



Avenue of the Arts, Inc.

123 South Broad Street  
Suite 1240  
Philadelphia, PA 19109  
215.731.9668

...your destination to live, learn,  
work, shop & play

[www.avenueofthearts.org](http://www.avenueofthearts.org)

The Avenue of the Arts is a registered non-profit organization that depends on approximately \$1,000,000 of support a year from individuals, government, corporations, foundations and business

Avenue of the Arts, Inc.

**CASE  
FOR  
SUPPORT**

The Avenue of the Arts, Inc. (AAI) is dedicated to positioning Broad Street as the arts and entertainment center of Philadelphia.

To do so, it seeks to develop partnerships between the cultural sector, government, civic organizations and the corporate community to promote a vibrant intermingling of residential, commercial, cultural, and educational experiences for citizens and visitors alike.

The over arching goal for the Avenue of the Arts is to create a identifiable "destination" that attracts an unparalleled number of consumers and investors similar to other famous thoroughfares in the World such as Broadway ( New York), the Champs-Élysées (Paris), and Picadilly Circus (London).

# BROAD STREET

## The Arts and Entertainment Center of Philadelphia

### THE POTENTIAL

The Avenue of the Arts is Philadelphia's signature street. It is where the region gathers when it celebrates its champions. It is where it commemorates the New Year. It is where symphonies rise, dancers glide and art lives.

Statistically, the Avenue of the Arts is the longest, widest, busiest street in the region and operates at both street level and underground. It unifies a wide range of different neighborhoods, and bridges both the historic and the new. Moreover the Avenue is home to over fifty of the City's most important institutions dedicated to arts and culture, education, and hospitality, while also is also becoming known as a place to stay, dine and shop.

A recent economic impact study (Econsult, Sept. 2007) showed that in 2006 an estimated \$424 million was generated for the Region by the activities on the Avenue of the Arts, with an estimated \$150 million in total earnings, supporting approximately 6,000 jobs.

In 2006 an estimated 1.9 million people patronized the Avenue of the Arts venues, and each person spent approximately \$46.27 on ancillary expenses such as meals, gifts, parking and overnight hotels.



### THE PROMISE

After more than a decade since the concept of the Avenue of the Arts was created, there is still a great deal to achieve to deliver on the promise of becoming a worldwide destination. While significant steps have been taken through marketing programs and events, the Center City District's relighting program, the proposed redesign of Dilworth Plaza, the cleaning and opening-up of City Hall, and the development of a \$20 million revitalization program from North Broad Street by the Avenue of the Arts Board, due for release in 2009 there is a need to do more in terms of enhancing the streetscape and developing strategic partnerships for major capital projects.



### THE PLAN

There are many points of engagement for your support.  
Champions Circle – Gifts of \$25,000 +  
Street Patrons – Gifts of \$10,000 - \$24,999  
Avenue Allies – Gifts of \$1,000 - \$9,999

#### Special Projects

- The Avenue of the Arts, needs funding support to achieve the following refurbishment projects.
- ✓ Refresh the curbside islands & planters  
Double the number of trees planted on North Broad Street
  - ✓ Re-activate Robert Coburn's bells sound installation between Washington Hall and Washington Avenue
  - ✓ Repair the Avenue of the Arts lighted lamp post signs and add new posts on North Broad
  - ✓ Create new Avenue of the Arts, entertainers' plaques along the street

