



Dilworth Opera Philadelphia Orchestra | Matt Stanley

Arts & Culture

At the beginning of 2020, Center City was the setting for 357 museums, theaters, dance companies and other cultural organizations, second only behind New York in the number of arts and cultural institutions downtown, ahead of Boston, Chicago, San Francisco, Seattle and Washington. Employment in arts, entertainment and recreation increased by 40% citywide from 2010 to 2019, peaking at 13,627 jobs.

While cultural institutions are clustered along the Avenue of the Arts, the Benjamin Franklin Parkway and in Old City, the map on page 29 shows how many blocks in Philadelphia's walkable downtown were enlivened by arts, cultural and civic attractions. The growth in arts and culture, as well as the expansion of the hospitality industry, correlated closely with the restaurant renaissance in Center City.

In March 2020, cultural and performing arts organizations were directed to close in response to the pandemic. Tourists and regional visitors disappeared, stages went dark and museums were ordered to close. Restrictions were briefly relaxed in July, but tightened again in late November as new COVID-19 cases

surged. Institutions began to reopen in January 2021 in accordance with state and local guidelines. Overall, the arts, entertainment, and recreation sector lost 43% of its jobs in 2020.

From the onset of the crisis, organizations began innovating, providing programming virtually to members and visitors. The Barnes Foundation launched the Barnes-DeMazia Education program, hosting more than 2,600 students in 46 online classes. The Barnes Takeout YouTube series reached 400,000 viewers, as curators, scholars and educators discussed their favorite works in the collection. The Philadelphia Museum of Art also turned to virtual offerings and moved the 44th Annual Contemporary Craft show, typically held at the Pennsylvania Convention Center, to its website. More than 150 artists appeared virtually in viewers' homes talking about their work.

The National Constitution Center launched a free eight-week series of daily interactive courses on the Constitution for middle school, high school and college students. Eastern State Penitentiary led virtual tours exploring the building's history, offered

online conversations about criminal justice via The Searchlight Series and through a new Prisons and the Pandemic video series, informed the public of the devastating effects of COVID-19 in correctional facilities.

In a similar fashion, with restrictions barring large gatherings, many performing arts groups moved online. The presenting companies at the Kimmel Center offered a wide variety of virtual programs, including the launch in fall 2020 of the Opera Philadelphia Channel — a subscription streaming channel enabling viewers to enjoy Opera Philadelphia’s 2020-2021 season at home. In June, the Pennsylvania Ballet presented the Front Row Festival, a free 10-day digital series of classical and contemporary ballets that received over 10,000 views. Other theaters relied on virtual programming, including readings on Zoom, streaming productions, and online conversations with artists and directors.

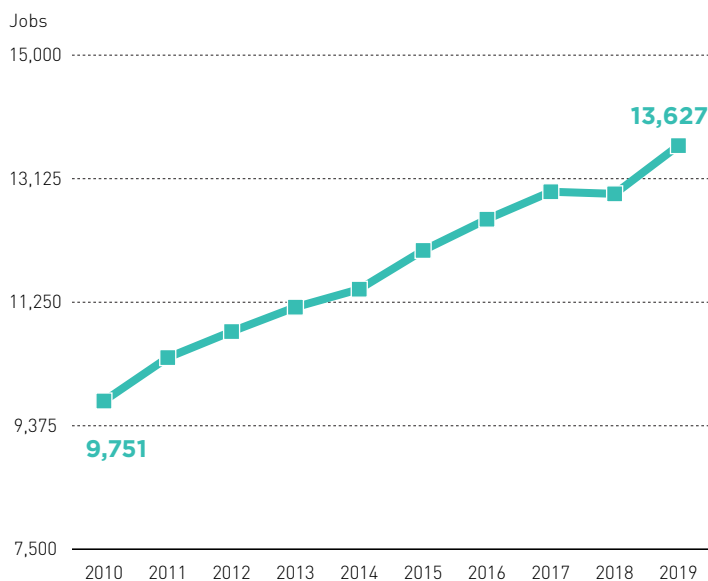
In spring 2020, Mural Arts Philadelphia, the nation’s largest public art program, working in conjunction with the Center City District, commissioned artists to decorate boarded-up storefront windows with works that conveyed messages of hope, resilience and beauty. Additionally in partnership with the City of Philadelphia, Mural Arts hired over 25 artists to design

multilingual images that relayed important COVID-19 prevention messages. CCD also started slowly and cautiously to program Dilworth Park in accordance with state and local guidelines, launching a weekly Dinner at Dilworth promotion for restaurant takeout, presenting a performance by Opera Philadelphia and hosting a variety of holiday and winter events, drawing 6 million visitors to the park in 2020.

Public engagement through virtual programming, while successful, cannot curtail the substantial losses of revenue throughout the arts and culture sector. Attendance plummeted at cultural institutions and parks that normally featured extensive programming. Many theaters anticipate in-person performances resuming in the fall, while others may wait until winter. Restoring tourism and conventions and reconnecting with regional audiences are essential components for the recovery of the arts and culture sector.

Arts and entertainment employment grew by 40% between 2010 and 2019.

Arts, Entertainment and Recreation, Private Wage and Salary Employment, Philadelphia



Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages

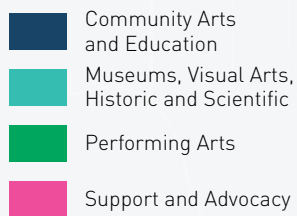
Museum, Visitor Destination and Park Attendance

ORGANIZATION	2019	2020
Reading Terminal Market	7,756,235	2,870,394
Dilworth Park	10,687,000	5,999,843
Liberty Bell Center	2,043,710	291,407
Franklin Square	795,160	228,445
Franklin Institute	839,804	134,131
Philadelphia Museum of Art	761,843	175,517
Independence Hall	546,549	68,484
National Constitution Center	252,691	80,098
Eastern State Penitentiary	444,348	73,616
The Barnes Foundation	259,164	66,776
Academy of Natural Sciences of Drexel University	205,294	45,014
Pennsylvania Academy of the Fine Arts	213,000	34,464
Museum of the American Revolution	277,150	40,493
Mural Arts (2020 includes virtual programming)	25,000	20,000

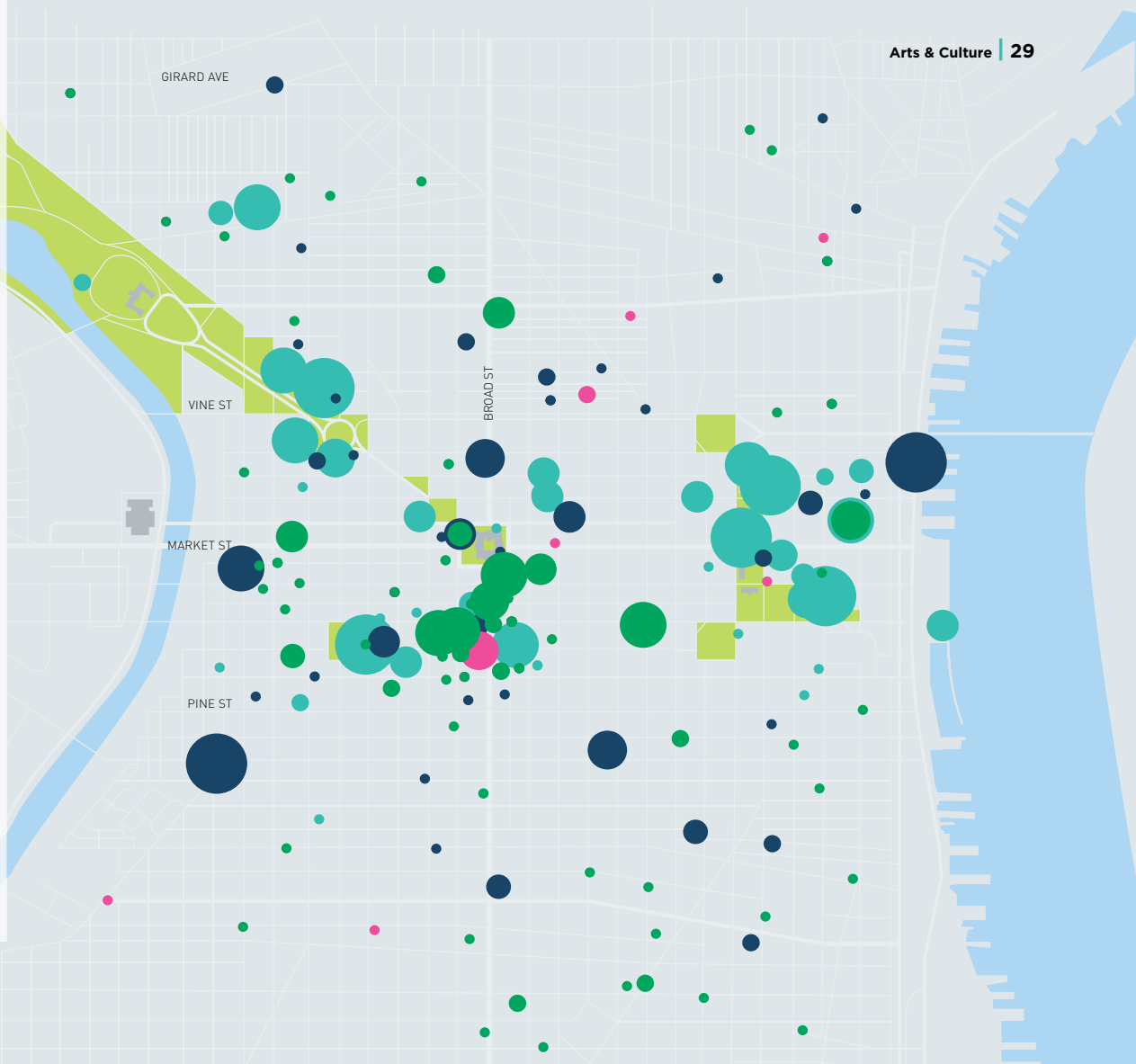
Source: Individual Institutions

Arts and Cultural Organizations, 2020

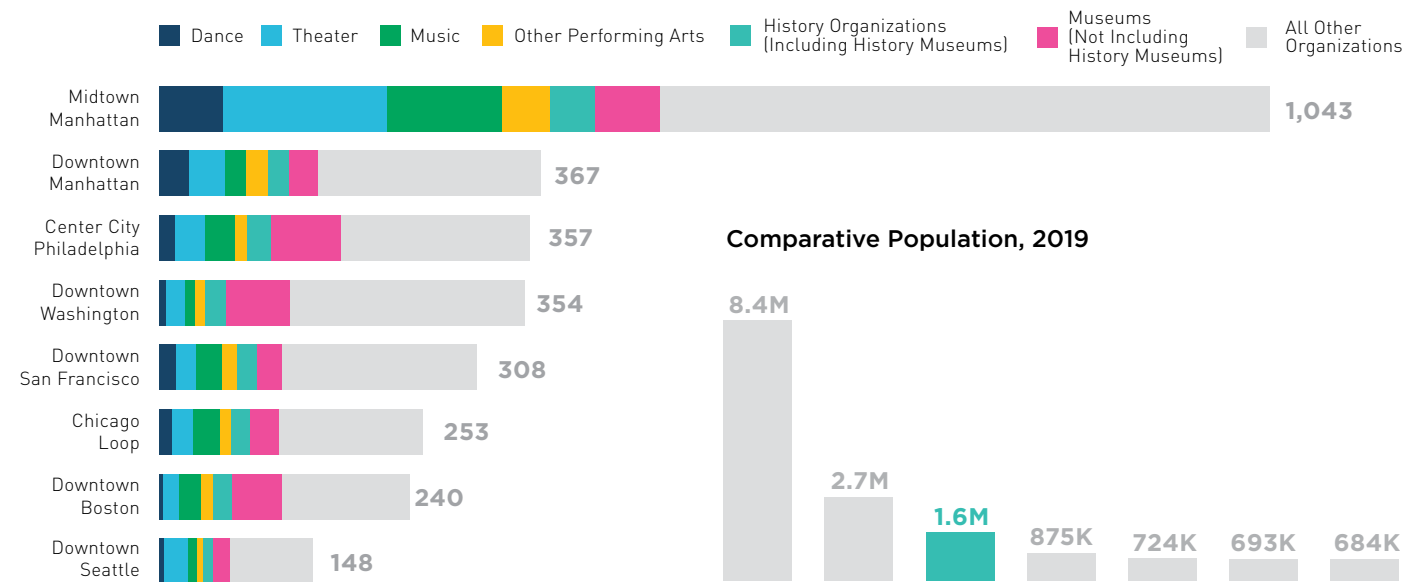
Annual Attendance:



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



Downtown Arts and Cultural Organizations, 2020



Comparative Population, 2019



Source: IRS Business Master File, December 2020, compiled by DataArts; U.S. Census Bureau, American Community Survey, 5-Year Estimates, 2015-2019