



Legislation Text

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Honoring, recognizing and commending Avenue of the Arts, Inc. (AAI), on its 20th Anniversary, for its contributions to the region's economy through its efforts to attract people and investment to the City of Philadelphia.

WHEREAS, The Avenue of the Arts is considered by many to be Philadelphia's signature street. It is a gathering place where the region comes to celebrate its champions, commemorate the New Year and demonstrate endurance with the Broad Street Run; and

WHEREAS, The Avenue of the Arts is a commerce hub by day and the City's center of vitality by night. The Avenue of the Arts runs the length of Broad Street, one block east and west, from Washington Avenue on the south to Glenwood Avenue on the north. The Avenue of the Arts is where symphonies are performed, dancers glide, curtains rise and citizens stroll; and

WHEREAS, AAI is an independent non-profit organization formed in 1993 for the purpose of coordinating and overseeing the growth and development of the Avenue of the Arts; and

WHEREAS, AAI's mission is to "reinvigorate Broad Street as the arts and entertainment heart and soul of Philadelphia and the region by providing leadership for growth of the Avenue of the Arts as a vibrant and attractive place to live, work, shop, play and learn"; and

WHEREAS, AAI works closely with arts and entertainment entities and district businesses to promote the district as a center for tourism and commercial activities; and

WHEREAS, AAI works to develop Broad Street into Philadelphia's premier arts and entertainment district and has played a vital role in the creation of several key performing arts venues, including the Kimmel Center, the Clef Club and the Freedom Theatre. To realize this objective, AAI works closely with the Commonwealth of Pennsylvania, the City of Philadelphia, the corporate and foundation communities, and its many constituents; and

WHEREAS, The Avenue of the Arts is statistically the longest, widest, busiest street in the region, which unifies a wide range of neighborhoods and bridges both historic and new. According to a quote in a recent article in the Philadelphia Inquirer, over the last 20 years "the Avenue of the Arts gave us a whole new economic engine. Putting \$25 million into crosswalks, sidewalks, and lighting gave a new patina to the street." The activities on the Avenue of the Arts generated an estimated \$424 million for the Region with an estimated \$150 million in total earnings, supporting approximately 6,000 jobs, in 2006 alone; now, therefore, be it

RESOLVED, THAT THE COUNCIL OF THE CITY OF PHILADELPHIA, Hereby honors, recognizes and commends the Avenue of the Arts, Inc. (AAI), on its 20th Anniversary, for its contributions to the region's economy through its efforts to attract people and investment to the city of Philadelphia.

FURTHER RESOLVED, That an Engrossed copy of this resolution be presented to the Avenue of the Arts, Inc.

as evidence of the sincere sentiments of this legislative body.