

# City of Philadelphia



Council of the City of Philadelphia  
Office of the Chief Clerk  
Room 402, City Hall  
Philadelphia

(Resolution No. 210314)

## RESOLUTION

Honoring and recognizing Paul S. Beideman, the longtime President and CEO of Avenue of the Arts Inc., for his years of service in strengthening Philadelphia's internationally recognized arts and culture scene upon the occasion of his upcoming retirement.

WHEREAS, Paul S. Beideman has served as President and CEO of the Avenue of the Arts Inc. (AAI) since 2012; and

WHEREAS, AAI is an independent nonprofit organization founded in 1993 to promote investment and development of the Avenue of the Arts; and

WHEREAS, The organization, working in conjunction with the City and other stakeholders, transformed South Broad Street into a renowned economic and cultural powerhouse featuring some of the City's finest hotels, theaters, performing arts venues, cultural centers, academic institutions, and restaurants; and

WHEREAS, The Avenue of the Arts is often referred to as Philadelphia's signature street, and was named one of the "Great Places of America" by the American Planning Association; and

WHEREAS, The corridor is a key driver of jobs, tax revenue and tourism for the region. A 2015 report from the Cultural Data Project estimated that activities on the Avenue drew 2.5 million visitors per year and provided 10,900 jobs, \$265 million in wages, \$17.5 million in local tax dollars, and \$22.9 in state tax dollars; and

WHEREAS, Under Beideman's leadership, the AAI has focused on priorities of capital reinvestment, maintaining the beautification and safety of the corridor, and increasing traffic through strategic marketing; and

WHEREAS, Beideman led initiatives to create new intersections and crosswalks at Chestnut, Sansom, Moravian and Walnut Streets, installed new landscaping and LED lighting on Victorian masts, expanded the Friends of the Avenue of the Arts to over 2500 members, and established AAI's now annual Visionary Award gala; and

# City of Philadelphia

*RESOLUTION NO. 210314 continued*

WHEREAS, Prior to joining AAI, Beideman worked in the banking and finance sector where he served as the Senior Vice President of Community Banking at the Philadelphia Savings Society, Chairman of Mellon Bank's Mid-Atlantic Region, and President and CEO of Associated Banc-Corp; and

WHEREAS, Beideman is a graduate of Millersville University and Widener University, and was recently appointed Chair of Widener University's Board of Trustees; and

WHEREAS, Beideman has also served on the board of other local intuitions including the Philadelphia Zoo, Philadelphia Academies, and the Greater Philadelphia Urban Affairs Coalition; and

WHEREAS, Beideman announced his retirement as President and CEO of AAI on March 11, and will leave his post effective June 1, 2021; and

WHEREAS, Philadelphia's economy and culture has been made inestimably stronger by the success and growth of the Avenue of the Arts, and the corridor will play a key role in the economic recovery of the City following the COVID-19 pandemic; and

WHEREAS, Philadelphia is a City of art and culture, and the vibrant sector has been well served by Beideman's near decade of contributions and work at AAI; now, therefore, be it

RESOLVED, BY THE COUNCIL OF THE CITY OF PHILADELPHIA, That it hereby honors and recognizes Paul S. Beideman, the longtime President and CEO of Avenue of the Arts Inc., for his years of service in strengthening Philadelphia's internationally recognized arts and culture scene upon the occasion of his upcoming retirement.

FURTHER RESOLVED, That an Engrossed copy be presented to Paul S. Beideman, further evidencing the sincere respect and admiration of this legislative body.

# City of Philadelphia

*RESOLUTION NO. 210314 continued*

# City of Philadelphia

*RESOLUTION NO. 210314 continued*

CERTIFICATION: This is a true and correct copy of the original Resolution, Adopted by the Council of the City of Philadelphia on the fifteenth day of April, 2021.

Darrell L. Clarke  
PRESIDENT OF THE COUNCIL

Michael A. Decker  
CHIEF CLERK OF THE COUNCIL

Introduced by: Councilmember Oh

Sponsored by: Councilmembers Oh, Green, Henon, Bass, Gilmore  
Richardson, Domb and Squilla