



Teamwork & Success at the DNC





The Democratic National Convention (DNC) came to Philadelphia, PA on July 25-28, 2016 and made history by nominating the first female major party candidate for President of the United States.

The region came together and worked hard to make sure that the delegates enjoyed their experience and had a great stay. Restaurants, retailers and other merchants, hotels and attractions, event and convention planners, city and state government, local and federal law enforcement all worked tirelessly together to make sure that Philadelphia shined on this national and international stage.

While the total impact of the DNC on the city won't be fully known for some time, it definitely generated a great deal of business for the city and surrounding suburbs, and the local hospitality industry is still buzzing with excitement.

According to the Philadelphia Convention and Visitors Bureau (PHLCVB), for the duration of the DNC, hotel occupancy topped out at 97.6 percent - a 10.3 percent increase over the same period last year, and as a result hotel RevPar (revenue per available hotel room) is now 6.6 percent ahead of what it was at this time a year ago. The additional hotel demand for the week of the DNC resulted in a \$16.3 million increase in Center City hotel room revenue over the same period in 2015 for a total of \$22.9 million, with surrounding areas also benefitting from the four-day event.

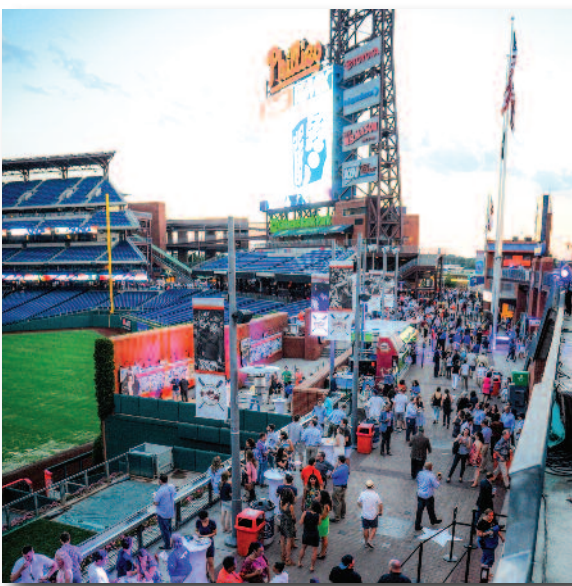
"There is a great deal of optimism within the hotel community as result of what has been an extremely productive summer for our industry," said Greg Stafford, Greater Philadelphia Hotel Association president. "Our hotels and employees do well when our partners work together to bring conventions and large events to the city, so we're thrilled that not only was the DNC here but that our summer event calendar has been incredibly solid."

Teamwork also was responsible for the success of numerous events that took place throughout Philadelphia in relation to the DNC, from welcome celebrations to after parties, planners, suppliers and venues worked together to ensure that the delegation and committees attending would enjoy their stay and be filled with excitement and positive memories upon their departure.

What follows is just a sampling of the planners, suppliers, partners and special events that took place in Philadelphia surrounding the DNC and during the week of the convention.

pictured: DNC Delegate Welcome Party at The Kimmel Center; credit: Meredith Edlow Photography

(Sources for the above statistics, provided by the PHLCVB: STR, Inc., DMAI Event Impact Calculator and the U.S. Bureau of Labor Statistics)



Volunteer Appreciation Party, Media Party and Delegate Welcome Party

As part of the Democratic National Convention, The Volunteer Appreciation Party, which took place on

Thursday, July 21st, was planned by J.M. Best Entertainment and ACCESS Philadelphia. The Media Party, which took place on Saturday, July 23rd, was planned by Cashman and Associates and AEC Partners; while the Delegate Welcome Party, which occurred on Sunday, July 24th, was planned by Stockton and Partners along with Perfection Events.

Each of these event planners included a local and diverse-owned firm. "We are proud to partner with these event planners to showcase locally and minority-owned businesses that highlight the rich and diverse nature of Philadelphia and the region," said Kevin Washo, executive director of the Philadelphia 2016 Host Committee.

ACCESS Philadelphia is a woman-owned event planning and destination management Firm, led by Maria DiBenedetto. J.M. Best Entertainment, Inc. is headed by John M. Best, and specializes in large-scale live television and event production, also producing special events and fundraisers for the LGBT community.

Cashman and Associates, a woman-owned firm based in Philadelphia develops and produces events locally, nationally and internationally. AEC Partners, a minority- and woman-owned event management firm co-founded by Sue Jacquette and Kathryn Roberson in Philadelphia, offers full service event planning that specializes in high-end, large scale events.

Stockton and Partners Meetings and Events, led by Kate Stockton, CMP and Jennie Udell, is a full-service event firm based in Philadelphia that focuses on high profile events. Perfection Events, an African American, woman-owned firm based in Philadelphia, specializes in design, planning and production of meetings and events locally, nationally and internationally, and is led by Mazda Miles, CMM.

DNC Media



Members of the media were invited to the 2016 DNC Media Party at Citizens Bank Park. They were treated to food and drink from 30 local restaurants and spirits companies along with tasty ballpark fare prepared by ARAMARK.

Upon arrival at the home of the Phillies, media members were welcomed with fanfare by cheering greeters, red white and blue confetti, and appearances by some Philly favorites like Ben Franklin, Rocky, Betsy Ross and, of course, the Phillie Phanatic - all while entering on an extravagant blue carpet.

Once inside the ballpark, guests were greeted with a large LED video wall where their tweets about the event were beamed throughout the night. Local a capella group, Brotherly Love, treated guests to a rousing rendition of the National Anthem to start off the festivities.

Various area DJs and bands entertained guests as they walked along the main concourse and through Ashburn Alley while mingling and sampling some of the best cuisine the city has to offer.

In addition, people could walk the bases, take a behind-the-scenes tour of areas like the Phillies Clubhouse and dugout, and also get their photo taken with the 2008 World Series trophy. Guests also participated in a group sing-a-long to "Take Me Out to the Ballgame."



pictured: DNC Delegate Welcome Party at the Philadelphia Museum of Art; credit: Paul Loftland Photography

Delegate Welcome Party

Two women-owned businesses, Stockton and Partners (Kate Stockton, president) and Perfection Events (Mazda Miles, president), teamed up to create and carry out one of the very first Philadelphia experiences that the Democratic delegates and their families enjoyed in the city relating to the convention – the Delegate Welcome Party on Sunday, July 24, 2016.

Mazda Miles and Kate Stockton, who each have more than 20 years' experience producing and managing high impact events and meetings, formed a dynamic partnership to collaborate on the welcome receptions that served to shine a spotlight not only on their two companies, but also on other local small businesses, particularly food and beverage vendors.

"It is refreshing to see two independent firms, who would appear to be competitors, willingly come together to collaborate on a piece of business,"

Stockton said. "And the fact that we've done this more than once speaks volumes about how we truly value each other's talents and experience, and what an important business strategy it is to combine forces to go after an opportunity like this. We have distinguished ourselves, collaboratively and individually, by utilizing this approach to best serve our customers."

"When we realized the convention was coming to Philadelphia, we knew we'd have a distinct opportunity to showcase the spirit of our city. Through our partnership, we want to be an example to other business owners and show that sometimes we are more powerful together," said Miles.

Perfection Events and Stockton and Partners each produced their own event once the host committee selected two venues. These events featured food, drink and entertainment expressing great tastes of Pennsylvania. Bars featured micro brews from the State as provided by the Brewers Association, and specialty cocktails were featured from bars provided by liquor sponsors. Entertainment and activity popped up all over the events to keep the experience fun and changing.

"We did split some duties like initial budgeting, site inspections, vendor payments and generally working together to share vendor relationships and some creative design elements," noted Stockton. "The DNC Host Committee asked that we try to balance the events so that the delegate experience would be similar despite the different venues."

The Stockton and Partners Delegate Welcome Party took place at the Philadelphia Museum of Art, while the Perfection Events Delegate Welcome Party was held at The Kimmel Center for the Performing Arts.

photo credit: Paul Loftland Photography



*pictured: DNC Delegate Welcome Party at The Kimmel Center
photo credit: Meredith Edlow Photography*



DNC Week in Dilworth Park



During the week of DNC events, the number of pedestrians in Dilworth Park rose by 50 percent higher than a typical July weekday, peaking at 54,200 people on Wednesday, July 27th, according to Paul R. Levy, president and CEO of the Center City District (CCD).

During DNC week, the park added twelve pop-up art and musical performances by local groups; an event promoting mental health and substance use reform; an art installation; and local DJs at two evening “happy hours” (including a special CCD Sips that drew 1,800 people, five times the average of prior such events). A “play date” also was planned for more than 600 children from recreation centers across the city here in Philadelphia’s transit-oriented water park.

Bernie Sanders and Hillary Clinton delegates ate at adjacent tables in the park’s cafe joined by media and protesters on break. Threaded into the mix, from left to right on the political and cultural spectrum, were 14 separate protests that had no permits for Dilworth Park, but either passed through or coexisted peacefully with the other events.

Hargrove Event Services and A to Z Party Rental

A to Z Party Rental was hired by Hargrove Event Services, the event general contractor for the DNC, to support the production of the convention. “We provided multiple orders of equipment, including tables, chairs, storage cabinets and tents, usually with only a few hours of notice,” explained Melani Kodikian, CERP, owner/president of A to Z Party Rental.

“We partnered with Hargrove Event Services to support their production of the convention,” she continued. “We have a wide variety of options and a large quantity of inventory, so we were able to fulfill all of their requests from our warehouse and did not need to subcontract the order.”

Having had extensive prior experience working with unions and multiple political campaigns in the past meant that A to Z Party Rental was well prepared to deal with last minute changes and requests, along with rules and regulations governing the set up and preparation for the DNC.

“Our previous experience working with the DNC, and now with Hargrove Event Services, has sharpened our skills to successfully tackle obstacles presented by our clients,” noted Kodikian. “We have proven again to be a reliable partner who is flexible, responsive and understanding.”



Garces Group Restaurants

Throughout the DNC, Garces Group Restaurants offered up a number of specials and convention themed dishes and cocktails at Amada, Buena Onda, Distrito Philadelphia, JG Domestic, The Olde Bar, Tinto and Village Whiskey.

In addition, the Garces Foundation provided healthy snacks for 1,000 children during Philly Play Day, with Garces Foundation running an activity, while Volver and Garces Trading Company hosted private events throughout the length of the convention, and catered DNC festivities at venues like the Delegate Welcome Party at The Kimmel Center for the Performing Arts.

pictured: The Garces Events Team ready for the Delegate Welcome Party at The Kimmel Center



Hard Rock Café Philadelphia

Hard Rock Café hosted three DNC related events - one each for the delegations of Florida and New York, and also an event for the American Hospital Association. These large-scale reception/cocktail style functions featured multiple buffets, passed hors d'oeuvres and open bar.

"We partnered with Albrecht Events for the Florida Delegation," noted Carrie Zaruba-Creedon, sales and marketing assistant for Hard Rock Café Philadelphia. "It was a partnership that represented a larger coming together within the hospitality industry in Philadelphia to showcase the best of what we have to offer."

"The historical significance of the city - the birthplace of democracy, provided a perfectly poignant backdrop to the event," she added. "The concurrent exhibits, like PoliticalFest and the State Donkey art installations, really added to the excitement and theme."

The New York Delegation brought more than 30 bouquets of balloons (about 25-40 balloons in each bouquet) into the restaurant for their event. "They did provide the perfect patriotic accent to the event, so it was well worth the effort," noted Zaruba-Creedon.

The Fillmore Philadelphia

The Fillmore Philadelphia and the Theater of the Living Arts together played host to five events over the course of DNC week. The theaters partnered with Wolfgang Puck, 12th Street Catering, Garces Group Events, Feastivities, Penncora, Genetic, AFR Event Furnishings, Starlite, Bauder, and Tripp Sound to create several amazing experiences for those in attendance.

"Details for events were ever-changing, and came in last minute, as opposed to other types of convention groups that are typically planned out and detailed months in advance," noted Gretchen McHale-Aregood, director of sales for The Fillmore Philadelphia and the Theatre of Living Arts.

"I felt like this was a once in a lifetime event planning experience," she continued. "It definitely taught me a lot about the inner workings of politics and that you need to be ready to change on a dime to accommodate unforeseen needs."

McHale-Aregood also noted that it was great to have a chance to work with and watch world class artists and musicians playing in these intimate venues as part of the DNC events and festivities.



Franklin Institute

The Franklin Institute hosted nine events over a four-day span during the Democratic National Convention that included cocktail receptions for various groups from 200 to 1,200 people, including: Service Employees International Union; Democratic Senatorial Campaign Committee; the Michigan Democratic Party; the DNC Philadelphia Host Committee; and Celebrate NJ NOW.

The remaining events were speaking panels and televised presentations for groups such as New Leader's Council, Progressive Action PAC, and Real Clear Politics. "We closed

the week with a film screening in our Franklin Theater for Dazzling Media, showcasing a film based on Geraldine Anne Ferraro," said Gina DeGiovanni, senior event manager for The Franklin Institute.

She added that she thinks having the DNC in Philadelphia helped to highlight the city and show its versatility and culture. "In light of today's current social and political climate, I think Philadelphia really shined," she continued. "Anything that helps bring business into the city will have a positive impact on local businesses, hotels and museums."

One event hosted at the Franklin Institute for the DNC Host Committee, which was sponsored by Independence Blue Cross, featured a ceremony honoring 19 governors who each received a 3-D printed monuments that were representative of their respective states – replicas of monuments from Valley Forge Historical Park. The ceremony began with 14-year-old Bobby Hill, who most recently performed for Pope Francis during his visit to Philadelphia, singing God Bless America.

"The ceremony was a moving patriotic tribute that touched on the very heart of what a political convention represents," said DeGiovanni.

pictured: DNC Philadelphia Host Committee Event at The Franklin Institute



IMS Technology Services

IMS Technology Services supported various meetings and special events throughout the week of the DNC. From political meetings at venues like the Pennsylvania Academy of Fine Arts to social gatherings at the Kimmel Center as well as at 801 Market.

"The technology support industry is competitive by nature," noted Jason Cataldi, CTS, VP of sales and marketing/event staging for IMS Technology Services. "I was really surprised how many partners banded together to lend a hand or supplement each other's inventory to satisfy a request. We felt a sense of community among our contemporaries, citizens of Philadelphia, and Americans from all across the United States."

"Hosting the DNC here in Philadelphia was an incredible opportunity to expose the rest of country to all that our city has to offer," he continued.

"I believe the impact will be a lasting one - not only with the organizations who benefited from the convention - but for our city as a whole. When the spotlight was put on Philly, we stood tall and delivered a performance worthy of a standing ovation."

pictured: DNC event at The Barnes Foundation Museum; photo courtesy: IMS Technology Services

Party Rental Ltd.

"We partnered with our clients, supplying rental equipment for a wide variety of events, including cocktail parties, dinners and more throughout the week of the Democratic National Convention," noted Caroline Ramos, director of marketing and communication for Party Rental Ltd.

Each individual event required its own special timing, venue guidelines or security restrictions, so Party Rental Ltd. listened closely and worked with clients to come up with solutions.

"We also kept a very close eye on road closures and traffic, getting creative with routing and scheduling our deliveries and pickups... to make sure we could get them everything they needed," said Ramos. "Lastly, our clients were working around the clock leading up to their events, so we made sure we were flexible and ready to help however we could."

The Party Rental Ltd. team diligently prepared for the DNC in the weeks leading up to it, and all that preparation paid off, said Ramos. "Our clients got what they needed and the week was an overall success... It is a testament to how well everyone worked together throughout the week."

DNC Food Rescue

The preliminary numbers from the DNC Food Rescue program show that it was a huge success during the week of the convention. The program was organized by Alyson Platzer, food access manager for the city of Philadelphia Mayor's Office of Commission Empowerment, and a team of professionals from: SHARE Food Program; Philabundance; the Hunger Coalition; Food Connect; a host of hotels, meeting venues and restaurants from around the city; along with other concerned citizens and volunteers.

The Conference Center at CHF (Chemical Heritage Foundation) was involved in this program, and Lou Marrocco, CMP SEPC, director of The Conference Center at CHF, expressed a great deal of optimism for how this type of program could positively impact those in need if it were to be continued on an ongoing basis.

"If continued year-round," Marrocco said, "it could do so much good for the community and those in need. We now have hope in how we can use these food resources from hotels, restaurants meetings and events to feed the hungry of our great city and have this idea spread throughout the country."

The following totals for the DNC Food Rescue program were amassed over a period of just eight days of events surrounding the DNC.

App Stats: 291 total (233 for iOS, 58 for Android)

Food donation in pounds: 11,239

Meals donated: 9,366

New Interested Recipients: 79

Cities requesting app in their area: 7-10 other cities request for similar service

Average donation size: 50lbs (*removing outliers)

Average delivery time (pickup to drop off): 32 minutes

Drivers on standby throughout the week: 26 drivers of four-door sedan, pickup trucks, SUVs, minivans, cargo vans, and large palletized trucks

As part of the DNC, 12th Street Catering hosted the Democratic Senatorial Campaign Committee (DSCC), as they came together to “Fight to Take Back the Senate.” 12th Street Catering worked directly with the DSCC on event logistics, details and planning, and had the opportunity to work with Uncommon Events for some elements of the event décor.

Michele Leff, principal at 12th Street Catering, noted that having the opportunity to work with high level security and senate staffers on the execution and logistics of this event resulted in both a great and memorable experience.

“We had the opportunity to hear Senator Elizabeth Warren speak about education, a particularly strong issue in Philadelphia,” she noted.

At one point during her speech, Senator Warren remarked, “I didn’t go to Washington to try to work for some big corporation. I came to Washington to help our kids. I wanted to come here tonight because you all know that better than anyone.”

“This quote stuck with us,” Leff recalled, “as we hope to see improvements not only in our nation’s education, but just as importantly, at home in our city of Philadelphia.”

Also noteworthy, 12th Street Catering provided catering for the Daily Show with Trevor Noah, which taped four soldout episodes at the Annenberg Center in Philadelphia during the week of the DNC. *photo courtesy: 12th Street Catering*

12th Street Catering



The Barnes Foundation

The Barnes Foundation hosted eight events during the week of the DNC, including one on Monday, July 25th, which was Nancy Pelosi’s signature DNC opening night reception. The extraordinary event culminated with a spectacular performance by Janelle Monae. IMS Technology Services assisted with the AV and staging.

On Tuesday, Comcast hosted an event for the Biden family at The Barnes Foundation to thank them for their dedication to the region and the country. Brian Roberts and David Cohen of Comcast spoke before Vice President Biden, who then introduced senator and vice presidential nominee, Tim Kaine, who delivered remarks of his own. The evening also included an amazing performance by Matt Goss. ESM assisted with the design, AV, and staging for the event.

“Joe Biden might be the most down to earth politician in American history,” observed Matt Brogan, event manager for The Barnes Foundation. “He made a point of shaking the hand of everyone who wanted to meet him. He took a picture with those who asked. The older the individual, the more time he spent with them. I always liked the man, but it is rare to see a person truly care about the people they represent... when people spoke to him, he engaged with them and it was obvious he listened.”

“Wednesday, we worked with Argus Events to create a post gavel event titled ‘Our America’ with the hashtag of #bestpartyever; using it as a pun for the evening’s

festivities and also for the Democratic party,” noted Brogan. “The event was hosted by Henry R. Munoz III and Jose Villarreal.” Munoz is the DNC Finance Chair and Villarreal is the treasurer for the Clinton Campaign.

DJ Cassidy provided the entertainment and will.i.am of The Black Eyed Peas was present, as well. “We had an aerialist in the walkway leading to the front doors,” Brogan recalled, adding that there also was a hologram that guests walked through to enter the building. Control Video assisted with the AV and staging for the event.

“Thursday, we partnered with The Philadelphia Citizen in hosting a panel and a viewing party for the DNC,” he continued. “It was a great conversation... there will be a video available on the Philadelphia Citizen website.”

Panelists included: John Fetterman of Braddock, PA, who has used arts and culture to address urban blight; Alex Torpey of South Orange, NJ, who gamified the city budget; and Lovely Warren of Rochester, NY, who has pioneered the advent of worker-owned cooperative businesses in at-risk neighborhoods.

*pictured: Vice President Joe Biden;
photo courtesy: The Barnes Foundation*



Cenero

A luncheon paying tribute to President Bill Clinton and much of the staff during his presidency was held at the Museum of American Jewish History for around 500 attendees. The event began with networking and food, followed by a speech from President Clinton, and concluded with a meet and greet with the former President of the United States.

"Daniel Love of In Your Service Events and I had a prior relationship through MPI, which made working together a breeze," said Cameron Wicks, account representative - show solutions for Cenero. "We were able to put all of our focus on putting together a successful

event, while effortless managing all requirements and expectations. In Your Service Events took care of all food and aesthetic requirements while Cenero handled everything audio-visual."

One surprising aspect of this event was the nature of security involved, he noted. "We were warned that the Secret Service may choose to dismiss members of our crew from the venue, or order equipment to be removed or relocated without any prior warning," noted Wicks. "That required us to have contingency plans for all elements... we developed contingency plans regarding how we could bring in additional, qualified crew members, on who would operate what equipment, and what we would do to make the event happen if for any reason we had to change the equipment setup or event flow on short notice."

Wicks said that Cenero had to make this event very memorable by using the baseline "tools of the trade," which took discussion and pre-planning and required everything to be perfect from setup until the last guest stepped out of the space.

Cenero also served in partnership for a three-day event during the DNC that took place at the Center for Architecture and Design, which is part of the American Institute of Architects in Philadelphia.

This event was organized and hosted by a combination of lobbying firms, event planning firms and corporations. Throughout the three days there were panel discussions with high profile people that included politicians, activists and celebrities, as well as speeches and film screenings.

"The audience for these events ranged between 75 and 100 people," observed Wicks. "The event had a very 'come and go' atmosphere, as it was meant to host these forums, but also to serve as place to rest, charge devices and grab a bite during the DNC."

Cenero serves as the exclusive AV provider for the Center for Architecture and Design, and also managed the design and installation of all audio-visual and conferencing solutions for the center. For this particular event, there were five main technical elements provided through Cenero: live audio, video, web-casting/livestreaming, lighting and video production.

"Many of the speakers at the event were civil rights leaders," noted Wicks. "In particular, there were people who marched with Dr. Martin Luther King and some who knew civil rights activist Medgar Evers. To see them speak about the obstacles they faced and the change they affected was inspiring."

photo courtesy: In Your Service/Catering By Design



The Colored Girls Luncheon

OnCue Management and The Kee Group collaborated to put together The Colored Girls Luncheon at The Downtown Club as part of the Democratic National Convention's festivities, an event where prominent black women and women of color were able to come together celebrate their political voice while also encouraging and supporting one another. The featured speaker for the event was none other than Donna Brazile, the Democratic National Committee's interim chair. Furnishings for the luncheon were provide by AFR Events.

pictured: DNC interim chair, Donna Brazile; photo courtesy: Hailey Photography

