ARTS, CULTURE & CIVIC LIFE

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Center City is enriched by an extraordinary variety of 426 arts and culture organizations, up from 403 in 2013. Philadelphia is second only to Midtown Manhattan in the total number of downtown arts and cultural organizations, surpassing Washington, D.C., Chicago, San Francisco and Boston.

While cultural institutions are strongly clustered along the Avenue of the Arts, the Benjamin Franklin Parkway and in the historic area and Old City, the map on page 28 clearly shows how many blocks in Philadelphia's walkable downtown are enriched with arts, cultural and civic attractions.

More than 10.5 million people visited entertainment, cultural and arts destinations in Center City in 2014, with about 60% enjoying free admission. The percentage of children 18 and under attending events continues to rise, from 17% in 2012, to 24% in 2014, reflecting both visitation by school groups and the growing appeal of Center City as a family-friendly destination.

Several destinations experienced dramatic growth. The Kimmel Center for the Performing Arts, home to several resident companies, including the Philadelphia Orchestra, enjoyed a 25% increase in attendance from 738,485 in 2014 to 919,674 in 2015, after they expanded programming to include more Broadway shows, pop stars, comedians and gospel groups. The Pennsylvania Ballet, Opera Philadelphia and the Curtis Institute of Music also enjoyed increases in attendance.

Destinations around Independence Mall experienced significant increases, driven both by overall growth in tourism and by Pope Francis's visit in September. The Liberty Bell Center welcomed 2,227,793 visitors in 2015, a 23% increase over the prior year. Attendance also increased at the National Museum of American Jewish History and the African American Museum in Philadelphia.

On the Benjamin Franklin Parkway, the Franklin Institute moved past the 1 million mark, hosting 1,020,571 visitors in 2015, up 18% from 2014. The Philadelphia Museum of Art enjoyed a 17% increase from 643,096 to 751,797. In 2017, the institutions, hotels and residential buildings on the Parkway will celebrate the 100th anniversary of the completion of Philadelphia's premier diagonal boulevard. The goals of the celebration will be to highlight a century of accomplishment, expand visitation to Parkway destinations and animate the public spaces on the Parkway in a sustainable manner through all seasons.

The vitality of Center City's organizations helped drive a 28.4% increase in citywide arts, entertainment and recreation employment in the last decade, as this sector provided 11,448 jobs in 2014.

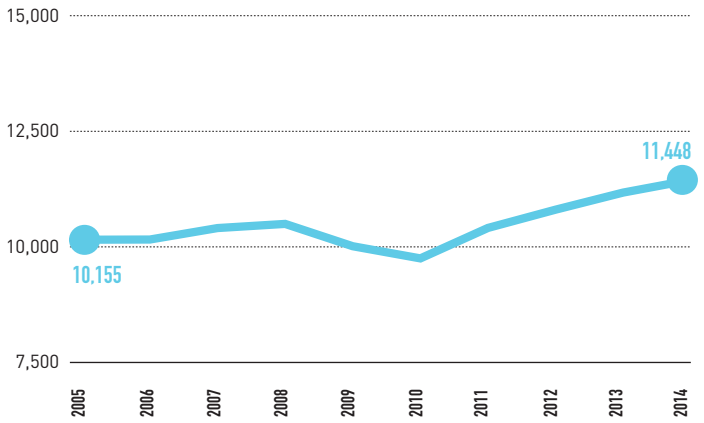
Over Thanksgiving weekend in 2015, Philadelphia added a new destination, the One Liberty Observation Deck, on the 57th floor of One Liberty Place. The space, once reserved only for office tenants, now offers the public panoramic, 360-degree views of the city, with high-tech viewing equipment that zooms in on local landmarks.

Improvements to Center City's parks and civic spaces continue as well. Schuylkill Banks Boardwalk celebrated its first anniversary in October 2015 and the Schuylkill River Trail received *USA Today*'s Best Urban Trail Award. Funding continues to be assembled to extend this trail (which already connects to Valley Forge) south to Bartram's Gardens on the Lower Schuylkill. The National Park Service, in partnership with the Independence Visitor Center Corporation, announced planned renovations to the Independence Visitor Center in 2016. The total transformation of LOVE Park/JFK Plaza recently commenced and, when it re-opens, will complement Dilworth Park, adding more green space in the heart of Center City. Dilworth Park, now in its second full year of operation, has expanded food and skating options, while offering a venue for weddings, receptions and major civic events, including the celebration of Villanova University's national basketball championship.

Pop-ups and night markets continued to demonstrate the potential for more sustainable uses in public spaces. The Oval returned to the Parkway for a second summer, attracting more than 200,000 people to its arts-based programming and beer garden. Stevie Wonder's concert, announced with less than 24-hours' notice, in Dilworth Park in August, drew more than 10,000. Thousands of tourists and residents came to the temporary recreation installation and beer garden at Spruce Street Harbor Park. The Pennsylvania Horticultural Society's South Street Pop-Up Garden drew 52,000 attendees in 2015. Night markets and food festivals throughout Center City highlighted local culinary entrepreneurs and were especially popular with millennials, who now make up 40% of Center City's population.

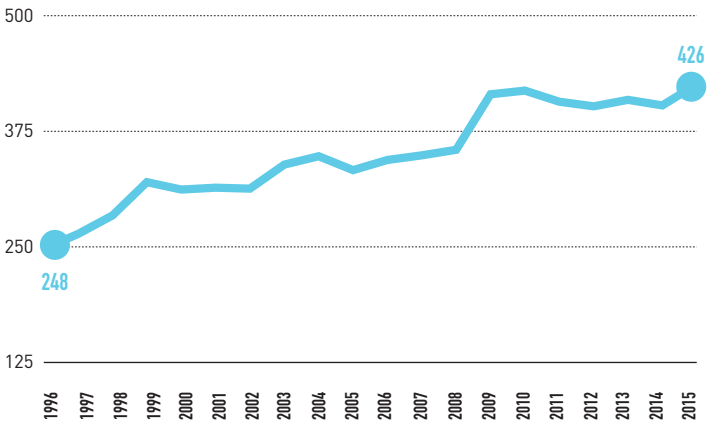
IN 2014, MORE THAN **10.5 MILLION PEOPLE** VISITED ENTERTAINMENT, CULTURAL AND ARTS DESTINATIONS IN CENTER CITY, WITH 60% ENJOYING FREE ADMISSION.

PHILADELPHIA ARTS, ENTERTAINMENT, AND RECREATION WAGE & SALARY EMPLOYMENT



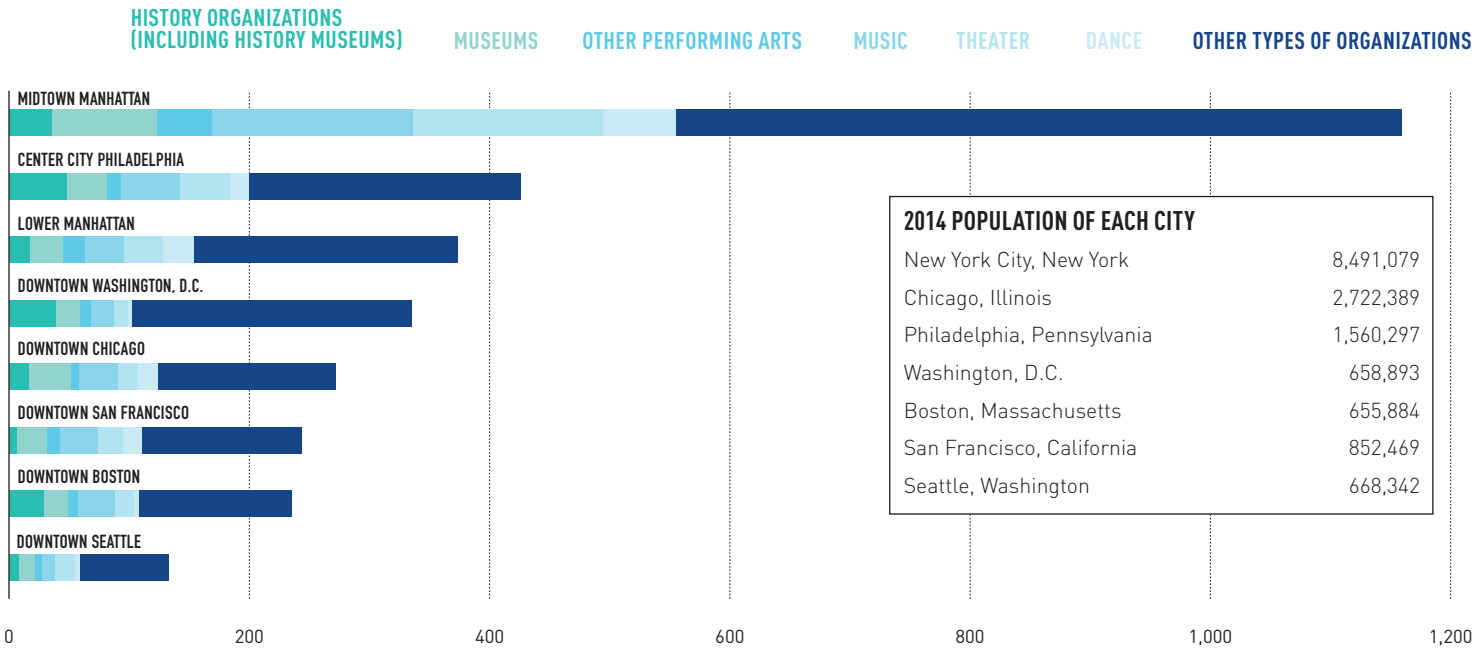
Source: U.S. Bureau of Labor Statistics, Quarterly Census of Employment & Wages

CENTER CITY NONPROFIT ARTS ORGANIZATIONS



Source: National Center for Charitable Statistics databases, compiled by the Greater Philadelphia Cultural Alliance

DOWNTOWN ARTS AND CULTURAL ORGANIZATIONS, 2015

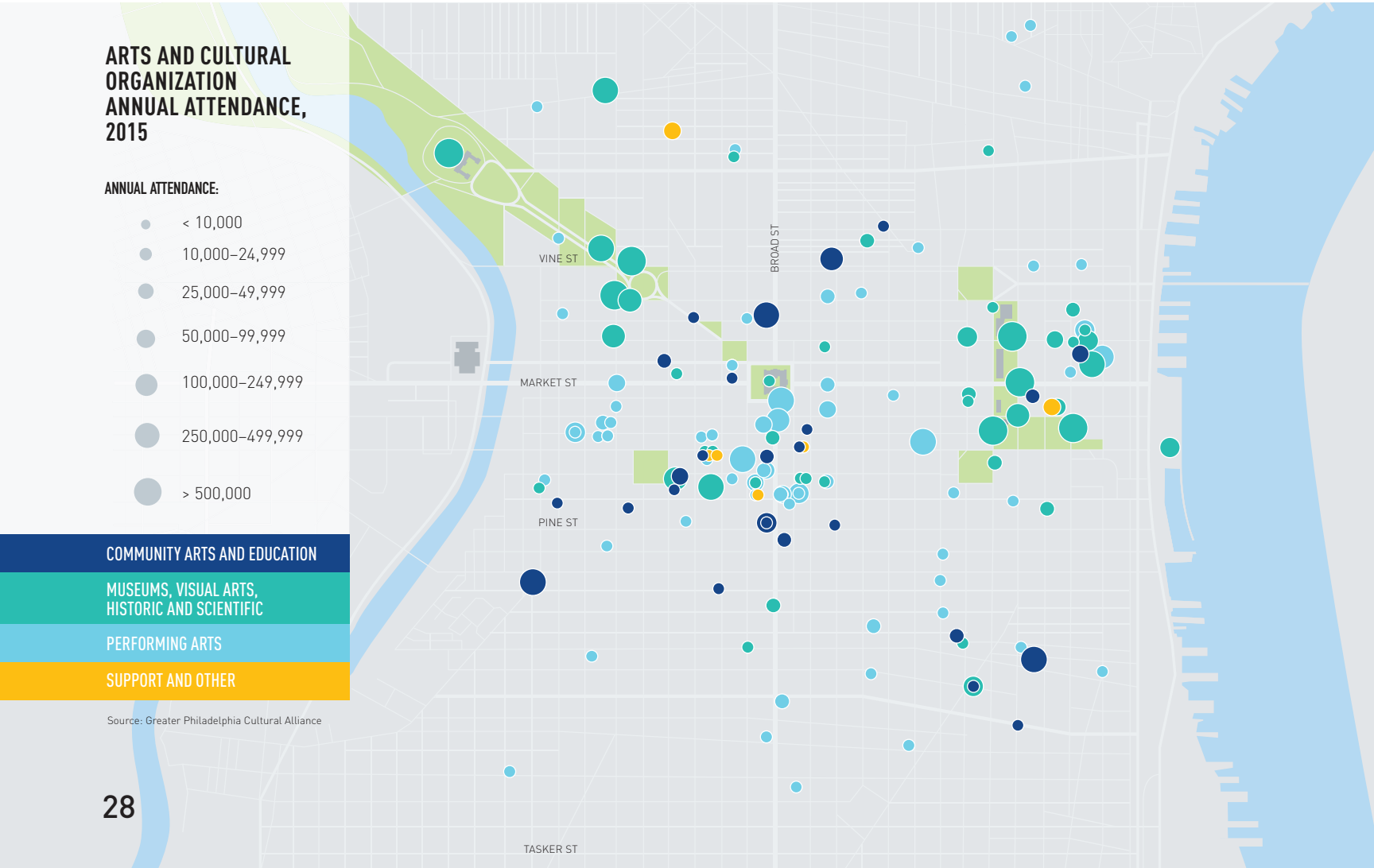


2014 POPULATION OF EACH CITY

New York City, New York	8,491,079
Chicago, Illinois	2,722,389
Philadelphia, Pennsylvania	1,560,297
Washington, D.C.	658,893
Boston, Massachusetts	655,884
San Francisco, California	852,469
Seattle, Washington	668,342

Source: National Center for Charitable Statistics databases, compiled by the Greater Philadelphia Cultural Alliance; U.S. Census Bureau, Population Estimates Program

ARTS AND CULTURAL ORGANIZATION ANNUAL ATTENDANCE, 2015



Source: Greater Philadelphia Cultural Alliance

PERFORMING ARTS ORGANIZATION ATTENDANCE

ORGANIZATION	2014	2015
Kimmel Center*	738,485	919,674
Walnut Street Theatre	365,000	365,000
Arden Theatre Company	106,876	101,495
Pennsylvania Ballet	75,767	79,520
Opera Philadelphia	57,389	69,274
Philadelphia Theatre Company	57,389	49,563
FringeArts**	70,000	40,000
Philadelphia Chamber Music Society	30,240	29,100
The Wilma Theater	31,153	28,697
Curtis Institute of Music	23,705	25,350
InterAct Theatre Company	7,795	7,822

*Includes Kimmel Center Presentations, Broadway Programming, Resident Company, and Commercial/Non-Profit Rental paid attendees.
**30,000 of the 70,000 attendance figure in 2014 is attributed to a one-time large-scale public installation.
Source: Individual institutions

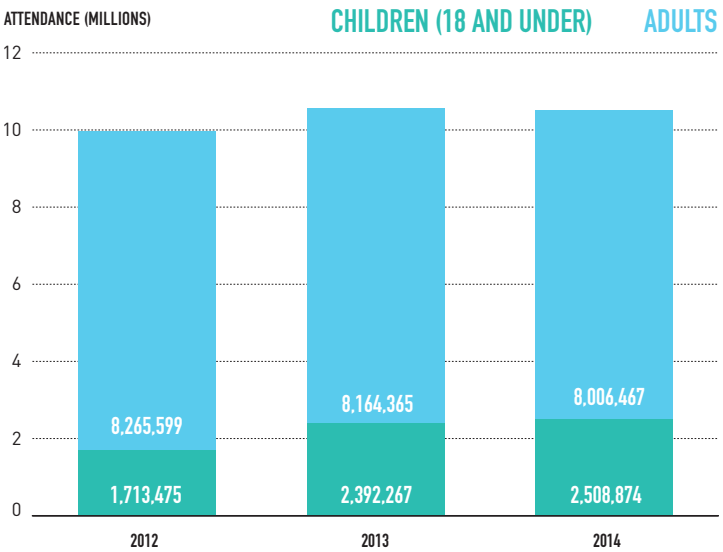
MUSEUM AND ATTRACTION ATTENDANCE

ATTRACTION	2014	2015
Reading Terminal Market	6,106,372	6,338,964
Liberty Bell Center	1,815,526	2,227,793
Franklin Institute	868,007	1,020,571
Franklin Square	1,066,062	999,481
Schuylkill Banks	957,927	867,600
Philadelphia Museum of Art	643,096	751,797
Independence Hall	683,048	727,902
National Constitution Center	671,509	655,081
Eastern State Penitentiary	324,237	350,795
The Barnes Foundation	285,758	239,245
Academy of Natural Sciences of Drexel University	239,829	227,424
The Oval	72,069	205,000
University of Penn Museum of Archaeology and Anthropology	154,897	173,991
Mütter Museum	134,775	145,641
Pennsylvania Academy of the Fine Arts	151,943	138,809
National Museum of American Jewish History	105,067	107,072
African American Museum	75,529	83,249
Philadelphia History Museum	22,500	25,000

Source: Individual Institutions

THE PERCENTAGE OF CHILDREN 18 AND UNDER ATTENDING EVENTS ROSE FROM 17% IN 2012 TO 24% IN 2014, REFLECTING THE GROWING APPEAL OF CENTER CITY AS A FAMILY-FRIENDLY DESTINATION.

ANNUAL ATTENDANCE AT CENTER CITY ARTS AND CULTURE DESTINATIONS BY AGE



Source: Cultural Data Project, provided by Greater Philadelphia Cultural Alliance