

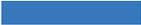


PHILADELPHIA 2026 BUSINESS READINESS PLAYBOOK



Ring It On! One Philly, A United Celebration!
Complete Business Toolkit with Clickable Links and Forms
March 2026

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Section 1 OVERVIEW

Executive Brief

Philadelphia will be at the center of national and global attention in 2026 as the birthplace of American democracy and a host city for multiple large-scale, high-profile events. In addition to America's 250th anniversary and the FIFA World Cup 2026, the city will support a year-long calendar of major cultural, civic, sports, and entertainment events tied to the United States Semiquincentennial, national convenings, international visitors, media presence, and regional tourism. The combined impact is expected to create sustained visitor volume, repeated peak-demand periods, and unprecedented visibility for local businesses.

Who is this Playbook for?

The Philadelphia 2026 Business Readiness Playbook is for small businesses and entrepreneurs with the highest potential for visitor engagement and increased demand for products and services during the many events happening in Philadelphia during 2026.

The playbook focuses on operational readiness through access to capital, digital visibility, multilingual service, safety protocols, and day-of execution to ensure businesses across the city can operate consistently and efficiently under the pressure of high-demand events.

It provides step-by-step guidance, readiness checklists, self-assessment forms, and decision tools to help businesses identify gaps and prioritize improvements.

The intent is to reduce uncertainty and ensure Philadelphia businesses are well-positioned not only to meet the demands of 2026 global visitorship, but also to strengthen their long-term operations and competitiveness. Businesses that proactively prepare will be more effectively positioned to seize opportunities.

This playbook does not replace any official federal, state or local regulations. Business owners remain responsible for ensuring compliance with all applicable laws, licensing requirements, and regulatory standards.



Businesses most likely to interact with visitors include but are not limited to:

- Food and Beverage
- Hospitality
- Entertainment and Nightlife
- Event Planners, Suppliers, Photographers, Content Creators
- Retail
- Creators and Makers
- Tourism and Experiences



Section 2 TIMELINE & EVENTS

Philadelphia has a robust and exciting calendar of events planned for 2026. Residents, visitors, and organizations can explore the full lineup of festivities and discover potential participation opportunities by visiting phila.gov/2026-events, where the event calendar and related details are available.

FIFA WORLD CUP 2026 FANFEST



JUNE 11 - JULY 19

Daily activation spanning the entire tournament duration. Serves as the primary non-ticketed fan destination with global broadcast integration.

WELCOME AMERICA



JUNE 20 - JULY 4

Expanded "Semiquincentennial" edition of the annual festival. Features weeks of citywide programming culminating in the massive July 4th concert.

FIFA WORLD CUP 2026 MATCHES



JUNE 14 - JULY 4

Six high-capacity matches, including a Round of 16 match on July 4th. Represents the highest tier of security and transit operations.

MLB ALL-STAR WEEK™



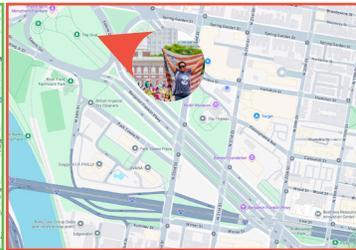
JULY 11 - 14

Complete takeover of the Convention Center for fan events, plus Red Carpet and the All-Star Game™ in the Stadium District.

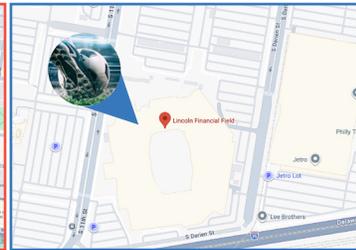
LEMON HILL (FAIRMOUNT PARK)



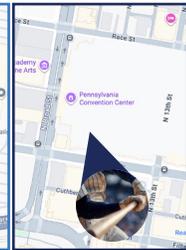
BENJAMIN FRANKLIN PARKWAY



LINCOLN FINANCIAL FIELD



CONVENTION CENTER



STADIUM DISTRICT



FIFA Fan Festival

Located at Lemon Hill in East Fairmount Park, the FIFA Fan Festival™ Philadelphia will transform more than one million square feet into a vibrant hub where residents and visitors can gather to celebrate the world's largest sporting event. FIFA Fan Festival™ is the official public fan experience of the FIFA World Cup™, offering supporters the best place outside the stadiums to watch matches live in an energetic atmosphere filled with football, music, food, entertainment, and cultural programming. Visit phillyfwc.com for the latest information and opportunities to participate.

FIFA WORLD CUP 2026 MATCH SCHEDULE

PLAYED AT LINCOLN FINANCIAL FIELD

JUNE 14 - 7PM
IVORY COAST VS. ECUADOR

JUNE 19 - 9PM
BRAZIL VS. HAITI

JUNE 22 - 5PM
FRANCE VS. IRQ/BOL/SUR

JUNE 25 - 4PM
CURACAO VS. IVORY COAST

JUNE 27 - 5PM
CROATIA VS. GHANA

JULY 4 - 5PM
TBD ROUND OF 16

JUNE

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

JULY

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12	13	14	15	16	17	18
19	20	21	22	23	24	25
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MLB ALL-STAR WEEK™ SCHEDULE

PLAYED AT CITIZENS BANK PARK

JULY

S	M	T	W	T	F	S
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5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

● MLB All Star Events

JULY 11 - JULY 14
CAPITAL ONE ALL-STAR VILLAGE
 PENNSYLVANIA CONVENTION CENTER

JULY 12
ALL-STAR SUNDAY
 CITIZENS BANK PARK

JULY 13
GATORADE ALL-STAR WORKOUT DAY & T-MOBILE HOME RUN DERBY
 CITIZENS BANK PARK

JULY 14
MLB ALL-STAR GAME PRESENTED BY MASTERCARD
 CITIZENS BANK PARK

SUMMER EVENTS

Philadelphia's summer months are bustling with both annual festivals that we look forward to every year and new events to activate our commercial corridors and celebrate the semiquicentennial. **These events can be found on the official Access Philly mobile app** and include:

MAY

- Rittenhouse Row Spring Fest
- Fishtown Music and Arts Festival
- Mt. Airy Day
- Chestnut Hill Home and Garden Festival
- Roxborough Spring Fest
- Northern Liberties Spring Festival
- S. 9th Street Italian Market Festival
- Girard Avenue Spring Fest
- CCD Open Streets West Walnut
- Roots Picnic

JUNE

- Sugar Cane Festival
- CCD Open Streets Midtown Village
- Baltimore Avenue Dollar Stroll
- Philadelphia Pride Festival
- Disability Pride Festival
- ODUNDE Festival
- Philadelphia Caribbean Carnival and Festival
- Juneteenth Parade and Festival
- Wadsworth Day
- Manayunk Arts Festival

JULY

- Jazzing on Ridge Ave
- North Broad's Music and Morsels
- Lancaster Ave Food Truck Stroll
- Barnes on the Block

WAWA WELCOME AMERICA FESTIVAL

JUNE

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

JULY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

● WAWA Welcome America Events

As the United States of America marks its 250th anniversary, the 2026 Wawa Welcome America will be a significant cultural, historical, and civic celebration in the place where it happened. This once-in-a-generation experience will feature events that Philadelphians have come to know and love, just bigger and better. Highlights this year include:

JUNE 20- JUNE 22
PHILLY FAIR 250
 CENTENNIAL DISTRICT

JUNE 25
CELEBRATION OF BLACK MUSIC MONTH + FIREWORKS
 THE DELL MUSIC CENTER

JUNE 27
CONCILIO'S ANNUAL HISPANIC FIESTA
 LOVE PARK

JULY 1
WAWA HOAGIE DAY
 INDEPENDENCE MALL

JULY 3
38TH ANNUAL LIBERTY MEDAL CEREMONY
 INDEPENDENCE MALL



DOWNLOAD 2026 ACCESS PHILLY APP

Section 3 BUSINESS PREPAREDNESS CHECKLISTS



Storefront Checklist

Compliant with all required permitting, licenses and regulations in display.

- » [City of Philadelphia Permit Navigator](#): Find out what licenses, permits and fees are required to operate a business in Philadelphia. See page 12 for special events permitting and additional information.
- » Serving alcoholic beverages? Order through the [Pennsylvania Liquor Control Board](#) (PLCB) portal early. Plan ahead

Storefront is accessible, welcoming and well lit.

Make your storefront and your neighborhood clean and inviting to customers and neighbors.

- » Decorate with event-friendly themes (without violating trademarks).
- » All interior equipment are compliant, serviced and operational.

Operational Readiness Checklist

Create a staffing surge plan.

Stay informed!

- » Check the [City of Philadelphia 2026 Events](#) page regularly to know what events are happening and where to find trainings.

Ensure all staff has appropriate training and certifications.

- » See page 13 for a list of training and certifications to explore.
- » **The Department of Commerce** helps businesses create safer nighttime experiences for patrons and employees through training, certification, and resources. Apply: [Liberty Bell Safe Certification Program](#).

Secure adequate inventory.

- » Serving alcoholic beverages? Order through the PLCB portal early. Plan ahead.

Coordinate trash and recycling.

- » For all sanitation resources and updates, visit: [Department of Sanitation](#).

Ensure multiple payment methods for customer flexibility, such as credit card payments using a Point of Sale (POS) system.

Create a safety plan.

- » **Explore preparedness materials from the Office of Emergency Management: [How to Get Ready](#)** Sign up for the City of Philadelphia's notification system to receive emergency alerts. **Text: ReadyPhila to 888-777 to get alerts** about severe weather, mass transit and travel, emergency information, and more. You can customize your alert options and language when you sign up online: [ReadyPhiladelphia](#).

Digital Checklist

Ensure business is easily searchable online including Google Business Profile updated.

Ensure website mobile friendliness.

Provide transportation methods to your business location.

Update any menu changes, photos and hours accurate hours for peak days.

QR menu tested on multiple devices.

Contactless payments enabled.

Financial Checklist

- Update your plan and budget for 2026.
- Explore funding or capital.
 - » Learn more and apply: [Financial support | Department of Commerce | City of Philadelphia.](#)
 - » **Need additional funding guidance?** Contact the Mayor's Business Action Team in the Department of Commerce for access to resources and organizations across the city that are applicable to your needs.
Email: business@phila.gov
Phone: 215-683-2100
- Review your insurance and permits.

Cultural, Multilingual and Hospitality Checklist

- Printed and QR menus available.
- Translation tools available to staff.
- Use pictograms or universal symbols for signage (restrooms, ordering, payment).
- Staff trained in communication best practices.
- Be coordinated with upcoming tournaments and events.
- Consider how to handle cultural differences like tipping and average table turn time.

Section 4 PERMITTING INFORMATION



Business Licensing

1. Every business in the City is required to have a [Business Income and Receipts Tax ID \(BIRT\)](#) and [Commercial Activity License \(CAL\)](#).
2. [Additional licenses](#) and permits may be required depending on the type of business you are operating and your business operations.
3. To learn what business licensing and permits are required for your business type, you can use the City's online permit scoping tool called the Permit Navigator at permits.phila.gov.

Common business types that require special licenses:

- [Food businesses](#)
- [Mobile food vendor](#)
- [Short term rental host](#)
- [Beer garden](#)

The City of Philadelphia is here to help! The Mayor's Business Action Team in the Department of Commerce provides personalized assistance in multiple languages for all aspects of doing business in Philadelphia.

You can reach the Mayor's Business Action Team by calling 215-683-2100 or emailing business@phila.gov.

Special Events Permitting

All special events, street closures, and festivals require permits from the Office of Special Events (OSE). Applicants must submit a Special Event Application at least ninety (90) days prior to the event date.

If you have questions about hosting an event outdoors or on public property, please contact the [Office of Special Events](#).

Vendors who wish to participate in a special event or festival **must first register with and receive approval from the event organizer**. Certain vendor licenses may be required when vending at events. All vendors are responsible for ensuring their business has the [proper permits and licenses](#) before being authorized to operate at a special event or festival.

Philadelphia will be center stage for many different events drawing many different types of visitors. Take advantage of the trainings and certifications that can prepare your business to be ready for opportunities.

Training and Certification

Hospitality Trainings

Liberty Bell Safe Certification

The Department of Commerce's Liberty Bell Safe Certification Program offers free specialized trainings to help businesses create safer nighttime experiences for patrons and employees.

Businesses learn how to:

- Prevent safety issues before they occur;
- Respond effectively to incidents; and
- Navigate common nighttime operational challenges

Businesses that successfully complete the trainings will earn Liberty Bell Safe Certification and get access to [exclusive benefits](#). The Liberty Bell Safe Certification Program helps advance a safer, more inclusive and creative nighttime economy in Philadelphia.

PA Responsible Alcohol Management Program (RAMP)

The Commonwealth of PA requires that anyone who serves or sells alcoholic beverages and/or checks IDs, including but not limited to bartenders, waiters, certificate distributor sales persons, bouncers, door persons, etc. - must complete RAMP Server/Seller training within six months of being hired by a licensee, unless the person successfully completed RAMP Server/Seller training prior to being hired.

The Pennsylvania Restaurant & Lodging Association champions all facets of the Commonwealth's hospitality and tourism industries.

Diplomacy Trainings

For over 75 years, the World Affairs Council of Philadelphia has engaged Philadelphians on global issues as the region's largest and longest-running international nonprofit. They are a resource for high-level international connectivity and diplomacy.

For 2026, the World Affairs Council is offering two key programs to support Philadelphians in welcoming our peers from abroad:

- [Cultural Diplomacy Trainings](#)
 - » Prepare your organization to welcome the world to your activities, sites, museums, events, and festivals in 2026. World Affairs' Cultural Diplomacy Training is offered in multiple formats, empowering our collective workforce to welcome guests from across countries and cultures with excellent, culturally informed, and internationally aware tools and skills, putting Philadelphia's best foot forward.
- [Youth Diplomats Program](#)
 - » Providing a pathway for Philadelphia high school students to meaningfully engage in 2026 activities, Youth Diplomats will receive training on cultural diplomacy, the historic role of Philadelphia, the impact of 2026, and best practices for volunteer engagement. World Affairs will partner with local organizations in need of volunteers to host special events and engagements, deploying 350 high school students to represent the city over the year.

Tour Guide Certification

The Association of Philadelphia Tour Guides offers a Tour Guide Certification. <https://phillyguides.org/certification/>



Section 6
**CULTURAL
AWARENESS**

Tipping Culture

In many countries, tipping is not customary or expected as part of the dining experience. As you welcome international guests, consider proactive ways to clearly communicate gratuity expectations. This may include adding a service charge, providing suggested tip amounts on checks, or prompting gratuity options at the point of sale. Clear, transparent communication helps ensure your staff is properly compensated while avoiding confusion for visitors unfamiliar with U.S. tipping practices.

The American standard of 20% is well above international norms. Tipping can also be considered uncomfortable or insulting in some cultures. Be sure to consider how this will impact your staff.

Treat all customers equally. Businesses cannot charge different customers different prices.

Universal Signs and Pictograms

Clear, universally recognizable signage is essential when welcoming international visitors. Use intuitive icons, photos, or simple illustrations that communicate key information at a glance. High-contrast visuals and minimal text help bridge language barriers and ensure guests can quickly find entrances, restrooms, ordering areas, and exits without confusion.

Passionate Fans

Philadelphia is home to one of the most passionate fan bases in the country, and global soccer supporters bring that same high-energy culture and atmosphere. During major events like FIFA World Cup 2026 matches, customer volume can increase quickly and peak unexpectedly. Preparing your space with clear entry and exit pathways and organized queuing systems will help reduce congestion and create a positive experience for both guests and staff. Thoughtful crowd flow planning is also essential to maintaining accessibility and ensuring safety, particularly for locations near sidewalks and other public rights-of-way.

Queuing and Line Management

Queuing practices can vary widely across cultures. These differences reflect diverse cultural norms and are not intended as disrespect to other patrons. Consider making your line management expectations clear for patrons.

A soccer player in a red jersey is seen from behind, celebrating with both arms raised in a 'V' sign. The player is in the center of a large stadium filled with spectators. The air is filled with colorful confetti (red, blue, yellow, green) falling from above. The stadium lights are bright, creating a festive atmosphere. The background shows a large crowd of fans, some with their arms raised, and a green soccer field in the distance.

Section 7 TRADEMARKS AND TOURNAMENT

Trademarks for big events

Major sporting events have licensing requirements for events and watch parties using their branding. Please check the [Philadelphia Soccer 2026 website](#) for the complete Public Viewing guidelines for viewing parties and themed events.



DO'S AND DON'TS CHECKLIST FOR FIFA WORLD CUP 2026 PROMOTIONS

DO

Use general phrases in your marketing, like "Match Day" or "Global Soccer Tournament".

Use generic images in promotional materials such as soccer balls, pitches and national flags.

On social media, use generic language in your captions and hashtags (like #PhillyLovesSoccer, #MatchDay).

Obtain an eligible commercial TV package to show the game when hosting a watch party. If you are unsure of your current broadcasting rights, contact your cable provider.

Show the entire game with an extra 10 minutes on both ends.

DON'T

Share promotional material with trademarks including "World Cup," "FIFA World Cup 2026".

Use images of team crests, the FIFA logo, and the official FIFA World Cup 2026 trophy.

Use official FIFA World Cup 2026 images or logos in social media posts, or #WorldCup, #FIFA hashtags.

Use personal streaming services to show the game when hosting a watch party.

Charge customers a fee of any kind to watch the game.

FIFA World Cup 2026 strictly protects its protected words, logos and images. Unauthorized use of trademarked terms of logos (including "FIFA", "World Cup," official logos, team crests, or images of the official FIFA World Cup 2026 trophy) has historically led to cease-and-desist letters, event shutdowns, and fines.

Even strictly editorial usage of "FIFA World Cup 2026" is not permitted for restaurants, breweries, airports and single-branded sports retail stores.

Section 8 SECURITY AND FRAUD PREVENTION

Major events and high-profile opportunities can attract scammers targeting small and local businesses. Protect your company by following these best practices.

COFFEE ORDER HERE

ASK US
ABOUT
EVENT
BOOKING!
15% OFF

LITA'S DULCE DE LATE	6.00
STRAWBERRY MATCHA	5.75
RASPBERRY WHITE MOCHA	3.50
BUTTERFLY LEMONADE	4.50
STRAWBERRY LEMONADE	4.50

*Includes all syrups and has 10% off for large.
Taxes included in all orders.
Thank you for supporting small business!



Protecting Your Business during Major Events

- Conduct security and vulnerability assessments of your business/property. Inside and out.
- Evaluate lighting, access control, and your CCTV surveillance systems.
- Review emergency decision-making protocols and continuity plans.
- Identify who has authority to close or modify operations during emergencies.
- Prepare for potential cyber disruptions affecting building and point of sale systems and have a mitigation plan in place.
- Position your security teams to be visible and monitoring both the inside and outside of your buildings.
- Point of Sale (POS) systems can be targeted with malware or skimming devices to collect customer information.

Common Event-Related Scam Tactics

1. Fake Vendor or Contract Opportunities

- Emails or calls claiming to offer “official” FIFA World Cup 2026 contracts or preferred vendor status.
- Requests for upfront “registration,” “certification,” or “expedited approval” fees.
- Pressure to wire funds, sent cryptocurrency, or use non-traditional payment methods.

 **Red Flag:** Pressure to act quickly or risk “losing your opportunity.”

2. Impersonation of Government or Event Officials

- Fraudulent outreach claiming to represent city agencies, law enforcement, or event organizers.

 **Red Flag:** Unsolicited contact requesting payment, credentials, or sensitive business information action.

3. Sponsorship & Advertising Scams

- Offers to purchase “exclusive” advertising space or event branding rights.
- Fake digital directories or event programs seeking payment.
- Messaging prompting businesses to “log in to confirm eligibility”.
- Never click on a link on a social media platform – instead go directly to the company’s website to verify authenticity or via a verification agency.

 **Red Flag:** Poorly written contracts, mismatched branding, or altered logos. If in doubt, contact the organization directly to verify the legitimacy of the outreach.

4. Phishing & Cyber Fraud

- Beware of unsolicited offers via social media.
- Look for emails mimicking legitimate organizations with malicious links.
- Monitor your website for unauthorized page or link changes. Limit administrative privileges to make any changes without your authorization.
- Fake profiles posing as the event official, sponsor or procurement staff.
- Fake invoice schemes targeting accounts payable departments.
- Business email compromise (BEC) targeting vendors and suppliers.
- Requests to move the conversation to another platform like WhatsApp, Telegram, or private email.

 **Red Flag:** Slightly altered email addresses (e.g., extra letters, misspellings). Check with the company directly to verify the request and/or other verification organizations such as the Better Business Bureau, Chamber of Commerce, and/or local or state government.

How to Protect Your Business

Verify Before You Act

- Confirm opportunities directly through official, publicly listed websites.
- Independently verify phone numbers and email addresses.
- Do not rely solely on contact information provided in the suspicious message.
- Pause before paying – no legitimate procurement process will require payment immediately or via social media solicitation.

Train Staff

- Brief finance, procurement, HR, and front desk staff on common scams.
- Encourage employees to report suspicious communications immediately.
- Reinforce that no legitimate opportunity requires secrecy or urgent wire transfers.

Strengthen Payment Controls

- Require dual authorization for vendor changes or large payments.
- Independently verify any request to change banking information.
- Review invoices carefully for subtle changes.

Protect Sensitive Information

- Limit public posting of detailed staff directories.
- Use multi-factor authentication for financial and email accounts.
- Be cautious when sharing floor plans, security protocols, or operational details.
- Secure your company information, passwords, access cards, keys and payment systems.

ONE-PAGE FINAL CHECKLIST

- Licenses are displayed.
- Hours are confirmed for match days.
- Staff is scheduled and briefed.
- Menu is finalized for peak volume.
- QR menu is working.
- Translation tools is ready.
- Training and certifications are completed.
- Storefront is clean and well lit.
- Payment systems are tested.
- Safety plan is reviewed.

CONTACT US

The Mayor's Business Action Team in the Department of Commerce provides personalized assistance in multiple languages for all aspects of doing business in Philadelphia, including connecting with local neighborhood organizations in your area and accessing resources based on your needs.

Philadelphia Mayor's Business Action Team:

Email: business@phila.gov

Phone: 215-683-2100



Philadelphia
Police Department
Tipline Link

TOOLS AND RESOURCES

[City of Philadelphia 2026](#)

Find City of Philadelphia 2026 events and information site.

[City of Philadelphia Permit Navigator](#)

Find out what licenses, permits and fees are required to operate a business in Philadelphia.

[Visit Philly Comprehensive 2026 Site](#)

Find list of events, ideas and make your own badge.

[Visit Philly Toolkit](#)

Find social media toolkit.

[City of Philadelphia Department of Commerce](#)

Find out resources and programs to help businesses start, stay and grow in Philadelphia.

[City of Philadelphia ReadyPhiladelphia](#)

Find out more about the City of Philadelphia's notification system that provides you with emergency information.

[City of Philadelphia Department of Sanitation](#)

Find out about how the City of Philadelphia is collecting, recycling, and disposing of waste, and leading initiatives to encourage recycling and reduce litter across the city.

[City of Philadelphia Office of Special Events](#)

Find out more how event organizers can obtain the appropriate permits, licenses, and insurance.

STAY CONNECTED



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AMERICA'S 250TH
2026
CITY OF PHILADELPHIA