**PHILADELPHIA:** Destination Resource Guide for Media



## WELCOME TO PHILADELPHIA!

#### Dear Media Friend,

Welcome to the birthplace of the nation!

We know you have many stories to file, and we hope this guide will help you cover and enjoy the destination itself. In this small but informationpacked piece, we give you the scoop on:

- Our city's layout and how to get around
- Must-dos for first-timers—and everyone
- Sensational backdrops for your live shots
- Ideas for where to take that morning run

Perhaps most importantly, we provide you with a list of people to contact if you need more information about any of the topics that are covered inside—and many others that are not. Of course, our online resources are available to you 24/7. Check out a complete list on the back panel.

Enjoy your time in Philadelphia, and come back again soon and often.

Best,

Meryl Levitz President & CEO VISIT PHILADELPHIA® Julie Coker Graham President & CEO Philadelphia Convention & Visitors Bureau

## **PHILLY FUN FACTS**

#### **BY THE NUMBERS**

- 2<sup>nd</sup> largest city population on the East Coast
- 2<sup>nd</sup> most populous downtown in the country
- 4<sup>th</sup> largest media market in the nation
- 5<sup>th</sup> largest city in the country
- 45 million people within 200 miles

#### A CITY OF NATIONAL FIRSTS

- First zoo (Philadelphia Zoo), 1874
- First art school and art museum (Pennsylvania Academy of the Fine Arts), 1805
- First and oldest hospital (Pennsylvania Hospital), 1751
- First children's hospital (Children's Hospital of Philadelphia), 1855
- First library (The Library Company of Philadelphia), 1731
- First computer (ENIAC at University of Pennsylvania), 1946
- First hot air balloon flight in the Americas, 1793
- First World Heritage City in the country, 2015

#### **DID YOU KNOW?**

- Philadelphia is known as the City of Murals, with 3,800 creations—and counting by the City of Philadelphia Mural Arts Program.
- Philadelphia served as the nation's capital from 1790 until 1800.
- Mother's Day was first celebrated in Philadelphia, in 1908.
- Elfreth's Alley is the oldest continuously inhabited street in the United States.
- Philadelphia has more public art than any other city in the country.
- Philadelphia's City Hall was the tallest occupied building in the world until 1909. It is still one of the tallest and largest all-masonry buildings in the world.
- Many cities today have a LOVE sculpture. Philadelphia's icon—temporarily located at Dilworth Park outside of City Hall while JFK Plaza (called "Love Park") is being renovated—was the very first of artist Robert Indiana's creations.
- Between 1848 and 2012, Philadelphia hosted one-quarter of the major national party conventions.

Photos by D. Cruz, M. Edlow, M. Fischetti, J. Fusco, R. Kennedy, B. Krist, C. Smyth and G. Widman for VISIT PHILADELPHIA®

## PHILLY 101

We know you're hard at work during your stay, but here are three Philly basics you should make time to do:

#### **1. EXPLORE OUR HISTORY:**

Philadelphia is the birthplace of the United States and the country's first World Heritage City. Pick up free, timed tickets for **Independence Hall**, a UNESCO World Heritage Site, at the **Independence Visitor Center** (just a block away); then tour the building where the *Declaration of Independence* was adopted and the *U.S. Constitution* was debated, drafted and signed. Across the street at the **Liberty Bell Center**, admire the mighty cracked icon that served as a symbol of freedom for abolitionists. Before, during and after your visit, enjoy Historic Philadelphia's unusual tours, eminent restaurants, independent boutiques, hip taprooms and green spaces. Between 5<sup>th</sup> & 6<sup>th</sup> Streets and Market & Chestnut Streets, nps.gov/inde, visitphilly.com/historic

#### 2. EAT OUR FOOD:

Cheesesteaks, soft pretzels, water ice, Amish goodies and loads of other yummy delights await at the historic **Reading Terminal Market**. It's a one-stop shop for ethnic eats and Philly classics. 12<sup>th</sup> & Arch Streets, readingterminalmarket.org

#### 3. ENJOY OUR AMAZING ART (& RUN OUR STEPS):

Designed after Paris's Champs-Élysées, the Benjamin Franklin Parkway boasts some of the city's most renowned cultural institutions, outdoor art and beautiful gardens: the **Barnes Foundation**, packed with impressionist, post-impressionist and early modern art, as well as African art; the **Rodin Museum**, housing one of the most significant collections of the master's works outside of Paris; and the must-Instagram **Swann Memorial Fountain**. The **Philadelphia Museum of Art** crowns the thoroughfare and houses a masterful collection of 200,000 pieces. And those steps—they're the ones that Sylvester Stallone/Rocky ran. Go ahead; you know you want to. Benjamin Franklin Parkway between 18<sup>th</sup> & 26<sup>th</sup> Streets

#### **GETTING AROUND:**

Philadelphia is an extremely walkable city thanks to founder William Penn's user-friendly grid system. Downtown Philadelphia, called Center City, is bordered by the Schuylkill River on the west and the Delaware River on the east. Most streets run north/south (these are numbered, except for what would be 14<sup>th</sup> Street, which is Broad Street) or east/west (many of these are named after trees—Chestnut, Walnut, Locust, Spruce, etc.).

#### Ways to get around:

- On foot (it's easy!)
- SEPTA, Philadelphia's public transit system
- Indego, the city's bike-share program
- PHLASH, a visitor-friendly bus with stops at top attractions (use your DNC media credential for free rides)
- Taxis, Uber or Lyft

## **SIGNATURE PHOTO OPS**

Looking for the perfect backdrop for your live shot or a great photo for your article? Here are just a few of the 40+ great views outlined on visitphilly.com/dncpress. Numbers correspond to the photos below and to the right.

- 1. SKYLINE AND SCHUYLKILL RIVER View from South Street Bridge, which connects to Schuylkill Banks Boardwalk. South Street near 26<sup>th</sup> Street
- 2. INDEPENDENCE HALL From upper outdoor balcony of the National Constitution Center. Advance notice required; a small fee may be charged on a case-by-case basis. 525 Arch Street, (215) 409-6600, constitutioncenter.org
- **3. BROAD STREET (AVENUE OF THE ARTS)** Standing on the median strip in the center of the street, both north and south of **City Hall**, topped by William Penn; especially pretty when the City Hall clock is illuminated in yellow at night. Broad Street from Vine to Spruce Streets
- 4. RITTENHOUSE SQUARE Historic, fashionable square filled with office workers, amblers, artists, chess players, musicians, etc. Permit required; potential fee charged by City of Philadelphia Department of Parks & Recreation. 18<sup>th</sup> & Walnut Streets, (215) 683-0200
- 5. BENJAMIN FRANKLIN PARKWAY & SKYLINE Site of Rocky's famous run atop the Philadelphia Museum of Art steps; long lens compression down Parkway shows skyline and City Hall. Permit required; fee charged by City of Philadelphia. 2600 Benjamin Franklin Parkway, (215) 683-0200
- **6. BOATHOUSE ROW** Taken from Martin Luther King, Jr. Drive, which also offers views of Fairmount Water Works and Philadelphia Museum of Art.

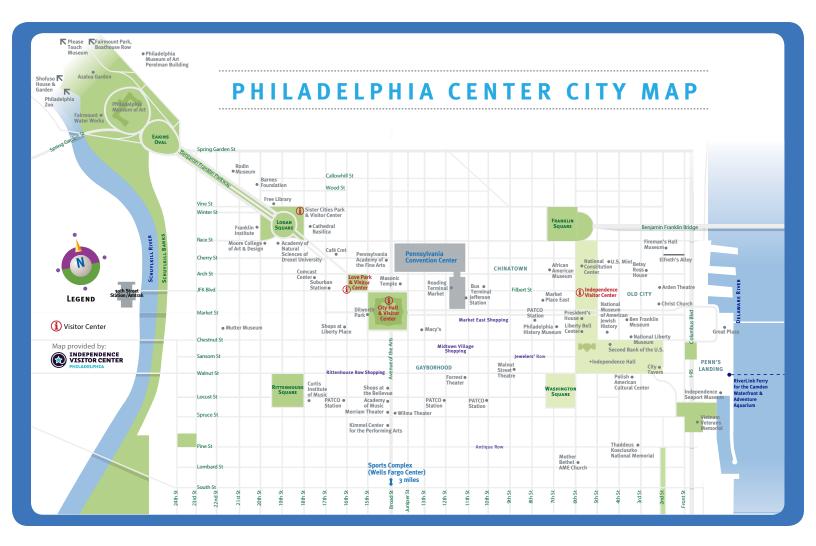














### **NEAR THE PA CONVENTION CENTER**

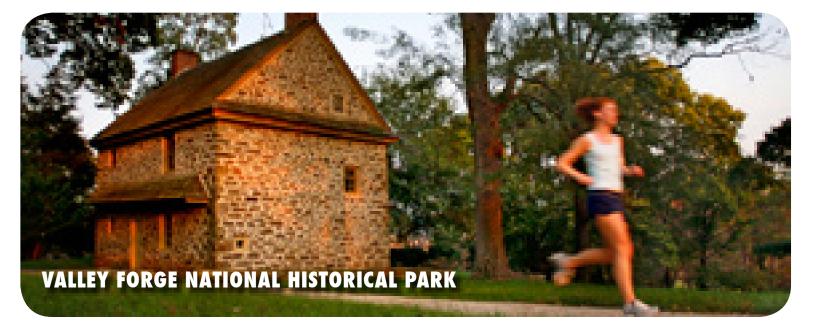
The Pennsylvania Convention Center is right in the middle of Philadelphia's Center City, with plenty to see and do nearby.

- PENNSYLVANIA ACADEMY OF THE FINE ARTS America's first art museum and school of fine arts; renowned collection of American art housed in two buildings, plus Lenfest Plaza. 128 N. Broad Street, pafa.org
- FRANKLIN SQUARE One of city planner William Penn's five original city parks, with a fountain, a carousel, trees, mini-golf and a burger stand. Race Street between 6<sup>th</sup> & 7<sup>th</sup> Streets, historicphiladelphia.org
- READING TERMINAL MARKET Ethnic eats, fun souvenirs, Pennsylvania Dutch specialties and local favorites, including Tommy DiNic's roast pork sandwich. 12<sup>th</sup> & Arch Streets, readingterminalmarket.org
- CHINATOWN A colorful Friendship Gate (10<sup>th</sup> and Arch Streets), along with restaurants and shops that represent Hong Kong, Canton, Fujian, northern Sichuan, Taiwan and more. Vine to Arch Streets between 9<sup>th</sup> & 12<sup>th</sup> Streets
- TOP SHOPPING Macy's and Century 21 on Market Street, plus indie boutiques on 13<sup>th</sup> Street. BONUS: All clothing and shoe purchases are tax-free in Pennsylvania. Macy's, 1300 Market Street, macys.com; Century 21, 821 Market Street, c21stores.com

## **NEAR VALLEY FORGE**

George Washington and the Continental Army survived a bitter cold winter here in 1777-1778. Do **Valley Forge National Historical Park,** of course, but also make time for the mall, the zoo, the casino and the sites.

- VALLEY FORGE NATIONAL HISTORICAL PARK The 3,500-acre birthplace of the U.S. Army, with troop huts, Washington Memorial Chapel, a grand archway and military reenactments plus 30 miles of trails, trolley tours, ranger-led group tours, bike tours and rentals. 1400 Outer Line Drive, King of Prussia, valleyforge.org
- **KING OF PRUSSIA MALL** Second-largest shopping center in the U.S., with more than 400 retail and dining options—Neiman Marcus, Louis Vuitton, Hermès, Gucci, Grand Lux Cafe, Bonefish Grill and so many more. 160 N. Gulph Road, King of Prussia, simon.com/mall/king-of-prussia
- JOHN JAMES AUDUBON CENTER AT MILL GROVE First American home and estate of renowned naturalist, with grounds and trails winding through the 175-acre Audubon Wildlife Sanctuary—a must-see for bird-watchers and nature photographers. 1201 Pawlings Road, Audubon, pa.audubon.org
- VALLEY FORGE CASINO RESORT Table games, slots, plus live music, eight restaurants and bars, including expansive outdoor pool club. 1160 First Avenue, King of Prussia, vfcasino.com
- WHARTON ESHERICK MUSEUM Hidden gem in onetime studio and residence of "the dean of American craftsmen," with a massive, freeform spiral oak staircase, sculptural furnishings and wooden sculptures. 1520 Horseshoe Trail, Malvern, whartonesherickmuseum.org
- **ELMWOOD PARK ZOO** Jaguars, giraffes and bison—oh my! Small, classic, family-friendly zoo with more than 100 animals. 1661 Harding Boulevard, Norristown, elmwoodparkzoo.org



# **RESTAURANT ROWS**

There should be a convention just for Philadelphia's food. You can find fantastic eats all over the city, but these streets are home to a high concentration of deliciousness.

- 13<sup>™</sup> STREET Flavors galore, including American fare at Bud & Marilyn's, crafty vegan plates at Charlie was a sinner, modern Mexican at Lolita and El Vez, inventive izakaya creations at Double Knot and more. Between Chestnut & Locust Streets
- EAST PASSYUNK AVENUE One of the "10 Best Foodie Streets in America," according to *Food & Wine* magazine. On the to-taste list: classic Italian at Le Virtu, delish dim sum at Bing Bing, Scandinavian interpretations at Noord, pristine French cuisine at Laurel and Will and amazing pizza at Gennaro's Tomato Pie and Brigantessa. Between McKean & Dickinson Streets
- **FRANKFORD AVENUE** Adding to the cool factor of the Fishtown neighborhood: destination-worthy coffeehouse/bar/distillery **La Colombe**, German beer garden **Frankford Hall**, barbecue haven **Fette Sau**, taco joint **Heffe** and restaurant/butcher **Kensington Quarters.** Between Girard Avenue & Marlborough Street
- RITTENHOUSE SQUARE Offering casually elegant French classics at Parc and Rouge; meat- and dairy-free deliciousness at HipCityVeg and VStreet; delectable burgers and cocktails at Village Whiskey; foodie-favored menus at a.kitchen, DanDan, Suga, Abe Fisher, Oyster House and more. Between 17<sup>th</sup> & 19<sup>th</sup> Streets and Chestnut & Locust Streets



### **GRAB A BEER**

The Founding Fathers enjoyed many a drink over energetic conversations and debates about the future of the colonies. Follow in their footsteps.

- **PEN & PENCIL CLUB** The nation's oldest press club (opened 1892)—with the bathrooms to prove it; just show media credentials for entry. 1522 Latimer Street, penandpencil.org
- MONK'S CAFÉ Home to the "Beer Bible." Enough said. 264 S. 16<sup>th</sup> Street, monkscafe.com
- **THE FOODERY** Eatery lined with refrigerators filled with top brews to sip at a table or take to go. 1710 Sansom Street, fooderyrittenhouse.com
- **THE LITTLE LION** Drawing historic inspiration from Alexander Hamilton while serving Southern-style eats and bourbon cocktails. 243 Chestnut Street, thelittlelionphilly.com
- **REVOLUTION HOUSE** Comfort food, libations and roof-deck views of the Christ Church steeple and Ben Franklin Bridge. 200 Market Street, revolutionhouse.com
- YARDS BREWING COMPANY Churning out modern brews and the Ales of the Revolution line, with recipes by Washington, Franklin and the like.
   901 N. Delaware Avenue, yardsbrewing.com
- **BEER GARDENS** Alfresco ales: **Independence Beer Garden**, **Spruce Street Harbor Park**, **PHS Pop Up Gardens**, **Silk City** and many more.



## **GET OUTDOORS**

Summertime, and the livin' is...hot. Here are cool, green places to take a morning walk, relax midday and chill out anytime.

- DILWORTH PARK Fountains, trees, colorful seating and an all-day cafe on City Hall's west side. 15<sup>th</sup> & Market Streets, dilworthpark.org
- FAIRMOUNT PARK Massive urban park, including Belmont Plateau, Wissahickon Creek, Forbidden Drive and thousands of verdant acres. myphillypark.org
- SCHUYLKILL BANKS Waterside path stretching from the South Street Bridge at 27<sup>th</sup> and South Streets, with access at 24<sup>th</sup> Street (Walnut and Chestnut Streets) and 25<sup>th</sup> Street (Locust Street) to the Philadelphia Museum of Art, past Boathouse Row, along Kelly Drive—a great place for a bike ride or run. schuylkillbanks.org
- SISTER CITIES PARK Big trees, a pebble-bottomed pond, run-through fountains and a convenient cafe along the Benjamin Franklin Parkway.
   210 N. 18<sup>th</sup> Street, sistercitiespark.org
- **SPRUCE STREET HARBOR PARK** Delaware River Waterfront oasis, featuring dozens of hammocks, floating barges, a boardwalk arcade, a beer garden and food vendors. Columbus Boulevard & Spruce Street, delawareriverwaterfront.com
- **BLUE CROSS RIVERRINK SUMMERFEST** Another **Penn's Landing** hotspot that's home to games, great fare, craft beer, mini-golf and the city's only outdoor roller rink. Columbus Boulevard between Market & Walnut Streets, delawareriverwaterfront.com













### LATE-NIGHT EATS

You're working late nights and long hours. When you need to eat before bed, check out these places.

#### 24 Hours:

- LITTLE PETE'S Cash-only diner serving all of the classics at all hours. 219 S. 17<sup>th</sup> Street
- **PAT'S KING OF STEAKS** and **GENO'S STEAKS** Philly's signature sandwich served 24/7 in South Philly. 9<sup>th</sup> Street & E. Passyunk Avenue, patskingofsteaks.com, genosteaks.com

### After Midnight:

- MCGILLIN'S OLDE ALE HOUSE Offering pitchers of beer and, just for the DNC, patriotic food and drink at Philadelphia's oldest continuously operating pub. 1310 Drury Street, mcgillins.com
- **THE DANDELION** Handsome Brit-inspired pub serving up Pimm's Cups, Welsh rarebit and fish and chips. 124 S. 18<sup>th</sup> Street, thedandelionpub.com
- TRIA Wine, cheese and beer bar with multiple locations.1137 Spruce Street, 123 S. 18<sup>th</sup> Street, 2005 Walnut Street, 2227 Pine Street, triaphilly.com
- **INSOMNIA COOKIES** Warm cookies delivered to your hotel, even. Various locations, insomniacookies.com



# **POLITICAL SITES**

While hosting the most anticipated political event in 2016, Philadelphia provides a poignant backdrop thanks to sites with deeply rooted connections to the American political process.

- **CARPENTERS' HALL** Site of the First Continental Congress of 1774, a contentious meeting of 56 delegates from 12 colonies (Georgia declined). 320 Chestnut Street, carpentershall.org
- CONGRESS HALL Hosted debating representatives and senators of the fledgling nation. 6<sup>th</sup> & Chestnut Streets, nps.gov/inde
- **INDEPENDENCE HALL** The building where courageous colonists pledged "our Lives, our Fortunes and our sacred Honor," declared independence and later shaped a never-before-seen form of government. 520 Chestnut Street, nps.gov/inde
- **THE PRESIDENT'S HOUSE** Open-air memorial to the enslaved people who served George and Martha Washington while the couple resided at this address. 6<sup>th</sup> & Market Streets, nps.gov/inde
- SECOND BANK OF THE U.S. Alexander Hamilton's sequel to the nearby First Bank; just reopened to the public in May 2016. 420 Chestnut Street, nps.gov/inde
- NATIONAL CONSTITUTION CENTER Only institution in America where people of all perspectives can debate, celebrate and educate themselves about the greatest vision of human freedom in history, the *U.S. Constitution*. 525 Arch Street, constitutioncenter.org



# **DNC FUN**

Art museums, historic sites, restaurants, shops—everyone, it seems—are doing their best to please the Dems and friends.

- **POLITICALFEST** Seven attractions host DNC-centric exhibits on politics, government and history. **July 22-27. Free** to credentialed convention attendees.
  - NATIONAL CONSTITUTION CENTER Headed to the White House: following presidents past. Political Theater: feuds, trivia, interviews, panel discussions. Outside: C-SPAN's "Campaign 2016" bus. 525 Arch Street, constitutioncenter.org
  - PENNSYLVANIA CONVENTION CENTER Politics and You!: Air Force One fuselage, Oval Office replica, Future Leaders Zone—political fun and games for kids. 1101 Arch Street, Hall F, paconvention.com
  - NATIONAL LIBERTY MUSEUM First Families: White House china, First Ladies' dresses, First Family photos, programming. 321 Chestnut Street, libertymuseum.org
  - PHILADELPHIA HISTORY MUSEUM AT THE ATWATER KENT Philadelphia & the Presidency: With a "whistle-stop" photo op. 15 S. 7<sup>th</sup> Street, philadelphiahistory.org
  - THE LIBRARY COMPANY OF PHILADELPHIA Franklin's 1731 creation, displaying Washington's life mask, Lincoln's death mask, presidential hair, political exhibits on women and African-Americans. 1314 Locust Street, librarycompany.org
  - HISTORICAL SOCIETY OF PENNSYLVANIA Founding Documents: earliest surviving version of the U.S. Constitution, a Declaration of Independence with a misprint, a draft of the Articles of Confederation and more. 1300 Locust Street, hsp.org
  - HERITAGE CENTER AT THE UNION LEAGUE Political Conventions in Philadelphia: trip through city's 11 other national conventions, 1848-2000. 140 S. Broad Street, ulheritagecenter.org
- **DONKEYS AROUND TOWN** A statue for each delegation—57 painted animals at sites all over the city. **Through September 5.** #DonkeysAroundTown
- PHILLY FEAST, UNITED WE EAT Food trucks, live music, local vendors and American history. Monday, July 25, 11 a.m.-3:30 p.m. 3<sup>rd</sup> & Arch Streets
- WATCH PARTIES The convention broadcast live at venues around town nightly, ending on Thursday with the big speech. July 25-28. phldnc.com
- **CENTER CITY SIPS** Philly's biggest happy hour. Kicks off 5 p.m. in Dilworth Park, Comcast Plaza and Centre Square, heads to dozens of bars after. **Wednesday**, **July 27**, 5-7 p.m. centercityphila.org/sips
- **#DNCDEALS** Scoop on DNC food, drink, souvenirs, more via Twitter and Instagram. #DNCDeals

# **HAPPENING WHILE YOU'RE HERE**

These special exhibitions and events might not be here next time you're in town, so be sure to catch them during convention week.

- EQUALITY FORUM The nation's oldest LGBT rights summit, complete with historic marker dedications, panels, awards and icons of the movement. July 25-28. equalityforum.com
- ONCE UPON A NATION STORYTELLING BENCHES Professional re-enactors, telling stories of Colonial Philadelphia at 13 benches throughout Independence Mall. Maps at Independence Visitor Center. Through Labor Day 2016.
   600 Market Street, historicphiladelphia.org
- THE SCIENCE BEHIND PIXAR How Woody, Sulley, and WALL•E come to life. Through September 5, 2016. The Franklin Institute, 222 N. 20<sup>th</sup> Street, fi.edu
- **HAPPINESS, LIBERTY AND LIFE?** Subtitled *American Art and Politics,* an exhibit on humor, protest and portraiture in politics from the 18<sup>th</sup> century until today. **Through September 18, 2016.** Pennsylvania Academy of the Fine Arts, 128 N. Broad Street, pafa.org
- **CREATIVE AFRICA** Showcasing African art, from centuries-old bronzes to modern fashion. **Through September 25, 2016.** Philadelphia Museum of Art's Perelman Building, 2525 Pennsylvania Avenue, philamuseum.org
- **PHS POP UP GARDEN AT THE RAIL PARK** Enlivening a much-discussed, to-be-revamped abandoned elevated rail line with food, beer, landscaping and programming. **Through September 30, 2016.** phlonline.org
- **THE GOLDEN AGE OF KING MIDAS** World-premiere exhibit of rare art and artifacts excavated at the ancient city of Gordion. **Through November 27, 2016.** Penn Museum, 3260 South Street, penn.museum
- **DINOSAURS UNEARTHED** Life-size re-creations of *T. rex* and friends. Also on view: coprolite (dino dung). **Through January 16, 2017.** The Academy of Natural Sciences of Drexel University, 1900 Benjamin Franklin Parkway, ansp.org



## **MEDIA CONTACTS**

#### Questions About Philadelphia? U.S., CANADIAN & MEXICAN MEDIA INQUIRIES:

- Cara Schneider, VISIT PHILADELPHIA (215) 206-2034, cara@visitphilly.com
- Lynda Knaggs, VISIT PHILADELPHIA (215) 717-7472, lynda@visitphilly.com

#### **INTERNATIONAL MEDIA INQUIRIES:**

- Lucy MacNichol, Philadelphia Convention & Visitors Bureau (267) 884-2738, lucy@discoverPHL.com
- Khaila Burke-Green, Philadelphia Convention & Visitors Bureau (202) 203-8279, khaila@discoverPHL.com

#### CITY OF PHILADELPHIA:

 Lauren Hitt, Communications Director (215) 686-6210, lauren.hitt@phila.gov

#### Questions About Philadelphia Hosting the Convention? PHILADELPHIA 2016 HOST COMMITTEE FOR THE DNC:

- Anna Adams-Sarthou (215) 710-0770, anna@phldnc.com
- Kevin Feeley
  (215) 870-7478, kfeeley@bellevuepr.com

#### **DEMOCRATIC NATIONAL CONVENTION COMMITTEE**

General media inquiries, (215) 398-5252

- April Mellody (215) 298-5252, amellody@demconvention.com
- Lee Whack
  (267) 240-6335, lwhack@demconvention.com
- Kyle Anderson
  (267) 234-1279, kanderson@demconvention.com

# **MEDIA RESOURCES**

### FOR MEDIA:

- PHLDNC.COM/PRESS-ROOM Official Democratic National Convention Host Committee coverage and information
- **DEMCONVENTION.COM** Convention-specific information, including logistics, from the Democratic National Convention Committee
- VISITPHILLY.COM/DNCPRESS Press releases and story angles, high-resolution photos, vantage points and media interview database
- VISITPHILLY.ISEBOX.NET Extensive HD B-roll library organized by topic
- **TWITTER.COM/VISITPHILLYPR** Just-for-media account focused on Philadelphia tourism news and happenings
- DISCOVERPHL.COM/DNCMEDIA High-resolution photos and press materials in multiple languages

### FOR YOUR VIEWERS, READERS & LISTENERS:

- PHLDNC.COM/BLOG Blog from Democratic National Convention Host Committee
- VISITPHILLY.COM Official city visitor website covering exhibits and events, must-see Philadelphia attractions, tours and transportation
- UWISHUNU.COM Insider blog focusing on what to do today, tomorrow and this weekend
- DISCOVERPHL.COM/OVG Downloadable guide to the city; also available in the Apple iTunes store (search PHL Visitors Guide)
- **DISCOVERPHL.COM/INTERNATIONALGUIDE** Downloadable guide to the city available in Chinese, French, German, Italian, Japanese, Portuguese and Spanish
- DNC 2016 APP Download for help navigating the city and real-time updates on DNC scheduling and events

### FOR ALL:

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