PHLCVB
Philadelphia Convention & Visitors Bureau

Pennsylvania Convention Center
PHILADELPHIA
AN ASM GLOBAL MANAGED FACILITY

ANNUAL REPORT 2020

UN✳STOPPABLE
PHILADELPHIA
PHL

A MESSAGE
FROM LEADERSHIP

In a year unlike any other, 2020 left its mark on our city and our country in innumerable ways. The COVID-19 pandemic and the racial and social justice movement defined the year and changed us, and our businesses, forever.

We have decided to join forces this year and produce a joint Annual Report for both the Philadelphia Convention and Visitors Bureau (PHLCVB) and the Pennsylvania Convention Center Authority (PCCA). Our work is extremely connected, and our stories, struggles and successes are deeply intertwined.

As we reflect on one of the most tumultuous years for the tourism industry, we are ever hopeful for a swift recovery, yet understand that it will take time to rebuild what has been lost due to the pandemic.

In 2020, meetings and conventions that had been on our books for five or ten years prior were all canceled. Long-haul trips from overseas visitors were postponed indefinitely. At the height of the pandemic, we lost upwards of 60% of all tourism-related jobs in Philadelphia. As we craft this report in the first quarter of 2021, nearly one third of those jobs have yet to return.

Devastating.

Tourism has long been one of the key strategies for growing Philadelphia's economy. Pre-pandemic, tourism and hospitality was one of the largest and fastest growing employment sectors in our city, with more than 76,000 hospitality-related jobs. In 2019, overseas visitors generated over $1 billion in economic activity for our region. Meetings and conventions helped drive $600 million in economic activity in Philadelphia County alone. The good news is, we can do it all again.

Perseverance.

There is no question that the road to economic recovery travels right through the tourism industry. In the months and years ahead, we are and will always remain, laser focused on bringing back visitors to Philadelphia, and along with them the opportunity to provide jobs to our residents and generate tax revenue that supports the economic growth and development of our great city.

In partnership with our entire tourism industry, we will move beyond this moment and we will succeed.

Unstoppable.

Nick DeBenedictis
Chairman of the Board
PHILADELPHIA CONVENTION & VISITORS BUREAU

Gregg Caren
President & CEO
PHILADELPHIA CONVENTION & VISITORS BUREAU

Gregory F. Fox, Esq.
Chair of the Board
PENNSYLVANIA CONVENTION CENTER AUTHORITY

John J. McNichol
President & CEO
PENNSYLVANIA CONVENTION CENTER AUTHORITY

PHLCVB MISSION

The Philadelphia Convention and Visitors Bureau creates positive economic impact across the Philadelphia region, driving job growth and promoting the health and vibrancy of our hospitality industry by marketing the destination, the Pennsylvania Convention Center and attracting overnight visitors. Our work engages our local community as well as culturally and ethnically diverse regional, national and international convention, sporting event and tourism customers.

PCCA MISSION

The Pennsylvania Convention Center Authority is charged by the Commonwealth of Pennsylvania as the steward of the public good assuring the successful operation of the Pennsylvania Convention Center and to drive economic prosperity for the greater Philadelphia region as a world-class convention center.

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IMPACT OF COVID-19

The COVID-19 Pandemic brought a sudden and abrupt halt to all tourism-related business including, meetings, conventions and events as well as overseas visitation.

COVID-19 Impact on Philadelphia's Tourism Economy in 2020

BY THE NUMBERS

600
Pieces of lost group business
(booked and tentative)

↓78%
Decline in overseas visitation

↓59.5%
Decline in Philadelphia's overall 2020 hotel occupancy

58%
Of all jobs lost in Philadelphia were travel and tourism related

$3.2 billion
In lost economic activity due to lack of visitor spending in Philadelphia

Source: PHLCVB; Tourism Economics

OVERSEAS VISITATION
TO PHILADELPHIA

2020 Preliminary Results

While 2019 was one of the strongest years on record for overseas visitation, generating over $980 million in economic activity across the region, 2020 told a very different story.

Preliminary results* show that overseas visitation to Philadelphia declined by **548,000 visits (78% decline)** compared to 2019. Because of this, visitor spending also shrunk considerably, totaling a loss of $**474 million (77% decline)** as compared to 2019.

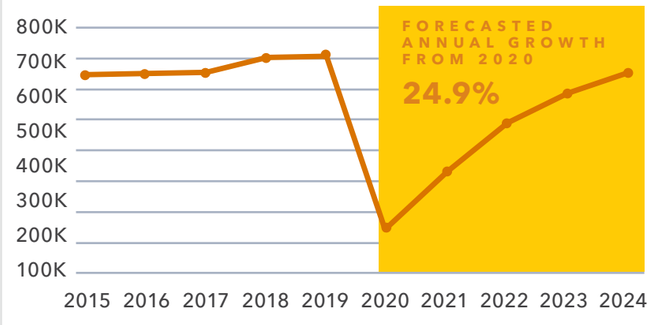
Recovery Forecast

Philadelphia's top performing markets typically include the United Kingdom, China, India, Germany and France, which are all expected to begin picking up in the latter half of 2021. Most overseas markets are expected to return to 2019 levels in both visitation and visitor spending by 2026.

* Tourism Economics has calculated preliminary results based on the most accurate and available data at the time of this report's publication. Preliminary numbers are subject to change as final data becomes available.

Overseas visitors are projected to generate 590,000 hotel room nights in the Philadelphia region in 2021 and another 988,000 room nights in 2022.

OVERSEAS VISITATION TO PHILADELPHIA



Source: Tourism Economics

Recovery Strategy for Stimulating Overseas Travel

Target travelers who may have previously visited larger U.S. destinations but want an American experience that couples urban adventure with a less crowded setting.

Rebuild travel products for the new normal that the global travel trade can use to sell the destination with a focus on non-stop air service, self-drive itineraries, exclusive and private tours, as well as abundant outdoor experiences that incorporate history, art, and nightlife.

Position Philadelphia as a healthy and safe destination, leveraging the World Travel and Tourism Council (WTTC) Safe Travels Stamp designation and the PHL Health Pledge program.

Showcase the city as an open, green and walkable destination with a beautiful and engaging countryside.

Promote non-peak season travel to take advantage of pent-up demand as international flights restart.

Support Philadelphia International Airport on restarting trans-Atlantic flights, retaining existing air service, and further growing connectivity with the world.

Partner with regional CVBs to continue the strong collaborative efforts that promote, position and sell the city together with the countryside as a top U.S. destination.

IMPACT ON MEETINGS AND CONVENTIONS

In 2020, we originally expected to host 20 citywide events (2,000+ rooms a night) at the Pennsylvania Convention Center and Lincoln Financial Field. These events would have generated significant economic activity for Philadelphia. The reality, however, is that only one of those events was held prior to the COVID-19 pandemic. In total, the pandemic caused the loss of hundreds of events, taking with it the economic impact generated by visitor spending.

Lost Group Business Due to the COVID-19 Pandemic

600
Cancelled Events
(includes 20 citywides)

735,774
Lost Hotel
Room Nights

$430M
Total Lost Economic Impact
From Group Business

BUSINESS BOOKED FOR 2020 AND FUTURE YEARS

While the number of meetings held in Philadelphia dropped considerably, the PHLCVB and Pennsylvania Convention Center (PCC) sales teams continued to book major conventions and events for future years. However, as compared to years past the number of events booked was dramatically reduced due to the on-going uncertainties surrounding COVID-19 and its long-term impact on the meetings and events business.

PHLCVB BUSINESS BOOKED IN 2020

124
Events

139,000
Estimated
Attendees

221,500
Estimated Total
Room Nights

80% of all room nights booked by the PHLCVB in 2020 were PCC-Related

176,000
PCC-Related
Room Nights

45,500
Hotel Room
Nights

Source: PHLCVB; Destinations International's Event Impact Calculator by Tourism Economics

PENNSYLVANIA CONVENTION CENTER
BUSINESS BOOKED AND HELD IN 2020

The Pennsylvania Convention Center sales team books short-term business (18 months out or less). Many of the events booked in the year, are held in the year.

32
Events Held
(11 Events Booked in 2020)

600,000
Estimated
Attendees

PHLCVB TOTAL FUTURE EVENTS
ALL CONFIRMED AND COMMITTED BUSINESS ON THE BOOKS AT 2020 YEAR END

345
Events

2.3 M
Estimated
Attendees

2.9 M
Estimated Hotel
Room Nights

CENTER CITY HOTEL
PERFORMANCE

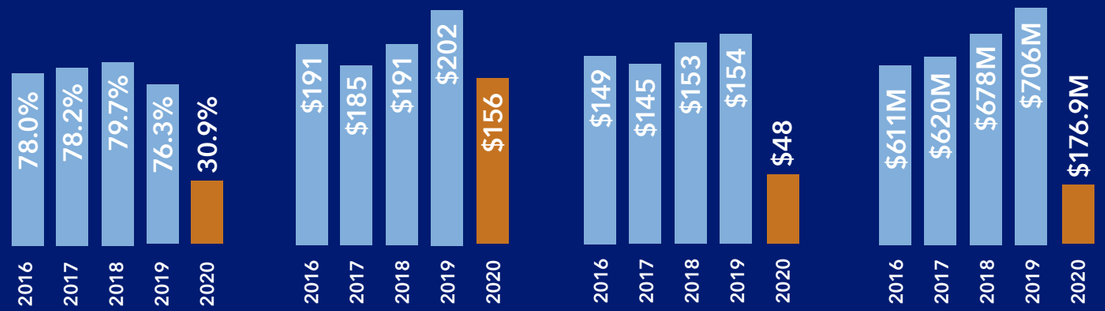
2019 set multiple benchmarks for hotel performance, including record-setting Average Daily Rate (ADR) and Hotel Room Revenue. Conversely, 2020 reflects severely diminished performance across all metrics and segments.

Hotel Occupancy
30.9%
down 59.5% vs 2019

Average Daily Rate
$156
down 25% vs 2019

Revenue per Available Room (RevPAR)
$48
down 70% vs 2019

Hotel Room Revenue
$176.9M
down 75% vs 2019

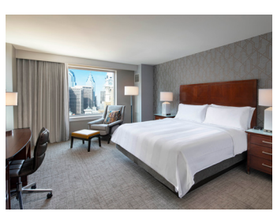


Source: STR

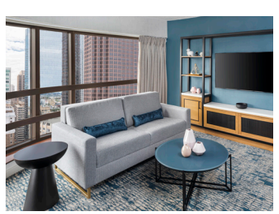
PHILADELPHIA'S HOTEL PRODUCT
CONTINUES TO GROW AND IMPROVE

While all key hotel metrics were down for 2020, hotel development continued and by spring of 2021, six new hotels will have opened in the city. Additionally, a number of properties took advantage of the slower period to renovate and improve the overall hotel product in Philadelphia.

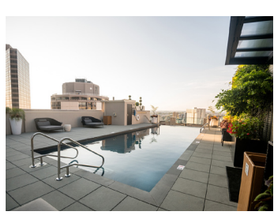
RENOVATED HOTELS



Philadelphia Marriott Downtown



Sheraton Philadelphia Downtown

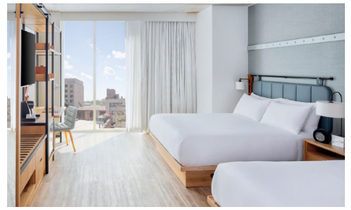


Windsor Suites

Courtyard Philadelphia South at the Navy Yard

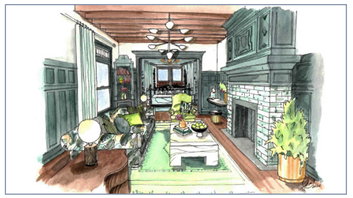
NEW HOTELS

Canopy Philadelphia by Hilton: 236 rooms and 3,600 square feet of meeting space (Opened in 2020)



Hyatt Centric Philadelphia: 354 rooms and suites and 5,000 square feet of meeting space (Opened in 2020)

Philadelphia Live! Casino and Hotel: 200 rooms and 1.5 million square feet of gaming and event space (Opened 2021)



Guild House Hotel: 12 rooms and suites catering to multi-night travelers (Opening 2021)

Element Philadelphia: 460 rooms and 45,000 square feet of event space via the connected W Hotel (Opening 2021)

W Philadelphia: 295 rooms and 45,000 square feet of event space (Opening 2021)

RECOVERY EFFORTS
PHLCVB

PHL Health Pledge: A Safe Return to Travel

In response to COVID-19, the PHLCVB created and launched the PHL Health Pledge in July 2020. This initiative aimed to ensure a safe return to travel and meetings by aligning expertise and guidance from key tourism and hospitality leaders while also tapping into Philadelphia's incredible medical community.

By leveraging long-held relationships through our PHL Life Sciences division, the PHLCVB named Dr. David Nash, Dean Emeritus of the Jefferson College of Population Health, as its Chief Health Advisor, and PHL Life Sciences Executive Director, Bonnie Grant, established a 20-member subcommittee of the PHL Life Sciences board, the PHL Health Advisors. Dr. Nash served as a valuable resource to meeting planners as they planned a return to in-person events in 2021, and the Health Advisors provided detailed information on medical advances, vaccine development, and public health best practices.

The PHL Health Pledge is comprised of three main areas:

- **Expert Advice and Guidance** from the PHLCVB Chief Health Advisor and the 20-member PHL Health Advisors subcommittee
- **Commitment to health and safety standards** via the PHL Health Pledge which was adopted and signed by 150 PHLCVB partners
- **Resources for Visiting Safely** included an aggregated list of travel industry best practices for both meeting planners and visitors, and information for industry partners like GBAC Star.

Dr. David Nash, PHLCVB Chief Health Advisor

Unstoppable PHL

As testing and vaccine development advanced, and the City's "Safer at Home" initiative was launched, the PHLCVB moved towards new recovery messaging in the fall. Built from the PHLCVB's brand promise of "unstoppable ingenuity," this message of resiliency was aligned with the City's recovery plan and reinforced that the destination was beginning to open for business. The campaign showcased new and renovated hotels, advancements at the Pennsylvania Convention Center and spotlighted developments of interest to both potential travelers and event planners.

HEALTH AND SAFETY EFFORTS
PENNSYLVANIA CONVENTION CENTER

GBAC Accreditation

The Pennsylvania Convention Center began the certification process in 2020 and received the Global Biorisk Advisory Council (GBAC) STAR accreditation on outbreak prevention, response and recovery in 2021. Recognized as the gold standard for safe venues, the Center is one of the largest venues in the northeast to receive the GBAC STAR™ accreditation. GBAC STAR Facility Accreditation identified the Pennsylvania Convention Center as a showcase example of commitment to ensuring a clean, safe, and healthy environment for its employees, customers, and stakeholders. This accomplishment also demonstrates the Center's leadership in transforming the cleaning industry into an essential part of any business. Some of the GBAC associated projects completed include escalator handrail UV sterilization technology and bi-polar ionization for air filtration.

VenueShield

The Pennsylvania Convention Center remains committed to re-opening safely. The facility has gone to great lengths to ensure guest safety while maintaining the highest levels of customer service in a hospitable environment. The ASM Global VenueShield™ program provided the foundation for the Center's reactivation operating framework which outlines enhancements to our standard operating procedures in six categories: environmental hygiene, food service, the customer journey, workforce & training, technology & equipment, and public awareness.

VeriFLY

VeriFLY is built on Daon's proven IdentityX® technology that successfully performs 100M+ authentications each day for iconic companies around the world protecting individual's life savings, banking accounts, and other consequential transactions. Throughout the Pennsylvania Convention Center facility, VeriFLY now enables building access via multiple entry points. Using the VeriFLY app, employees are asked to complete a self-certified health questionnaire that collects real-time wellness information. Depending on the information collected, the employee receives either a unique Digital Pass (QR code) for access or a notice of non-authorization. VeriFLY is another tool that is in use as part of the overall Pennsylvania Convention Center "Reactivation Plan" for re-opening.

PHLCVB Business Divisions

The PHLCVB operates three business divisions that work alongside our sales team to secure new bookings for Philadelphia. Each division – PHL Diversity, PHL Life Sciences, and PHL Sports – works seamlessly with the PHLCVB Sales and Services team and our meeting planner customers to provide access to local industry experts, speakers, venues and regional attractions.

PHLLIFESCIENCES

Leveraging 30+ Years of Life Sciences Expertise to Combat the COVID-19 Pandemic

As the only convention and visitors bureau in the country with a dedicated life sciences division, the PHLCVB was able to leverage our region's medical experts to help the tourism industry navigate health and safety concerns caused by the global pandemic.

PHL Life Sciences Executive Director, Bonnie Grant, developed the PHL Health Advisors, a 20-member subcommittee of the PHL Life Sciences Advisory Board and identified Dr. David Nash to serve as the PHLCVB's Chief Health Advisor. These advisors served as the foundation for the development of the PHLCVB's PHL Health Pledge initiative (see page 10) and provided valuable information to the PHLCVB and its meeting planner customers.

Top Life Science-Related Bookings in 2020

2022 Federation of American Societies for Experimental Biology (FASEB)

12,000 Estimated Attendees

13,700 Estimated Room Nights

2027 American Physical Therapy Association (APTA)

17,500 Estimated Attendees

20,500 Estimated Room Nights

2034 Biotechnology Innovation Organization (BIO)

16,000 Estimated Attendees

29,360 Estimated Room Nights

PHLSPORTS

Philadelphia Selected to Host 5 NCAA Championships

The NCAA awarded Philadelphia five championships during the 2023-2026 bid cycle including Men's Lacrosse ('23 & '24), Women's Rowing ('23), Wrestling ('25) and Men's Basketball ('26). In total, these events are expected to bring a combined 128,000 visitors to Philadelphia and generate an estimated 50,000 hotel room nights. PHL Sports partnered with several area universities and venues, as well as the City of Philadelphia, on the bid effort.

The Bid is On! Philadelphia Continues Efforts to Host the FIFA World Cup 2026™

Philadelphia is now one of 17 U.S. cities vying for an opportunity to host one of the world's biggest sporting events, a process that begin in 2017. David L. Cohen, Senior Advisor at Comcast Corporation and Chair of Philadelphia Soccer 2026, is leading the effort which includes dozens of partners from across the sports, business, and hospitality communities. The final 10 cities are expected to be announced by the end of 2021.

2026 CANDIDATE HOST CITY
PHILADELPHIA
FOR THE LOVE OF THE GAME

PHLDIVERSITY

For over 30 years PHL Diversity has been focused on extending the value and benefit of tourism to diverse businesses throughout the city. Key highlights from 2020 include:

A sold-out **Business Opportunity Luncheon**, held prior to the shut-down caused by the pandemic, had a record attendance of 650 people at the Loews Philadelphia Hotel. This annual event highlights contract opportunities for local diverse businesses in support of meetings coming to Philadelphia. During the luncheon, the upcoming meetings that were highlighted included the Ancient Egyptian Arabic Order Nobles Mystic Shrine (Shriners; scheduled for 2021), Delta Kappa Gamma Society International (2022), and Zeta Phi Beta Sorority, Inc. (2022). All proceeds of the luncheon benefit the Philadelphia chapters of the National Society of Minorities in Hospitality and the Jack P. Ferguson MPI Scholarship via the Philadelphia Convention & Visitors Bureau Foundation.

The **PHL Diversity Podcast**, sponsored by the Pennsylvania Convention Center and iHeart Media, continued to expand its reach and highlight DEI leaders across the tourism landscape. In total, the sixth season of the podcast had 12 episodes that included thought-provoking conversations with key opinion leaders like Alissa Carpenter, a multigenerational workforce expert, and leaders from Biotechnology Innovation Organization (BIO) Dr. Michelle McMurry-Heath, President and CEO, and Elliott Francis, Director of Diversity and Inclusion, among others.

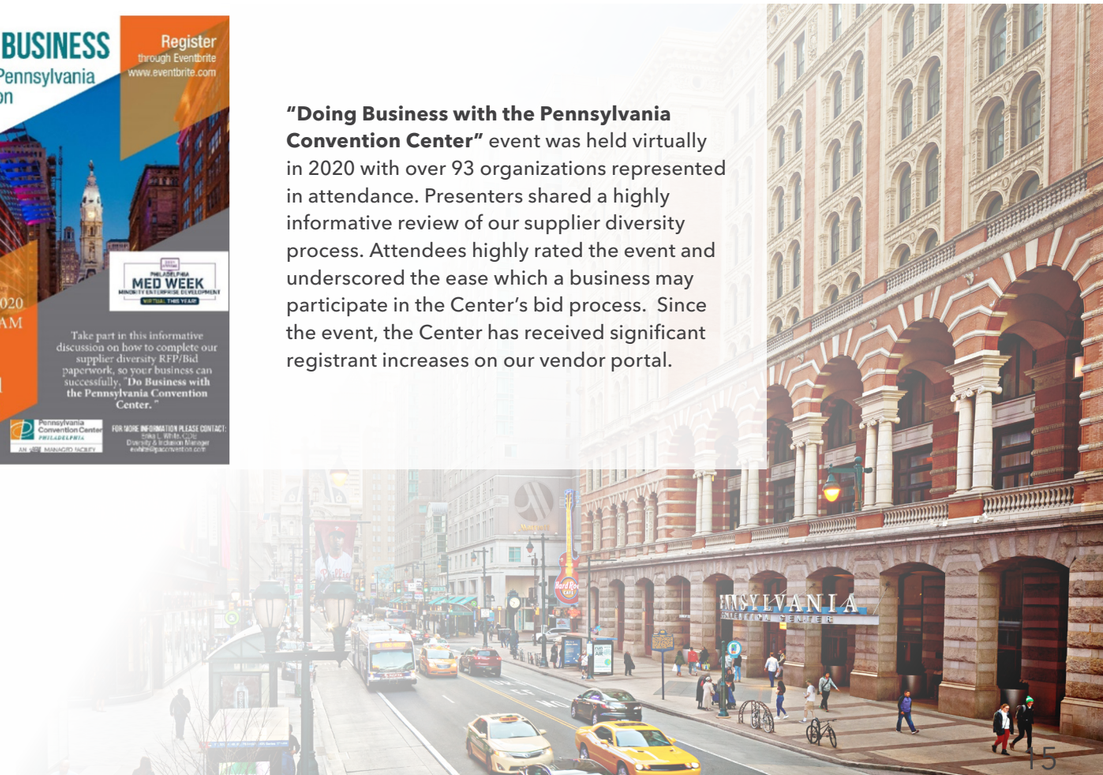
PHLDIVERSITY Podcasts
Brought to you by the Pennsylvania Convention Center

DIVERSITY, EQUITY, AND INCLUSION
PENNSYLVANIA CONVENTION CENTER

The Pennsylvania Convention Center's mission includes a strong commitment to diversity, equity, and inclusion. Over the course of the past year, the Center advanced its DEI efforts through initiatives focused on community outreach and supplier diversity, as well as supporting the equity and inclusion goals established by individual events hosted at the facility.

The Pennsylvania Convention Center Diversity and Inclusion Champion Award, honored the Pennsylvania Conference for Women for this year's inaugural accolade. The Center is committed to a culture that respects and appreciates differences in our community. It is a privilege to collaborate with a manifold of diverse individuals, businesses, and conferences who choose our facility for their events. Inspired by our customers, the Center and PHLDiversity created the "Pennsylvania Convention Center Diversity and Inclusion Champion Award" to highlight our focus on diversity and celebrate our dedicated partners. The Pennsylvania Conference for Women's diverse forum of inspirational stories, educational seminars, and community support programing that impact the lives of over 10,000 guests yearly, made them a natural selection.

"Doing Business with the Pennsylvania Convention Center" event was held virtually in 2020 with over 93 organizations represented in attendance. Presenters shared a highly informative review of our supplier diversity process. Attendees highly rated the event and underscored the ease which a business may participate in the Center's bid process. Since the event, the Center has received significant registrant increases on our vendor portal.



MARKETING & COMMUNICATIONS
PHLCVB

Positioning Philadelphia as a Top U.S. Arts and Culture Destination

In Partnership with the Philadelphia Museum of Art, NYC & Company and the Whitney Museum of American Art

The PHLCVB held two media events in London and Paris in early March, prior to the pandemic shutdown, positioning Philadelphia as a top U.S. destination for arts and culture. Central to the messaging was the collaborative retrospective of iconic American artist Jasper Johns, which was to be presented simultaneously in Philadelphia at the Philadelphia Museum of Art and in New York City at the Whitney (postponed until fall 2021). Additionally, the Philadelphia Museum of Art provided updates on the museum's Frank Gehry-led Core Project and PHLCVB highlighted Philadelphia's broader innovative arts scene. Over 100 media attended the press conferences.

PHLCVB team, our Paris-based representatives, and Norman Keyes and Joy Diebert from the Philadelphia Museum of Art at the Paris press conference.

Perseverance. Hope. Love.

In the spring of 2020, this inspirational and hopeful message was used to reinforce key brand attributes that Philadelphia, its business community, and residents, would persevere beyond the pandemic. The campaign showcased community efforts and compassionate messages of support on social media platforms, a PSA TV spot (see page 3), t-shirts worn at staff volunteer activities, and more.

Philadelphia From Home

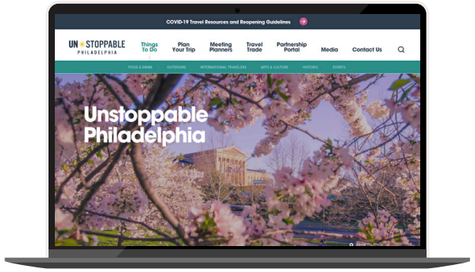
Established upon the onset of the pandemic in early spring 2020, this virtual content series on DiscoverPHL.com allowed prospective travelers to continue engaging with the destination through Philadelphia-themed movie suggestions, playlists, recipes, virtual museum experiences, Zoom backgrounds and more. The PHLCVB was one of the first destination marketing organizations to develop this strategy and was highlighted by Skift as "One of 5 Tourism Promotion Campaigns Hitting the Right Note in a Crisis". This effort also supported partner activations, for both domestic and overseas audiences.

PHL Health Pledge

Launched in July 2020, this campaign serves as an aggregate for the Philadelphia tourism community's "clean and safe" messaging, highlighting efforts being taken to ensure visitor safety and to provide resources for meeting planners. The campaign included a video showcasing efforts on-the-ground, thought leadership from Philadelphia medical experts and a pledge that local companies could take to show their health and safety compliance. For more details, see page 10.

DiscoverPHL.com Refresh

The PHLCVB website was refreshed and streamlined with a new layout, site navigation and additional dynamic content to better showcase the destination and capture targeted audiences. The site houses more than 60 new blog posts focusing on an ever-changing landscape due to the pandemic and served as an official resource for COVID-19 updates. The PHL Health Pledge web page proved to be very popular with 43,500 sessions. Overall web traffic was down only 20% despite losing 70% of traffic from convention cancellations. The loss was not as significant as it could have been as it was offset by increase in traffic from social media and continued growth and optimization of search.



PHLCVB Social Media

12 accounts
spanning **9** countries
in **4** languages

38,624 Audience Growth
across all PHLCVB owned channels

284,236 Total Followers
(as of Dec. 31, 2020)

16% YoY Growth Across All Channels

CHANNELS:

Top Performing Post of 2020

This dazzling image of the iconic Boathouse Row during the holiday season was our top performing post of the year. It reached over **260,000 users** organically and sparked over **20,000 engagements** on Facebook.

Top PHLCVB Earned Media in 2020

PARTNERSHIP AND EVENTS

PHLCVB

Over the course of the past year, the Partnership and Events team has focused efforts on improving and streamlining the PHLCVB membership program, its structure, systems and processes, and benefits that meet the business needs of today's partner base.

Research

A series of membership focus groups, surveys, listening sessions, and consultations with other membership organizations around the country were conducted to identify new ways of serving partners and areas in need of restructuring.

From Members to Partners

During these discussions, members frequently referred to their relationship with the PHLCVB as a partnership—highlighting how we all work together to market the destination to meeting and convention planners and overseas travelers. In recognizing this ongoing collaborative relationship, the PHLCVB Membership Program is now known as the PHLCVB Partnership Program.

New Partnership Structure

Research also showed that partners needed a revamped and optimized benefits package specifically tailored to business sectors instead of a "one size fits all" approach – allowing partners to utilize tools and resources specific to their area of business. To increase accessibility for small businesses, and to better support partners, the PHLCVB now offers a free membership level to the businesses that fall in the Discover PHL level.

PROGRAM FEATURES

The program features a new tiered partnership structure specially packaged with benefits such as website listings, market research and intelligence reports, job hub, online community, video and content library, and much more.

DISCOVER PHL
Ideal for Restaurants, Bars, Attractions, Retail, Tours, Sports, and Entertainment

HOST PHL
Ideal for businesses specifically servicing conventions and large meetings

STAY PHL
Ideal for Hotels, Bed and Breakfasts, Long-term Stays, etc.

FRIENDS PHL
Ideal for Corporate and Community Supporters

COMMUNITY ENGAGEMENT

PENNSYLVANIA CONVENTION CENTER

PHLCares

The Pennsylvania Convention Center was proud to partner with Wawa and PREIT in 2020 to launch PHLCares. The initiative was created to address the issue of chronic homelessness in Philadelphia. By bringing together the business community to provide financial and strategic resources, PHLCares supports efforts to provide individuals experiencing homelessness with permanent supportive housing and rental-based assistance that include wraparound services.
For more information please visit **phlcares.org**.

2020 Election

The Philadelphia Office of City Commissioners utilized the Pennsylvania Convention Center as a ballot counting and voting location during the 2020 election cycle due to the pandemic. As a facility in the heart of a city historically known as the birthplace of democracy, the Center provided a safe, sanitized, and secure space for this operation. One news outlet even dubbed F Hall inside the Center where the vote counting took place as "the most important room in Philadelphia."

Virtual Community Connections

Despite a year without conventions and events, leadership from the Pennsylvania Convention Center found ways to stay connected with the community. John J. McNichol, President and CEO of the Pennsylvania Convention Center Authority, and Kelvin Moore, Regional General Manager, ASM Global, participated in a virtual panel on the emotional and economic impact of the pandemic on the hospitality industry. The discussion, hosted by the Center City Proprietor's Association, centered on recovering, reconnecting, and reopening. McNichol also participated in a summertime panel with premiere industry experts on the state of hospitality and events in the Greater Philadelphia metropolitan area. The group spoke about the status of pandemic mandates and what they meant for private events in our region.

CAPITAL INVESTMENTS
PENNSYLVANIA CONVENTION CENTER

The Pennsylvania Convention Center's capital improvement plan invests in our future while modernizing our facility with world-class sanitization technologies. During an unprecedented year, the downtime allowed for the acceleration of various capital projects to ensure completion of additional health and safety measures in response to the pandemic. Our guests' and employees' health and safety are our top priority; the total investment in capital improvements of $15 million helps us achieve our safety and modernization goals.

Total Amount Invested: $15 Million

COVID-19 RELATED IMPROVEMENTS

- Thorough Air Duct Cleaning
- Indoor Air Quality System Upgrades
- New Carpeting and HEPA Vacuums

EXTERIOR FACADE CLEANING AND REPAIRS

- Waterproofing Improvements
- Reading Terminal Market Sidewalk Renovation
- Loading Dock Repairs and Drain Replacement

MAJOR RENOVATIONS

- Beautifully Renovated Restrooms
- Escalator Modernizations with Handrail Sanitization Technology
- 10,154 Square Feet Terrace Ballroom Kitchen

SUSTAINABILITY
PENNSYLVANIA CONVENTION CENTER

The Pennsylvania Convention Center is reducing the environmental impact of our operations. This commitment includes the use of eco-conscious cleaning products, reduced water consumption, energy efficient LED lighting, a new reflective roof, expanded recycling, and streamlined management of HVAC, lighting, power, elevators, and escalators.

Our Energy Services Conservation (ESCO) project, in partnership with SIEMENS, provides significant energy upgrades throughout the facility. It not only reduces annual operating costs, but also upgrades the facility with state-of-the-art energy efficient equipment. The ESCO project schedule was significantly expedited in 2020 because of unoccupied building space available during the pandemic. The overall investment of $24 million by SIEMENS was obtained through a guaranteed energy savings performance contract. Annual energy estimated savings over the life of the 20-year contract is $14.4 million. The investment grade energy audit was completed by SIEMENS in July 2020 with continued projects currently underway.

PCCA SOCIAL MEDIA STATS

LINKEDIN
827 FOLLOWERS
41.4% INCREASE IN 2020

FACEBOOK
14,478 LIKES
2.7% INCREASE IN 2020

INSTAGRAM
1,411 FOLLOWERS
24.4% INCREASE IN 2020

TWITTER
5,377 FOLLOWERS
1.8% INCREASE IN 2020

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BOARD OF DIRECTORS
PENNSYLVANIA CONVENTION CENTER AUTHORITY

Pennsylvania Convention Center Mission Statement

The Pennsylvania Convention Center Authority is charged by the Commonwealth of Pennsylvania as the steward of the public good assuring the successful operation of the Pennsylvania Convention Center and to drive economic prosperity for the greater Philadelphia region as a world-class convention center.

The Authority seeks to fulfill its mission by:

- **Fostering** a service-oriented culture in which delivering a positive customer experience is at the forefront and focus of all decisions
- **Establishing** best practices in the convention, event, and hospitality markets to expand business and enhance the customer experience
- **Investing** in state-of-the-art technological infrastructure to provide customers with access to the latest innovations and tools
- **Partnering** with shareholders and strategic partners in the Commonwealth to maximize the business impact of the Center while maintaining a strong commitment to diversity

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ASM GLOBAL
PENNSYLVANIA CONVENTION CENTER FACILITY MANAGER

ASM Global is the world's leading venue management and services company with an elite network that spans five continents, with more than 300 of the world's most prestigious arenas, stadiums, exhibition and convention centers, as well as performing arts venues. From Philadelphia to Stockholm and Aberdeen to Anchorage, its venues connect people through the unique power of live experiences. Proudly, ASM Global is now in its seventh year of managing the Pennsylvania Convention Center (PCC).

Supporting the City of Philadelphia, the Commonwealth of Pennsylvania, and the community at large during 2020 was a source of great pride for PCC and ASM Global. The Center served as a polling location for the Pennsylvania primary and general elections. During the general election, our facility was utilized as a ballot processing center. The Center also supported the City's vaccine rollout efforts and served as a FEMA mass vaccination site, the first in the state. In addition, the Center provided space for multiple municipal functions and in partnership with ARAMARK, our food and beverage partner, provided meals to various COVID medical sites in the community.

"While supporting critical community functions, the Center simultaneously took proactive steps preparing our facility for an eventual reopening—so we can safely and confidently welcome back guests when the time is right. Specifically, we developed the 'PCC Reactivation Plan' that incorporates environmental hygiene-focused cleaning protocols, staff training, and the COVID-informed best practices of ASM Global's 'VenueShield' program. In addition, we achieved 'GBAC STAR' accreditation and with the Pennsylvania Convention Center Authority's support completed $15 million in capital improvements for additional safety and sanitization at the Center. We are optimistic about the future and look forward to the return of meetings, conferences, and live events. When that time comes, we will be ready!"

– Kelvin D. Moore, CMP, Regional General Manager for ASM Global

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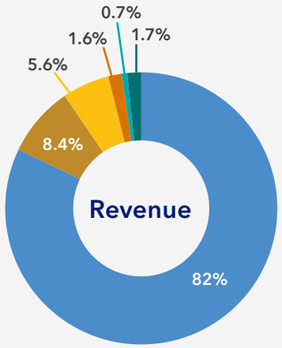
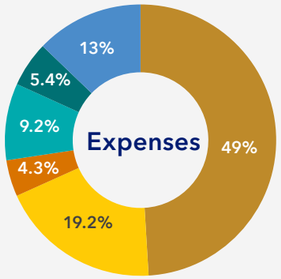
PHLCVB FINANCIALS FY 2020



- Hotel Tax: $14,241,549
- City/State Funding: $1,455,376
- Membership Revenue: $973,959
- PHiL: $275,000
- Publications: $113,912
- Other: $286,826

Total Net Operating Revenue: $17,346,622



- Convention Sales: $8,230,303
- Marketing & Communications: $3,226,482
- Group Tour Sales: $728,778
- Global Tourism Sales: $1,536,526
- Membership: $906,334
- General Administration: $2,151,892

Total Expenses: $16,780,315

Change in Net Assets: $566,307

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ECONSULT SOLUTIONS

JoAnn Wrenn
General Manager
THE LOGAN, PHILADELPHIA'S HOTEL

Philadelphia Convention & Visitors Bureau FOUNDATION

The PHLCVB Foundation is focused on four hospitality-related areas that support Philadelphia's tourism industry:

- Education
- Economic Development
- Community Improvement and Outreach
- Hospitality Sector Support

Each year, the PHLCVB Foundation raises and grants money to support and market long-established events, attract new events, develop a strong and diverse talent pool, celebrate the region's dedicated hospitality workforce and improve high-profile civic spaces. In 2020, the Foundation focused its efforts on two key areas: Education and Hospitality Sector Support.

Education

The PHLCVB Foundation funded the annual Marie Baker Brown Scholarship for hospitality students enrolled at Temple University. In 2020, the Foundation awarded a $5,000 scholarship to Valentina Acosta Mejia, a junior in Temple's School of Tourism, Hospitality and Sport Management. In addition, a $4,000 contribution was made to the scholarship's endowment.

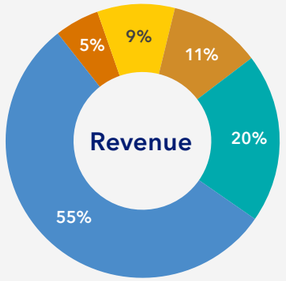
Hospitality Sector Support

To support hospitality workers during the pandemic, the PHLCVB Foundation partnered with the Greater Philadelphia Hotel Association (GPHA) to raise funds for the GPHA Hospitality Workers Relief Fund. This fund collected donations and distributed the dollar raised directly to hotel employees who were laid off or furloughed because of the pandemic. Funds were distributed by GPHA, in partnership with their hotel members, in the forms of gift cards that could be used to purchase groceries or other items needed. In total, the PHLCVB Foundation collected $95,446 in support this effort.

PHLCVB Foundation Mission

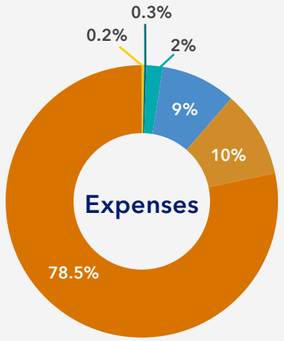
The PHLCVB Foundation promotes, beautifies and celebrates Philadelphia in an effort to stimulate Philadelphia's tourism industry. The foundation works collaboratively with the city of Philadelphia and the Commonwealth of Pennsylvania on projects that make the city even more inviting to visitors, especially those attending a convention, special event or traveling from another country. In addition, the PHLCVB Foundation helps Philadelphians prepare themselves for and enjoy meaningful careers in the region's dynamic hospitality industry and assists corporate visitors in identifying meaningful local social investments.

PHLCVB FOUNDATION FINANCIALS



- Corporate Sponsors: $1,795,360
- City/State Funding: $650,000
- Other Contributions: $357,740
- PHiL: $300,000
- Other: $163,919

Total Revenue: 3,267,019



- Economic Development: $2,523,670
- Fundraising: $325,942
- Hospitality Industry Support: $286,825
- Community Improvement & Outreach: $60,864
- Hospitality Education: $9,010
- General Administration: $7,596

Total Expenses: $3,213,907

Change in Net Assets: $53,112

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