

**OFFICE OF THE CITY REPRESENTATIVE  
FISCAL YEAR 2016 BUDGET TESTIMONY  
APRIL 14, 2015**

**EXECUTIVE SUMMARY**

**DEPARTMENT MISSION AND FUNCTION**

**Mission:** The Office of the City Representative serves as the public relations, marketing, and promotion arm for the City of Philadelphia, responsible for developing and promoting events to attract commerce, visitors and new residents while raising the quality of life for citizens.

**Description of Major Services:** The Office of the City Representative (OCR) serves as the main vehicle to promote and market the City of Philadelphia. Through partnerships with the city's tourism and convention agencies (Visit Philadelphia, the Philadelphia Convention and Visitors Bureau, and the Greater Philadelphia Hotels Association), OCR actively seeks to increase attraction to leisure and business visitors and ensure that a unified Philadelphia marketing message is conveyed to regional, national and global audiences. OCR works closely with the Department of Commerce on the common goal of promoting the city and stimulating economic development. Towards that end, OCR provides ceremonial gifts and other support to the Commerce Department's business attraction efforts with international visitors to the City and business recruitment delegations to other countries, and also assists with marketing and promotional support for retail attraction efforts, among other ways of partnering with the Commerce Department.

**PROPOSED BUDGET HIGHLIGHTS/FUNDING REQUEST**

**Budget Highlights:** The FY16 Proposed Budget maintains the Office of the City Representative at FY15 funding levels.

Fund	Class	FY14 Actual	FY15 Current Projection	FY16 Proposed Budget	FY16-FY15 Change	FY16-FY15 Percent Change
General	100	400,499	413,621	418,201	4,580	1.1%
	200	515,449	561,730	561,730	0	0.0%
	300/400	54,000	54,000	54,000	0	0.0%
	<b>Total</b>	<b>969,947</b>	<b>1,029,351</b>	<b>1,033,931</b>	<b>4,580</b>	<b>0.4%</b>
	Positions	7	7	7	0	0.0%
Other*	100	0	49,814	49,814	0	0.0%
	200	0	14,170,254	10,811,988	(3,358,266)	-23.7%
	<b>Total</b>	<b>0</b>	<b>14,220,068</b>	<b>10,861,802</b>	<b>(3,358,266)</b>	<b>-23.6%</b>
	Positions	0	0	0	0	0.0%
All	<b>100</b>	<b>400,499</b>	<b>463,435</b>	<b>468,015</b>	<b>4,580</b>	<b>1.0%</b>
	<b>200</b>	<b>515,449</b>	<b>14,731,984</b>	<b>11,373,718</b>	<b>(3,358,266)</b>	<b>-22.8%</b>
	<b>300/400</b>	<b>54,000</b>	<b>54,000</b>	<b>54,000</b>	<b>0</b>	<b>0.0%</b>
	<b>Total</b>	<b>969,947</b>	<b>15,249,419</b>	<b>11,895,733</b>	<b>(3,353,686)</b>	<b>-22.0%</b>
	Positions	7	7	7	0	0.0%

**Staff Demographics Summary (as of December 2014)**

	Total	Minority	White	Female
Full-Time Staff	7	2	5	6
Executive Staff	2	1	1	2
Average Salary - Executive Staff	\$86,228	\$82,800	\$89,657	\$86,229
Median Salary - Executive Staff	\$86,228	\$82,800	\$89,657	\$86,229

**Employment Levels (as of December 2014)**

	Budgeted	Filled
Full-Time Positions	7	7
Part-Time Positions	0	0
Executive Positions	2	2

**Contracts Summary (\*as of December 2014)**

	FY10	FY11	FY12	FY13	FY14	FY15*
Total amount of contracts	\$0	\$1,015,910	\$80,310	\$28,924	\$14,482	\$1,320
Total amount to M/W/DBE	\$0	\$762,929	\$80,310	\$28,924	\$9,996	\$1,320
Participation Rate	\$0	75%	100%	100%	69%	100%

## PERFORMANCE, CHALLENGES AND INITIATIVES

### DEPARTMENT PERFORMANCE (OPERATIONS)

The Philadelphia Marathon has achieved planned, sustained growth since 2008 with approximately 2,000 additional runners each year. A title sponsor was secured in FY14, Gore-Tex, and the Marathon gained a ranking of 8 in MarathonGuide.com's top ten U.S. marathons by finishers. In FY15, the race was ranked "Best Marathon of 2014" in the Mid-Atlantic Region by Competitor.com and the Gore-Tex Philadelphia Marathon's Facebook page experienced a 46.6% growth in Likes compared to FY14. The Forbes Under 30 Summit was held for the first time in the magazine's history, with Philadelphia chosen as the best city to attract millennial business and cultural leaders, culled from their annual "30 Under 30" honorees. Social media efforts engaged 750 million people, and \$400,000 in venture capital money was awarded to entrepreneurs in a highly competitive pitch contest. The Mayor's Office and OCR produced several additional events to augment the conference, including eight participants making presentations to seven classes in public schools. The Mayor's Office and OCR, along with Forbes, have set a goal of 24 participants presenting to 12 schools in FY16; social media engagement is targeted at 800 million. Although the hotel occupancy rate during the Made in America festival declined from FY13 to FY14, OCR's goal is to increase the hotel occupancy rate for the Made in America festival by to 80% by FY16.

Performance Measure	FY08	FY13	FY14	FY14- FY13 Change	FY14 Q1-Q2	FY15 Q1-Q2	FY15- FY14 Q1-Q2 Change	FY15 Goal	FY16 Goal
Philadelphia Marathon planned registrations*	18,000	29,000	30,000	3.4%	30,000	31,000	3.3%	31,000	32,000
Forbes Under 30 Summit social media impressions*	N/A	N/A	N/A	N/A	N/A	750,000	N/A	500,000	500,000
Made in America - hotel occupancy rate**	N/A	90.0%	87.0%	-3.3%	N/A	79.0%	N/A	79.0%	80.0%

\* Event occurs during the second quarter of the fiscal year. For Marathon FY13 registration includes NYC runners displaced by Hurricane Sandy.

\*\* Event occurs during the 1st quarter of the fiscal year.

### DEPARTMENT CHALLENGES

OCR Programs including the Gore-Tex Philadelphia Marathon and Wawa Welcome America! as well as OCR supported programs such as Made In America have required extensive planning and investment in developing model systems for public security. These security models have served as pilot systems to aid other City departments in managing public events and now serve as model programs for other major cities. Forthcoming mass public events including the World Meeting of Families, September 22 – 27, 2015 which anticipates as many as 2 million people attending events on the Benjamin Franklin Parkway (potentially the largest public event ever hosted by a North American City) and planning for the Democratic National Convention the week of July 25, 2016, will require even more extensive manpower, management, and equipment to ensure public safety and the security of public figures. The OCR will continue to consult and contribute to the efficiency of model systems and assist in finding cost-reduction methods wherever possible.

### ACCOMPLISHMENTS & INITIATIVES

Events produced or supported by the OCR are created to promote Philadelphia as a destination for tourism or a place to locate or start a business while being able to enjoy a vibrant, diverse quality of life. The majority of these events showcase the City's singular landmarks of American history, world-class cultural assets, vital and emerging retail corridors, and the beauty of the Philadelphia's architectural and natural landscapes.

In October of 2014, the City of Philadelphia was named a 2014 recipient of the International Festival & Events Association (IFEA) designation—"World Festival and Event City" for excellence in event management. The development and execution of major concert events including Wawa Welcome America's Philly 4<sup>th</sup> of July Jam and the OCR's expertise in the logistical and security coordination of major events such as the Gore-Tex Philadelphia Marathon have contributed to the City's capability as a world-class festival and grand-scale events location.

This acclaimed track record in the planning and execution of major events has assured organizers of events such as the World Meeting of Families taking place in Philadelphia this September, that safety, security, and a top quality experience for visitors and guests is the City's first priority.

The OCR is proud of the role that it has played in securing Philadelphia's reputation as a first tier 'events' city and looks forward to executing and supporting the balance of events of FY15; the planning and execution of events scheduled for FY16; and planning for the convening of the Democratic National Committee in July of 2016 in FY17.

In FY15 and FY16, the OCR proceeds with its City Charter mandated role to represent the Mayor and the City of Philadelphia in external events, convenings and ceremonies, as well as within internal City department functions. The OCR also provides Mayor's Ceremonial Documents and Letters to the requesting public and internal City Departments, as well as Ceremonial Gifts of Recognition as requested by public agencies and internal City Departments according to established City Gift Policies and Protocols.

During FY15 the Communications staff of the OCR authored special correspondence as requested by the Mayor's Office or by the City's partnering tourism and marketing agencies to communicate the Mayor's endorsement and support for the City hosting of potential sport competitions, meetings and major conventions, including the recent successful bid for Philadelphia to host the 2016 Democratic Convention.

During FY15, City Representative Desiree Peterkin-Bell led a presentation in Social Media Leadership Training for the Pennsylvania Municipal League Professional Development Meeting; served as featured speaker and panel member for the PHLCVB sponsored "Philadelphia – City of Makers" presentation to Young Involved Philadelphia; and was Keynote Speaker for the National Women In Media Conference, among many other engagements on behalf of the City of Philadelphia.

**The Gore-Tex Philadelphia Marathon:** In FY14, the Marathon celebrated its 20<sup>th</sup> Anniversary and achieved its goal of producing a financially sustainable event by securing Gore-Tex for a three year title sponsorship, making it the Gore-Tex Philadelphia Marathon. In FY15, the total registration for Marathon Weekend (Half and Full Marathons and the Rothman Institute 8K) was the highest ever with over 30,000 runners. With an estimated audience of over 60,000 fans and spectators, the race was assisted throughout the weekend by over 3,000 volunteers. USA Track and Field included the event in its Championship Series in FY15 and continues its long history of certifying and sanctioning the race. A new, free Finisher Festival was added in FY15 in Aviator Park on 20<sup>th</sup> Street with music, food and other entertainment along with the Family Meeting Area. In a testament to efforts at continuing to improve the race, Competitor.com named the Gore-Tex Philadelphia Marathon the Best Marathon in the Mid-Atlantic Region in January 2015 as polled by their readers. Additionally, the event's sustainability program has become one of the nation's leading greening efforts in endurance sports. OCR will be making a new submission to the Council for Responsible Sport in FY15, with the goal of matching the FY13 Gold certification gained for diverting 87.8% of waste from landfills. The Gore-Tex Philadelphia Marathons is one of only ten organizations in the United States to receive Gold designation since the program's inception in 2008. USA Today featured Race Director and City Representative Desiree Peterkin-Bell, recognizing the event for its minority leadership, rare among the industry.

**Wawa Welcome America (WWA):** WWA is Philadelphia's signature celebration of the Fourth of July holiday. WWA features a multi-day schedule of events and the "largest free concert in America" (one of its marketing taglines), bringing over one million people to the Benjamin Franklin Parkway on July 4<sup>th</sup>, including over 500,000 who attended the Philly 4<sup>th</sup> of July Jam concert showcasing local, national, and internationally known headline performers. In FY15, a new Liberty Block Party with food and free entertainment was produced in Center City replacing the Taste of Philadelphia event formerly at Penn's Landing. The traditional "Celebration of Freedom" held at Independence Hall on July 4<sup>th</sup> saluted the 50<sup>th</sup> Anniversary of the Civil Rights Act of 1964 and the 60<sup>th</sup> anniversary of the landmark *Brown v. Board of Education* decision. Vice President Joe Biden addressed the crowd on the Mall, and his speech was broadcast on WPVI-6abc along with the entire program, concluding with the Vice President's participation in the Independence Day Parade along with 65,000 spectators gathered in the nation's most historic square mile. For the evening concert and fireworks, 6abc broadcast live locally and VH1 broadcast live nationally. In FY15, for the first time in ten years, Welcome America, Inc. operations ended with a positive fund balance, due to leadership redesigning and revamping fiscal procedures. (See Data addendum for FY2016 WWA planning detail.)

**Made in America:** Made in American was a brand new outdoor festival in FY13 held over Labor Day weekend in September of 2012 on the Benjamin Franklin Parkway featuring renowned producer and performer Jay-Z. As a new paid event, this festival represented a major change in how events are produced by external partners. The September 2012 festival generated an estimated \$10 million in economic impact for Philadelphia's economy according to the producer's study, covered all municipal costs associated with the event and netted hundreds of thousands of dollars in tax revenues for the City. The event gained global recognition for Philadelphia and highlighted the potential of cultural partnerships between the City and the private sector. Festival promoters estimated that 78,655 people attended the Festival, 1.5 million viewers live-streamed the event, in addition to the live show that was filmed by Ron Howard, resulting in nearly a billion views through airing on Showtime cable TV station. The festival took place again in FY14 and FY15 over the same holiday weekend, and concert attendance figures increased from approximately 80,000 in FY13 to close to 100,000 over the two day event in FY14 and FY15. The outdoor festival will return in September 2015 for a fourth consecutive year, filling a tourism gap over Labor Day Weekend. (See Data addendum for expanded hotel occupancy detail relating to Performance Measure Chart on p.2.)

**Forbes Under 30 Summit:** The most influential gathering of millennials in the world was brought to Philadelphia for the first time by Forbes in October 2014 for a three and half day conference that included speakers such as Nobel Peace Prize co-winner Malala Yousafzai, and Monica Lewinsky in a discussion on "protecting your brand in the age of social media." The conference was an extension of Forbes Magazine's "30 Under 30" list featuring 30 game-changing entrepreneurs under 30, in twenty categories. Forbes Magazine leadership worked closely with the City Representative and the Mayor on crafting and coordinating events throughout the city to showcase the city's tech sector, engage and motivate public school students, and introduce these influencers and entrepreneurs to opportunities in the city. Notably, the event garnered over 750 billion impressions worldwide through media and related coverage. Because of the resounding success of the event in FY15, Forbes announced that Philadelphia will indefinitely be the host city for the event. The conference will be held again in Philadelphia during the weekend of October 4-7, 2015. Additionally, the highly sought after "Pressure Cooker" pitch contest to venture capitalists with a total prize pot of \$400,000 that was part of the conference will also return. Tours and participant presentations at several Philadelphia public schools and tech assets here will be expanded in FY16 to include a day of service with 100 participants speaking at city schools.

**The Philadelphia Collection:** As the City's premier celebration of its resident fashion design community, The Philadelphia Collection's primary mission is a marketing effort to promote the city as a vibrant shopping destination. The Philadelphia Collection was conceived by the OCR in 2010 and celebrated its 5<sup>th</sup> year in FY15. In September 2014, The Philadelphia Collection showcased more than 60 events over a period of eight days in a continued partnership with the Center City District and The Philadelphia Retail Marketing Alliance. Since its debut, The Philadelphia Collection has been the focus of CNBC as one of the "10 Best Cities for Shopping"; one of the "25 Best Cities for Shopping" by Lucky Magazine Online; one of the "10 Shopping Cities on the Rise" by Sherman's Travel; and one of "The Best Shopping Cities in the U.S.A." by Forbes.com. In FY14, The Philadelphia Collection welcomed an infusion of new sponsors and the renewed sponsorship of the Immaculata University Design Department and hosted the 20<sup>th</sup> Anniversary of the annual Phashion Phest Philadelphia. Due to increased marketing and promotional efforts like The Philadelphia Collection, increased attention is being paid to Philadelphia's retail assets. In January 2015, Conde Nast Traveler named Philadelphia the number 2 shopping destination in the world, behind Barcelona and ahead of Hong Kong.

**The Philadelphia Fashion Incubator:** The Incubator launched in March of 2012 as a partnership between the OCR, the Center City District/Retail Marketing Alliance and Macy's Center City, along with the city's prominent design schools - Drexel University, Moore College of Art and Philadelphia University. In March 2013, FY12, the Incubator graduated its first class of "Designers-In-Residence" who received one year of workspace and the mentoring and business resources necessary to operate and sustain a successful fashion business in Philadelphia. Designers-In-Residence have been featured in "Pop-Up" shops throughout the city and their garments have been featured in an exhibit at City Hall. In FY14, The Philadelphia Fashion Incubator graduated its second class with the third graduating in FY15. The fourth class of Designers in residence will graduate in FY16. It is serving as a model program for Macy's Inc. to establish three new Fashion Incubators in other cities. As the Incubator becomes more established, feasibility planning is underway to explore locating "graduates" of the program in shared space for their growing design businesses with the aim of retaining them as part of the city's creative sector, and as part of the city's strategy to attract more to attract even more design businesses.

**Philadelphia International Cycling Classic: June 7, 2015.** This men's and women's procycling race has been held in Philadelphia for 31 years, and has been renamed by the current event organizer selected through a competitive bidding process by the City which holds the inscription permitting the race by the world governing body, the Union Cycliste Internationale. The OCR and Mayor's Office were instrumental in gaining the added designation for the women's race to be part of the UCI Women's World Cup series, with Philadelphia being the only race in the US to be included. The OCR is working closely with the event organizer to help implement sponsorship and marketing efforts.

**World Meeting of Families: September 22-27, 2015:** Held every three years and sponsored by the Holy See's Pontifical Council for the Family, the World Meeting of Families (WMOF) is the world's largest Catholic gathering of families. The theme of the WMOF – Philadelphia 2015 is "Love Is Our Mission: The Family Fully Alive," emphasizing the impact of the love and life of families on our society. This is the first WMOF in the United States and the Pope will make his first visit to the United States specifically for this conference, celebrating Mass on the final day outdoors for an anticipated 1.5-2 million people on the Benjamin Franklin Parkway. OCR is working in tandem with City departments and agencies to ensure that the City's security, traffic, emergency services, public transportation, hospitality/tourism, communications, and other critical components of the Pope's visit are implemented seamlessly, effectively and with the high standards that Philadelphia is now known for with big events. The last time Philadelphia saw a Papal visit was in 1979, with a public Mass also celebrated on the Benjamin Franklin Parkway.

**Mayoral Inauguration 2016:** OCR will work closely with City Council staff on producing the Inauguration of the next Mayor-elect, traditionally held at the Academy of Music, on January 4<sup>th</sup>, 2016. This special event will entail sourcing and identifying entertainment, clergy, etc., hosting a pre-ceremony breakfast, planning and printing the program, working with the venue and other vendors, and facilitating photographer and media broadcast needs among other critical components.

**Democratic National Convention (DNC), week of July 25, 2016:** Held every four years in a different city in the U.S., the DNC will meet in Philadelphia to nominate the Democratic candidate for the 2016 national election of the 45<sup>th</sup> President in November. Philadelphia competed against finalists Columbus, OH and Brooklyn, NY. With world media expected to converge on the city during the convention, as the attendance of many dignitaries, increased specialized logistical needs will distinguish this convention from all others the city holds. OCR will work in tandem with the DNC Committee, citywide departments and federal agencies to ensure that the City's security, traffic, emergency services, public transportation, hospitality and tourism, communications and other critical components of the DNC's convention are implemented seamlessly, effectively and with the high standards that Philadelphia is now known for. The last time Philadelphia hosted a party convention during a presidential election year was in 2000, when the Republican Party nominated then-Governor George W. Bush. The last time the Democratic Party hosted its convention in Philadelphia was in 1948.

**STAFFING**

The Office of the City Representative is committed to principals of diversity and inclusion in all programming. The OCR was profiled as a “Department Making A Difference” in the recently released City Office of Economic Opportunity (OEO) Annual Report – 2014. The OCR was selected for its commitment to diversity and inclusion in internal staffing and for its exemplary practices in soliciting, hiring and retaining M/W/DSBE contractors.

Staff is comprised of 7 full time people. Two are minority and six are female.

**Staff Demographics (as of December 2014)**

<i>Full-Time Staff</i>				<i>Executive Staff</i>			
Male		Female		Male		Female	
	African-American	African-American		African-American	African-American		
<i>Total</i>	0	2		<i>Total</i>	0	1	
<i>% of Total</i>	0.0%	28.6%		<i>% of Total</i>	0.0%	50.0%	
	White	White		White	White		
<i>Total</i>	1	4		<i>Total</i>	0	1	
<i>% of Total</i>	14.3%	57.1%		<i>% of Total</i>	0.0%	50.0%	
	Hispanic	Hispanic		Hispanic	Hispanic		
<i>Total</i>	0	0		<i>Total</i>	0	0	
<i>% of Total</i>	0.0%	0.0%		<i>% of Total</i>	0.0%	0.0%	
	Asian	Asian		Asian	Asian		
<i>Total</i>	0	0		<i>Total</i>	0	0	
<i>% of Total</i>	0.0%	0.0%		<i>% of Total</i>	0.0%	0.0%	
	Other	Other		Other	Other		
<i>Total</i>	0	0		<i>Total</i>	0	0	
<i>% of Total</i>	0.0%	0.0%		<i>% of Total</i>	0.0%	0.0%	
	Bi-lingual	Bi-lingual		Bi-lingual	Bi-lingual		
<i>Total</i>	0	0		<i>Total</i>	0	0	
<i>% of Total</i>	0.0%	0.0%		<i>% of Total</i>	0.0%	0.0%	
	Male	Female		Male	Female		
<i>Total</i>	1	6		<i>Total</i>	0	2	
<i>% of Total</i>	14.3%	85.7%		<i>% of Total</i>	0.0%	100.0%	

**CONTRACTING**

**M/W/DBE Participation on Large Contracts  
FY15 Contracts**

Vendor	Service Provided	Amount of Contract	RFP Issue Date	Contract Start Date	Ranges in RFP	% of M/W/DBE Participation Achieved	\$ Value of M/W/DBE Participation	Total % and \$ Value Participation - All DSBES	Living Wage Compliant?
Fund for Philadelphia/OCR	Promotion & Marketing of city	\$46,281	N/A	9/25/14	MBE:	0%	\$0	0%	Yes
					WBE:	0%	\$0		
					DSBE:	0%	\$0		
Greater Philadelphia Film Office	Promotion & Marketing of city	\$163,952	N/A	1/2/15	MBE:	0%	\$0	0%	Yes
					WBE:	0%	\$0		
					DSBE:	0%	\$0		
Historic Philadelphia Inc.	Promotion & Marketing of city	\$207,900	N/A	9/20/14	MBE:	0%	\$0	0%	Yes
					WBE:	0%	\$0		
					DSBE:	0%	\$0		



## **OTHER BUDGETARY IMPACTS**

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### FEDERAL AND STATE (WHERE APPLICABLE)

Federal Homeland Security grants to help cover the costs of increased public safety and security at major events such as the Philadelphia Marathon and Wawa Welcome America are no longer available and thus the events bear the cost of the added security needs.

### OTHER

N/A

## OTHER RELEVANT DATA AND CHARTS

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What follows is an overview of the OCR produced or significantly supported events for FY15.

### CALENDAR EVENTS OF FY15

*The Pennsylvania Municipal League Convention – June 28 – July 4, 2014.* OCR supported the hosting of this assembly of state government leaders and municipal officials in Philadelphia.

*Wawa Welcome America, June 28 – July 4, 2014.* The City's multi-day celebration of the 4<sup>th</sup> of July holiday featured the return of the popular Go Forth and Learn series of themed, family-centric events inviting children and parents to participate in fun, learning environments throughout the City. The OCR collaborated with the City's Mural Arts Program to inaugurate Community Paint Day in Mantua and invited the public to take part in the creation of one of Philadelphia's famous murals. When bad weather threatened the annual POPS! On Independence Concert, the OCR orchestrated a move to the Kimmel Center for Performing Arts where featured soloist, Carpathia Jenkins thrilled the audience with her performance. The Celebration of Freedom ceremony on the morning of July 4<sup>th</sup>, celebrated the 50<sup>th</sup> Anniversary of the Civil Rights Act of 1964 and the 60<sup>th</sup> Anniversary of the Brown vs. Board Supreme Court Decision. Legendary dancer and choreographer, Debbie Allen, was recognized for her contributions to dance and the education and advancement of young dancers. Vice President of the United States Joseph Biden addressed the audience and greeted the public during the Independence Day Parade that followed. The WWA celebration continued with the diverse entertainment featured at Party On The Parkway and culminated with the Philly 4<sup>th</sup> of July Jam concert hosted by the Roots and featuring Ed Sheeran Nicki Minaj, Jennifer Hudson, Aloe Blacc, Vicci Martinez and a Fireworks Finale.

*Taney Dragons Rally, August 27, 2014.* Philadelphia's hometown heroes, the Taney Dragons were the stars of an OCR organized procession down South Broad Street that culminated in a rally to congratulate this Little League World Series Mid-Atlantic Championship baseball team on their Philadelphia spirit and sportsmanship after they returned from their valiant bid for the Little League World Series Championship.

*Made in America, August 30 & 31, 2014.* (See *Accomplishments and Initiatives* page for additional details.) The OCR was pleased to record an increase from FY13 (80,000) to FY14 and FY15 concert attendance figures (100,000). An analysis of the 90% hotel occupancy rates recorded for FY13 and the 87% rate recorded in FY14 show that layered events taking place those holiday weekends included events such as a sold out Bruce Springsteen concert and other "one-off" events that pumped up hotel occupancy. Although the chart shows occupancy decreasing in subsequent years, it must be noted that compared to previous years shown as N/A, the 79% occupancy rate recorded in FY15 is a substantial increase over the typically low occupancy rate over Labor Day Weekend in Philadelphia, which in 2011 was 62%.

*Hero Thrill Show Rally and Hero Thrill Show, September 20, 2014.* The OCR supports the logistical operations and public relations campaign for this longstanding annual event that takes place in a family-friendly circus environment to raise funds to provide college tuition to children of Philadelphia's Police Officers and Firefighters who lost their lives in the line of duty.

*The Philadelphia Collection, September 17 – 24, 2014.* (See *Accomplishments and Initiatives* page for full program details.) The goal of the Philadelphia Collection in 2010, its inaugural year, was to ensure a healthy and robust retail and design industry while stepping up the visibility of the City's existing retailers and established designers. Our City's highly diversified and ever increasing mix of national retailers such as the recent addition of Uniqlo, Century 21 Department Store, Nordstrom Rack, Barney's New York, Stuart Weitzman and Theory, among others, is complimented by the existing vibrant fashion community of boutiques and independent retailers. The Philadelphia Collection, observing its 5<sup>th</sup> anniversary in FY15, has served as a marketing platform and an annual invitation to customers to "shop Philadelphia and see what's new in store," an invitation that has taken up by national media in declaring Philadelphia as a premier fashion and shopping destination. In January 2015, Philadelphia was named the number 2 shopping destination in the world by *Conde Nast Traveler*.

*Multicultural Affairs Congress (MAC) PHLDIVERSITY ANNUAL RECOGNITION LUNCHEON, October 9, 2014.* OCR Executive staff and staff members served in a consulting and support role to the organizers of the MAC PHLDiversity Recognition Luncheon, providing program organization support and taking an active role in stage management and staffing on site.

*Philadelphia Host City for Forbes Inaugural Under 30 Summit. (See Accomplishments and Initiatives page for full program details.) October 19 – 22, 2014.* Presented by *Forbes* magazine with Philadelphia as the inaugural host city, the Under 30 Summit included the participation of the magazine's entire roster of past "30 Under 30" honorees, some of the best and most accomplished young entrepreneurs and thought leaders in the nation. Philadelphia was selected as host city, in part, due to its national status as home to the fastest growing population of Millennials—age 20 through 35 year-olds, of any other major city in America. Philadelphia's rapid growth as a new technology and business start-up location was an added influence. *Forbes* magazine subsequently announced that Philadelphia would continue as host city for this significant convening in future years.

*Gore-Tex Philadelphia Marathon Weekend, November 21 – 23, 2014. (See Accomplishments and Initiatives page for full program details.)*

*City of Philadelphia Holiday Tree-Lighting Celebration, December 3, 2014* - The City's annual Tree-Lighting ceremony is the traditional launch of Philadelphia's holiday season. The program that precedes the Tree-Lighting offers holiday and seasonal music by local musicians and performers, as well as special guests and entertainers performing at Philadelphia venues and theaters. During FY13 and FY14, the Tree-Lighting Celebration was relocated to Love Park while Dilworth Plaza was undergoing reconstruction. In FY15, the OCR was pleased to return the Tree-Lighting Celebration to its original home in City Hall and present a diverse program of entertainment including operatic tenor, Justin Gonzalez, the Philadelphia R&B group Brotherly Love, a preview of the Philly POPS! Christmas Spectacular at the Kimmel Center, and surprise headliner, the international vocal star, Estelle. In FY15, the OCR also secured the Tree-Lighting Celebrations first electronic media partner, 6-ABC to broadcast both the stage program and the tree-lighting throughout the leading broadcast audience for 6 ABC. The Tree-Lighting Celebration was challenged by the unanticipated appearance of a protest demonstration. With the expertise of the OCR program, logistical and executive team working in cooperation with the Philadelphia Police on site, the program was presented in its entirety and the demonstrators' right to assemble was respectfully granted with public safety as a priority.

*Memorial Service Public Logistics – Fallen Female Firefighter Lt. Joyce Craig-Lewis, December 12 & 13, 2014.* The OCR served in the coordination of logistical operations and public relations support for the memorial procession and services held for Firefighter Lt. Joyce Craig-Lewis.

*Sugar House Casino Philadelphia Mummers Parade, January 1, 2015.* OCR Public Relations staff continues to provide PR Consulting and Media Coordination.

*Lockheed Martin Pal Day at City Hall, February 23, 2015* - Produced by the OCR in cooperation with the Philadelphia Police Athletic League. Student delegates nominated by PAL Centers, citywide are matched to appointed and elected City Officials and participate as "honorary City Officials" for a typical work day in City Government. Students meet their City mentors at PAL Day opening ceremonies (PAL Day program follows) and each City/Student pair have a commemorative photo taken with Mayor Nutter and PAL dignitaries. Each student receives a commemorative from Mayor Nutter followed by lunch in Conversation Hall with their mentor before adjourning to an intensive real-time experience in the City workplace. In FY15, PAL Day in City Hall honored PAL Day founder and ultimate PAL supporter and advocate, Sally Berlin, who passed away in October of 2014. The OCR produced a framed commemorative PAL Day student sash and memorial plaque that was presented to Ron Rubin, executive chairman of PREIT, a longstanding PAL Board Member and Ms. Berlin's nephew.

*The Philadelphia Fashion Incubator Induction of Fourth Class of Designers in Residence - March, 2015. (See Accomplishments and Initiatives Page for full program background and detail.)* In March, 2015, The Philadelphia Fashion Incubator at Macy's Center City announced its fourth roster of Designers In Residence (DIR). OCR executive staff participated in a program held in the Grand Court of Macy's Center City to welcome the new Designers In Residence and congratulate the recently graduated DIRs of 2014. The 2014 DIRs are currently making their mark in the fashion world at large with their designs appearing in programs surrounding Fashion Week 2015 in New York City

and featured at Charleston Fashion Week in March. The Philadelphia Fashion Incubator at Macy's has served as a model program for Macy's Inc. to use in establishing three new Fashion Incubators, one in Washington, DC, and at two other locations to be confirmed in the coming year.

*UNCF Mayor's Masked Ball, March 6, 2015* - The OCR assisted in the program planning, solicited special dignitaries and celebrities to participate in opening events, and provided on-site event staff to aid in the production of the Annual Mayor's Masked Ball which took place for a third year in Philadelphia in FY15. The Ball benefits students attending colleges and universities across the country including the UNCF-member historically black colleges and universities (HBCU's). With the production of the 2013 inaugural event during the Administration of Mayor Michael A. Nutter, Philadelphia joined major cities throughout the nation that host a UNCF Mayor's Masked Ball for the first time.

*Philadelphia Civic Flag Day, March 27, 2015* Annual program supported by the OCR in partnership with Partners for Civic Pride, a non-profit organization serving a mission to stimulate civic pride through an awareness campaign to promote the display of the Philadelphia Civic Flag. Philadelphia Civic Flag Day is observed with special ceremonies to honor the Flag, build understanding of the term Philadelphia Maneto—*Let Brotherly Love Continue*—and salute the attributes of Peace, Hope, Justice, Prosperity displayed on the Philadelphia City Seal, the centerpiece of the Philadelphia Civic Flag. A cross-section of choral, band, spoken word and drill presentations are given by Philadelphia public schools from elementary through high school.

The March 27, 2015 observance featured a public awards program honoring Police Commissioner Charles Ramsey; the Taney Dragons Little League Team; Dr. Audrey Evans, co-founder of the Ronald McDonald House; and lawyer, education advocate Ajay Raju. A Mayoral Proclamation for Philadelphia Civic Flag Day was presented and a bronze historical marker to commemorate the 120<sup>th</sup> Birthday of our City's Flag was unveiled for future installation at the base of the Philadelphia Civic Flag flagpole located at the Philadelphia Museum of Art.

*Philadelphia Jazz Appreciation Month Press Announcement, April 1, 2015* - The FY15 event opened a month-long celebration of Philadelphia's Jazz heritage and marked the 5<sup>th</sup> Anniversary of Philadelphia Jazz Appreciation Month inaugurated in April of 2011. The OCR assists with the logistical organization, marketing and public relations efforts in support of the Mayor's Office of Arts, Culture and the Creative Economy (OACCE). Events to highlight our jazz heritage and identify Philadelphia as a destination for jazz fans and aficionados take place throughout the City and include a variety of activities including jazz classes and seminars, live music performances at cafes and restaurants, observes the 20<sup>th</sup> Anniversary of the Philadelphia Clef Club of Jazz and events that take place at the Kimmel Center for Performing Arts and the Painted Bride Art Center. The program serves as a showcase to promote and support the emerging jazz musicians of the City and beckons Philadelphia to reclaim its singular jazz history and be recognized as a national destination to experience the history and hear the evolution of American jazz. This year, Philadelphia Jazz Appreciation Month was announced with a Mayoral Proclamation and honored Philadelphia native and legendary jazz composer and pianist, McCoy Tyner, with the presentation of an engraved Philadelphia Liberty Bell.

*Subaru Cherry Blossom Festival, April 6 – 12, 2015 - Press Announcement, April 7, 2015.* A celebration of all things Japanese which launches with an OCR supported Press Announcement on April 7, 2015, presented by the Japan America Society of Greater Philadelphia. Festival events take place throughout the Philadelphia area to promote exchange with Japan and increase awareness of the cultural contributions of the Japanese American citizens of Philadelphia. The Festival commemorates the living gift of blossoming cherry trees originally received by Fairmount Park from the Japanese government in 1926 and renewed thereafter with plantings in community parks. The event culminates April 12, 2015 with Sakura Sunday, a day-long festival of Japanese art, music, food and culture in Fairmount Park's Horticultural Center.

*Take Our Daughters and Sons to Work Day, April 23, 2015* - Children and youth between the ages of 8 years to 18 years accompany their parents or relatives to work within a diverse range of City Departments. Before their day in the workplace begins, all participating City employees and children are invited to attend the official launch ceremony produced by the OCR featuring the Mayor and a guest speaker with City Representative Desiree Peterkin-Bell serving as program emcee. The event underscores the Administration's commitment to youth mentoring as a way to stimulate a young person's interest in higher education and introduces them to the inner workings of City Government and the responsibilities of the City workplace. This year, the FY15 event partners with the White House

Council on Women and Girls and the My Brother's Keeper Initiative to invite youth who are not typically able to take part in this day. The OCR invited Philadelphia foster care agencies to select children from their organizations to attend the opening ceremony and be supervised on a mini-tour of City Departments for a "real-time" introduction to the City workplace for a "real-time" work-based learning opportunity.

*Police and Firefighters Living Flame Memorial, May 6, 2015.* For more than 20 years, the City of Philadelphia has been holding a Memorial Service to honor the City's First Responders who have given their lives in the line of duty. The Living Flame Police and Firefighters Memorial ceremony produced by the OCR recognizes the sacrifices of the uniformed Police Officers and Firefighters who died in service to the citizens of Philadelphia and their communities. The event honors Philadelphia's law enforcement and fire protection community and expresses the City's gratitude to the fallen Police and Firefighters who gave their lives in service to Philadelphia's citizens and appreciation for the Police and Firefighter families who have suffered the loss of their family members. In FY15, the Memorial Service offers a special acknowledgement to the family of Firefighter Lt. Joyce Craig-Lewis who earned the tragic distinction of becoming Philadelphia's first female firefighter to die in the line of duty fighting a fire on December 9, 2014. The Memorial Service will also offer a special acknowledgement to the family of Officer Robert Wilson, III, who lost his life in the line of duty while interrupting a robbery in progress and protecting the public at risk.

*Toss Your Caps, Philly Graduates from College, May 8, 2015* - The OCR assists the Mayor's Office of Education with the planning, public relations and logistics to produce a salute to Philadelphia's recent college graduates. Graduates, elected officials and college presidents join the Mayor for a mass staged photo on the apron of the Philadelphia Museum of Art for the traditional "tossing of caps" and then pose for individual school photos on the PMA steps.

*Mayor's Centenarian Celebration, May 21, 2015* - This is the 15th anniversary year for the Mayor's Centenarian Celebration Luncheon. Over 100 confirmed Centenarians who have or will celebrate their 100th birthday in 2015 plus those who have made that age milestone in a previous year and are counting off a new decade, will be hosted for a celebratory lunch with live music entertainment, flowers, a personal gift from the City, and a personalized "Tribute" from the Mayor as a memento of the occasion. The Centenarians are accompanied by family members and/or caretakers. This event produced by the OCR underscores the administration's support of services and programs to improve the quality of life and increase the health and well-being of the elderly in Philadelphia.

*Top of the Class-Mayor's High School Graduation Celebration, June 5, 2015* - The OCR supports the planning, logistics and execution of this event to salute recent graduates from Philadelphia High Schools with a parade of graduates that processes from Broad and Pine Streets to arrive at City Hall Courtyard where a ceremonial program is held.

*Philadelphia International Cycling Classic, June 7, 2015* - The OCR will consult on sponsorship development and program planning for the renamed Philadelphia International Cycling Classic (formerly Parx Casino Cycling Classic). This event continues the long-standing tradition of a Philadelphia-hosted, professionally sanctioned cycling competition and will feature an amateur course ride and men's and women's professional races. This event underscores the Administration's efforts to strengthen Philadelphia's thriving cycling community and promote the City as a world-class cycling destination. The Philadelphia International Cycling Classic's women's professional race will be a Union Cycliste Internationale sanctioned Women's World Cup event—the only one in the United States and the first since 2001.

*Stars and Stripes Festival (formerly Army Birthday/Flag Day), June 14, 2015* - Since 2012 the City of Philadelphia/OCR has partnered with the Flag Day Association, National Constitution Center, Historic Philadelphia, Inc., Independence National Historic Park, the Independence Visitors Center, the Pennsylvania National Guard and the United States Army to celebrate the combined birthdays of the United States Army and the birthday of the American flag, both of which occurred historically in Philadelphia on June 14. The festival was rebranded in FY14 as the Stars and Stripes Festival and is observed at locations throughout historic Philadelphia.

### **Events in Planning FY15**

*Wawa Welcome America!, June 27 – July 4, 2015 (See Accomplishments and Initiatives page for additional details and background.)* Wawa Welcome America! (WWA) is the premier, multi-day celebration of July 4<sup>th</sup>, America's birthday in

Philadelphia, America's birthplace. The FY15 (opening dates) celebration welcomes the return of the Go Forth & Learn family education series of events, continue its partnership with the City's Mural Arts Program with Community Paint Day, stages the second Liberty Block Party on Friday, July 3 in the setting of Philadelphia's historic district, celebrates Wawa Hoagie Day, Philly @ the Movies, and POPS! On Independence Concert. The July 4<sup>th</sup> Celebration of Freedom ceremony will feature noted speakers and mark the 50<sup>th</sup> Anniversary of the Protest Marches in Selma, Alabama that led to the passage of the Voting Rights Act of 1965; observe the 50<sup>th</sup> Anniversary of the LGBT Civil Rights Movement launched in Philadelphia on July 4, 1965; and honor the 50<sup>th</sup> Anniversary of the passage of the Immigration & Nationality Act of 1965. The eight-day celebration culminates with the Philly 4<sup>th</sup> of July Jam and fireworks grand finale.

### **Events in Planning FY16**

*NAACP Convention, July 11 – 15, 2015.*

*Made In America, September 5 – 6, 2015. (See Accomplishments and Initiatives page for additional detail and background).*

*World Meeting of Families September 22 – 27, 2015. (See Accomplishments and Initiatives for additional detail and background)*

*Hero Thrill Show Pep Rally September 30 and Hero Thrill Show October 10, 2015*

*Forbes Under 30 Summit, October 4 – 7, 2015. (See Accomplishments and Initiatives page for additional detail and background.)*

*The Philadelphia Collection, October 7 – 14 & October 19, 2015. (See Accomplishments and Initiatives page for additional detail and background.)*

*Gore-Tex Philadelphia Marathon, November 20 – 22, 2015. (See Accomplishments and Initiatives page for additional detail and background.)*

*City Hall Holiday Tree-Lighting Celebration, December 2, 2015. (See Accomplishments and Initiatives page for additional detail and background.)*

*Mayor's Inauguration & Investiture of City Council and Judiciary Ceremony, January 4, 2016 (See Accomplishments and Initiatives page for additional detail and background.)*

### **Event in Planning FY17**

*Democratic National Convention, Week of July 25, 2016 (See Accomplishments and Initiatives page for additional detail and background.)*