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OLD CITY

## Visit Philly Launches 'Free Parking Saturdays' in Old City

Visit Philly says the pandemic has battered the city, leaving some 68,200 leisure and hospitality employees out of work in the greater Philadelphia area

By **Rudy Chinchilla** • Published March 20, 2021 • Updated on March 20, 2021 at 1:01 pm



PHILADELPHIA, PA – DECEMBER 30: A general view of the Philadelphia Independence Visitor Center on December 30, 2015 in Philadelphia, Pennsylvania. (Photo by Paul Marotta/Getty Images)

In an effort to take advantage of the warmer weather and the loosening coronavirus restrictions, people will be offered free parking in Old City for the next few months.

It's part of Visit Philly's "Free Parking Saturdays," which will run from March 20 to May 29 and aims to encourage tourism, which has suffered because of the restrictions caused by the pandemic.

Here's the catch: parking is free, but only if you spend at least \$8 on any of the 19 attractions from the Independence Visitor Center. But given Philly's usually exorbitant parking fees, \$8 doesn't sound too bad.

After that purchase, drivers will be allowed to park at the AutoPark at Independence Mall.

Visit Philly says the pandemic has battered the city, leaving some 68,200 leisure and hospitality employees out of work in the greater Philadelphia area. It expects visitor spending to drop from \$7.6 billion to between \$3.1 billion and \$4.2 billion, in addition to a tax revenue drop from \$1.01 billion to between \$500 million and \$600 million.

In response, Visit Philly has launched its "Pack Light. Plan Big. For Philly" marketing campaign, which aims to encourage day and overnight stays to the city.



SOCIETY

## Cities plan Memorial Day celebrations as COVID-19 restrictions loosen

 By Beccah Hendrickson

Tuesday, May 4, 2021



PHILADELPHIA (WPVI) -- With COVID-19 restrictions loosening in Pennsylvania, New Jersey, and Delaware, some cities and towns are announcing the return of Memorial Day celebrations.

Philly Pops will play its first concert in a year and a half on Memorial Day weekend. The group is returning to the stage at the Mann Center with a free show saluting veterans and first responders.

"To hear the applause, to see our patrons, to get all 65 of our musicians on stage," said Frank Giordano, the president and CEO of Philly Pops.

The group hopes to expand its capacity to more than 2,500 people.

"Not everybody goes to the shore on Memorial (Day) weekend, and we wanted to kick off the summer," he added.

Down the shore, cities and towns are getting ready for the return of crowds on Memorial Day

weekend and are back to planning events.

"We're just going with it," said Absecon Mayor Kim Horton.

The city is holding its annual Memorial Day parade after having to cancel for the first time last year because of the pandemic.

"It may be a smaller version than what we normally have, but we don't care. We just think that we need to do this year," Horton said.

That's how the community in Wayne, Delaware County feels too.

The Radnor Memorial Day parade has been going on for more than 100 years, and the township says it will happen this year.

"I think it shows we're getting back to normal. The parade's a real family affair. It's a real community event," said Robert D'Amincantonio, a committee member of the parade.

In Wilmington, the Memorial Day Committee will meet with the city Wednesday to decide if the parade will happen. It's a tradition dating back to the 1800s that was scaled back to an observance last year.

Across the tri-state area, some people say the return of summer celebrations is an encouraging sign.

"People are just coming out. I think people are much more confident that things are safer now that people are vaccinated, but people want to get back out," said Deanna Doane, the president of the Wayne Business Association.

The return of summer events should mean a boost in tourism too.

Tourism leaders will gather at the Independence Visitor Center in Philadelphia Wednesday to announce initiatives to help the hospitality industry get back on its feet.



## PHILADELPHIA BUSINESS JOURNAL

Travel & Tourism

### Philadelphia region poised for 'greatest tourism comeback we have ever seen,' leaders say



Greater Philadelphia tourism industry officials have identified summer as a turning point for the sector.



By [Laura Smythe](#) – Reporter, Philadelphia Business Journal

May 5, 2021, 6:49pm EDT

Gathered at the Independence Visitor Center on Wednesday morning, city officials and tourism industry leaders shared a hopeful message for the recovering sector heading into the summer: “Welcome back.”

The words came from Mayor [Jim Kenney](#), who underscored the importance of the tourism and hospitality world bouncing back from Covid-19. Pre-pandemic, tourists to the region spent \$7 billion and generated nearly \$1 billion in tax revenue annually for Philadelphia and the state, Kenney said. Beyond visitation, the robust sector creates jobs for local residents and enhances quality of life throughout the city, he added.

“Philadelphia has a competitive advantage in this industry and this summer starts the beginning of our tourism comeback,” Kenney said.

The media event took place during the U.S. Travel Association’s National Travel and Tourism Week and ultimately “signifies another turning point” for the hard-hit sector, Kenney added. Other speakers included [Jeff Guaracino](#), CEO at Visit Philadelphia, and [Gregg Caren](#), CEO at

Philadelphia Convention and Visitors Bureau. Several tourism industry leaders from across the region attended, including [Ed Grose](#), president at Greater Philadelphia Hotel Association; [Paul Bencivengo](#), COO at Visit Bucks County; and [James Cuorato](#), CEO at Independence Visitor Center Corp.



Mayor Jim Kenney believes Philadelphia is primed for a "tourism comeback" this summer.

LAURA SMYTHE / PHILADELPHIA BUSINESS JOURNAL

Here are some key takeaways:

### Highlighting storied and new attractions

Philadelphia is looking to draw visitors back to attractions and experiences they know and love, as well as new offerings developed throughout the pandemic, Kenney said. For example, a new standalone visitors center soft-opened last weekend at Love Park. The visitors center aims to serve as a community resource and support local arts, culture and historic institutions. It is backed by Bank of America and the William Penn Foundation and managed by Independence Visitor Center Corp. and the Philadelphia Parks and Recreation department.

Additionally, the new \$60 million, 40,000-square-foot Faith and Liberty Discovery Center debuted in Old City on May 1, and Philadelphia Museum of Art is unveiling its long-anticipated expansion this week.

Guaracino reiterated that summer is a "turning point" for Greater Philadelphia's leisure tourism segment and the industry at large: "Our region is eager for the greatest tourism comeback we have ever seen."

### Early momentum in Center City hotels

The resurgence will be driven by leisure travelers and take multiple years to fully take hold,

Guaracino said, though early momentum bodes well for the sector as it looks to capitalize on pent-up travel demand this summer.

Year-to-date demand at Center City hotels is pacing 33% ahead of the initial 2021 forecast but is still 64% below 2019 levels, per research firm STR and Tourism Economics. Center City hotel demand increased 50% in March over February with a total of 115,000 rooms sold, which is 44% above forecast. Year-to-date demand for the leisure segment specifically is pacing 60% ahead of forecast, but still 43% below 2019's record levels. Leisure demand increased 26% in March over February with 53,000 rooms sold, which is 32% above forecast.

In the first three months of the year, 129,000 hotel room nights were sold to leisure travelers, according to Guaracino. "We know that people want to be here in Greater Philadelphia," he said.

Leisure travelers are known to make up the bulk of weekend hotel business, and Saturday night occupancies have averaged almost 60% on recent weekends. Given ongoing vaccine distribution, sustained marketing and incoming summer weather, hotel occupancy is forecast to reach 38.7% in 2021, recovering to nearly half of 2019 levels, per STR and Tourism Economics. The key hotel performance metrics of average daily rate and revenue per available room (RevPAR) are expected to reach 82% and 42% of 2019 levels, respectively.

While Center City properties are experiencing an uptick, there is still a ways to go, Grose told the Business Journal.

### **Targeting diverse travelers amid growing interest**

Data shows increasingly positive consumer sentiment toward travel headed into summer months. Between Memorial Day and Labor Day, 72% of American travelers expect to take a vacation, per Destination Analysts. Among them, 34% plan to travel by plane and 70% plan to go out of state.

For Memorial Day weekend, 25% of Americans have definitive travel plans, according to a national Russell Research survey commissioned by Visit Philadelphia. Of those without set plans, 27% haven't made a final decision yet on their holiday weekend activities and 40% indicate they would consider driving to a destination within two hours.

That presents an opportunity for Philadelphia to capitalize on a potential tourism increase in the three weeks leading up to Memorial Day weekend, Guaracino said. So, in its more than \$2 million [summer marketing effort](#), which includes the Thursday launch of Visit Philadelphia's first TV commercial since before the pandemic, the tourism marketing organization is emphasizing ways travelers can reconnect with family and friends.

Industry research also shows Hispanic and African American travelers are more likely to have already made plans, indicating a higher comfort level with travel that similarly creates an opportunity for Greater Philadelphia as it looks to drive visitation from these demographics with diversity, equity and inclusion at the center of its recovery plan, Guaracino added.

As part of that, Visit Philadelphia partnered with the Greater Philadelphia Hispanic Chamber of Commerce to promote Dine Latino Restaurant Week from May 5-9. This week, Visit Philly is also launching a campaign targeting LGBTQ+ travelers in 12 U.S. markets, Guaracino said.

### **Some job openings filling, but labor crisis persists**

Many Greater Philadelphia hospitality businesses are experiencing a [severe shortage](#) of workers, creating new challenges as some owners look to scale up operations heading into the summer. Many are pulling out [all the stops](#), from free gourmet cheesesteaks to sign-on bonuses, to try to incentivize workers to join their staffs.

Philadelphia County has added 4,200 tourism and hospitality jobs this year as of March 31, according to U.S. Bureau of Labor Statistics data provided by Visit Philadelphia. But that still leaves those sectors with 32,800 fewer positions than they had in February 2020, a decrease of 44%, with tourism and hospitality positions accounting for 40% of all jobs lost in Philadelphia County during that time.

The entire Greater Philadelphia region is still down 56,700 tourism and hospitality jobs through March, which is a 31% decrease from last February, according to the bureau. That's after those segments added 11,500 jobs across the region in the first three months of this year.





SOCIETY

## Philadelphia's comeback hinging on tourism, booming summer season

 By Alicia Vitarelli

Wednesday, May 5, 2021



PHILADELPHIA (WPVI) -- The City of Philadelphia says it is ready for a comeback after this year of shutdowns and lost profit.

To make that happen, the City of Brotherly Love is making this moment is all about the tourists.

City leaders and organizations gathered at the Independence Visitors Center at 6th and Market streets to lay out heavy-hitting plans to get travelers back.

They're setting their eyes on summer.

"Our campaign is called 'Pack Light, Plan Big for Philly,'" said Jeff Guaracino, the president & CEO of [Visit Philadelphia](#). "It's about booking hotel rooms, buying tickets to museums and attractions, encouraging people to dine outdoors and indoors and to take tours. It's about reconnecting with family and friends."

They say the signs are good: a record number of people say they're ready to travel, and Center City hotel demand is pacing 33% ahead of what was forecast.

## IVCC Press Clips, March – May 2021

Greater Philadelphia tourism leaders also debuted a series of new ads, knowing the travel market is going to be more competitive than ever.

"Tourism is about so much more than visitation," says Philadelphia Mayor Jim Kenney. "Tourism is about creating jobs for residents, generating tax revenue that can fund critical city services, and enhancing the quality of life in all of our neighborhoods."

Kenney says before COVID, tourists spent \$7 billion in our region, generating nearly \$1 billion in tax revenue.

While it may take several years to recover, the rebuilding begins now.

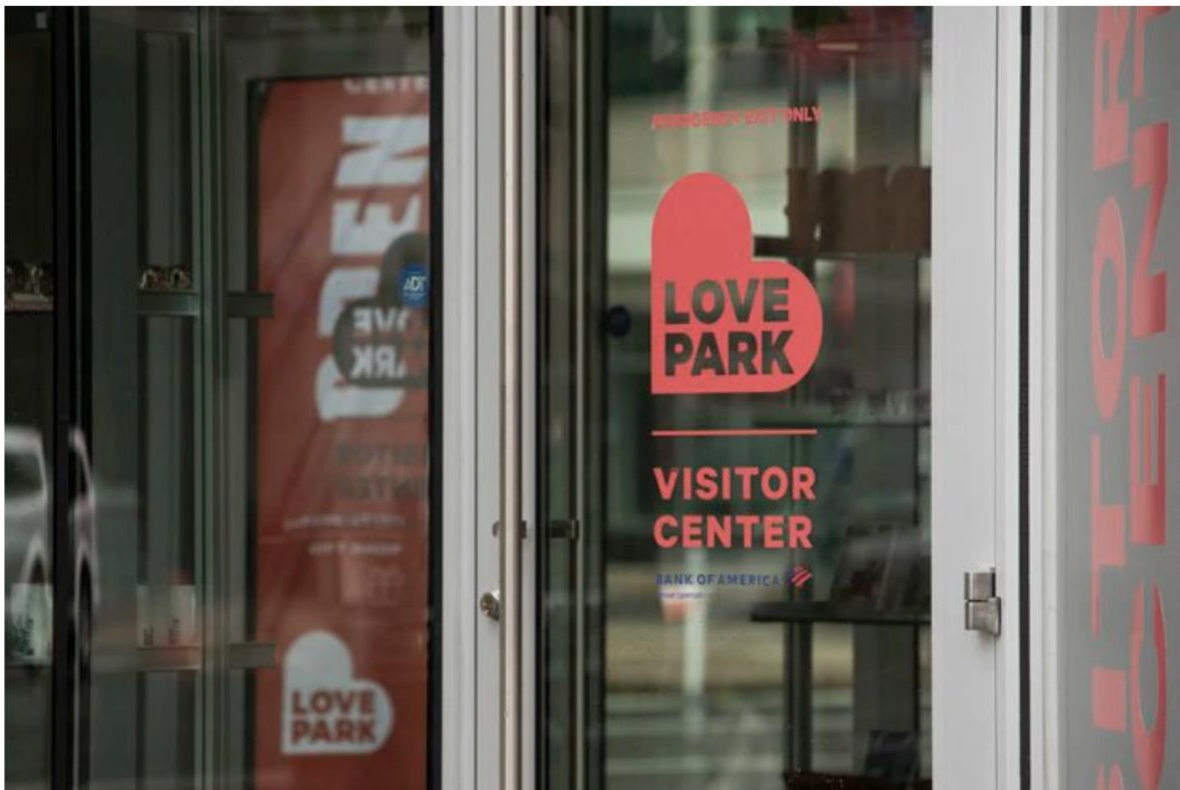
They are offering special deals at hotels, restaurants and all of our historical attractions to bring tourists here.

## The Philadelphia Inquirer

Tourism & Gaming

### Mayor Jim Kenney says Philly is ready for a ‘tourism comeback’

Facing a lot of competition, Philadelphia is gearing up to sell itself as a tourist destination again, now that the pandemic is ebbing.



Philadelphia's new LOVE Park Visitor Center on May 5, 2021.  
MONICA HERNDON / Staff Photographer



by Catherine Dunn

Published May 5, 2021

Mayor Jim Kenney joined regional [tourism](#) officials Wednesday in unveiling marketing initiatives to lure travelers back to the Philadelphia region more than a year into the pandemic, as vaccination trends have prompted reopening plans in Northeastern states and major cities get ready to compete for visitor spending.

“This summer starts the beginning of our tourism comeback,” Kenney said during a news conference at Independence Visitor Center, pointing to the job

creation that comes with more visitors, and the \$1 billion in annual city and state tax revenue that tourism generated before coronavirus shutdowns.

“To support the long-term survival and revival of our restaurants and retail, arts and cultural institutions, hotels and other hospitality businesses, we need to welcome back our visitors,” Kenney said.

With Memorial Day just weeks away, Pennsylvania announced Tuesday that it would [lift limits](#) on how many people can gather inside restaurants and other businesses starting May 31, following similar announcements by the governors of New Jersey, New York and Connecticut.

But Philadelphia Health Commissioner Thomas Farley has yet to set a date for lifting coronavirus restrictions that still apply in the city. He [defended that stance](#) during a City Council hearing Wednesday, saying “there’s a risk in opening up too early.”

Kenney, at the tourism news conference, recognized that living through the pandemic “has been a real struggle for everybody” and stressed the need for more vaccinations.

“Now we’re starting to come out of it,” Kenney said. “We’re not out of it yet, and we need to be careful. But we also need to celebrate and be assured that the case



Mayor Jim Kenney spoke during a news conference about the tourism industry at the Independence Visitor Center.

MONICA HERNDON / Staff Photographer

counts are going down, which they are, and that people are getting vaccinated. We need more people vaccinated. So anybody who can talk to friends and family to get the vaccine, it's safe, it's effective."

Consumer surveys indicate many people are ready to take a trip this summer. Nearly [72% of American travelers](#), among about 1,200 surveyed, said they would take a vacation between Memorial Day and Labor Day, according to a late April survey by the firm Destination Analysts. That was a 10-point jump from the previous month.

Summer marketing will "tap into the pent-up demand for leisure," said Jeff Guaracino, CEO of Visit Philadelphia, which promotes tourism in the region.

The group debuted a television commercial Wednesday as part of a \$2 million marketing campaign. The slogan: "Pack Light. Plan Big. For Philly."

"It's about booking hotel rooms, buying tickets at museums and attractions, encouraging people to dine outdoors and indoors, and to take tours, and mostly to celebrate reconnecting with family and friends," Guaracino said.

Demand for rooms at Center City hotels increased 50% in March compared with February, [according to Visit Philadelphia](#), though overall hotel demand remains down more than 60% compared with 2019 levels.

Guaracino highlighted [Dine Latino Restaurant Week](#), which began Wednesday, as well as Visit Philadelphia's [promotion of Black-owned businesses](#).

"Diversity, inclusion and equity is at the forefront of our industry's recovery efforts," he said. Visit Philadelphia is also starting a new ad campaign this week in 12 U.S. markets aimed at LGBTQ travelers, he said.

There will be lots of competition to reach tourists. Cities including New York, Baltimore and Las Vegas, along with the cruise industry, theme parks, and international destinations are all "launching campaigns at the same time," Guaracino said.

Kenney said the city is ready to show visitors "what's new," such as the [LOVE Park Visitor Center](#) and the Philadelphia Museum of Art's [major renovation](#), set to debut May 7.





## Hospitality leaders highlight efforts to boost

Ayana Jones TRIBUNE STAFF WRITER May 7, 2021 Updated May 10, 2021 0

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The region's tourism and hospitality leaders gather at the Independence Visitors Center to share initiatives to aid in the industry's recovery.

### Philly region's tourism industry

Efforts are underway to welcome tourists back to Philadelphia as the hospitality industry seeks to recover economically from the COVID-19 pandemic.

The region's tourism and hospitality leaders gathered with Mayor Jim Kenney on Wednesday to share initiatives designed to aid in the industry's recovery.

"As more people become vaccinated, more people are ready to travel and we are ready to welcome visitors back," Kenney said during a press conference held at the Independence Visitor Center. "To

## IVCC Press Clips, March – May 2021

support the long term survival and revival of our restaurants and retail, arts and cultural institutions, hotels and other hospitality businesses we need to welcome back our visitors.”

He noted that before COVID-19, tourists spent \$7 billion in the region and the tourism industry generated nearly \$1 billion in city and state tax revenue and supported 70,000 hospitality jobs in Philadelphia.

“COVID has impacted all of these numbers and it’s projected to take several years to fully recover from the impact of COVID,” Kenney said. “However, Philadelphia has a competitive edge in this industry and this summer starts the beginning of our tourism comeback.”

Visit Philadelphia, the region’s official tourism marketing agency, has launched a \$2 million “Pack Light. Plan Big. For Philly,” summer campaign to boost day and overnight visitation.

“It’s about booking hotel rooms, buying tickets at museums and attractions, encouraging people to dine outdoors and indoors and to take tours and mostly to celebrate reconnecting with family and friends,” Jeff Guaracino, president of Visit Philadelphia, said of the campaign.

He cited findings from Tourism Economics’ latest forecast that indicated Center City’s hotel demand is pacing ahead of initial 2021 forecast.

"With just three weeks to go until summer, the Greater Philadelphia tourism industry is eager to make a comeback, and we know that comeback will be driven by leisure travelers," Guaracino said.

A national Russell Research survey commissioned by Visit Philadelphia indicates that 25% of Americans surveyed have definitive travel plans for Memorial Day weekend and of those who don’t have plans, 40% would consider driving less than two hours to their destination.

For more than a year now, industry leaders have been collaborating to develop strategies and plans for the recovery of Greater Philadelphia’s tourism and hospitality sector.

That strategy includes a sustained and coordinated marketing effort from regional tourism partners this summer, along with a focus on diversity and inclusion to help drive the comeback.

“I think that it is important to note that as an industry that diversity, inclusion and equity is at the forefront of our industry recovery efforts,” Guaracino said.

He highlighted the agency’s diversity strides in marketing the Greater Philadelphia Hispanic Chamber of Commerce’s Dine Latino Restaurant Week held May 5-9; the launch of a new ad campaign in 12 U.S. markets for LGBTQ travelers, and its continued effort to highlight local Black-owned businesses.

## IVCC Press Clips, March – May 2021

Gregg Caren, president and CEO of the Philadelphia Convention and Visitors Bureau, highlighted the importance of reviving the city's meetings and convention sector. He encouraged the region's corporate partners and members of professional associations to book their next special event in Philadelphia.

"Our hotels, our convention center, our attractions are ready to host you safely, securely with the phenomenal Philadelphia hospitality that we are known for," Caren said.

On Tuesday, PHLCVB released a case study citing the successes achieved by hosting East Coast Volleyball's 2021 Northeast Volleyball Qualifier (NEQ) tournament. NEQ was the city's first in-person event in more than a year because of the COVID-19 pandemic.

Efforts to boost the region's hospitality sector comes as Philadelphia County is down 32,800 tourism jobs. Tourism and hospitality jobs account for 40% of all jobs lost in Philadelphia since February 2020, according to the Bureau of Labor Statistics.

Guaracino said government funding is needed to help support marketing and recovery efforts for the tourism industry.

"Our industry has received no dollars to date for marketing and promotion from federal funding," he said in a Tribune interview. "Cities and states can use funding from the American Rescue Act if they choose to fund the recovery campaigns. Philadelphia currently has not included it in the mayor's budget. We are advocating strongly and are asking for the city and the state to consider using federal dollars as other cities and states are doing to fund the recovery."



MAY 20, 2021

## Reading Terminal Market partners with Philly PHLASH for Flower Show package

It includes roundtrip transportation, a cocktail and a gift card

ENTERTAINMENT Deals

from Independence



COURTESY OF/PHS

Above is a rendering of what the 2021 Philadelphia Flower Show will look like at FDR Park. Those attending the show can take advantage of a new deal that includes transportation, a cocktail and a gift card.

If you plan on attending the [Philadelphia Flower Show](#) this year outside at FDR Park, you may want to take advantage of a new deal.

There's a \$25 package available that includes roundtrip transportation, a complimentary cocktail and a \$10 Reading Terminal Market gift card.

Transportation is provided by the Philly PHLASH Downtown Loop, the seasonal transit service operated by the Independence Visitor Center Corporation. You can sip on your complimentary cocktail or other beverage at the Reading Terminal beer garden. The \$10 gift card can be used after attending the Flower Show, or during any visit to the market.

"We know how much Philadelphia Flower Show visitors enjoyed having Reading Terminal Market as their go-to for a bite to eat and place to shop in previous years so we wanted to figure out a way those traditions could stay alive despite the change in location," said Annie Allman, Reading Terminal Market CEO and general manager.

The \$25 package is [available to purchase](#) for any date of the Flower Show, which runs June 5 through June 13. After buying online, redeem the digital ticket at City Kitchen in Reading Terminal Market on the selected day between 9 a.m. and 5 p.m. to receive the wristband required to ride the PHLASH, as well as the accompanying drink ticket and gift card.

The package does not include an actual ticket for admission to Philadelphia Flower Show, and package availability is limited.

The Philly PHLASH will pick up and drop off at Reading Terminal Market on the corner of 12th and Filbert streets.





 | KYW NEWSRADIO | NEWS | LOCAL

## New Philadelphia visitor center opens in LOVE Park



The new Philadelphia Visitor Center at LOVE Park. Photo credit John McDevitt/KYW Newsradio

By [John McDevitt](#), KYW Newsradio

*PHILADELPHIA (KYW Newsradio)* — With the lifting of COVID-19 restrictions in Philadelphia next month, the tourism industry is ready to welcome visitors back, and they'll be using a newly-opened visitor center in LOVE Park to do it.

IVCC Press Clips, March – May 2021

Mayor Jim Kenney and Council President Darrell Clarke were among those participating in ribbon cutting of the LOVE Park Visitor Center.

It's a mini-version of the main visitor center on Independence Mall at 6th and Market streets, and it offers almost all of the amenities offered there.



Inside the Philadelphia Visitor Center at LOVE Park. Photo credit John McDevitt/KYW Newsradio



The new Philadelphia Visitors Center in Love Park. *Photo credit John McDevitt/KYW Newsradio*

"The parks and recreation department of the city, which has been wonderful to work with, offered us a site to put our own little building up here," said James J. Cuorato, CEO of the Independence Visitor Center Corporation.

"We are just thrilled we'll be able to welcome visitors back to LOVE Park here."

It's a small building, so a handful of people can fit inside the building at one time.



You can buy tickets for all of the museums and attractions, as well as tickets for the Phlash bus, a service that loops through Center City and links the major attractions. It has a stop right in front of the new visitor center.



The Phlash bus runs in an east-west loop through Center City Philadelphia. *Photo credit John McDevitt/KYW Newsradio*

"For any visitors that want to park their car one time and get to see the city or get around to the attractions there on no better way to do it," said Cuorato.

"We also have some of our most popular memorabilia items for people who want to take home something Philadelphia-branded, a lot of LOVE merchandise, William Penn and City Hall merchandise."

The visitors center also offers free walking maps.

The building sat vacant during the past year.



Philadelphia-themed merchandise at the new visitor center in LOVE Park. *Photo credit John McDevitt/KYW Newsradio*





BUSINESS

## Philadelphia business owners, residents at odds over city parking spaces



By Katie Katro

Thursday, May 20, 2021



PHILADELPHIA (WPVI) -- Outdoor dining has been a necessity for both businesses and a sense of normalcy over the past 15 months, but some say those temporary structures could create long-lasting parking problems.

"We want to make it permanent, we want to keep this," said Erin Callahan, general manager of The Plough and the Stars.

Callahan said expanding outdoor dining to the street has been great for her restaurant's business during the pandemic. However, on the 100 block of Chestnut Street, some of the outdoor eating establishments have cut down a lane of traffic, and taken up parking spaces. And parking garages can be expensive.

To incentivize people back to the city as more people are traveling again, Visit Philly is sponsoring free parking at the Auto Park at Independence Mall on Saturdays if you park after 10 a.m. and leave by 7 p.m.

"You'll make the Visitors Center your first stop. You'll take a ticket when you enter the garage and then

come to our information desk and purchase a ticket with a value of \$8 or more, and you park for free," said Jennifer Nagle, the executive Vice President of Independence Visitor Center Corporation.

Some tourists Action News spoke with said this will bring them back to visit Philadelphia again.

"We saw parking yesterday for \$37 for like 90 minutes. We were like good golly," said Parik Patel, from Midland, Texas.

"We walked like 10 blocks here to find a spot. If some of this was free it would have been a lot easier, especially for I'd say elderly folks that can't walk that distance," said Jatin Patel, from Dallas.

Some residents of the city who rely on street parking said outdoor eatery establishments have been disrupting their quality of life and would like to see dining pushed back to the sidewalks again soon.

"These igloos up the street take away about four or five parking spaces, and an issue is when the business is not open at night they're still occupying the spaces," said Prince Anthony Thomas, a resident of Northern Liberties. "So for residents here they don't have spaces, and they have to park elsewhere."

As the city is starting to ease mask restrictions, some restaurant managers in the city told Action News they're nervous they could lose the street dining at some point.

A spokesperson for the city sent Action News a statement regarding outdoor dining in the city:

*"Since launching in June 2020, Philadelphia's outdoor dining initiative-launched as a temporary, emergency support program-has helped more than 750 restaurants to earn much needed revenue by offering outdoor dining, safely. Currently, the temporary outdoor/ROW dining program will continue through December 31, 2021, but there may be some adjustments to it this year.*

*As we move towards a full reopening, we are holding regular discussions with the restaurant business community and are looking at the complicated issues around what elements of the program will need to be scaled back and what elements of the program may make sense to continue in the longer term. We don't have more to share at this time."*