



CHERRY STREET PIER^{No. 9}

**YEAR 3
REPORT**

MAY 2022



INTRODUCTION

As the unpredictable variants extended the pandemic into its second year, Cherry Street Pier became more important than ever to a population that craved human-to-human interaction, opportunities to experience arts and culture to nourish the soul, and an environment that hinted at a degree of normalcy.

With careful safety protocols in place, Cherry Street Pier became a haven where artists, performers and cultural institutions could share their creativity with a public hungry to engage in safe surroundings.

By responding nimbly to ever-changing circumstances, Cherry Street Pier was able to rise through the pandemic's challenges, fulfilling the mission that was set at its inception. Through collaborations with more than 50 cultural institutions, artists and non-profits, the Pier hosted more than 100 events and exhibitions, introduced new resident artists and provided much-needed opportunities for local businesses.

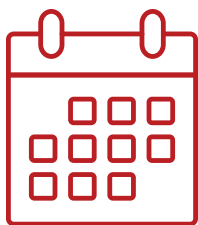
And the Philadelphia community responded to these efforts. In 2021, Cherry Street Pier experienced large growth through in-person visitors as well as the digital footprint. Due to its amenities, accessibility, programming and activities, Cherry Street Pier continues to be one of Philadelphia's most vibrant, diverse and essential destinations.

THE NUMBERS

October 2020 — October 2021

172,000*
Attendees





125+

Total Events



SOCIAL MEDIA FOLLOWERS

38k+

NEWS STORIES

150+

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

THE ARTISTS

For the third year of Cherry Street’s artists-in-residence program, a wide range of talented artists across a wide range of mediums, experience, ethnicity, gender-identify, socio-economic status, physical ability, age, and sexual orientation submitted proposals to DRWC for consideration. After an intensive two-month proposal review and interview process, a committee comprised of key DRWC staff and board, awarded residencies to seven returning and seven new artists who offered workshops, classes and exhibitions in a broad range of mediums new to Cherry Street Pier.

This year’s cohort of artists added new dimensions to augment the city’s cultural assets and who reflect the communities DRWC serves. Some of the new artists conduct numerous public programs, which have been instrumental in contributing to the vast increase of classes and workshops at Cherry Street Pier.

“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

MOVING IMAGE

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.



Samatha Billig

MIXED-MEDIA ARTIST

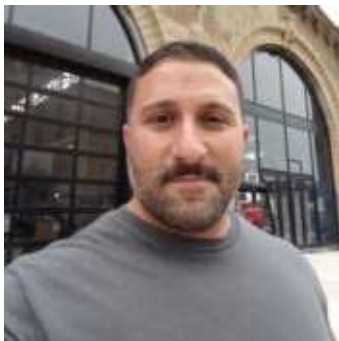
Samantha is an artist who is inspired by self-expression and positively influencing others to express themselves. Working primarily with a combination of alcohol inks, epoxy resin, and spray paints, her semi-uncontrolled method exemplifies her liberating paint process.



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.



Daniel Cappello

SCULPTURE, PAINTING, PRINT AND DRAWING

Working in both two and three dimensions, James Cappello's geometric-inspired works have an abstract connection to his spirituality. His recent works exhibit a broadened interpretation of the divine and include patterns found in the natural world and the point of their inevitable breakdown.



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.



Ed Marion

PAINTING

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.



Orchestra 2001

CONTEMPORARY CLASSICAL MUSIC

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.



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.

“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, like-minded 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



Portside Art Center

PROGRAMMING & OUTREACH

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



Sharif Pendleton

PRODUCT DESIGN

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.

“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



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.



Ana Thorne

GRAPHIC DESIGNER

With a nod to the folkloric influences of her Mexican heritage, Ana Thorne's whimsical designs feature a playful combination of color and texture which are the signature elements of her work. While she specializes in digital design, she frequently utilizes other mediums and incorporate them into Philly-inspired handmade gift items.



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.

“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]



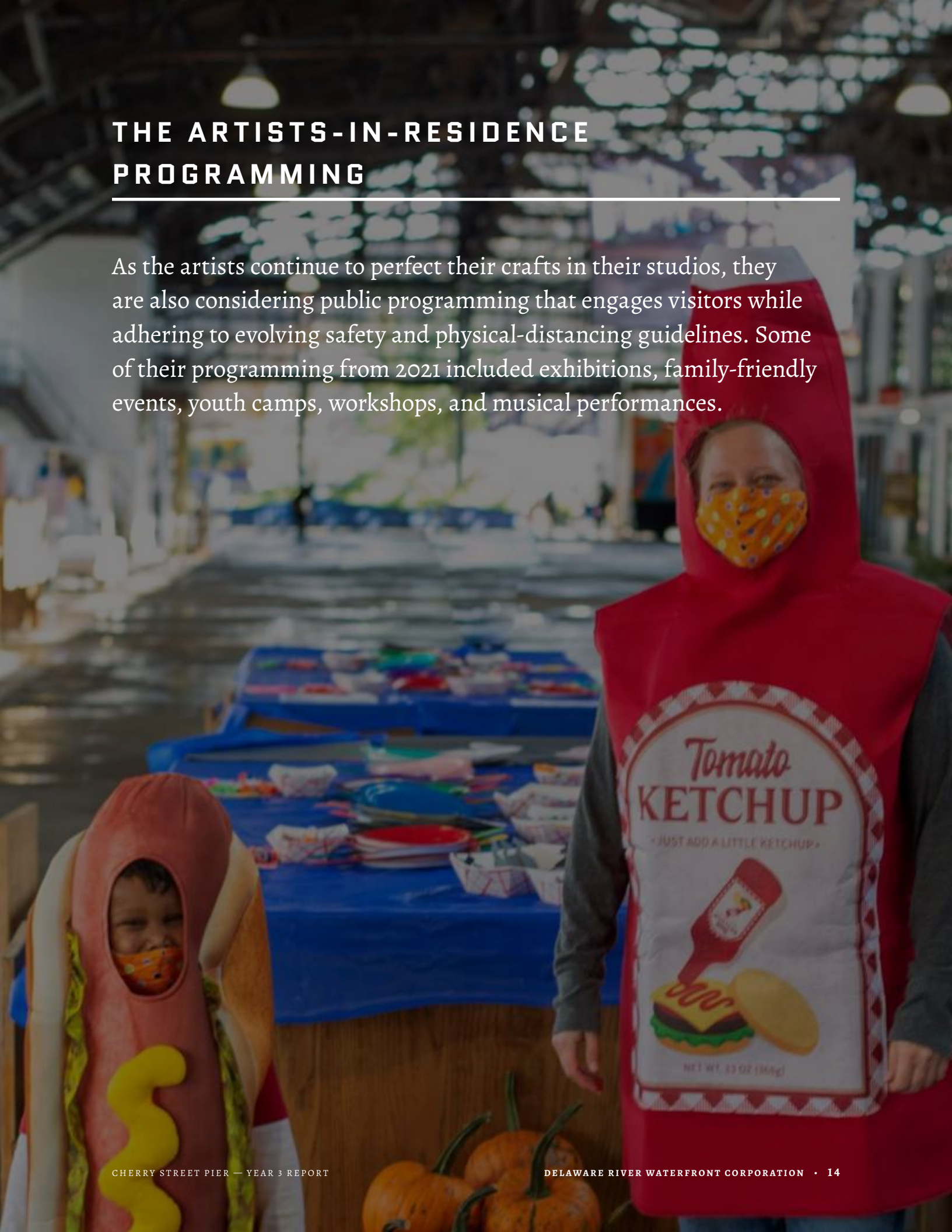
We Are the Seeds

ARTS PROGRAMS, CULTURAL EVENTS AND WORKSHOPS

We Are the Seeds celebrates, protects and nurtures the cultural and artistic heritage of North America’s Indigenous people and communities. Through workshops, programs and events, the Indigenous-led group introduces a broader audience to their rich cultural heritage and supports Native arts and artists.

THE ARTISTS-IN-RESIDENCE PROGRAMMING

As the artists continue to perfect their crafts in their studios, they are also considering public programming that engages visitors while adhering to evolving safety and physical-distancing guidelines. Some of their programming from 2021 included exhibitions, family-friendly events, youth camps, workshops, and musical performances.





WE ARE THE
SEEDS

art + culture + joy

wearetheseeds.org
[wearetheseeds_art](https://www.instagram.com/wearetheseeds_art)

HOW WE TELL THE STORY

A robust communications strategy enables DRWC to keep the public, the media and stakeholders apprised about Cherry Street Pier's activities, events, goals and mission. A blend of vibrant photography, unique content featuring the artists, and compelling copywriting are the tenets of the communication plan.

COMMUNICATION EFFORTS INCLUDE:

Social media: Cherry Street Pier is active on all social media platforms including Facebook, Twitter, Instagram and LinkedIn. DRWC uses these platforms to speak to and with our audiences, encouraging active engagement with our followers and responding to inquiries.

Public Relations: Press materials, story pitches and direct outreach to media for press pieces, interviews, and video features. In total, over 150 news stories were amassed in 2021.

Paid external advertising: In 2021, DRWC invested more than \$30,000 in print, TV, radio, social media and web ads to further raise awareness of Cherry Street Pier and its offerings.

Newsletters: The Cherry Street Pier electronic newsletter continues to be an important resource in promoting Cherry Street Pier, with a database of over 50K subscribers and an open rate that exceeded 25% through 2021.

Data from October 1, 2018 through October 31, 2019



CHERRY STREET PIER
ON FACEBOOK



OCTOBER 2020

8,897
followers



GROWTH

10.1%

OCTOBER 2021

9,797
followers

IMPRESSIONS*

1.9M

ENGAGEMENTS**

62.7K

**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
TWITTER



GROWTH

12.6

OCTOBER 2020

1,235
followers

OCTOBER 2021

1,391
followers

IMPRESSIONS

122,699

ENGAGEMENTS

2.7K

**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

18.9%

OCTOBER 2020

21,141
followers

OCTOBER 2021

25,145
followers

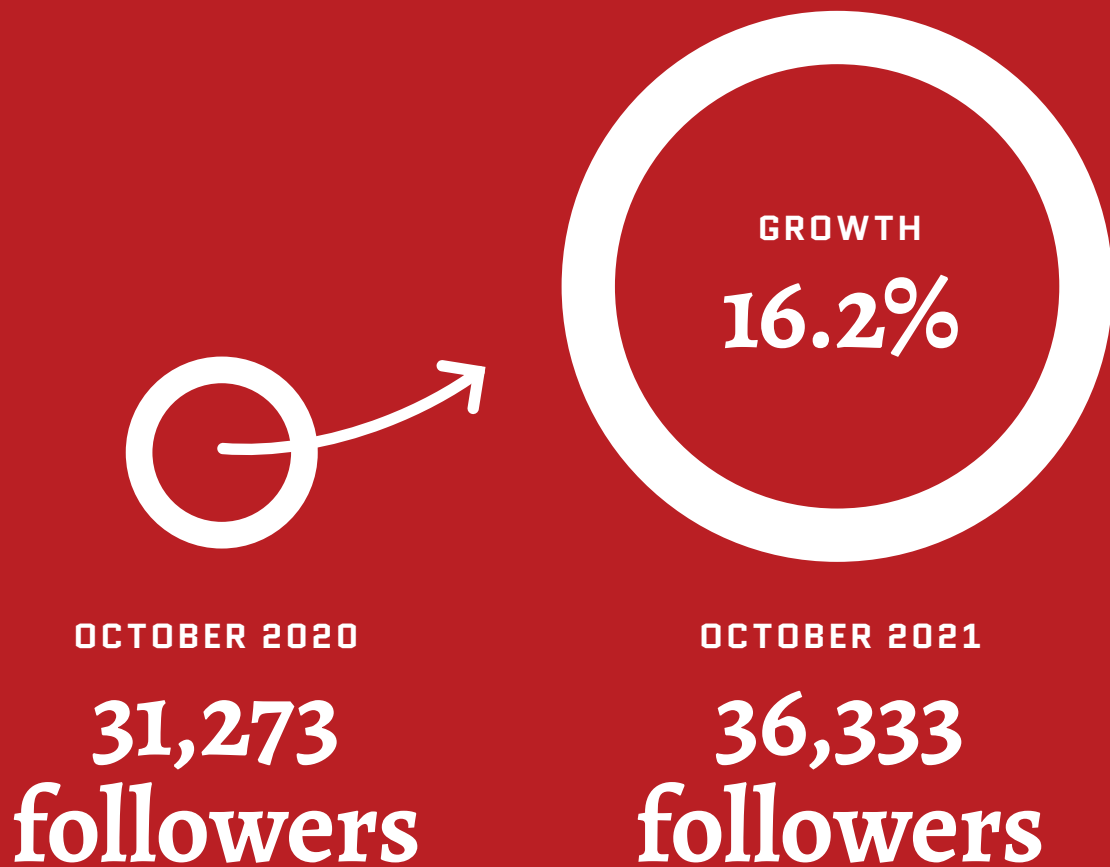
IMPRESSIONS

1.3M

ENGAGEMENTS

21.7K

Totals Across All Channels



IMPRESSIONS

3.3M

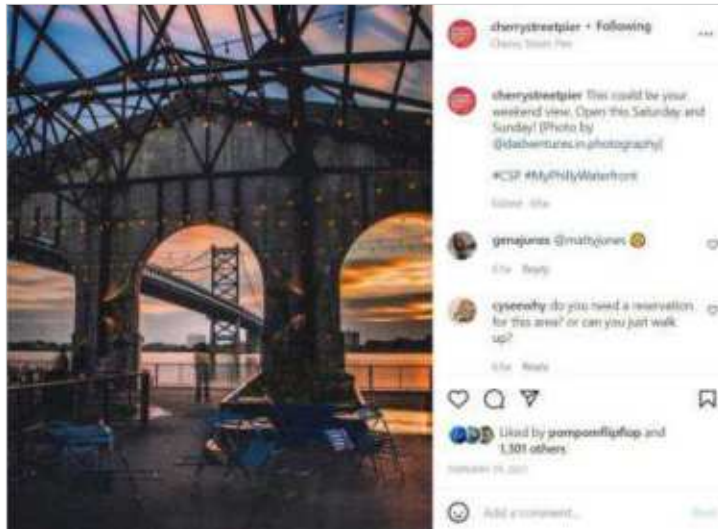
ENGAGEMENTS

87.1K





Top Social Media Post (Instagram)



ENGAGEMENTS

1,622

LIKES

1,299

SAVES

68

COMMENTS

19

REACH

??????

Website

Data from October 1, 2020 through October 31, 2021

USERS

143,625

NEW USERS

143,676

SESSIONS

187,563

PAGEVIEWS

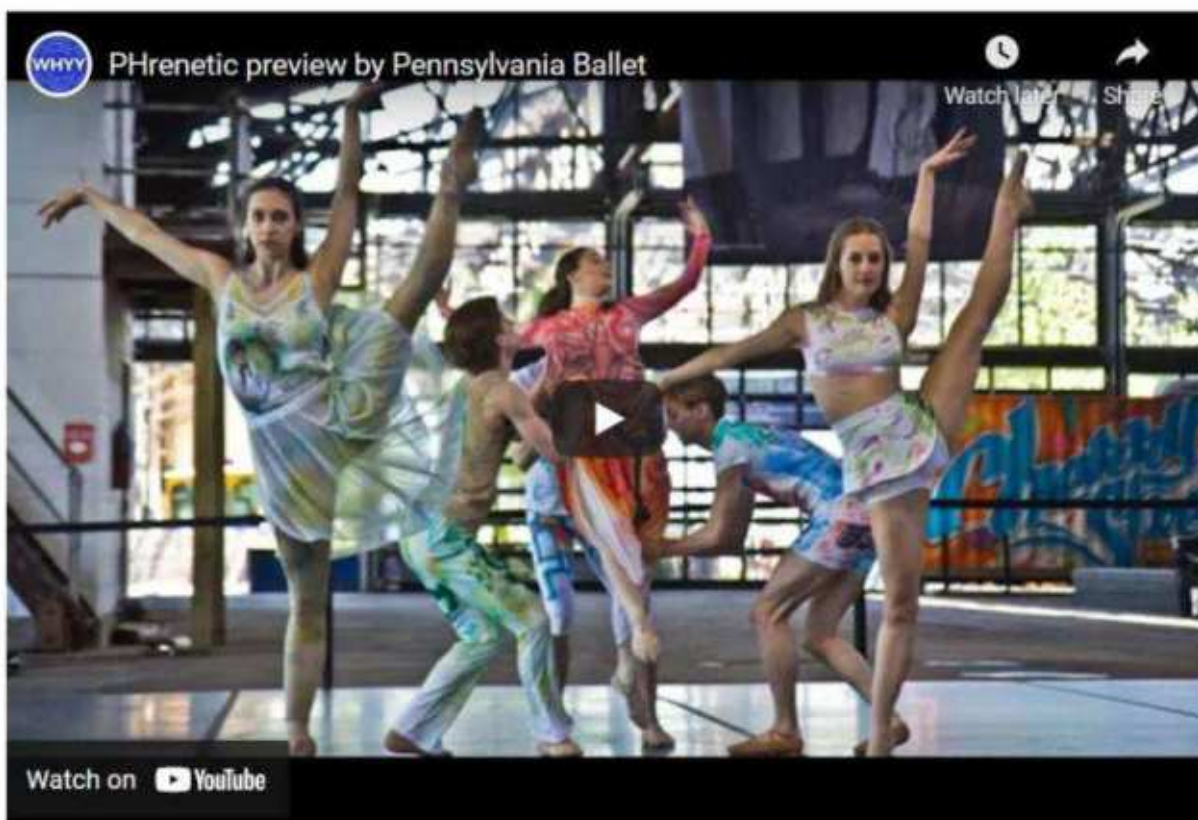
410,908



Pennsylvania Ballet spreads its wings at the Cherry Street Pier



By Peter Crimmins · May 7, 2021



THE PRESS

Throughout 2021, Cherry Street Pier continued to contribute stories to the media that generated local, regional and even national coverage, resulting in a 250% increase in stories and coverage from 2020.

SOME OF THE SIGNIFICANT PRESS HITS INCLUDE:

- Local and regional print and electronic media stories about the markets at Cherry Street Pier.
- Video features and interviews with artists and DRWC staff on local news affiliates, NBC10, 6ABC, and FOX29 as well as numerous interviews on radio stations.
- Local and national stories about Cherry Street Pier food vendor, Lokal Artisan Foods and the French Toast Bites. An article in Forbes shone a national spotlight on them while CBS3, The Philadelphia Inquirer, Metro Philadelphia and Eater Philadelphia were among the local outlets that highlighted these vendors.
- A press conference promoting the Pennsylvania Ballet's programs went national with coverage in Broadway World as well as local media coverage.



THE COMMUNITY

Throughout the pandemic, DRWC prioritized maintaining relationships with local businesses and residential communities. DRWC regularly keeps neighbors and partners apprised of Cherry Street Pier events, activities and programs that could have an impact on their operations or daily life.



Through newsletters, correspondents on social media, virtual meetings, and updates to the website, DRWC uses an array of avenues to inform and engage with the community.

In addition to clear and thorough communication, Cherry Street Pier also represents a safe meeting place amid the pandemic for formal and informal gatherings, meetings, and social events.

THE PARTNERSHIPS

Through the pandemic, DRWC maintained relationships with current partners that enhanced the visitor experience and developed affiliations with new ones. In keeping with its commitment to representation, DRWC actively engaged a diverse roster of partners from a multitude of communities.



First-time partner Emani Milan added a new, bright pink yarn vending machine that enabled crochet fans to purchase yarn in a safe environment. The vending machine garnered regional press, and Emani also hosted workshops in conjunction with the debut of the vending machine..

Four Corners Management (FCM) returned for a second year, operating a popular outdoor restaurant and beer garden. In

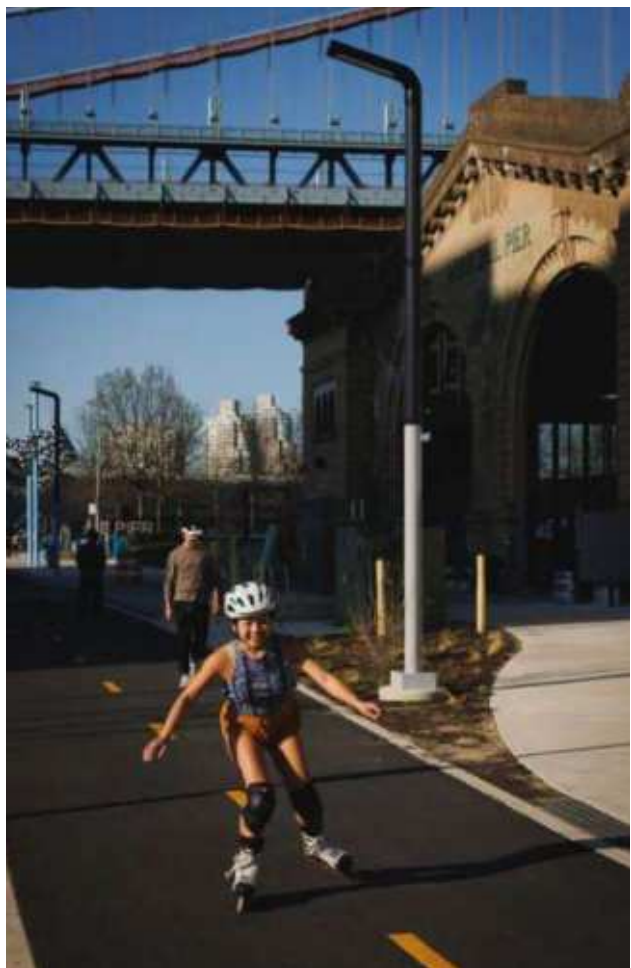
addition to serving as a draw for visitors, FCM provides catering services for events held at the Pier.

Another successful returning partner, Local Artisan Foods, served their popular French Toast Bites. This partnership helped elevate the profile of a business founded by a Black female entrepreneur.

CAPITAL IMPROVEMENTS

The Delaware River Trail, a scenic multimodal path that stretches over three miles along the Waterfront and runs directly in front of the Pier, was completed. The trail provides an appealing entrance to

Cherry Street Pier. In addition to the upgraded aesthetics, the trail also offers improved connectivity of the Waterfront making it easier than ever to access the Pier as a pedestrian, biker, and many more modes of transportation.





THE PROGRAMMING

In addition to programs developed by Cherry Street Pier's resident artists, over 50 cultural and arts associations utilized the open-air and enclosed structure to produce arts and cultural programming in a safe environment. These events reflected Cherry Street Pier's commitment to highlight diverse artists and served a wide range of Philadelphia's communities. Despite the pandemic's ebb and flow, programming attracted more than 172,00 visitors to Cherry Street Pier, an increase of more than 4,000 visitors per month over 2020.

CHERRY STREET PIER WELCOMED THE FOLLOWING ORGANIZATIONS AS FIRST-TIME EVENT PRESENTERS:

- Pennsylvania Ballet performed Spread Your Wings that combined live performances with photography, video and a mural that fostered the creative spirit among attendees.
- Fleisher Art Memorial took over programming for the month of July, offering a schedule of cutting-edge mixed- and multi-media exhibitions along with a variety of interactive workshops
- Philadelphia Sculptors exhibited "Voices and Visionaries"
- PhilHarmonia Choir performed "Fall Forward"
- Fresh Artists recruited 120 artists from throughout the Philadelphia and Camden regions to create bird portraits to advocate for Lights Out Philly and bird safety programs.
- First Person Arts staged StorySlams
- KCBC x KCBCII danced to "Return to Müvment"

THE PIER HOSTED EXHIBITIONS FROM THESE NEW EXTERNAL ARTISTS AND ORGANIZATIONS INCLUDING:

- Monumental Tour's Big Wheel IV
- Austen Camille's "To Re-Turn is a Forward Motion"
- Tyler School of Art and Architecture's "Pier Review"
- John Schlesinger's "After the Fall"
- Ted Lieberman's "More Nightwork"
- "Prints for Protests"
- The Young Artist Program and Creative Resilient Youth's "Roots Before Branches"
- Wharf Collective's "a wave, still here"
- Jim Brossy's "Larger than Life"
- StuhmerMeekins' "Camera Obscura Machina"



OTHER FIRST-EVER EVENTS CELEBRATED THE CITY'S DIVERSITY INCLUDING:

- Diwali from Usiloquy Dance Designs
- Curator Fest
- Philly Summer Tablao
- Afrotaino Lounge Summer Bash
- The Queer Home CookOUT Tour
- Sound Space Performing Arts' "The Sound of West Side Story"
- A Celebration of Cultures Parranda

Our resident artists stretched their creativity to develop activities, workshops, exhibitions and performances that engaged visitors in safe and entertaining ways. And we rounded out our programming with the return of activities and exhibits by:

The Kimmel Center

T-VOCE's

BlackStar Film Festival

Gravy Studio

Philadelphia Photo Arts Center

The Center for Architecture and Design

Fleisher Art Memorial

John Schlesinger

Fringe Arts Festival

The Bearded Ladies

cinéSPEAK

Fringe Arts Festival

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

Alan P. Hoffmann, Board Chairman

Management Consultant

Jay R. Goldstein, Board Vice Chairman

President of Spring Garden Lending

Donn G. Scott

Retired, Former Senior Vice President of Wells Fargo

Marilyn Jordan Taylor

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

William L. Wilson

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

William P. Hankowsky

Chairman, President and CEO of Liberty Property Trust

Matt Ruben

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

Anne Nadol

Commerce Director, City of Philadelphia

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

DRWC STAFF

Joe Forkin
President

Jodie Milkman
Executive Vice President

Larry Bell
Chief Financial Officer

Lavelle Young
Vice President of Operations

Jackie Lai
Director of Parks & Attractions

Sarah Eberle
Creative Director

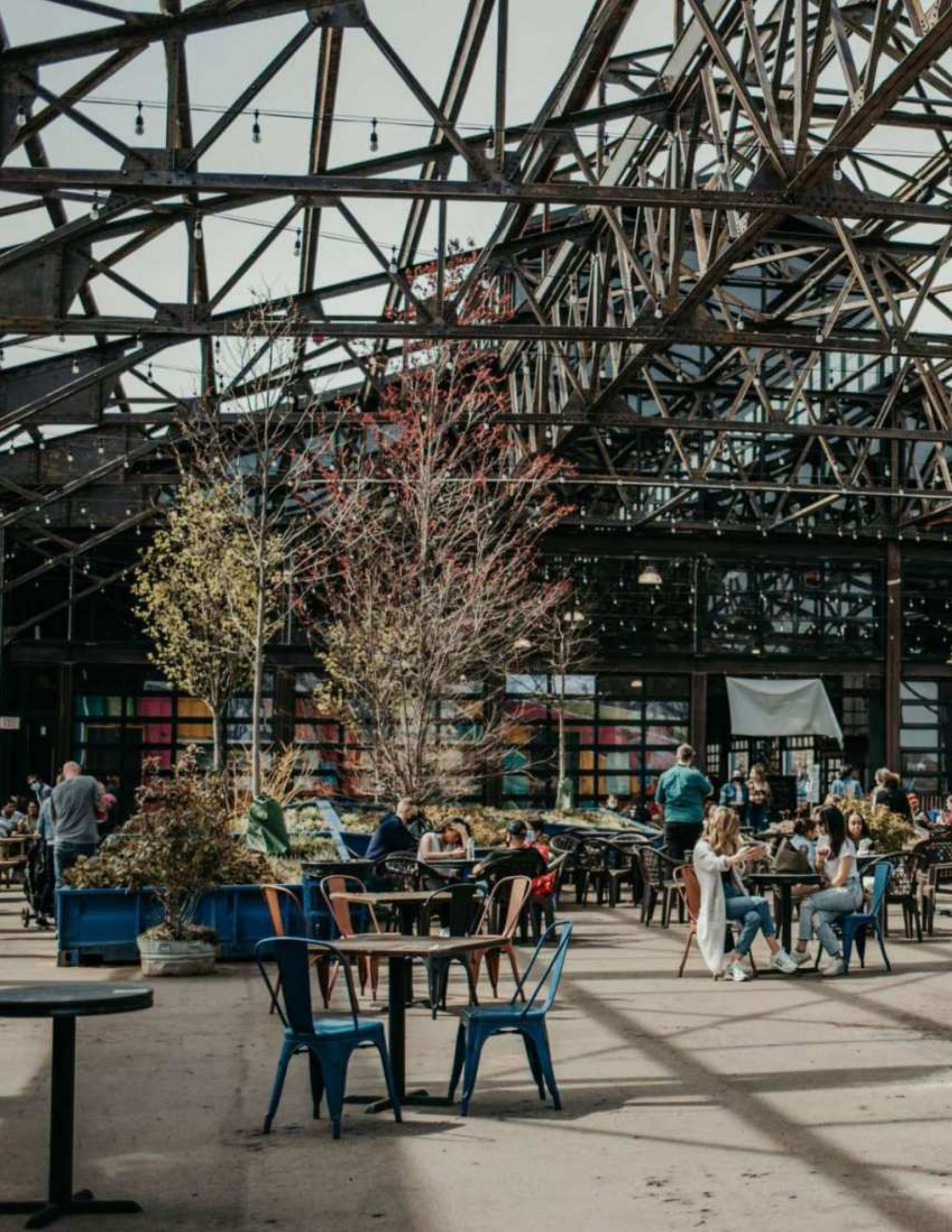
Marcus Bush
Site Manager

Cathy Le
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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