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Philadelphia Visitor Center Corporation to Open Parkway Outpost at the Stairs of the Philadelphia Museum of Art and Rocky Statue

Partnership with the City of Philadelphia, Philadelphia Parks and Recreation enables a new visitor center outpost and retail location.

March 7, 2022 (PHILADELPHIA) – The Philadelphia Visitor Center Corporation (“the Corporation”) today announced plans to open a new visitor center outpost on the Benjamin Franklin Parkway. The partnership between the Corporation, the City of Philadelphia and Philadelphia Parks & Recreation brings visitor resources and retail operations to the apron along the base of the steps of the Philadelphia Museum of Art near the famous Rocky Statue.

“The Philadelphia Museum of Art and the Rocky Statue are among the most popular and most asked about destinations for visitors exploring the city. Thanks to strong partnerships and coordination with Parks & Recreation, the Philadelphia Museum of Art, the Parkway Council, Logan Square Neighborhood Association, and other key stakeholders across the city, the new Parkway Outpost will give us the opportunity to enhance the visitor experience at this location for locals and tourists, and will showcase all that Philadelphia has to offer,” said Jennifer Nagle, interim President & CEO, Philadelphia Visitor Center Corporation.

With more than 2 million visitors annually, the Philadelphia Museum of Art apron is one of the City’s most visited locations. The Parkway Outpost will provide visitor information and services, sell tickets to major city attractions, serve as a hub for the seasonal PHLASH Downtown Loop service, and connect visitors from the Benjamin Franklin Parkway’s many museums and cultural institutions to Kelly Drive and the iconic Boathouse Row. The Outpost will also offer Philadelphia-themed retail and souvenirs, and feature goods available for sale from a selection of small businesses in the region, with an intentional focus on Black- and Brown-owned businesses. The Corporation intends to expand this sourcing selection over time and provide the opportunity for additional local businesses to get involved.

“The Philadelphia Visitor Center Corporation has always been a premier ambassador to visitors in Philadelphia, and I am pleased to see the continued growth and expansion of the Corporation’s operations to benefit the tourism industry in our city,” said Philadelphia Mayor Jim Kenney. “The Parkway Outpost will provide not only high-quality visitor information services, but also further economic opportunity for Black- and Brown-owned businesses as part of our city’s tourism ecosystem.”

Installation is underway for the structure, which was designed and fabricated by Philadelphia-based design firm [FKB](#), that will become the Parkway Outpost. FKB has developed the space to create a unique and immersive experience for visitors, designed with Philadelphia’s rich history and culture in



mind. Upon completion, the outpost will soft open in March, with an official grand opening to follow later in the spring.

The Parkway Outpost is generously supported by contributions from The Pew Charitable Trusts, the Commonwealth of Pennsylvania Department of Community and Economic Development (DCED), the Philadelphia Convention & Visitors Bureau, VISIT PHILADELPHIA®, and the Philadelphia Visitor Center Corporation.

The new location will be the Corporation's fourth visitor center in the city, adding to the Independence Visitor Center and its outposts at LOVE Park Visitor Center and City Hall Visitor Center. Together, the Corporation welcomes millions of people every year.

For more information on the Philadelphia Visitor Center Corporation, please visit: www.phlvisitorcenter.com.

****Additional quotes from key partners are available upon request.****

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About the Philadelphia Visitor Center Corporation:

The Philadelphia Visitor Center Corporation is a Pennsylvania nonprofit, 501(c)3 organization, that works in cooperation with VISIT PHILADELPHIA®, the Philadelphia Convention and Visitors Bureau, the City of Philadelphia, National Park Service, and the Commonwealth of Pennsylvania. The Philadelphia Visitor Center Corporation operates the Independence Visitor Center in cooperation with the National Park Service. The Independence Visitor Center is the primary point of orientation for Independence National Historical Park and the official visitor center of the Philadelphia region, including Bucks, Chester, Delaware, and Montgomery Counties. In addition, the Corporation operates the LOVE Park Visitor Center, City Hall Visitor Center, the Philly PHLASH® Downtown Loop transit service, and the private event space, The Liberty View at Independence Visitor Center. Visit us at www.phlvisitorcenter.com, and follow @PHLVisitorCenter on Instagram, Twitter, and Facebook.

About Philadelphia Parks & Recreation:

Philadelphia Parks & Recreation (PPR) advances the prosperity of the city and the progress of its people through stewardship of nearly 10,200 acres of public land and waterways, and management of 500 recreation buildings, 166 miles of trail, and 250 playgrounds. PPR offers safe, enjoyable recreation, environmental and cultural programs and events throughout Philadelphia's parks and recreation system. PPR promotes the well-being and growth of the city's residents by connecting them to the natural world, to each other and to fun, physical and social opportunities. In 2017, Philadelphia Parks & Recreation Commissioner Kathryn Ott Lovell, set about implementing the park system's first strategic plan: Our Path to 2020 and Beyond. As a result, PPR is undertaking a period of historic change, setting the department on a course to become a modern, equitable and exceptional parks and recreation system. Visit us at www.phila.gov/parksandrec, and follow @philaparkandrec on Facebook, Twitter, or Instagram.