

PHILADELPHIA

2016



DNC HOST  
COMMITTEE

★ LET'S MAKE HISTORY AGAIN. ★

JULY 25-28, 2016

# CONVENTION STRUCTURE

## DEMOCRATIC NATIONAL COMMITTEE (DNC)

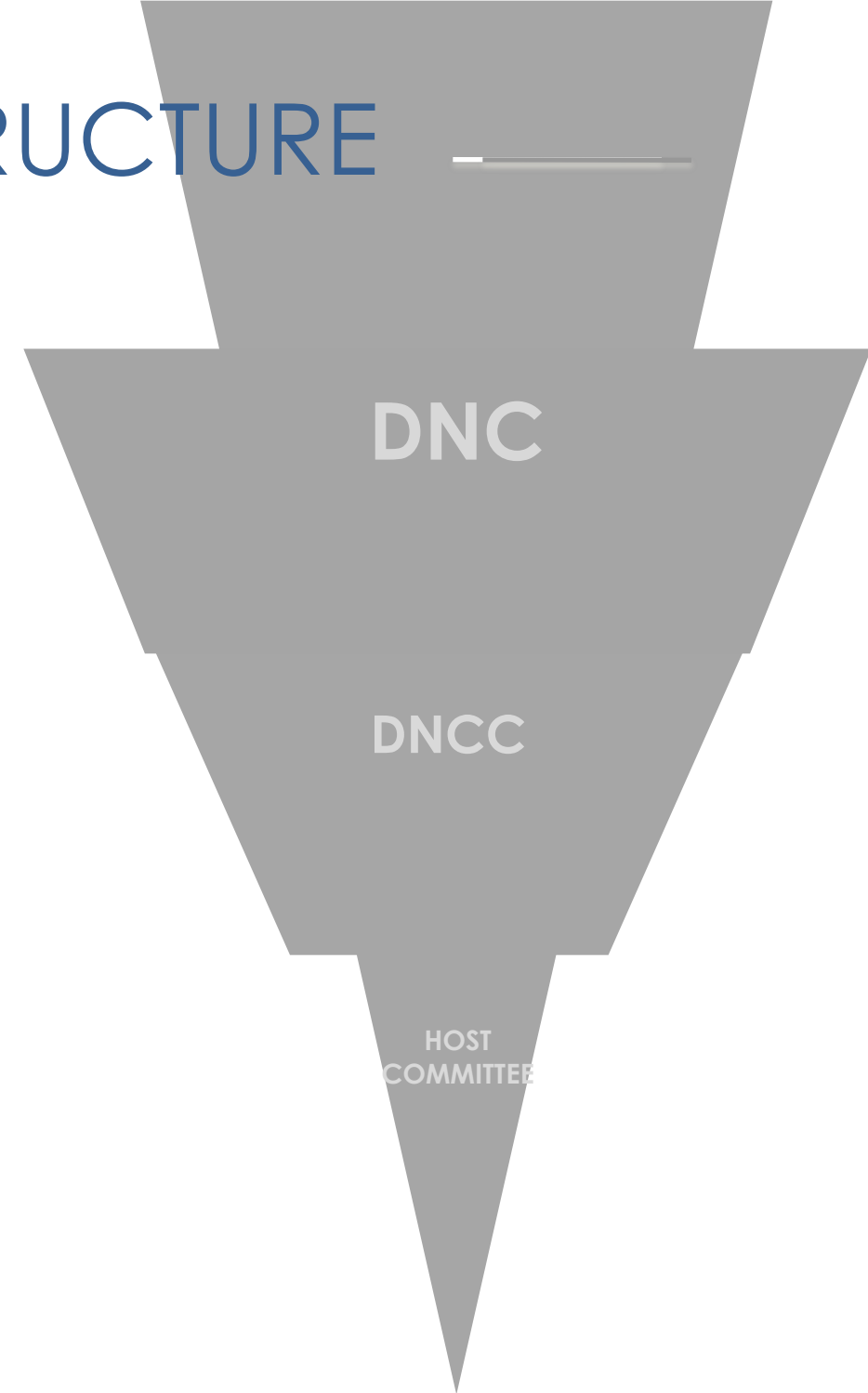
Chair: Rep. Debbie Wasserman Schultz  
Executive Director: Amy Dacey

## DEMOCRATIC NATIONAL CAMPAIGN COMMITTEE (DNCC)

CEO: Leah Daughtry  
Chief of Staff: Matt Butler

## HOST COMMITTEE

Chair: Hon. Edward G. Rendell  
Executive Director: Kevin Washo



# THE HOST COMMITTEE

The Philadelphia 2016 Host Committee for the Democratic National Convention is a 501(c)(3) nonprofit organization responsible for raising money and actually presenting the Convention. Since Philadelphia won the bid to host the 2016 DNC, a fully functioning staff, called the Host Committee, has been hard at work preparing for the event in Philadelphia. The Host Committee includes professionals from the political, government, nonprofit and private sectors. Their efforts are supported by volunteers and local stakeholders representing various industries from the Greater Philadelphia area.



# HOST COMMITTEE STAFF

**Executive Director** Kevin Washo

**Deputy Executive Director** Angela Val

**Chief of Staff & Chief Operating Officer** Lila Rose

**Director of External Affairs** Jordan Schwartz

**Director of Operations and Logistics** Rich Dziepak

**Communications Director** Anna Adams-Sarthou

**Director of Digital & Social Media** Annie Heckenberger

**Director of Diversity & Community Engagement** Tiffany Newmuis

**Volunteer Director** Hannah Tran

**Office Manager** Letty Santarelli

**Receptionist** Phyllis Halpern

**Senior Finance Advisor** Jason O' Malley



# WORKING GROUPS

## ARENA

Showcase the Wells Fargo Center as the best venue for delegates, guests, and press.

## CONVENTION CENTER

Showcase the Philadelphia Convention Center to delegates, guests and press as a world class facility during the Convention.

## DELEGATE & VISITOR EXPERIENCE

Create an engaging and fun delegate experience plan that encourages visitors to explore the Philadelphia region and shows off the area's best attributes.

## DIVERSITY BUSINESS OUTREACH

Outreach to the diverse business community in the Greater Philadelphia region and communicate the economic opportunities available through involvement in the Convention.

## FINANCE

Create a path to raise \$85 million to present the Convention.

## HOUSING

Successfully meet and exceed the requirements outlined in the DNC contract's housing agreement and provide an excellent hotel-guest experience.



# WORKING GROUPS

## LEGACY PROGRAM

Develop a set of initiatives focused around key themes implemented in conjunction with the Convention to leave a lasting, positive impact on the city and lives of Philadelphians.

## NEIGHBORHOOD & CIVIC RELATIONS

Design and execute a comprehensive plan to inform, respond to, and communicate with residents and business owners in neighborhoods and commercial corridors that will be directly impacted by the Convention.

## POLITICAL FEST

Create an engaging, interactive, and fun experience for members of the public to feel a part of the Convention and celebrate the US political process, history and pop culture.

## PROMOTION & MEDIA

Handle media relations, media logistics and the promotion of Philadelphia leading up to and during the Convention to showcase the city in the best possible light.

## SECURITY

Coordinate with the Secret Service to provide a safe and positive Convention experience for all attendees.

## TECHNOLOGY & TELECOMM

Work with the DNCC and corporate providers to provide the latest and safest technological advances for delegates, guests and press during the Convention .



# WORKING GROUPS

## TRANSPORTATION

Provide delegates, guests and press quick, efficient access to and from hotels, the Convention Center and the Wells Fargo Center.

## VOLUNTEER OUTREACH

Support and guide the work of the Host Committee Volunteer Director to recruit, train, and mobilize the thousands of volunteers needed for the Convention.



# DNC 2016

Monday, July 25 – Thursday, July 28, 2016

35,000-50,000 PARTICIPANTS (businesses, lobbyist, associations etc.)

6,000 DELEGATES

15,000 MEMBERS OF THE MEDIA

\$250-\$300 MILLION ECONOMIC IMPACT





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# DNC WEEK OF EVENTS

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**Volunteer Party**

**Thursday, July 21st**

**Media Party**

**Saturday, July 23rd**

**Official Welcome Party**

**Sunday, July 24th**

**Donkey's Around Town**

**Month of July**

**DNC Pop-Up Shop**

**Friday, July 22<sup>nd</sup> – Friday, July 29th**

**Political Fest**

**Friday, July 22<sup>nd</sup> – July 27<sup>th</sup>**

**MORE TO COME**



# DELEGATE & VISTOR EXPERIENCE



Diversity & Regional Business Outreach

10,000 Volunteers

Inviting residents to stay in town

Official restaurant, retail and attractions program

Special tours: daytime and late night fun

Décor and beautification program

Additional public events

App and website content gathering



# ATTRACTIONS: What to Expect

**Parties**

**Luncheons**

**Breakfasts**

**Political Round Tables**

**Content Collection: Special Programing & Deals**

**Décor Program Participation**

**Two additional follow up meetings (early spring & June)**



**THANK YOU FOR YOUR PARTNERSHIP AND SUPPORT!**

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