



## Arts & Culture

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**Center** City is home to 419 cultural organizations, a 69% increase from 1996, when there were 248. These institutions offered a total of 15,074 performances, 3,339 permanent exhibitions and 4,531 public classes and workshops in 2010.

In 2010, three major new attractions opened their doors: WHYY's Learning Lab, the National Park Service's President's House, and the expanded National Museum of American Jewish History, which combined to bring \$170 million in new investment to downtown.

Center City continues to outpace its peer downtowns of Boston, Chicago, San Francisco, Seattle and Washington, D.C., in the number of arts and cultural groups. Only Lower and Midtown Manhattan, with a combined 1,752 organizations, offer more cultural options.

Arts and cultural institutions serve not only as amenities for downtown workers and residents, they are important regional destinations. The Pew Charitable Trusts analyzed 208 representative Center City cultural organizations, other than major tourist destinations, and found that of the 594,236 persons who attended their events, 19% were from Center City, 15% arrived from other Philadelphia neighborhoods, 45% came from the Pennsylvania suburbs, 16% from New Jersey suburbs, and 2% came from Delaware. The other 3% arrived from outside the region. CCD surveys find that one-third of all respondents who don't live downtown cite museums and cultural events as the primary reason they come to Center City.

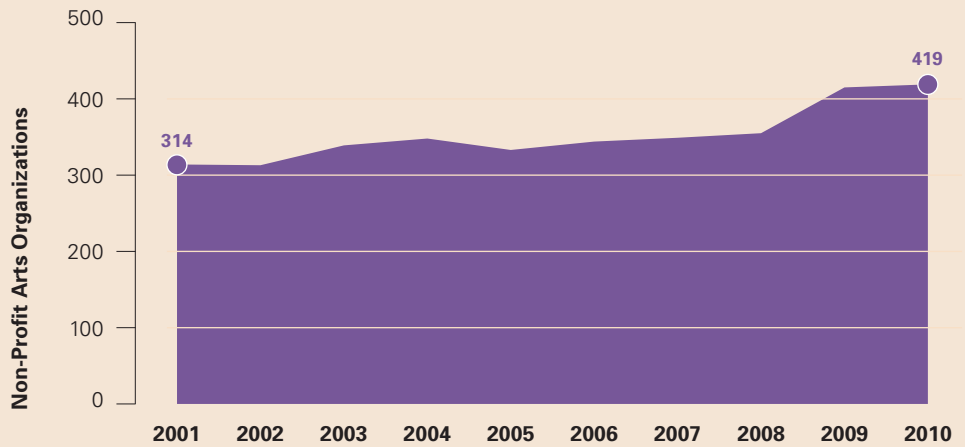
Defying a national trend in declining attendance at cultural venues, the blockbuster exhibits "Cleopatra: The Search for the Last Queen of Egypt" and "Body Worlds 2" contributed to an additional 76,285 visitors to The Franklin Institute in 2010 for a total of 958,330 visitors, a 9% increase over 2009. At the Walnut Street Theatre, America's oldest theater, 363,166 people watched the curtain rise and the Arden Theatre packed the seats with more than 100,000 theatergoers.

Six downtown branches of the Free Library of Philadelphia, including the Horace Trumbauer-designed Parkway Central main branch, continue to serve as an important resource for Center City workers and residents. The six downtown branches account for 36% of total library book circulation and generated 18,672 new or renewing library card members, compared with 41,987 in the other 49 branches throughout the city.

In 2011, the Pennsylvania Academy of the Fine Arts will complete Lenfest Plaza, boasting a 52-foot-high Claes Oldenburg sculpture of a paintbrush, directly across from the entrance to the expanded Pennsylvania Convention Center, creating a new link to the Benjamin Franklin Parkway. The PECO Theater at Sixth and Chestnut is now open for a year-round version of "The Lights of Liberty" show. The Curtis Institute of Music will complete Lenfest Hall, its expansion of residential and instructional space. In 2012, The Barnes Foundation will open on the Benjamin Franklin Parkway.



## Non-Profit Arts Organizations in Center City

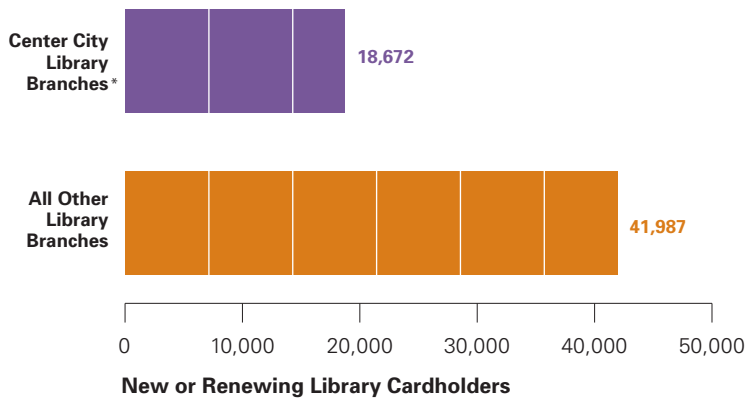


Source: National Center for Charitable Statistics databases, compiled by the Greater Philadelphia Cultural Alliance

# 1,404,004 schoolchildren

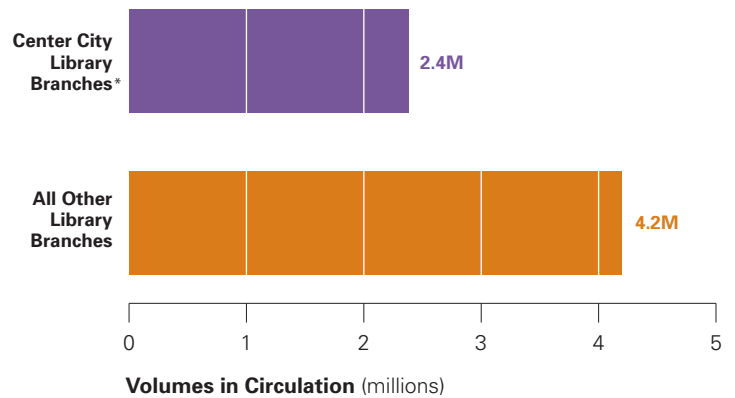
attended cultural performances in Center City.

## Number of New or Renewing Library Card Holders, 2010



\* Includes Parkway Central  
Source: Free Library of Philadelphia, 2011

## Circulation of Volumes in Center City Libraries, FY2010



\* Includes Parkway Central  
Source: Free Library of Philadelphia, 2011

## Museum Attendance, 2010

Museum	Attendance
Liberty Bell Center	2,271,938
Franklin Institute	958,330
National Constitution Center	804,551
Independence Hall	694,552
Philadelphia Museum of Art	680,544
Eastern State Penitentiary	249,289
Academy of Natural Sciences	154,769
Upenn Museum of Archaeology & Anthropology	138,718
Pennsylvania Academy of the Fine Arts	125,000
Mutter Museum	114,509
African American Museum	59,934

These numbers are self-reported by each institution. Methods of counting may vary among locations.  
Source: Center City District, 2011

## Performing Arts Attendance, 2010

Performing Arts Organization	Attendance
Kimmel Center	1,214,872
Walnut Street Theatre	363,166
Arden Theatre	106,040
Pennsylvania Ballet	75,115
Philadelphia Theatre Company	61,500
The Wilma Theater	42,987
The Opera Company of Philadelphia	34,977
Philadelphia Live Arts/Fringe Festival	29,100
Philadelphia Chamber Music Society	26,997
Curtis Institute of Music	21,901

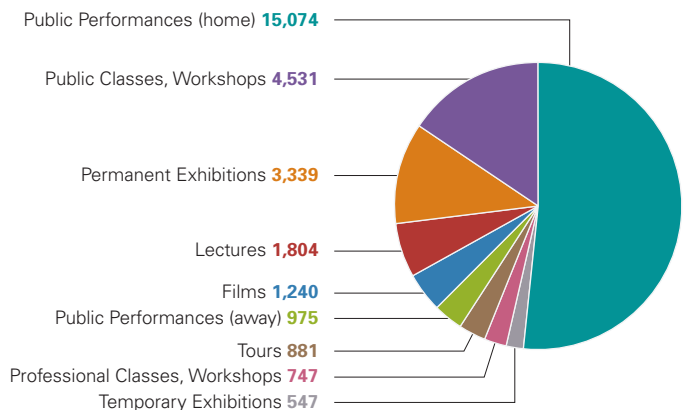
These numbers are self-reported by each institution. Methods of counting may vary among locations.  
\* Includes Kimmel Center Presents and Broadway programming as well as independent presentations and resident company performances in all Kimmel Center managed venues (Kimmel Center, Verizon Hall, Perelman Theatre, Innovation Studio, Academy of Music and Merriam Theater).  
Source: Center City District, 2010

Center City cultural organizations held an average of  

# 290 performances

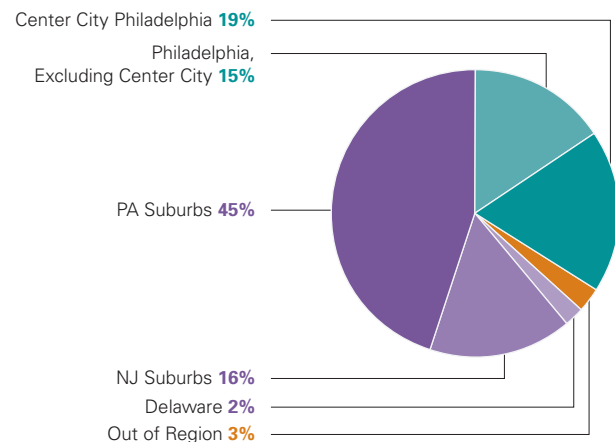
  
 in their home venues each week.

## Number of Performances, Exhibitions and Classes in Center City, by Type, 2010



Source: Greater Philadelphia Cultural Alliance, data from Pennsylvania Cultural Data Project, June 2010

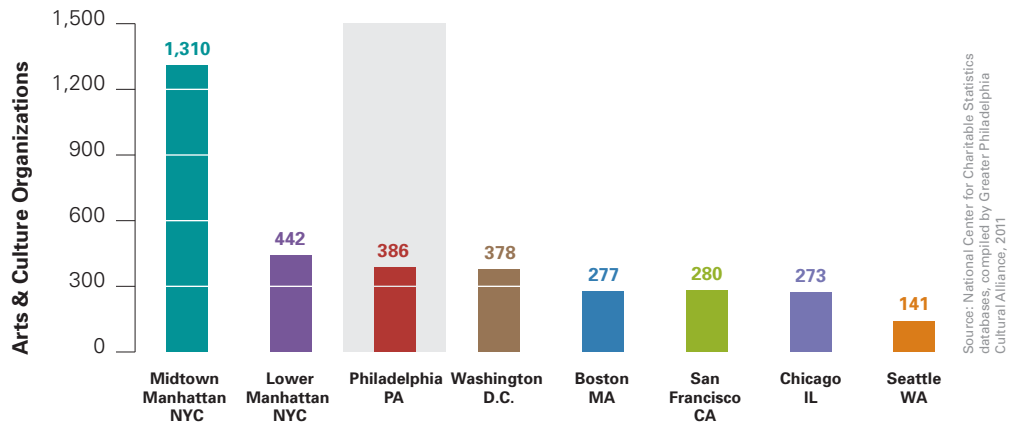
## Center City Arts & Culture Attendees, by Area of Residence, 2010



Source: Greater Philadelphia Cultural Alliance

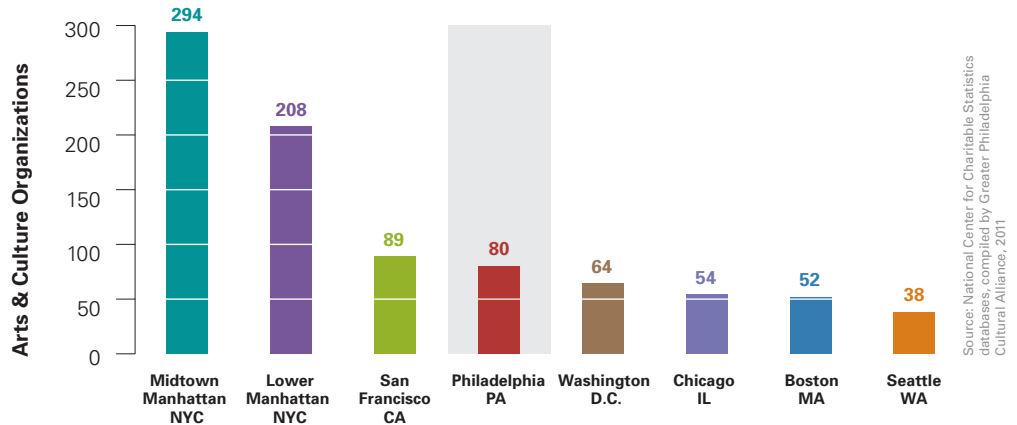


## Number of Arts & Culture Organizations in Eight Downtowns, 2010

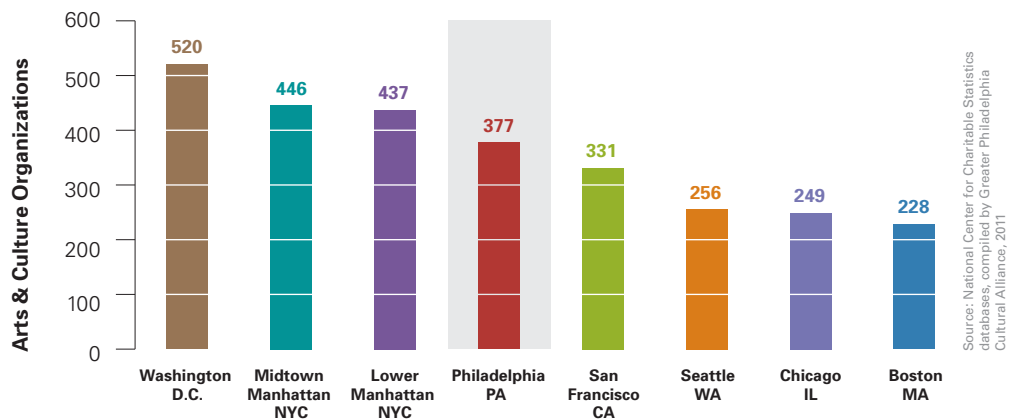


The figure for Center City arts and culture organizations differs from the overall count of 419 on page 30 because this comparative analysis is based on slightly different ZIP codes for Center City Philadelphia and therefore ends up excluding about 30 organizations from the analysis.

## Number of Non-Profit Arts & Culture Organizations per Square Mile in Top Downtowns, 2010

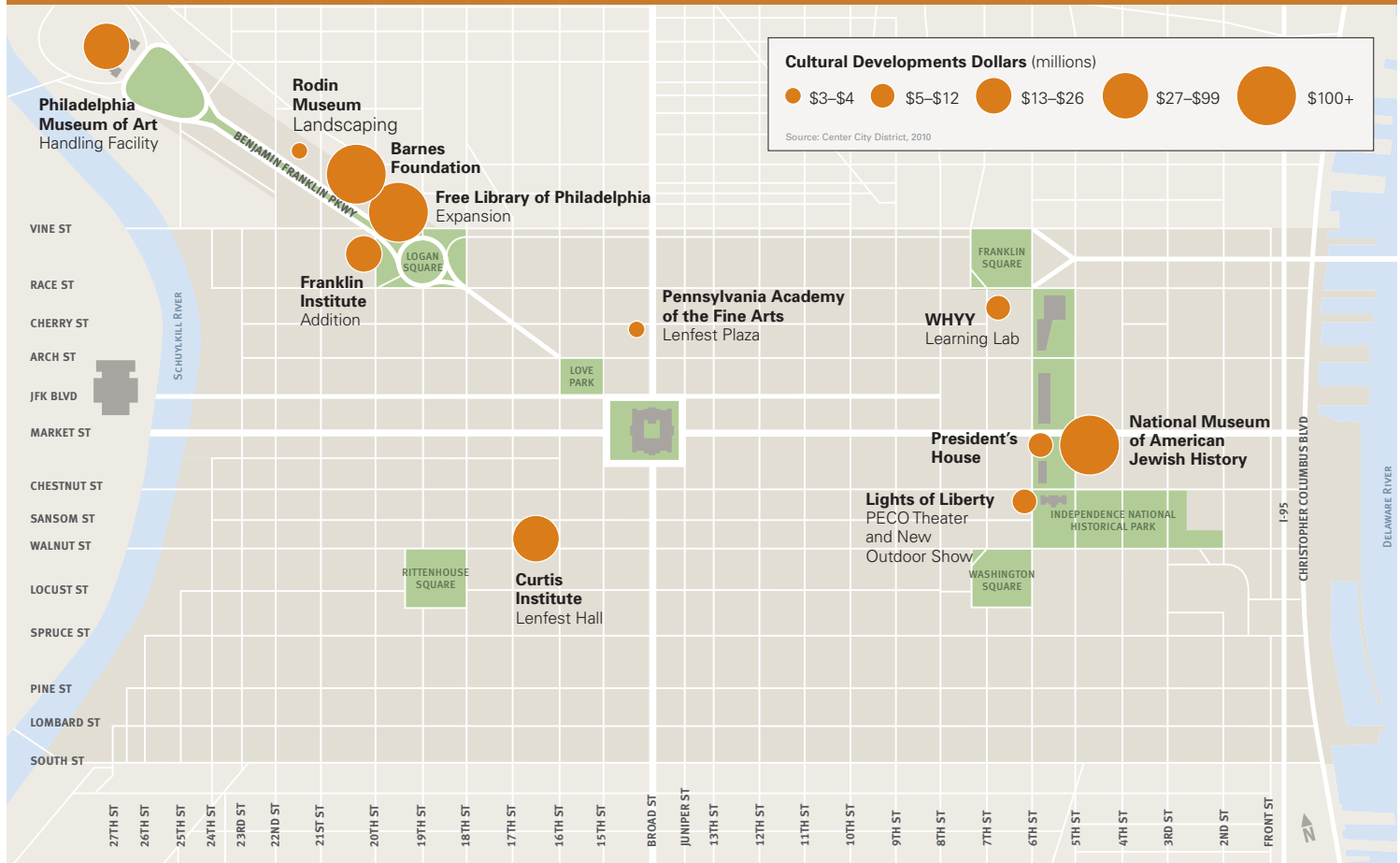


## Number of Non-Profit Arts & Culture Organizations per 100,000 Downtown Residents, 2010



Competitive set determined by CCD based on downtowns with large residential population.

## Select Investments Made by Cultural Institutions, 2010 to 2013



Name	Address	Completed	Investment
President's House	500 block of Market Street	2010	\$8.5 million
National Museum of American Jewish History	101 South Independence Mall East	2010	\$150 million
WHYY Learning Lab	150 N. Sixth Street	2010	\$12 million
Curtis Institute - Lenfest Hall	1610-1618 Locust Street	2011	\$65 million
Lights of Liberty - PECO Theater and new outdoor show	150 S. Independence Mall West	2011	\$10 million
Pennsylvania Academy of the Fine Arts - Lenfest Plaza	118-21 North Broad Street	2011	\$3 million
Rodin Museum landscaping	Benjamin Franklin Parkway at 22nd Street	2011	\$4 million
Barnes Foundation	Benjamin Franklin Parkway at 20th Street	2012	\$100 million
Philadelphia Museum of Art art-handling facility	2600 Benjamin Franklin Parkway	2012	\$81 million
Franklin Institute addition	222 N 20th Street	2013	\$25.5 million
Free Library of Philadelphia expansion and renovation	1901 Vine Street	TBD	\$175 million
<b>Total</b>			<b>\$634 million</b>

Source: Center City District, 2011

In 2010, Center City reached an all-time high of

# 419 cultural organizations.