

FAIRMOUNT PARK

CONSERVANCY



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Parks on Tap, a Traveling Beer Garden, will pop up at 14 Philly Parks This Summer

A partnership between Philadelphia Parks & Recreation, Fairmount Park Conservancy and Avram Hornik of FCM Hospitality, this on-the-go concept encourages friends and neighbors to enjoy and support open park space, kicking off at Schuylkill Banks on June 29.

(Philadelphia) – May 24, 2016... Philadelphia Parks and Recreation (PPR), in partnership with Fairmount Park Conservancy and Avram Hornik of FCM Hospitality, will launch “Parks on Tap,” a program that will bring a mobile beer garden from park to park for 14 weeks, starting June 29.

The beer garden will spend several days in one park location, highlighting and enhancing the offerings that Philadelphia city parks provide, before moving to the next location. It aims for a simple aesthetic: well-kept outdoor spaces where friends and families can meet up to enjoy food, drinks and fun surrounded by nature.

Parks on Tap will feature two concession trucks – one with regional craft beers, wine and a selection of non-alcoholic beverages, and another with a menu of sandwiches, salads, grab-n-go items and pie-in-a-jar. Parks on Tap will provide ample seating, restrooms and additional amenities for all park users to enjoy. Guests can expect an enhanced social experience through special activities such as live music, games and pre-packaged picnics on site in addition to each park’s current activities and events. A portion of the proceeds from Parks on Tap will benefit Philadelphia’s parks.

“My love for our city parks and the neighborhoods that steward them is why I’m so excited to announce the inaugural season of Parks on Tap,” PPR Commissioner Kathryn Ott Lovell said. “This initiative provides an amenity for enjoyable, family-friendly gatherings in these beautiful parks. It will introduce residents and visitors to Philadelphia’s incredible, and often unknown, assets in a fun and engaging way, connecting them to our rich culture, history and distinction of having one of the top park systems in the world.”

PPR and the Conservancy chose FCM Hospitality to lead and facilitate all operations for the 14 locations because of Hornik’s portfolio of seasonal establishments, such as Morgan’s Pier, Winterfest and the 2013 PHS Pop Up Garden, and in light of his goals for creating a commonality of culture among the city’s public spaces.

“Parks on Tap celebrates the city parks we may have overlooked and the familiar ones we can encounter in new ways,” said Hornik. “This is a chance to gather people together at several neighborhood locations throughout the summer and take full advantage of something generations past worked hard to preserve – whether that be through any of the activities we bring to the park or just enjoying conversation over snacks and beers.”

This sentiment is shared also by the Conservancy and its Associate Director of Business Development, Elizabeth Moselle. “We have so many unique places in our park system. We are excited to have 14 diverse locations participating in the pilot year of Parks on Tap and to share these places with Philadelphians and visitors alike,” Moselle said.

In its pilot year, the program will visit 14 parks, with plans to expand its reach in the future. Below is a full schedule of where residents can catch Parks on Tap this summer (and into fall):

Dates	Park
6/29 – 7/4*	<i>Schuylkill Banks at Walnut Street Bridge</i>
7/8 – 7/10	<i>Shofuso Japanese House and Garden</i>
7/15 – 7/17	<i>Belmont Plateau</i>
7/20 – 7/25*	<i>Aviator Park in front of the Franklin Institute</i>
7/27 – 7/31*	<i>Clark Park</i>
8/3 – 8/7*	<i>Jefferson Square Park</i>
8/12 – 8/14	<i>Playing Angels at Kelly Drive and Fountain Green Drive</i>
8/19 – 8/21	<i>Penn Treaty Park</i>
8/26 – 8/28	<i>Paine’s Park</i>
9/2 – 9/4	<i>FDR Park</i>
9/7 – 9/11*	<i>Fairmount Water Works Side Lawn</i>
9/16 – 9/18	<i>Mt. Pleasant Mansion</i>
9/21 – 9/25*	<i>Powers Park</i>
9/30 – 10/2	<i>Lemon Hill</i>
<i>*extended hours</i>	

Hours of operation are Friday and Saturday 1pm to 11pm; Sunday 12pm to 10pm, with extended hours of Wednesday and Thursday 5pm to 10 pm at certain locations where noted, and subject to change. For more information regarding upcoming details about each Parks on Tap location, please visit www.parksontap.com. Follow Parks on Tap on social media: on Twitter, Instagram, and Snapchat @parksontap, on Facebook.

FOR HIGH-RESOLUTION PHOTOS, download them from the press room here:
<http://bit.ly/ConservancyPressKit>.

About Philadelphia Parks & Recreation

Philadelphia Parks & Recreation advances the prosperity of the city and the progress of her people through intentional and sustained stewardship of public land and waterways as well as through safe, stimulating recreation, environmental and cultural centers. PPR helps Philadelphia's children and other residents grow by connecting them to the natural world, to each other, and to fun, physical and social opportunities. For more information, find Philadelphia Parks & Recreation online at www.phila.gov/parksandrecreation and follow @philaparkandrec on social media.

About Fairmount Park Conservancy

Fairmount Park Conservancy exists to champion Philadelphia's parks. Our mission is to work as a collaborative partner to lead and support efforts that preserve and improve the parks and recreation system in order to enhance the quality of life and stimulate economic development of the Greater Philadelphia Region. We fulfill our mission by leading capital projects and historic preservation efforts, fostering neighborhood park stewardship, attracting and leveraging resources for the parks, and developing innovative programs throughout the 10,200 acres that include Fairmount Park and more than 100 neighborhood parks around the city. The Fairmount Park system is one of the largest urban park systems in the world and includes some of the region's most famous attractions. For more information, please visit myphillypark.org, join us at facebook.com/fairmountparkconservancy, and follow us on Instagram and Twitter @myphillypark.

About FCM Hospitality

FCM Hospitality is a Philadelphia-based hospitality and entertainment company, managing bars, restaurants and seasonal pop-ups throughout the region. The company is owned by Avram Hornik, a leader with more than 20 years in the hospitality industry, who has developed some of the area's most popular permanent and temporary venues in the city such as Morgan's Pier, the Drinker's Bars, Union Transfer, Boot & Saddle, Winterfest and the 2013 PHS Pop-up Garden. For more information about FCM Hospitality, visit fcmhospitality.com or call 215.568.1616.

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