



Arts & Culture

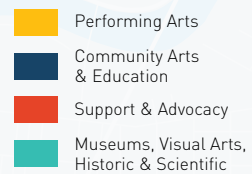
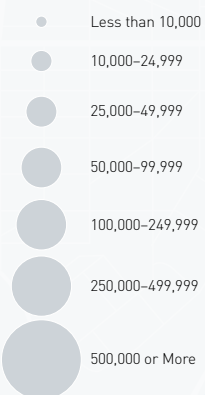
Greater Center City is home to 498 museums, theaters, dance, and other cultural organizations, the second largest concentration of downtown arts and cultural organizations in the country. In addition to clusters along the Avenue of the Arts, the Benjamin Franklin Parkway and in Old City, cultural venues can be found in nearly every neighborhood in Greater Center City. They draw visitors from across the region and nation; visits are often accompanied by dining and shopping excursions. Many others serve as international destinations that fill hotel rooms. Their economic impact is therefore calculated not only by the jobs they directly create, but also by the customers they bring to hotels, restaurants, retail, transit and parking garages.

Almost a quarter of visitors to downtown cultural organizations are children.

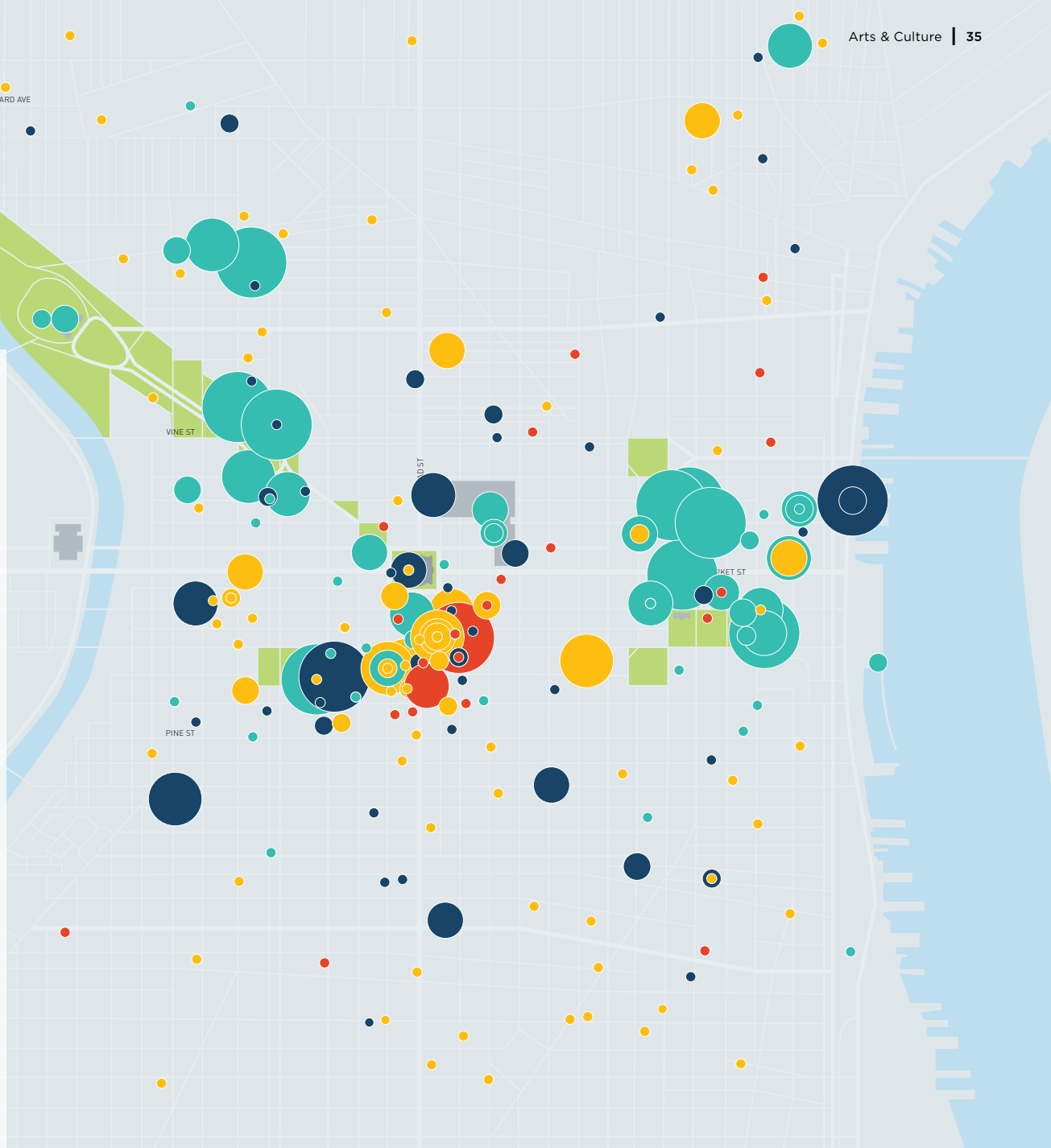
In the years from 2010 to 2019, citywide employment in performing arts, spectator sports, museums, historic sites, and other cultural organizations increased 19%. As the pandemic required many locations to close and others significantly to limit indoor capacity, employment declined by 49% in 2020 compared to 2019, but 80% of these jobs have already been recovered as venues have reopened.

Arts and Cultural Organizations, 2021

Annual Attendance:



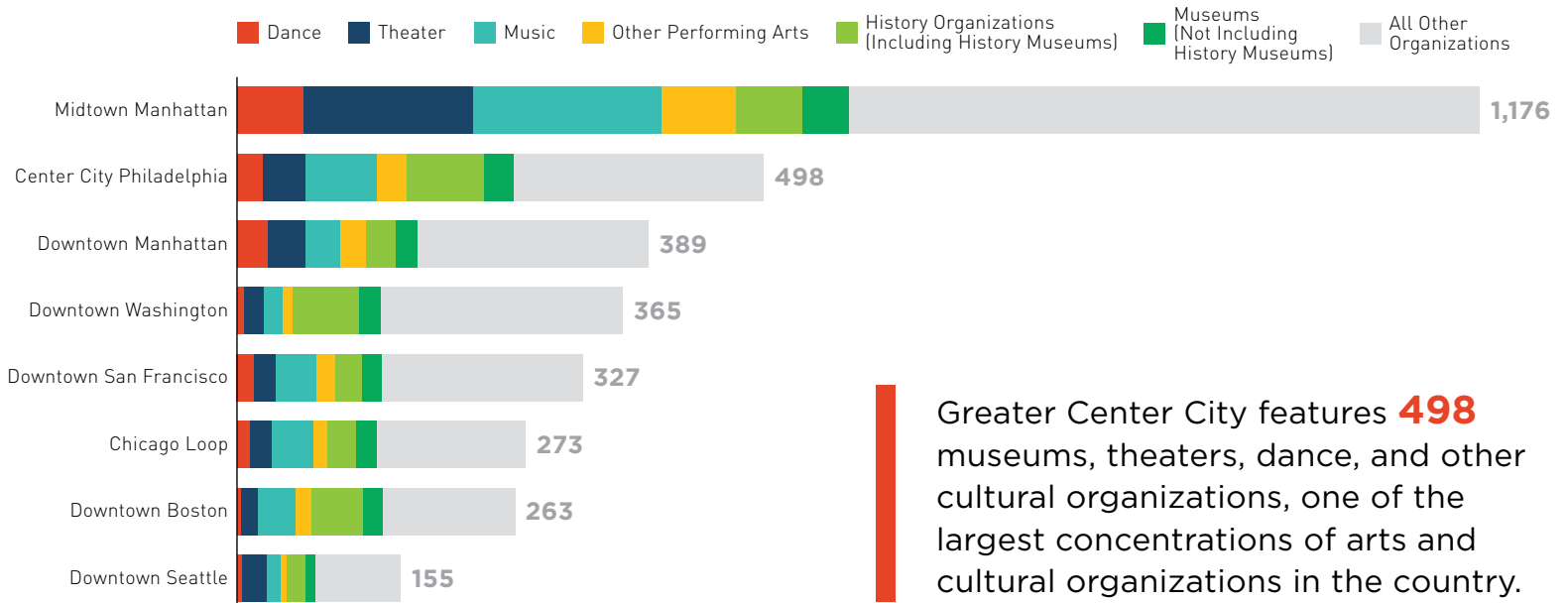
Source: SMU DataArts



Many locations survived by live-streaming performances or instituting online educational programs. Some of these strategies led to innovations that will outlive the pandemic. Enrollment and tuition revenue for online education at the Barnes Foundation, for example, has grown by more than 300%. Parks and civic spaces such as Dilworth Park, Franklin Square and Schuylkill Banks provided cultural organizations opportunities for outdoor programming that can continue to serve as a way for performing arts groups to reach new audiences.

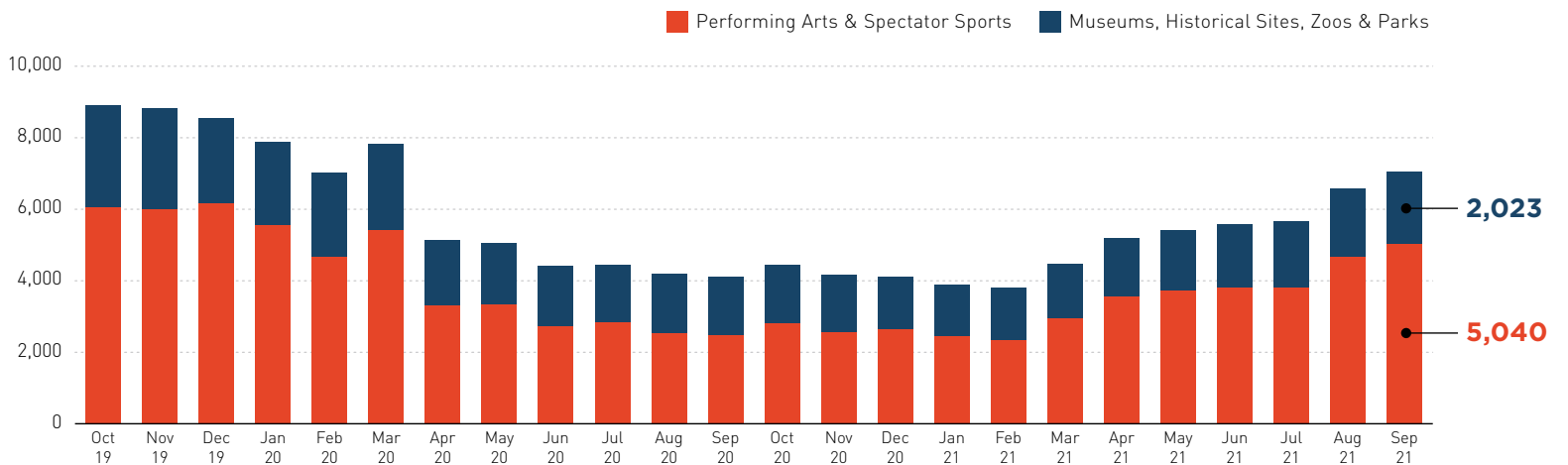
Many organizations implemented innovative programming strategies that will outlive the pandemic.

Downtown Arts and Cultural Organizations, 2021



Source: SMU DataArts

Arts, Entertainment and Recreation Employment, Philadelphia 2019-2021



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

80% of jobs lost from March to December 2020 in performing arts, spectator sports, museums and historic sites were recovered by September 2021.

Attendance at Major Parks and Arts and Cultural Institutions, 2019-2021

CIVIC SPACES	2019	2020	2021
Dilworth Park	10,687,000	5,999,843	7,089,205
Franklin Square	795,160	228,445	582,268
Schuylkill Banks	1,726,215	2,009,514	1,348,644
MUSEUMS, VISUAL ARTS, HISTORY, AND SCIENTIFIC			
Liberty Bell Center	2,043,710	291,407	1,387,920
Franklin Institute	839,804	134,131	248,082
Philadelphia Museum of Art	761,843	175,517	437,248
Independence Hall	546,549	68,484	161,576
National Constitution Center	252,691	80,098	68,435
Eastern State Penitentiary	444,348	73,616	213,559
Barnes Foundation	259,164	66,776	132,810
Academy of Natural Sciences of Drexel University	205,094	45,014	41,711
Museum of the American Revolution	277,150	40,493	105,048
Mütter Museum	138,766	15,977	99,438
Penn Museum of Archaeology & Anthropology	159,221	42,405	77,407
PERFORMING ARTS			
Mural Arts (2020 includes virtual programming)	25,000	20,000	29,000
Kimmel Center	1,500,000	-	400,000
Walnut Street Theatre	264,793	NA	62,293
Lantern Theater Company	33,450	16,643	14,150
Opera Philadelphia	28,652	4,275	1,553
Philadelphia Chamber Music Society	26,189	7,733	6,013
FringeArts	24,979	2,913	9,708
InterAct Theatre Company	7,084	2,354	2,997

Source: Individual Institutions

Note: - indicates data unavailable; NA indicates an organization was not operating thus no attendance numbers were reported

Note: Numbers represent calendar year except for two institutions that reported fiscal year data: Academy of Natural Sciences of Drexel University and Museum of the American Revolution.