



# City of Philadelphia

## MAYOR'S OFFICE OF COMMUNICATIONS

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**FOR IMMEDIATE RELEASE**

### **MAYOR NUTTER RELEASES DETAILS FOR 2013 LIVE NATION 'BUDWEISER MADE IN AMERICA' MUSIC FESTIVAL**

*Philadelphia, August 22, 2013* – Mayor Michael A. Nutter released details about the City of Philadelphia's plans to welcome back for a second year the "Budweiser Made in America" Festival, an exciting, two-day music festival during Labor Day weekend. The event will be locally produced by Live Nation on the Benjamin Franklin Parkway and will benefit local United Way organizations.

Shawn "Jay Z" Carter will once again curate the blockbuster roster of talent, featuring headliners Beyoncé and Nine Inch Nails, with more than 30 acts that embody the diverse American musical spirit. The artists will perform on three stages on the Parkway in Philadelphia's Fairmount Park on Saturday, August 31, and Sunday, September 1. Performances are scheduled to begin at 2:00 P.M. and conclude at 11:59 P.M. on Saturday, and will begin at 2:00 P.M. and conclude at 11:00 P.M. on Sunday.

"For the second year in a row, Labor Day weekend in the City of Philadelphia will offer a unique combination of entertainment, culture and community, with the iconic Benjamin Franklin Parkway as the backdrop for the Budweiser Made in America Festival," said Mayor Michael A. Nutter. "There is something for everyone: Festival ticket-holders, cultural institution visitors and those with business on the Parkway are all welcome to take part in a relaxing weekend of holiday fun. With the success of its inaugural year, the Budweiser Made in America Festival is a perfect opportunity to highlight Philadelphia as a major destination for art, music and cultural offerings."

The Budweiser Made in America Festival will benefit United Way organizations in Greater Philadelphia, Southern New Jersey and Lancaster County, PA. The Festival's primary goal is to have a positive impact on the communities involved. Money invested into these communities will positively impact the education, income and health of the most vulnerable and needy citizens in these regions. As a result of last year's Festival, United Way of Greater Philadelphia and Southern New Jersey is investing more than \$350,000 into education and workforce development initiatives.



Access to the venue is limited to Festival ticket-holders only.  
Festival goers are urged to purchase tickets in advance through

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[Ticketmaster.com](http://Ticketmaster.com) and [Livenation.com](http://Livenation.com). Approximately 60,000 ticket-holders will enjoy the Festival each day. Attendees are encouraged to visit [www.MadeInAmericaFest.com](http://www.MadeInAmericaFest.com) for information on items that are (and are NOT) permitted in the venue, as well as information on concessions, accommodations, and directions.

### **Road Closures**

To accommodate the venue construction and two-day festival, gradual road closures along the Benjamin Franklin Parkway and in key sections of the Fairmount neighborhood will begin the week of August 25, with increasing closures up until the start of the Festival on the morning of Saturday, August 31. The full extent of the closures will extend through Tuesday, September 3.

Delays can be expected and motorists are advised to use alternate routes, and allow for extra driving time, in the areas near these festivities before and during Labor Day weekend. (Please see attached list and map for specific road closures by date and a foot print of the event or visit [www.phila.gov](http://www.phila.gov).)

There are three phases of road closures associated with the construction of the Festival site. A detailed list of closures is listed below:

#### **Phase 1:**

- Sunday, August 25<sup>th</sup>: Two lanes in front of the Philadelphia Art Museum will be closed, from 5:00 A.M. to 6:00 P.M.
- Monday, August 26<sup>th</sup> and Tuesday, August 27<sup>th</sup>: One lane in front of the Philadelphia Art Museum will be closed, from 5:00 A.M. to 6:00 P.M. A second lane will be closed, from 10:00 A.M. to 3:00 P.M. The closures are designed to minimize disruption to rush-hour traffic.
- Wednesday, August 28<sup>th</sup>: Two lanes in front of the Philadelphia Art Museum will be closed, beginning at 5:00 A.M. These lanes will not re-open until the removal of the staging and equipment following the final concert, or by Tuesday morning. The festivities will end by 11:00 P.M. on Sunday, September 1<sup>st</sup>.

#### **Phase 2:**

- Thursday, August 29<sup>th</sup>: The inner lanes of the Benjamin Franklin Parkway (the inbound and outbound lanes), from 22<sup>nd</sup> Street to Eakins Oval, will be closed until Tuesday, September 3<sup>rd</sup>.

#### **Phase 3:**

- Friday, August 30<sup>th</sup>: Due to the closure of the inner lanes on the Benjamin Franklin Parkway, traffic for Friday morning rush hour headed inbound (to Center City) from Spring Garden Street Bridge or Martin Luther King Drive must exit Eakins Oval on the 24<sup>th</sup> Street ramp. Traffic headed inbound on Kelly Drive must exit the Drive at Fairmount Avenue.
- The full extent of road closures around the Festival site will begin at 10:00 A.M and will remain through the duration of the Festival. A complete list of road closures and ‘no parking’ restrictions follows:

#### **Road Closures:**

- The Benjamin Franklin Parkway beginning at 20<sup>th</sup> Street extending through Eakins Oval and behind the Philadelphia Museum of Art
- 21<sup>st</sup> Street between Winter & Spring Garden Streets
- 22<sup>nd</sup> Street between Winter & Fairmount Streets

- 23<sup>rd</sup> Street between the Benjamin Franklin Parkway & Fairmount Avenue
- 24<sup>th</sup> Street between Fairmount & Pennsylvania Avenues
- 25<sup>th</sup> Street between Fairmount & Pennsylvania Avenues
- Spring Garden Street between 20<sup>th</sup> & 31<sup>st</sup> Streets, including the Spring Garden Street tunnel
- Kelly Drive between 23<sup>rd</sup> Street & Fairmount Avenue
- Martin Luther King Drive between the Falls Bridge & the Benjamin Franklin Parkway
- Pennsylvania Avenue between Hamilton & Fairmount Avenues
- 2000 block of Pennsylvania Avenue between the Whole Foods store & 21<sup>st</sup> Street (the eastern half of the block from Whole Foods to 20<sup>th</sup> Street will remain open to allow access to the store)
- Park Towne Place between 22<sup>nd</sup> & 24<sup>th</sup> Streets
- I-676 Westbound off-ramp at 22<sup>nd</sup> Street (the I-676 Eastbound off-ramp at 23<sup>rd</sup> Street will be open)

No Parking:

- Pennsylvania Avenue between 22<sup>nd</sup> Street & Fairmount Avenue (south side of street)
- Winter Street between 20<sup>th</sup> & 22<sup>nd</sup> Streets (both sides of street)
- 20<sup>th</sup> Street between Vine Street & Callowhill Street (east side of street)
- 21<sup>st</sup> Street between the Benjamin Franklin Parkway & Race Street (both sides of street)
- 22<sup>nd</sup> Street between Winter & Spring Garden Streets (both sides of street)
- Park Towne Place between 22<sup>nd</sup> & 24<sup>th</sup> Streets (both sides of street)

**Transportation and Parking**

SEPTA and NJTransit will operate under normal weekend schedules. Festival ticket-holders, Parkway cultural institution patrons and others with business or recreational plans are urged to use public transportation to get in and out of Center City during the festival weekend due to the number of road closures.

SEPTA will add service on the Broad Street and Market-Frankford Lines throughout the two-day festival, with trains running every five-to-ten minutes before, during and after the performances. SEPTA will also extend late-night service on selected regional rail lines to accommodate Festival patrons leaving Center City after the shows.

For information on specific SEPTA and NJTransit routes and schedules during Labor Day weekend, visit [www.septa.org](http://www.septa.org) or call 215-580-7800, and [www.njtransit.org](http://www.njtransit.org) or call 973-275-5555.

The PHLASH Trolley, which normally operates until 6:00 P.M. daily, will offer extended service through 7:30 P.M. at select stops on Saturday and Sunday to accommodate Budweiser Made in America patrons. Between 6:00 P.M. and 7:30 P.M., the PHLASH Trolley will service stops #1-5 (eastbound) and 16-19 (westbound). Visit <http://www.visitphilly.com/tours/philadelphia/phlash/> for more information.

If driving is necessary, paid parking lots and garages are conveniently located on or near the Parkway (listed below). It is recommended to call ahead for rates and availability; or visit the Philadelphia Parking Authority website at <http://philapark.org/> for a complete list of parking options. A sample list of facilities follows:

**Paid Garages:**

- 206 22nd St., Patriot Parking Inc., 215-772-1511
- 21<sup>st</sup> St. and Benjamin Franklin Parkway, Expert Parking, 215-448-1391
- 1815 Cherry St., InterPark, 215-496-1070
- 1815 JFK Blvd., Sterling Building, Patriot Parking, Inc., 215-568-8030
- 16th and Race Sts., Sheraton Hotel, Expert Parking, 215-496-0293

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- 1616 Sansom St., Central Parking System, 877-717-0004
- 1901 JFK Blvd., Central Parking System, 215-557-3721
- 36 S. 19th St., Central Parking System, 215-561-1187
- 2026 Rittenhouse Square, Central Parking System, 877-717-0004
- 1700 Benjamin Franklin Parkway, the Windsor Suites, 215-569-0899

### Paid Parking Lots:

- 23<sup>rd</sup> and Cherry Sts., Patriot Parking, Inc., 215-772-1511
- 22<sup>nd</sup> and Walden Sts., Patriot Parking, Inc., 215-772-1511
- 19<sup>th</sup> and Callowhill Sts., Philadelphia Parking Authority, 215-683-9813
- 18<sup>th</sup> and Vine Sts., Parkway Corporation, 215-575-4000

Budweiser Made in America is not affiliated with any of these parking facilities.

### Cultural Institutions

Most of the cultural institutions along the Benjamin Franklin Parkway will maintain normal hours of operation during the Budweiser Made in America Festival and throughout Labor Day weekend with the exception of Moore College of Art & Design and the Rodin Museum, which will be closed Saturday, August 31 and Sunday, September 1, and will reopen on Labor Day, Monday, September 2. The Rodin Museum is under the operation of the Philadelphia Museum of Art.

Parking, either free or paid (see above) is available at or nearby the institutions, but using public transportation is strongly encouraged. Please refer to the institutions' websites for information on exhibit hours, ticketing, parking, and accessibility accommodations. A list of cultural institutions and their contact information follows:

#### Philadelphia Museum of Art and the Perelman Building Annex

26<sup>th</sup> Street & Benjamin Franklin Parkway, [www.philamuseum.org](http://www.philamuseum.org), 215-763-8100

\*During the Budweiser Made in America Festival, the west entrance of PMA will be open and visitors may obtain access via pathways north and south of this entrance. The east entrance will not be open. The Museum's visitor shuttle will be in service. No access to Art Museum Drive will be available from 25<sup>th</sup> Street (security will only provide access for deliveries, visitors with ADA tags, and the Museum's visitor shuttle.) Police will direct PMA staff and visitors to the Waterworks Drive entrance for access to surface lot parking and garage entry.

#### Rodin Museum

21<sup>st</sup> Street & Benjamin Franklin Parkway, [www.rodinmuseum.org](http://www.rodinmuseum.org), 215-763-8100

#### Barnes Foundation

20<sup>th</sup> Street & Benjamin Franklin Parkway, [www.barnesfoundation.org](http://www.barnesfoundation.org), 215-278-7000

- Parking: Museum parking lot is accessible from Pennsylvania Avenue, between 20<sup>th</sup> and 21<sup>st</sup> Streets. Parking is on a first-come, first-served basis. The ADA accessible entrance is located on the corner of 20<sup>th</sup> Street & Pennsylvania Avenue.

#### The Franklin Institute

222 North 20<sup>th</sup> Street, [www.fi.edu](http://www.fi.edu), 215-448-1200

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- Parking: The Franklin Institute's parking garage entrance is at 21<sup>st</sup> and Winter Streets, and will be open throughout Labor Day Weekend.

### Academy of Natural Sciences of Drexel University

19<sup>th</sup> Street & Benjamin Franklin Parkway, [www.anasp.org](http://www.anasp.org), 215-299-1000

### Parkway Central Library

1901 Vine Street, [www.freelibrary.org](http://www.freelibrary.org), 215-686-5322

### Moore College of Art & Design

20<sup>th</sup> Street & Benjamin Franklin Parkway, [www.moore.edu](http://www.moore.edu), 215-965-4000

### Fairmount Waterworks

640 Waterworks Drive, <http://www.fairmountwaterworks.org/>, 215-685-0723

- Parking: 2-hour public parking, on a first-come, first serve basis. Additional parking on Sedgley Avenue, across Kelly Drive.

## **Venue Details**

The Budweiser Made in America venue features three entrances/exits for ticket-holders to utilize during the two-day festival. The main entrance is located on 22<sup>nd</sup> Street and the Benjamin Franklin Parkway. Additional entrances on either side of the venue at 23<sup>rd</sup> Street and Pennsylvania Avenue and 24<sup>th</sup> Street and Martin Luther King Drive at Eakins Oval – will be opened to facilitate easier access to the venue as needed. The Festival is a rain or shine event; re-entry to the venue will NOT be permitted on either day. (Please see attached map for information on the interior of the venue or visit [www.madeinamericafest.com](http://www.madeinamericafest.com).)

Festival organizers stressed what items will and will not be allowed inside the venue perimeter. Ticket-holders will be subject to searches and pat-downs before being permitted inside the venue to ensure the enjoyment and safety of everyone at the Festival. Ticket holders should be prepared for additional searches inside the venue at the discretion of Festival security staff.

Items allowed inside the venue include:

- Blankets and towels
- Umbrellas (small, hand-held only)
- Factory-sealed, plastic water bottles (1 per person up to 1 liter)
- Empty plastic water containers or Camelbacks
- Non-professional cameras, flip-cams, camera phones
- One non-framed backpack or bag (subject to search and re-search)
- Encouraged items: sunscreen, sunglasses, government issued I.D., cash/debit cards/credit cards

Items **NOT** allowed inside the venue include but are not limited to:

- Weapons of any kind (regardless of permitting, e.g. Right to Carry permits will not be honored and weapons will be confiscated)
- Fireworks or explosives
- Illegal or illicit substances of any kind
- Outside food & beverages (except factory-sealed water bottles)
- Pets (except trained service animals)
- Flyers, handbills, posters, stickers (no solicitation allowed)

- Chairs

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- Glass containers
- Skateboards, motorized vehicles or scooters
- Coolers
- Professional recording devices or cameras (no detachable lenses or tripods meant for commercial use)
- Glowsticks
- Laser pointers
- Items that would obstruct others' view of the stages (kites, flag poles, large signs, etc.)

### **Weather**

Budweiser Made in America is a rain or shine event. In the event of severe weather, listen for announcements and sign up at [www.readynotifypa.org](http://www.readynotifypa.org) for text and email alerts or text PHILA to 411911 from your mobile device. Have a plan if you're asked to leave the Parkway and take shelter.

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### **For more information:**

- **Budweiser Made in America Festival:** [www.madeinamericafest.com](http://www.madeinamericafest.com), [www.facebook.com/MadeInAmericaFest](https://www.facebook.com/MadeInAmericaFest), and on Twitter: @MIAFestival and #BudweiserMadeInAmerica
- **City of Philadelphia:** [www.phila.gov](http://www.phila.gov), [www.philapolice.com](http://www.philapolice.com), [www.phila.gov/ready](http://www.phila.gov/ready), [www.facebook.com/PhiladelphiaCityGovernment](https://www.facebook.com/PhiladelphiaCityGovernment), and on Twitter: @PhiladelphiaGov, @PhillyPolice, @PhilaOEM
- **United Way:** Chris Murray, 215-665-2513, [cmurray@uwgpsnj.org](mailto:cmurray@uwgpsnj.org)