

The Monthly Special

By: PHL – OSE

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Photo by: Mitch Leff

The Office of Special Events

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What You Should Know by Robert Allen

The Office of Special Events has launched a direct SMS notification system for event-related road closures. The system takes advantage of the wonderful functionality of the Twitter social media platform. Here is how it works...

- Twitter users need only follow @PHL_OSE_RC and enable push notifications on their mobile device(s). Alerts will display as a normal tweet.
- Those without a Twitter account or smart phone can text "Follow PHL_OSE_RC" to 40404. Road closure notifications will be sent directly to your phone via SMS text as they are published (messaging rates apply).

A study conducted by the Pew Research Center concluded that, as of October 2014, 90% of American adults owned a cellular phone. This number is a bit misleading because, of this group, only 64% owned a smart phone with internet access. A significant percentage of Philadelphia's population, for one reason or another, does not have access to a smart phone, tablet, computer or even a reliable internet connection. This feature bridges the technological gap and ensures that a greater percentage of Philadelphians are able to receive this information in a timely fashion.

It is important to note that the @PHL_OSE_RC Twitter account will only be used for event-related road closure information. Road closures pertaining to residential block parties, construction and utility work are permitted through the Streets Department and will not be included in this system.

We would like to thank the Office of Innovation & Technology for their help with this project. Please provide us with feedback through any of our social media outlets or via email to phillymdoevents@gmail.com.

Roles and Responsibilities

by Olivia Gillison

Happy June everyone!! This month, we wanted to say a special “thank you” to the other City departments that help make #PHLEvents a reality. It shouldn’t come as a surprise that, with all of the efforts that go into making your dream event come true, our office can’t handle this work alone. We work very closely with three other offices, the Office of Emergency Management, the Parks and Recreation Special Events Office and the Office of the City Representative. Everybody has a role when it comes to event planning here in Philadelphia.

The Office of Emergency Management (OEM) is responsible for creating and implementing the incident action plans and the emergency action plans for certain large scale outdoor events which require a significant level of coordination between multiple public safety agencies. This is key in making sure that your event will be safe, accessible and properly staffed should something go wrong, including inclement weather and mass casualty scenarios requiring large-scale evacuations.

The Parks and Recreation Special Events Office is responsible for ensuring that any event taking place within the Fairmount Park system meets the necessary permit requirements while maintaining the integrity and natural beauty of the park itself. This office is also responsible for permitting and support for the events taking place in the community recreation centers. So many of the beautiful parks that exist here in Philadelphia simply wouldn’t be available for public use if this office didn’t exist.

The Office of the City Representative (OCR) is responsible for promoting and marketing the City as *the* place to be. They engage in partnerships with affiliated municipal tourism businesses and the Commerce Department. The Office of the City Representative is also the main vehicle for ceremonial gifts or proclamations for distinguished guests and diplomats that may be attending events here in Philadelphia.

As you can tell, it really does take a village to make it all happen here in Philly, and that’s why we call it #PHLTeamwork! We are all a part of one community, and it’s our job to help you make it all possible. No matter what type of event you want to have, it’s always best to give us a ring here first. We are more than happy to help sort it out with you. Special events play an integral role in the vibrant culture that makes Philadelphia the place it is, and we want to ensure that it continues to thrive and develop into the best event city in the world! Have a great month

of June and remember to keep hash tagging #PHLEvents! :)

Don’t forget: The Philly International Cycling Classic is on Sunday, June 7th!



Photo Credit: VisitPhilly

Last Month In Review

As Seen in the Streets

These three images represent a few of the biggest events we had in May. In the top left hand corner is a scene from the Aberdeen Dad Vail Regatta (photo credit: uwishunu); beneath that we have a scene from the South Street Spring Festival (photo credit: South St headhouse District); and to the right is a scene from the Broad Street Run (photo credit: VisitPhilly).

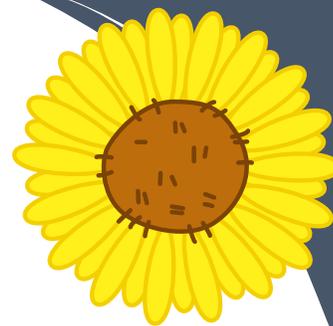


The Long & Short of May

May was jam packed every weekend with events for everyone to enjoy. There were regattas, fun runs, 5K/10K/15Ks, street festivals, and so much more. With so many fun outdoor activities it was hard to not make plans with friends to go enjoy them all. Some of you even started using the #PHLEvents which has been great to see. Keep sharing and telling your friends to use it at the events they go to this month as well. The blue skies are finally here so let's make #PHLEvents shine!

On the Horizon

June's Event Agenda



June 1st - 7th

Saint Gobain "Future Sensations" Exhibition – Eakins Oval (6/1-6)
Rittenhouse Square Fine Art Show - Rittenhouse Square (6/5-7)
Recovery Idol Competition - Thomas Paine Plaza (6/5)
Independence Dragon Boat Regatta - Kelly Drive to Strawberry Mansion bridge (6/6)
Empowered Community Resource Fair - Francis Myers Recreation Center (6/6)
24th PD/K&A Business Association Market Festival - 3100 to 3200 Kensington Ave; 800 & 1800 E. Allegheny (6/6)
The Festival @ Park West Town Center - 52nd & Jefferson St. ; Shopping Center Parking Lot (6/6)
Philly International Cycling Classic - Start & End at Lyceum & Pechin St. (6/7)

June 8th - 14th

PhillyRising Summer Crush - Francis Myers Recreation Center (6/13)
11th Annual APM Sugar Cane Festival - 1900 N. 5th St. (6/13)
Mill Creek Community Day - 4700 Brown St & Mill Creek Playground (6/13)
5th Annual Vendy Awards - JFK Blvd. From 22nd St. to Schuylkill Ave (6/13)
American Cancer Society Bike-A-Thon - Starting at 5th & Market St. (6/14)
Odyssey Half-Marathon - East & West Fairmount Park; MLK Drive (6/14)
Strides for Stroke - MLK Drive; Art Museum Steps (6/14)
Philadelphia Flag Day Celebration - Independence Hall National Park (6/14)
PRIDE Day Parade & Festival - Start at 13th & Locust; End at Penn's Landing (6/14)
Odunde Parade & Festival - Point Breeze Neighborhood; 22nd St, 23rd St, Grays Ferry Ave, South St, Christian St (6/14)

June 15th - 21st

Rosenbach Museum Bloomsday Celebration- Rittenhouse Square (6/16)
Little Friends Festival - Rittenhouse Square (6/17)
Ball in the Square - Rittenhouse Square (6/18)
Night Market Philadelphia Callowhill - 12th & 13th Sts btwn Spring Garden & Callowhill; Noble St. btwn 11th & 12th Sts. (6/18)
Schuylkill Navy Regatta - Schuylkill River / Kelly Drive (6/20)
Summer Stroll to Benefit the Epilepsy Foundation - Forbidden Drive (6/20)
Dept. Of Human Services "SCOP" Exposition - South Concourse Drive (6/20)
PhillyRising's "Kick Back & Stop the Violence" Block Party - 1500 S. 55th St (6/20)
Mural Dedication: A Father's Love is a Child's Treasure - 1800 S. 55th St (6/20)
Manayunk Arts Festival - 4100 to 4400 Main St; 100 Blocks of Levering, Grape, Cotton & Roxborough (6/20-21)

June 22nd - 30th

Phila. Orchestra Performs Tchaikovsky w/ Fireworks - Mann Center for Performing Arts (6/23)
Philadelphia Insurance Triathlon - Smith Memorial Field (Expo); MLK Drive; Sweetbriar Dr; Kelly Dr (6/26-28)
Wawa Welcome America (6/27-7/4)
Community Day - Port Richmond (6/28)
Philly @ The Movies "Big Hero 6" - Franklin Square (6/29)
Philly @ The Movies "Annie" - Dilworth Park at City Hall (6/30)

Note: For all Wawa Welcome America Events please visit the online site www.welcomeamerica.com

For a full detailed list of events, please visit the Calendar on our website!



Special Fact of the Month: The Philly International Cycling Classic is the highest rated one day professional cycling event in the United States.