

THE TUN LEGACY FOUNDATION

5-YEAR STRATEGIC PLAN



2026-2031

THE TUN LEGACY FOUNDATION

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THE TUN LEGACY FOUNDATION



OUR MISSION

Reimagine the spirit of The Tun, the historic 17th-century American maritime tavern, rebuilding this national landmark to honor its founding institutions, promote civic engagement, and foster education.

OUR VISION

Create a living history experience and community hub that serves as an enduring example of American philanthropy and leadership for all generations.



Image courtesy of the Library Company of Philadelphia



THE TUN LEGACY FOUNDATION



THE FOUR STRATEGIC PILLARS

I

Rebuild The Tun®

Philadelphia's newest iconic landmark in Old City Philadelphia will be the preeminent location to visit, dine, and entertain.

II

Recreate the Spirit

Reimagining the 17th-century maritime tavern will cultivate appreciation for the role of colonial taverns through social interaction and historic interpretation and education.

III

Honor American Legacy

Recognizing the six institutions with a heritage at The Tun and their role in the development of American culture and democracy.

IV

Establish Enduring Philanthropy

Establish an enduring mission by directing 100% of net proceeds to fund educational programs, scholarships, and legacy institution initiatives that advance powerful traditions of community giving.

THE TUN LEGACY FOUNDATION



PILLAR I: REBUILD THE TUN®

The Tun® will be THE iconic Old City Philadelphia establishment to visit, dine, and be entertained. A national landmark, this dynamic, 170-seat, multi-functional tavern and dining venue will host private and public gatherings, events and conferences in a celebratory environment.

- The tavern and main dining room will offer a quality environment and service in colonial style.
- Private dining rooms and a chef kitchen will add a variety of customer experiences and options.
- An abundance of seasonal outdoor dining will be provided along Second Street's restaurant row.
- Expansion: A rooftop deck will overlook the Philadelphia Center City skyline.
- Grand Opening: Become a participant in The Tun® rebuild and enjoy the excitement in 2028.



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PILLAR II: RECREATE THE SPIRIT

The Living History Experience

The spirit of The Tun will be boldly presented through the recreation of the historic 17th-century maritime tavern, offering colonial-inspired fare, interpretive and educational programs, period costumes, and illuminating entertainment.

- Engaging customer programs for all ages will include reconstructed settings, interpretive presentations and hands-on learning.
- Curated artifacts and reproductions will enhance the Living History Experience.
- Expanded partnerships with like-minded institutions will collaboratively advance knowledge and civic engagement in Philadelphia's "Historic Square Mile."
- The history of the six legacy institutions' formative relationships to the historic tavern will be honored and institutionalized in the rebuilt Tun.



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PILLAR III: HONOR AMERICAN LEGACY

The Tun served as the **founding or early meeting location** for several important American organizations:

- Society of St. George
- Pennsylvania Freemasons
- St. Andrew's Society
- The Friendly Sons and Daughters of St. Patrick
- United States Marine Corps
- United States Navy



THE TUN LEGACY FOUNDATION



PILLAR IV: ESTABLISH ENDURING PHILANTHROPY

Self-Sustaining Impact

The Tun Legacy Foundation is a 501(c)(3) designed as a social enterprise engine. Once The Tun® is rebuilt, all net proceeds will support causes such as:

- Educational Programs and Scholarships
- Community and Heritage Initiatives
- Veteran Services
- Masonic Charities

100%

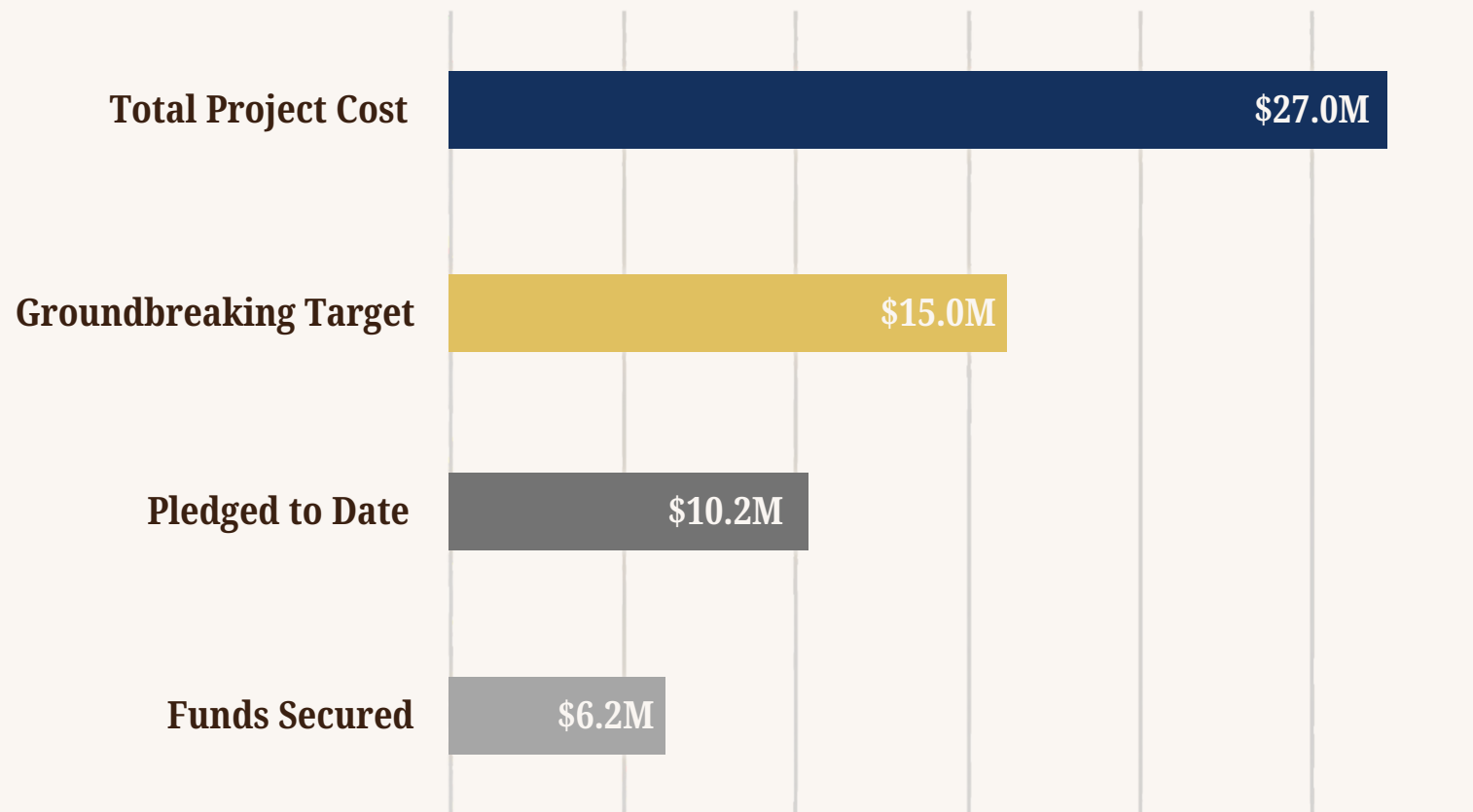
Net Proceeds to Charity



THE TUN LEGACY FOUNDATION



CAPITAL CAMPAIGN: FINANCIAL REALITIES



The Tun Legacy Foundation's goal for 2026-2027 is to reach \$15M.

THE TUN LEGACY FOUNDATION



EXECUTION ROADMAP: TIMELINE

2024-2025:

PRE-DEVELOPMENT

Design complete;
Building permits received;
Construction contract signed;
Active trades engaged.

2027-2028:

CONSTRUCT

Building completion;
Internal exhibits and design.

2031-ONWARD:

SUSTAIN

Full endowment maturity;
Charitable partnership
developments; 100%
net proceeds disbursement.

2026-2027:

FUNDRAISE

Capital Campaign;
Groundbreaking ceremony.

2029-2030:

START UP

Grand opening; Continue
implementation of four
strategic pillars.

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The Tun Legacy Foundation, Inc.

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The Tun Legacy Foundation, Inc. is a registered 501(c)(3) nonprofit organization formed by members of organizations with origins at the historic Tun that are still in existence. Tax ID: 86-2185994.

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