



The Constitutional Walking Tour of Philadelphia

Memorandum: Rationale, Market Need, Mission & Implementation

**The Constitutional - Walking Tour of Philadelphia
Executive Summary**

www.TheConstitutional.com

Table of Contents

Overview 3

Mission 3

Branding Rationale..... 3

The Freedom Trail in Boston – Model & Precedent 3

The Freedom Trail Foundation 6

The Constitutional – Initial Framework..... 7

The Constitutional – Evolutionally Framework & Incremental Implementations 8

The Constitutional Foundation – Primary Long-Term Mission 9

The Constitutional Foundation – Initial Short-Term Mission 9

The Constitutional Foundation – Board of Directors..... 10

Visitor Statistical Analyses - Independence National Historical Park Area 11

Exhibit 1 - Independence National Historical Park, Visitor Use Data - 2002 vs. 2001..... 14

Exhibit 1A - Independence National Historical Park, Visitor Use Data, 1999-2001 15

Rationale for Implementing The Constitutional..... 16

Market Characteristics - The Constitutional Complements Existing Walking Tours..... 18

Exhibit 2 - Overview of Existing Walking Tours and Navigational Tools in Philadelphia . 19

**Exhibit 3 - Existing Sources of Philadelphia Tourism Information are Very Fragmented
and Often Exclusionary** 20

Acknowledgements 21

Exhibit 4 - The Constitutional Walking Tour of Philadelphia - Historic Sites 23

Explanation of Historic Site Designations 32

Endnotes..... 33

Note: The official registration and financial information of The Constitutional Foundation may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1.800.732.0999. Registration does not imply endorsement.

The Constitutional - Walking Tour of Philadelphia

Executive Summary

www.TheConstitutional.com

Overview

There's a revolutionary new way to see historic Philadelphia - The Constitutional Walking Tour of Philadelphia ("The Constitutional" or "The Tour") which is administered by The Constitutional Foundation, a Pennsylvania 501(c)(3) non-profit corporation. Follow in the Founding Fathers' footsteps with The Constitutional, a free and fun-filled activity for the entire family. The Constitutional takes you on a free self-guided walking journey through America's most historic square mile - the birthplace of our nation.

The Constitutional lets you step back in time to see where The Declaration of Independence and The United States Constitution were created. The 3-mile outdoor journey features more than 30 historical sites in the Independence Mall area, including the Liberty Bell, Independence Hall and the National Constitution Center. Depending on your interests and local "distractions" along the way, you can exercise your right to explore by walking The Constitutional in just a few hours. It's new, it's fun, it's easy to follow, it's self-guided, it's comprehensive, and best of all, it's FREE! For more details, or to print a free map before your visit, logon to www.TheConstitutional.com.

Mission

The Constitutional Foundation is an independent, non-partisan and non-profit corporation which is dedicated to increasing the understanding of, appreciation for and promotion of Philadelphia's historically significant sites, along a suggested marked sequence, in the Independence Mall area ecosystem. As such, The Constitutional aims to increase the:

- Number of overall visitors to the City of Philadelphia
- Number of historic sites visited per visitor in the Independence National Historical Park area; and
- Total length of time that each visitor spends in the Independence National Historical Park area.

Branding Rationale

The Constitutional is a play on words given the double entendre of the words "constitution" as in The United States Constitution which was born in Philadelphia and a "constitutional" as in "a walk."

- **Constitution (kon-ste-tÜ-shen)**
Noun. System of fundamental principles according to which a nation, state or society is governed
- **Constitutional (knst-tsh-nl)**
Adjective. Of or relating to a constitution: a constitutional amendment
Noun. A walk taken regularly for one's health

The Freedom Trail in Boston – Model & Precedent

The Constitutional Foundation and The Constitutional Walking Tour of Philadelphia are modeled after The Freedom Trail Foundation and The Freedom Trail in Boston respectively. The Freedom Trail is located in Boston National Historical Park, which is administered by the National Park Service ("NPS"), United States Department of the Interior. For information,

The Constitutional - Walking Tour of Philadelphia Executive Summary

www.TheConstitutional.com

please contact The Freedom Trail online at www.thefreedomtrail.org or by phone at 617.227.8800.

The Constitutional is modeled after The Freedom Trail in Boston for several reasons including:

- The precedent set in Boston with the implementation of the red line with paint and contrasting bricks as well as signage denoting the Trail,
- The commonalities between the comparable constituent groups (i.e., NPS, the historic Sites) necessary to implement The Freedom Trail in Boston and The Constitutional in Philadelphia,
- The complementary nature of the historical significance of the walking tours from the Revolutionary Era, and
- The need which visitors in both cities have to be provided with a free of charge and easy to follow framework for their visit.

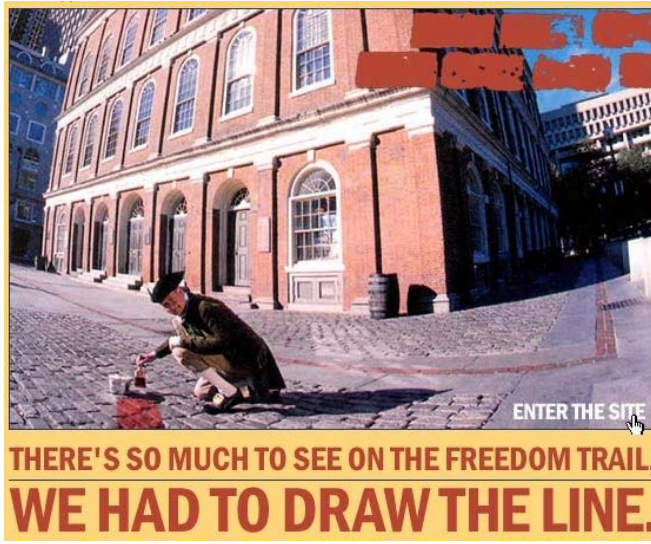
“The Freedom Trail is a 2.5 mile walking trail through downtown Boston, the North End, and Charlestown. The Trail itself is outside and is always open for walking. Individual sites have varying operating times (listed in this booklet). Wear sneakers and comfortable, weather-appropriate clothing. Plan to spend around 4 hours on the [Freedom] Trail, depending on your itinerary and local distractions along the way. Public restrooms are available at the Information Center on Boston Common, the State Street Visitor Center, Faneuil Hall, Quincy Market, the Navy Yard, and Bunker Hill. All are handicap accessible.”¹ For an online tour of The Freedom Trail, please visit the following Web address, <http://www.thefreedomtrail.org/tour.htm#travel> .

“In 1958, local journalist William Schofield had the idea that Boston's sites could be more accessible to residents and visitors, and conceived of The Freedom Trail. **A natural and easily-accomplished idea, the sixteen historic sites between Boston Common and The Bunker Hill Monument in Charlestown were connected by a red line, and The Freedom Trail was born.** In addition to the historic sites, the beauty of the sights, sounds, and neighborhoods along the way made walking The Freedom Trail an instantly popular activity.”² “In 1964, the Foundation was incorporated as a nonprofit organization. From 1958 to 1992 the entire Foundation was run, organized, and maintained by volunteer support-its early success was due solely to the spirit and leadership of the people of the City of Boston.”³

As illustrated in the following picture from The Freedom Trail Web site, The Freedom Trail is physically marked throughout Boston with a red line composed of paint and contrasting bricks on the sidewalks, streets and walkways denoting The Freedom Trail’s easy to follow path for visitors as well as signage identifying the historic sites.

The Constitutional - Walking Tour of Philadelphia Executive Summary

www.TheConstitutional.com



“Over the years the Freedom Trail has expanded and evolved. Today it is recognized as both a National Recreation Trail and a National Millennium Trail. It extends from Boston Common to the Charlestown Navy Yard and Bunker Hill is marked by a line of contrasting bricks, red paint and distinctive signage. A wide variety of private and public organizations oversee the welfare of the trail, including the city of Boston, the Commonwealth of Massachusetts, the National Park Service, and the Freedom Trail Foundation. Together these organizations have made the trail into an exciting, historic adventure – a vital part of Boston’s and nation’s heritage.”⁴ Today, 3 (three) million visitors walk The Freedom Trail each year in Boston.⁵

In Boston, The Freedom Trail is very well known among both Bostonians and visitors alike. Anecdotally speaking, when someone asks a tourist about their trip to Boston, the question generally comes up, “did you do The Freedom Trail?” The Boston Freedom Trail embodies “Americana,” so much so that The Freedom Trail was the “answer” to one of the questions on the television game show “Jeopardy” on December 19, 2002.

In addition to being promoted via its own direct Web site address at www.thefreedomtrail.org, The Freedom Trail is integrated and cross-promoted by various constituents in Boston including:

- **The Boston National Historical Park** - http://www.nps.gov/bost/freedom_trail.htm
- **The City of Boston** - <http://www.cityofboston.gov/freedomtrail/default.asp>

Boston National Historical Park is “an association of sites ranging from steepled churches, grand meeting halls, and battleground to America’s oldest commissioned warship. The park is distinctive, mixing historic buildings and landscapes owned by the city, the state, the federal government, and private organizations. Only three sites are owned by the federal government – the Charlestown Navy Yard, the Bunker Hill Monument, and the Dorchester Heights Monument.”⁶ The Freedom Trail represents a model of cooperation between various

The Constitutional - Walking Tour of Philadelphia Executive Summary

www.TheConstitutional.com

constituents including The National Park Service, The City of Boston, The Commonwealth of Massachusetts, The Massachusetts Office of Travel & Tourism, The Massachusetts Turnpike Authority, The Greater Boston Convention and Visitors Bureau, and the Massachusetts Convention Center Authority.

The Freedom Trail Foundation

“At the Freedom Trail Foundation we celebrate Boston's history!

- We conduct tours with spirited costumed historic characters who lead visitors along our red brick line. They tell stories about the people, the places the events and the drama of the American Revolution, and share lively anecdotes about the vitality of contemporary Boston.
- We promote and help to preserve the sixteen nationally significant historic sites along the red brick path, our country's cherished places where American patriotism and American democracy were born.
- We provide educational programs to school children from all over the country, with special opportunities for kids from Boston.
- We provide special events, tours and programming for visitors and lifelong learners from all over the world.
- We help Boston's \$11 billion tourism economy to thrive by marketing the Trail worldwide, distributing visitor information through international channels and keeping The Freedom Trail “top of mind” in the media and the public.”⁷

Today, The Freedom Trail Foundation is responsible for “accomplishments in the areas of education, marketing, capital improvements, and income-generating projects.”⁸



The Constitutional - Walking Tour of Philadelphia Executive Summary

www.TheConstitutional.com

The Constitutional – Initial Framework

The map below was created as a framework for a walking tour of the 30+ sites included in The Constitutional. The walking tour’s geographic boundaries are Race Street to the North, Spruce Street to the South, 9th Street to the West and Front Street to the East. For an online tour of The Constitutional Walking Tour of Philadelphia, please visit the following Web address, www.TheConstitutional.com.

Sites were chosen to be a part of The Constitutional based on their historical significance, specifically pertaining to their emphasis and focus on the American Revolution or pertaining to that period. Additionally, historically significant sites were included based on their walking distance proximity to the Liberty Bell and Independence Hall. That said, the list of 30+ sites has not yet been “set in stone,” and based on the way the tour has been created with geographic clustering of historic sites by city block, the framework is flexible to add additional sites that warrant inclusion, on the Tour itself or Steps off the Tour, based on the established criteria. No reservations are required to walk The Constitutional. However, individual site hours, fees and availability may vary, so please check with each site in advance of your visit as to operating hours and ticket requirements.



The Constitutional - Walking Tour of Philadelphia

Executive Summary

www.TheConstitutional.com

The Constitutional is: Free
Self-guided
Easy to follow with a suggested and marked sequence of sites
Comprehensive & inclusionary
Always open - in-person & online
Approximately 3.3 miles & 3-4 hours to complete in total
Complementary with existing walking tours

The Constitutional – Evolutionally Framework & Incremental Implementations

- **Steps Off The Tour** - Additionally, just as The Freedom Trail in Boston provides visitors with information on other points of interest called “Steps Off The Trail,” The Constitutional’s literature similarly provides tourists with guidance on other Philadelphia points of interest that are just “Steps off The Tour.” For example, these additional sites could include Pennsylvania Hospital and Franklin Square. The Steps Off The Tour program is very complementary to the existing Walk! Philadelphia navigational tool diskmaps described later in the section entitled, “Market Characteristics - The Constitutional Complements Existing Walking Tours.”
- **Personalization** – The Constitutional Foundation will look to leverage its technological capabilities to provide personalization through customized versions of The Constitutional based on visitors’ individual or group preferences. For example, through effective use of database management and profile capabilities, The Constitutional will enable visitors to create a customized tour via the Web, or through interactive touch-screen kiosks that could be placed at sites such as the Independence Visitor Center. The customized tour would be based on responses to questions or prompts, which could include the following variables:
 - The amount of time that the visitor has to spend in the Independence National Historical Park area (i.e., 2 hours, half-day, full-day, evening, two days, etc.),
 - Special interests of the visitor (i.e., Presidents: George Washington, Thomas Jefferson; commerce and banking; interactive tours; photo opportunities, African American History, religious sites, The Declaration of Independence, etc.),
 - The age of the visitors (i.e., students, senior citizens, families with small children, etc.),
 - Special considerations and needs of the visitor (i.e., weather, seasonal, health conditions, handicapped, baby changing facilities, bathrooms, attire, security, etc.),
 - Key word searches (i.e., “Thaddeus Kosciuszko”, “Post Office,” “The Bourse,” etc.).
- **The Black Heritage Trail** - The Constitutional Foundation is also considering designing and implementing a complementary tour highlighting African American history. This tour could be modeled in a similar fashion to The Black Heritage Trail which augments The Freedom Trail in Boston. If The Constitutional Foundation were to move forward with this complementary initiative, it is anticipated that The Constitutional Foundation would work with many of its same constituents with a special emphasis on leveraging the resources and knowledge base of the Philadelphia Multicultural Affairs Congress. For an online tour of The Black Heritage Trail in Boston, please visit the following Web address, <http://www.nps.gov/boaf/blackheritagetrail.htm> .

The Constitutional - Walking Tour of Philadelphia Executive Summary

www.TheConstitutional.com

The Constitutional Foundation – Primary Long-Term Mission

- Educate school children from all over the world, with a special emphasis on Philadelphia-area children, with free self-guided and free guided tours for students,
- Educate visitors from all over the world with free self-guided and fee-charging guided tours,
- Preserve and promote the Independence National Historical Park area including the many historical sites from the Revolutionary Era,
- Partner and cooperate in Philadelphia history ecosystem,
- Promote The Constitutional and the history of Philadelphia to a global audience, and
- Complement the activities of Philadelphia’s various tourism organizations.

The Constitutional Foundation – Initial Short-Term Mission

To date, The Constitutional Foundation has been established as a non-profit, 501(c)(3), Pennsylvania corporation. As discussed above, The Constitutional Foundation was created as an educational entity to help better showcase Philadelphia’s historic treasures to the world. Additionally, the “founding parents” of The Constitutional Foundation have developed an inclusionary working framework of the sequenced tour for The Constitutional Walking Tour of Philadelphia. Just like The Freedom Trail Foundation is responsible for “accomplishments in the area of education, marketing, capital improvements and income-generating projects,” The Constitutional Foundation seeks to emulate the goals and successes of our Boston counterparts.⁹

The Constitutional Foundation is working towards having The Constitutional Walking Tour of Philadelphia “set in stone” by officially implementing the tour with the red line composed of paint and/or contrasting bricks, in combination with the printing and distribution of hard copy maps. In order to accomplish these goals, The Constitutional Foundation has targeted to:

- Gain support from various constituents (outlined herein) to formally implement The Constitutional Walking Tour of Philadelphia,
- Gain agreement on all of the various sites and locations that will be included in The Constitutional,
- Synthesize disparate educational and marketing efforts (online and offline) of various constituent groups, and
- Communicate The Constitutional Walking Tour of Philadelphia across various constituent groups and directly to visitors and students (online and offline).

In order to fund its mission, The Constitutional Foundation is seeking to secure sponsorship by various groups or corporations. In Boston, The Freedom Trail has been sponsored by American Express, The Boston Globe, Fleet Bank Boston, The John Hancock Company and Fidelity Investments among other establishments such as local hotels, restaurants and tourist attractions.¹⁰ Accordingly, The Constitutional Foundation is seeking funding from some of the same national funding sources for The Freedom Trail Foundation, such as The American Express Foundation. From a local perspective, The Constitutional Foundation is seeking funding from local corporate comparables to those organizations that have provided funding for The Freedom Trail Foundation. Local comparables could include companies such as: The Philadelphia Inquirer and Commerce Bank, as well as local foundations such as: The Annenberg Foundation, The Comcast Foundation, DuPont Community Outreach, The Lenfest Foundation, The Pew Charitable Trusts, Rohm & Haas Responsible Neighbor Community Program, etc.

**The Constitutional - Walking Tour of Philadelphia
Executive Summary**

www.TheConstitutional.com

The Constitutional Foundation – Board of Directors

- Jonathan H. Bari
Managing Director
Jonathan Bari & Associates (Management Consulting & Lobbying Services)
- Leslie S. Bari
Senior Manager, Platinum and Centurion Card Marketing
American Express (Financial Services)
- Scott R. Elkins
President
UAS (Security Alarm Services)
- Stephen M. Foxman, Esq.
Partner
Eckert Seamans Cherin & Mellott (Law Firm)
- Mark Hoffman, CPA
President
Hoffman & Company (Accounting Firm)

The Constitutional - Walking Tour of Philadelphia Executive Summary

www.TheConstitutional.com

Visitor Statistical Analyses - Independence National Historical Park Area¹¹

According to statistics from the National Park Service from 1999-2002, quantitatively speaking, most visitors to the Independence National Historical Park area visit just the Independence Visitor Center, the Liberty Bell Pavilion and Independence Hall. This finding is also supported through anecdotal feedback from various visitors touring Philadelphia's historical sites. The Constitutional Foundation's findings and analyses indicate that this is unfortunate since it is an inefficient use of resources for the many constituents with a vested interest in local tourism.

Because Philadelphia has so much to offer, visitors need to be better educated and guided that there is more to visit than just the Liberty Bell and Independence Hall. Accordingly, The Constitutional Walking Tour of Philadelphia aims to overcome these challenges by highlighting approximately 30 other historically significant sites and guiding visitors through a suggested path from start to finish.

In reviewing the 1999-2002 visitation statistics for approximately 20 of the historic sites administered through the National Park Service in Philadelphia, one can see a progressive linear attrition rate in terms of the attendance numbers of visitors decreasing from one historic site to the next most visited historic site. (Please see Exhibits 1 and 1A regarding the "Visitor Use Data" from Independence National Historical Park for more details.) The Constitutional could also help to reduce this attrition from one historic site to another historic site, and therefore increase traffic at sites such as the National Liberty Museum, Franklin Court, Carpenter's Hall, etc.¹²

2002 – Overall tourism attendance figures in the Independence National Historical Park area decreased from 2001 figures because of several factors including the tragic events of September 11, 2001 and the struggling United States economy. **That said, the following 2002 statistics support the linear attrition rate of attendance from one historic site to another:**

- In 2002, more than 1 million visitors went to the Independence Visitor Center.
- Of those 1+ million visitors, 920,000 visited the Liberty Bell which is just across the street from the Independence Visitor Center.
- Only 553,000 visitors made it to Independence Hall, which is just across the street from the Liberty Bell pavilion – a decrease of 40% from the Liberty Bell and 45% from the Independence Visitor Center (note that both the Liberty Bell and Independence Hall experienced a decrease in the total number of visitors in 2002 versus 2001 by 22% and 25% respectively).
- Following the Independence Visitor Center, the Liberty Bell and Independence Hall, visitation to other sites dropped off even more dramatically. The 4th most visited site, Congress Hall, received 449,000 visitors annually, 19% less than Independence Hall, and more importantly, 55% less than the Independence Visitor Center.
- Historically significant sites such as Franklin Court received just over 200,000 visitors and the Declaration House (where President Thomas Jefferson lived while he wrote The Declaration of Independence) received just over 20,000 visitors.

2001 – Overall tourism attendance figures in the Independence National Historical Park area decreased from 2000 because of several factors including the tragic events of September 11,

The Constitutional - Walking Tour of Philadelphia Executive Summary

www.TheConstitutional.com

2001, the struggling United States economy and the fact that 2000 visitor figures were boosted by the Republican National Convention. **That said, the following 2001 statistics support the linear attrition rate of attendance from one historic site to another:**

- In 2001, 1,178,962 visitors went to the Liberty Bell Pavilion.
- Of those almost 1.2 million people, only 742,278 visitors made it to Independence Hall, which is just across the street from the Liberty Bell Pavilion, a 37% decrease in visitors from the Liberty Bell to Independence Hall.
- After Independence Hall, the 3rd most visited site in 2001 was the Visitor Contact Station¹³ which had 617,290 visitors, which represents a 17% decrease in visitors as compared to Independence Hall.
- The 4th most visited site was the B. Free Post Office which had 388,400 visitors, representing a 37% decrease in visitors from the Visitor Contact Station.
- Then Congress Hall had 327,000 visitors, which was a 16% decrease, and so on, as illustrated in Exhibit 1A.

2000 – The year 2000 was a peak year in terms of total number of visitors to the Independence National Historical Park area – just over 5 million – due to the Republican National Convention in Philadelphia in August. However, despite the overall rise in visitors, **the 2000 statistics indicate a progressive linear rate of attendance attrition from historic site to another in the Independence National Historic Park area:**

- In 2000, more than 1.5 million tourists visited the Liberty Bell Pavilion.
- Of those 1.5 million people, only 822,070 visitors made it to Independence Hall, which represented a 48% decrease in the number of visitors who toured Independence Hall.
- After Independence Hall, the 3rd most visited site was the Visitor Contact Station, which experienced a 15% drop in number of visitors with 707,395 people in attendance.
- The 4th most visited site, the B. Free Post Office, had 388,400 visitors, a 45% decrease from the Visitor Contact Station
- Then Franklin Court, the 5th most visited site in 2000, had 257,053 visitors, a 34% decrease from the B. Free Post Office – a striking fact given that these two sites are essentially part of the same complex.

1999 – **The Constitutional Foundation found the same linear rate of attrition in terms of attendance from one historic site to another historic site in 1999.**

- In 1999, more than 1.6 million people visited the Liberty Bell. In 1999, there was the largest decrease in visitors from the Liberty Bell to Independence Hall of all four years analyzed (1999-2002) – a 51% drop with just over 802,000 tourists visiting Independence Hall.
- From Independence Hall, there was a 12% decrease in terms of those who stopped at the 3rd most visited site, the Visitor Contact Center, which had almost 704,000 visitors.
- Similar to 2000, there was then a 45% decrease in the number of tourists who visited the 4th most visited site, the B. Free Post Office.
- Franklin Court and Congress Hall then experienced 37% and 14% decrease in visitors, with approximately 244,000 and 203,000 visitors respectively.

Just like The United States Constitution provides a framework for our society and government as it is a “living and breathing document,” The Constitutional Walking Tour

The Constitutional - Walking Tour of Philadelphia Executive Summary

www.TheConstitutional.com

of Philadelphia provides a simple framework to present Philadelphia's unique history in an inclusionary manner, guide visitors around Philadelphia's historic district and let the visitors interpret history for themselves. Generally speaking, people need direction, and by having a predetermined route such as The Freedom Trail in Boston or The Constitutional in Philadelphia, tourism officials are able to create a starting point and an ending point. While visitors are not obligated to walk the entire route or even start at a designated point, The Constitutional would at least provide a viable and visible framework for visitors' journeys through historic Philadelphia.

Another interesting finding is that less than 1% of visitors to the Independence National Historical Park area each year visit historically significant sites such as the Todd House or the Bishop White House; both are sites administered by the National Park Service, and both are stops along The Constitutional Walking Tour of Philadelphia. These historic sites are in such close proximity the major sites such as the Liberty Bell and Independence Hall as well as to other sites that it should be a "given" that visitors not only visit the Liberty Bell and Independence Hall, but also the surrounding sites which are geographically clustered to provide an easy means for visitors to access more historically significant sites. For example:

- While Independence Hall, Congress Hall and Old City Hall are all within the same block, they get 553,000, 448,000 and 81,000 visitors respectively in 2002.
- Similarly, in 2002, while the New Hall Military Museum is directly next to Carpenters' Hall, the museum gets only 29,000 visitors annually, compared to Carpenters' Hall's 130,000.

As a point of reference, 3 million visitors walk The Freedom Trail each year in Boston, and The Constitutional Foundation believes that the distribution of visitors to the 16 historic sites along the Freedom Trail are more equally distributed from one site to the next.¹⁴ That is not to say that every one of the 3 million visitors who commences The Freedom Trail visits every site along The Freedom Trail, but arguably speaking, visitors to Boston are more likely to visit more sites when they have the free self-guided walking tour or fee-paid guided tour readily available. **Case in point, The Freedom Trail Foundation touts the slogan that "There's so much to see on The Freedom Trail, WE HAD TO DRAW THE LINE."**

The Constitutional Foundation believes that the statistics indicate that "there is so much to see on The Constitutional, that we have to draw the line too," just like The Freedom Trail Foundation, City of Boston, NPS, and Commonwealth of Massachusetts did so successfully in Boston with The Freedom Trail.

The Constitutional - Walking Tour of Philadelphia Executive Summary

www.TheConstitutional.com

Exhibit 1 - Independence National Historical Park, Visitor Use Data - 2002 vs. 2001

Park Unit Sites	% of Total*	% drop off from previous site*	2002 Visitors	2001 Visitors	% Change 2002 vs. 2001
Independence Visitor Center	100%	N/A	1,072,334	N/A	N/A
Liberty Bell Pavilion	86%	-14%	920,597	1,178,962	-21.91%
Independence Hall	52%	-40%	553,134	742,278	-25.48%
Congress Hall	42%	-19%	448,598	327,000	37.19%
Great Essentials Exhibit	39%	-6%	422,370	248,553	69.93%
B. Free Franklin Post Office	36%	-8%	388,400	388,400	0.00%
Betsy Ross House ¹⁵			300,000		
Franklin Court	19%	-46%	208,073	219,709	-5.30%
Christ Church	15%	-22%	161,577	158,967	1.64%
Carpenters' Hall	12%	-19%	130,138	123,799	5.12%
Special Programs	11%	-6%	121,723	13,773	783.78%
City Tavern	11%	-7%	112,854	138,970	-18.79%
Printing Office	9%	-18%	92,022	102,938	-10.60%
Old City Hall	8%	-11%	81,700	69,981	16.75%
Visitor Contact Station	5%	-28%	58,566	617,290	-90.51%
318 Market St	3%	-45%	32,473	57,792	-43.81%
New Hall Military Museum	3%	-9%	29,553	61,090	-51.62%
Declaration House	2%	-30%	20,702	27,120	-23.67%
Second Bank	2%	-12%	18,246	39,318	-53.59%
Special Events	2%	0%	18,218	20,736	-12.14%
Poe House	1%	-32%	12,314	12,552	-1.90%
Kosciuszko House	1%	-48%	6,390	7,722	17.25%
Gloria Dei Church	0.5%	-20%	5,135	5,950	-13.70%
Todd House	0.3%	-33%	3,457	6,949	-50.25%
Deshler-Morris House	0.2%	-49%	1,771	1,487	19.10%
Bishop White House	0.1%	-44%	998	169	490.53%
Grand total**			4,921,343	4,571,505	7.65%

Notes: The National Park Service (NPS) in Philadelphia only “sequences” visitors’ tours to the Independence National Historical Park area by suggesting that visitors commence their tours at the Independence Visitor Center. In addition, the data received from the NPS was not provided in any particular order or quantitative ranking. The Constitutional Foundation has sorted and arranged the data in quantitative descending order ranked by 2002 visitor statistics to each historic site. The statistics provided on the National Park Services’ Web site only included the last 3 columns of data appearing above: “2002 visitors;” “2001 visitors;” and “% change 2002 vs. 2001.” The Constitutional Foundation calculated the two columns denoted with the asterisk (*): “% of total” and “% drop off from previous site.”

**While the NPS summed the total of these visitors, a reasonable and fair assumption can be made that these are not necessarily “unique visitors” since many visitors will visit more than one historic site on the list above. Additionally, the total number of unique visitors can best be approximated by looking at the site attracting the largest number of visitors – in this case, it is the Independence Visitor Center. However, there may also be some “double counting” of potentially unique visitors at the Independence Visitor Center, for example, since some visitors may have visited the Independence Visitor Center more than once (i.e., at the beginning and conclusion of their tour).

**The Constitutional - Walking Tour of Philadelphia
Executive Summary**

www.TheConstitutional.com

Exhibit 1A - Independence National Historical Park, Visitor Use Data, 1999-2001

2001 - Park Unit Sites	2001 % drop		2000 - Park Unit Sites	2000 % drop		1999 - Park Unit Sites	1999 % drop	
	2001 Visitors	off from previous site		2000 Visitors	off from previous site		1999 Visitors	off from previous site
Liberty Bell Pavilion	1,178,962		Liberty Bell Pavilion	1,580,622		Liberty Bell Pavilion	1,638,733	
Independence Hall	742,278	-37%	Great Essentials Exhibit	N/A		Great Essentials Exhibit	N/A	
Visitor Contact Station	617,290	-17%	Independence Hall	822,070	-48%	Independence Hall	802,208	-51%
B. Free Franklin P.O.	388,400	-37%	Visitor Contact Station	707,395	-14%	Visitor Contact Station	703,856	-12%
Congress Hall	327,000	-16%	B. Free Franklin P.O.	388,400	-45%	B. Free Franklin P.O.	388,400	-45%
Great Essentials Exhibit	248,553	-24%	Franklin Court	257,073	-34%	Franklin Court	244,463	-37%
Franklin Court	219,709	-12%	Congress Hall	252,055	-2%	Congress Hall	203,060	-17%
Christ Church	158,967	-28%	Christ Church	171,676	-32%	Carpenters' Hall	169,731	-16%
City Tavern	138,970	-13%	Carpenters' Hall	159,644	-7%	Christ Church	160,687	-5%
Carpenters' Hall	123,799	-11%	City Tavern	137,137	-14%	Printing Office	114,387	-29%
Printing Office	102,938	-17%	Old City Hall	122,929	-10%	City Tavern	91,775	-20%
Old City Hall	69,981	-32%	Printing Office	115,955	-6%	Old City Hall	82,023	-11%
New Hall Military Museum	61,090	-13%	New Hall Military Museum	66,816	-42%	318 Market St	70,171	-14%
318 Market St	57,792	-5%	318 Market St	65,076	-3%	New Hall Military Museum	69,218	-1%
Second Bank	39,318	-32%	Second Bank	45,025	-31%	Second Bank	50,599	-27%
Declaration House	27,120	-31%	Declaration House	35,994	-20%	Special Events	40,512	-20%
Special Events	20,736	-24%	Special Events	33,359	-7%	Declaration House	29,193	-28%
Special Programs	13,773	-34%	Special Programs	25,379	-24%	Poe House	16,796	-42%
Poe House	12,552	-9%	Kosciuszko House	8,489	-67%	Special Programs	16,068	-4%
Kosciuszko House	7,722	-38%	Todd House	7,082	-17%	Todd House	6,406	-60%
Todd House	6,949	-10%	Gloria Dei Church	6,050	-15%	Kosciuszko House	6,130	-4%
Gloria Dei Church	5,950	-14%	Bishop White House	5,791	-4%	Bishop White House	5,788	-6%
Deshler-Morris House	1,487	-75%	Deshler-Morris House	1,602	-72%	Gloria Dei Church	4,310	-26%
Bishop White House	169	-89%	Poe House	630	-61%	Deshler-Morris House	1,090	-75%
Grand total	4,571,505		Grand total	5,016,249		Grand total	4,915,604	

The Constitutional - Walking Tour of Philadelphia Executive Summary

www.TheConstitutional.com

Rationale for Implementing The Constitutional

There are numerous practical and economic reasons why it makes sense to implement The Constitutional and capitalize on this opportunity by setting the tour in stone and providing a simple, easy to follow, and free suggested sequence for tourists:

- **Provide Suggested Sequence Enhances Hospitality & Drives Efficiency** - Generally speaking, people need direction and by having a predetermined route such as The Freedom Trail in Boston or as planned with The Constitutional in Philadelphia, tourism officials are able to suggest a starting point and an ending point for visitors. While visitors are not obligated to walk the entire route or even start at a designated point, The Constitutional would at least provide a viable and visible structure and framework for visitors' journeys through historic Philadelphia. The City of Philadelphia is known as the City of Brotherly Love, and it touts itself as the "place that loves you back." As such, in keeping with that spirit, it would be very value-added to provide a more hospitable service to Philadelphia's visitors with a free, simple and sequenced tour that is readily available.

Additionally, having The Constitutional readily available simplifies the work of the staff and volunteers at visitor information locations such as the Independence Visitor Center who today have to create an individualized tour route by hand writing information on maps for each visitor who asks. While this level of personalization can be very nice and effective, and it certainly can continue after The Constitutional is implemented, it is economically impractical to scale this one-on-one level of service during peak season and/or if general tourism rates increase. In this fast-paced world of consumer demand for instant gratification, The Constitutional provides an option for those visitors who just do not want to wait in line at the Independence Visitor Center to get their personalized path of historic sites or for those visitors who do not necessarily want to start their tour at the Independence Visitor Center.

- **Create Comprehensive Guide** - Visitors need to have a comprehensive and easily accessible overview of Philadelphia's historic sites that makes it clear that there is more to see in Philadelphia than just the Liberty Bell and Independence Hall. The Constitutional's inclusionary approach is critically important since it highlights at least 30 other historically significant sites and guides visitors through a suggested path from start to finish. Please see the section herein entitled "Independence National Historical Park Area Visitor Statistical Analyses" and Exhibits 1 and 1A showing the visitation statistics. Today, there is no centralized and comprehensive repository for this information – there are a variety of different non-profit and for-profit sources of information, but not one generally known source for a comprehensive list of most/all historic sites to visit in the Independence National Historical Park area, and how to best navigate one's journey to see most/all of the sites in an allotted period of time.
- **Address Market Need** - It took many, many hours for the "founding parents" of The Constitutional to create the framework for its walking tour. While this was a labor of love, it illustrated the market need for The Constitutional based on the fact that native Philadelphians who live in Center City, are well-educated and are Internet savvy spent hours piecing the tour together by researching various online and offline sources, speaking with visitors, as well as

The Constitutional - Walking Tour of Philadelphia Executive Summary

www.TheConstitutional.com

walking and testing various walking routes in historic Philadelphia. By way of real world market need example, The Constitutional's Web site receives emails from prospective visitors on a regular basis requesting information on The Tour and other visitor information. It is interesting to note that The Constitutional Foundation does nothing to publicly promote The Constitutional's Web site, and yet interested people find it and then write or call in to ask questions, which we respond to with alacrity. (Please see Exhibit 3 detailing the fragmented nature of information available to visitors.)

- **Drive Economic Benefits** - In addition to better showcasing Philadelphia's historic treasures to visitors, The Constitutional will provide economic benefits to the City of Philadelphia and Commonwealth of Pennsylvania. Specifically, the City of Philadelphia and its local businesses can tap into the different revenues that could arise from tourists walking the route and passing stores, attractions, museums, restaurants, bars, hotels, etc. For example, by increasing the number of visitors and the length of time that each visitor spends in the Independence National Historical Park area, The Constitutional will help increase the number of "heads and beds" for the hospitality sector.
- **Showcase Breadth with Inclusionary Model** - The National Park Service primarily promotes just those historic sites that are officially part of Independence National Historical Park and have over the course of time excluded other historically significant sites (such as the Betsy Ross House, the National Liberty Museum, Arch Street Friends Meeting House, etc.) from their maps and literature. As reported in the *Philadelphia Business Journal*, the National Park Service has been reluctant to promote the Betsy Ross House because of concerns over its historic authenticity. Nonetheless, approximately 300,000 visitors go to the Betsy Ross House on an annual basis, placing the Betsy Ross House as a top 8 attraction in terms of visitors.¹⁶

In order to provide visitors with a consumer-friendly experience like The Freedom Trail provides, visitors to Philadelphia need a comprehensive and unbiased tour map with a framework and suggested route for their visit so that they do not just visit the Liberty Bell and Independence Hall, and think that they have seen all of Philadelphia's unique collection of historical sites. Today, when visitors pick up the official map from the Independence Visitors Center, entitled "Seeing Philadelphia," which is published by the National Park Service, there is a long alphabetical listing of various sites and their official historical designations, if any, including: 1) National Historic Landmarks (NHL), 2) Philadelphia's Historic Neighborhood Consortium (HNC), and/or 3) National Park Service (NPS). The latest map is much improved in terms of its inclusion of various sites that are not just part of NPS, but it certainly could be more visitor friendly since tourists typically neither plan their tour alphabetically nor by historical site designations. (For a more detailed explanation on these designations, please see Exhibit 4.)

- **Create Complementary Value-Added Effect** - The Constitutional tours America's most historic square mile – this is a great way to provide some structure to Old City with respect to tourism in Old City and then to naturally extend it outside of the Historic/Waterfront District around Old City to other Philadelphia-area historical points of interest.

The Constitutional - Walking Tour of Philadelphia Executive Summary

www.TheConstitutional.com

- **Leverage Existing Infrastructure** - The Constitutional would be relatively inexpensive to implement, maintain and promote given the fact that the needed service infrastructure is already in place, primarily speaking, with respect to the operations of other organizations including the Independence Visitor Center and Independence National Historical Park.

Market Characteristics - The Constitutional Complements Existing Walking Tours

While there are existing walking tours of the Independence National Historical Park area including the fee-charging Lights of Liberty, and the new fee-charging AudioWalk, Philadelphia absolutely does not have anything like The Constitutional which is free, self-guided, sequenced, always open¹⁷ and does not require any extra equipment (i.e., CD and headset).

Additionally, Center City District's Walk! Philadelphia, designed by the award-winning Joel Katz Design Associates, is another great complementary walking navigational system to The Constitutional. Walk! Philadelphia highlights various "districts" in the city (i.e., Rittenhouse Square District, Washington Square District, The Parkway District, The Historic District, and the Convention Center District). Walk! Philadelphia helps guide visitors through the city with its color-coded and distinctive "diskmaps" which are oriented in the direction the visitor is facing, and which feature a yellow "You Are here" star and a circle defining a 10-minute walking radius of sites and attractions. Additionally, at many corners, there are directional signs to various sites and attractions which display the name, color and icon of the district within which the site/attraction is located. There are over 1,000 diskmaps and directional signs strategically placed throughout the city, but these absolutely neither provide a tour nor sequence visitors' path from one site to another, rather Walk! Philadelphia serves as an effective aid helping visitors better navigate the city. (Please see Exhibit 2 for a comparison chart of the existing walking tours and navigational tools.)

The Constitutional is designed to be complementary to, and not competitive with existing tours, including the ones named above. In that spirit of cooperation, there could be a few variations of The Constitutional including:

- The Constitutional – Free self-guided tour
- The Constitutional – Fee-based self-guided tour with audio tour guide such as the AudioWalk CD or the Lights of Liberty headsets.
- The Constitutional – Fee-based guided tour with a live tour guide such as The Constitutional tour guides by day and/or possibly the Lights of Liberty tour guides at night.

All of these variations for The Constitutional would optimally be supported through distribution of The Constitutional's written brochure and map by various constituents including the Independence Visitor Center, The Pennsylvania Convention Center, the National Constitution Center, Lights of Liberty, historic sites along The Constitutional, hotels, restaurants, bars, on-site kiosks, electronically via the Internet, etc.

**The Constitutional - Walking Tour of Philadelphia
Executive Summary**

www.TheConstitutional.com

Exhibit 2 - Overview of Existing Walking Tours and Navigational Tools in Philadelphia

	Self-Guided	Cost	Equipment Required	Availability, Scheduling & Planning Required
The Constitutional	Yes	Free	No	No planning is required for in-person visit. Always available, 24x7x365, no scheduling required. ¹⁸ Interactive tour and knowledge base is always available online.
AudioWalk	Yes	Purchase: \$18.45 to purchase CD by mail. Rental: \$10 for one, \$14 for 2; \$16 for 3; \$20 for 4	72 minute CD, CD player & headset	Planning is required for an in-person tour since this tour requires the purchase and/or rental of CD and CD player. If you do not order in advance by mail, the CDs and players are only available at the Independence Visitor Center and Lights of Liberty with the last rental available at 2PM everyday. All CD and player renters must be 18 or older, or accompanied by an adult 18 years or older. Headsets can be uncomfortable during Philadelphia's hot summers. Only limited tour is available online.
Lights of Liberty	Yes	\$12-\$18 Adults - \$17.76; Students & Seniors - \$16; Kids under 12 - \$12	Yes	Planning is required for an in-person visit. Seasonal – (May through October), only offered after dusk and at night, and generally only from Tuesdays – Saturdays in season (and sometimes more limited in depending on the month). As visitors must wear headsets for this narrated tour, it is not something that visitors can readily complete at their own pace. Headsets can be uncomfortable during Philadelphia's hot summer nights. Only very limited tour is available online.
Walk! Philadelphia	Yes	Free	No	No planning is required for self-guided navigation, but Walk! Philadelphia is <u>not a tour</u> . There is no sequencing or suggested route for a tour in any District, including the Historic District encompassing the Independence National Historical Park area. The Walk! Philadelphia guide is not available online in terms of helping people plan their visits in advance.

**The Constitutional - Walking Tour of Philadelphia
Executive Summary**

www.TheConstitutional.com

Exhibit 3 - Existing Sources of Philadelphia Tourism Information are Very Fragmented and Often Exclusionary

Organization/Source of Information	URL
AudioWalk & Tour of Historic Philadelphia	http://www.ushistory.org/audiowalk/
Center City District – Walk! Philadelphia Diskmaps Design: Joel Katz Design Associates	http://www.centercityphila.org
Greater Philadelphia Tourism Marketing Corp.	www.gophila.com
Historic Philadelphia, Inc.	http://historicphiladelphia.org/
Independence Hall Association	http://www.ushistory.org/iha.html
Independence National Historical Park (National Park Service)	http://www.nps.gov/inde/index.htm
Independence Visitor Center Corporation	http://www.independencevisitorcenter.com/
Lights of Liberty Show	http://www.lightsofliberty.org/
National Constitution Center	http://www.constitutioncenter.org/
Pennsylvania Visitors Network	http://www.pavisnet.com/
Philadelphia Carriage Company - Independence Carriage Company	http://www.philacarriage.com/
Philadelphia Convention & Visitors Bureau	http://www.pcvb.org/ http://www.pavisnet.com/
Philadelphia Multicultural Affairs Congress	http://www.philadelphiamac.org
List of places to see	http://pavisnet.com/cgi-bin/page3.cgi?category=hist&what=do&dir=philadelphia
Philadelphia Visitor Maps	http://www.ushistory.org/tour/philmaph.html http://www.gophila.com/gettinghere/historicphiladelphiamaph.html
Philadelphia Visitation Statistics	http://www.nps.gov/inde/stats/stats02.html

The Constitutional - Walking Tour of Philadelphia Executive Summary

www.TheConstitutional.com

Acknowledgements

The Constitutional Foundation and The Constitutional Walking Tour of Philadelphia were conceived by Leslie and Jonathan Bari of Philadelphia. We gratefully acknowledge the support of H. F. (Gerry) Lenfest and the National Constitution Center. The Constitutional's charter corporate sponsors in terms of conception and development include Catavault, CBOP Photographic Imaging, Delaware Valley Regional Planning Commission, Eckert Seamans Cherin & Mellott, Hoffman & Company, MostlyWeb, LinuxForce, Solution Media, UAS and Wallabee Multimedia. Additionally, special thanks go to several individuals including Mark Carlidge, Esq., Jan Deruiter, Scott Elkins, Steve Foxman, Esq., Wally Hayman, Mark Hoffman, CPA, Nidhi Krishen, Amy Malerba, Fred Mann, Darragh Muldoon, Amy Needle, Donald Shanis, Michael Shannon and Dan Trotzer.

The Constitutional Foundation further acknowledges Bob Winn, the sexton of the Old North Church in Boston, and William Schofield, the reporter from the *Boston Herald-Traveler*, who originally conceived of The Freedom Trail in Boston from 1951 to 1958.

The Constitutional Walking Tour of Philadelphia is currently a working concept that The Constitutional Foundation is working to have implemented through various constituents including the Center City District, City of Philadelphia, Commonwealth of Pennsylvania, Delaware Valley Regional Planning Commission, Friends of Independence National Historical Park, Greater Philadelphia Chamber of Commerce, Greater Philadelphia Tourism Marketing Corporation, Independence Visitor Center Corporation, Independence Hall Association, Independence National Historical Park, the National Park Service, International Visitors Council of Philadelphia, National Constitution Center, Old City District, Philadelphia Convention & Visitors Bureau, Philadelphia's Historic Neighborhood Consortium, Philadelphia Multicultural Affairs Congress, Philadelphia's Northwest Coalition, etc.

While the line denoting the trail of The Constitutional has not yet been "set in stone" in the sidewalks and streets with paint and contrasting bricks as well as signage at the historic sites, visitors can still today follow The Constitutional's suggested route, which can be printed online at www.theconstitutional.com, to see many of the most important Revolutionary Era historic sites in Philadelphia.

In developing the initial framework for The Constitutional, The Constitutional Foundation relied on various sources of existing information including: AudioWalk & Tour of Historic Philadelphia; Boston National Historical Park, Center City District (Walk! Philadelphia); City of Boston; Commonwealth of Massachusetts; The Freedom Trail Foundation, The Freedom Trail; Greater Philadelphia Tourism Marketing Corporation; Historic Philadelphia, Inc.; Independence Hall Association; Independence National Historical Park - the National Park Service; Independence Visitor Center; Lights of Liberty Show; National Constitution Center; Philadelphia Carriage Company - Independence Carriage Company; The Philadelphia Convention & Visitors Bureau and the Philadelphia Multicultural Affairs Congress.

© MMIII, The Constitutional Foundation, Inc. and The Constitutional Walking Tour of Philadelphia. The Constitutional Foundation and The Constitutional Walking Tour of Philadelphia are service marks owned by The Constitutional Foundation. All Rights Reserved.

The Constitutional Foundation, Inc.
Post Office Box 2066 • Philadelphia, PA 19103 • 215.525.1776 • 215.546.7297 (fax)
info@TheConstitutional.com

**The Constitutional - Walking Tour of Philadelphia
Executive Summary**

www.TheConstitutional.com

All other products, services, events, brands, sites and/or names mentioned herein are trademarks, registered trademarks or service marks of their respective owners.

**The Constitutional - Walking Tour of Philadelphia
Executive Summary**

www.TheConstitutional.com

Exhibit 4 - The Constitutional Walking Tour of Philadelphia - Historic Sites

<u>SITE NAME</u>	<u>SITE LOCATION</u>	<u>SITE SIGNIFICANCE</u>
1. National Constitution Center	5 th & Arch Streets 866.917.1787	The National Constitution Center, located on Philadelphia's Independence Mall, is the first museum in the world devoted to dramatically telling the story of The United States Constitution from Revolutionary times to the present through more than 100 interactive and multimedia exhibits, film, photographs, text, sculpture and artifacts. Be sure to walk through Signers' Hall with its life-size statues including Benjamin Franklin and George Washington. Watch Freedom Rising which brings to life the historical context of The Constitution and its impact on our lives today. Take the Presidential Oath-of-Office and vote for your favorite President of all-time.
2. Independence Visitor Center	One North Independence Mall West at 6 th & Market Streets (across from the Liberty Bell Center) 800.537.7676	Visitors to the Independence Visitor Center will discover a range of services and amenities that provide a warm welcome and all of the information you need to plan your visit to the Philadelphia area including Independence National Historical Park. Get your free timed tour tickets for Independence Hall on the morning of your visit, on a first-come, first-served basis. Throughout the day, you can watch two films: <i>Independence</i> and <i>Choosing Sides</i> . Visit the Independence Store for souvenirs and Old Capital Coffee for refreshments.
3. The Liberty Bell Center	6 th Street between Market & Chestnut Streets (entrance on Market Street across from the Independence Visitor Center) 215.597.8974	As the official bell of the Pennsylvania State House, which is today called Independence Hall, the Liberty Bell rang many times for public announcements. It may have rang on July 8, 1776 to announce the first public reading of The Declaration of Independence. The Liberty Bell, which weighs about 2,000 pounds, was silenced by a crack in 1846. Its inscription reads - "Proclaim Liberty throughout all the Land unto all the Inhabitants thereof," Leviticus XXV, v.10, <i>The Bible</i> . The new Liberty Bell Center features exciting exhibits on the history of this world famous icon of freedom.
4. Independence Hall	Chestnut Street between 5 th & 6 th Streets 215.597.8974 Note: Every visitor to Independence Hall will need a free timed ticket, which you can get at the Independence	Independence Hall, the birthplace of America, was built in 1732 as the Pennsylvania State House. Within this hallowed hall, the Second Continental Congress met in May 1775, and The Declaration of Independence was adopted on July 4, 1776. Independence Hall is also where the Constitutional Convention met to draft, debate and then sign The United States Constitution on September 17, 1787.

The Constitutional - Walking Tour of Philadelphia Executive Summary

www.TheConstitutional.com

	<p>Visitor Center on the morning of your visit, on a first-come, first-served basis. To reserve your tickets in advance for a small processing fee, call 800.967.2283 or log onto http://reservations.nps.gov.</p>	
5. Congress Hall	<p>Chestnut Street between 5th & 6th Streets</p> <p>215.597.8974</p>	<p>Constructed between 1787 and 1789 as the Philadelphia County Court House, Congress Hall served as the meeting place of the United States Congress from 1790 to 1800 when Philadelphia was the Capital of the United States. The House of Representatives met on the main floor, while the Senate assembled upstairs. Among the historic events that took place here were the inaugurations of President George Washington (his second) and President John Adams.</p>
6. Old City Hall	<p>Chestnut Street between 5th & 6th Streets</p> <p>215.597.8974</p>	<p>The United States Supreme Court met here from 1791 until 1800 when the Capital of the United States was moved from Philadelphia to Washington, D.C. Early members of the Supreme Court included: John Jay, Chief Justice, 1789 to 1795; Oliver Ellsworth, Chief Justice, 1796 to 1800 and John Marshall, Associate Justice who later became Chief Justice, 1801 to 1835.</p>
7. Philosophical Hall	<p>104 South 5th Street between Chestnut & Walnut Streets</p> <p>215.440.3400</p>	<p>The American Philosophical Society was founded in 1743 as a home for thinkers about nature, machines, industry and governance. It was founded through the outgrowth of an idea fostered by Benjamin Franklin, and it is the oldest learned society in the United States.</p>
8. Tomb of the Unknown Soldier	<p>Washington Square, bounded by 6th & 7th Streets and Walnut Street</p> <p>215.597.8974</p>	<p>The Tomb of the Unknown Soldier lies within Washington Square, one of the five public parks drawn up by William Penn in his 1682 blueprint for Philadelphia. In 1954, the Washington Square Planning Committee decided to erect a memorial that honored both President George Washington and an unknown soldier from the Revolutionary War.</p>
9. Library Hall	<p>105 South 5th Street (entrance on Library Street)</p> <p>215.440.3400</p>	<p>The Library Company of Philadelphia, founded by Benjamin Franklin in 1731, was housed on the site of Library Hall from 1790 to 1880; the Library Company served as the Library of Congress from 1774 to 1800. In the 1880s, the Library Company moved to 1314 Locust Street, and the original Library Hall was then demolished. In the 1950s, a reproduction of Library Hall was constructed on its original site. Today, Library Hall houses some of the American Philosophical Society's collections, and the Library Company still functions as a prominent research library on Locust Street.</p>

**The Constitutional - Walking Tour of Philadelphia
Executive Summary**

www.TheConstitutional.com

10. Second Bank of the United States	420 Chestnut Street 215.597.8974	Completed in 1824, the Second Bank of United States is one of the finest examples of Greek Revival architecture, modeled on the Parthenon in Greece. The Second Bank was designed by William Strickland who was known as the “city architect” because he created a large number of Philadelphia’s public buildings. The Second Bank was incorporated in 1816, and it was one of the most influential financial institutions in the world until 1832. Today, the building houses a collection of late 18 th and early 19 th Century portraits.
11. Todd House	4 th & Walnut Streets 800.537.7676	Built in 1775, the Todd House was occupied from 1791 to 1793 by lawyer John Todd, and his wife Dolley Payne. Todd died during the 1793 yellow fever epidemic. Following her husband’s death, Dolley married James Madison, who later became the fourth President of the United States. Note: The Todd House is open by tour only. Free tickets are available on the day of your visit at the Independence Visitor Center. Tours are limited to 10 people, and tickets are distributed on a first-come, first-served basis. The tour takes approximately one hour and includes the Bishop White House.
12. Bishop White House	309 Walnut Street 800.537.7676	The Reverend Dr. William White, rector of Christ Church and St. Peter’s Church as well as the first Episcopal Bishop of Pennsylvania, lived in this house from the time it was built in 1787 until his death in 1836. Note: The Bishop White House is open by tour only. Free tickets are available on the day of your visit at the Independence Visitor Center. Tours are limited to 10 people, and tickets are distributed on a first-come, first-served basis. The tour takes approximately one hour and includes the Todd House.
13. Polish American Cultural Center Museum	308 Walnut Street 215.922.1700	The Polish American Cultural Center Museum features exhibits on Polish history and culture, including a pictorial display of “Great Men and Women of Poland.” Some of the notable people featured in the exhibit from Colonial and Revolutionary times are Thaddeus Kosciuszko, one of the 18th Century’s greatest champions of American and Polish freedom, and Casimir Pulaski, “Father of the American Cavalry.”
14. Merchants’ Exchange	3 rd Street at Walnut Street 215.597.8974	The Merchants’ Exchange, designed by William Strickland, is the oldest stock exchange building in the United States. During President Andrew Jackson’s first term in office, Philadelphia, along with the rest of America, was in the midst of an economic boom, and the building was a hub for financial and commercial activities.

The Constitutional - Walking Tour of Philadelphia Executive Summary

www.TheConstitutional.com

15. City Tavern	138 South 2 nd Street between Walnut & Chestnut Streets 215.413.1443	The City Tavern is a reconstruction of the tavern where the First and Second Continental Congresses met, as well as where the Constitutional Convention met. The City Tavern played host to George Washington, Thomas Jefferson, Benjamin Franklin and John Adams. Today, the restaurant serves lunch and dinner, and it offers visitors the chance to enjoy a taste of the past.
16. First Bank of the United States	3 rd Street between Chestnut & Walnut Streets 215.597.8974	The First Bank of the United States was chartered by Congress and President Washington in 1791 under the direction of the Treasury Secretary, Alexander Hamilton. Architecturally, the First Bank of the United States building won wide acclaim upon its completion in 1797, and it is believed to be one of the first examples of Classical monumental design. The constitutionality of the First Bank of the United States sparked the first great debate between “strict constructionalists” and “loose constructionalists” regarding the interpretation of The United States Constitution.
17. Carpenters’ Hall	320 Chestnut Street 215.925.0167	Carpenters’ Hall was built in 1770. The First Continental Congress met at Carpenters’ Hall in September 1774 to draw up a Declaration of Rights and Grievances and an appeal to King George III. This was in response to the Colonies' outrage towards the British Parliament over punishing Massachusetts for the Boston Tea Party. During the Revolutionary War, Carpenters’ Hall served as a hospital and an arsenal for American forces.
18. New Hall Military Museum	Chestnut Street between 3 rd & 4 th Streets (next to Carpenters’ Hall) 215.597.8974	The New Hall Military Museum is devoted to interpreting the role of the military in early American history. This building is a reconstruction of the one built by the Carpenters' Company in 1791, and it originally housed the office of the first Secretary of War, Henry Knox, and his staff. The building currently houses exhibits highlighting the origins of the United States Army, Marine Corps and Navy with displays featuring weapons, uniforms, battle flags and more.
19. National Liberty Museum	321 Chestnut Street 215.925.2800	The National Liberty Museum was created to help combat America’s growing problem with violence and bigotry by celebrating our nation’s heritage of freedom and the wonderful diverse society it has produced.
20. Franklin Court	Between 3 rd & 4 th Streets and Market & Chestnut Streets (entrance off Chestnut or Market)	Benjamin Franklin, one of America’s Founding Fathers, was a very accomplished author, diplomat, inventor, philanthropist, political pundit, printer, statesman and scientist during his 84-year life. Franklin’s house once stood in Franklin Court,

**The Constitutional - Walking Tour of Philadelphia
Executive Summary**

www.TheConstitutional.com

	215.597.8974	however it was razed in 1812. Today, the Robert Venturi-designed “Ghost House” stands depicting the frame of Franklin’s home. Below Franklin Court is a museum which is filled with paintings, objects and inventions; the museum also continuously shows “The Real Ben Franklin” movie.
21. B. Free Post Office & Museum	316 Market Street 215.597.8974	B. Free Post Office is the only Colonial theme post office operated by the United States Postal Service. It is a living portrayal of a bygone Colonial lifestyle, and it is the only active post office in the United States that does not fly the American flag (because there was not yet one in 1775 when Benjamin Franklin was appointed Postmaster General). The postmark “B. Free Franklin” is still used to cancel stamps. The museum on the second floor features displays of postal history and memorabilia.
22. Christ Church	2nd Street above Market Street 215.922.1695	Often called the “Nation’s Church,” this Episcopalian church has been an active parish since 1695, and it is where Benjamin Franklin, Absalom Jones, Robert Morris, Betsy Ross, Benjamin Rush and George Washington worshipped. It was the first parish of the Church of England (Anglican) in Pennsylvania. It is also the church where the American Episcopal Church was born. The steeple, financed by a lottery organized by Franklin, was the tallest structure in the Colonies for 83 years.
23. Elfreth’s Alley	Off North 2 nd Street between Arch & Race Streets (#126 Elfreth’s Alley is The Museum House) 215.574.0560	Named for blacksmith Jeremiah Elfreth, Elfreth’s Alley, with its 33 houses, is the oldest continuously occupied residential street in the United States, since 1713. Elfreth’s Alley includes a museum about the living history of the Alley.
24. Betsy Ross House	239 Arch Street 215-686-1252	The Betsy Ross House, a row home built in 1740, has been restored to about the year 1777. It was at that time, according to legend, that Betsy Ross was commissioned by George Washington to create the first American Flag. Although no official records exist to authenticate the story of Ross creating the legendary “Stars and Stripes,” the descendants of Ross have passed her story down from generation to generation, which detailed Ross’ role as a national matriarch and the feminine face of the American Revolution. The Betsy Ross House commemorates Ross’ legend and history.
25. Arch Street Friends Meeting House	320 Arch Street 215.627.2667	Built in 1804 on land that William Penn gave to the Quakers in 1693, the Arch Street Friends Meeting House is the oldest Friends Meeting House still in use in Philadelphia, and it is the largest in the world. The Society of Friends, called Quakers by their critics,

**The Constitutional - Walking Tour of Philadelphia
Executive Summary**

www.TheConstitutional.com

		grew out of the teachings of George Fox in England, in the 17 th Century. Penn, a disciple of Fox, founded Philadelphia as a haven for his persecuted co-religionists. Penn's "Holy Experiment" was to build a society according to Quaker ideals: the absolute right of conscience, the equality of man and nonviolence.
26. Christ Church Burial Ground	5 th & Arch Streets 215.922.1695	Christ Church Burial Ground is one of America's most interesting graveyards from the Colonial Era and Revolutionary Era; the burial ground has 1,400 markers on two acres. The graveyard is the final resting place for some of America's most prominent leaders including Benjamin Franklin and four other signers of The Declaration of Independence.
27. National Museum of American Jewish History	55 North 5 th Street between Market & Arch Streets 215.923.3811	The National Museum of American Jewish History's mission is to present educational programs and experiences that preserve, explore and celebrate the history of Jews in America. Their purpose is to connect Jews more closely to their heritage and to inspire in people of all backgrounds a greater appreciation for the diversity of the American Jewish experience and the freedoms to which Americans aspire.
28. Congregation Mikveh Israel	44 North 4 th Street between Market & Arch Streets 215.922.5446	Congregation Mikveh Israel was founded in 1740, and it is the second oldest synagogue in the United States. Notable members from the Colonial Era and Revolutionary Era included: Haym Solomon, one of the financiers of the American Revolution; Nathan Levy, whose ship, the Myrtilla, transported the Liberty Bell to America; and Rebecca Gratz, philanthropist and founder of the first Hebrew Sunday School.
29. The Bourse Building	111 South Independence Mall East on 5 th Street between Market & Chestnut Streets 215.625.0300	The Bourse Building, opened in 1895, was the first Commodities Exchange in the United States. The Bourse Building was the first in the world to simultaneously house a stock exchange, maritime exchange and grain-trading center. Be sure to visit The Bourse's souvenir shops and food court, which serves everything from cappuccino to world famous Philadelphia cheesesteaks.

**The Constitutional - Walking Tour of Philadelphia
Executive Summary**

www.TheConstitutional.com

30. Lights of Liberty & Signers' Walk	Chestnut Street between 6 th & 7 th Streets 877.GO.2.1776	Lights of Liberty is a nighttime sound and light walking show that lets you experience the American Revolution with image projections up to 5-stories high. The show is offered from May through October. Signers' Walk provides a tribute to 56 members of the Continental Congress who risked their lives, reputations and fortunes by signing The Declaration of Independence.
31. Atwater Kent Museum	15 South 7 th Street between Chestnut & Market Streets 215.685.4830	The Atwater Kent Museum is Philadelphia's official history museum which tells Philadelphia's 300-year story. The museum features a collection of more than 80,000 objects as well as exhibits, educational programs and family activities.
32. Declaration House (Graff House)	7 th & Market Streets 215.597.8974	Declaration House, or Graff House as it is also referred to, is on the site where Thomas Jefferson lived when he wrote The Declaration of Independence, appealing to the natural principles of justice and equality. Be sure to request to watch the free 10 minute movie entitled "Portrait of a Patriot" which tells the story of Jefferson and the writing of The Declaration of Independence.
33. The African American Museum in Philadelphia	701 Arch Street 215.574.0380	Founded in 1976, The African American Museum in Philadelphia is dedicated to collecting preserving and interpreting the material and intellectual culture of African Americans in Philadelphia, the Delaware Valley, the Commonwealth of Pennsylvania and the Americas. The Museum is also a proud affiliate of the Smithsonian Institution.

STEPS OFF THE TOUR

While you are taking The Constitutional Walking Tour of Philadelphia, be sure to see the many other exciting sites that are just "Steps off The Tour" including:

<u>SITE</u>	<u>LOCATION</u>	<u>SIGNIFICANCE</u>
<i>Steps Off The Tour- A</i>		
Walnut Street Theatre	825 Walnut Street 215.574.3550	Founded in 1809, the Walnut Street Theatre is the oldest theatre in America and the oldest playhouse in continuous use in the English-speaking world.
<i>Steps Off The Tour- B</i>		
Pennsylvania Hospital	Primarily bounded by 8 th & 9 th Streets and Spruce & Pine Streets 215.829.5434	Founded in 1751 by Benjamin Franklin, Pennsylvania Hospital is the first hospital in the America. The first building that was erected in 1755 is still in use today. The best view of the original building is from Pine Street between 8 th & 9 th Streets.

**The Constitutional - Walking Tour of Philadelphia
Executive Summary**

www.TheConstitutional.com

Mikveh Israel Cemetery	Spruce Street between 8 th & 9 th Streets 215.922.5446	Founded in 1740, Mikveh Israel Cemetery is the first Jewish cemetery in the nation. Many members of the Mikveh Israel congregation from the Colonial Era and Revolutionary Era are buried here, including Haym Solomon, one of the major financiers of the American Revolution, as well as Nathan Levy, Aaron Levy and the Gratz family.
<i>Steps Off The Tour - C</i>		
Mother Bethel African Methodist Episcopal (AME) Church	419 South 6 th Street between Pine & Lombard Streets 215.925.0616	Founded in 1791 by Richard Allen, Mother Bethel is the “mother church” of the African Methodist Episcopal Church in America. Mother Bethel Church was a stop on the Underground Railroad. The ground on which Mother Bethel stands is the oldest parcel of real estate continuously owned by African Americans in the United States. The original structure was built in 1791, and the current structure was built in 1889.
<i>Steps Off The Tour – D</i>		
Old St. Mary’s Church	252 South 4 th Street between Locust & Spruce Streets 215.923.7930	Built in 1763, Old St. Mary’s became the first Catholic Cathedral of the Diocese of Philadelphia in 1810. George Washington, John Adams and other members of the Continental Congress attended services at Old Saint Mary's Church. John Barry, “Father of the American Navy,” is buried here.
James Madison House	429 Spruce Street Private residence, Not Open to the Public	Built in 1796, James Madison lived here with his wife Dolley.
Old Pine St. Church	412 Pine Street 215.925.8051	Built in 1768, this is the only Colonial Presbyterian church in Philadelphia which is still standing and in continuous use. This church was often referred to as the “Church of the Patriots.”
St. Peter’s Church	3 rd & Pine Streets 215.925.5968	A National Historic Landmark, this Colonial Era building has changed little since the day it opened for worship in September 1761. The steeple was designed by William Strickland who was known as the “city architect” because he created a large number of Philadelphia’s public buildings.
Thaddeus Kosciuszko House National Memorial	301 Pine Street 215.597.9618	Thaddeus Kosciuszko, a military engineer, became one of the 18th Century’s greatest champions of American and Polish freedom. The house where he resided during the winter of 1797/98, serves as a memorial to his life and accomplishments.
<i>Steps Off The Tour – E</i>		
Old St. Joseph’s Church	321 Willings Alley	Founded in 1733, Old St. Joseph’s Church is the oldest Roman Catholic Church in Philadelphia.

**The Constitutional - Walking Tour of Philadelphia
Executive Summary**

www.TheConstitutional.com

	215.923.1733	
<i>Steps Off The Tour – F</i>		
Powel House	244 South 3 rd Street between Walnut & Spruce Streets 215.627.0364	Built in 1765, the Powel House was the home of Samuel Powel who served as the last Mayor of Philadelphia under the British Crown. Powel was also the first Mayor of Philadelphia after the creation of the United States. Powel and his wife frequently entertained notable guests such as John Adams, Benjamin Franklin and George Washington.
<i>Steps Off The Tour – G</i>		
Independence Seaport Museum	211 S. Columbus Boulevard at Walnut Street 215.925.5439	Capture Philadelphia’s maritime heritage with family-oriented interactive exhibits, ship models, artifacts and art. The National Maritime Historical Society proclaimed the Independence Seaport Museum to be “Both a Celebration and an Experience.”
<i>Steps Off The Tour – H</i>		
Chemical Heritage Foundation	315 Chestnut Street 215.925.2222	The Chemical Heritage Foundation is dedicated to preserving and sharing the history and heritage of the chemical and molecular sciences, technologies and allied industries. The Chemical Heritage Foundation is housed in the First National Bank building built in 1865.
<i>Steps Off The Tour – I</i>		
Fireman’s Hall Museum	147 North 2 nd Street between Arch & Race Streets 215.923.1438	Containing firefighting apparatus from 1731-1907, including early hand-drawn and horse-drawn engines, Fireman’s Hall Museum is dedicated to the art and science of firefighting through the last three centuries. Fireman’s Hall is located on the site of the former Engine Company Number Eight, a descendent of Benjamin Franklin’s 1736 “Union Fire Company.”
<i>Steps Off The Tour – J</i>		
Old First Reformed Church	151 North 4 th Street at the corner of Race Street 215.922.4566	One of the earliest German Reformed Churches in America, Philadelphia’s Old First Reformed Church was established by Reverend George Michael Weiss and predates The Declaration of Independence by nearly 50 years.
<i>Steps Off The Tour – K</i>		
St. George’s United Methodist Church	235 North 4 th Street on the corner of New Street & 4th Streets between Race & Vine Streets 215.925.7788	St. George’s United Methodist Church is America’s oldest Methodist church building in continuous service since 1769.
<i>Steps Off The Tour- L</i>		
The United States Mint	151 North Independence Mall East at 5 th & Arch Streets	In 1792, Congress passed The Coinage Act, which created the Mint and authorized construction of the first Mint in the nation’s capital, Philadelphia. The

The Constitutional - Walking Tour of Philadelphia Executive Summary

www.TheConstitutional.com

	215.408.0112	Mint in Philadelphia has since moved three times in order to expand. Today, the Mint in Philadelphia is one of five Mint facilities nationwide, and it is the home of engraving for United States coins and medals. Every day, the Philadelphia and Denver facilities mint 65 to 80 million coins. Note: The Mint is open for tours by appointment only with two weeks advance notice. Call 215.408.0112.
<i>Steps Off The Tour – M</i>		
Federal Reserve Bank of Philadelphia	10 Independence Mall at 6th & Arch Streets 215.574.3930	Visit the new exhibit, “Money in Motion,” where visitors learn about money, banking, and the Federal Reserve System. This free exhibit highlights Philadelphia’s role as the city where banking was born. View money from the original 13 Colonies and examine a rare \$100,000 bill.

Visit www.TheConstitutional.com to learn even more about these historic sites and others which are just Steps off The Tour.

Explanation of Historic Site Designations¹⁹

- **National Historic Landmarks (NHL)** – National Historic Landmarks are designated by the Secretary of the Interior in recognition of their exceptional value in illustrating and interpreting the history of our nation. It is the highest level of recognition offered by the Federal government. Philadelphia is especially distinguished by its concentration of a diverse variety of over sixty NHLs.
- **Philadelphia’s Historic Neighborhood Consortium (HNC)** – The Historic Neighborhood Consortium is a group of more than thirty cultural institutions, museums, historic houses of worship and sites located within walking distance of the Liberty Bell and Independence Hall.
- **National Park Service (NPS)** – The National Park Service cares for special places saved by the American people so that all may experience our heritage.

The Constitutional - Walking Tour of Philadelphia Executive Summary

www.TheConstitutional.com

Endnotes

- ¹ The Freedom Trail Map, National Park Service, United States Department of the Interior
 - ² The Freedom Trail Web site, March 10, 2003, <http://www.thefreedomtrail.org/home.htm#how>
 - ³ The Freedom Trail Web site, March 10, 2003, <http://www.thefreedomtrail.org/home.htm#how>
 - ⁴ The Freedom Trail Map, National Park Service, United States Department of the Interior
 - ⁵ The Freedom Trail Web site, March 10, 2003, <http://www.thefreedomtrail.org/home.htm#you>
 - ⁶ The Freedom Trail Map, National Park Service, United States Department of the Interior
 - ⁷ The Freedom Trail Foundation Web site, <http://www.thefreedomtrail.org/home.htm#what>
 - ⁸ The Freedom Trail Foundation literature
 - ⁹ The Freedom Trail Foundation literature
 - ¹⁰ The Freedom Trail Web site, March 10, 2003, <http://www.thefreedomtrail.org/home.htm#friends>
 - ¹¹ The National Park Service, Independence National Historical Park Web site, Comparative Annual Reports, 1999-2002 (excluding The Betsy Ross House 11), <http://www.nps.gov/inde/stats/stats02.html>; and The Constitutional Foundation's unscientific poll asking for feedback from visitors and analyzing other tourist trends and tourism efforts in Philadelphia and elsewhere with The Freedom Trail in Boston.
 - ¹² The Constitutional Foundation recognizes that there are other operational variables which might affect attendance statistics, including, for example, new security considerations that affect visitation numbers at Independence Hall, capacity constraints, historic preservation efforts, and/or the June 1, 2002 policy change whereby visitors now need free timed tickets to see Independence Hall and the other historic buildings on Independence Square. Nonetheless, capacity issues at a particular site, while important, are variables that need to be isolated and analyzed by themselves as best as possible, and from an operational perspective reviewed to see whether there are ways in which to increase capacity per site such as with the extension of operating hours, the increase in tour group size, and/or the increase in the number of Park Rangers, etc.
 - ¹³ The Visitor Contact Center was closed and replaced with the Independence Visitor Center in Fall 2001.
 - ¹⁴ The Freedom Trail Web site, March 10, 2003, <http://www.thefreedomtrail.org/home.htm#you>
 - ¹⁵ Philadelphia Business Journal, "Checkered past, present drapes Betsy Ross House," February 25, 2002, <http://www.bizjournals.com/philadelphia/stories/2002/02/25/story8.html>
 - ¹⁶ Philadelphia Business Journal, "Checkered past, present drapes Betsy Ross House," February 25, 2002, <http://www.bizjournals.com/philadelphia/stories/2002/02/25/story8.html>
 - ¹⁷ While The Constitutional Walking Tour of Philadelphia is "always open," 24 hours per day, 365 days per year, that does not mean that all buildings, sites, sidewalks, streets and the like that are part of The Constitutional's path are always open based on various factors including operating conditions and security concerns. In general though, the line denoting the tour which The Constitutional Foundation is working to have implemented would exist and could be walked, for the most part, in unrestricted areas, at any time, where the line is outdoors, for example.
 - ¹⁸ While The Constitutional Walking Tour of Philadelphia is "always open," 24 hours per day, 365 days per year, that does not mean that all buildings, sites, sidewalks, streets and the like that are part of The Constitutional's path are always open based on various factors including operating conditions and security concerns. In general though, the line denoting the tour which The Constitutional Foundation is working to have implemented would exist and could be walked, for the most part, in unrestricted areas, at any time, where the line is outdoors, for example.
 - ¹⁹ "Seeing Philadelphia," Map – National Historic Landmark Program, National Park Service, 2003.
- While The Constitutional Walking Tour of Philadelphia is "always open," 24 hours per day, 365 days per year, that does not mean that all buildings, sites, sidewalks, streets and the like that are part of The Constitutional's path are always open based on various factors including operating conditions and security concerns. In general though, the line denoting the tour which The Constitutional Foundation is working to have implemented would exist and could be walked, for the most part, in unrestricted areas, at any time, where the line is outdoors, for example.