., marketing) could be developed to reach out to local businesses and collaborate with them on potential events.

If representation of cultural institutions is seen in local businesses and vice versa, a stronger community between those entities could be forged. Simultaneously, a transparent reciprocity between businesses and cultural institutions would be recognized by visitors if these partnerships were advertised more apparently. This could be achieved by incorporating products from local businesses into cultural institutions' gift shops, and by local businesses advertising events at partnering cultural institutions. There are a number of institutions that have gift shops or cafes on their premises. If they were to instead open cafes a little deeper in their local neighborhood or have other cafes represent them, institutions could appear even more inclusive and integrated in the community.

Another application that could be implemented is to provide visitors with more options at after-hours events similar to those that already exist, such as information booths that provide details on upcoming volunteer opportunities. Lectures could be held at events along with workshops and activities so that visitors are provided with more choices that cater to their mood or interests.

Potential Applications

Unexpected Partnerships

If people get involved with outdoor activities, they're likely to connect more to nature and gain deeper appreciation for it. Connections for event collaboration could move beyond retailers to other businesses that value outdoor activity such as Rock Climbing Gyms, Grotto Clubs, local farms with community supported agriculture shares, and community gardens.

Transportation

Connecting transportation services like Uber and Lyft to nearby institutions could be helpful relationships to build upon in order to make the events more accessible. It's possible that these transportation companies could promote a discounted price on rides if customers are attending a specific event. This model would only further the collaborative initiatives of this proposal.

AAH

A facilitator like AAH may only be needed for smaller institutions that can't afford to support a full-time event planning position. AAH could smooth out the process of linking institutions and retailers. They could be responsible for data collection gathered from visitor responses to events and also observe trends so that they can plan ahead for events. While museums could send representatives from their institutions to retail spaces for collaboration, AAH could take the form of a social media entity that keeps people updated and informed on events and their themes.

Further Research

Action Now

What planning is needed to initiate an action “in the moment” of an event that not only contributes towards improving environmental conservation efforts but also convinces visitors of their immediate impact? It is possible that solutions may be found in data collected through a survey format or face-to-face interviews at after-hours events that currently exist.

Recreation vs. Activism

How can recreation and productive activism be balanced during an event? It's important that events with the goal of initiating environmental activism remain attractive and fun as well as productive. Additional research on current events that achieve this balance would be beneficial for the development of AAH.

Financial Support

If an entity like AAH were to exist, there must be constant research into how to keep the business viable while remaining financially appealing to cultural institutions and local businesses. Observing entrepreneurial startups like Facebook could help AAH design their website as a platform to build a substantial following and network that will help them succeed in their events.

Additional Surveys

Since the surveys used for this thesis were conducted during the zoo's off-season, it would be helpful to gather additional information from their visitors when attendance is higher. Conducting additional surveys at other cultural institutions and businesses would allow further insight into understanding visitor perspectives, desires and personal involvement in environmental conservation. Additional surveys might help to:

- Discover whether people are more likely to attend after-hours events at institutions rather than retailers or vice versa.
- Determine what cultural institutions and local businesses can do to help visitors improve their environmental conservation goals?
- Evaluate the inclusiveness of an event.



Chapter 4

Conclusion

Points of Consideration

1. How can AAH be more inclusive?

Some cultural institutions are located in urban communities with socio-economic challenges that may overshadow the importance of environmental initiatives. Creating programming that will engage as many members of a community as possible will deepen the potential to generate positive change. It will be important to find ways to reach across demographic groups to generate awareness and interest in environmentally conscious community engagement that is financially and physically accessible to all, and where all feel welcome. Parties involved have the responsibility to design programming that is relevant to varying members of the community and not just limited demographics.

Connecting with local businesses that may not focus on “green aesthetics” could be an opportunity for AAH once a strong foundation is created. Neighborhood hubs such as convenience stores and delis are often valued by the surrounding public not only for their convenience, but their ability to create a feeling of community. If spaces like these develop more environmentally conscious practices and expand their customer base by collaborating with cultural institutions, they could encourage their customers to get involved in neighborhood cleanups or visit cultural institutions that they may not have felt welcome to previously.

This form of collaboration could also extend beyond businesses by making connections to local community leaders and respected neighborhood residents like a local pastor or president of a school board. AAH could find such individuals that are trusted in a given neighborhood to partner with in

developing aspects of event concepts. This collaboration would carry more meaning to people in the community.

2. How can an organization like AAH sustain itself?

In order for AAH to stay viable and lucrative, they may need to create for-profit events to support their non-profit work. Similar to the way in which events like “Science After Hours” at the Franklin Institute is financially supported by PECO, grant funding and support from larger companies like REI could allow AAH to grow. If AAH’s popularity increases, it could also have opportunities to make profits from advertising companies on their website or during events that align with their company ethos.

3. What allows audiences to feel their environmental goals are being met?

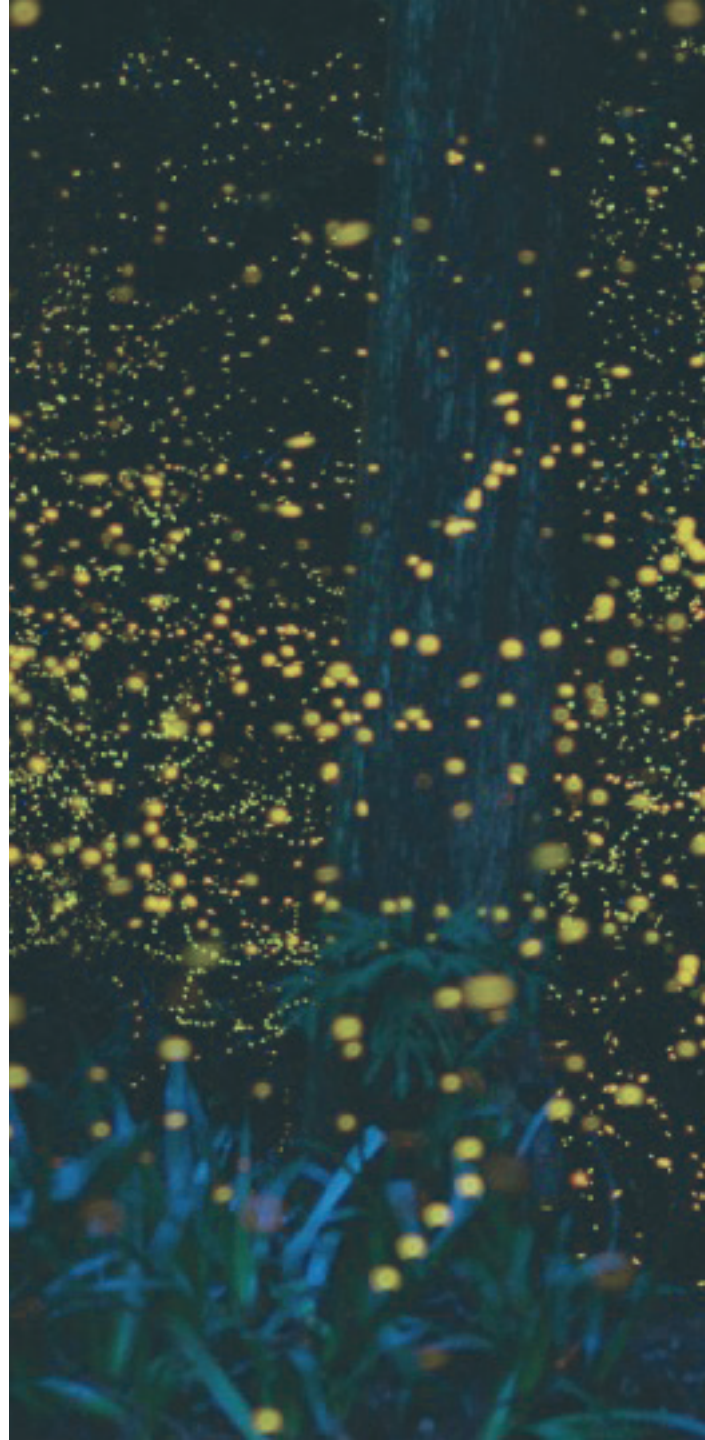
It’s crucial that AAH continues to provide experiences for visitors to feel satisfied that they are in fact making an impact during the event. A critical component of AAH’s business plan will be to experiment with various means of enabling action to take place, and with evaluating visitors’ levels of satisfaction. Surveying visitors via e-mail, website blogs and constructed conversations between AAH staff during events will be necessary to ensure visitor satisfaction and engagement.

4. How can it be proven that AAH is inspiring a positive environmental impact?

The ability to report environmental impacts on the AAH website could lead to wider community support and validity of their business. To achieve this, AAH representatives could attend community meetings in the neighborhoods where they’re focusing on event production. AAH could target

a particular neighborhood repetitively over time while narrowing event themes to serve specific environmental issues to that area. This would allow AAH to display data in a timeline format that could be shared on their website.

AAH can also gain access to research conducted by their partnering cultural institutions. For example, if the Schuylkill Center discovered a measurable increase in visitor volunteers for their annual "Toad Detour" after joining the AAH network, it could reveal that the events are making a positive measurable impact. Social scientists who analyze data collected by cultural institutions could be additional resources that are helpful to the AAH networkers. As long as AAH designates roles that are responsible for gathering quantitative data providing evidence of effective environmental impacts, their events' effectiveness will be ensured.



Concluding Statement

In present society, millennials especially possess jaded views about individual actions they can take that will result in an effective environmental impact. They're unimpressed by the familiar far-reaching environmental action messages advertised by cultural sources (including pop culture) that typically focus on donation-based campaigns. While these campaigns are necessary and should continue if they're producing results, more is needed. There is a human desire for interaction, community-building and opportunities for certain and effective environmental activism.

AAH proposes that offering the public authentic and direct opportunities for activism is a powerful way to ignite a robust community of environmental activists. To achieve that, it is necessary to bring together a community's cultural institutions and local businesses which share conservation-based missions. They must work together. Since local businesses are often considered "neighborhood hubs", collaboration with local businesses can allow conservation initiatives to transcend the walls of cultural institutions and extend into local communities.

AAH can unite independent members of a community by providing them with opportunities to engage in environmental activism during after-hours events centered around achievable environmental actions. The event experience will increase attendees' connections to a given institution and its mission, allow them to discover local businesses that are like-minded and encourage them to recognize that they have made a positive environmental impact. Among everything, attendees will have fun and memorable experiences in an enjoyable and

active event setting. It will strengthen the bond between all of the elements of a community and focus its collective will on environmental activism. With the unique partnerships it's able to forge, an environmentally-focused event-planning entity like AAH can offer a new model for meaningful, community-based environmental activism that is not yet known in urban districts.



Appendix

Vault + Vine Survey Instrument

Here at Vault + Vine, we value the East Falls community and our loyal customers. Recently, one of our regulars reached out to us to be involved in a thesis study for the Museum Exhibition Planning + Design program at the University of the Arts. We invite you to take 35 minutes to complete this questionnaire. Your input will not only support your neighbor, but help us to better serve the East Falls community and the city of Philadelphia.

Thank you for your time and support!

Love,
Vault + Vine

1. My zip code is:

2. My age range is:

- a. 18–21
- b. 22–30
- c. 31–40
- d. 41–50
- e. 51–60
- f. 61+

3. The gender I identify with (if any) is:

- a. Male
- b. Female
- c. Non-binary
- d. Other:
- e. Decline to answer

4. The ethnicity I identify with is:
(Please select all that apply)

- a. White/Caucasian
- b. Asian/Asian American
- c. Black/African American
- d. Latino/Hispanic
- e. Native American/Indigenous
- f. Pacific Islander
- g. Other:
- h. Decline to answer

5. I have children.

- a. Yes
(If yes, what age(s)?)
- b. No

6. When I visit Vault + Vine I visit:
(Please select all that apply)

- a. Alone
- b. With friends
- c. With my partner
- d. With my children
- e. To conduct interviews/ business meetings
- f. Other:

7. Vault + Vine is convenient for me to visit.
- a. Yes
 - b. No
- (If no, why not?)
8. What I like most about Vault + Vine is:
- (Please select up to three)
- a. Their products/ flowers/ plants
 - b. Their after-hour events
 - c. Their workshops
 - d. Their attention to helping the environment
 - e. Their price ranges
 - f. Their workspace
 - g. Their cafe
 - h. Their sense of community building
9. I consider myself to be an environmentalist.
- a. Yes
 - b. No
10. I apply the following practices at home:
- (Please select all that apply)
- a. Eliminating plastic bag usage
 - b. Purchasing environmentally friendly products
 - c. Supporting eco-friendly companies/ businesses
 - d. Recycling
 - e. Composting
 - f. Using a reusable straw
 - g. Eliminating usage of to-go/ takeout containers
 - h. Volunteering for community cleanups
 - i. Informing others about eco-friendly practices
 - j. Other: _____
 - k. None of the above

11. I volunteer in my neighborhood:
- a. Yes
- (If yes, what kind of volunteer work?)
- b. No
 - c. I don't, but I'd like to
12. I visited the following cultural institutions in the past two years:
- (Please select all that apply)
- a. The Schuylkill Center for Environmental Education
 - b. The Philadelphia Zoo
 - c. The Academy of Natural Sciences at Drexel University
 - d. None of the above
13. I have gone to after-hour events or workshops at the institutions listed above in the past two years:
- a. Yes
- (If yes, which one(s)?)
- b. No

14. The following are most important to me when attending an after-hour event at a local business or institution:

(Please select up to three)

- a. Having good food and beverages
- b. Learning something new
- c. Meeting someone new
- d. Having stimulating conversation
- e. Collaborating on projects with new people
- f. Spending time with friends
- g. Being able to bring my children

15. I would like to connect more with my neighbors at events held at Vault + Vine:

- a. Yes
- b. No
- c. Other:

16. I prefer to be informed about events and workshops via: (Please select all that apply)

- a. E-mail
- b. Facebook
- c. Instagram
- d. Flyer
- e. Word of mouth
- f. Other:

Schuylkill Center Survey Instrument

1. My zip code is:

2. My age range is:

- a. 18–21
- b. 22–30
- c. 31–40
- d. 41–50
- e. 51–60
- f. 61+

3. The gender I identify with (if any) is:

- a. Male
- b. Female
- c. Non-binary
- d. Other:
- e. Decline to answer

4. The ethnicity I identify with is:
(Please select all that apply)

- a. White/Caucasian
- b. Asian/Asian American
- c. Black/African American
- d. Latino/Hispanic
- e. Native American/Indigenous
- f. Pacific Islander
- g. Other:
- h. Decline to answer

5. I have children.

- a. Yes
(If yes, what age(s)?)
- b. No

6. When I visit The Schuylkill Center, I visit:
(Please select all that apply)

- a. Alone
- b. With friends
- c. With my partner
- d. With my children
- e. Other:

7. The Schuylkill Center is convenient for me to visit.

- a. Yes
- b. No
(If no, why not?)

8. What I like most about the Schuylkill Center is:
(Please select up to three)

- a. Their lectures
- b. Their trails
- c. Their workshops
- d. Their attention to helping the local environment
- e. Their art gallery
- f. Their educational programs
- g. Their sense of community building

9. I consider myself to be an environmentalist.

- a. Yes
- b. No

10. I apply the following practices at home:

(Please select all that apply)

- a. Eliminating plastic bag usage
- b. Purchasing environmentally friendly products
- c. Supporting eco-friendly companies/ businesses
- d. Recycling
- e. Composting
- f. Using a reusable straw
- g. Eliminating usage of to-go/ takeout containers
- h. Volunteering for community cleanups
- i. Informing others about eco-friendly practices
- j. Other:

11. I volunteer in my neighborhood:

a. Yes

(If yes, what kind of volunteer work?)

b. No

c. I don't, but I'd like to

12. I visited the following locations in the past two years: (Please select all that apply)

- a. Vault + Vine East Falls
- b. The Philadelphia Zoo
- c. The Academy of Natural Sciences at Drexel University
- d. None of the above

13. I have gone to after-hours events or workshops at the locations listed above in the past two years:

a. Yes

(If yes, which one(s)?):

b. No

14. The following are most important to me when attending an after-hours event at a local business or institution:

(Please select up to three)

- a. Having good food and beverages
- b. Learning something new
- c. Meeting someone new
- d. Having stimulating conversation
- e. Collaborating on projects with new people
- f. Spending time with friends
- g. Being able to bring my children

15. I would like to connect more with my neighbors at after-hours events:

a. Yes

b. No

c. Other:

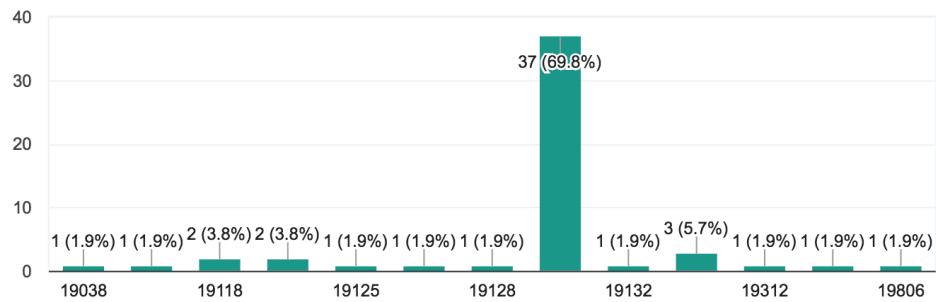
16. I prefer to be informed about events and workshops via: (Please select all that apply)

- a. E-mail
- b. Facebook
- c. Instagram
- d. Flyer
- e. Word of mouth
- f. Other:

Vault + Vine Survey Results

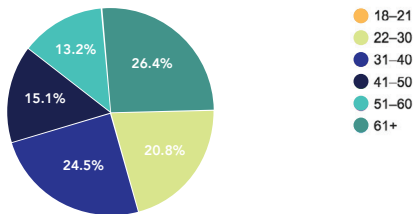
My zip code is:

53 responses



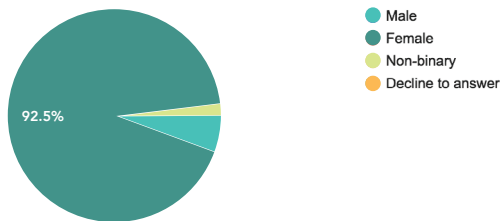
My age range is:

53 responses



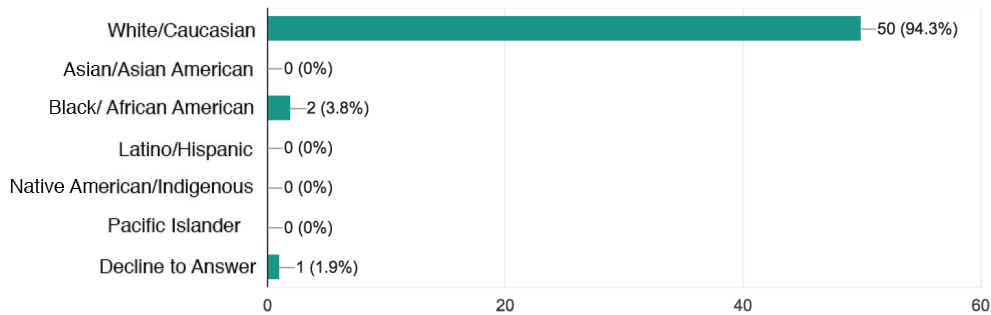
The gender I identify with (if any) is:

53 responses



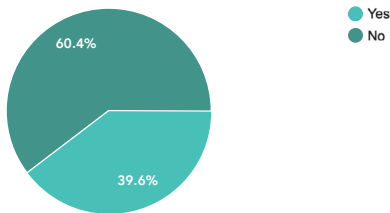
The ethnicity I identify with is: (Please select all that apply)

53 responses



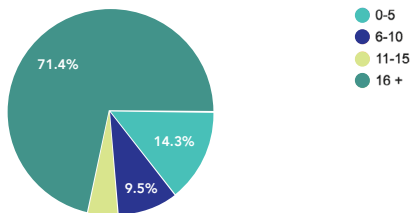
I have children.

53 responses



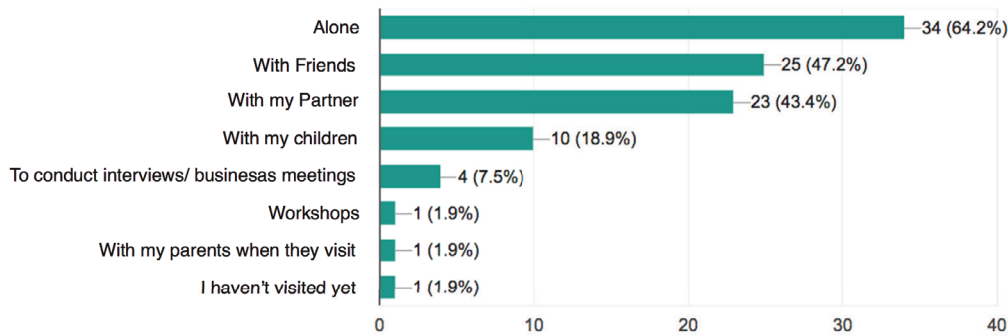
(If you answered "yes" to the question above, please select all that apply) My children's age(s) are:

21 responses



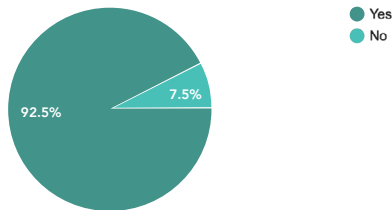
When I visit Vault + Vine I visit: (Please select all that apply)

53 responses



Vault + Vine is convenient for me to visit.

53 responses



If you answered "No", could you tell us why it is inconvenient?

5 responses

It is convenient for the most part, sometimes it would be nice to have more tables since they get taken up quickly.

I live in Delaware

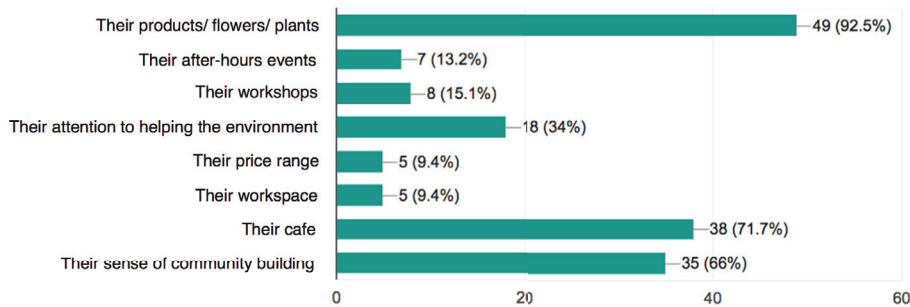
I have to take 2 buses to get here; otherwise it's easy if I have the car

Limited parking

Not in my neighborhood

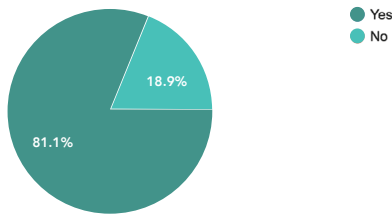
What I like most about Vault + Vine is: (Please select three)

53 responses



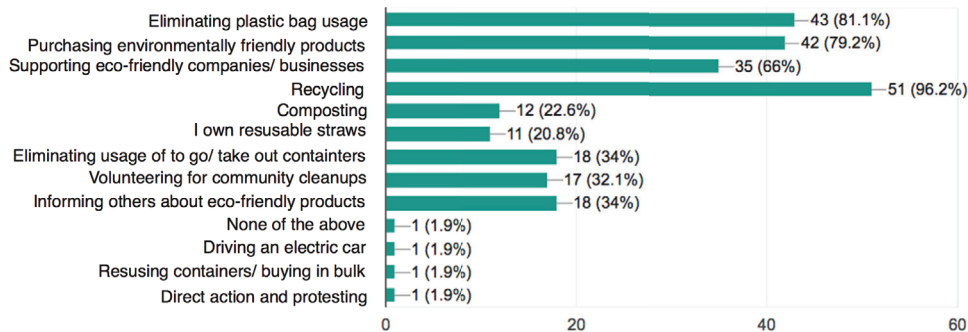
I consider myself an environmentalist.

53 responses



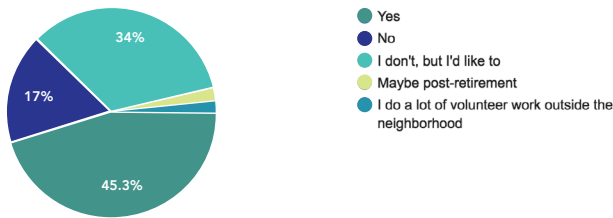
I apply the following practices at home: (Please select all that apply)

53 responses



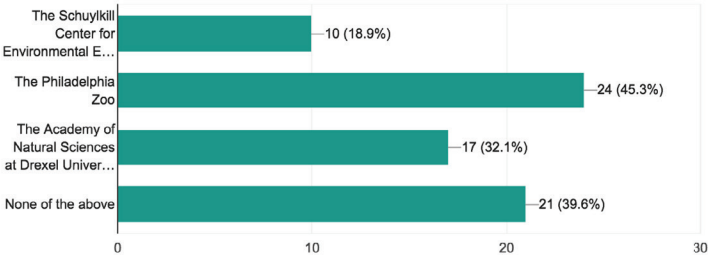
I volunteer in my neighborhood:

53 responses



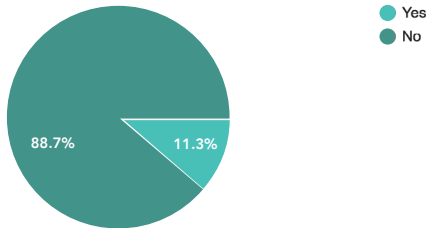
I visited the following cultural institutions in the past two years: (Please select all that apply)

53 responses



I have gone to after-hours events or workshops at the institutions listed above in the past two years:

53 responses



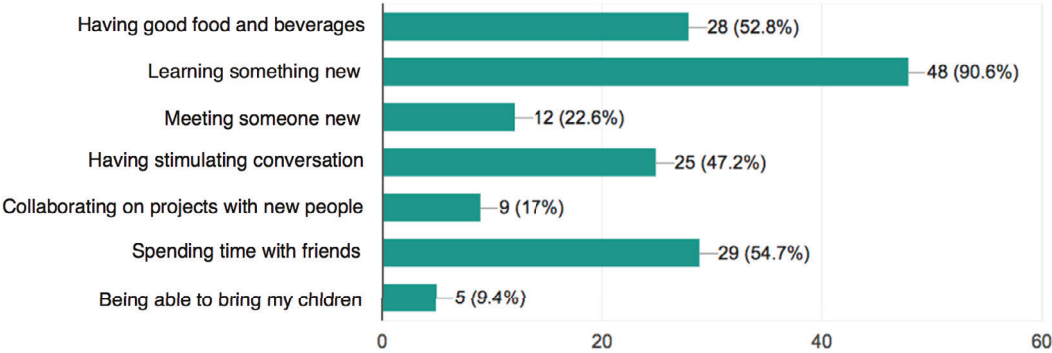
If you answered "Yes" to the question above, could you tell us which events you attended and where?

6 responses

Private party with my work
Members' Stroll at the Zoo
Multiple lectures at the Academy
Acadamy of natural sciences, date night in galleries
Visit to Flower Show with a special event put on by the Schuylkill Center
we film the Summer Ale Festival and Octobeer Fest for them with photos and video

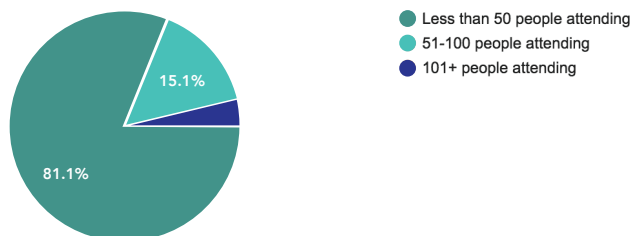
The following are most important to me when attending an after-hours event at a local business or institution: (Please select three)

53 responses



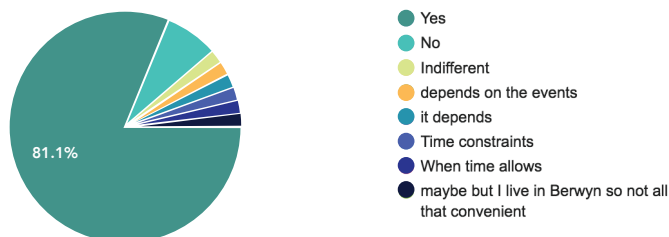
I prefer events that have:

53 responses



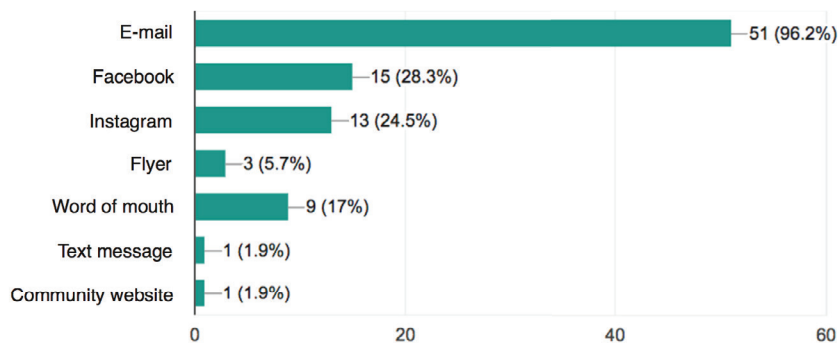
I would like to connect more with my neighbors at Vault + Vine events:

53 responses



I prefer to be informed about events and workshops via: (Please select all that apply)

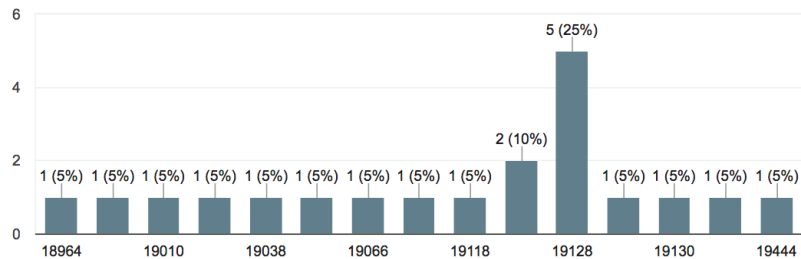
53 responses



Schuylkill Center Survey Results

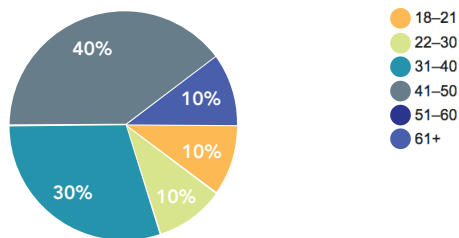
My zip code is:

20 responses



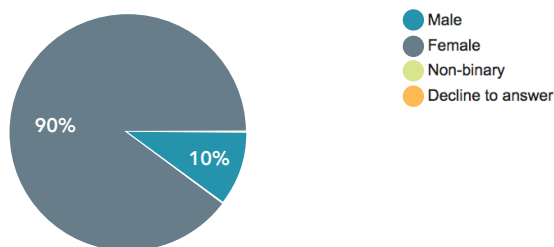
My age range is:

20 responses



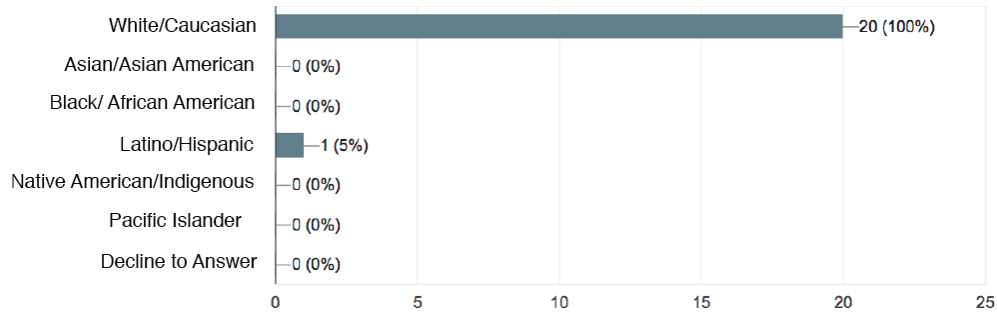
The gender I identify with (if any) is:

20 responses



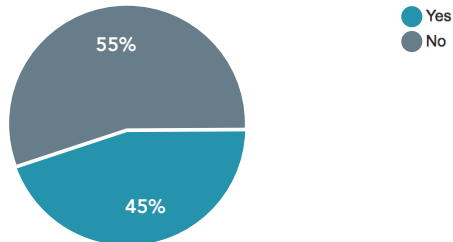
The ethnicity I identify with is: (Please select all that apply)

20 responses



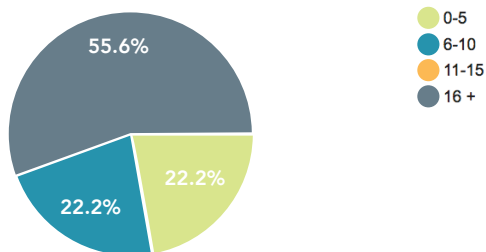
I have children.

20 responses



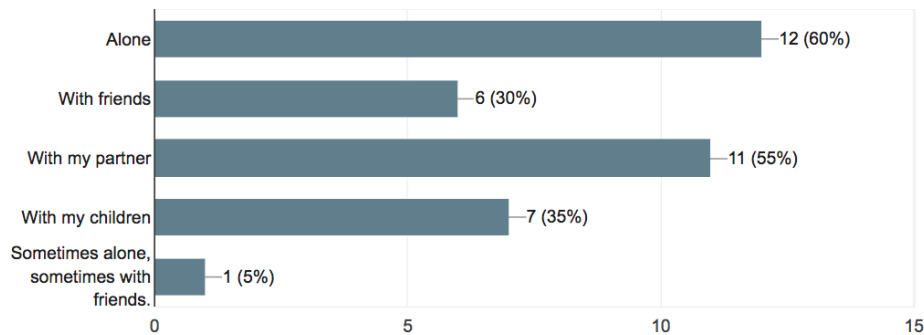
(If you answered "yes" to the question above, please select all that apply). My children's age(s) are:

9 responses



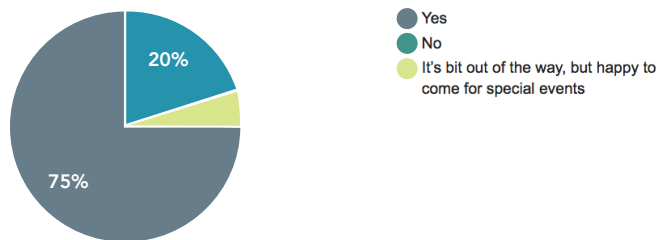
When I visit The Schuylkill Center, I visit: (Please select all that apply)

20 responses



The Schuylkill Center is convenient for me to visit.

20 responses



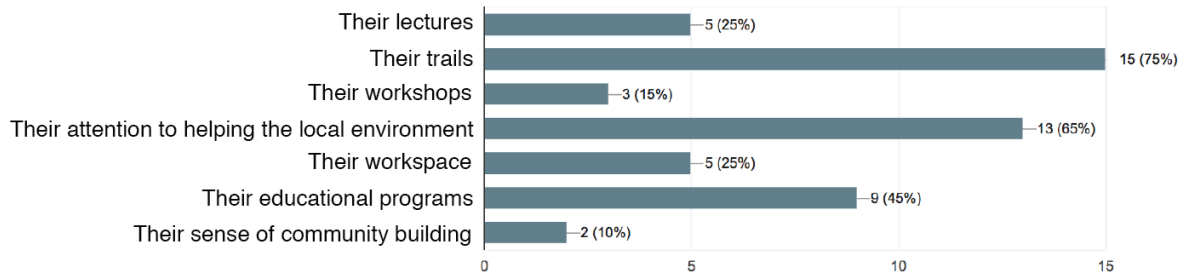
If you answered "No", could you tell us why it is inconvenient?

4 responses

- Driving distance compares to closer natural spaces
- It takes almost an hour to get there.
- Without a car, getting to the Center is very dicey with no sidewalks on Hagy's Mill and the closest bus stops being far away
- It's not easy to take public transportation there and the last two times I tried to go the entrance was roped off

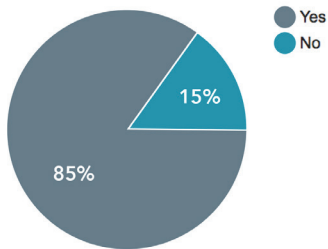
What I like most about the Schuylkill Center is:(Please select up to three)

20 responses



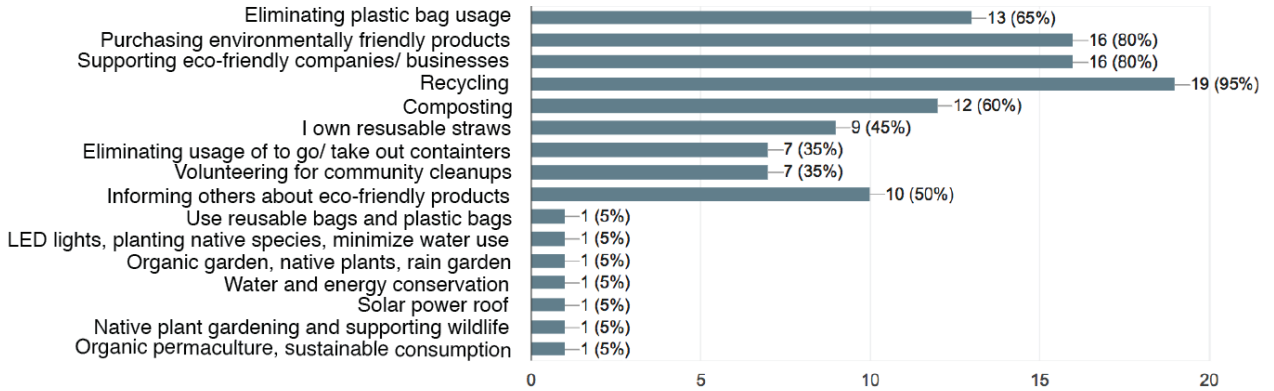
I consider myself an environmentalist.

20 responses



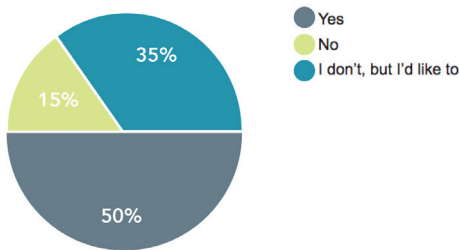
I apply the following practices at home:(Please select all that apply)

20 responses



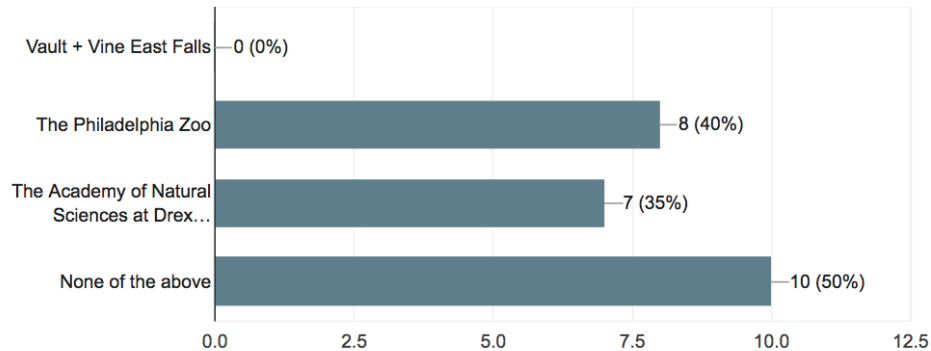
I volunteer in my neighborhood:

20 responses



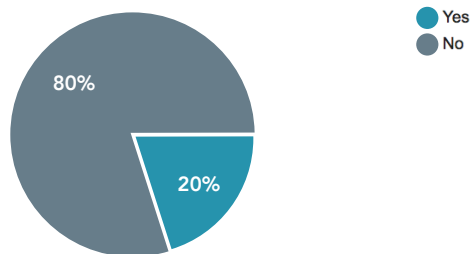
I visited the following locations in the past two years: (Please select all that apply)

20 responses



I have gone to after-hours events or workshops at the locations listed above in the past two years:

20 responses



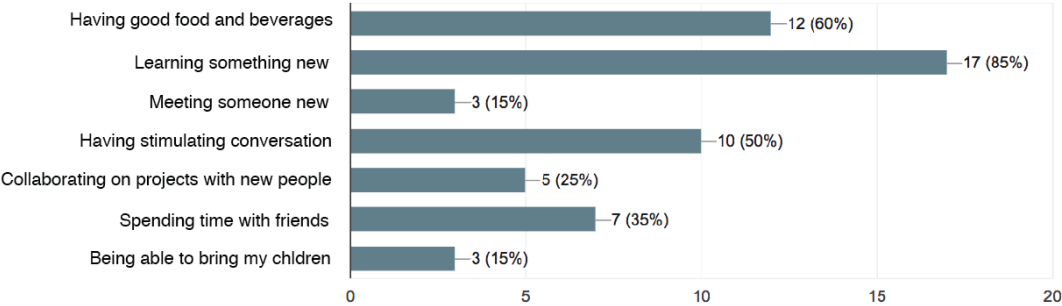
If you answered, "Yes" to the previous question, what kind of volunteer work do you do?

8 responses

School based
Various things for my church and my children's school.
School, political
Civic, clean up, local school, events, church
Trail cleanup
School events
Help on the reservoir
Various event support of Awbury Arboretum

The following are most important to me when attending an after-hours event at a local business or institution:(Please select up to three)

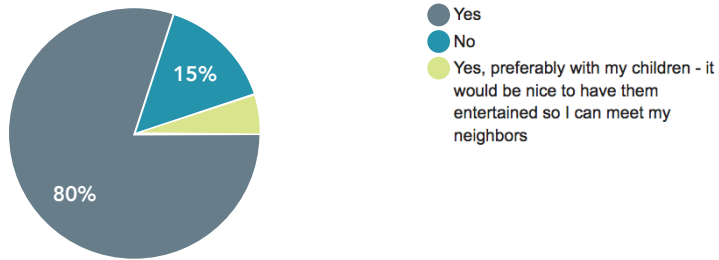
20 responses



(An error in collecting responses for "preference of event sizes" occurred during surveying)

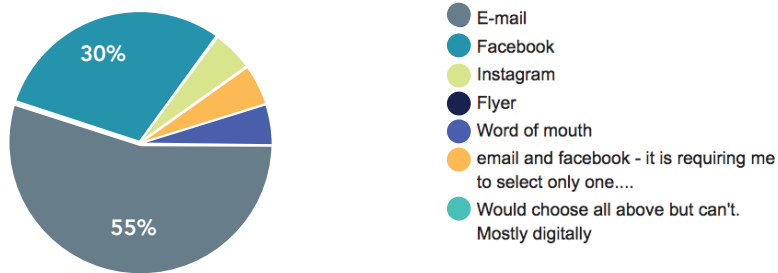
I would like to connect more with my neighbors at after-hours events:

20 responses



I prefer to be informed about events and workshops via:(Please select all that apply)

20 responses



Interviewees

Peicha Chang (Vault and Vine East Falls)

Kelly Offner (United by Blue)

Tiffany Allan (The Academy of Natural Sciences at Drexel University)

Events Attended

Dino's After Dark at the Academy of Natural Sciences

Trash Talk at Fairmount Water Works, hosted by United by Blue

Nerd Night at Frankford Hall

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Image Sources

All photographs and drawings are the property of Celia Helfrich unless otherwise noted.

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Vault and Vine
[https://www.google.com/search?rlz=1C5CHFA_enUS758US758&biw=1370&bih=780&tbm=isch&sa=1&ei=SpPHWrbylcmB0wKjw72gBA&q=vault+and+vine+east+falls&oq=vault+and+vine+east+falls&gs_l=psy-ab.3..0i24k1.1817.6922.0.7104.:](https://www.google.com/search?rlz=1C5CHFA_enUS758US758&biw=1370&bih=780&tbm=isch&sa=1&ei=SpPHWrbylcmB0wKjw72gBA&q=vault+and+vine+east+falls&oq=vault+and+vine+east+falls&gs_l=psy-ab.3..0i24k1.1817.6922.0.7104.)

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https://www.google.com/search?q=united+by+blue+cafe&rlz=1C5CHFA_enUS758US758&source=lnms&tbm=isch&sa=X&ved=0ahUKEwjB_9bbgabaAhVpylQKHebK-BZAQ_AUICygC&biw=1047&bih=691&dpr=2#imgsrc=wediVfepqx_-BM:

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Parks on Tap
(Photo by Albert Yee for Fairmount Parks Conservancy) <https://www.uwishunu.com/2017/05/parks-tap-pop-roving-beer-garden-hits-20-parks-season/>

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Camera icon DARRYL MORAN/THE FRANKLIN INSTITUTE
http://www.philly.com/philly/entertainment/20160112_After-hours_events_-_with_drinks_preferably_-_get_millennials_in_museum_doors.html

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