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# The City of Philadelphia

International Festival of Events Association,  
World Festival & Event City Award Candidate



Office of  
**Special Events**

CITY OF PHILADELPHIA

Prepared by  
The City of Philadelphia  
Office of Special Events

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# A Message From Jazelle Jones

Deputy Managing Director, Director of the Office of Special Events

It is with great pleasure that I present the City of Philadelphia's 2023 World Festival & Event City Award submission. Philadelphia has successfully overcome a number of recent challenges and has proven that the city is more resilient and welcoming than ever.

Special events bring people together, create lasting memories, and drive measurable economic impact to Philadelphia and surrounding areas. I am proud to leverage this award submission to highlight new and continuing plans to strengthen and grow Philadelphia's thriving event and hospitality industry.

I would like to recognize all City departments, external partners, and stakeholders for their contributions and partnership in building a Philadelphia that has proven time and time again that it possesses the infrastructure, capacity, and proficiency to host large, signature events. The competency and passion of my staff and all of the operating departments involved in the planning and execution of these events are without parallel. We pledge to continue our tireless work, with all of our partners, to establish efficiencies across all facets of municipal government to ensure that the City of Philadelphia continues to maintain its status as a preferred destination for event producers and visitors from around the world.

# Jazelle Jones Biography



Ms. Jones has held the positions of **Deputy Managing Director** and **Director of Operations** for the City of Philadelphia since 2005. She is responsible for the oversight, coordination and execution of City services for the hundreds of parades, festivals, concerts, athletic events, fundraisers and major motion picture film productions held each year in Philadelphia. Under the leadership of Ms. Jones, the **Office of Special Events** has successfully developed an integrated approach to event planning and municipal response, with a focus on event operations, logistics management, production, infrastructure, communications, community outreach and executive level coordination.

Ms. Jones' knowledge of, and experience in managing major large-scale, high-profile special events is comprehensive. This experience includes two federally designated National Special Security Events (NSSE's) within a year, drafting operation plans and directing municipal responses for events which require the direct involvement of the City's operating departments.

Ms. Jones served on the 2016 Democratic National Convention Host Committee as the City Representative and RFP Bid Team Member. Ms. Jones was the Co-Chair of the Secret Service Executive Steering Committee and was the City's primary representative and liaison for the 2015 World Meeting of Families Conference and Papal visit. She was instrumental in the attraction, planning and execution of the 2017 NFL Draft, acting as the Operations Director and primary liaison between the City, the NFL and various external stakeholders. She spearheaded the swift and successful planning operations for the 2008 Philadelphia Phillies World Series Championship Parade and the 2018 Philadelphia Eagles Super Bowl Championship Parade. Ms. Jones is a member of the Board for the PHL Sports Congress and directs the City operations of the Army/Navy Game. She collaborated with the PHL/CVB on the successful bid for the 2026 World Cup Games and the 2026 MLB All-Star Game.

# WELCOME TO PHILADELPHIA

The City of Philadelphia, founded in 1682, has been dubbed “the Birthplace of America” for a reason. As one of the country’s first cities, Philadelphia is deeply rooted in rich history and culture that helped shape America’s early government. Recently designated a Certified Welcoming City, Philadelphia is the largest city in the nation to gain this certification. This formal designation recognizes cities that have created policies and programs reflecting their values and commitment to build truly welcoming communities.

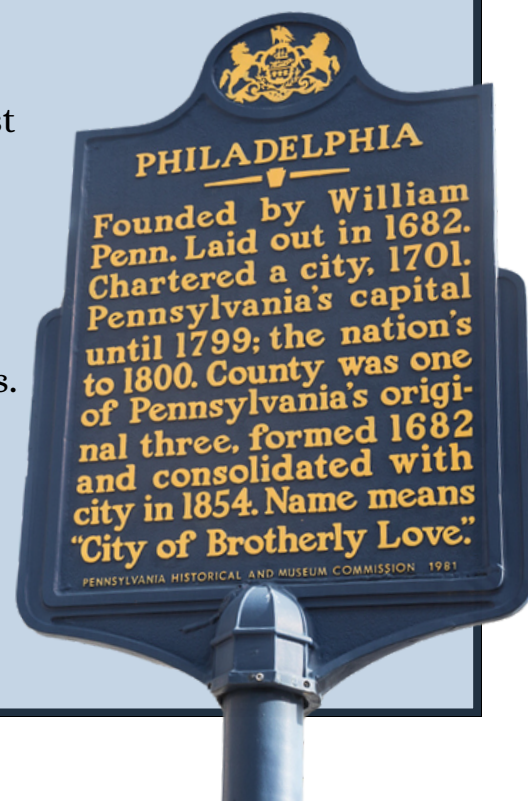
The diverse communities that call this city home are proud to showcase historical attractions, beautiful parks, and many modern adaptations, all to ensure Philadelphia lives up to its "City of Brotherly Love and Sisterly Affection" moniker.

Philadelphia has a long and extensive history when it comes to the event and hospitality industry. The first international trade show in the United States, the Centennial Exposition, took place in Philadelphia in 1876, exactly one hundred years after the signing of the Declaration of Independence.

Today, as the United States of America approaches the sesquicentennial milestone, Philadelphia remains in the international spotlight. In 2025, Philadelphia expects to host the United States Navy and the United States

Marine Corps to commemorate the 250th birthday of each branch. Philadelphia will take center stage in 2026, hosting USA250 celebrations throughout the year, the FIFA World Cup and Major League Baseball All-Star Weekend festivities.

Philadelphia stands always ready to work with the world's best event producers over the next three years to deliver signature events, honor our country, and bring people together in creative and meaningful ways.



# SECTION ONE

# COMMUNITY OVERVIEW



# SECTION ONE

Philadelphia is a melting pot of cultures. With over **160 different neighborhoods**, the city is extremely diverse. These communities remain connected through special events. From intimate local festivals and parades to the NFL Draft and FIFA World Cup, the possibilities are endless when it comes to finding and building a sense of community.



## Current City Population

With a population of **1,576,251** in 2021, Philadelphia is the **sixth-most populous city** in the United States and the **second-most populous city** on the east coast of the United States.

## Current SMSA or LUZ Population

The current metropolitan area population of Philadelphia is **5,785,000** (2023 data). This represents a 0.5% increase in population from 2022.

## Population Within 50-Mile Radius

The population within a 50-mile radius of Philadelphia is approximately **8,249,249** according to the University of Missouri's Circular Area Profiling (CAPS) data pulled from the 2020 U.S. Census.

## Primary Festival & Event Venues

The City of Philadelphia has a broad range of venues that can be utilized by local and national organizations. These venues are outlined in detail on the following page.

# PRIMARY VENUES FOR FESTIVALS & EVENTS



Venue Name	Indoor / Outdoor	Capacity	Water/Power Accessible?	Wifi Accessibility?	Events
<b>Benjamin Franklin Parkway</b>	Outdoor	500,00	Yes (Both)	No (Bandwith / Signal boosted)	Festivals; Concerts; Runs/Walks
<b>Pennsylvania Convention Center</b>	Indoor	300,000	Yes (Both)	Yes (Courtesy In-House Wifi)	Expos; Meetings; Fairs
<b>Lincoln Financial Field</b>	Outdoor (Stadium)	69,000	Yes (Both)	Yes (Courtesy In-House Wifi)	NFL & NCAA Football; Concerts
<b>FDR Park</b>	Outdoor	60,000	Yes (Both)	No (3rd Party Vendor Required)	Runs/Walks; Concerts
<b>Citizens Bank Park</b>	Outdoor (Stadium)	45,000	Yes (Both)	Yes (Courtesy In-House Wifi)	MLB Baseball; Concerts
<b>Independence National Historical Park</b>	Outdoor	30,000	Yes (Both)	No (3rd Party Vendor Required)	Concerts; Ceremonies; Historic/Cultural Events
<b>Subaru Park</b>	Outdoor (Stadium)	26,000	Yes (Both)	Yes (Courtesy In-House Wifi)	MLS Soccer; Collegiate Rugby Championship; Concerts
<b>Wells Fargo Center</b>	Indoor (Arena)	19,500	Yes (Both)	Yes (Courtesy In-House Wifi)	NHL Hockey; NBA & NCAA Basketball; NLL Lacrosse; Concerts
<b>Mann Music Center</b>	Outdoor (Concert Venue)	13,500	Yes (Both)	No (3rd Party Vendor Required)	Concerts; Festivals
<b>Liacouras Center</b>	Indoor (Arena)	10,000	Yes (Both)	Yes (Courtesy In-House Wifi)	NCAA Basketball; Concerts; Expos
<b>Penn's Landing - Great Plaza</b>	Outdoor	10,000	Yes (Both)	No (3rd Party Vendor Required)	Concerts; Festivals
<b>Franklin Square</b>	Outdoor	7,000	Yes (Both)	No (3rd Party Vendor Required)	Festivals; Educational Programming
<b>Rittenhouse Square</b>	Outdoor	6,000	Yes (Both)	No (3rd Party Vendor Required)	Concerts; Galas; Festivals; Markets
<b>Robin Hood Dell Music Center</b>	Outdoor (Concert Venue)	5,800	Yes (Both)	No (3rd Party Vendor Required)	Concerts; Festivals
<b>The Met Philadelphia</b>	Indoor (Concert Venue)	3,500	Yes (Both)	Yes (In-House Wifi Available)	Orchestra; Opera; Concerts
<b>Franklin Music Hall</b>	Indoor (Concert Venue)	3,000	Yes (Both)	Yes (Courtesy In-House Wifi)	Concerts
<b>The Filmore Philadelphia</b>	Indoor (Concert Venue)	3,000	Yes (Both)	Yes (Courtesy In-House Wifi)	Concerts; Banquets
<b>Headhouse Square Shambles</b>	Outdoor	2,600	Yes (Both)	No (3rd Party Vendor Required)	Festivals; Craft Shows; Open Air Markets
<b>Verizon Hall (Kimmel Center)</b>	Indoor	2,500	Yes (Both)	Yes (Courtesy In-House Wifi)	Orchestra; Opera; Concerts; Meetings; Expos



## The Philadelphia Police Department



**The Philadelphia Police Department (PPD)** is the nation's **fourth largest** police department, with over 6,000 sworn members and 800 civilian personnel. The Philadelphia Police Department is designed to focus on providing a safe environment for community engagement. They strive to preserve a sense of security, reduce criminal activity, and be a leader with the best practices to improve the quality of life throughout Philadelphia.

Each year, the PPD provides support services for over **2,000** parades, festivals, concerts, sporting events, and film projects.

The **PPD Traffic Division** is the principal unit in the Department responsible for the execution of special events. Traffic division supervisors are reliable, permanent members of the City's **Special Event Task Force** and are closely involved in the planning and execution of all events requiring a police presence for traffic control, crowd control, and/ or emergency response. Additional units and divisions, including Homeland Security, Civil Affairs, Marine and Aviation are included in the planning and execution as needed.

## The Philadelphia Fire Department



**The Philadelphia Fire Department (PFD)** is the largest fire department in the state of Pennsylvania and holds distinction as one of the **oldest established fire departments in the United States**. Consisting of approximately 2,000 dedicated public servants, the Philadelphia Fire Department is responsible for fire protection duties, emergency medical service, and hazmat response. According to PFD data, the Philadelphia Police Department responded to **370,629** total calls for service; **48,440** fire incidents; and **251,501** EMS incidents in calendar year 2022.

The PFD was also heavily involved in emergency response with rescuing dozens of people and pets when rainfall from Hurricane Ida caused record flooding on the Schuylkill River. Additionally, our EMS providers offered medical care to nearly **30,000** evacuees from Afghanistan during **Operation Allies Welcome**.

## The Office of Emergency Management

**The Managing Director's Office of Emergency Management (MDO-OEM)** is responsible for ensuring the readiness of the city of Philadelphia for emergencies of any kind. MDO-OEM employs a highly dedicated and talented group of professionals who oversee development of the City's plans for large- scale emergencies and disasters, coordinating responses to and recovery from emergencies.

MDO-OEM oversees the operational task force for large- scale events at the **Emergency Operating Center (EOC)**, with staff from over 20 City departments. The MDO-OEM logistics team also successfully established a **Receiving and Distribution Center (RDC)** to assign and track all resource requests. The RDC receives operational support from Fleet Management, Salvation Army, Water Department, Parks & Recreation, and the Office of Special Events.

MDO-OEM's Homeland Security Program also successfully developed a Philadelphia-specific version of the **U.S. Department of Homeland Security's Special Event Assessment Rating (SEAR) tool**. The SEAR process has become a valued decision support tool for the City's public safety planning efforts for special events.



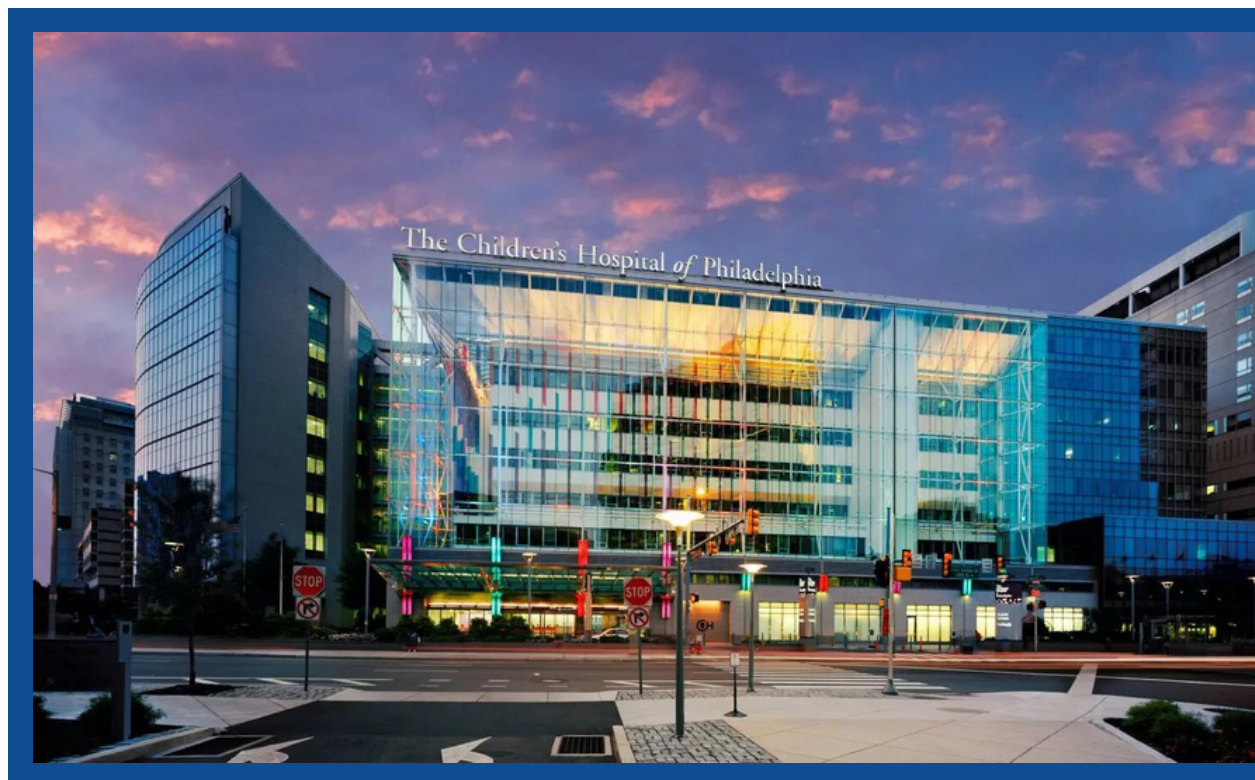
## Hospitals

The Philadelphia metropolitan area is home to several nationally-ranked and internationally-recognized medical institutions & healthcare facilities. City data suggests that, within a 100 mile radius of Philadelphia, lies one of the **largest concentrations of healthcare resources** in the United States.

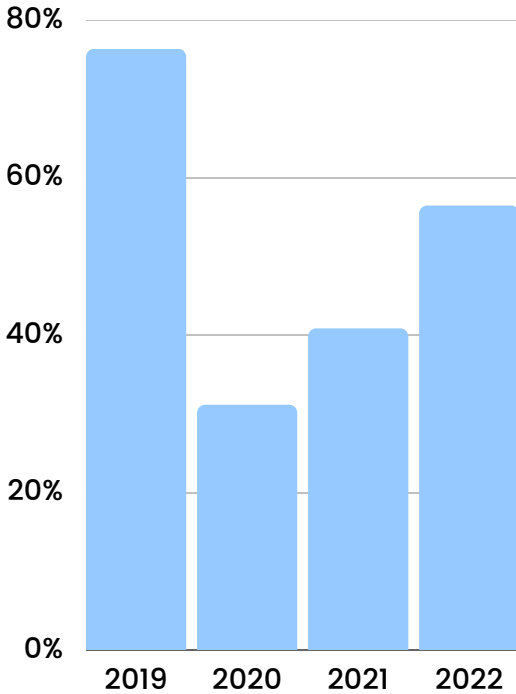
The City of Philadelphia's healthcare infrastructure is robust and prepared for all contingencies, including mass casualty events. No fewer than **seven trauma centers** are in operation 24 hours a day in close proximity to the city center.

### Local trauma centers include:

- Thomas Jefferson University Hospital Trauma Center
- Hospital of the University of Pennsylvania Trauma Center
- Einstein Medical Center Trauma Center
- The Children's Hospital of Philadelphia Pediatric Trauma Center
- Aria Health - Torresdale Trauma Center
- Temple University Hospital Trauma Center
- St. Christopher's Hospital Pediatric Trauma Center

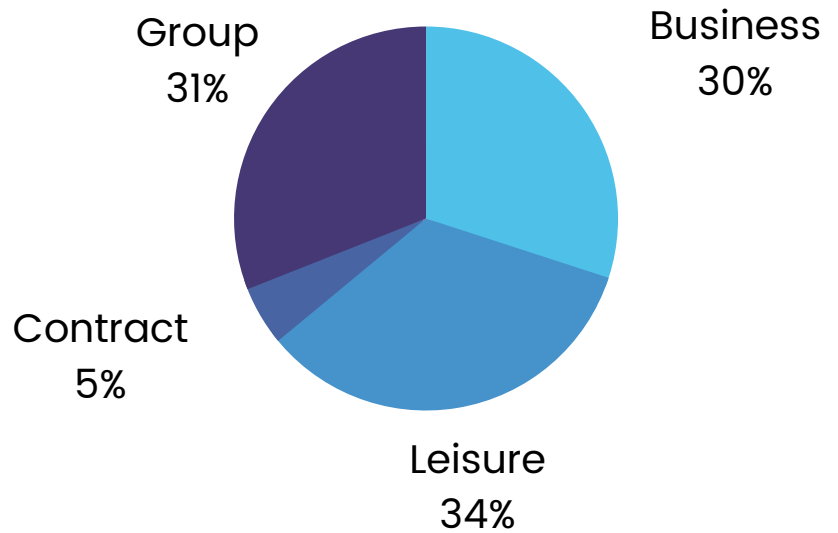


## HOTEL OCCUPANCY



With over **14,400 hotel rooms** within walking distance of the **Pennsylvania Convention Center**, Philadelphia has no shortage of hotel options to choose from.

## HOTEL USAGE



★ Total hotel revenue forecasted to surpass pre-pandemic levels in 2023.

## Hotel Spotlight: Guild House Hotel

Named one of **2022's Best New Hotels** by **Travel + Leisure**, this luxury, one-of-a-kind boutique hotel occupies a Victorian-era rowhouse in Center City. It was once the home of **The New Century Guild**, one of the nation's oldest women's empowerment organizations. It was designed by a local, woman-owned interior design studio, ROHE Creative.



The **Southeastern Pennsylvania Transit Authority (SEPTA)** is a regional public transportation authority that operates various forms of public transit services—bus, subway and elevated rail, commuter rail, light rail and electric trolleybus—that serves **3.9 million people in five counties** in and around Philadelphia. SEPTA is **one of only two U.S. transit authorities** operating all five major types of terrestrial transit vehicles. SEPTA is responsible for the operation of the **sixth largest public transportation fleet** in the United States, with a fleet comprised of:

- 120 Bus Routes
- Approximately 1,390 Wheelchair Accessible Buses
- 8 Trolley (Light Rail) Lines
- 3 Trackless Trolley Routes
- 2 Subway/ Elevated (Heavy Rail) Lines
- 1 Interurban High Speed Line (Heavy Rail)
- 13 Regional Railroad (Commuter Rail) Lines
- Shared Ride Service in the City of Philadelphia
- ADA Paratransit service throughout the five county region

SEPTA continues to work toward improvements to services and facilities, investments in sustainability, accessibility, and service extensions to new destinations.

**Current projects in effect:**

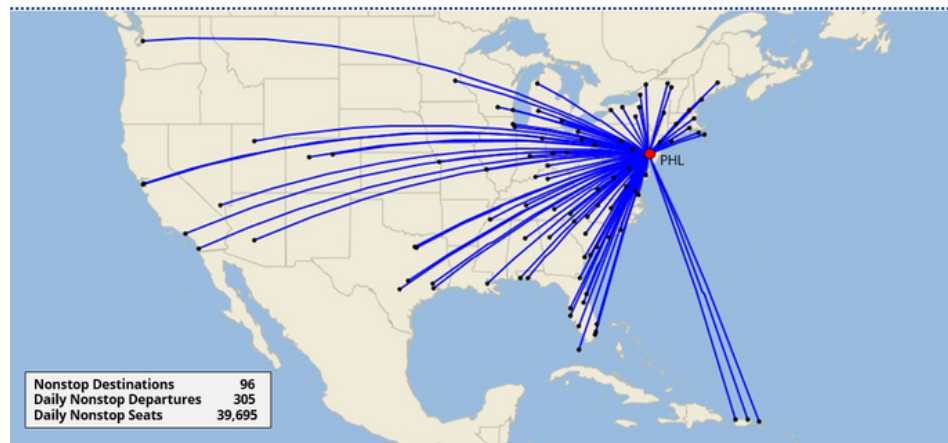
- Bus Revolution, a comprehensive bus network redesign
- Trolley modernization
- 30th Street Station Design Project



## PHL Domestic Route Map

Philadelphia is served by two airports, both of which are managed by the City's Division of Aviation:

**Philadelphia International Airport (PHL)** and **Northeast Philadelphia Airport (PNE)**.



**Nonstop PHL**

Source: Cirium schedule data for Year Ending October 2022. Departures and seats reflect daily average for July 2022.

- According to the Federal Aviation Administration, PHL is the **20th busiest airport** in the United States in terms of flight operations.
- PHL ranked third among U.S. airports in on-time percentage in 2022.
- PHL generates **\$16.8 billion** in spending annually and supports more than **106,000 full-time jobs** for the 11-county Philadelphia MSA while serving **33.02 million passengers**.

Philadelphia International Airport, just 22-minutes by train and 15 minutes by car from downtown, puts half of the country's population within **two hours' flying time**, supporting business, conventions, and leisure travel.

Philadelphia International Airport is also committed to operating its facilities in an **environmentally responsible** manner so as to conserve the existing resources unique to the Airport, producing a better environment for neighboring communities, for the public at large, and also for the Airport's customers, tenants, and staff.

PHL is dedicated to providing extraordinary customer service and an accessible facility for all. The **Access for All program** includes an in-depth, 65-page guide that can be used to assist passengers when flying to or from PHL by helping them understand what is available at the airport. The goal of this document is to provide a guide for anyone with a disability who has never flown before, or flies infrequently, specifically from or to PHL.

## 30TH STREET STATION

Located at 2955 Market Street, 30th Street Station is in convenient walking distance to both Center City and University City. The station is owned and operated by Amtrak, and houses a number of the firm's corporate offices. Featuring a nine-level parking garage, full ADA compliance and a wide assortment of rider amenities, 30th Street Station is the **busiest Amtrak station in the state** of Pennsylvania and the **third-busiest in the entire Amtrak system**.

It is a **major commuter rail station**, serving many inter-city rail passengers. Amtrak's 30th Street Station provides **fifty daily trains** to New York City and **forty** to Washington, D.C. Annual Amtrak ridership at 30th Street Station is more than **4 million**, and average weekday ridership is approximately 13,500.

## THE PHILLY PHLASH

The **Philly PHLASH Downtown Loop™** is just one of the many convenient and affordable ways for visitors to get around downtown Philadelphia. Managed by the Independence Visitor Center, the PHLASH is a seasonal transit service that runs weekend-only service in May. The PHLASH runs daily service May 27 - September 5. The route provides access to **22 stops**, located near must-see attractions including the Penn's Landing area, the Parkway Museum District and Historic Philadelphia. On service days, the PHLASH runs 10:00 a.m. - 6:00 p.m, providing service to each stop every 15 minutes. All PHLASH vehicles are **temperature-controlled and wheelchair-accessible**. The PHLASH is only \$2 per ride or \$5 per day. Children four and under, senior citizens, and SEPTA Pass and Key holders always ride free.





## RIDE SHARING

Ride-sharing applications, such as Uber and Lyft, continue to expand operations throughout the Philadelphia market. Both ride-sharing companies frequently **sponsor and partner with local special events and festivals**. The companies coordinate with the Office of Special Events for designated pick-up and drop-off locations, which are reviewed and approved by SEPTA, the Streets Department and Philadelphia Police during the monthly Special Event Task Force meetings. These locations are then shared to the riders, to help streamline and navigate arrival to and dispersal from large-scale events.

The Philadelphia International Airport was awarded **Uber's Innovation Award** as part of Uber's **Inaugural Airport Initiative**. PHL was recognized as an airport that adapted to facilitate consistent service to its shared riders and passengers.

Services such as Enterprise Philly CarShare and Zipcar are also available in the Philadelphia metropolitan area.



As is the case in any large city, Philadelphia has its share of parking challenges. However, the **Philadelphia Parking Authority (PPA)** does its best to make sure that the parking and transportation needs of both residents and visitors are met efficiently.

The PPA website contains many proactive resources to enhance driver experience. The **Parking Locator**, found prominently displayed on the PPA website, is designed to help drivers find parking facilities in the vicinity of their travel destination.

Visitors and residents are encouraged to use the **PPA Blog**, where the agency releases important parking information regarding large scale events, conventions, local parades and festivals.

There are many parking options for residents and visitors, including:

- More than **7,000** metered on-street parking spaces.
- More than **70** privately owned and operated parking lots and garages in the Center City area and immediate vicinity.
- **17** PPA parking lots and garages in the Center City area and immediate vicinity.
- **23** PPA neighborhood parking lots that are free of charge.
- More than **22,000** parking spaces in the stadium complex, which includes the Wells Fargo Center, Lincoln Financial Field and Citizens Bank Park.



Philadelphia continues to hold its place as one of the **top ten walkable cities** in America, with most of the Center City core, including museums, landmarks, restaurants and green space, accessible by walking. For recreational walkers, Fairmount Park, **the largest landscaped urban park system** in the world, features **9,200 total acres** and approximately **215 miles** of scenic walking trails and bicycle paths.

**The Office of Transportation and Infrastructure (OTIS)** directs the policies and practices that improve quality of life in all of Philadelphia's communities through safe and sustainable infrastructure. They champion a shared vision, focused on the mobility and safety of all who use city streets and roadways, including **Safe Routes Philly (SRP)**. SRP is Philadelphia's youth bicycle and traffic safety education program.

**SRP provides:**

- Pedestrian, bicycle, and traffic safety lessons for educators.
- Program support: individualized school support for traffic safety education programs.
- Resources for communities: materials to support traffic safety education outside of the classroom.

Philadelphia's bike-share program, **Indego**, continues to expand. It consists of a network of over **200 stations**, and **2,000+** classic and pedal-assisted electric bikes. There are over **8,700 active Passholders** and **6 million trips** have been launched to provide an affordable, healthy and sustainable mode of transportation around Philadelphia.

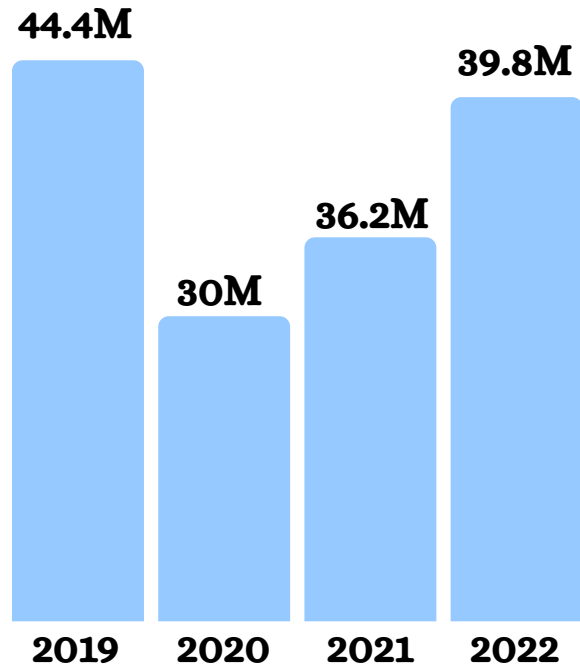


# ESTIMATED CITY VISITORS ANNUALLY ATTRIBUTED TO FESTIVALS AND EVENTS

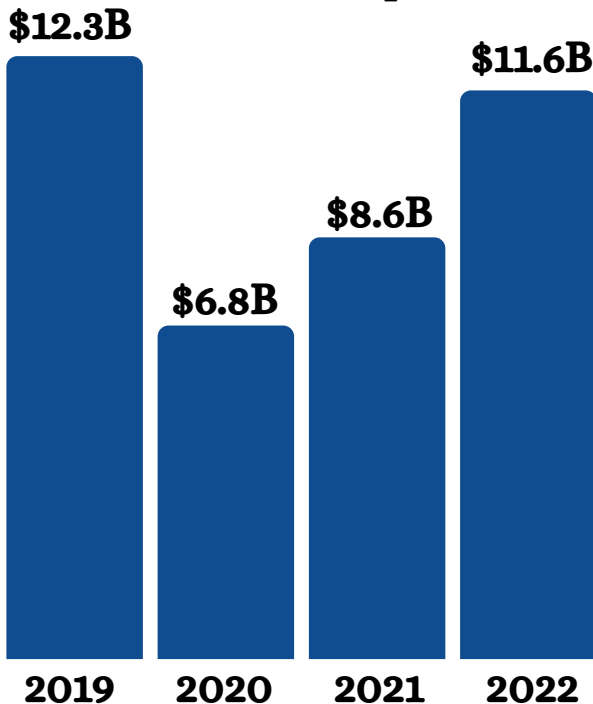
Philadelphia's comeback continued in 2022, and is slowly inching closer to a return to **pre-pandemic levels**. The importance of the tight-knit communities in Philadelphia proved more important than ever. They worked together, helped their neighbors, and shared their resources to ensure that Philadelphia comes back stronger than ever. Visitors returned to Philadelphia, and a full slate of special events was ready to welcome them to the **birthplace of America**.

In addition to the successful, safe return of many iconic Philadelphia events, 2022 was a year of strong tourism resurgence. Visitors showed up throughout the region and the results can be seen in **double-digit year-over-year improvements** in many key categories. By every measure, the City of Philadelphia outpaced 2021, and is close to reaching the benchmark, record-setting 2019 numbers.

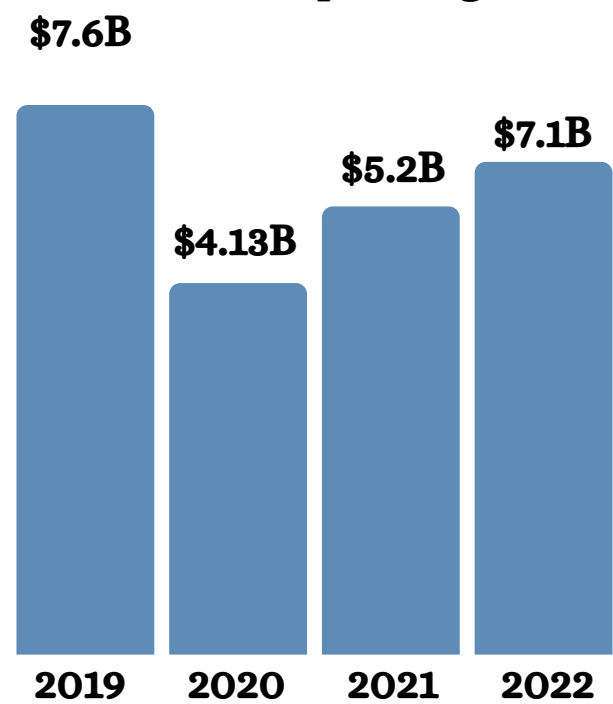
**Domestic Visitors**



**Economic Impact**



**Visitor Spending**



# SECTION TWO

# COMMUNITY FESTIVALS & EVENTS



### Event Management

- Kathleen Titus, Race Director
- Dave Wilson, Office of the Managing Director

### Number of Years Produced

1994- 2023 (29 years)

### Event Date(s)

Third weekend in November

### Estimated Combined Aggregate Attendance

40,000 per year

### Primary Target Audience

Philadelphia Marathon Weekend draws an international field of athletes and provides a fun, family-friendly environment for competitors and spectators along the route. Runners must register and pay applicable registration fees.

### Recurrence Cycle

Annual Event



The Philadelphia Marathon holds distinction as the **only full-length marathon** in the City of Philadelphia. Since its inception in 1994, the Philadelphia Marathon has morphed from a small, local event into one of the **top ten marathons** in the United States.

Featuring a breathtaking course lined with the beautiful scenery of **Fairmount Park**, the historical landmarks of **Old City** and the diversity of Philadelphia's unique neighborhoods, the Marathon has forged a reputation as one of the most **prestigious road races in the country**.

### Event Management

Kathryn Ott Lovell, Parks and Recreation

### Number of Years Produced

1980-2023 (43 years)

### Event Date(s)

Last Sunday in April

### Estimated Combined Aggregate Attendance

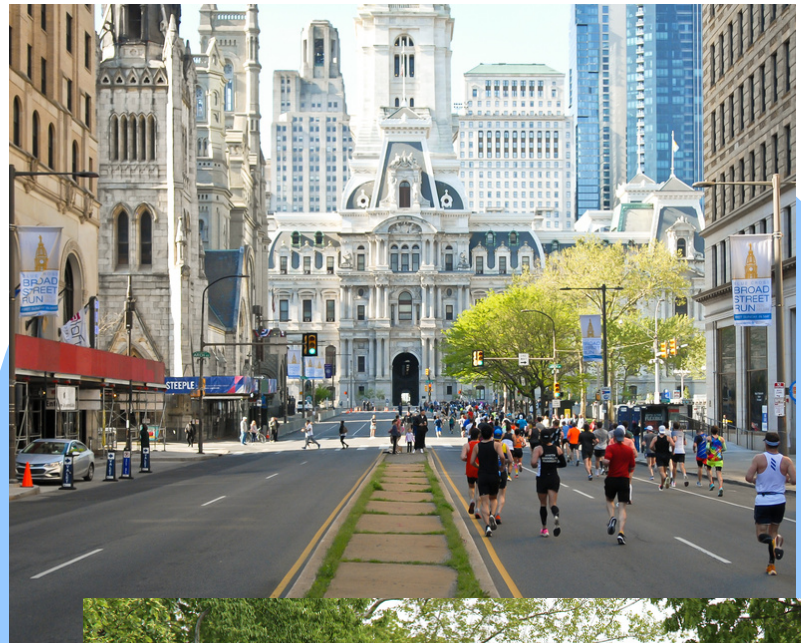
45,000 per year

### Primary Target Audience

The Broad Street Run is an international race that is open to both competitive and amateur runners. The course is lined with cheer zones that foster a lively environment for participants and spectators alike. Runners must register and pay registration fees.

### Recurrence Cycle

Annual Event



The Broad Street Run is the **largest ten mile road race** in the United States.

Participants start at the intersection of Broad Street and Fisher Avenue and proceed through many iconic landmarks to finish outside the Philadelphia Sports Complex.

The course includes many iconic landmarks and buildings including City Hall, the Pennsylvania Convention Center, and the Avenue of the Arts. The first Broad Street Run was held in 1980 with **approximately 1,600 runners**. The popularity of the race has grown to the extent that **registration is now conducted through a lottery system**.

### Event Management

Ellen Carver, President

### Number of Years Produced

1970-2023 (53 years)

### Event Date(s)

Last weekend in October

### Estimated Combined Aggregate Attendance

40,000 per year

### Primary Target Audience

The Head of the Schuylkill Regatta is a family-friendly event that is open to qualified collegiate teams, high school teams, and other elite, masters and veteran rowers from anywhere in the world. This is a ticketed event.

### Recurrence Cycle

Annual Event



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Philadelphia's unique geography lends itself to water sports, and the city has a rich rowing tradition as a result. The Head of the Schuylkill Regatta continues a tradition of exceptional fall racing that **began more than five decades ago**.

Bringing together **more than 9,000 athletes and upwards of 30,000 spectators**, the festive two-day event features college crews, high school crews, master rowers, elite rowers and previous world champions — it's a chance for both highly experienced and brand-new rowers to hit the water together in an **inclusive event**.



### Event Management

Maria DiBenedetto, Co-Producer

### Number of Years Produced

1920-2023 (103 years)

### Event Date(s)

Thanksgiving Day

### Estimated Combined Aggregate Attendance

50,000 per year

### Primary Target Audience

The Thanksgiving Day Parade provides a fun, family-friendly environment for spectators along the route. Elements vary from dance groups, to marching bands and popular children's characters.

### Recurrence Cycle

Annual Event



The **1.4-mile** 6ABC Dunkin' Donuts Thanksgiving Day Parade is the **oldest Thanksgiving parade** in the country and a true Philadelphia tradition. The city streets make way for massive floats and giant balloons, plus local performers from choirs, dance groups, and marching bands.

The annual parade features appearances from special guests and performers from around the region and beyond. The eye-catching highlight of the Thanksgiving Day Parade are the festive floats and massive balloons. The decorative floats come in all shapes and sizes, often featuring kid-favorite characters.

### Event Management

Kathryn Ott Lovell, Parks and Recreation

### Number of Years Produced

1901-2023 (121 years)

### Event Date(s)

New Years Day

### Estimated Combined Aggregate Attendance

100,000 per year

### Primary Target Audience

The Mummer's Parade is a family-friendly event that has wide appeal across all demographics. Vendors and businesses line the parade route as the performers make their way south on Broad Street. The event is free and open to the public.

### Recurrence Cycle

Annual Event



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The Mummer's Parade is one of Philadelphia's **most unique traditions**. Officially started on New Year's Day in **1901**, the Mummer's Parade features comic brigades, fancy divisions and string bands representing nearly all of the neighborhoods of Philadelphia with beautiful costumes and exhilarating performances.

## Event Management

Desiree Perez, CEO Roc Nation

## Number of Years Produced

2012-2023 (11 years)

## Event Date(s)

Labor Day Weekend

## Estimated Combined Aggregate Attendance

120,000 per year

## Primary Target Audience

The Made in America Music Festival draws an adult audience and targets the 21-34 year old demographic. The event has been designed to appeal broadly to fans of all musical genres and draws visitors from around the country. This is a ticketed event.

## Recurrence Cycle

Annual Event



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The made in America Music Festival, produced by Live Nation and RocNation, was founded in 2012. The event brings together an electric mix of more than **20 hand-selected, nationally- recognized artists** across three stages for a two- day festival on the Benjamin Franklin Parkway.

The festival not only honors artists and music fans, but supports the community that has been its home for over a decade. Since 2012, the event has generated over **\$180 million in economic impact** for the city of Philadelphia. The festival also features **Cause Village**, which benefits **local and national non-profits**.

### Event Management

Dave Johnson, Director  
Penn Relays & Penn Relay Carnival

### Number of Years Produced

1895-2023 (128 years)

### Event Date(s)

Last Thursday- Saturday in April

### Estimated Combined Aggregate Attendance

125,000 per year

### Primary Target Audience

The organizers of the Penn Relays strive to create a family- friendly environment for competitors and their guests. This event draws visitors from the United States and around the world. This is a ticketed event.

### Recurrence Cycle

Annual Event



Hosted at Franklin Field on the campus of the **University of Pennsylvania**, the Penn Relays cultivate an exciting atmosphere through its annual carnival and a wide variety of track and field events. Competitors come from high schools, colleges and universities throughout the United States and abroad.

The Penn Relays was honored on May 10, 2019 as one of 11 new locations for the **International Association of Athletics Federations (IAAF) World Athletics Heritage Plaque**. The IAAF World Athletics Heritage Plaque is a location-based recognition which highlights, celebrates and links together iconic and historic athletics careers, cities, competitions, culture, landmarks, performances and venues around the world.

### Event Management

Michael Gempp, Automobile Dealers Association of Greater Philadelphia

### Number of Years Produced

1902-2023 (121 years)

### Event Date(s)

First week of February

### Estimated Combined Aggregate Attendance

240,000 per year

### Primary Target Audience

The Philadelphia International Auto Show is a family-friendly event that appeals to all demographics and draws visitors to Philadelphia from across the region. This is a ticketed event.

### Recurrence Cycle

Annual Event



The Philadelphia International Auto Show was founded in 1902, and is currently one of the **largest indoor auto shows** in the United States. Utilizing approximately 650,000 square feet of the Pennsylvania Convention Center and featuring over **700 vehicles** from all major dealers, the Philadelphia International Auto Show draws in excess of **240,000 people per year**.

A portion of the proceeds from the Philadelphia International Auto Show Black Tie Gala go to **The Children's Hospital of Philadelphia**. Exit surveys conducted by the Automobile Dealers Association of Philadelphia show that **48%** of local new car sales are directly influenced by the Auto Show.

### Event Management

Matt Rader, President Pennsylvania Horticultural Society (PHS)

### Number of Years Produced

1829-2023 (194 years)

### Event Date(s)

First Saturday to Second Sunday in March

### Estimated Combined Aggregate Attendance

265,000 per year

### Primary Target Audience

The Philadelphia Flower Show is a family-friendly event that appeals to all demographics and draws visitors to Philadelphia from across the region. This is a ticketed event.

### Recurrence Cycle

Annual Event



The Philadelphia Flower Show is the **largest and longest-running indoor flower show** in the nation. Sponsored and produced by the Pennsylvania Horticultural Society, the Philadelphia Flower Show has delighted visitors to Philadelphia for nearly **200 years**. The show has a strong commitment to environmental sustainability and dedication to horticulture in the Greater Philadelphia Region, creating a **"zero waste" event**.

Artists, architects and horticulturists from around the country choose the yearly theme and proceed to transform **10 acres** of the Pennsylvania Convention Center into a beautiful landscape of floral arrangements and gardens. The Flower Show also features live musical and dance performances, interpretive art displays, fine food and wine tasting

### Event Management

Michael DelBene, President and CEO of Welcome America, Inc

### Number of Years Produced

1993-2023 (30 years)

### Event Date(s)

June 18 - July 4

### Estimated Combined Aggregate Attendance

1,000,000 per year

### Primary Target Audience

The Welcome America Festival strives for mass appeal across all demographics and regions through a collection of family-friendly and educational events. Events are free and open to the public.

### Recurrence Cycle

Annual Event



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The **Welcome America Festival**, sponsored by the City of Philadelphia and Wawa Food Markets, is an annual weeklong festival celebrating American independence in the **birthplace of the United States**.

Featuring free, family-oriented events throughout the City of Philadelphia, the festival includes a large block party around **Independence Hall**, outdoor movie screenings in some of Philadelphia's most iconic locations, educational events, and multiple live performances. The festival culminates on July 4th with the annual **Independence Hall Welcome Ceremony**, **Independence Day Parade**, the **Party on the Parkway**, and the **4th of July Concert and Fireworks** on Benjamin Franklin Parkway.

# SECTION THREE

# CITY / GOVERNMENTAL SUPPORT OF FESTIVALS & EVENTS





There is a great deal of enthusiasm for festivals and events within the City of Philadelphia government. This enthusiasm is supported by City agencies that are tasked with the management and facilitation of these special events.

**The Office of Special Events (MDO-OSE)** exists to ensure that all necessary permits, insurances and agreements are executed prior to any event that seeks the use of City-owned or occupied property, City equipment and/or City services. MDO-OSE serves as a **“one-stop shop”** for all special events taking place in Philadelphia, processing more than **1,600 special event applications** each year, generating departmental service requests, and invoicing event organizers for City equipment and/or services rendered in connection with special events. MDO-OSE effectively manages all municipal operating departments in the planning and execution of special events including public safety operations and deployment of City resources (barricades, staging, sound systems, sanitation assets, etc.).

The beautiful and vast size of the **Fairmount Park system** requires dedicated oversight for the management of events, festivals, and picnics within its confines. The **Parks & Recreation Special Events Office** is tasked with permitting and providing support for special events taking place within Philadelphia’s parks and recreation centers. The Parks & Recreation Special Events Office is responsible for some of Philadelphia's most iconic landmarks, including the **Benjamin Franklin Parkway, Logan Square, Love Park, Rittenhouse Square**, and the steps of the **Philadelphia Museum of Art**.



On the marketing and promotion side, **Visit Philadelphia** and the **Philadelphia Convention and Visitor's Bureau (PHLCVB)** partner to build Philadelphia's brand through marketing campaigns, media relations, advertising, websites and social media. The PHLCVB also serves as the primary sales and marketing agency for the **Pennsylvania Convention Center**, working to stimulate job growth by increasing hotel occupancy and developing various sectors of the hospitality industry.

**The Greater Philadelphia Film Office (GPFO)** is a nonprofit economic agency committed to the growth of the regional film and video production industry. They serve to grow the local film and video industry and attract film and video projects to the southeastern Pennsylvania region.

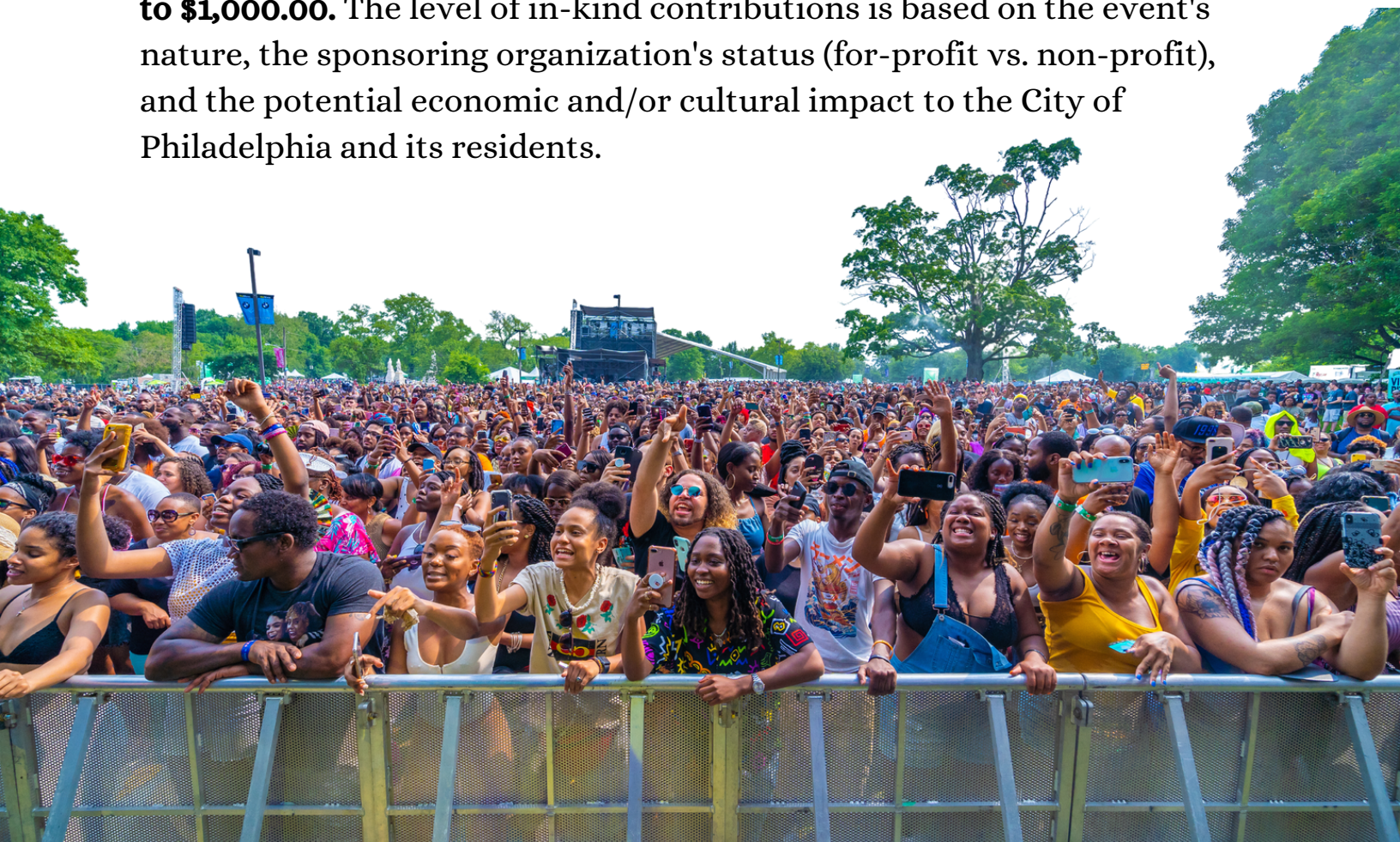


The City of Philadelphia provides **in-kind contributions** to many special events in the form of non-reimbursable departmental support services.

**These in-kind contributions include:**

- Staging and barricades from the Department of Public Property
- Sound equipment and sound technicians from the Office of Information & Technology
- Emergency medical services from the Philadelphia Fire Department
- Traffic and crowd control services from the Philadelphia Police Department
- Sanitation services (street cleaning, trash/recycling pickup, etc.) from the Streets Department

In-kind contributions are determined and approved on a case-by-case basis upon submittal of a written request to the Office of Special Events, which has the ability to waive costs for City services and equipment **up to \$1,000.00**. The level of in-kind contributions is based on the event's nature, the sponsoring organization's status (for-profit vs. non-profit), and the potential economic and/or cultural impact to the City of Philadelphia and its residents.



Since the onset of the Covid-19 pandemic, the City of Philadelphia has adhered to guidelines and protocols set forth by public health regulatory bodies. On May 11, 2023, the **Federal COVID-19 Public Health Emergency** was officially ended. Prior to this announcement, many restrictions relating to public gatherings were relaxed to the point where events were **free to operate** without stringent protections in place including masking, social distancing, etc.

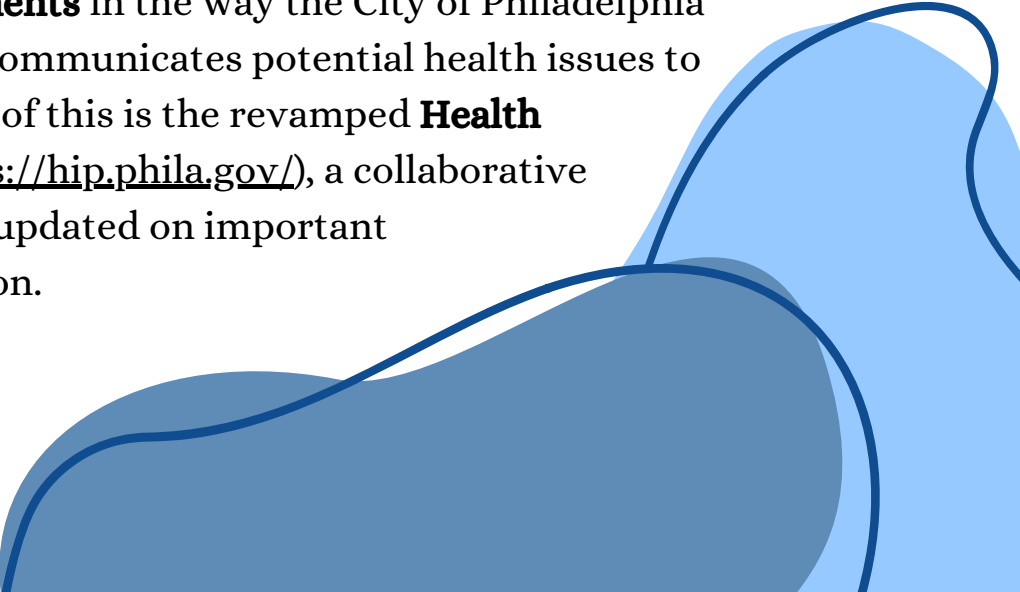
During the height of the COVID-19 pandemic, while a **moratorium** on public gatherings was in place, Philadelphia's event producers and venue managers went above and beyond to facilitate **community awareness and protection**. Many venues, including the Pennsylvania Convention Center, Dell Music Center and others, were converted to **large-scale vaccination clinics** and/or **testing facilities**. When events were slowly phased back as restrictions were relaxed, event producers were able to successfully implement **COVID-19 protocols** to ensure proper masking of employees and guests, adequate social distancing and adherence to testing and vaccination requirements as dictated by evolving Federal, State and local guidelines.



**The City of Philadelphia** implemented several new programs to support the event hospitality sector during the COVID-19 pandemic, some of which have become **permanent fixtures** in the city due to both need and popularity.

In an effort to support the restaurant industry, the City of Philadelphia developed a **streamlined permitting process** for outdoor dining including sidewalk café licenses, semi-permanent “street-eatery” structures in the public right-of-way, and primetime closures of roadways on commercial corridors. This permitting process allowed restaurants and bars to expand their seating and service areas at **little to no cost**, while maintaining social distancing of patrons and staff. Many of the permitting protocols implemented during the height of the COVID-19 pandemic remain today and continue to **grow and enhance** the overall vibrancy and attractiveness of these commercial corridors as **destinations** for tourists and locals alike.

As a result of the COVID-19 pandemic, the City of Philadelphia **greatly increased** staffing levels and budget allocations in the **Department of Public Health** and other City agencies tasked with preparation and management of public health emergencies. This increased capacity has led to **tangible improvements** in the way the City of Philadelphia monitors, manages and communicates potential health issues to the public. One example of this is the revamped **Health Information Portal** (<https://hip.phila.gov/>), a collaborative effort to keep the public updated on important health-related information.



All special events requiring permits or licenses from the City of Philadelphia are approved through application processes that are organized by event type. **The Office of Special Events** processes applications and issues permits for parades, festivals, demonstrations, and the utilization of City equipment and/or services. This office also serves as a distribution hub for all other event-related applications.

Large-scale event proposals are vetted by the **Special Event Review Committee**, chaired by the **Director of Operations**. This committee is comprised of representatives from each city department involved with the planning and production of special events. The group meets monthly to weigh the benefits and assess the risks of new event applications. As events are approved, the Office of Special Events produces detailed City service requests for each event and presents them to pertinent City departments at monthly **Special Events Task Force Meetings**.

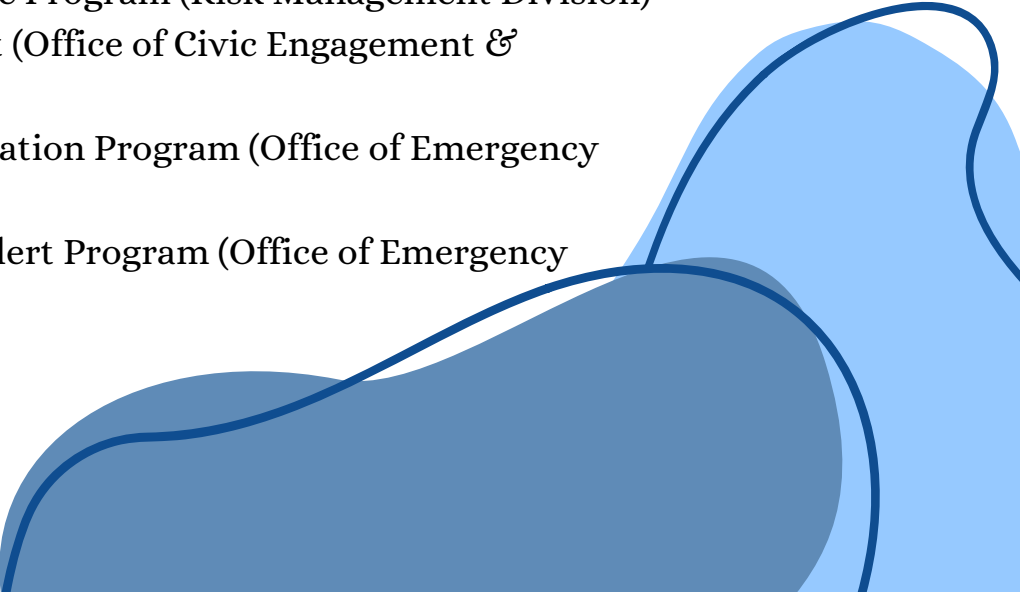
The Task Force Meetings are chaired by the **Deputy Director of Operations** and are intended as an open forum for city departments and agencies to voice operational concerns or questions about each special event before execution. This system keeps all City departments informed and involved, effectively mitigating miscommunication and disorganization.



The Office of Special Events, operating under the umbrella of the Managing Director's Office, serves as a true **"one-stop shop"** for event producers planning to host events and festivals in Philadelphia. Prospective event organizers are encouraged to contact this office during the initial stages of the event planning process for guidance through municipal permitting and licensing procedures relating to special events, creating a single point of contact with local government. This ensures an **open channel of communication** from inception to completion, a streamlined approval/disapproval process, mitigation of stakeholder liability, and the accurate and efficient delivery of City services on the date(s) of the event.

As festivals and events continue to expand and diversify, there is a critical need for a unified command structure to ensure the effective delivery of municipal services and equipment. The City of Philadelphia has perfected a model for event operations that brings all stakeholders to a **centralized command location** that is identified during the event planning phase and is **custom-built** to specifications that meet the needs of all parties based on event type, size and scope. An **Event Action Plan (EAP)** and a comprehensive **City Service Request (CSR)** are developed by the City to clearly outline the responsibilities of all internal and external partners on all fronts, including public safety/security, evacuations and emergency communications. Based on recent success, event producers have bought in to the system completely.

**Other event process coordination and assistance systems include:**

- Special Event Insurance Program (Risk Management Division)
  - Volunteer Recruitment (Office of Civic Engagement & Volunteer Service)
  - Drone/UAS Use Notification Program (Office of Emergency Management)
  - Weather Monitoring/Alert Program (Office of Emergency Management)
- 

**Welcome America Festival Board of Directors**

Honorable James Kenney (Mayor)  
Cindy Bass (City Councilwoman)  
Jazelle Jones (Deputy Managing Director)  
Michael DelBene (CEO, Welcome America)

**Mayor's Hospitality Advisory Board**

Tumar Alexander (Managing Director)  
James Engler (Chief of Staff- Mayor's Office)  
Sheila Hess (City Representative)  
Anne Fadullon (Director of Planning & Development)  
Kelly Lee (Chief Cultural Officer)

**Mayor's Fund for Philadelphia Board of Directors**

Sheila Hess (City Representative)  
Jazelle Jones (Deputy Managing Director)

**PHL Sports Commission**

Jazelle Jones (Deputy Managing Director)

**Visit Philadelphia Board of Directors**

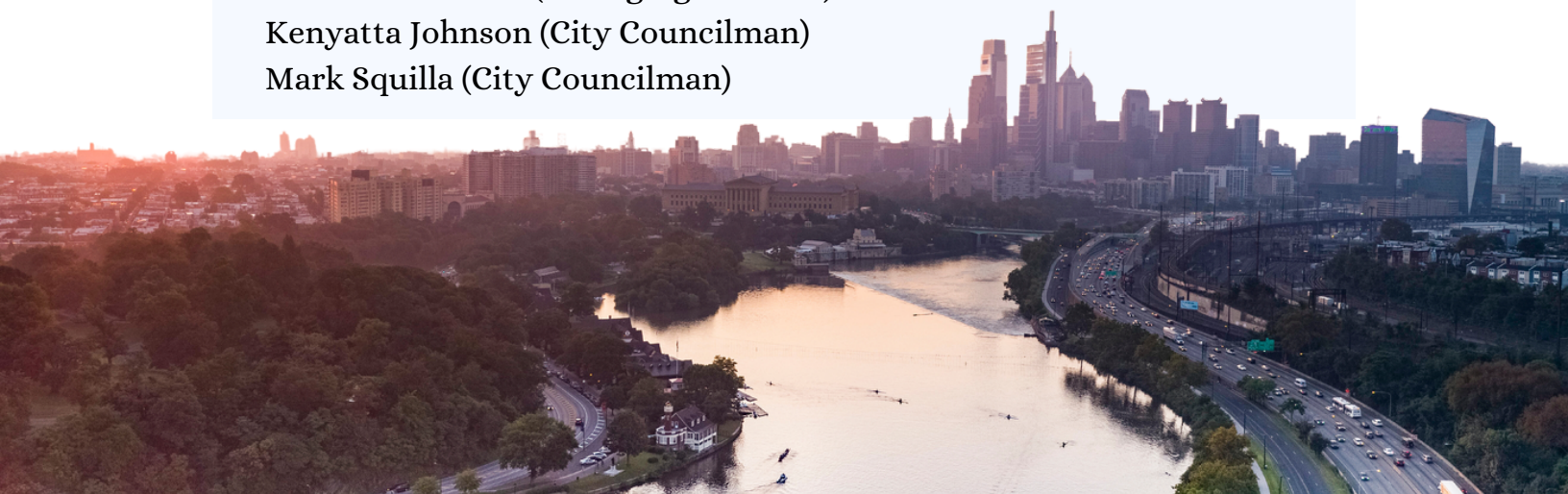
Honorable James Kenney (Mayor)  
Sheila Hess (City Representative)

**Delaware River Waterfront Corporation Board of Directors**

Anne Fadullon (Director of Planning & Development)

**Sports Complex Special Services District Board of Directors**

Tumar Alexander (Managing Director)  
Kenyatta Johnson (City Councilman)  
Mark Squilla (City Councilman)





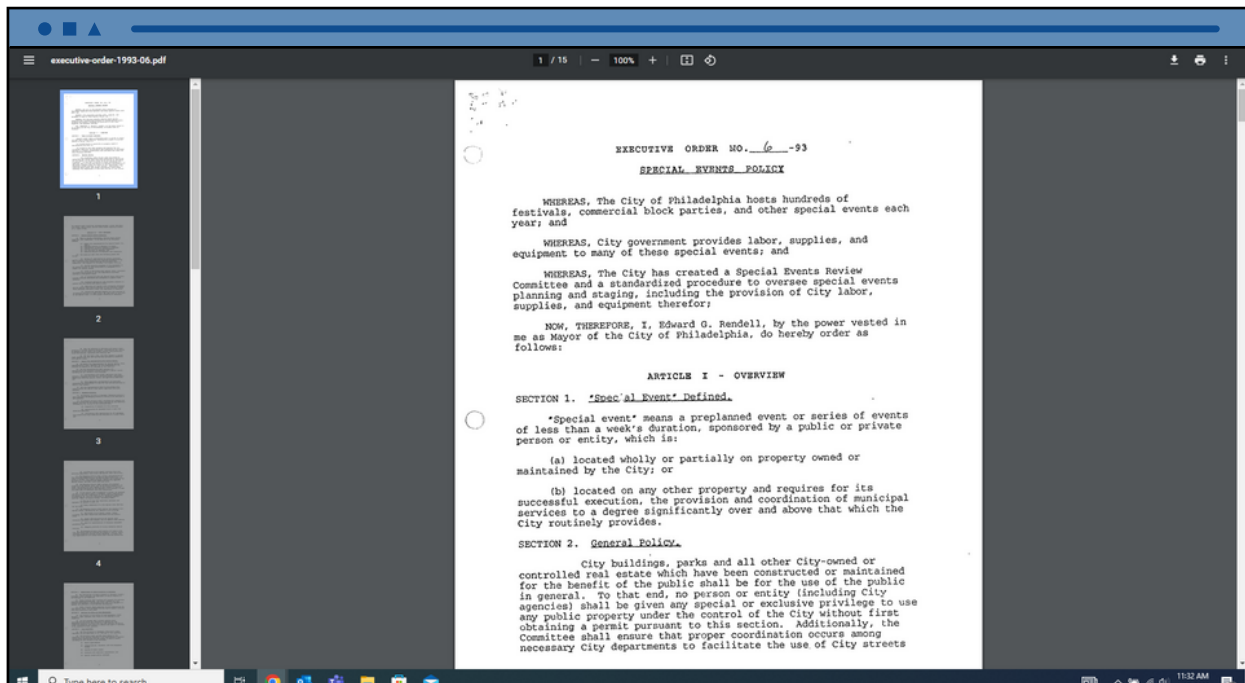
# SECTION THREE

# LOCAL LAWS, ORDINANCES, REGULATIONS, PERMITS & POLICIES IMPACTING AND SUPPORTIVE OF FESTIVALS & EVENTS



The City of Philadelphia's Special Event Policy  
(Executive Order 6-93) can be found here:

<https://www.phila.gov/media/20210602143132/executive-order-1993-06.pdf>



The City of Philadelphia is dedicated to providing event producers and organizers with the necessary resources and information to encourage **sustainable and ethical organized events**. Environmental sustainability efforts in the City of Philadelphia are spearheaded by the **Office of Sustainability (OOS)**, which is the department responsible for implementing **Greenworks Philadelphia**, the City's comprehensive sustainability plan. OOS works with partners around the city to improve quality of life in all Philadelphia neighborhoods.

**The Philadelphia Streets Department** and the **Department of Parks and Recreation** take a leading role in providing event producers with sustainable options for waste disposal. The Philadelphia Streets Department handles trash and recycling collections for most large-scale events, and offers event producers the option for composting. The Streets Department deploys **SCA bins**, a three-receptacle system designed to encourage appropriate disposal of trash, recycling and compost waste on event grounds. The Department of Parks and Recreation manages the **Fairmount Park Recycling Center**, which serves as the primary collection point for disposal of organic waste. Constituents, businesses and event producers can also retrieve organic materials at this location for use.

**Available items at the Fairmount Park Organic Recycling Center include:**

- Screened leaf compost
- Mulch
- Wood chips
- Other organic materials

Wood chips and mulch are regularly used by event producers to beautify green space and as a measure to prevent/mitigate pooling water and uneven ground conditions.



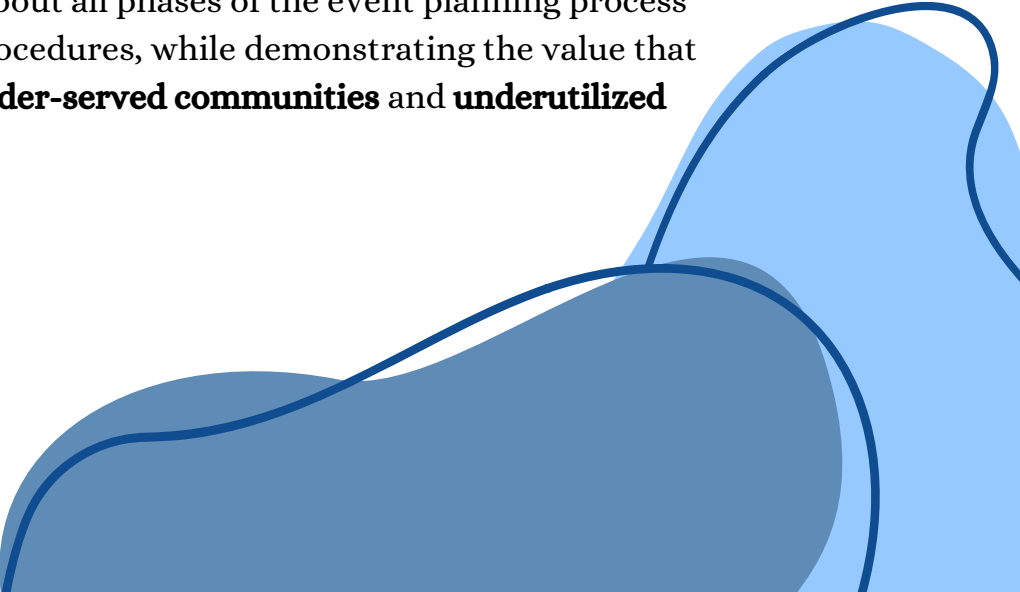
The City of Philadelphia, through the Office of Special Events, attends community outreach programs to educate and train community members in **special event permitting procedures**. This office also responds to individual requests for consultations and other meetings to answer questions relating to the special events process.

**Some of the most popular questions and topics include:**

- Alcohol management
- Food vendor safety protocols and clarification of the Fire Code
- Road closure and traffic planning
- Public messaging and coordinated community/business outreach

Representatives from various City departments on the **Special Event Task Force** are asked to attend meetings and training programs on a regular basis. The Office of Special Events has the ability to bring City agencies together to consult with event producers as needed to ensure that all pertinent information is communicated up front in an effort to streamline the event application process as much as possible. Investments on this front pay significant dividends during the planning and execution phases of events and festivals.

The Office of Special Events, in conjunction with the **Commerce Department**, produces a yearly **Festival Coordination Meeting**. This meeting brings dozens of local event producers together with multiple City agencies involved in the planning, permitting and execution of special events, and seeks to educate attendees about all phases of the event planning process and municipal permitting procedures, while demonstrating the value that organized events bring to **under-served communities** and **underutilized commercial corridors**.



The City of Philadelphia, through its operating departments, supporting agencies and various partners, is extremely active in the special events community. In addition to the extensive participation of City employees on various event-related boards and advisory committees, other examples of **direct industry involvement and memberships** include:

- City of Philadelphia (Office of the Managing Director): Member of the **International Festival & Events Association (IFEA)**
- The Greater Philadelphia Film Office - Member of the **Association of Film Commissions International (AFCI)**
- Greater Philadelphia Convention & Visitor's Bureau (PHLCVB): Member of the **Destination Marketing Association International (DMAI)**
- Temple University & Kimmel Center for the Performing Arts: Members of the **International Facility Management Association (IFMA)**
- Center City District and Historic Philadelphia Inc.: Members of the **International Live Events Association (ILEA)**



# SECTION FOUR

# NON-GOVERNMENTAL COMMUNITY SUPPORT OF FESTIVALS & EVENTS



Volunteers are vital to the success of Philadelphia's events and festivals, assisting with **logistical and clerical tasks** as well as **onsite operations**.

Many charitable/fundraising events have **large, motivated networks** of people associated with their organization who volunteer their time for the planning and production of events. **The Philadelphia Marathon**, for example, has a dedicated volunteer taskforce that mentors new and existing volunteers for logistical day of tasks including water stations and cheer zones.

For those organizations without a pre-existing network, Philadelphia has many avenues for event sponsors to **recruit volunteers**, including universities, community development organizations, business improvement districts, and a wide range of special interest groups and non-profits.

The **2023 PHL Pride March and Festival** relied heavily on volunteers from local LGBTQ+ organizations for the planning and execution of the reinvented event.

In addition to these options in the private sector, the City of Philadelphia **Office of Civic Engagement & Volunteer Service** and **SERVE Philadelphia** exist to match willing citizens with organizations who require volunteers for events, festivals and various community service projects. These programs have provided a conduit for the organizers of events, large and small, to connect with members of the community and get them involved in the production of events.



Philadelphia's business community is heavily involved in the regional special event community. Event organizers have been extraordinarily successful in securing corporate support in the form of sponsorships, marketing and in-kind contributions. The companies outlined below have made **significant contributions or investments** in support of the **Chamber of Commerce for Greater Philadelphia**:

- Comcast Corporation
- Drexel University
- Independence Blue Cross
- PECO
- Citizens Bank
- University of Pennsylvania
- PNC Financial Services Group
- Temple University
- Wawa Incorporated
- Aramark
- AARP
- Dunkin'

Without the support of these businesses, and many more, Philadelphia wouldn't have the same experiences at the events and festivals that we have today.



Local media outlets are active in the regional special events community and regularly partner with event producers in a variety of ways. In addition to promotion and marketing support, media partners **co-sponsor a number of events** in Philadelphia, including the **6ABC Dunkin' Thanksgiving Day Parade**.

According to the **Neilson Company**, the Philadelphia metropolitan region is the **4th largest media market in the country**, with more than **2.9 million television homes** accounting for **2.5%** of the total United States television market.

**Local media outlets include:**

- **17 local television stations**, including Channel 3 CBS, Channel 6 ABC, Channel 10 NBC and Channel 29 Fox.
- **Over 30 local AM/FM radio stations**, including KYW 1060, WNTP 990 and WHYY 90.1.
- **Over 20 local newspapers, magazines and periodicals** including the Philadelphia Inquirer, the Philadelphia Daily News and Philadelphia Magazine.
- **Social Media bloggers** play an important role in sharing awareness and promotion of upcoming events in the City via Instagram, Tiktok and blogs including BillyPenn.com.

A number of events, including the Thanksgiving Day Parade, St. Patrick's Day Parade, Puerto Rican Day Parade and the Mummer's Parade **are televised live on local networks**.

The Wawa Welcome America Concert is televised in Spanish and English locally on NBC10/Telemundo, as well as **livestreamed for national viewing**. The Made in America Music Festival is **live-streamed online** to fans around the world via the event's website and official music app.





Since 1801, the **Chamber of Commerce for Greater Philadelphia** has brought area businesses and civic leaders together to promote growth and create opportunities in our region. By bringing all kinds of businesses and leaders to the table – the new, the established, the big, the small, the growing, the thriving, the perennial, the innovative, and the experimental – The Chamber builds community and finds commonalities among everyone.

The global pandemic has impacted the lives and livelihoods of individuals across the world in ways both readily apparent and yet to be seen. Stay-at-home orders, historic unemployment, and civil unrest have sidelined growth, productivity, and viability in our business and civic communities — particularly for small businesses and minority-owned enterprises — and have exposed great inequity in our society.

In response, the Chamber of Commerce for Greater Philadelphia and its regional CEO Council for Growth initiated an unprecedented public-private collaboration with commitments from over 160 expert leaders from the business and civic communities to devise, present, and implement solutions for this crisis in a unified voice as the Philadelphia Regional Recharge and Recovery Task Force.



**The Philadelphia Convention and Visitors Bureau (PHLCVB)** creates positive economic impact across the Philadelphia region, driving job growth and promoting the health and vibrancy of our hospitality industry by marketing the destination, **the Pennsylvania Convention Center** and attracting overnight visitors. Their work engages the local community, as well as culturally and ethnically diverse regional, national and international convention, sporting event and tourism customers.

A private, nonprofit membership corporation, the Philadelphia Convention & Visitors Bureau was **established in 1941** and is the **official tourism promotion agency** for the City of Philadelphia globally and the primary sales and marketing agency for the Pennsylvania Convention Center.

**The Philadelphia Sports Congress**, a division of PHLCVB, seeks to attract major national and international sporting events to the region such as the NCAA Lacrosse Championships, NCAA Basketball Tournament, X-Games, Army v. Navy Game and the FIFA World Cup.



Philadelphia has many **active merchant and community associations** that are dedicated to improving relationships between residents and businesses through the creation and production of events and festivals.

**These associations include, but are not limited to:**

- Center City District (Dilworth Park and Sister Cities Park events)
- South Street Headhouse District (South Street Easter Promenade)
- Midtown Village Association (Midtown Village Fall Festival)
- Old City District (First Fridays in Old City; Old City Festival)
- Rittenhouse Row Association (Rittenhouse Row Farmers Market)
- Chinatown Development Corporation (Chinese New Year Parade)
- East Passyunk Avenue Business Improvement District (Flavors on the Ave)

The dedication of these organizations in Philadelphia has created **unique opportunities** for local organizations to interact and foster relationships with local government through the production of events and festivals. Additionally, while many of these associations are financially supported through local businesses, some of them include the participation of the **local neighborhood associations** to provide additional quality of life services making them desirable areas for everyone to be a part of.



The City of Philadelphia is committed to providing all constituents and visitors with first-class service. In accordance with **Title II of the Americans with Disabilities Act**, the city does not discriminate against qualified individuals with disabilities in any of its programs, services or activities. **The Mayor's Commission on People with Disabilities (MCPD)** was formally established by City Council to provide a forum for the disability community to express interest and opinions on city programs and services. It seeks to bring positive visibility to people with disabilities. MCPD provides technical assistance to the Mayor and his administration on disability-related matters.

MCPD is **routinely consulted** by the Office of Special Events to provide guidance in ensuring the event sites are **accessible for those with disabilities**. Each June, MCPD and the Office of Special Events partner to organize the **Disability Pride Parade and Celebration**. The celebration kicks off with the annual **Disability Pride Flag Raising Ceremony** at City Hall and ends with a parade and festival, featuring music performances and a resource fair.

As a multicultural city with constituents and visitors from **all over the world**, Philadelphia also works diligently to ensure that documents, including applications, are available in all popular languages, **based on population statistics**. This service is coordinated through the **Office of Immigrant Affairs**.



## EVENT COOPERATIVES

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### Formal event cooperatives in the Philadelphia region include:

- The Greater Philadelphia Chapter of the International Special Events Society (ISES)
- The Philadelphia Area Chapter of Meeting Professionals International (MPI)
- The Greater Philadelphia Chapter of the Professional Convention Management Association (PCMA)

Outside of these formal organizations, event organizers in the city and region have formulated positive working relationships and regularly work together with **the Office of Special Events** on the planning and production of large-scale events and festivals.

## SPORT COMMISSIONS

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The mission of the **Philadelphia Sports Congress**, known as **PHLSports**, is to attract and pursue bids for major sporting events and conventions on behalf of the City of Philadelphia. PHLSports routinely works with event sponsors and organizers to host site visits, acts as a hotel liaison and aids in venue selection, event marketing and vendor selection.

PHLSports secured Philadelphia as one of the eleven Host City spots in the United States for the upcoming **FIFA World Cup 2026 games**. Also in 2026, the PGA Championship, Major League Baseball (MLB) All-Star Game, and the National Collegiate Athletics Association (NCAA) Men's Basketball Tournament will be held in Pennsylvania.

Philadelphia will host Wrestlemania 40 in 2024. This will include a week-long WWE extravaganza, consisting of six major events at three venues.

The City of Philadelphia has the **highest density of colleges and universities** in the United States, with almost **100 institutions of higher learning** in the immediate metropolitan area. Among these universities and colleges are several **world-renowned institutions** including the University of Pennsylvania, Temple University, Drexel University, Saint Joseph's University, and LaSalle University.

These institutions regularly contribute services, volunteers, venues, and financial backing to Philadelphia's event community while producing and participating in top-tier events themselves.

**These events include:**

- Penn Relays (University of Pennsylvania)
- Ride to Conquer Cancer (University of Pennsylvania)
- University City 5K (Drexel University)
- LaSalle University Community Health Fairs
- Collegiate Regattas (Dad Vail Regatta)



The stated functions of the **Office of Special Events** and the **Office of the City Representative** include negotiation with public and private stakeholders to bring marquee events to the City of Philadelphia. The Philadelphia event community is fortunate to have a productive collaborative relationship with the local business community and several local venues. Businesses and venue managers understand that festivals and events have the propensity to draw visitors to the community and local hospitality establishments and are usually highly supportive of these types of endeavors.

**The Pennsylvania Convention Center** has agreements in place with many **Center City** hotels for special incentives and discounts on room rates, restaurants, and tickets. Local hotels regularly offer packages and discounts to visitors of events and festivals, including the Made in America Music Festival, the Wawa Welcome America Festival and Philadelphia Auto and Flower Shows. The **“Visit Philadelphia Overnight Hotel Package”** offers consecutive nights at a participating hotel, free parking, and complimentary all-day passes for the PHLASH bus, a tour bus that provides visitors and residents with expedited transportation to many of Philadelphia’s top cultural and recreational attractions. SEPTA also provide discounts to any of the local museums or attractions, with the purchase of any of their passes.

At the neighborhood level, the **Philadelphia Department of Parks and Recreation** offers discounted site usage rates at all parks and recreation centers under their jurisdiction for events that are sponsored by and/or benefit community residents and businesses. This program serves to encourage community building events such as health and resource fairs, concerts and farmer’s markets.

**City Hall** is one of Philadelphia’s most iconic venues, and both the Courtyard and North Apron of the building are made available for special events of all types. Non-profit organizations are given a **75% discount** of the daily site usage fee for these venues and are provided with City services free of charge provided the event takes place during normal business hours.

The Office of Special Events works diligently with all event producers through the planning process of each event.

**OSE keeps a running list of trusted vendors who supply event-related equipment including, but not limited to:**

- Event day Security and Security Planning
- Staging, Barricades, and Tenting
- Audio, Video, Lighting and Technical Supplies
- Banners, Signage, Graphic Design, and Printing Materials
- Portapotties and Crowd Pleasers

This list is managed and updated yearly, and provided to event producers upon request and available on our website.

Larger events will create **Requests for Proposals** for the above-listed items and local suppliers will place their submissions to be the selected vendor for the event.





All the sponsors, departments, agencies, universities, bureaus and cooperatives mentioned in the preceding sections are **heavily involved** in the local and regional event, tourism and hospitality industries.

A city would be hard pressed to develop such a flourishing business community in these sectors without a **willing and competent support infrastructure** comprised of property owners, educational institutions, patrons and sponsors. Philadelphia is a **favorable destination** for events and festivals, having developed this crucial infrastructure over decades of successful event execution, and the local and regional event industry is **thriving** as a result.

**The Philadelphia Federal Credit Union** sponsors the Kensington Kinetic Sculpture Derby and Arts Festival, which sparked new life in an often overlooked neighborhood.

**Independence Blue Cross** is a proud sponsor of the Broad Street Run, one of Philadelphia's most **iconic and successful road races**.

**Wawa, Inc.** sponsors the Welcome America Festival, which features 16 days of **free, family-friendly events** across a multitude of genres and venues.

**Temple University's School of Tourism and Hospitality Management** offers a professional certification program in event management.

**The Greater Philadelphia Convention & Visitor's Bureau** ensures that the **Pennsylvania Convention Center** is booked with exciting meetings and conferences throughout the year, and local event service and equipment providers keep event producers and meeting planners supplied with the essential tools of the trade.



# SECTION FIVE

# LEVERAGING COMMUNITY CAPITAL CREATED BY FESTIVALS & EVENTS



The City of Philadelphia has built a positive reputation in the **international event community** by repeatedly executing special events safely and efficiently. **The Philadelphia Police and Fire Departments**, along with **the Office of Emergency Management** are experts in the coordination and deployment of public safety personnel and equipment, supporting a multitude of special events while mitigating negative impact to the general public. **The Health Department's Office of Food Protection** conducts onsite food service inspections to eliminate the threat of food-borne illnesses at events. **The Streets Department** deploys street sweepers, compactors and laborers to certify that venues are cleaned prior to the arrival of eventgoers and returned to pristine condition after the conclusion of festivities. **The Office of Special Events** works to ensure that all City services are delivered on time and on budget.

These efforts are made to further Philadelphia's brand as a **first-rate event city**. City administrators and elected officials understand that special events, and the industries that they support, are vital to the economic and cultural growth of the Philadelphia metropolitan area. An established record of successful event execution builds upon the positive image of Philadelphia and makes the Philadelphia region an attractive destination for event planners, businesses and visitors. Branding efforts have paid great dividends in recent years, and continue to do so with Philadelphia slated to host the **Major League Baseball All-Star Weekend** and **FIFA World Cup** in 2026.



The City of Philadelphia, with its background as the **birthplace of America** and home to innumerable historical and cultural attractions, boasts a **robust tourism and hospitality industry**. According to Visit Philadelphia, the region's hospitality and tourism industry supports approximately **98,300 jobs annually** and generates nearly **\$11.5 billion in economic activity** each year, excluding those years impacted by the COVID-19 pandemic. This puts Philadelphia in an enviable position as a major U.S. city with the necessary infrastructure and experience to easily accommodate all manner of festivals and events.

Events and festivals, by their very nature, serve to **drive tourism** to the City of Philadelphia and the surrounding region. Visit Philadelphia, PHLCVB, the Office of City Representative and the Office of Special Events consistently feature events and festivals on their regular promotional materials including newsletters, shared calendars and social media.

Hotels and restaurants routinely offer **promotional packages and discounts** in conjunction with major special events to encourage visitors to stay, dine and experience all that Philadelphia has to offer.



**The Greater Philadelphia Convention and Visitor's Bureau (PHLCVB)**, the primary marketing agency for the **Pennsylvania Convention Center**, works closely with the **Office of Special Events** to provide customers with pertinent information relating to events and festivals taking place in Philadelphia and the surrounding counties. It is vital that convention and meeting planners be informed of major events and any potential impact to traffic and mass transit in the Center City area and beyond, and a defined communications network ensures that potential conflicts are identified and mitigated.

Major events and festivals are often used as an incentive to draw conventions and meetings to Philadelphia, especially if the event relates to the purpose or demographic of the convention. PHLCVB includes a schedule of major events on their website that is regularly updated to provide visitors with a **wide variety of entertainment options** outside of restaurants, tours and other conventional leisure activities. Convention and meeting organizers have also begun **adding their own special events** to conference agendas, producing 5K fun runs, festivals and concerts for their attendees. These events are encouraged because they serve to add nuance and unique offerings to what is already a diverse event landscape.



The Philadelphia Commerce Department works with the Greater Philadelphia Convention & Visitor's Bureau, Select Philadelphia and the International Visitor's Council of Philadelphia to coordinate the city's **economic development strategy**. Corporate recruitment efforts include the highlighting of Philadelphia's creative economy and burgeoning hospitality industry. Philadelphia boasts one of the **fastest growing creative sectors** in the United States and is home to world-class universities and medical facilities.

The Children's Hospital of Philadelphia, one of the most **prestigious pediatric care facilities** in the world, refers to Philadelphia in its promotional material as a **"modern 'big city' with old world charm"**, and highlights many facets of the local event community including Philadelphia's professional sports teams, theatres, museums, concerts, festivals and historical tours.



**The Chamber of Commerce for Greater Philadelphia** offers a relocation package and resource guide to each of its member organizations. This guide contains information on cost of living, taxes, housing, communities, transportation, leisure activities, open space, sports, arts and culture, education, health services, senior living, the regional economy and more.

Events and festivals, by their very nature, serve to **drive tourism to the City of Philadelphia** and the surrounding region. Visit Philadelphia, PHLCVB, the Office of City Representative and the Office of Special Events consistently feature events and festivals on their regular promotional materials including newsletters, shared calendars and social media.

Hotels and restaurants routinely offer **promotional packages and discounts** in conjunction with major special events to encourage visitors to stay, dine and experience all that Philadelphia has to offer.



The City of Philadelphia, PHLCVB and Visit Philadelphia showcase events and festivals on **familiarization tours** on an as needed basis. In some instances, event producers, convention planners and government officials from other jurisdictions are permitted to accompany City personnel onsite at special events in to identify potential venues, troubleshoot potential hazards and observe municipal response.

City officials regularly collaborate with event managers and public safety agencies from across the country. The **Office of Emergency Management** and the **Office of Special Events** regularly host representatives from various marquee events and festivals. These experiences allow Philadelphia's special event task force members to gain **valuable insight** into the planning procedures and operational concerns of similar events in different parts of the country and lead to the establishment of **industry best-practices** relating to municipal special event management and response.





The City of Philadelphia encourages and assists with the facilitation of out-of-market media coverage for local events and festivals. The Mayor's Press Office, in conjunction with the Office of the City Representative, the Office of Emergency Management and the Office of Special Events, regularly **issues press releases advertising major special events**. Examples of this include the Wawa Welcome America Festival, the Philadelphia Marathon weekend, and the Made in America Music Festival.

The City of Philadelphia has been fortunate to receive **positive national media attention** for numerous events. **The 2016 Democratic National Convention** made numerous national and international headlines, as it was covered by every major news media outlet in the world and televised or live-streamed in **more than 80 countries**. The City of Philadelphia **received accolades** for its handling of **associated First Amendment activity**.

**The 2017 NFL Draft** was televised on ESPN and the NFL Network. Both stations posted the **second-highest television ratings** for the event in its history, at the time. The first round of the 2017 NFL Draft was the **most watched cable program** during its time slot, earning a household rating of 4.0, translating to an average of **6.7 million viewers**.

Philadelphia is fortunate enough to regularly host the annual **Army-Navy Collegiate Football Game**. It is broadcast nationally on the CBS network. International recognition for Philadelphia has reached **unprecedented heights** in recent years. Philadelphia was named a **"World Festival & Event City"** by the International Festival and Events Association from 2014 through 2019. In 2015, Philadelphia earned distinction as the **first and only city** in the United States to be named a **World Heritage City**. Philadelphia is consistently ranked highly as a destination for travel in U.S. News & World Report and other major publications., and this status will only continue to grow leading up to 2026 and the impressive roster of events scheduled in celebration of the **Nation's 250th anniversary**.

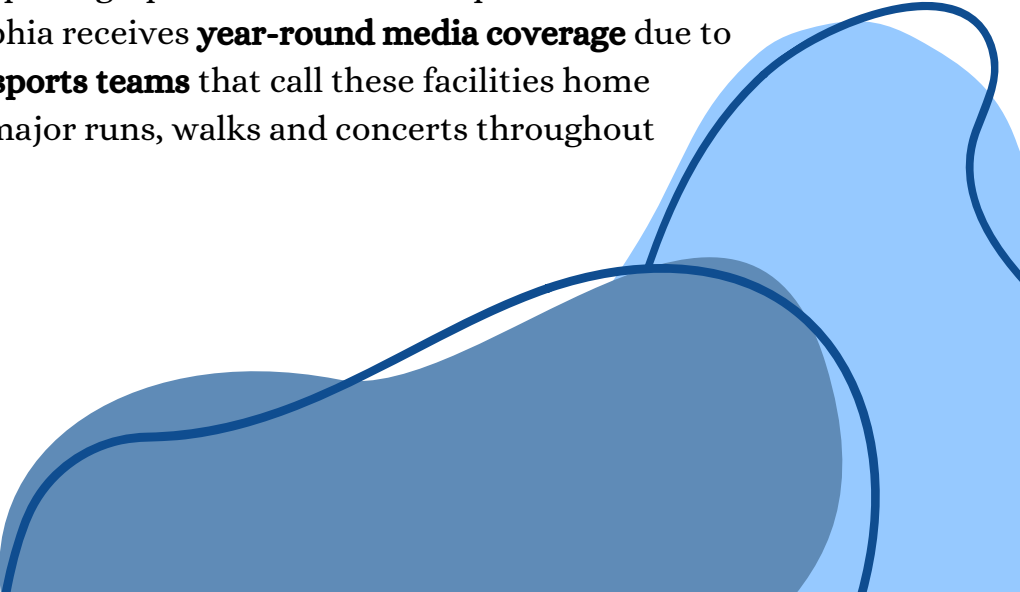


Events and festivals are useful in the crafting of positive public relations campaigns for City agencies and venues. The successful execution of large-scale special events is contingent upon the quality of City services and equipment rendered in connection with the event. Every event that is planned, produced and cleared with **little to no negative impact** to residents, businesses and municipal infrastructure shines a **positive light** on the City departments and agencies involved.

Special events offer the **Philadelphia Police Department** and **Fire Department** opportunities to deploy and showcase new equipment including public safety vehicles, mobile command centers, lighting towers, public safety beacons and aerial surveillance equipment. The Philadelphia Police and Fire Department regularly participate in special events by **staffing recruitment tables** and **providing interactive displays and equipment** for residents, visitors and especially young people interested in a career in either of the departments.

Other City departments and agencies that often promote services and opportunities at special events include the Philadelphia Water Department, Commerce Department, Mural Arts Program, Homeless Outreach Services and the Department of Behavioral Health and Intellectual Disability Services (DBHIDS).

Festivals and events also serve to **highlight the venues** in which they take place. Major concerts and festivals on **Benjamin Franklin Parkway** frame the Philadelphia Museum of Art, the Barnes Museum, the Rodin Museum and the Franklin Institute in iconic photographs and videos. The sports stadium complex in South Philadelphia receives **year-round media coverage** due to the **six major professional sports teams** that call these facilities home and accommodates many major runs, walks and concerts throughout the year.



The Office of Special Events processes approximately **1,600 special event applications** each calendar year, excluding those years impacted by the COVID-19 pandemic.

Philadelphia is a city of neighborhoods, and nearly every neighborhood has its own **marquee event**. The famous **Italian Market** in South Philadelphia plays host to the annual **South 9th Street Italian Market Festival**. Over the course of two days, more than **25,000 people** experience the sights, sounds and cuisine of one of the **oldest and largest open-air markets** in the country.

As an ethnically diverse city, Philadelphia plays host to a large number of **cultural events**, including the annual Mummer's Parade, Puerto Rican Day Parade, LGBT Pride Parade, St. Patrick's Day Parade, Greek Independence Day Parade, Odunde Festival, Juneteeth Parade, and the Pulaski Day Parade. Many of these events receive **in-kind contributions** from the City in the form of special event support services and equipment, as well as marketing and promotional support.



Made possible by the Philadelphia Beverage Tax, **Project Rebuild** was designed to invest hundreds of millions of dollars in **improving community facilities**. The City of Philadelphia has made equity a top priority when selecting Rebuild sites, as most sites are expected to be in high-need communities that face high rates of poverty, drug crimes, and health risks. Project Rebuild will also prioritize sites where the investment could **promote community development and stabilization**, as well as sites that are in poor condition

Each year, Project Rebuild will suggest a list of projects that must be approved by City Council. The approved projects will then launch in phases. Some Rebuild projects could include small but important improvements, such as fixing a leaking roof or replacing a broken boiler. Other projects might design a new master plan for a site. Project budgets will range from **\$50,000 to more than \$13 million**. The budget for each project will be based on the conditions of the facility.

**Through its projects, Rebuild will:**

- Make physical improvements to parks, recreation centers, and libraries.
- Engage with community members to leverage their knowledge, power, and expertise. Community feedback will inform the improvements that are made to facilities.
- Promote diversity and economic inclusion. Rebuild will support minorities and women who work (or want to work) in the design and construction industries.

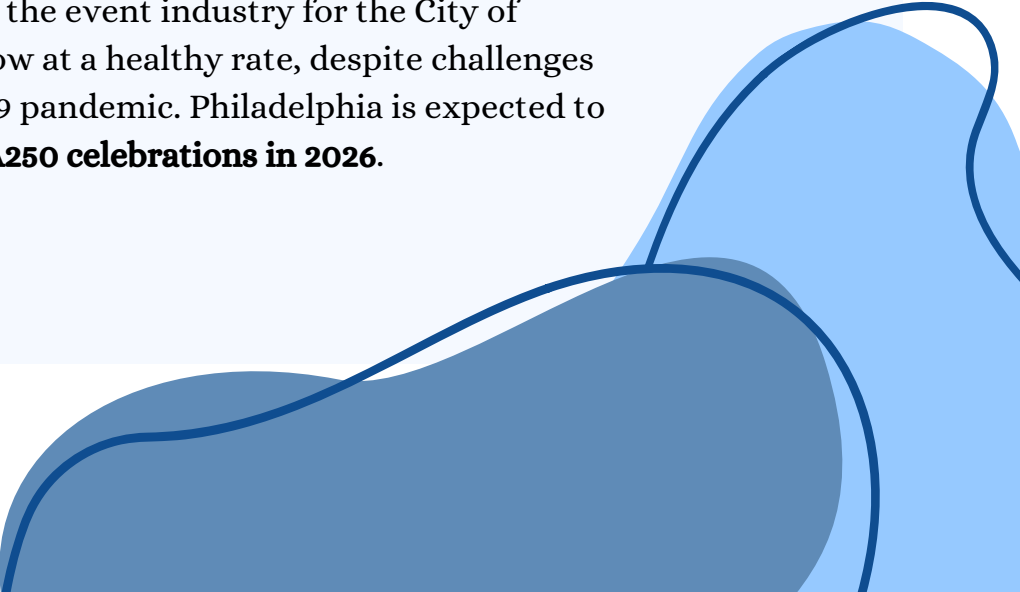


Special events have a unique ability to bring lasting changes to the venues and people they impact. Philadelphia's park system, especially areas along the **famous Benjamin Franklin Parkway**, has received consistent infrastructure upgrades over the years. These upgrades include **new irrigation systems** to maintain and revive adjacent lawns and parks, **new pipes and fixtures** to facilitate access to potable water for footprint setup and event goers, and **substantial connectivity improvements** in the form of underground fiber runs and permanent, high-speed cellular coverage.

Visitors return to the **Pennsylvania Convention Center** year after year to experience the **Philadelphia Flower Show**, the **Philadelphia Auto Show**, and dozens of other expositions, conventions and conferences. These events create lasting, positive impressions of Philadelphia for millions of people, and have served to increase the popularity and status of the Pennsylvania Convention Center, attracting more businesses and visitors to the city.

The traditions and images created and shaped by festivals and events have driven millions of visitors to Philadelphia's iconic venues over the years. **The Philadelphia Museum of Art**, located at the west end of the Benjamin Franklin Parkway, frames many of the city's major events including the **Welcome America 4th of July Jam and Fireworks**, the **Made in America Music Festival** and **Philadelphia Marathon Weekend**. Iconic images related to events and festivals, and the subsequent promotional benefits, are a big part of why more than **750,000 people** visit the Philadelphia Museum of Art each year.

Recognition and notoriety in the event industry for the City of Philadelphia continues to grow at a healthy rate, despite challenges associated with the COVID-19 pandemic. Philadelphia is expected to play a leading role in the **USA250 celebrations in 2026**.



# SECTION SIX

# EXTRA CREDIT



**Temple University**, Philadelphia's largest university in terms of enrollment, offers the following certificate and degree programs to both students and professionals:



**Event Leadership Executive Certificate Program**



**Certificate in Event Management and Entertainment**



**Bachelor of Science in Event and Entertainment  
Management**



**Master of Science in Sport Business**





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**Temple University:** Associate Professor of Practice  
& Director of the Event Leadership Executive  
Certificate Program



In addition, the **City of Philadelphia Office of Special Events** is an active member and contributor to the **International Festival and Events Association**, primarily through Jazelle Jones, Deputy Managing Director and Director of Operations.



Many Philadelphia secondary schools, including those in the **Philadelphia Public School System** as well as **Philadelphia Parochial Schools**, require students to complete a certain number of community service hours in order to graduate. In many cases, students choose to volunteer at community festivals and events.

**The Broad Street Run** and **Philadelphia Marathon Weekend**, two of the largest road races in the Mid- Atlantic Region, recruit and deploy dozens of high school students to volunteer for wayfinding & water stations. Many community parades and festivals incorporate high school organizations as participants and volunteers to expose students to event management at various levels, including the **Odunde Festival** and the **Junteenth Parade**.



**The City of Philadelphia's Office of Risk Management** analyzes the City's insurance and other risk exposure issues, including managing claims, workers' compensation, and service-connected disabilities. They also provide safety and loss prevention programs.

**The Primary mission of the Office of Risk Management is to:**

- Reduce the financial impact of claims, lawsuits, and employee injury
- Reduce the corresponding frequency and severity of these events through the application of professional risk management techniques
- Provide a safe environment for employees to work and the public to enjoy

In addition to the work outlined above, the Office of Risk Management administers a program to ensure that event producers, vendors, and contractors are able to comply with the city of Philadelphia's insurance requirements relating to special events. Applicants that are otherwise unable to obtain insurance are able to submit a form through the city's Office of Risk Management and are connected to an insurance provider that can offer **short-term coverage** that meets requirements set forth by the city at a reasonable cost.



The City of Philadelphia, through the **Philadelphia Convention and Visitors' Bureau**, **Visit Philadelphia** and the **Office of Special Events**, has been extraordinarily successful in recruiting major events.

**Recent successes include:**

- 2015 World Meeting of Families and Papal Visit
- 2016 Democratic National Convention
- 2017 NFL Draft
- 2019 NFL Kickoff Concert
- Army v. Navy Game
- 2024 Wrestlemania

Most recently, the City of Philadelphia was named the **host city** for the **2026 Major League Baseball All-Star Game**, and was selected as a host city for the **2026 FIFA World Cup**. These awards were a cumulation of years of coordination between multiple internal and external stakeholders, and are apart of larger a larger effort to position the City of Philadelphia as the **center of festivals** in connection with **USA250**, a nationwide celebration of the **250th anniversary of the United States of America**.



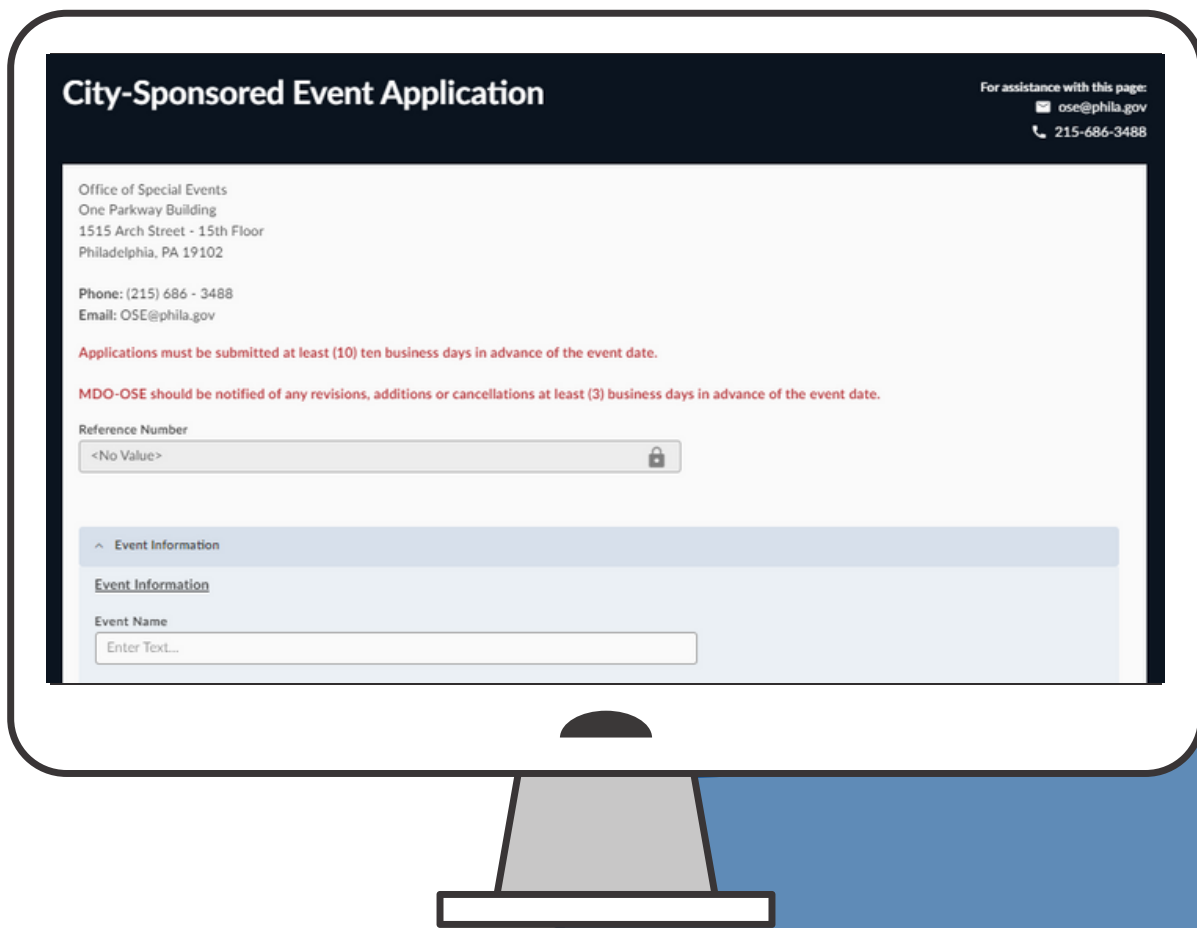
Thanks to the ever-evolving energy of its residents and business community, the City of Philadelphia continues to attract world-class events and exhibits.

**Disney100: The Exhibition**, the most comprehensive touring exhibition ever presented about the Walt Disney Company, made its **world premiere** at The Franklin Institute in Philadelphia on February 18, 2023. Celebrating the company's **100th year**, the exhibit takes guests on a journey through the beloved stories that have been dazzling fans since 1923.

"Bringing stories of innovation and discovery to the public in an immersive and interactive way is at the heart of what **The Franklin Institute** has done for the **past 200 years**. We are thrilled that the world premiere of **Disney100: The Exhibition** is here, offering the first opportunity to see the crown jewels come to life in beautifully crafted galleries reflecting Disney's imaginative storytelling, innovation, discovery, and wonder," said **Larry Dubinski, President and CEO of The Franklin Institute**.



**The Office of Special Events** coordinates and manages all requests from internal City departments for services and equipment deployed in connection with City-sponsored events. In an effort to provide a more **user-friendly experience** and increase efficiency for internal stakeholders, the Office of Special Events partnered with the **Office of Emergency Management** to create a form and database on the **VEOCI platform**, which is a web-based ecosystem that is traditionally used to manage and facilitate emergency coordination and communications. This new system has led to greater information gathering capabilities and provides for the **creation of workflows** for timely and accurate dissemination of work orders and service requests. The Office of Special Events will evaluate the VEOCI system in this capacity for the remainder of the calendar year and, if successful, will endeavor to onboard additional forms and functions for the general public.



**City-Sponsored Event Application**

For assistance with this page:  
ose@phila.gov  
215-686-3488

Office of Special Events  
One Parkway Building  
1515 Arch Street - 15th Floor  
Philadelphia, PA 19102

Phone: (215) 686 - 3488  
Email: OSE@phila.gov

Applications must be submitted at least (10) ten business days in advance of the event date.

MDO-OSE should be notified of any revisions, additions or cancellations at least (3) business days in advance of the event date.

Reference Number  
<No Value>

Event Information

Event Information

Event Name  
Enter Text...

In addition to the successful, safe return of many iconic Philadelphia events, 2022 saw a year of growth for the **Office of Special Events**. Due to the increased capacity on the **community outreach** front, the Office of Special Events has been able to increase the frequency of blog posts and social media outreach to **educate** those who want to have a special event on the processes for permits, licenses, and insurance.

One such blog post, "[It's festival season! Food truck and outdoor cooking safety tips](#)," was a timely feature that highlighted important food truck and cooking safety tips as well as **shared resources and guidelines** for event organizers and food vendors. Written in collaboration with the **Philadelphia Fire Department**, this blog post will serve as an **evergreen resource** that can be used throughout the summers to ensure and **seamless and safe** event season.

