



#### **OUR MISSION**

# INSPIRING THE WORLD TO FALL IN LOVE WITH MONTGOMERY COUNTY, PA

**OUR VISION** 

A MUST-**EXPERIENCE** DESTINATION. **ROOTED IN THE** PAST AND LEADING THE FUTURE

### 01 A MESSAGE FROM THE PRESIDENT MEET THE TEAM 13 IN THE **STRATEGIC** COMMUNITY HOTELS **MEMBERS** MEMBERSHIP 36 **VISITOR** REGIONAL **SERVICES PARTNERSHIPS**

#### MONTGOMERY COUNTY COMMISSIONERS







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**JAKE MARKEZIN** Executive Director of Administration



**EDWARD HARRIS** Chief Marketing Officer



Vice President of Sales and Strategic Partnerships

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Dean, Business and Entrepreneurial Initiatives, Montgomery County Community College



**ERIN REILLY** Founder and Artistic Director, Theatre Horizon



**AL ZONE** Executive Director / CEO, Elmwood Park Zoo



Director of Marketing and Business



**KATHARINE SMITH TOM SHIRES** President, Greater Philadelphia Expo Center Simon Property Group (King of Prussia Mall)



MIKE BOWMAN



HERE AT THE VALLEY FORGE TOURISM & CONVENTION BOARD, WE STRIVE TO BE ELITE.

What do we mean by that?

Being elite is not about being superior, or looking down on others. In fact, to us, it's guite the opposite. We believe to be elite means being brave enough to rise above challenges, to endeavor for excellence, and yet somehow, still remain humble.

And, we at the VFTCB also believe that it's the responsibility of the elite to be respectful leaders as well, to motivate people, and help to elevate businesses to another level.

We think Montgomery County, PA is an elite tourism destination, but we also want to work hard so that Montco can be even better.

That's why we crafted a three-year strategic plan with brand-new mission and vision

Mission – Inspiring the world to fall in love with Montgomery County, PA

Vision – A must-experience destination, rooted in the past, leading the future

Our goal is to be elite because we know our members and partners are. So, whether it's events, partnerships, or marketing, we go beyond limits.

The VFTCB takes an innovative and dynamic approach to highlighting all there is to do in Montco, as you will see in this publication. We're willing to take on whatever comes our way with daring concepts to feature the best county in the Commonwealth.

We've had an incredibly exciting and successful year together with our members and partners.

Here's a look back at 2019:

Tourism in Montgomery County – the third largest county in the state – has a major economic impact. In 2018, spending grew 5%, accounting for more than \$1.65 billion, according to Tourism Economics, and supported more than 4% of all jobs in Montco, employing more than 20,000 people.

2019 was an event-filled year in Montco:

The VFTCB and Arts Montco proudly presented musicians of the world-famous Philadelphia Orchestra at the historic Keswick Theatre for a first-ever community concert that donated \$15,000 to Musicopia for arts education in county schools.

The Big Apple Circus made its Montgomery County debut at the Fairgrounds of the Greater Philadelphia Expo Center at Oaks!

The Valley Forge Invitational, an LPGA Symetra Tour, returned for a second year at Raven's Claw Golf Club in Pottstown, a tournament that raised \$35,000 for the Tri-County Network in 2019, and \$52,500 to date for the community through the Pottstown Area Health & Wellness Foundation.

Tens of thousands of people returned to see Cirque du Soleil, this time Amaluna, also at the Expo Center in Oaks.

And, the Harlem Globetrotters made their Montco debut at Montgomery County Community College!

We launched our latest campaign, Montco Wellness, to promote health, nature, and culture, as well as an initiative to make sure our website was one of the first ADA compliant sites in the region, along with a dedicated web page for accessibility throughout the

To attract the ever-growing number of Chinese visitors, the VFTCB ramped up its international efforts with a tourism and media-driven trip to China along with the Philadelphia Convention & Visitors Bureau. VisaVue spending from Chinese visitors in Montco soared to almost \$13 million in 2018, a 3.1% growth.

Our organization also saw a reach of more than 90 million in earned media, and our social media following has grown to more than 150,000 followers.

We're so grateful to our members and partners for your part in these successes. Our goal is to work with you so that together we can help redefine how visitors can #MakeItMontco. We will work diligently to book our 79 hotels, get the word out about our more than 1,600 eclectic restaurants, great golfing, world-class shopping, vibrant arts and culture, outdoor adventures, historic sites, tons of familyfriendly attractions, almost 100 miles of trails, and premier convention and meetings facilities.

Thank you for giving us the courage to break barriers.

Now, we challenge you to be fearless. Be humble. Be bold. Be elite!

Mike Bowman

President & CEO



The Valley Forge Tourism & Convention Board selected DestinationNEXT to help facilitate the development of a new 3-year strategic plan, including the development of key initiatives, and a new mission and vision for the organization.

#### WHO WE SELECTED

DestinationNEXT is an affiliate of Destinations International, the industry leader for destination marketing professionals.

More than 300 destinations from 18 countries have utilized DestinationNEXT to strategically assess their destinations.

#### **SURVEY**

In December 2018, the Valley Forge & Montgomery County Management Team, Board of Directors, and other Bureau Partners and Stakeholders completed a comprehensive DestinationNEXT survey. This resulted in 112 responses from a wide array of stakeholder groups from around Montgomery County.



#### **RESULTS**

The DestinationNEXT Assessment completed by Valley Forge & Montgomery County's stakeholders placed them in the Trailblazers scenario, with above average scores for destination strength and community support & engagement.

# A DESTINATION TRAILBLAZER IS DEFINED AS A DESTINATION THAT HAS REALIZED THE BENEFITS OF ITS TOURISM VISION AND WILL WORK TO KEEP THE COMMUNITY AND MARKETPLACE ENGAGEMENT FRESH AND RELEVANT.

#### **Destination Opportunities**

- Sports Venues
- Convention & Meeting Facilities
- Public Transportation
- Walkability
- International Readiness
- Airport Facility

#### Community Support & Engagement Opportunities

• Resident Support



STRAFEGIC

YEAR

# MUSICOPIA

With a mission of giving back to the community, the VFCTB hosted a successful community concert at the Keswick Theatre on March 21, 2019, featuring members of The Philadelphia Orchestra.

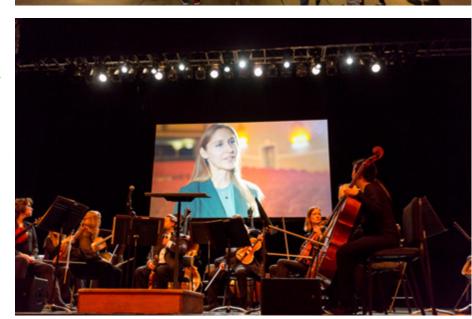
1,000 ATTENDEES

From fundraising efforts and 1,000 individuals in attendance, the VFTCB presented the concert's beneficiary, Musicopia, with a \$15,000 check to support arts education in four Montgomery County public schools – Eisenhower Science and Technology Leadership Academy and Stewart Middle School, which are both located in Norristown, Perkiomen Valley Middle School East in Collegeville, and Upper Moreland Middle School in Hatboro.



\$15,000 TO SUPPORT ARTS EDUCATION









Members of the VFTCB's marketing team spent Earth Day at the John James Audubon Center. The day included cleaning up gardens and trails, plus learning about invasive plants and why it's important to remove them.



**VFTCB IN THE COMMUNITY** 

## TOURISM IS A POWERFUL MEANS TO BUILD COMMUNITY



# BIG APPLE CIRCUS EMBRACES AUTISM

On May 31, members of the VFTCB volunteered at the Big Apple Circus' Embracing Autism Event at the Greater Philadelphia Expo Center. The show included sensory adaptations, adjusted lights and sound, signage, and calming centers. There were 700 people in attendance, many with mobility, developmental, and other challenges.

# FREDON FREDON FREDON FROM HUNGER STATE OF THE PROPERTY OF THE

The Valley Forge Freedom from Hunger Food Drive was created in 2015 when Pope Francis stayed in Montgomery County at the St. Charles Borromeo Seminary during the World Meeting of Families in Philadelphia.

The Valley Forge Tourism & Convention Board established the food drive as the county's farewell "gift" to the Pontiff. Now in its fifth year, the drive continues to support the community that the tourism board diligently promotes to visitors across the nation and around the world.

25,000 LBS.

FOOD CONTRIBUTED SINCE 2015





The VFTCB has increased its goal for donations every year since the drive began and to date has collected over 25,000 pounds of food to feed the hungry in Montgomery County.

THIS YEAR, THE VFTCB

**EXCEEDED THEIR GOAL OF** 

COLLECTING 6,000 POUNDS OF FOOD DURING THE FOOD DRIVE, WHICH RAN FROM

SEPTEMBER 9-30. IN TOTAL, THE TEAM COLLECTED 11,337 POUNDS OF FOOD.

# HARLEM GLOBETROTTERS



In August, The Harlem Globetrotters made a stop in Montgomery County. They played two shows at Montgomery County Community College in Blue Bell. More than 1,300 fans were in attendance. The Globetrotters have showcased their iconic talents for more than 90 years, in 122 countries and in territories on six continents.

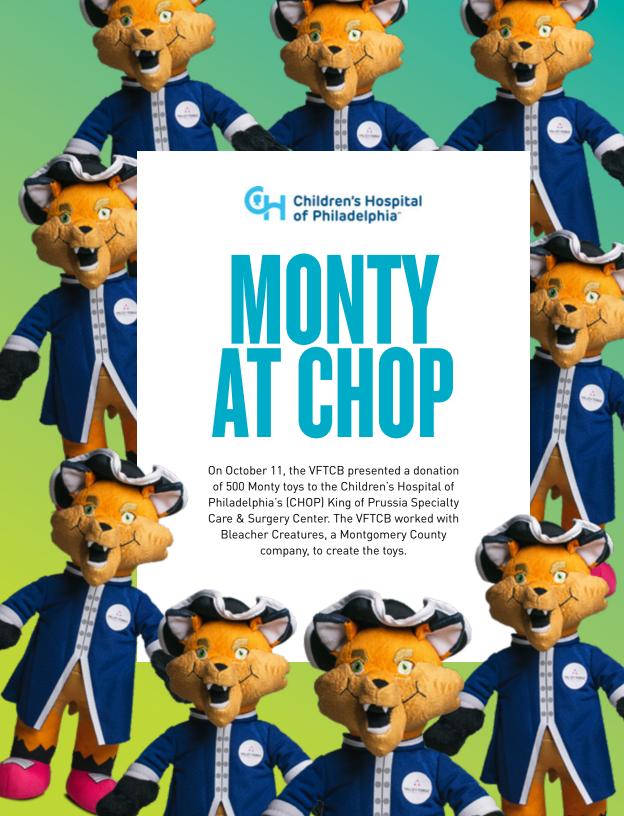


IN APRIL, IN ANTICIPATION OF THEIR STOP IN AUGUST, THE HARLEM GLOBETROTTERS BROUGHT THEIR ANTI-BULLYING PROGRAM TO HANCOCK ELEMENTARY IN NORRISTOWN.









# MONTCO FORWARD

The Montgomery County Commerce Department and The Valley Forge Tourism & Convention Board unveiled a new video to promote MontcoForward, an economic development initiative and campaign for the county, on May 3.



A press conference was held at Montgomery County Community College's Central Campus in Blue Bell. The newly launched video highlights the many assets of Montgomery County and includes commentary by business, educational, and cultural leaders.



The Valley Forge Revolutionary 5-Mile Run returned to Valley Forge National Historical Park on Sunday April 28, 2019 for its 14th year to benefit the park. Organized by the VFTCB, all proceeds from the event benefit Valley Forge National Historical Park.

REVRUN

A unique challenge for runners of all skill levels, 1,500 people participated in this year's race. The event also included a three-mile walk for all ages along the Joseph Plumb Martin Trail. The 1.776 kilometer Young Patriots Run for kids ages 6-13 passed the Muhlenberg Brigade huts.

1,500

**PARTICIPANTS** 



\$56,500 DONATED

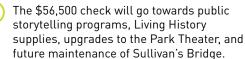
Registrants received a commemorative longsleeve t-shirt. Participants and spectators enjoyed the expo area, which included local restaurants, attractions, and services with free samples, swag, and discounts. The race also featured dozens of sponsors, corporate teams, and volunteers.





Longtime Rev Run participant and 6ABC meteorologist Adam Joseph shared the race on his social media pages, as well as mentioned it during his forecast. 6ABC anchor Monica Malpass also shared the event on her Facebook page. NBC10 ran a special segment on Rev Run during their morning show to promote the race.

On Wednesday, July 17, 2019, the VFTCB presented its largest donation to date to the Valley Forge National Historical Park at the newly renovated General Friedrich von Steuben Statue.



A list of speakers – including VFTCB Vice President of Sales Lisa Karl, Montgomery County Commissioners Dr. Valerie Arkoosh and Joseph Gale, Rev Run Race Director Kirsten Tallman, and Valley Forge National Historical Park Superintendent Steve Sims – announced the success of the race which includes more than \$450,000 in total donations since event inception, the lure of the National Park both locally and internationally, the county's continued push to promote health and wellness, and the park's economic impact on the community.



The Rev Run also revealed their new 15th anniversary logo and hopes to surpass the \$500,000 donation mark in 2020.



**APRIL 19, 2020** 



# 4TH ANNUAL MONTCO'S BEST PIZZA TOURNAMENT

For the fourth year in a row, the Valley Forge Tourism & Convention Board put pie against pie in the annual Montco's Best Pizza Tournament. After the organization called for nominations of people's favorite pizza places on social media in February, the list was narrowed down from hundreds to 64 contenders and voting began March 1.

#### **NEW ABOUT THE TOURNAMENT**

- This year, the VFTCB created a map for people to visit all 64 pizza shops on their website.
- Shops also competed based on different categories, as opposed to regions: PepperBronis, Big Cheese, Sauce Bosses, & Doughboys.
- The pizza shops received a marketing kit, delivered by hand in a pizza box carton.
- Inside were giveaway magnets, tear-off voting requests to accompany customers' checks, a poster, and a copy of Crave
- Some of the participating shops also bought their own advertising on social media to promote the tournament.



**820** POST SHARES

**9,000**+ POST REACTIONS

**1,036**POST COMMENTS

**284,982**MEDIA IMPRESSIONS

17,500 VOTES CAST





Via Veneto
Norristown

#### **AVA DIGITAL**

2019 Gold Award Montco Makers App

#### **AVA DIGITAL**

2019 Gold Award - Creativity in Video Production

Monty the Mascot Video Series

#### MANOR COLLEGE

Community Leadership Service Award

#### **NORTHEAST USA & LUX**

Excellence Award in American Heritage Tourism 2019 Best Cultural Tourism Advocacy

est Cutturat Tourisiii Auvoca

#### THE SOCIAL SHAKE-UP

Movers & Shakers 2019 Rising Star Sam Cummons

#### TRICOUNTY AREA CHAMBER OF COMMERCE

Hidden Gem Award

Justine Garbarino

#### PR NEWS

Nonprofit Branding/Re-Branding
Montco Makers & Patriot Trails

PR NEWS CSR SOCIAL GOOD

#### **Honorable Mention**

Valley Forge Revolutionary 5-Mile Run

#### **ZEDMAN**

Silver Award

Monty the Mascot Video Series

#### **HERMES CREATIVE AWARDS**

Gold Award

2018 Reimagine Brand Book

#### **HERMES CREATIVE AWARDS**

Honorable Mention

Montco Makers App

#### MUS

Gold Creative Award
Patriot Tales Comic Book

#### MUS

Silver Creative Award

Montco Makers App

#### MUSE

Rose Gold Creative Award

Monty the Mascot Video Series

#### MAIN LINE CHAMBER

Nonprofit CEO of the Year Mike Bowman

#### **VIDEOGRAPHER AWARD**

OF EXCELLENCE

Summer TV Campaign

#### **DOTCOMM**

**Gold Award** 

Summer TV Campaign

#### **DOTCOMM**

**Gold Award** 

Montco Makers App

#### **PR NEWS**

**Platinum Award Finalist** 

Summer TV Campaign

#### **STELLA**

2019 Bronze Award

Best CVB/DMO, Northeast Region

#### **NORTHEAST MEETINGS + EVENTS**

Finalist Best CVB



#### EVENTE

Top 100 Most Influential People in the Event Industry

Megan Tomlinson

#### PR NEWS DIGITAL AWARDS

Finalist

Annual Report

#### W3

Silver Award Winner

Montco Makers App

#### W3

Silver Award Winner

Summer TV Campaign



# NINTER CANDAIGN

#### GOAL

Generate awareness for the VFTCB "staycation" winter package and increase overnight stays in the winter months.

#### WHFN

DECEMBER 2018-APRIL 2019

#### WHERE

PHILADELPHIA DMA & LANCASTER COUNTY



20
PARTNERS

\$250+ IN VALUE

#### **PARTNERS**

Legolar

Shake Shack

Elmwood Park Zoo

Seasons 52

The Carousel at Pottstown

California Pizza Kitchen

Founding Farmers

American Treasure Tour

Five Saints Distilling

Steel River Playhouse

Colebrookdale Railroad

iFly

Arnold's Family Fun Center

The Hub at Arnold's

Paladar

King of Prussia Mal

Valley Forge Encampment Stor

Keswick Theatre

Valley Forge Casino Resort
Revolution Chop House

Philadelphia Premium Outlets

#### STRATEGY



#### Radio

Traffic radio sponsorships, which have the ability to drive frequency and the flexibility with changing up creative messages throughout campaigns.



#### Digital

Utilize social media and standard display banners to drive awareness & bookings, pre-roll video, geotargeting to reach users in targeted geographical locations, and search targeting to reach online users based on relevant search activity.



#### ΤV

Focus TV efforts as the primary driver to reach core audience for Staycation message, including highprofile programming that appeals to family audience when broadcast viewing picks back up post-holidays



#### Outdo



Utilize digital billboards to carry outdoor messaging

#### Other Advertising

TV Spots during Philadelphia Eagles Playoff Games



**2.6MM**+
IMPRESSIONS

**83.30%**VIDEO COMPLETION RATE

**6,244** CLICKS

**0.24**%

CTR

well above the industry benchmark which is 0.13%

The Philadelphia DMA market tracked slightly higher engagement than Lancaster County, with a CTR 0f 0.25% (3,235 clicks across 1.3MM+ impressions)

The Philadelphia market also drove more conversions





#### **GOAL**

Generate awareness for VFTCB summer hotel package and increase overnight stays throughout the summer.

#### WHEN

**MAY 1-SEPTEMBER 2, 2019** 

#### WHERE

WASHINGTON, DC, PHILADELPHIA & HLLY (HARRISBURG, LANCASTER, LEBANON, YORK)

23
PARTNERS

\$250+ IN VALUE

#### **PARTNERS**

Black Powder Tavern

California Pizza Kitchen

Paladar

Season:

The Dapper Doughnut

The Hub at Arnold's Family Fun Center

Vitality Bowls

SlyFox Brewing Company

Workhorse Brewing Company

American Treasure Tour

Arnold's Family Fun Center

Elmwood Park Zoo

Legolan

The Valley Forge

King of Prussia Mall

Lord & Taylor

Philadelphia Premium Outlet

Scent & Sip

Valley Forge Casino Resort

Theatre Horizon

Cirque du Soleil

Big Apple Circus

ıFty

#### **STRATEGY**



Utilize TV to help increase awareness of the different events and attractions in the market, partner with key networks to increase added value opportunities, and leverage news programming to reach live audiences

#### OU1

Increase overall reach and frequency through out-of-home messaging and utilize digital platforms to allow for multiple messages and quick copy changes

#### DIGTIAL

Focus the digital efforts on the hotel package benefits and utilize multiple targeting strategies to each priority audiences

#### COMMERCIAL

The summer campaign featured a new commercial, which brought to life our award-winning "Patriot Tales" comic book series.



The spot features two kids and two soldiers exploring the history and unique attractions across Montgomery County. We partnered with the Philadelphia-based company, Fresh Fly, to create the spot, and Fresh Fly brought in well-known director and producer John Rusk to assist with scenes shot at Valley Forge National Historical Park. Rusk has worked on a number of famous films, including M. Night Shyamalan favorites, like the Sixth Sense, The Village, Signs, Split, and most recently, Glass. He's also known for his work on A League of Their Own, The Pelican Brief, and Dead Poet's Society.

The commercial first aired on May 9 during the Philadelphia 76er's Game 6 playoff game.



The Philadelphia Inquirer



PHILADELPHIA BUSINESS JOURNAL

> BIG-TOP EVENTS SPUR TOURISM SPENDING IN MONTGOMERY COUNTY



#### JOHN JAMES AUDUBON CENTER FEATHERS ITS NEST



HARLEM >>>>>>> GLOBETROTTERS COMING TO MONTCO





WORKING TO ATTRACT CHINESE VISITORS





The Philadelphia Inquirer

MIN LEE CELEBRATES 24TH
BIRTHDAY WITH VALLEY FORGE
INVITATIONAL WIN



AREA LEADERS MOVE MONTCO FORWARD

BROADWAY WORLD

THE PHILADELPHIA
ORCHESTRA COMES TO
THE HISTORIC KESWICK
THEATRE FOR ARTS
EDUCATION BENEFIT

The Times Berald

MONTCO TOURISM BOARD MAKES WEBSITE ADA COMPLIANT

**©CBS Philly** 

VALLEY FORGE CASINO
HOSTING CORNHOLE LEAGUE
WORLD CHAMPIONSHIPS



BEHIND THE SCENES AT CIRQUE
DU SOLEIL: AMALUNA

The Times Herald



FINDING THE BEST PIZZA IN MONTGOMERY COUNTY

VALLEY FORGE PARK RECEIVES
DONATION FROM TOURISM BOARD





J. Marie

# 900 TOTAL ARTICLES

## 90.8M

REACH

**75%** 

YOY ARTICLE GROWTH







REACH

SUMMER HOTEL **PACKAGE CAMPAIGN** 

VIDEO POST

**HOTELS VIDEO** 

### CONTESTS



VALENTINE'S DAY **GETAWAY GIVEAWAY** 1,400 + ENTRIES IN 3 DAYS



**CIRQUE DU SOLEIL BACK TO SCHOOL GIVEAWAY** 

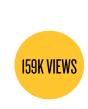
FACEBOOK LIVE

VALLEYFORGE.ORG



Incorporated user-generated content feeds on our website to align with and promote our brand strategy.







**REV RUN TEAM SIGNUPS PROMOTION** AT ORANGE THEORY FITNESS

#### EMBARK MONTCO



**FOLLOWERS** 

#### SHOPPING



**FOLLOWERS** @ONTOTHENEXTTREND

@CAVANAUGHTHEBERNER

## FAMILY FUN

@MAMACHEAPS:



76K **FOLLOWERS** 

# SOCIAL **CAMPAIGNS**

SUMMER HOTEL PACKAGE



@JOEMACCREATIVE

**FOLLOWERS** 

#### RESTAURANTS



@PHILMYTUMMY

17.8K **FOLLOWERS** 

MONTCO'S **BEST PIZZA** TOURNAMEN



@BARIS\_BELLY



Our social media team put a strong focus on using video marketing – both live & produced – to engage and grow our following in 2019.



153,640

FOLLOWERS ACROSS
ALL PLATFORMS

## MONTY'S 2019 HIGHLIGHTS The VFTCB's official mascot, Monty the Fox, had an incredible year! **APPEARANCES** Monty attended over 50 appearances, including

incredible events like Elmwood Park Zoo's Beast of a Feast, the Philadelphia Phillies, the premiere of Cirque Du Soleil: Amaluna, Philadelphia Style's Best of Style, and many more events with his mascot pals around the county!

The highlight of Monty's year has been meeting the internet's newest star, Gritty, the official mascot of the Philadelphia Flyers. From riding the Zamboni, to meeting the fans, and messing around on the ice together, Monty had an absolute blast hanging out with Gritty!



To commemorate Monty's tremendous success, The VFTCB worked with Bleacher Creatures, located in Blue Bell, Pa. to create a brand-

new Monty plush figure. Bleacher Creatures are uniquely true-to-life plush figures. The company works with the NBA, NHL, and WWE to create plush figures of athletes and mascots alike. They also create plush figures of entertainment characters and political figures.



The Montco Arts guide highlights the vibrant art scene in Montomgery County, including the historic theaters, galleries, and festivals.

The guide is printed twice a year, in the spring and fall. The spring Issue was released at the Philadelphia Flower Show. The fall issue was released at the VFTCB's Speaker Series event in September at the John James Audubon Center.

The arts guide is distributed to arts attractions, hotels and is available at the VFNHP visitors center. A digital version is also available.



#### **GOLF GUIDE**

The third annual Montco Golf

10,000 copies were printed and distributed to golfers within 120 miles of Montgomery County.



guide debuted in May. It highlights the 50+ courses in the County, and features articles on upcoming tournaments.



#### **COMIC BOOK**

Patriot Tales launched in August of 2018 and continues to grow. The comic book series is intended to connect with families and encourage them to discover and explore the history of Montgomery County and Valley Forge National Historical Park.

In 2019, the VFTCB added two more editions of the popular comic book, with plans for more in 2020.



#### **VISITORS GUIDE**

#### Released in January 2019

The annual Visitors Guide is the area's official magazine for visitors planning their trip to Valley Forge and Montgomery County. The guide highlight the best things to see and do in the area.

The guide is mailed to consumers who request information by phone, mail, or e-mail. It can also be found at the visitors center in Valley Forge Historical Park, at hotels and at rest stops on the PA Turnpike, the Philadelphia International Airport, and the Philadelphia Convention Center.

The guide is also distributed to groups, convention, and meeting attendees. A digital version is also available.



Crave Montco is all about the best food in Montco!

It highlights the best restaurants, local chefs, specialty drinks, food festivals, and more!

This guide is published twice a year and distributed through the VFNHP visitors center, hotels, and other attractions. A digital version is also available.



PUBLICATIONS

TOP PAGES

VALLEY FORGE NATIONAL HISTORICAL PARK

**HOMEPAGE** 

**EVENTS** 

**MONTCO'S BEST PIZZA** 

WINTER/SUMMER HOTEL PACKAGE





1:32

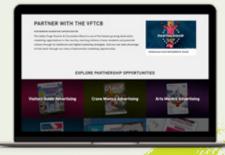
AVERAGE LENGTH
OF VISIT

TOP METRO AREAS

PENNSYLVANIA NEW JERSEY WASHINGTON D.C. NEW YORK VIRGINIA







#### NEW LISTINGS VIEW FOR EVENTS, OFFERS, HOTELS, ART EVENTS, AND MORE

With a new left-hand side layout and better categized regions, the user is able to search and find what they are looking for.



#### **NEW HQ PORTAL FOR MEMBERSHIP**

New content was created for the redesign on the HQ portal for members to easily navigate.



#### **USER GENERATED PHOTOS**

Pages are now updated daily with new social media content.

#### NEW EDITORIAL BLOG — THE MONTCO EXPLORER

We officially rolled out a new editorial blog, which includes recent and past articles from our guides. It's a fresh new look for our website, with scrolling imagery and text which is a big design trend for websites.



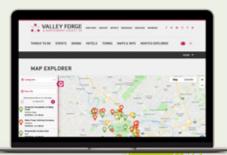
#### **AUDIOEYE**

Digital inclusion is important to our organization. That's why we are working to make our website completely ADA compliant. With the help of technology called AudioEye, we are able to achieve and maintain accessibility for all users no matter their individual needs, regardless of their device type, language preference, or preferred method of access.



#### REFRESHED HOMEPAGE

The homepage of our website received a complete refresh this year to help users find what they are looking for more easily. We removed the brand logos and exchanged it with copy describing each brand. We also gave the page a fresh look with new imagery and added the Montco Makers brand to our homepage.



#### MAP PUBLISHER

Using a product called Map Publisher, we are now able to create customized, interactive maps to display on our website. This allows visitors to get where they need go, as well as helps businesses and attractions generate interest and guide adventures.



#### **JACKRABBIT**

In April, our team added a booking referral engine to the website, called JackRabbit. This lets visitors search for and book hotels directly from our website. JackRabbit helps drive referrals directly to our hotel partners, thus enabling hotels to bypass booking commissions and provide us with valuable tracking and conversion data.



#### **VISIT VALLEY FORGE APP**

Our web team refreshed the Valley Forge Sports Playbook app to make it more inclusive of Montgomery County as a whole. The new Valley Forge App has everything you need to know about where to stay, eat, play, and shop in Montgomery County. It was launched in the fall of 2019.

#### **FEATURES**

Search for restaurants by cuisine, hotels, attractions, outdoor activities, arts and culture, golf, and more.

- Explore the tours and itineraries section to discover what the area has to offer
- Claim special offers to use during your trip
- Enjoy free digital guides



#### **GOLF NOW**

In March, our team added the world's leading tee-time marketplace, Golf Now, to our website. Golfers can now easily search and book tee times directly on our website – via their desktop or mobile device. Golf Now is one of the digital businesses managed by the Golf Channel, which is seen in more 200 million homes worldwide.

#### **NEW MEASUREMENT TOOLS**

ADARA Analytics Software Linking VFTCB marketing efforts directly with overnight stays.

#### > MELTWATER

#### Media Tracking

Provides media monitoring and social media monitoring to help companies grow and build brand.

Meltwater's Social Influencer Search Platform helps execute campaigns with micro/macro influencers.

#### > TABLEAU Dashboard Software Integrating data from multiple channels and

sources in one cohesive story.

#### > QUALTRICS Survey Tool

Build surveys, send surveys, and analyze responses and other data collection activities.

#### > SOCIAL COMPILE

#### Travel Related Social Ad Network

Create customized influencer promotions to be pushed out by social compile publishers.







# REGIONAL PARTNERSHIPS

What defines an elite partner? Elite partners do things differently. They act different. They think different. That's why the VFTCB is proud to partner with these regional organizations, who go above and beyond to reach our common goal of promoting the best of Montgomery County.











#### > KISS CAM SPONSOR

#### > SPRING TRAINING

The VFTCB had a bigger presence in Clearwater, FL during spring training with the Phillies. Their wall sign in left field was double the size of previous years.



#### BRYCE HARPER JOINS THE PHILLIES (MARCH)

The VFTCB's outfield wall sign was on display as the Philadelphia Phillies welcomed Bryce Harper to the team during a press conference.

The press conference aired on NBC Sports Philadelphia, which was the #1 watched program in the Philadelphia market that day, with just under 2 million viewers.

Traffic to the VFTCB's website increased 14% compared to the same day last March and the average amount of time spent on our website also increased.

Bryce Harper's bats are also made by a company based in Montgomery County.



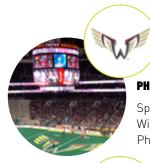
#### BARK AT THE PARK (JUNE 7 & AUGUST 30)

Montgomery County Commissioner Chair Valerie A. Arkoosh, MD, MPH was selected to throw out the first pitch during Bark in the Park night on June 7.

#### TRENTON THUNDER

Hosted an "Embark Montco Night"

The team's bat dog, Rookie, visited Montco in April to check out our pet-friendly hotels & restaurants.



#### PHILADELPHIA WINGS

Sponsored the Wingston's Shuffle at the Philadelphia Wings Game

OVERALL ATTENDANCE AT PHILADELPHIA

PHILLIES GAMES GREW 26% THIS SEASON TO 2.72 MILLION.

CITIZENS BANK PARK

BASEBALLREFERENCE.COM

AVERAGED 33,672 FANS PER GAME, UP FROM 26,644 A SEASON AGO.



#### **READING PHILLIES**

Sponsored scoreboard and outfield sign

# MONTCO GOLF

Montgomery County, Pennsylvania is home to more than 50 golf courses. Visitors to Montco experience the prestige and excitement of playing some of the most historic and topranked courses in the country.

#### MONTCO GOLF CLASSIC

To celebrate golf in Montgomery County, more than 100 golfers participated in the fourth annual Montco Golf Classic on August 5 at Blue Bell Country Club. After lunch, sky divers landed on the course to kick start play. Then, golfers spread out over the entire 18-hole course for the afternoon.



#### LPGA SYMETRA TOUR – VALLEY FORGE INVITATIONAL

The Valley Forge Invitational, an LPGA Symetra Tour event, brought women's professional golf back to Montgomery County for a second consecutive year.

The tournament was held at Raven's Claw Golf Club in Pottstown, Pa., May 28-June 2. Major sponsors included the VFTCB and the Pottstown Area Health & Wellness Foundation (PAHWF). The beneficiary was the Tri-County Community Network, which brings together more than 90 agencies, businesses, and individuals in the Pottstown community to problem solve community needs.



#### PHILADELPHIA GOLF SHOW IN OAKS

In February, the VFTCB team exhibited at the Philadelphia Golf & Travel Expo held at the Greater Philadelphia Expo Center. Over three-days, our team was able to promote Montgomery County as an elite destination for golf travel to hundreds of thousands of visitors.



**ECONOMIC IMPACT** 

\$1,000,000 + 600 ROOM NIGHT

#### **LOOKING AHEAD**

Montco will also host the 2020 30th Annual International Network of Golf Spring Conference. Just across the county line, the 2020 KPMG Women's PGA Championship will be held at Aronimink Golf Club in Newtown Square in June.











# The dining scene in Valley Forge and Montgomery County has never been hotter. From award-winning restaurants, to fast-casual and family-style, you'll find it all in Montco.





In June, Crave Montco supported the Elmwood Park Zoo's annual fundraising event, Beast of a Feast. The event showcased restaurants in the county, while raising money for the Zoo.



#### KOP RESTAURANT WEEK SPONSOR

In March, Crave Montco was a proud sponsor of the annual King of Prussia Restaurant week. The week-long event benefits Children's Hospital of Philadelphia (CHOP) King of Prussia Specialty Care Center.

# ARTS MONTCO

#### **BIG APPLE CIRCUS**

The Big Apple Circus made its first-ever stop in Montgomery County this summer. Award-winning acts from around the world, including live rescue animals, appeared under the Big Top on the Expo Fairgrounds in Oaks May 18 – June 16.



#### PHILADELPHIA FOLK FESTIVAL

The Philadelphia Folk Festival is the oldest continuously run outdoor music festival in North America. Now in its 58th year, the Festival stands apart not only for its longevity but for its unparalleled and unique community of spectacular artists from near and far, dedicated attendees, and volunteers.







#### PHILADELPHIA FLOWER SHOW

In March, the VFTCB got a preview of spring through its partnership with the Pennsylvania Horticultural Society's annual Philadelphia Flower Show at the Pennsylvania Convention Center. The show is the largest and longest-running horticultural event in the nation. Each year, about 250,000 people attend. The VFTCB released its annual arts quide at the show.



#### **COUNTY STUDIO TOUR**

The third annual Montgomery County Studio Tour took place June 15 & 16. The event featured 47 artists and 20 studios throughout the county. This unique and intimate opportunity provided unlimited access to the artists, and a clearer understanding of their stories and creative processes.



#### The Big Apple Circus comes from the Big Apple itself, New York City, where the first show took place in 1977.

The Big Top is modeled after the traditional European "One Ring" circus, where no one is more than 50 feet away from the ring.

No wild or exotic animals perform in Big Apple Circus. The only animals included in the show are beloved rescue dogs and horses/ponies.

The circus has a history of diversity and female representation. This season women take the reins, led by ringmaster Stephanie Monseu.

#### GONOMIC IMPACT NUMBERS

200+ ARTS ATTRACTIONS\$113.3M TOTAL IMPACT\$32.1M HOUSEHOLD INCOME\$6.3M TAX REVENUE



New for 2019, a group of county arts leaders were appointed to the VFTCB's Arts Committee. They were tapped to help advise the arts brand. The committee meets quarterly.

#### **NEW ARTS COMMITTEE**

#### Ben Graupen

Area Vice President, Wurzak Hotel Group

#### **Judith Herbst**

General Manager, Keswick Theatre

#### Roberta Johnson

Vice President of Audience Engagement Greater Philadelphia Cultural Alliance

#### Erin Reilly

Artistic Director, Theatre Horizon

#### Jeff Schaller

-ounder, Montgomery County Studio Tour

#### **Brent Woods**

Senior Director of Cultural Affairs, Montgomery County Community Collec

#### CIRQUE DU SOLEIL

Cirque du Soleil brought its new show Amaluna to the Greater Philadelphia Expo Center in Oaks from July 24 - August 25. The show features a mostly female cast of acrobats. The story takes place on the island of Amaluna, where a Princess is celebrating her coming of age and a group of men crash the party. A love story ensues, told through acrobatics and music.

#### MEMBER WELCOME SESSION

This event is open to all members of the Valley Forge Tourism & Convention Board but is geared specifically toward new and prospective member businesses as well as new employees and contacts at our current members.

The 90-minute session includes an opportunity to meet the sales and marketing teams, and introduction to the member HQ, and a short presentation, "How to Maximize Your Membership."



THANK YOU FOR TAKING THE TIME TO MEET WITH US YESTERDAY. THE INFORMATION WAS VERY HELPFUL AND GAVE ME SOME GREAT IDEAS ON HOW TO GET THE MOST FROM MY MEMBERSHIP!

David Garrett
David Garrett Photography



#### **SPEAKER SERIES**

There were two membership Speaker Series in 2019. These are networking events with an educational component.

The first event was held at the King of Prussia Mall in February, where members mingled and heard an update on mall renovations.

The second Speaker Series was held in September at the John James Audubon Center, where members celebrated the grand re-opening of the museum at historic Mill Grove.

670 TOTAL MEMBERS



**UP 40% SINCE 2015** 



#### NEW HQ PORTAL FOR MEMBERSHIP

To better serve our members, the VFTCB created new content for the redesign on the HQ portal. The HQ portal is where members access leads and service requests, update their listings, add events, and connect with other members.

#### **EVENTS**

Throughout the year, our organization hosts exclusive events for our members and partners. They are an opportunity to engage, to learn, and to network.

Our Mini Cooper and kiosk traveled to more than 100 events this year, including festivals, parades, and sporting events.

IN 2019

#### 30 MEMBER EVENTS

**ATTENDANCE UP 9%** 



The rally was held in conjunction with National Travel & Tourism Week, a nationwide, annual salute to travel and tourism organized by the U.S. Travel & Tourism Association. This year's theme was "Travel Matters." The VFTCB shared current statistics and updates highlighting the county's dramatic change in economics, employment, and attractions. Attendees were the first to view the VFTCB's new summer TV commercial, as well as hear about the VFTCB's newest initiative, Montco Wellness, highlighting Montgomery County's healthy living attractions such as spas, trails, adventure activities, and beyond.

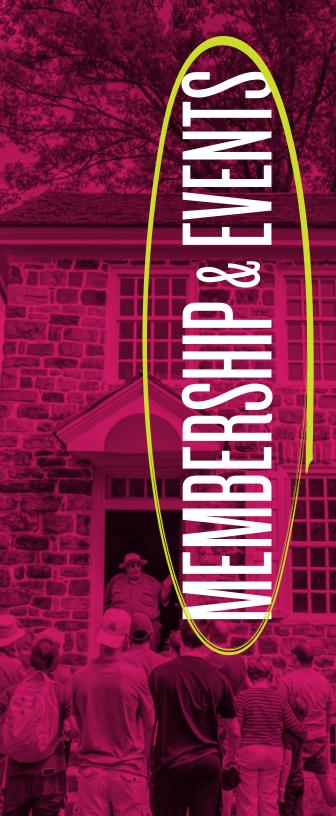




#### TRAVEL RALLY DAY

In May, the Valley Forge Tourism & Convention Board (VFTCB) gathered 200 members and guests at the newly renovated Blue Bell Country Club for a travel rally to promote tourism in the county and highlight the board's newest initiatives.





#### MEMBERSHIP WITH THE VFTCB OPENS THE DOOR TO UNLIMITED OPPORTUNITIES.

#### There are now more than 670 members.

The VFTCB team continues to provide the most value to their members through their website, social media presence, publications, and events.





#### 2019 **TRADESHOWS**

SPORTS DIVERSITY

SPORTOLOGY

NASC

ESPORTS SUMMIT

CONNECT SPORTS

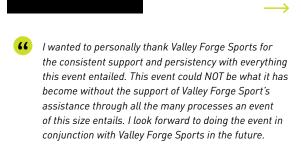
S.P.O.R.T.S RELATIONSHIP

4S SUMMIT

TEAMS CONFERENCE

SPORTS CONGRESS

**PA SWAG EAST BEAST OF THE EAST COAST NATIONALS FLAG FOOTBALL TOURNAMENT** · IIO TEAMS



#### Matt Reimel Event Owner of Beast of the East

1.000 ROOM NIGHTS SI MILLION ECONOMIC IMPACT

SI MILLION ECONOMIC IMPACT







## VALLEY FORGE SPORTS



Team Jamaica stayed in Montgomery County while they were in town for the Penn Relays in April. They stopped by the VFTCB office for lunch during their trip.

#### **USA CLIMBING SPEED/ SPORT NATIONAL** CHAMPIONSHIP

- ► 2,000+ ATHLETES/FAMILIES
- ► 1.200 ROOM NIGHTS
- ► \$1.2 MILLION ECONOMIC IMPACT

#### **AMERICAN CORN HOLE LEAGUE WORLD CHAMPIONSHIPS**



- ► 2,000+ ATHLETES/FAMILIES

#### **MAX FIELD HOCKEY** INVITATIONAL AT THE **PROVING GROUND**

- 40 NATIONALLY RANKED TEAMS
- \$600.000 ECONOMIC IMPACT

#### **NXL PAINTBALL'S VALLEY FORGE OPEN**



- 3,500 PLAYERS/SPECTATORS
- 2.000+ ROOM NIGHTS
- \$2.5 MILLION ECONOMIC IMPACT

#### **ECONOMIC IMPACT**

Montco

WEDDINGS







**SALES** 

#### **BRIDAL SHOWS**

09 12 19

Willow Grove Park **Mall Bridal Show** 

WILLOW GROVE PARK

09 15 19

**Bridal Event by Bouche** CROWNE PLAZA KING OF PRUSSIA

**Bridal Event by Bouche** SHERATON VALLEY FORGE

02 16 20

**Bridal Event by Bouche** 

TALAMORE COUNTRY CLUB

03 01 20

**Bridal Event by Bouche** 

PHOENIXVILLE FOUNDRY



#### **WEBSITE VIEWS**

OCT 1, 2017 - OCT 1, 2018

OCT 1, 2018 - AUG 21, 2019



► 1.000+ ROOM NIGHTS

► SI MILLION ECONOMIC IMPACT

BROADCASTED ON ESPN

#### THE NEW MONTCO WEDDINGS TIMELINE

Created to visually show brides how our team is able to assist them throughout the planning process.







#### **CLIENT EVENTS**

In June, the Rev Events team hosted a night out at the Philadelphia Phillies for meeting planners.



#### **ADVERTISING**

- SEPTA/DIGITAL ON TRAINS
- SMART MEETINGS
- MEETINGS TODAY



**"OUR FAMILY COULDN'T BE ANY MORE PROUD** OF OUR HERITAGE OR MORE APPRECIATIVE OF **HOW SPECIAL YOUR TEAM MADE OUR VISIT.** KUDOS FOR HAVING SUCH A GREAT TEAM THAT REACHES OUT TO VISITORS TO BUILD **MEMORIES OF A LIFETIME."** 

**Brenda Harmer** 

MID-ATLANTIC EVENTS

NORTHEAST MEETINGS

#### Ft. Lauderdale, FL Harmer Family Reunion North American Chapter



SALES

REVOLUTIONARY

**EVENTS** 

**LUNCH AND LEARNS** 

The Rev Events team hosted

this year. These presentations

can help them.

several Lunch and Learn meetings

take place during lunch and bring

together various meeting planners

to learn more about how our team

and over 60 members



RCMA

PASAE

PHARMA FORUM

HELMSBRISCOE ABC

CONNECT DIVERSITY

HELMSBRISCOE WESTERN

REGIONAL MEETING

CONNECT NEW YORK

CONNECT NEW ENGLAND

CONNECT MARKETPLACE

CONNECT MEDICAL

WORLD TRAVEL FALL SYMPOSIUM

PLAN YOUR MEETINGS PHL

**BIO INTERNATIONAL** 

FEA

CVENT CONNECT

SMART MEETINGS NEW YORK

#### **GLOBAL MEETINGS DAY -FACEBOOK LIVE**

The Revolutionary Events team celebrated Global Meetings Industry Day on April 4 by showcasing the impact that business meetings, conferences, and trade shows have on the industry. The team visited three different venues in Montgomery County - Davio's Northern Italian Steakhouse, Hilton Garden Inn Valley Forge/Oaks, and Sheraton Valley Forge – and highlighted them on



#### **LIFE SCIENCES FOCUS**

The Rev Events team continues to put a strategic focus on the Life Sciences

The VFTCB attended Bio International which was held in Philadelphia. The show featured more than 16,000 attendees with 67 countries being represented.



**BRAZIL** 

**FRANCE** 

**GEC UK** 

**BRAND USA NETHERLANDS** 

INDIA

DENMARK







SALES

TOURISM







INTERNATIONAL FLIGHT DATA

**2019 INTERNATIONAL FLIGHTS AT PHL** 

3.9% YOY GROWTH

**NON-STOP INTERNATIONAL** FLIGHTS FROM PHL

Including: Amsterdam, Barcelona, Dublin, Grand Cayman, London, Munich, Otta, Rome, Toronto, and Venice.

#### **TOURISM TRADESHOWS**

MARCH

**FDM & USA Travel Shows** COPENHAGEN, DENMARK

MARCH

ITB Berlin

APRIL

RTO East

JUNE

**IPW** 

SEPTEMBER

**Active American China Receptive Edition** 

NOVEMBER

**World Travel Market** 





SOURCE: VisaVue Travel











#### **REVOLUTIONARY EVENT**



SALES TEAM

#### **PRODUCTIVITY**



40
TRADE SHOWS

600/0 CONVERTED DEFINITE

8% INCREASE OVER LAST YEAR



SALES

#### MARKET SEGMENTATION

**VALLEY FORGE SPORTS** 



REVOLUTIONARY EVENTS & MONTCO WEDDINGS



INTERNATIONAL TOURISM



# MONTCO HOTELS as of September 1, 2019

America's Best Value Inn Norristown

America's Best Value Inn Pottstown

Best Western Fort Washington Inn

Best Western Plus
The Inn at King of Prussia

Bryn-Ellis B&B

Candlewood Suites
Philadelphia-Willow Grove

Chateau Valley Forge

Chubb Hotel &
Conference Center

Comfort Inn & Suites -Pottstown Courtyard by Marriott - Devon

Courtyard by Marriott Philadelphia Lansdale

Courtyard by Marriott Philadelphia Montgomeryville

Courtyard by Marriott Philadelphia Valley Forge/ Collegeville

Courtyard by Marriott Plymouth Meeting

Courtyard by Marriott Willow Grove

Crowne Plaza Valley Forge/ Liberty Conference Center

Creative Inkling

Days Inn Horsham/Philadelphia

Days Inn Pottstown

Deck Motel

Double Eagle Bed and Breakfast

DoubleTree by Hilton Philadelphia/Valley Forge

DoubleTree Suites by Hilton -Philadelphia West

Extended Stay America King of Prussia

Extended Stay America
Plymouth Meeting



Extended Stay Horsham Dresher Road

Extended Stay Horsham Welsh Road

Fairfield Inn and Suites by Marriott Philadelphia Willow Grove

Fairfield Inn Philadelphia Valley Forge

George Washington Wood Bed & Breakfast

Hampton Inn King of Prussia

Hampton Inn Philadelphia/ Plymouth Meeting

Hampton Inn Willow Grove

Hampton Inn & Suites Valley Forge/Oaks

Hampton Inn & Suites by Hilton Philadelphia/Montgomeryville Hampton Inn Limerick

Hatfield Motel

Hilton Garden Inn - Fort Washington Philadelphia

Hilton Garden Inn Valley Forge

Hampton Inn & Suites by Hilton Philadelphia/Montgomeryville

Hampton Inn Limerick

Hatfield Motel

Hilton Garden Inn - Fort Washington Philadelphia

Hilton Garden Inn Valley Forge

Holiday Inn Express & Suites Fort Washington

Holiday Inn Express Hotel & Suites - King of Prussia

Holiday Inn Express Hotel & Suites Limerick-Pottstown Holiday Inn Lansdale Hatfield

Homewood Suites Valley Forge

Homewood Suites by Hilton Lansdale

Homewood Suites by Hilton Horsham Willow Grove

Homewood Suites by Hilton
Philadelphia-Plymouth Meeting

Hotel Fiesole

Hyatt House King of Prussia

HYATT House Philadelphia/ Plymouth Meeting

Hyatt Place Philadelphia/ King of Prussia

Joseph Ambler Inn

Motel 6 King of Prussia

Motel 6 Pottstown PA

Normandy Farm Hotel and Conference Center

Philadelphia Marriott West

Quality Inn Pottstown

Radisson Valley Forge Hotel

Quality Inn Montgomeryville

Residence Inn by Marriott Montgomeryville

Residence Inn by Marriott Willow Grove

Residence Inn Collegeville

Rodeway Inn Conference Center

Royersford Hotel

Sheraton Valley Forge

Sojourner Suites

SpringHill Suites Willow Grove

SpringHill Suites Philadelphia

Plymouth Meeting

SpringHill Suites Philadelphia Valley Forge/King of Prussia

Staybridge Suites

Philadelphia Valley Forge

Staybridge Suites Montgomeryville

The Globe Inn

TownePlace Suites by Marriott Philadelphia Horsham

Valley Forge Casino Resort

William Penn Inn

Woodside Lodge at Spring Mountain











#### TEMPORARY VISITORS CENTER & PARK RENOVATIONS UNDERWAY







The temporary Visitor Center is a 5,760-square-foot facility within the Park. The temporary center opened in December 2018 so that construction could begin on the \$14 million renovation to the current visitor center facility, built in 1976.

During renovations, The Encampment Store, the VFTCB and the NPS are co-managing the new visitor center's retail bookstore, regional travel information desk, and park information desk that serve more than 250,000 visitors each year.

The renovations are scheduled to be completed in 2020 and will provide for new windows, new finishes including flooring, carpets and signage, energy efficiency improvements, updated collections storage, expanded physical accessibility, modern fire protection and security systems, as well as a new HVAC system.

#### GOVERNMENT SHUTDOWN, VISITORS CENTER KEPT OPEN

The VFTCB and The Encampment Store provided support and funding to keep Valley Forge National Historical Park's Visitor Center open during the federal government shutdown. During the shutdown, which was a result of a budgetary stalemate in Washington, the National Park Service had to close most park buildings. However, with the VFTCB and Encampment Store's support and private funds, the Park's Visitor Center remained open. The government shutdown lasted from December 22, 2018 to January 25, 2019. It was the longest U.S. government shutdown in history.



#### **VISITOR SERVICES EVENTS**

DECEMBER 2018

#### **MARCH-IN**

On December 19, 1777, General George Washington led the Continental Army into Valley Forge for what would become a six-month encampment. This "march in" marked what ultimately became the turning point of the Revolutionary War. Valley Forge National Historical Park commemorates this date each year with candle-lit tours, musical performances, and an appearance by the Commander-in-Chief himself.



PRESIDENTS' DAY

#### GEORGE WASHINGTON'S BIRTHDAY

Members of the community joined Mrs. Washington, members of the Continental Army, and others to celebrate George Washington's 287th birthday on Presidents' Day. The event was produced in conjunction with the National Park Service, Valley Forge Park Alliance, Valley Forge Tourism & Convention Board, and The Encampment Store.



Over 850 pieces of cake served by Montgomery County Community College culinary students. George Washington was given more than 250 cards for his birthday.

#### MAY 8, 2019 ADAM JOSEPH

#### ADAM JOSEPH LAUNCHES 6ABC WEATHER BALLOON AT THE PARK

On May 8, Meteorologist Adam Joseph launched a weather balloon from Valley Forge National Historical Park, with commentary from Park Ranger Beth Dhunjisha.

Every day, twice a day, squadrons of balloons, 900 worldwide, soar up to record conditions of the atmosphere. The National Weather Service has been using these balloons since the 1930s. The instruments attached to the balloon, called a radiosonde, measure the atmospheric pressure, temperature, and humidity. Weather balloons are launched to gather high-altitude weather data critical for forecasting.

# **MFMRFRS**



#### as of September 1, 2019

1750 Bistro (at the Holiday Inn Lansdale) 20/20 Visual Media

A Royal Flush

A Taste of Britain

A to Z Party Rental

Abington Art Center

About Flags, Inc. Accent on the Rocks

Ace Limousine & Airport Service

Act II Playhouse, Ltd.

A'Dello Vineyard & Winery

Advanced Staging Productions

Adventure Aquarium

AG Marketing Solutions

AgileCat LLC

All Systems Go AV

Allebach Photography

Ambler Main Street

American Graphics Institute American Grill

American Helicopter Museum & **Education Center** 

American Heritage Student Tours American Treasure Tour

America's Best Value Inn-Norristown

America's Best Value Inn Pottstown

Amici Italian Market & Deli

Amruth Brewing Company Anthony's Coal Fired Pizza

Anthony's Coal Fired Pizza Blue Bell

Appleford

Ardmore Initiative

Bernie's Restaurant and Bar -

Boyertown Museum

Brandywine Hunt Club & Grille

Bravo Pizza Worcester

of Historic Vehicles

Bridge Street Chocolates

Brooke Voris Weddings Brothers Kershner Brewing Co.

Brulee Catering

Brunch

Bryce's Catering

Bryn Athyn Historic District

Bryn-Ellis B&B

**Bucks County River Country** Bucks County Wine Trail

Buffalo Wild Wings

Chapel Cabin Shop Charlie's Pizzeria

Chateau Valley Forge

Cheltenham Township

Chestnut Hill College

Chiaro's Pizza Restaurant

Choolaah Indian BBQ

Chubb Hotel & Conference Center

Cindy King Jazz

CinemaCake Filmmakers

City Works Eatery & Pour House

Colebrookdale Railroad Preservation Trust

Colonial Theatre

ColorSource, Inc. Columbia Station

Comcast Business

Comfort Inn & Suites - Pottstown

Competitive Edge Sports

Conference Center at Penn State Great Valley

Conlin's Digital Print and Copy

Conshohocken Brewing Co. - KOP

Consolidated Graphic Communications

Constellation

Corropolese Bakery and Deli, Inc.

Courtyard by Marriott Plymouth Meeting

Courtyard by Marriott Willow Grove

Coyote Crossing Mexican Restaurant

Crane Communications Inc.

Crazy Aaron's Thinking Putty

Creative Inkling

Creed's Seafood & Steaks Creekside Sports Bar & Grille

Crooked Eye Brewery

Crowne Plaza - Valley Forge/ Liberty Conference Center

CTM Brochure Display

Dancing Tree Creations Artisans Gallery & Studio

Dave and Buster's -Plymouth Meeting

David Garrett Photography

Davio's Northern Italian Steakhouse | King of Prussia Town Center

Days Inn - Horsham/Philadelphia

Days Inn - Pottstown DCP Theatre

Deck Motel

Demestia Baking Company

Denise Fike, Illustrationist



**®** BURY THE HATCHET

Gourmet Cupcakes

Forge

Philadelphia Lansdale

Philadelphia Montgomeryville

Courtyard by Marriott Philadelphia Valley Forge/ Collegeville

Dettera Restaurant & Wine Bar Devine + Partners DiBruno Brothers Catering &

DJB Specialties, Inc. / GForce

Double Eagle Bed and Breakfast DoubleTree by Hilton

DoubleTree Suites by Hilton -Philadelphia West

Dr. Fanny Cruz - Financial Advisor / Edward Jones

Ducky Days

E Bar

DuPortail House

Historic Site

Eddie V's

El Sarape

En Route

Eventricity

Expedia

Exhibit B Gallery

Expedition Escape

King of Prussia

Plymouth Meeting

Dresher Road

Welsh Road

Grove

Forge

County

Extended Stav America -

Extended Stav America -

Extended Stay Horsham -

Extended Stay Horsham -

Facenda Whitaker Lanes

Valley Forge/Great Valley

Fairfield Inn and Suites by

Marriott Philadelphia Willow

Fairfield Inn Philadelphia - Valley

Family Services of Montgomery

Farmer's Daughter Restaurant

Farmers Insurance G Burke

Feine Coffee Shop

Fairfield Inn & Suites Marriott

Escape Trappe

Dreams Ice Cream At Glenside

Drexelbrook Catering at the Franklin Commons

Duffy's Restaurant & Caterers

Eastern Montgomery County

Echelon Protection & Surveillance

Edwards-Freeman Nut Company

Chamber of Commerce

Eastern State Penitentiary

**Elementary Connections** 

Elysium Marketing Group

Embassy Suites by Hilton

Philadelphia Valley Forge

Escape Room Mystery

Evansburg State Park

**Eventions Productions** 

Eventive Productions, Inc.

Executive Promotions & Geiger

Elmwood Park Zoo

Embara Creative

Fort Washington State Park **Duck Donuts** 

Founding Farmers

Fox World Travel

Five Saints Distilling

Flanigan's Boathouse

Fogo de Chão

Forevermore Photos

Freedoms Foundation at Valley Forge

French Creek Inn

FreshFly

Garden Grille & Bar - Exton

Garden Grille & Bar Fort Washington

Garden Grille & Bar - Oaks

Garden Spot Village

General Exposition Services General George Washington

George Washington Portrayed by Dean Malissa

George Washington Wood Bed & Breakfast

Glenside Ale House Global Tour Connection

G-Lodge Restaurant Graeme Park

Grand Theater Great Philadelphia Comic Con!

Greater Hatboro Chamber of Commerce

Greater Horsham Chamber of Commerce

Greater Philadelphia Expo Center

Green Lane Park

Green Valley Country Club

Hampton Inn & Suites by Hilton

Hatfield Motel

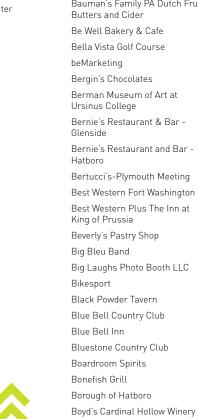
Heckler Plains Folklife Society / Lower Salford Historical Society











Asianoodle

Autograph Brasserie

AVE Blue Bell Villas

AVE King Of Prussia

AVE Lansdale

Atlantic City Linen Supply, LLC

Ave Malvern AVE Newtown Square B. Franklin, Printer Bahama Breeze Bald Birds Brewing Company Balloon Rides Daily by United States Hot Air Balloon Team Barn Fresh Vintage Market Barn on Bridge Bauman's Family PA Dutch Fruit Bernie's Restaurant & Bar -Bertucci's-Plymouth Meeting Best Western Fort Washington Inn Best Western Plus The Inn at Big Laughs Photo Booth LLC

Building A Better Boyertown Building Better Neighborhoods Burly Dove Prepared Meals and Bury The Hatchet King of Prussia Byers' Choice Christmas Museum California Pizza Kitchen -King of Prussia California Pizza Kitchen -Plymouth Meeting Camp Adventureland LLC Candlewood Suites Philadelphia-Willow Grove Cantina Feliz Canvas Valley Forge Carlisle Sports Emporium Carney Group Carousel at Pottstown Cashman & Associates Catering by Design CBRE CCI Communications Inc. Cedarbrook Country Club Central Perkiomen Valley Park Century 21- Norris Valley Forge Chaddsford Winery Chank's Pizza Cones Chanticleer

Costa Deli & Gina's Amazing County Studio Tour Courtyard by Marriott - Devon Courtyard by Marriott - Valley Courtyard by Marriott Courtvard by Marriott

Events Direct Line Development Discover Lansdale

Ferko String Band Philadelphia/Valley Forge Firebirds Wood Fired Grill Fitzwater Station

Green Wolf's Village Barn Shoppes Grille at Chesterbrook GroundLink Grumpy's Handcarved Sandwiches GSL & Associates of Merrill Lynch GVF Gypsy Blu Gypsy Saloon Hagey Coach & Tours Inc Hampton Inn - King of Prussia Hampton Inn - Philadelphia/ Plymouth Meeting Hampton Inn - Willow Grove Hampton Inn & Suites -Valley Forge/Oaks Philadelphia/Montgomeryville Hampton Inn Limerick Harvest Seasonal Grill & Wine Bar



#### ① AMERICAN TREASURE TOUR

Herr's Snack Factory Tour Hidden Acres Campground Highlands Mansion & Gardens Hilton Garden Inn - Fort Washington Philadelphia

Hilton Garden Inn Exton -West Chester

Hilton Garden Inn Newtown Square Radnor

Hilton Garden Inn Vallev Forge Historic General Warren

Historic General Warren Restaurant

Historic Philadelphia Center

Historic Trappe

Historic Yellow Springs

Historical Society of Montgomery County

Holiday Inn Express & Suites-Fort Washington

Holiday Inn Express Hotel & Suites - King of Prussia

Holiday Inn Express Hotel &

Suites Limerick-Pottstown Holiday Inn Lansdale-Hatfield

Home2 Suites by Hilton -

King of Prussia/Valley Forge

Homewood Suites - Valley Forge Homewood Suites by Hilton -

Lansdale Homewood Suites by Hilton

Horsham Willow Grove

Homewood Suites by Hilton Philadelphia-Plymouth Meeting

Homewood Suites Great Valley

Hope Lodge

Horsham Township

Hospitality Staffing Solutions

Hotel Fiesole

(40)

Howlite Picture Company HUNGRY Marketplace

Hurray Brands

Hyatt House King of Prussia

HYATT house Philadelphia/

Hyatt Place - Philadelphia/King of Prussia

iFLY Indoor Skydiving

Plymouth Meeting

Illustrated Designs, Inc.

Imprint Beer Co.

Independence Seaport Museum Independence Visitor Center Corporation

Info-Graphix Systems Inc.

Invitations by Jill

Iron Abbey Gastro Pub

Italian Market

J&J Chauffeured Transportation, Limo Coach & Bus Service

I Alexander's Restauran

James A. Michener Art Museum

John James Audubon Center at Mill Grove

Jonathan Kolbe Photography Joseph Ambler Inn

Joseph Ambler Inn Restaurant

JR Resources

Julian Krinsky Camps & Programs

Julian Krinsky School of Tennis at the Gulph Mills Tennis Club

Julian Krinsky School of Tennis at the Narberth Tennis Club

Karley's Chair Covers & Specialty Linens

Keswick Theatre

Kevin Smith Transportation Group

Kilwins King Of Prussia Town Center

King Limousine & Transportation, Inc.

King of Prussia Beer Outlet

King of Prussia District King of Prussia Mall

King of Prussia Town Center

Kleins Bus Service KOP Magic Lab

Kosola Productions

Koziar's Christmas Village

Krapf's Coaches

La Massaria at Bella Vista Golf Course

La Prima Caterina

Landis Creek Golf Club

Laskaris & Laskaris Lazer Limousine

League of Most Interesting Gentlemen

Leave It To Me Photography Legend's Sports Bar and Grill LEGOLAND® Discovery Center Philadelphia

Life Sciences Pennsylvania

Lilac & Lace Co. Lily of the Valley

Lily's Grill

Limerick Bowl

Lindt Chocolate

Lochel's Bakery Lock 60 at the Schuylkill

Canal Park Lofts at Valley Forge

Logowear House

LongHorn Steakhouse

Longwood Gardens

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Philadelphia Premium Outlets Philadelphia Skating Club & Humane Society

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Phoenixville Country Club Phoenixville Foundry Phoenixville Regional

Philmont Country Club

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Riverbend Cycles RiverCrest Golf Club & Preserve Riverworks Apartments

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Tantra Hair Salon & Day Spa

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Ten7 Brewing Company The 1912 Club

The Bercy The Bridal Event

The Capital Grille The Chamber of Commerce for

The Dapper Doughnut The Encampment Store at Valley Forge National Historical Park

The Greene Turtle Sports Bar

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The Greene Turtle Sports Bar and Grille -North Wales

The Grille at Spring Hollow Golf Club

The High Point

The Inn at Villanova University

The Kennel Club of Philadelphia

The Loft at Landis Creek

The Lucky Dog Gastropub

The Mainstay Inn

The Mann Center for the Performing Arts

The Melting Pot

The Mill

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The Proving Grounds

The Stoogeum

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The Underground

The Vault

The Venue

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Woodside Lodge at Spring Mountain

Worcester Golf Club

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Upper Schuylkill Valley Park

Valerio Coffee Roastery and Café

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Valley Beach Poolside Club

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Valley Forge National Historical Park

Valley Forge Catering Company

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