Public Programming at Philadelphia City Hall

DENIZ GONENT HC '23
KELLY PETERSON BMC '23

Field Site: Philadelphia Visitor Center Corporation City Hall Branch
Faculty Advisor: Jeff Cohen
Field Supervisor: Tomar Jackson

Project Summary
- Developed and strengthened public programming efforts by City Hall to prepare for their reopening in April.
- Created a new walking tour to supplement their existing tour of the building, focusing on historic sites and public art.

Responsibilities
- Cataloging documents and historic materials in the City Hall archives.
- Research specific sites nearby and their historical significance to Center City.
- Mapping potential walking routes to organize tour stops.
- Receiving and implementing feedback from current tour guides.

Takeaways
- Gaining a greater understanding of Philadelphia’s public history through academic research and learning from tour guides who have lived through many modern changes in the city.
- Appreciating how difficult and nuanced the process of creating an engaging visitor experience.
- Learned the value of collaboration and constructive criticism to create the desired materials of new tours for City Hall’s Visitor Center

Tour Stops
1. City Hall
2. Avenue Of The Arts
3. Clothespin Sculpture
4. Penn Center
5. Love Park
6. Row Homes on Mole Street
7. PAFA
8. Masonic Temple
9. Municipal Services
10. Building Plaza