



Rodin Museum | R. Kennedy for VISIT PHILADELPHIA®

# ARTS, CULTURE & CIVIC SPACES

Center City attracted more than 18 million visitors from across the region and around the world to an extraordinary variety of arts and cultural destinations in 2018. Center City features 354 museums, theaters, dance companies and other cultural organizations and is third behind New York City and Washington, D.C. in the number of arts and cultural institutions downtown, surpassing Boston, Chicago, San Francisco and Seattle. The vitality of Center City's organizations helped drive a 19% increase in employment citywide in arts, entertainment and recreation in the last decade, with 12,927 jobs in 2017.

Although many cultural institutions are clustered along the Avenue of the Arts, the Benjamin Franklin Parkway, the Historic District and Old City, the map on page 30 shows how many blocks downtown are enriched with arts, cultural and civic attractions. The close association between visiting a cultural destination and going out for lunch or dinner has helped contribute to Center City's restaurant renaissance. Reading Terminal Market, one of America's oldest and largest public markets, welcomed more than 7.3 million visitors in 2018, offering an extraordinary selection of locally sourced products and a taste of Philadelphia's diverse gastronomic culture.

Several of Center City's cultural and performing arts destinations experienced notable growth in attendance in 2018: 1.2 million patrons enjoyed a wide array of performances at the Kimmel Center for the Performing Arts and the Pennsylvania Ballet experienced a 20% increase from 2017. The Wilma Theater, FringeArts, Barnes Foundation, Eastern State Penitentiary and the Mutter Museum all saw increases in attendance. In its first full year, the Museum of the American Revolution attracted more than 312,000 visitors. Indicative of the growing appeal of Center City as a family-friendly destination, about 66% of guests, cumulatively, at downtown institutions enjoyed free admission, with children under 18 comprising 38% of the visitors.

Center City is an outdoor gallery of public art with more than 460 works displayed downtown. Mural Arts Philadelphia, the nation's largest mural art program, estimates that their outdoor gallery alone drew 16,000 participants to its tours and events in 2018. The Center City District unveiled the first phase of *Pulse*, a unique and interactive public art experience by artist Janet Echelman that delights Dilworth Park visitors during the spring and summer months. The installation of *Winter Fountains* by artist Jennifer Steinkamp, at Aviator Park, Rodin Museum, Park

Town Place and Spring Garden Triangle, served as a centerpiece of Parkway 100, the centennial celebration of the Benjamin Franklin Parkway.

Improvements to outdoor parks in Center City continue to diversify civic and cultural spaces. Center City District has steadily increased the free programming at Dilworth Park, drawing 10.8 million visitors in 2018. In May, the City opened the renovated and reimagined Love Park; the design includes a new restaurant in the former visitors' center, more green areas, including a lawn and multiple gardens, increased seating, pathways and public restrooms. Across the street, the Horwitz-Wasserman Holocaust Memorial Plaza completed a \$7 million renovation project managed by the CCD. It opened to the public in October; the new civic space includes a Remembrance Wall, Eternal Flame and several interpretive features that create unique opportunities to learn about the history of the Holocaust. The much-anticipated Rail Park in the Callowhill neighborhood opened to the public in June. The CCD completed the transformation of a dilapidated quarter-mile portion of the former Reading Railroad Viaduct into a vibrant green space, serving as a stimulus for a mixed-use, mixed-income, live-

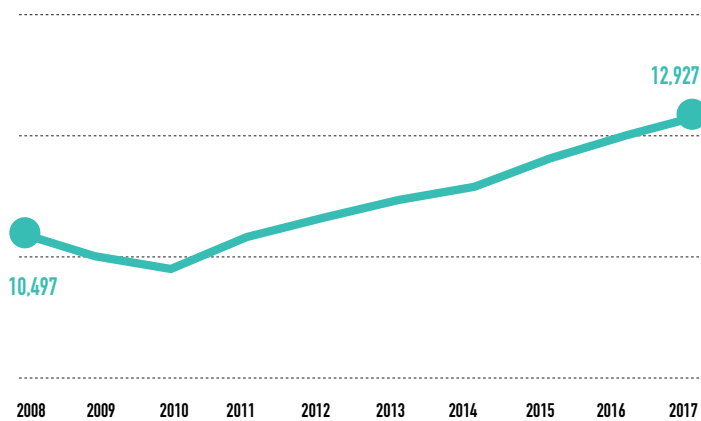
work neighborhood unlike any other in Philadelphia. A 55,000 square foot warehouse formerly known as Municipal Pier 9 was converted by the Delaware River Waterfront Corporation into Cherry Street Pier: a year-round indoor/outdoor space with local food and drink vendors, performances, a marketplace, and artist studios.

Parks on Tap, the joint effort of the Department of Parks and Recreation, Fairmount Park Conservancy and FCM Hospitality, hosted pop-up beer gardens in 23 different parks throughout the city attracting more than 100,000 people. 2018 was a banner year for Philadelphia sports; an estimated 700,000 fans celebrated the Eagles Super Bowl LII victory with a parade that wound its way from Lincoln Financial Field to the Philadelphia Museum of Art. The Villanova Wildcats won their third NCAA National Championship; fans attended a victory parade and rally at Dilworth Park.



**IN 2018, MORE THAN 18 MILLION PEOPLE VISITED ENTERTAINMENT, CULTURAL AND ARTS DESTINATIONS IN CENTER CITY, WITH 66% ENJOYING FREE ADMISSION**

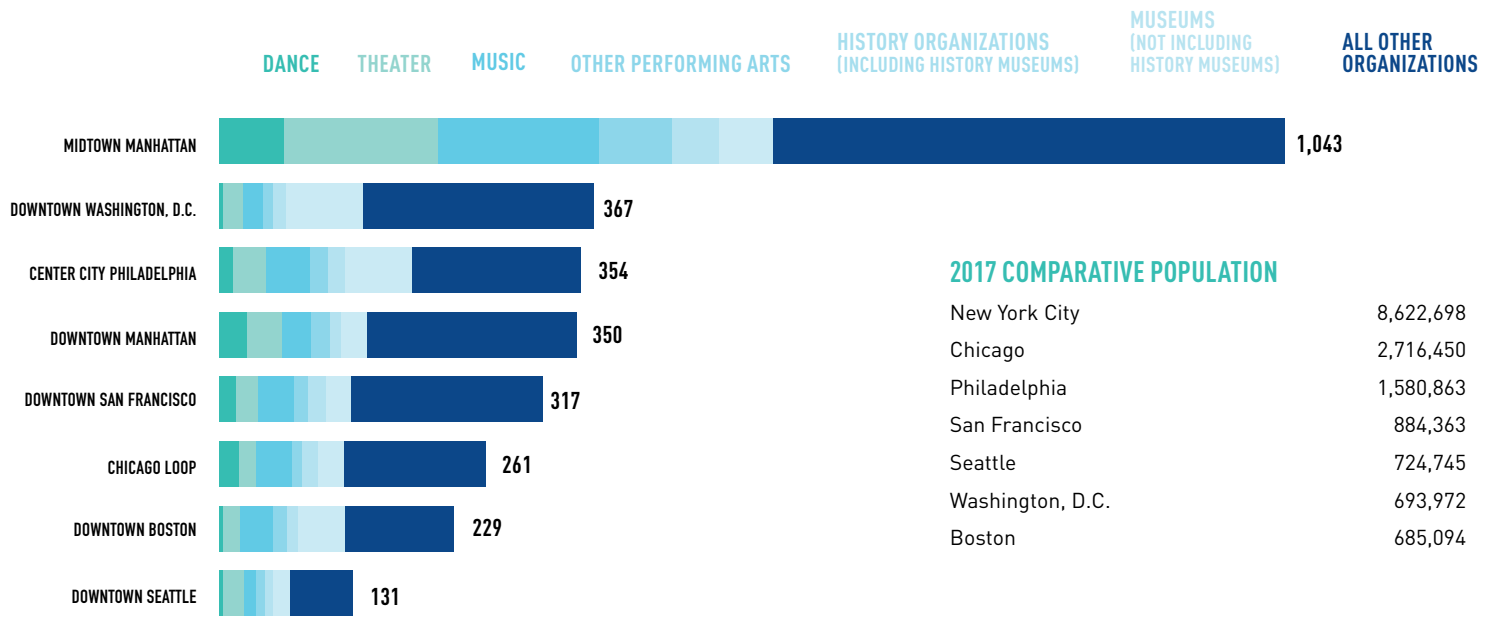
**PHILADELPHIA ARTS, ENTERTAINMENT, AND RECREATION WAGE & SALARY EMPLOYMENT**



Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages 2017

**EMPLOYMENT IN ARTS, ENTERTAINMENT AND RECREATION HAS INCREASED BY 19% SINCE 2008**

# DOWNTOWN ARTS AND CULTURAL ORGANIZATIONS, 2018



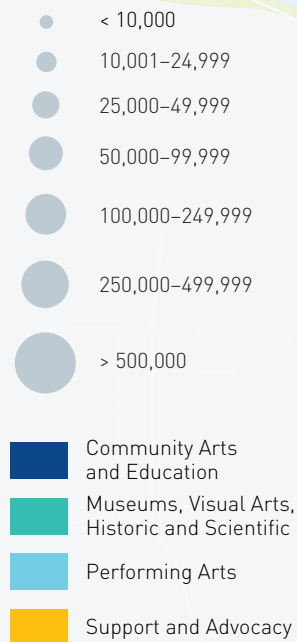
## 2017 COMPARATIVE POPULATION

New York City	8,622,698
Chicago	2,716,450
Philadelphia	1,580,863
San Francisco	884,363
Seattle	724,745
Washington, D.C.	693,972
Boston	685,094

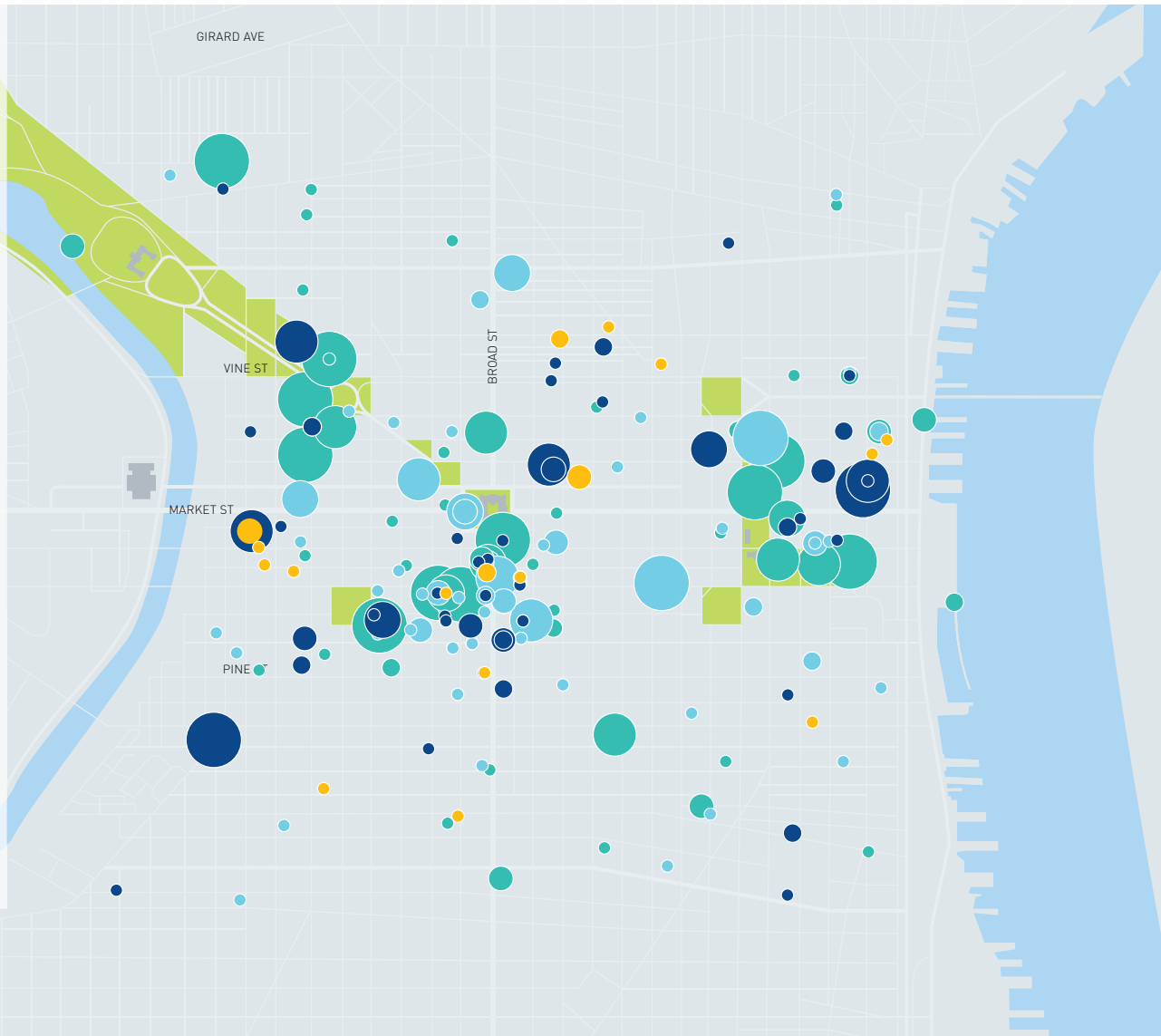
Source: February 2018 IRS Business Master File, compiled by SMU DataArts, US Census Bureau, Annual Population Estimates

## ARTS AND CULTURAL ORGANIZATIONS, 2018

### ANNUAL ATTENDANCE:



Source: National Center for Charitable Statistics databases, compiled by SMU DataArts



## PERFORMING ARTS ORGANIZATION ATTENDANCE

ORGANIZATION	2017	2018
Kimmel Center	1,137,000	1,200,000
Walnut Street Theatre	351,886	336,617
Arden Theatre Company	106,471	106,975
Pennsylvania Ballet	75,025	93,532
Lantern Theater Company**		33,500
Opera Philadelphia	34,847	32,184
The Wilma Theater	27,263	29,988
Philadelphia Chamber Music Society	29,436	26,133
FringeArts	22,670	25,044
Philadelphia Theatre Company**		10,030
InterAct Theatre Company *	8,359	5,514

\*Canceled performance in 2018

\*\* Not included in 2017

Source: Individual Institutions

## MUSEUM AND ATTRACTION ATTENDANCE

ORGANIZATION	2017	2018
Reading Terminal Market	7,236,205	7,306,336
Liberty Bell Center	2,243,441	2,107,825
Franklin Institute	1,050,846	829,208
Philadelphia Museum of Art	768,045	731,087
Independence Hall	637,752	560,655
Eastern State Penitentiary	413,207	418,218
Museum of the American Revolution	264,759	312,231
National Constitution Center	286,330	259,141
Barnes Foundation	224,467	240,863
Pennsylvania Academy of the Fine Arts	250,708	222,374
University of Penn Museum of Archaeology and Anthropology	180,513	182,530
Mutter Museum	158,247	161,472
Academy of Natural Sciences of Drexel University	208,301	161,384
National Museum of American Jewish History	108,579	91,000
African American Museum in Philadelphia**		68,965

\*\* Data not available in 2017

Source: Individual Institutions

## SELECT MUSIC VENUES IN GREATER CENTER CITY

VENUE	ADDRESS	TYPE
Academy of Music	240 South Broad Street	Concert Venue
Boot & Saddle	1131 South Broad Street	Restaurant/Bar
Chris' Jazz Café	1421 Sansom Street	Restaurant/Bar
Connie's Ric Rac	1132 South 9th Street	Restaurant/Bar
Festival Pier at Penn's Landing	601 N Christopher Columbus Boulevard	Concert Venue
Franklin Music Hall	421 North 7th Street	Concert Venue
Johnny Brenda's	1201 Frankford Avenue	Restaurant/Bar
Kimmel Center	300 South Broad Street	Concert Venue
MilkBoy	1100 Chestnut Street	Restaurant/Bar
MilkBoy South Street	401 South Street	Restaurant/Bar
Ortlieb's	847 North 3rd Street	Restaurant/Bar
South Kitchen & Jazz Parlour	600 North Broad Street	Restaurant/Bar
The Fillmore Philadelphia	29 East Allen Street	Concert Venue
The Met	858 N Broad Street	Concert Venue
Theatre of Living Arts	334 South Street	Concert Venue
Time	1315 Sansom Street	Restaurant/Bar
Underground Arts	1200 Callowhill Street	Concert Venue
Union Transfer	1026 Spring Garden Street	Concert Venue
Voltage Lounge	421 North 7th Street	Restaurant/Bar
World Café Live	3025 Walnut Street	Restaurant/Bar

Source: Individual Institutions

## PROGRAMMED PARKS ATTENDANCE

VENUE	2017	2018
Dilworth Park	10,036,200	10,800,000
Schuylkill Banks	1,747,890	1,700,000
Franklin Square	1,113,264	818,650

Source: Individual Institutions