

MEMBER TOOLKIT

WHO WE ARE



1000 First Ave, STE 101
King of Prussia, PA 19406

valleyforge.org • [@visitvalleyforge](https://www.instagram.com/visitvalleyforge)

The Valley Forge Tourism and Convention Board is a non-profit membership-based sales and marketing organization which actively promotes all of Montgomery County as a sports, convention site, and leisure visitor destination by promoting patronage of its member hotels, restaurants, retail shops, attractions, and services.

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.

Our funding comes from a combination of membership dues, sponsorship opportunities, and a 4% hotel tax imposed on visitors staying overnight in the county's 9,500 guest rooms.

WHY VALLEY FORGE?

We are one of 18 total Montgomery Counties in the US, but are fortunate to have the internationally recognized Valley Forge National Historical Park right in our backyard. By attaching ourselves to the Valley Forge name, we can appeal to tourists and visitors globally to come stay and play in Montgomery County.



We go beyond the Valley Forge area, we officially cover all of Montgomery County!

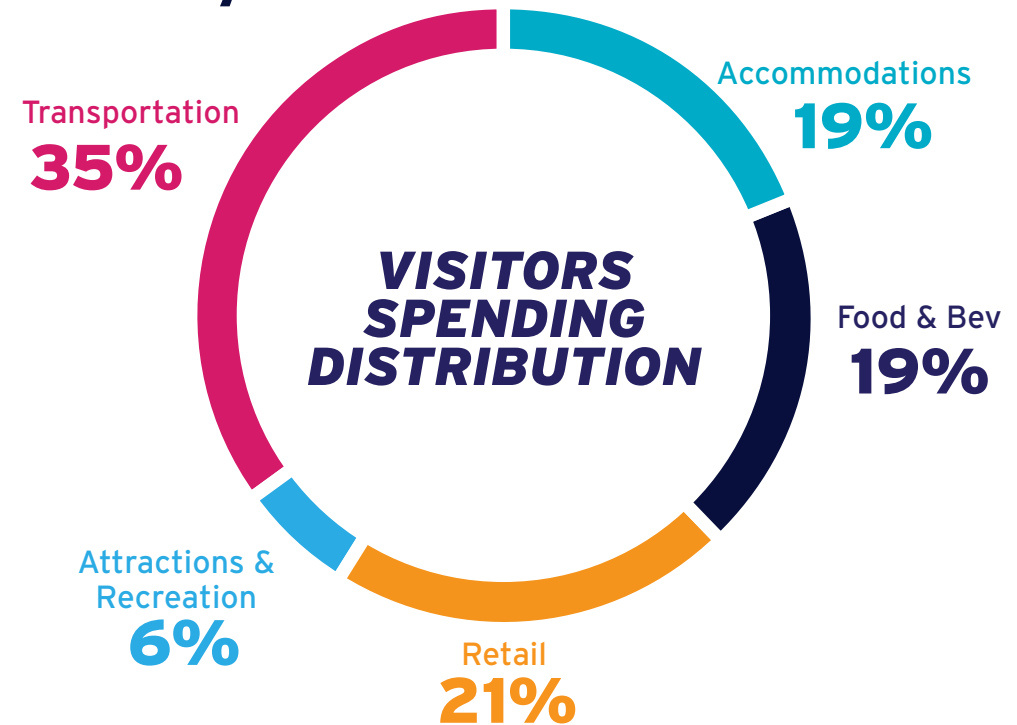
UNDERSTANDING OUR IMPACT

Tap into the
POWERFUL
Tourism Industry

\$1.6 BILLION
visitor spend

13,000
room nights generated

17,903
jobs supported



Our team effectively drives tourism to Montgomery County through data-driven strategic planning by attending industry trade shows, hosting familiarization tours, launching a new meetings campaign, and having a strong presence through print and digital publications as well as across all social media platforms.

- Sports
- Meetings
- Visitors Center
- Event Services

- Group Tourism
- Membership
- Arts & Culture
- Co-Op Partnerships

- Creative
- Data Analytics
- Public Relations
- Social Media

MEMBERSHIP ENSURES YOUR SUCCESS

→ Our membership community is represented by over 500 local businesses and organizations throughout Southeast Pennsylvania.

Member Benefits



Connect

- Cultivate relationships with our 500+ members
- Exclusive Networking Events with Industry Leaders
- Access the online member directory
- Online Member HQ portal and post board



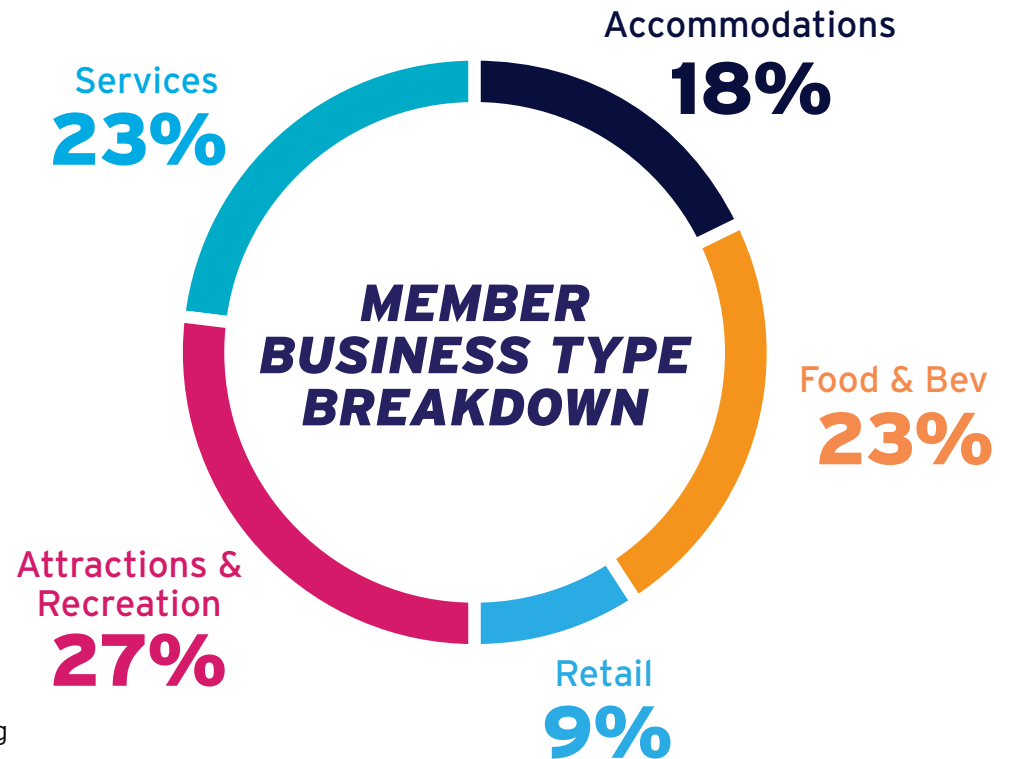
Engage

- Co-op Advertising Partnerships with member discounted pricing
- Public Relations support
- Inclusion in all printed Publications
- Detailed listing on valleyforge.org and Visit Valley Forge



Grow

- Qualified sales leads
- Business Referrals and service requests
- Post your Special Offers from promotion on the website and app
- Publish unlimited events to our Public Events Calendar



→

For more details about Membership and its benefits, scan code

ANNUAL PUBLICATIONS

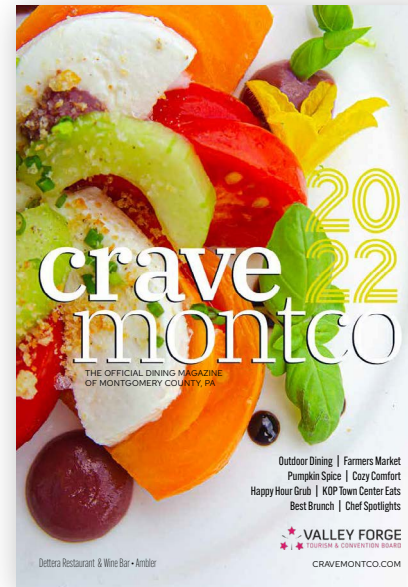
More than 200,000 pieces of our four unique destination and dining guides are distributed annually, showcasing the best Montgomery County has to offer. Inclusion increases your digital and print exposure with local residents and visitors to grow your potential opportunities.



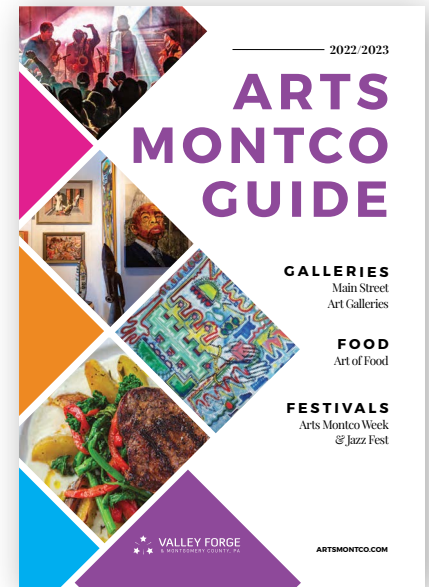
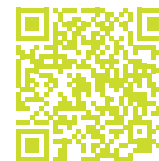
 **Visitors Guide**



 **Golf Guide**



 **Crave Guide**



 **Arts Guide**

* Enhanced advertising opportunities available for any publication at a discount to members.

SEASONAL CAMPAIGNS



crave
montco
MONTH



A week highlighting the need to support the arts, culture, and entertainment venues in the county, featuring some of the most celebrated jazz musicians performing in intimate and engaging concerts!

Encourages both local residents and visitors to celebrate our diverse dining scene by exploring the county and visiting participating locations.

A fundraiser to support the Montco Anti-Hunger Network to build awareness around food insecurity and provide resources to nearly 60 food pantries and kitchens.

VISITOR SERVICES



1.5 MILLION
PARK VISITORS

\$34.7 MILLION
ECONOMIC IMPACT



Kirsten Tallman

Director Visitor Services
tallman@valleyforge.org
610-768-0281

Our visitor experience passes offer adventures based on interests. Each pass is free, easily accessible on a smartphone, and fun to complete.



Sip and explore your way through Montgomery County's best breweries, wineries, and distilleries and work towards earning a Montco Makers pint glass!



Explore Montco's historical sites, attractions, and museums while collecting points to win exclusive prizes.



Encourage visitors to stop by your establishment by offering discounts and savings. This pass targets meetings, conventions, and sporting event attendees.

DIGITAL
REACH



Download the
Visit Valley
Forge App

Our website received
1.3 MILLION
views in 2022

**The go-to resource
for visitors looking
to stay and play in
Montgomery County**

200K+
FOLLOWERS

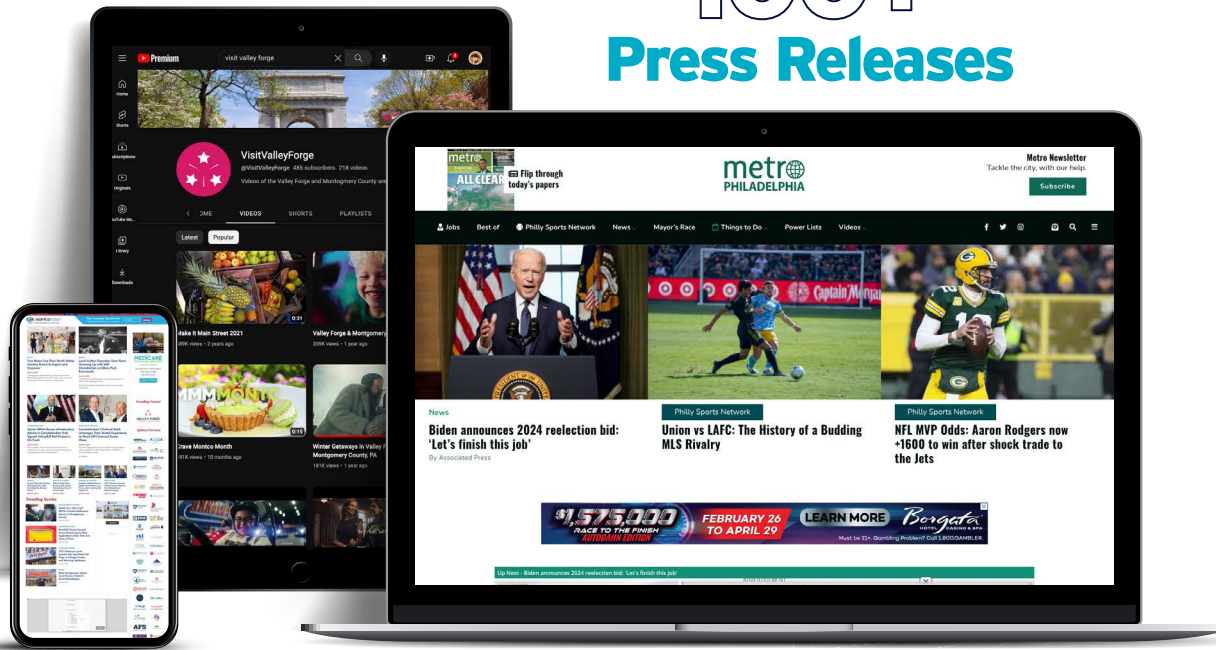


Millions
VIDEO VIEWS

PUBLIC RELATIONS COMMUNICATIONS

1,200+
Stories about Montco

100+
Press Releases



over 1 Billion
Overall Reach

Over the last year, Montgomery County
garnered plenty of media attention.
HERE'S A LOOK AT OUR SUCCESS.

FOX29
PHILADELPHIA

10 PHILADELPHIA

PHILADELPHIA
BUSINESS JOURNAL

The Philadelphia Inquirer

3 CBS Philly

BEST EVENTS IN MONTCO



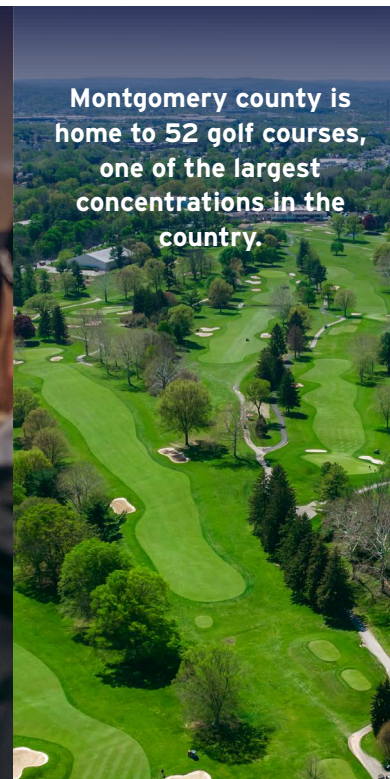
Monthly pop-up membership networking events hosted all around the county!



We strive to increase awareness of The National Historical Park's significance to the recreational user through this event held every spring. The money raised is used to fund several park enhancements and projects.



Our annual celebration of tourism in Montgomery County, Pa!



Montgomery county is home to 52 golf courses, one of the largest concentrations in the country.



The largest Networking event in the county!!

Get involved with our events further through unique sponsorship opportunities

NEW MEMBER CHECKLIST

- ☐ Log in to Member HQ portal
 - Catch up on recently published partner bulletins and the member post board
- ☐ Create/update your listing descriptions for the website and visitors guide
 - ▷ [How to Update Your Listing](#)
- ☐ Verify existing contacts or add new contacts
 - ▷ [How to Update & Add Contacts](#)
- ☐ Upload your logo and photos
 - ▷ [How to Add Photos](#)
- ☐ Edit your Amenities and Meeting Space details
 - ▷ [How to Add Amenities](#)
- ☐ Publish your events on the public calendar
 - ▷ [How to Add an Event](#)
- ☐ Submit special offers or deals to be promoted
 - ▷ [How to Add a Special Offer](#)
- ☐ Check out the Convention Calendar
 - ▷ [How to Access Convention Calendar](#)
- ☐ Access the Member Directory
- ☐ Register for the next Membership Training
 - ▷ [Sign up now](#)
- ☐ Register for upcoming Member Networking Events
- ☐ Review Co-Op Advertising and Sponsorship Opportunities
- ☐ Engage with us on Social Media
 - Follow our accounts @visitvalleyforge
 - Use our hashtag #makeitmontco



**MAKE IT
SOCIAL**
#makeitmontco

**Interested to
learn more?**

HERE TO HELP!

Reach out to find how we can help your
business or organization thrive.



valleyforge.org
@visitvalleyforge



Aja Cramer

Membership Sales Manager
cramer@valleyforge.org
610-834-7975



Megan Tomlinson

Director of Events, Membership and Services
tomlinson@valleyforge.org
610-834-7976