



ARTS, CULTURE & ENTERTAINMENT

In 2017, Center City’s vibrant arts and culture scene attracted more than 10 million visitors from the region and around the world — not only to the venues on the Avenue of the Arts, in Old City, and around Independence National Historical Park, but smaller locations distributed throughout the downtown.

The 243 museums, art galleries, theater and dance companies, and music venues in Center City, place Philadelphia third behind only New York City and Washington, D.C. in the number of arts and cultural institutions downtown and ahead of Boston, Chicago, San Francisco and Seattle.

The Kimmel Center for the Performing Arts saw a healthy 34% jump in the number of patrons attending the wide array of performances in Verizon Hall and the venue’s other more intimate spaces. The Franklin Institute, the Philadelphia Chamber Music Society, the Arden Theatre Company and the Mutter Museum all also saw increases in their attendance numbers. The Museum of the American Revolution saw 264,759 visitors come through its doors in the first seven months after it opened in April 2017.

Many of Philadelphia’s museums and cultural institutions have steadily expanded their after-hours events, successfully

attracting millennials and other visitors. The Philadelphia Museum of Art transforms its space every week for Final Fridays, promoted as “louder, livelier, and looser,” with live music, performances, cocktails and snacks. The Franklin Institute sponsors monthly Science After Dark events with rotating themes, demonstrations and drinks. The Barnes Foundation features thematic Young Professionals Nights, which often draw nearly 1,000 young art enthusiasts to each event.

Center City is also home to 20 live music venues, both indoor and outdoor; some are solely devoted to musical performances, while others allow concert-goers to enjoy dinner (or lunch) and a show. A cross-generational appreciation for the arts is vital for the strength of Center City’s cultural institutions and the nearly 13,000 people employed in the city’s arts, entertainment, and recreation sectors.

Center City remains a hub for public art as well. Mural Arts Philadelphia, the nation’s largest public art program, estimates that 12,000 residents and tourists visit the approximately 100 murals within Greater Center City annually, animating intimate neighborhood blocks and major thoroughfares alike.

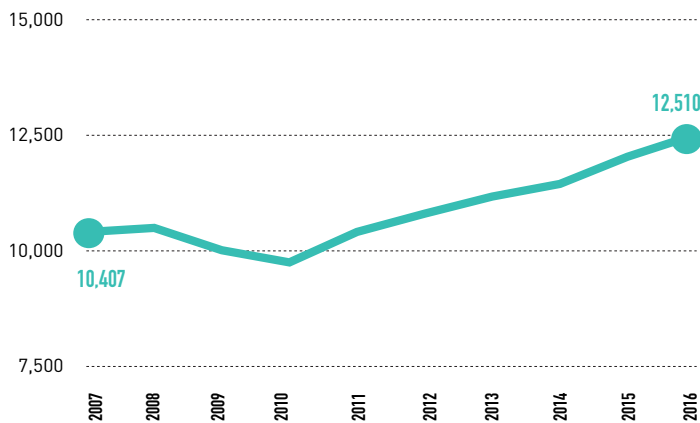
Civic spaces are continuing to be transformed in Center City. The Center City District has steadily increased its programming in Dilworth Park. Philadelphia saw the installation of a new, 12-foot bronze statue honoring 19th century Philadelphia civil rights activist Octavius Catto in 2017, on the southwest apron of City Hall. Robert Indiana's *LOVE* sculpture has returned to JFK Plaza at 16th Street and JFK Boulevard as part of the city's renovation of that civic space. Across the street, the triangular plaza at the intersection of 17th and Arch streets and the Benjamin Franklin Parkway, home to the Holocaust Memorial and its sculptural *Monument to Six Million Jewish Martyrs*, is undergoing a \$7 million transformation, managed by the CCD, to become the Holocaust Memorial Plaza. Additions to the memorial will include a Remembrance Wall and Eternal Flame, along with a landscape redesign to activate the space and better highlight its history. Another civic space, the elevated Rail Park in the burgeoning Callowhill neighborhood, is also being renovated by the CCD in preparation for an opening in 2018.

The 125-year-old Reading Terminal Market welcomed 7.2 million visitors in 2017, offering tastes of Philadelphia and the world inside its doors. Parks on Tap, the joint effort between the Department of Parks and Recreation and the Fairmount Park Conservancy, experienced tremendous success with a 400% increase in attendees. A companion event, Barks on Tap, brought together residents and their four-legged friends by installing the successful pop-up beer gardens at dog parks throughout the city.



PHILADELPHIA'S MUSEUMS AND CULTURAL INSTITUTIONS ARE STEADILY EXPANDING THEIR AUDIENCES WITH AFTER-HOURS EVENTS THAT ATTRACT MILLENNIALS AND OTHER VISITORS

PHILADELPHIA ARTS, ENTERTAINMENT, AND RECREATION WAGE & SALARY EMPLOYMENT

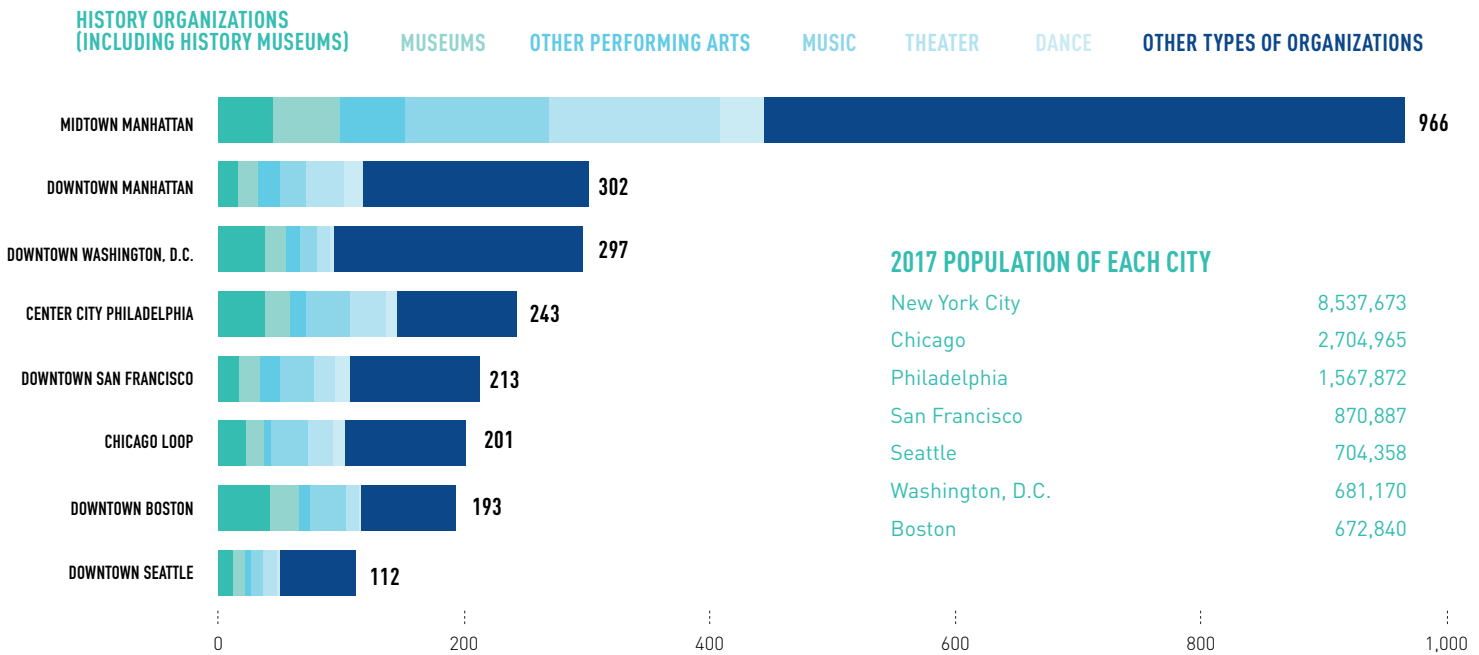


Source: Bureau of Labor Statistics, Quarterly Census of Employment & Wages 2016

CENTER CITY IS HOME TO OVER 20 LIVE MUSIC VENUES



DOWNTOWN ARTS AND CULTURAL ORGANIZATIONS, 2017



2017 POPULATION OF EACH CITY

New York City	8,537,673
Chicago	2,704,965
Philadelphia	1,567,872
San Francisco	870,887
Seattle	704,358
Washington, D.C.	681,170
Boston	672,840

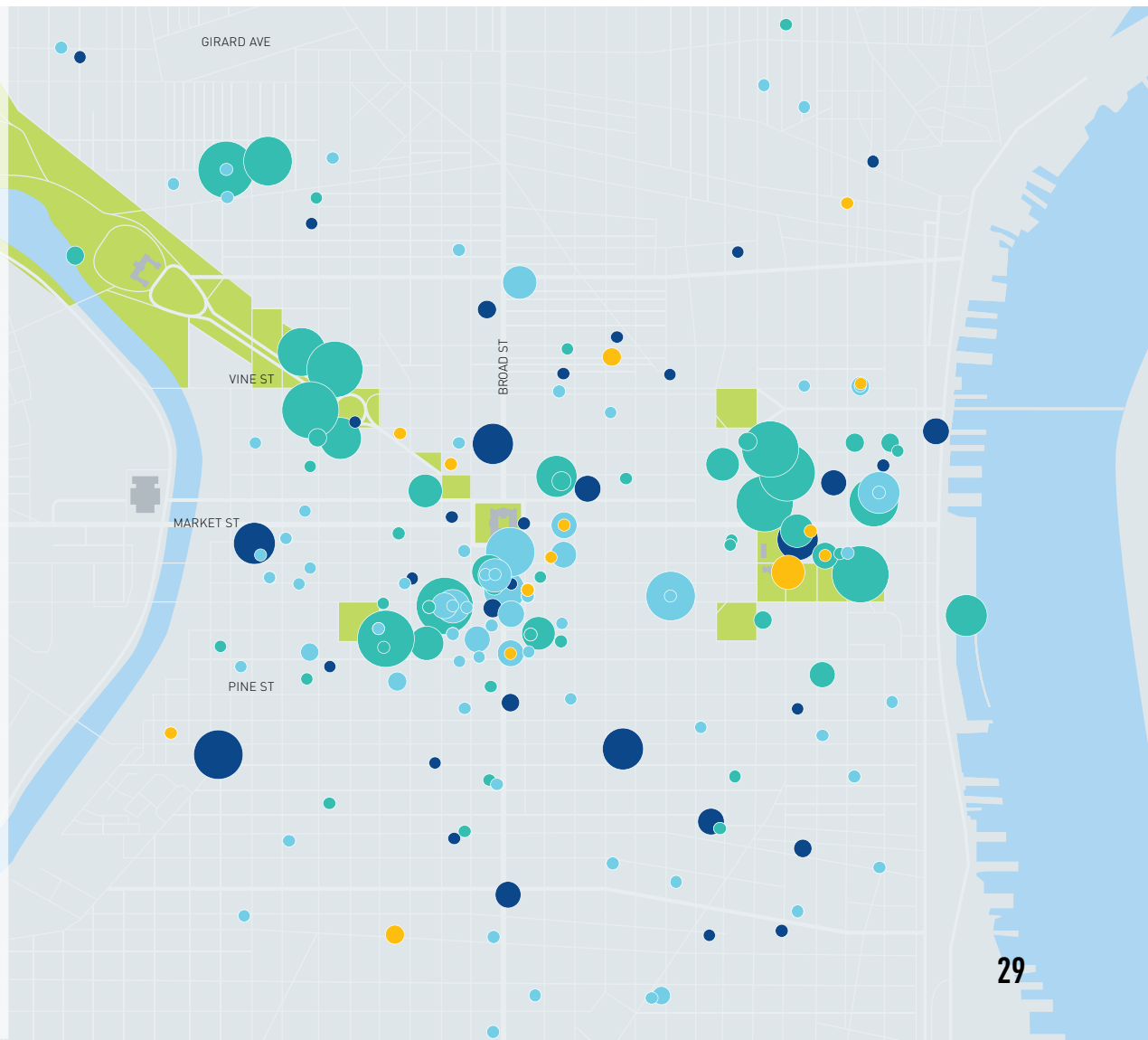
Source: National February 2018 IRS Business Master File, compiled by DataArts

ARTS AND CULTURAL ORGANIZATIONS, 2017

ANNUAL ATTENDANCE:



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



PERFORMING ARTS ORGANIZATION ATTENDANCE

ORGANIZATION	2016	2017
Kimmel Center	850,000	1,137,000
Walnut Street Theatre	365,000	351,886
Arden Theatre Company	94,163	106,471
Pennsylvania Ballet	93,546	75,025
Opera Philadelphia	70,941	72,103
FringeArts	40,000	22,670
The Wilma Theater	29,506	27,263
Philadelphia Chamber Music Society	28,549	29,436
InterAct Theatre Company	7,822	8,359

Source: Individual Institutions

MUSEUM AND ATTRACTION ATTENDANCE

ORGANIZATION	2016	2017
Reading Terminal Market	6,734,806	7,236,205
Liberty Bell Center	2,309,247	2,243,441
Schuylkill Banks	1,716,882	1,747,890
Franklin Square	1,114,950	1,113,264
The Franklin Institute	1,034,744	1,050,846
Philadelphia Museum of Art	775,024	768,045
Independence Hall	752,658	637,752
National Constitution Center*	248,788	286,330
Eastern State Penitentiary	388,995	413,207
The Barnes Foundation	256,382	224,467
Academy of Natural Sciences of Drexel University	246,780	208,301
Pennsylvania Academy of the Fine Arts	238,000	250,708
University of Penn Museum of Archaeology and Anthropology	183,921	180,513
Mütter Museum	150,140	158,247
National Museum of American Jewish History	108,849	108,579
Philadelphia History Museum	25,000	20,000
Museum of the American Revolution**	N/A	264,759
Parks on Tap	11,098	55,349

Source: Individual Institutions and PKF Consulting

*NCC altered the way it measured its visitor counts in 2017, relying on more conservative estimates

**Year counts only measure attendance from April to December

SELECT MUSIC VENUES IN GREATER CENTER CITY

VENUE	ADDRESS	TYPE
Electric Factory	421 North 7th St.	Concert Venue
Underground Arts	1200 Callowhill St.	Concert Venue
Union Transfer	1026 Spring Garden St.	Concert Venue
Theatre of Living Arts	334 South St.	Concert Venue
The Fillmore Philadelphia	29 East Allen St.	Concert Venue
Trocadero Theatre	1003 Arch St.	Concert Venue
Coda	1712 Walnut St.	Concert Venue
Academy of Music	240 South Broad St.	Concert Venue
Festival Pier at Penn's Landing	601 N Christopher Columbus Blvd.	Concert Venue
Verizon Hall	300 South Broad St.	Concert Venue
World Café Live	3025 Walnut St.	Restaurant/Bar
MilkBoy	1100 Chestnut St.	Restaurant/Bar
MilkBoy South Street	401 South St.	Restaurant/Bar
Time	1315 Sansom St.	Restaurant/Bar
Ortlieb's Lounge	847 North 3rd St.	Restaurant/Bar
Voltage Lounge	421 North 7th St.	Restaurant/Bar
Chris' Jazz Café	1421 Sansom St.	Restaurant/Bar
Boot & Saddle	1131 South Broad St.	Restaurant/Bar
Connie's Ric Rac	1132 South 9th St.	Restaurant/Bar
South Jazz Kitchen	600 North Broad St.	Restaurant/Bar

Source: Individual Institutions