Annual Meeting Report by
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The year 2013 has been one of essential planning for the Parkway Council, both short and long-term, and significant strides in marketing.

Planning
Thanks to a two-year planning grant from the William Penn Foundation, we have made good progress on the planning for the 2017-2018 Parkway Centennial (also known as Parkway 100), with the help of consultants Devine and Partners. The celebration’s vision, objectives and goals have been identified, and plans are being made for a symposium, Parkway-wide exhibition, educational components, and legacy projects, among other initiatives. A public relations, marketing and branding campaign will also be launched.

The Parkway Council has also devoted a significant amount of time during the second half of this year to prioritizing the organization’s roles and goals. By the end of this calendar year, we will have honed in on the Parkway Council’s top priorities, and identified any necessary resources to accommodate them.

Marketing
In the area of marketing, we continued to build, in a substantial way, on our Parkway Museums District branding foundation.

In print, we revised and distributed our collaborative brochure once again, and placed a prominent destination advertisement in the city’s Official Visitors Guide. For the first time, the Parkway institutions with gift shops placed collaborative holiday advertisements in the Philadelphia Weekly and City Paper holiday guides.

Roughly 30,000 individuals accessed our Parkway Museums District website this past year, with about 77,000 page views. Our new mobile-enabled version of the website has proved very timely, since over 34% now access our site via a mobile device.

On television, local station 6ABC has been a particularly strong partner of the Parkway. They created two free Public Service Announcements for us, broadcast Parkway pieces prior to the 4th of July concert, and frequently promoted institutions’ exhibitions.

We also worked more closely with staff at the PHL Convention and Visitors Bureau and Independence Visitors Center to firm up information links and Parkway Museums District messaging.

We held a very well attended Marketing Summit for the organizations’/institutions’ marketing and communications counterparts in March, discussing the Centennial plans and various upcoming programs and exhibitions at each institution.
The most significant progress, however, was in social media. Our Facebook fan base has grown over 1000% since January 2012. Our Twitter account (a feed from all of the Parkway Council members), Pinterest and Flickr all have sustained steady growth in interest. We launched an Instagram page in September, using individual images to portray the many treasures of the Parkway. The images attracted over 425 followers in just 12 weeks, and the number grows daily. We have received over 4200 “likes” on the photos, and hundreds of positive comments. We used the Instagram images to create a short “Fall in the Parkway Museums District” video with Animoto, which is now posted on our newly created YouTube channel.

This week, we are launching a “One Exceptional Destination” photo contest – on Facebook and Instagram, with four different categories of images and prizes.

**Relationship Building**

The Parkway Council hosted our annual “State of the Parkway” meeting in March, with a great turnout. Our speakers included five community organization leaders, as well as Deputy Mayor for Economic Development and Commerce Director Alan Greenberger.

We have sustained our relationship with Logan Square Neighborhood Association, and regularly share information regarding issues of common interest, including the homeless presence, zoning, and building reuse issues.

**Advocacy**

In a continued effort to voice our concerns about issues that impact the Parkway institutions, we have been involved in meetings (and communicated) with City officials and others regarding:

- Parkway public feedings
- Vine Street/676 lids project
- Family Court Building reuse
- Made in America concert impact
- Intersections around 25th/Pennsylvania/Kelly/Fairmount
- Monitoring local developments – e.g., casinos, Whole Foods
- and the City’s Central District planning

**Administrative/Membership**

The board voted to officially drop “Foundation,” from the Parkway Council Foundation, thus formally becoming the “Parkway Council.” Logo changes will be tackled together with the same for Parkway 100.

There were a few changes in the Parkway Council’s composition in 2013. Local resident Adena Herskovitz, Attorney at Hangley Aronchick Segal Pudlin & Schiller took the place of Yvonne Clayton. June Idzal is now representing The Philadelphian, replacing Walt Korn, who served on the Council since its inception. Rachel Lithgow, Executive Director, Philadelphia Holocaust Remembrance Foundation, stepped down from the board to assume a new post in New York.

We look forward to 2014 as a year dedicated to more detailed Parkway 100 planning and fundraising, more extensive Parkway Museums District marketing, and increased advocacy on behalf of the Parkway institutions and organizations.