



PARKWAY COUNCIL *foundation*  
*Enhancing & Promoting the Parkway*

***Annual Meeting Report by  
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Executive Director***

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When the Parkway Council Foundation was formally created in April 2003, we became the only organization in Philadelphia whose sole focus is the Benjamin Franklin Parkway. Over the course of 2004, our first full year of operation, the Parkway Council has made great strides towards being recognized as more than simply a group of cultural and educational institutions, but rather as the collective “voice of the Parkway.”

Parkway Council members faced some tough challenges in 2004, including cultural arts funding cuts, proposed aesthetic changes to the Parkway (via adjacent construction), tour bus policy changes, and ongoing homeless issues. As a single voice, the Parkway Council has effectively served as the Parkway’s advocate regarding all of these issues of concern in 2004.

By establishing good working relationships with key local organizations, we have successfully increased awareness of the Parkway Council’s priorities and concerns. Those organizations include the Center City District, Managing Director’s Office, Greater Philadelphia Chamber of Commerce, Greater Philadelphia Tourism Marketing Corporation, Greater Philadelphia Cultural Alliance, Fairmount Park Commission, Project HOME, and the Pennsylvania Horticultural Society. We have worked particularly closely with the Center City District to assist with the design and implementation of an improved lighting plan for building façades and sculptures along the Parkway. The architectural and sculptural treasures of the Parkway are now beautifully illuminated, drawing new attention to our unique boulevard.

This past year was also a banner year for press coverage of Parkway issues. Through the organization’s strong and ongoing relationship with the *Philadelphia Daily News*, the paper published a 24-page “call to action” wrap piece in June 2004, highlighting the huge potential and current challenges of the Parkway. Future articles will assess the Parkway’s progress on the myriad of ideas presented in the *Daily News* piece, and explore other interesting aspects of Parkway institutions.

The Parkway Council also focused on expanding collaborative programming/partnership efforts among its institutions in 2004, and strongly encouraged similar 2005-6 partnerships. There is great potential for marketing common-themed programs on the Parkway, promoting the Parkway as a destination. Future marketing strategies will depend upon the availability of grant or corporate funding to sponsor printed materials or ad placements.

The year ahead will be filled with opportunities, as decisions are made about new cultural institutions, and multiple expansion and renovation projects are begun for existing institutions. Federal and foundation grants have been obtained for enhancements to the Logan Square area, and ideas for “animating” the Parkway abound. The year 2005 will be one of positive action and improvement on the Parkway, and we plan to play an instrumental role in every aspect.