



Photo by J. Fusco for Visit Philadelphia™

ARTS, CULTURE & CIVIC LIFE

Center City attracted more than 13.1 million visitors from throughout the region and around the world to an extraordinary variety of arts and cultural activities in 2016. This represented an 18% increase over 2014, the last year full data were available. Approximately 55% of guests enjoyed free admission with children 18 and under comprising 20% of visitors, reflecting visitation by 20,857 school groups and the growing appeal of Center City as a family-friendly destination.

With 419 non-profit arts organizations, Philadelphia's downtown is second only to Midtown Manhattan in the total number of arts and cultural organizations, surpassing the downtowns of Washington, D.C., Chicago, San Francisco and Boston.

While cultural institutions are clustered along the Avenue of the Arts, the Benjamin Franklin Parkway and in the Historic District 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.

Several destinations experienced significant growth in attendance in 2016, including the Pennsylvania Academy of the Fine Arts (PAFA), the Pennsylvania Ballet, and Independence

National Historical Park. PAFA saw attendance reach 238,000, up 71% from 2015. The Pennsylvania Ballet enjoyed an 18% increase in attendance, as did Independence National Historical Park, receiving 5,086,468 visitors. With more than 4,000 murals completed during the last 30 years, the Mural Arts Program's outdoor gallery drew over 20,000 participants to its events and tours during 2016.

The Benjamin Franklin Parkway will commemorate its 100th anniversary beginning this September with 15 months of events, exhibitions and community conversations, highlighting unparalleled educational and cultural opportunities for millions of people. The Philadelphia Museum of Art welcomed 775,024 patrons, and The Barnes Foundation experienced a 7% increase in attendance. Planned events at the Barnes and at other cultural attractions helped Philadelphia earn accolades from the *New York Times* as one of the "10 Places to See Public Art in 2017." The vitality of Center City's organizations helped drive an 18% increase in citywide arts, entertainment and recreation employment since 2006, as this sector provided 12,000 jobs in 2015, while also increasing the number of patrons frequenting restaurants before and after events.

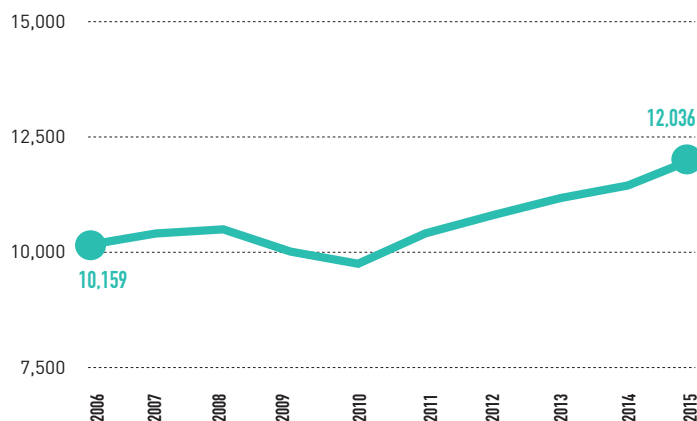
Improvements and new projects in Center City continue to diversify park, civic, and cultural spaces in Philadelphia. The Museum of the American Revolution opened in spring 2017, while renovations to LOVE Park/JFK Plaza are expected to be completed in the fall. The City of Philadelphia announced a \$500 million program, Rebuild Philadelphia, aimed at renovating neighborhood parks, recreation centers, playgrounds, and libraries across the city. On October 31, 2016, city and state leaders joined Center City District in celebrating the groundbreaking for Phase 1 of the Rail Park, a \$10.3 million project inspired by New York City's High Line. The project will transform a dilapidated quarter-mile portion of the former Reading Viaduct into a vibrant green space, serving as a stimulus for a mixed-use, mixed-income, live-work neighborhood unlike any other in Philadelphia.

Reading Terminal Market, hosting a remarkable 6,734,806 visitors in 2016, is one of many public spaces offering a taste of Philadelphia's culinary riches. Two Pennsylvania Horticultural Society Pop-Up Gardens in Center City drew more than 75,000 guests in 2016. Parks on Tap, a partnership between Philadelphia Parks & Recreation, Fairmount Park Conservancy and FCM Hospitality, hosted pop-up beer gardens in four Center City locations and attracted more than 11,000 people. The Schuylkill Banks trail and greenway continued to demonstrate how public spaces not only provide healthy, sustainable activities (1,135,348 pedestrian and 581,534 cyclist trips in 2016, up 98% from 2015) but also stimulate private and institutional real estate investment. Two new sections of the 2.38-mile trail will open in 2017: Bartram's Mile and the South Street to Christian Street extension, which will be joined together by later phases.



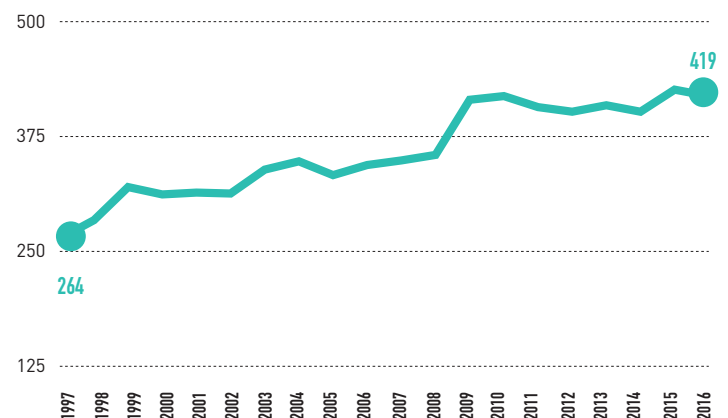
PHILADELPHIA RANKS SECOND, BEHIND ONLY MIDTOWN MANHATTAN, IN THE NUMBER OF DOWNTOWN ARTS AND CULTURAL ORGANIZATIONS.

PHILADELPHIA ARTS, ENTERTAINMENT, AND RECREATION WAGE & SALARY EMPLOYMENT



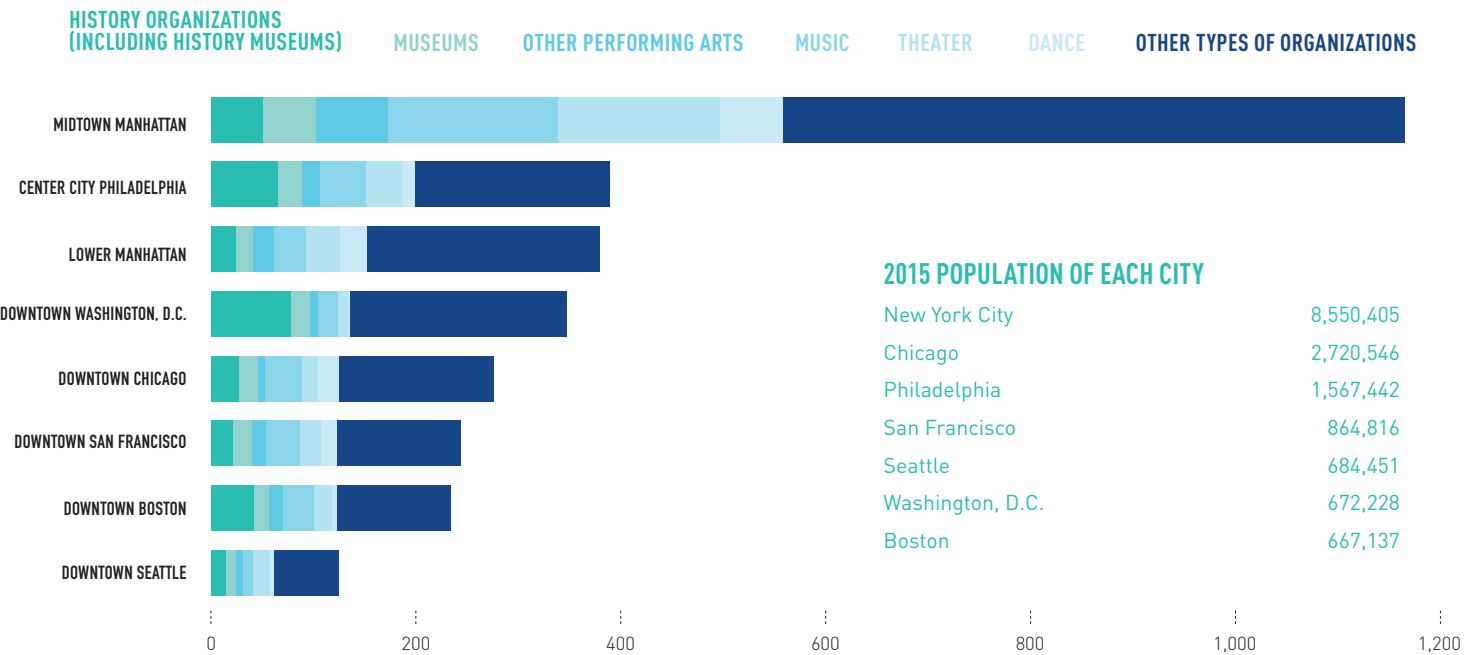
Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages

CENTER CITY NONPROFIT ARTS ORGANIZATIONS



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

DOWNTOWN ARTS AND CULTURAL ORGANIZATIONS, 2016



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

ARTS AND CULTURAL ORGANIZATION ANNUAL ATTENDANCE, 2016

ANNUAL ATTENDANCE:



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

PERFORMING ARTS ORGANIZATION ATTENDANCE

ORGANIZATION	2015	2016
Kimmel Center	919,674	850,000
Walnut Street Theatre	365,000	365,000
Arden Theatre Company	101,495	94,163
Pennsylvania Ballet	79,520	93,546
Opera Philadelphia	69,274	70,941
Philadelphia Theatre Company	49,563	50,572
FringeArts	40,000	40,000
The Wilma Theater	28,697	29,506
Philadelphia Chamber Music Society	29,100	28,549
Curtis Institute of Music	25,350	26,300
InterAct Theatre Company	7,795	7,822

Source: Individual Institutions

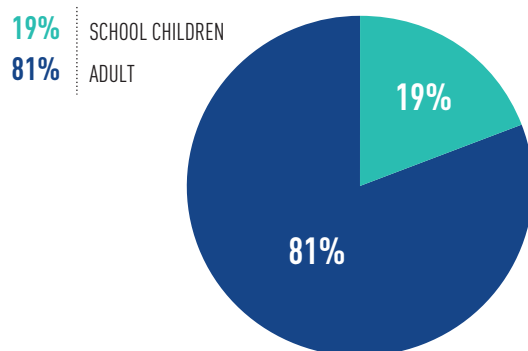
MUSEUM AND ATTRACTION ATTENDANCE

ORGANIZATION	2015	2016
Reading Terminal Market	6,338,964	6,734,806
Liberty Bell Center	2,227,793	2,309,247
Schuylkill Banks	867,600	1,716,882
Franklin Square	999,481	1,114,950
Franklin Institute	1,020,571	1,034,744
Philadelphia Museum of Art	751,797	775,024
Independence Hall	727,902	752,658
National Constitution Center	655,081	651,719
Eastern State Penitentiary	350,795	388,995
The Barnes Foundation	238,669	256,382
Academy of Natural Sciences of Drexel University	227,424	246,780
Pennsylvania Academy of the Fine Arts	138,809	238,000
University of Penn Museum of Archaeology and Anthropology	174,031	183,921
Mütter Museum	145,641	150,140
National Museum of American Jewish History	107,072	108,849
African American Museum	83,249	85,228
The Oval*	205,000	40,000
Philadelphia History Museum	25,000	25,000

Source: Individual Institutions and PKF Consulting

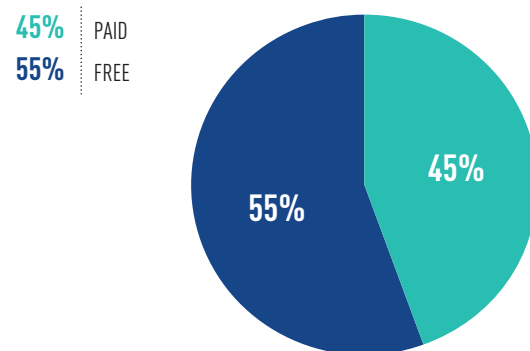
* 2015 figure relied heavily on Saint Gobain exhibit

ANNUAL ATTENDANCE AT CENTER CITY ARTS AND CULTURE DESTINATIONS BY AGE



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

2016 CENTER CITY ARTS & CULTURE ATTENDANCE BY ADMISSIONS TYPE



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