



RITTENHOUSE ROW

MEDIA ADVISORY

INTRODUCING THE RITTENHOUSE ROW OUTDOOR DINING ROOMS-FALL EDITION *City of Philadelphia, Center City District and Rittenhouse Row Collaborate to Create Unique New Dining Experiences on Closed Rittenhouse Streets*

WHO: Rittenhouse Row is a 501C6 non-profit organization that is a catalyst for commerce and community in the commercial district around Rittenhouse Square, between the Avenue of the Arts to the Schuylkill River and the Parkway to South Street. Our goals are to present an appealing neighborhood experience characterized by a deeply engaged commercial community. We present a strong image and have two decades of experience in leading this district and strong relationships with our neighbors. The organization serves as the voice of the neighborhood's businesses.

WHAT: Expansion of **The Rittenhouse Row Outdoor Dining Rooms**, street closures in three locations, to allow for additional opportunities for refined and socially distanced outdoor dining.

WHY: Rittenhouse Row is very much in a state of transition right now. We are weaving together the various stakeholders and presenting a consistently positive image, grounded in the reality of this unique moment in time. The Rittenhouse Row Outdoor Dining Rooms, combined with our numerous streeteries, are a new way to spread joy throughout the area, welcome suburbanites and help our restaurants have new opportunities to provide excellence in culinary and hospitality experiences.

WHEN: **New Fall hours:** Wednesday dinner at 4:00 p.m. through Sunday dinner at 10:00 p.m. as long as weather permits

WHERE: *Locations of the Rittenhouse Row Outdoor Dining Rooms are:*

The Rittenhouse Square Dining Room, located on 18th Street from Locust to Walnut. Participating restaurants include: Parc, Devon, Rouge. Bordering restaurants with expanded streeteries include Via Locusta, PS & Co. and 1701 Steaks and Seafood.

The 18th Street Dining Room, located on 18th Street from Walnut to Sansom.

Participating restaurants include a. Bar, a. Kitchen, Bar Bombon, HipCityVeg, The Love. Bordering restaurants with expanded streetery space include The Dandelion and Tria Rittenhouse.

The 1500 Sansom Dining Room, located between 15th and 16th Street on Sansom Street. Participating restaurants include Giuseppe & Sons, Harp & Crown, Oscar's Tavern, 1518 Grill, Oyster House and Mission Taqueria.

QUOTES FOR CONTEXT

"This effort is a complicated balance between our fervent desire to keep our restaurants open and the city's requirement for accountability during a global health crisis. We have taken great steps to make sure pedestrian areas are clearly open, social distancing is enforced, and the integrity of the Rittenhouse Row dining experience is maintained. We are not placing tables in Rittenhouse Square, to respect the efforts of our partners in maintaining it as a clean and beautiful space for the public to enjoy. We have designed our approach with clear input and assistance from Center City Residents Association, Center City District, Friends of Rittenhouse Square and The City of Philadelphia. This is truly an example of a community uniting to create an experience uniquely tailored to Rittenhouse Row. We encourage you to make reservations with each restaurant, and stay abreast of news via our Facebook feed." **Corie Moskow, Executive Director, Rittenhouse Row**

"We are so grateful to Paul Levy and his team at the Center City District, for helping to support this delicate project. We want to see happy residents and strong restaurants, and feel that our Rittenhouse Row Outdoor Dining Rooms will successfully accomplish both." **Larry Steinberg, President, Rittenhouse Row**

WHAT TO KNOW BEFORE YOU GO:

- We strongly encourage potential diners to make a reservation
- Please try not to come too early for your reservation.
- If you do come early, we invite you to wait for your table in Rittenhouse Square
- Masks are a must, until you are seated in your seat
- We have done our best to create ample room for pedestrian walkways
- Please stay six feet away from the tables
- Please don't move your tables around –each room is carefully placed
- This is also a model for how businesses, the city, and business organizations like Rittenhouse Row, can work together productively for the benefit of all.

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