



PARKWAY COUNCIL *foundation*
Enhancing & Promoting the Parkway

***Annual Meeting Report by
Judi Rogers
Executive Director***

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This has been another productive year for the Parkway Council Foundation.

Planning

In 2009, we conducted a Request for Proposals process for the Department of Conservation and Natural Resource-funded Parkway studies. A consultant team of three firms was chosen, led by Econsult, and Task A of the study (focused on increasing cultural activity on the Parkway) is currently being wrapped up. The scope of work for the second portion of our Parkway studies, “Task B,” has been revised for board approval. *(fill in detail when approved)*

Marketing

Despite the struggling economy, we made some significant strides in the area of marketing. A new collateral piece, the Parkway Museums District brochure, was designed, printed and broadly distributed via Parkway Council institutions, hotels, key visitor locations, and strategic on-line sites.

A “marketing summit” was held with Parkway Council members’ marketing and communications staff, encouraging collaboration and ongoing information sharing regarding upcoming exhibitions and programs of interest. A separate meeting of Parkway Council members’ visitor services staff was held to discuss the concept of a single admission or discount pass.

With the goal of expanding the use and recognition of the Parkway Museums District brand, we made progress in officially trademarking the name. A Facebook page was also created, and we have a growing list of fans. Fans receive 1-2 postings per week regarding the Parkway and its institutions, and are encouraged to post their own photos and comments.

A partnership was formed with the Greater Philadelphia Cultural Alliance to create a customized “On the Parkway” events calendar on Phillyfunguide, which has been in use for several months. The calendar will later feed into our new website. The Executive Director received training on the system, and can “feature” events and exhibitions.

A Request for Proposals process was used for seeking a designer for our new Parkway Museums District website, and Netreach was selected for the project. Great progress is being made on development of the site, which should be ready to launch in a month or two.

To bring some attention to the Parkway during the holiday season, a press release was distributed widely, encouraging people to shop for unique gifts in the Parkway Council members' shops.

Relationship Building

A very well-attended special board meeting was hosted on February 2nd, including several funders, leaders of neighborhood organizations, and City administration. Upcoming projects and priorities for the Parkway Council, its member organizations, and the neighborhood groups were shared, and common interests were discussed.

Several critical meetings were held during the year, involving Parkway Council leaders and senior level City administration (Mayor Michael Nutter, Mike DiBerardinis, Rina Cutler, Alan Greenberger, and Darrell Clarke) to discuss the Parkway studies, as well as homeless issues. These meetings are very important in our ongoing efforts to build strong relationships with the Administration.

A very good working relationship was quickly established with the new leadership of the Logan Square Neighborhood Association. To date, we have partnered on common concerns such as the homeless presence on the Parkway, and our shared desire to cover all Vine Street bridge openings.

Advocacy/Involvement

Parkway Council board members and the Executive Director represented the Parkway's interests on several committees during the year, including: the project advisory committee for the Logan Square Plan; the Mayor's Task Force to End Homelessness, as well as the monthly collaborative outreach meetings; and the advisory committee for the Fairmount Park Art Association's outdoor audio sculpture tour project. The Executive Director also served as the Parkway advocate and conduit in discussions regarding the designation of historic building interiors.

Administrative/Fundraising

A board committee was formed to develop recommendations regarding several board membership-related issues, including board expansion, meeting frequency, and officer term limits.

Raising funds was challenging in a year when several corporate Parkway Champions reduced their contributions, and one board member resigned. We continued to pursue additional grant opportunities via grant applications and research.

As capital projects on the Parkway continue to bring great improvements to the area, we are cautiously optimistic that 2010 will bring increased visibility to the organization and the Parkway Museums District brand, new sources of revenue, and creative, low cost marketing opportunities.