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CHERRY STREET PIER No. 9

YEAR 2 REPORT

FEBRUARY 2021



INTRODUCTION

Like countless arts and cultural institutions in the region and around the globe, Cherry Street Pier has endured a year of monumental change. The emergence of the COVID-19 virus (coronavirus) in March 2020 and health and safety restrictions that followed upended the plans for the Pier, halting programming and events as we collectively pondered the short-term future of the space.

From a promising Fall 2019 to an uncertain Spring 2020, Cherry Street Pier has undergone tremendous physical modifications that have altered its relationship to visitors, studio artists, and vendors.

Through all of the changes, challenges, and restrictions, Cherry Street Pier has emerged from twelve months of uncertainty with a reaffirmed commitment to its core values and communities.

Guided by the Master Plan, Delaware River Waterfront Corporation (DRWC) has created new parks like the Race Street Pier and Washington Avenue Pier, upgraded beloved Philadelphia destinations like the Blue Cross RiverRink into Winterfest and Summerfest, and transformed a forgotten stretch of public space into Spruce Street Harbor Park, a summertime mainstay for local residents, urban explorers, and tourists.

October 2019 — October 2020

135,452* Attendees



*The Pier was closed to the public from March 10 - July 10, 2020



102+

Total Events





SOCIAL MEDIA FOLLOWERS

31,273



NEWS STORIES

91



SOCIAL MEDIA FOLLOWERS

31,273

^{**}Impressions: the number of times a user views your content

THE ARTISTS

DRWC received 78 applications for the year 2 artist studios at Cherry Street Pier. The applicants represented a range of artistic medium, experience, ethnicity, gender identity, socio-economic status, physical ability, age, and sexual orientation. After two months of application reviews and interviews by an internal committee consisting of DRWC staff, board member Diane Dialto Woosnam, and year 1 artists, the final cohort of 14 artists were selected and announced on the organization's digital properties. The new group consists of six returning artists and four new artists.

"A unique experience where I was encouraged and allowed to grow as an artist. The support I received from the staff was also humbling and beyond my expectations!"

-ACORI HONZO



India Abbott

An emerging artist in moving imagery, India's work aims to weave unusual kinesthetic dynamics with analog sensibilities.



James B. Abbott PHOTOGRAPHY

After arriving in Philadelphia in 1981, James B. Abbott began photographing the Ben Franklin Bridge and surrounding neighborhoods along the Delaware River. Over a 25-year period, he produced three additional and different bodies of work on the Bridge and its neighborhood, and went on to other long-term urban and landscape projects in Berlin, the Cape Cod National Seashore, Florence, and Venice.



Acori Honzo sculpture, painting, african american dolls

Acorio Honzo is a sculptor, painter, and doll artist. His art influences range from Warhol, Norman Rockwell, and Basquiat to comic book artists like Alex Ross and Jim Lee, and his artwork often refers to pop and mass culture.



Athena Scott

PAINTING, DRAWING, AND
MIXED-MEDIA PORTRAITS

Heavily influenced by music and human expression, much of Athena's vibrant portraiture work is created while surrounding herself with a collage of sounds.



Blue Stoop writing, creative storytelling

Blue Stoop believes storytelling and writing make us smarter, more empathetic, and more connected. The organization is committed to making its offerings inclusive and prioritizes lifting the voices of writers of color, queer and trans writers, writers of all genders, writers with disabilities, and working-class writers.



Ed Marion

Ed Marion is a painter living and working in Philadelphia whose work at Cherry Street Pier was painting free portraits of Philadelphians that were given to the subject once completed.

"Making art at the Cherry Street Pier has given me an opportunity to both produce and share my art like no other environment. Working in a public-facing studio where audience entry is both welcome and encouraged allowed me to talk with everyday Philadelphians about how and why I make the things I make. People love to know how art is made and visit the places where that happens. Cherry Street Pier serves that up year-round."

— ED MARION

"CSP has provided amazing opportunities for advocacy to our participant artists. The pier has also provided a safe place for our artists to pursue their creative passions despite the pandemic."

- SPARC

"Cherry Street Pier is the perfect hive for creative minds wanting to generate a buzz. In this environment you can't help but develop sweet ideas"

-KENI THOMAS (THOMCAT23)

"My residency at the Portside Arts Center's space on Cherry Street Pier has been the ending cushion of a really tough year. The pier is filled with amazing, likeminded and friendly artists who have inspired my work these past couple months. I love having 24-hour access, so I can come to the space early or stay late and see and hear the river while drawing my comics. The pier itself is like a beacon of inspiration."

-JEFFRO KILPATRICK



Jason Alexis Ramirez PAINTING, CUSTOM APPAREL, CUSTOM FURNITURE

Jason is a contemporary artist and designer who uses nostalgic characters, alluring floral designs, vibrant colors, and bold lines to express his love for life, people, and culture.



Keni Thomas (Thomcat23) ILLUSTRATION, COMIC BOOK ART

Thomcat23 is a visual artist whose works often focus on social, political, and environmental issues, while pushing unrelated forms and visual puns together. Showing the absurd, preposterous, and comical nature of his thought process, his art is categorized as Pop-Surrealism.



Orchestra 2001

Orchestra 2001 is a collective of adventurous, virtuoso performers dedicated to the music of our time. The ensemble strives to be an international leader in connecting diverse audiences with the greatest music of the 20th and 21st centuries, having performed well-attended concerts and smaller shows at the Pier during their residency.



Portside Art Center

PROGRAMMING & DUTREACH

Since 2008, Portside Art Center has enabled children, teens, and adults to remain uniquely creative through year-round visual arts programming.



Samatha Billig

MIXED-MEDIA ARTIST

Samantha is an artist who is inspired by self-expression and positively influencing others to express themselves. Working primarily with a combination of alcohol inks, epoxy resin, and spray paints, her semi-uncontrolled method exemplifies her liberating paint process.

"When I think about my experience at Cherry Street Pier, the word stability comes to mind. Given how capricious the world has felt over the past year, it's been great to be able to rely on the Pier as a homebase for my creative pursuits."

-SHARIF PENDLETON



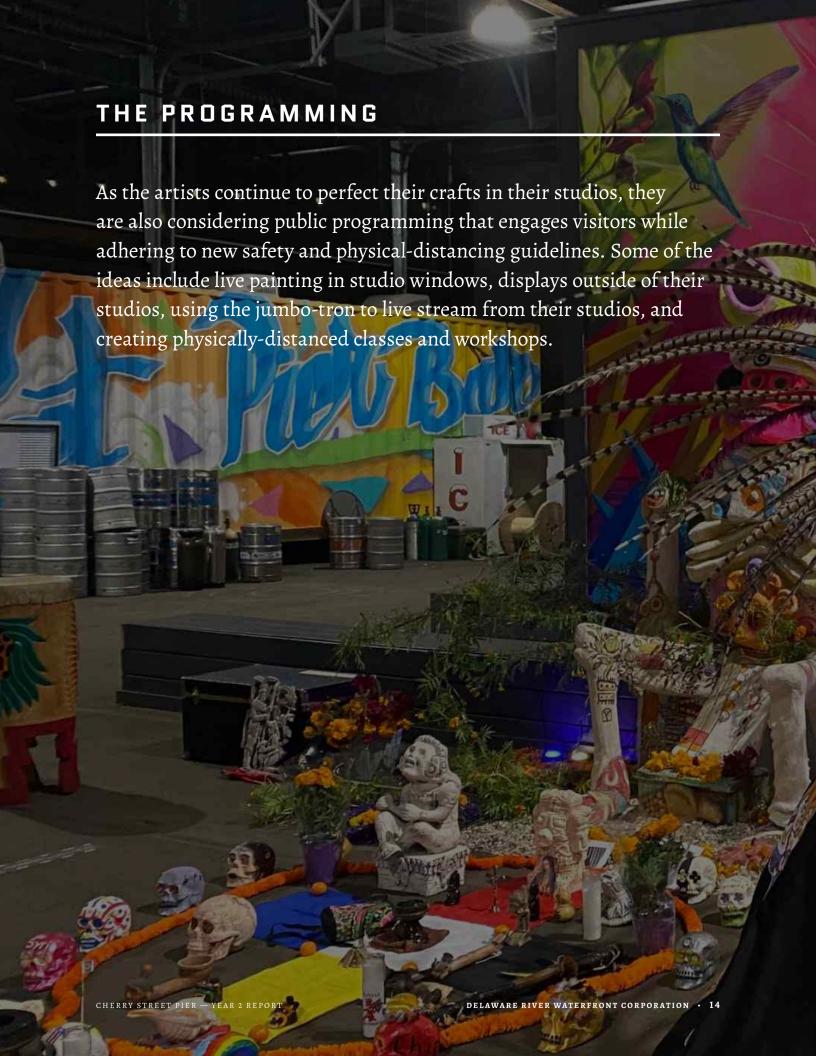
Sharif Pendleton

Sharif Pendleton is a University of the Arts-educated multimedia artist enamored by product design. Launching PLAID (Philadelphia Laser And Industrial Design) at Cherry Street Pier has allowed Pendleton to demystify the design process by offering an original line of products and customized design services influenced by the diverse cross-section of visitors to the pier.



SpArc
MULTI-DISCIPLINE ARTS PROGRAM

The Cultural Arts program at SpArc Services fosters creativity, self-confidence, and community connections for adults with intellectual and/or developmental disabilities through classes in the visual and performing art.





HOW WE TELL THE STORY

DRWC continues to tell the story of Cherry Street Pier using digital tools including the website, social media, and paid advertising. Vivid imagery, one-on-one interviews with artists, interactive programming, and compelling copy coalesce to provide a look into this unique space. As an emerging/nascent arts and culture destination in the Philadelphia region, the Pier has benefitted from a successful first year. Staff leverages the established brand to further raise awareness of the Pier's position as an institution, community gathering space, and arts incubator.

Data from October 1, 2018 through October 31,2019

CHERRY STREET PIER ON FACEBOOK

GROWTH

15.1%

OCTOBER 2019

8,121 followers OCTOBER 2020

8,897 followers

IMPRESSIONS*

2.4M

ENGAGEMENTS**

57.9K

^{*}Impressions: the number of times a user views your content

^{**}Engagements: the number of individuals taking actions on your page including link clicks, shares, comments, and likes





CHERRY STREET PIER ON INSTAGRAM

GROWTH

10.5%

OCTOBER 2019

19,548 followers OCTOBER 2020

21,141 followers

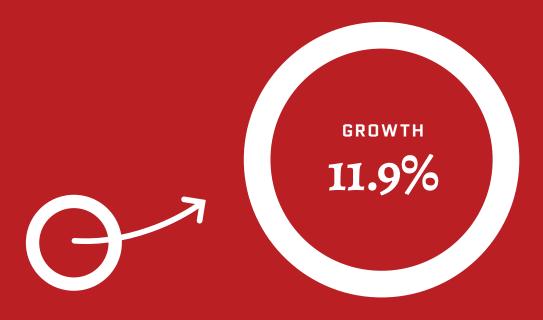
IMPRESSIONS

1.4M

ENGAGEMENTS

19.9K

Totals Across All Channels



OCTOBER 2019

28,825 followers OCTOBER 2020

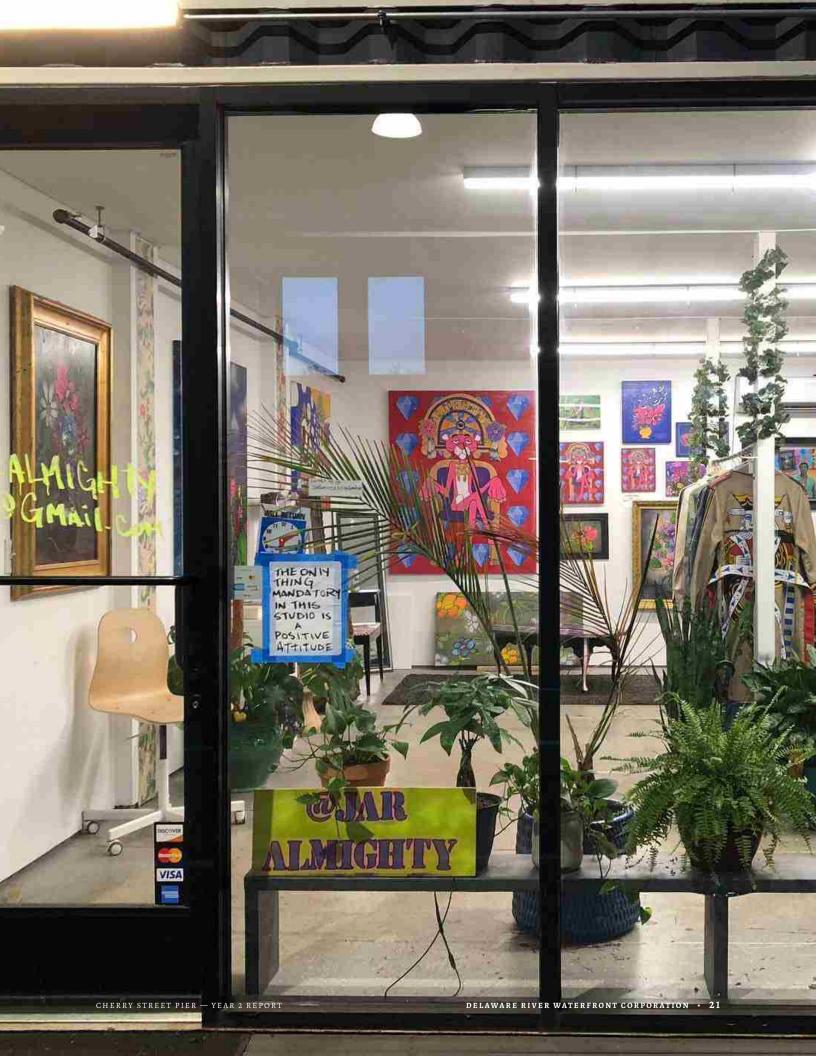
31,273 followers

IMPRESSIONS

4.2M

ENGAGEMENTS

84.2K





Top Social Media Post (Instagram)



REACH

14,835

ENGAGEMENTS

1,622

LIKES

1,554

SAVES

50

COMMENTS

18

Website

Data from October 1, 2019 through October 31, 2020

USERS

82.7K

SESSIONS

109K

NEW USERS

82.5K

PAGEVIEWS

249.7K

ARTISTS' SOCIAL MEDIA



30.5% INCREASE



Orchestra 2001

18.4% INCREASE



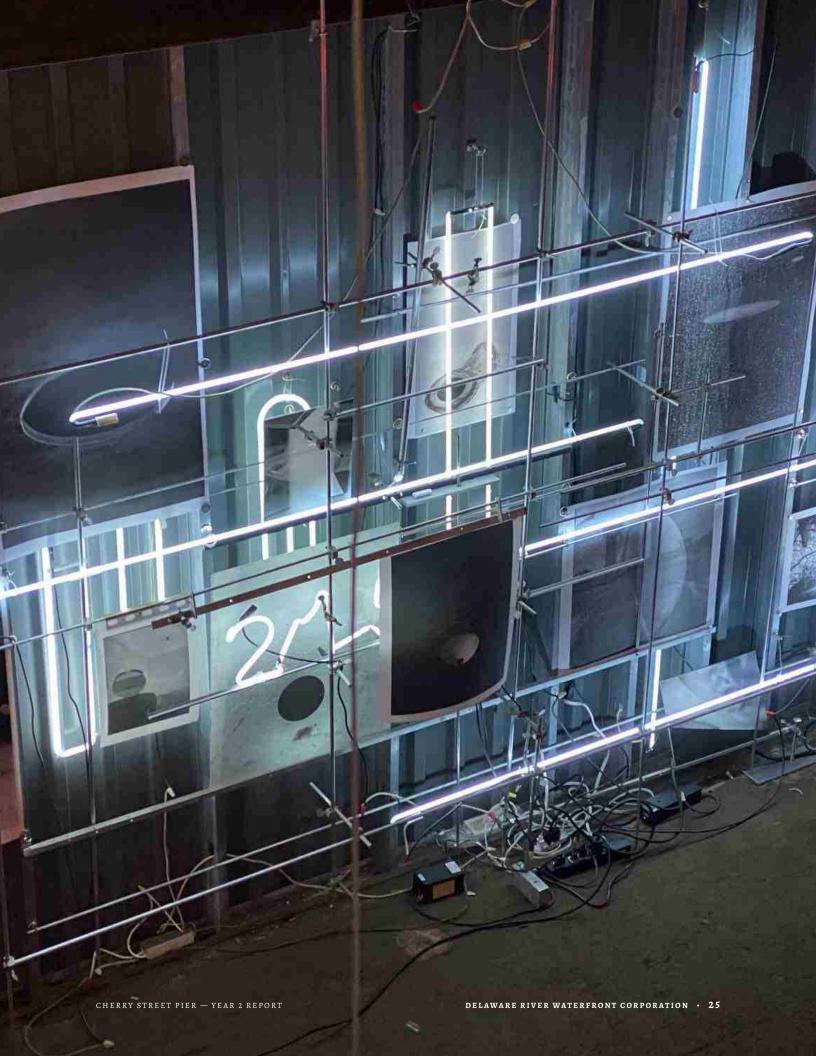
Sharif Pendleton

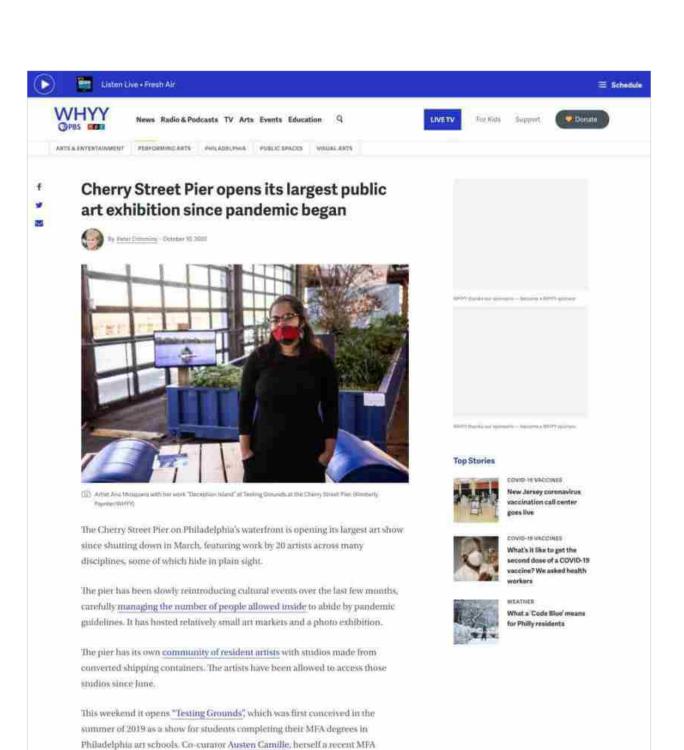
655.4% INCREASE



Acori Honzo

602% INCREASE





graduate from Temple University's Tyler School of Art and Architecture, wanted to

Over the last year the show was postponed twice: once last October due to roufing repairs at the pier, then again in March because of the pandemic. Over that time,

*It's important to push art out of white cube gallery space, have it be more

the artists have been creating work responding to the moment.

give artists a chance to make work for a public space.

accessible, less pretentious," Camille said.

THE PRESS

Media continue to cover the artists and happenings at Cherry Street Pier. Most notably, during the Summer of 2020, there was extensive coverage of the FCM-operated beer garden (see page 29 for more information), including on television, in print, digital, and radio.

In November 2020, Sharif Pendleton was featured on 6ABC's Visions show; the appearance helped fuel his record-breaking holiday sales.





























THE COMMUNITY

DRWC maintains regular communication with Waterfront neighbors and partners to ensure these stakeholders are fully aware of Cherry Street Pier operations and programs that may directly impact them.



In addition to bi-monthly meetings with the leadership boards from local residential communities, DRWC provides regular updates to the public through Cherry Street Pier's social media channels and website while also fielding questions and responding to inquiries on an ongoing basis.

Cherry Street Pier has served as a community gathering space for both formal and informal gatherings. Friends,

study groups, artist collectives, and others use the more than 64,000 square feet of space (pre-COVID-19) to exchange ideas and have fun. Special public meetings held by DRWC have also been held at the Pier, including those around Graffiti Pier.

THE PARTNERSHIPS

In the Summer of 2020, DRWC established a partnership with Four Corners Management (FCM) to operate an outdoor beer garden in the Garden at Cherry Street Pier. FCM was responsible for all operations — including the reservation system — while DRWC worked in tandem with the management team to creatively promote the space and address pressing concerns. The endeavor proved to be highly successful, bringing new audiences to the Pier, including many who patronized the studio artists while on-site.



Lokal Artisan Foods, the owner and operator of French Toast Bites, set up within the Pier, following a wildly successful summer season at Spruce Street Harbor Park. Founded by a Black woman, this opportunity further raised the business's profile and marked a commitment by DRWC to engage with and empower businesses and individuals from marginalized communities.

THE CAPITAL IMPROVEMENTS

The Pier underwent changes that have resulted in an improved aesthetic and a more structurally sound space. Completed in January, the metal garage doors on the west facade of the Pier were completely replaced by glass doors, similar to those already used along the northern side of the Pier. A new shop front door system allows us to keep the new garage doors closed during inclement and cold weather. The change is remarkable — more light flows through the Pier and provides visitors with more flexibility upon arrival.

In addition, the lower roof and clerestory windows were replaced to minimize ongoing issues with water leakage and improve the lifecycle of the building. Work began in February 2020, paused in March because of state restrictions on construction, resumed in April, and was completed in June. The result is better lighting and no leaking from this portion of the roof.

Future capital improvements that will impact the Pier include the construction and completion of the Delaware River Trail, which will run directly in front of the structure. As part of this project, new, permanent signage will be installed. Trail construction is scheduled for completion in Fall 2021.



THE PROGRAMMING

Though health and safety protocols related to the COVID-19 pandemic necessitated DRWC pause all formal programming and events in March 2020, we were able to host several events in the Pier from October 2019 through February 2020, and limited exhibitions in Summer and Fall 2020.

The 2019 and early 2020 events continued to raise awareness of Cherry Street Pier as a top destination for arts and cultural programming, appealing to both the established community and new audiences. They included:

- **2** Festivals
- **9** Exhibitions
- **31+** Artist-Led Events
- **10** Performances
- **17** Workshops & Lectures
- **12** First Fridays
- **19** Markets
- **2** Fundraisers

FESTIVALS

Two [2], including PlayFest

EXHIBITIONS

Nine [9], including Acori Honzo's *This Is Our Story*, Portside Art Center, Gravy Studio, Noel Wilmore's *Provident Spaces*, *Testing Grounds*, John Schlesinger's *After the Fall*



ARTIST-LED EVENTS

Thirty-one [31], including Día de los Muertos (Day of the Day) celebration, Kids' Halloween Party, Portrait Parties, Head and Hand Bookstore Pop-Ups

PERFORMANCES

Ten (10), including Unity in Nature, Ninth Planet

WORKSHOPS & LECTURES

Ten (10), including Philadelphia Open Studio Tours, People's Press, Portside Art Center's Upholstery Workshop, Philly Soapbox Zine Making, Portside Art Center's Youth and Teen Classes

THE IMPACT

Cherry Street Pier has also supported the entrepreneurial ambitions of the artists, providing some artists — for the first time — a permanent space in which to create and sell their wares.

That artists were able to expand and deepen their artistic practices while building and scaling their businesses is a testament to the successful model of providing subsidized rent, 24-hour studio access, and operational, marketing, and promotional resources.

A few of the artist sentiments are below.

- SpArc considers their greatest accomplishments on the Pier as their ability to pay their artists and the increased community engagement despite the pandemic.
- Acori feels his presence on the Pier has allowed him to have an impact on breaking racial stereotypes, as he sees the power of his artwork as a catalyst for change.
- Jim Abbott loves the community on the Pier and his time there has been an incentive to take advantage of the experience and create more works of art.
- Athena refers to the Pier as "the gift that keeps on giving".
- Thomcat23 said that the moment he got his studio was the moment he officially became an artist.



THE SUPPORT

DRWC BOARD OF DIRECTORS

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President of Spring Garden Lending

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Retired, Former Senior Vice President of Wells Fargo

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Professor of Architecture & Design & Former Dean, PennDesign, University of Pennsylvania

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Principal-in-Charge, Synterra Ltd.

Diane Dalto Woosnam

Arts Consultant

Ellen Yin

Owner, Fork Restaurant, High Street on Market, High Street Hospitality Group

Mario Zacharjasz, AIA

Principal, PZS Architects, LLC and President of Puente Construction Enterprises, Inc.

Michael I. Hauptman, AIA

Partner, Brawer & Hauptman Architects

Avi D. Eden

Consultant with a background in finance and law

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Chairman, President and CEO of Liberty Property Trust

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Chair, Central Delaware Advocacy Group, President NLNA

Anne Fadullon

Director of Planning & Development, City of Philadelphia

Michael DiBerardinis

Professor of Practice, Fels Institute of Government

Obra S. Kernodle IV

Commissioner, Pennsylvania Gaming Control Board

PHILANTHROPIC SUPPORTERS

- · City of Philadelphia
- William Penn Foundation
- The Board of Directors of City Trusts and the Delaware Avenue Fund
- PA Department of Community and Economic Development

- The John S. and James L. Knight Foundation
- The Board of City Trusts Delaware Avenue Fund
- The Joseph Robert Foundation

PROGRAMMING PARTNERS

PopUpPlay • Philadelphia Foundation • Design Philadelphia • Philadelphia Contemporary • Center for Emerging Visual Artists • 9th Planet • Philly Soapbox • Knight Foundation

DRWC STAFF

Joe Forkin

President

Jodie Milkman

Executive Vice President

Rinku Modi

Vice President, Finance & Human Resources

Lavelle Young

Vice President of Operations

Dave Moore

Director of Parks & Attractions

Sarah Eberle

General Manager, Cherry Street Pier

Marcus Bush

Site Manager

ABOUT DRWC

DELAWARE RIVER WATERFRONT CORPORATION [DRWC]

DRWC is a 501(c)(3) created in January 2009, exclusively for the benefit of the City of Philadelphia and its citizens. The fundamental purpose of DRWC is to design, develop, program and maintain public amenities such as permanent and seasonal parks, trails, and streetscape improvements to transform the waterfront into a vibrant destination for recreational, cultural, and commercial activities for the residents and visitors of Philadelphia as is consistent with the goals of the Master Plan for Central Delaware. Daily programming throughout the entire year is changing the way Philadelphians see and converse about the waterfront, and is helping to create spaces and communities that connect residents and visitors to the waterfront and is helping to create spaces and communities that connect residents and visitors to the waterfront. Visit delawareriverwaterfront.com for more information.



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