

# 2021 ANNUAL REPORT



**PHLCVB**  
Philadelphia Convention  
& Visitors Bureau



**Pennsylvania  
Convention Center**  
PHILADELPHIA

AN  MANAGED FACILITY

# A MESSAGE FROM LEADERSHIP

**As we emerged from one of the most difficult years for the tourism industry, we entered 2021 with the hope of rebuilding** what had been lost due to the COVID-19 pandemic. During the downtime, we invested in the necessary resources at the Pennsylvania Convention Center to host safe events. We drew upon our strong life sciences assets and partnered with public health experts to provide direct advice to our customers.

Working closely with the Philadelphia Department of Public Health, the City of Philadelphia, and our customers, we took our first real steps towards regaining so much of what was lost and safely welcomed visitors to our first citywide convention since 2020.

As the year progressed, vaccines were administered, travel resumed, events returned, hotels were occupied, and sales activity increased. Due to the recurrence of COVID-19 variants, the year did feature several changing projections for a return to normalcy, but the pent-up demand for face-to-face meetings brought us all together again.

Positioning and promoting Philadelphia as the destination of choice for meeting professionals, event organizers, and overseas visitors is our primary goal as we build back to 2019 levels. Philadelphia was recognized as one of the world's greatest places by TIME Magazine in 2021 and featured as a top-8 destination in the world on Conde Nast Traveler's "Gold List." Both accolades echo our collective inspirational message of being a welcoming, diverse destination writing our next chapter for hosting meetings, conventions, special events, and overseas leisure visitors.

The support of the Philadelphia hospitality community and the Commonwealth of Pennsylvania has been vital for these efforts. We are especially grateful for the close partnership and collaboration between our two organizations, the Pennsylvania Convention Center and the PHLCVB. In 2021, our organizations formalized a renewed and expanded Marketing and Sales Agreement, which increases the responsibilities and deliverables of the PHLCVB while also stabilizing funding for years to come. While the road to full recovery may be longer than we would like, **we remain focused on our role as an economic engine for the city, creating jobs and fueling our economy.**

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## **Nick DeBenedictis**

*Chairman of the Board*  
PHILADELPHIA CONVENTION  
& VISITORS BUREAU

## **Gregg Caren**

*President & CEO*  
PHILADELPHIA CONVENTION  
& VISITORS BUREAU

## **David A. Nasatir, 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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# SAFELY RETURNING TO MEETINGS AND EVENTS

There was great anticipation about 2021 when 2020 came to a close. Philadelphia began widespread vaccine distribution early in 2021 and while business activity and travel returned to Philadelphia, COVID variants proved to slow progress at times. The Delta variant was the first disrupter in the late summer and early fall of 2021, followed by the onset of the Omicron variant in December 2021. Social distancing measures were in place for the first half of the year and expired on June 11, 2021, while proof of vaccination and mask requirements remained in place for much of the latter half of the year. The COVID impact narrative is important to consider when reviewing performance numbers as reported and should be noted when comparing data looking back in future years.

In preparation for the safe return of meetings, the Pennsylvania Convention Center invested \$25 million in capital improvements during fiscal year 2021:

- **HVAC air purification and filtration upgrades** throughout the building
- **New air handler units**
- **Escalator modernizations with UV sanitizer light** technology added to all escalator handrails
- **Carpet replacement**
- **Restroom renovations** with “touchless” features
- **Numerous** safety, security, and infrastructure investments



**Dr. David Nash, PHLCVB  
Chief Health Advisor**

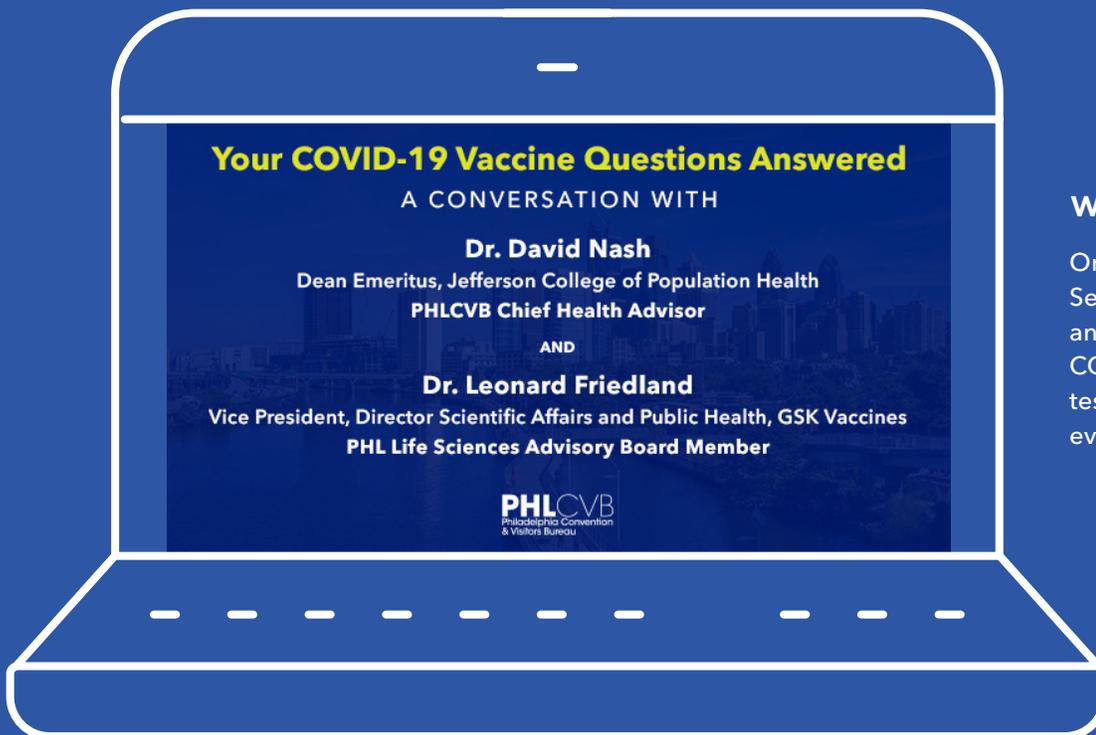


LINK OUT TO  
TWITTER POST

## PHL Health Advisors – Expert Advice and Guidance

To address the new needs of our customers, the PHLCVB continued to partner with Dr. David Nash, Dean Emeritus of the Jefferson College of Population Health, to serve as the PHLCVB's Chief Health Advisor by providing direct advice and guidance to meeting and event planners. Dr. Nash supported the PHLCVB by analyzing public health and safety reports, reviewing current public health guidelines and protocols, and making recommendations to meeting planner customers.

In order to actively keep customers informed, the PHLCVB hosted semi-regular webinars with Dr. Nash and Dr. Leonard Friedland, a vaccine expert located in Philadelphia, who serves on the National Vaccine Advisory Committee of the U.S. Department of Health and Human Services. The webinars addressed questions and concerns around COVID-19 and its impact on meetings and travel, vaccine safety, and distribution.



### WATCH VIDEO

On March 25, 2021, and September 28, 2021, Dr. Nash and Dr. Friedland discussed COVID-19 vaccine efficacy, testing, and the state of events and gatherings.



### Meetings Today 2021 Trendsetter

PHLCVB Chief Health Advisor Dr. David B. Nash was named one of Meetings Today's 2021 Meetings Trendsetters for the COVID-19 guidance he has provided regarding vaccine safety and the pandemic's impact on meetings and events via a series of insightful webinars hosted by the PHLCVB, and featuring PHL Life Sciences Advisory Board member and PHL Health Advisor Dr. Leonard Friedland.

### Meetings Today 2021 Excellence Awards

PHLCVB's series of webinars featuring Dr. David B. Nash and Dr. Leonard Friedland have been recognized by Meetings Today for their 2021 Excellence Awards. With several installments hosted over the last year, the webinars featured insightful discussions pertaining to COVID-19, vaccine efficacy, testing, and the pandemic's ongoing impact on meetings and events.

# BRINGING BACK BUSINESS

Philadelphia was the first major Northeastern U.S. city to host a citywide event in a convention center in over a year.

PHLCVB and all hospitality partners worked collaboratively to bring back big events to Philadelphia.

With safety protocols in place, Philadelphia successfully hosted **East Coast Volleyball's 2021 Northeast Volleyball Qualifier (NEQ)** tournament – the city's first citywide event in over a year – at the Pennsylvania Convention Center. By hosting NEQ, Philadelphia became the first major Northeastern U.S. city (Washington D.C., Baltimore, New York City, Boston) to host a citywide event at a convention center since the onset of the COVID-19 pandemic. The event took place over three separate weekends with more than 21,000 attendees.

Working in close collaboration with the Philadelphia Department of Public Health, the Pennsylvania Convention Center, ASM Global, and NEQ organizers, a detailed health and safety plan was developed to meet the challenges of planning during a pandemic.

## NEQ Case Study

The PHLCVB released a case study detailing the health and safety protocols enacted during all three weekends of the tournament and also providing an analysis of lessons learned and best practices that will allow Philadelphia to host safe and effective events.



DOWNLOAD

CORONAVIRUS PANDEMIC

### A test case at Convention Center shows big events can be done safely in Philly

By Tom MacDonald · May 4, 2021



Read this article [here](#).

## NEQ TOTALS



11,000+

Room Nights



27

Local Hotels



\$14.3 million

Economic Impact



The PHLCVB team knows how to get things done. They are great partners with a personal approach who respect our time and pay special attention to the needs of event planners—it's why we return to Philadelphia time and again. Especially during this unprecedented time, we knew they would adapt, be flexible and help us figure out exactly how to have a successful event. ”

– Tom Pingel,  
Chief Operating Officer,  
East Coast Volleyball



# 2021 EVENT HIGHLIGHTS

## AT THE PENNSYLVANIA CONVENTION CENTER

Expert guidance by the PHL Health Advisors, Philadelphia Department of Public Health, and our resident scientists – coupled with flexibility, the ability to adapt to protocols, and meeting the needs of individual customers – were key to planning safe meetings.

### Natural Products Expo East

Natural Products Expo East, the first industry trade show to return since the start of the COVID-19 pandemic and the largest trade show Philadelphia hosted in 18 months, took place in September 2021. Detailed health and safety protocols were enacted because sampling of products was involved.



### IAEE Expo! Expo!

The International Association of Exhibitions and Events (IAEE) Annual Meeting, Expo! Expo! – the largest think tank of trade show organizers since the pandemic – took place at the Pennsylvania Convention Center in December 2021.

# GAINS OF 2021

## MEETINGS, CONVENTIONS, & EVENTS RESULTS

### PHLCVB Events Held in 2021



**87**  
Events



**192,000**  
Attendees



**199,000**  
Room Nights

### PCC Events Held in 2021



**56\***  
Total Events



**538,000\***  
Overall Attendees

### PHLCVB Future Events Booked in 2021



**526,000**  
Attendees



**302,534**  
Definite Room Nights



**93%**  
to Goal

#### BY THE NUMBERS

**12** Citywides  
**136** Hotel Events

#### ROOM NIGHTS SECURED FOR FUTURE YEARS

**2022: 50 Events** • 44,063 Total Room Nights  
**2023: 20 Events** • 37,048 Total Room Nights

\*Includes ALL events held at the Pennsylvania Convention Center, including consumer shows, booked by the PCC directly.

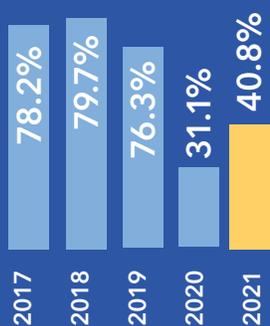
Source: Tourism Economics

# 2021 CENTER CITY HOTEL PERFORMANCE DATA

While 2020 reflected severely diminished performance across all metrics and segments, stronger than expected contributions from all segments, especially leisure and group, outperformed the forecast for 2021. Performance took a slight dip towards the end of the year due to the Omicron variant.



## Hotel Occupancy



**40.8%**  
Occupancy  
Up 31.3% vs 2020



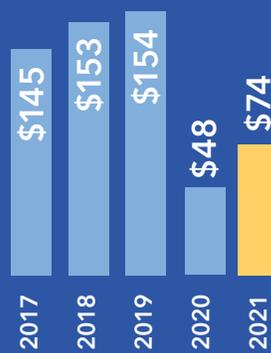
## Average Daily Rate (ADR)



**\$182**  
ADR  
Up 16.2% vs 2020



## Revenue per Available Room (RevPAR)



**\$74**  
RevPAR  
Up 52.6% vs 2020



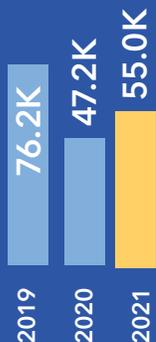
## Hotel Room Revenue



**\$362**  
Room Revenue  
Up 99.4% vs 2020



## Leisure & Hospitality Jobs

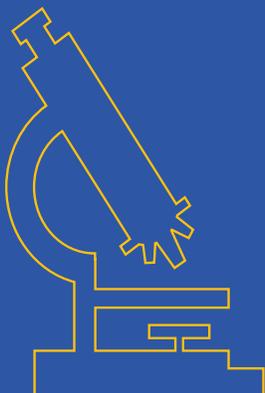


**55K**  
Leisure & Hospitality Jobs  
Up 15.26% vs 2020



# 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.



# PHLIFESCIENCES

## Leveraging 30+ Years of Life Sciences Expertise to Advise on the COVID-19 Pandemic

PHL Life Sciences is the first and only division of a CVB in the country focused on life sciences meetings. The division works to provide access to Philadelphia’s substantial healthcare and higher education community of academics, medical and nursing leaders, healthcare experts, biotechnology, pharmaceutical, and venture capital contacts.

The PHL Life Sciences advisory board is comprised of more than 50 local industry leaders, advocates, and innovators, co-chaired by Dr. Darryl Williams, Senior Vice President of Science and Education at the Franklin Institute, and Dr. Heather Steinman, Vice President for Business Development and Executive Director of Technology Transfer at The Wistar Institute. Additionally, Dr. Barbara Wadsworth, Chief Operating Officer of Main Line Health, chairs the nursing leadership committee of 30 leaders in Philadelphia’s dynamic nursing community. In partnership with the PHL Life Sciences team, these advisory committees play a key role in connecting association leadership and planners with the network and tools for a successful meeting in Philadelphia.

In response to COVID-19, the PHLCVB 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 the Greater Philadelphia region’s renowned medical and scientific community. In 2021, the PHLCVB continued to leverage Chief Health Advisor, Dr. David Nash, along with members of the 20-member subcommittee of the PHL Life Sciences Board, the PHL Health Advisors, to advise on best practices for hosting safe events.



## 2021 PHL Life Sciences Future Bookings HIGHLIGHTS

2025 National Council for Mental Wellbeing (NATCON)



**5,500**  
Attendees



**13,752**  
Room Nights

2032 Joint Annual Meeting of American Society of Transplant Surgeons and American Society of Transplantation



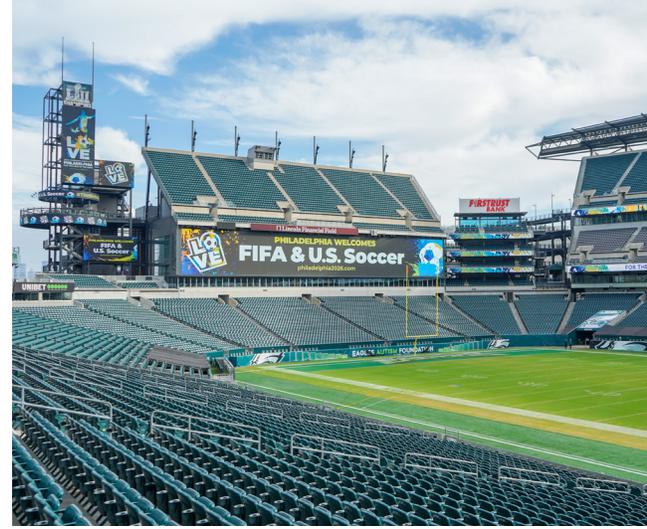
**5,000**  
Attendees



**13,000**  
Room Nights

# PHLSPORTS

For 30 years, PHL Sports has brought major sporting events and conventions to Philadelphia. The PHL Sports Advisory Board, chaired by Eagles President Don Smolenski, is comprised of 90 sports leaders, including the city's collegiate athletic directors, professional team executives, and City officials, among many others. PHL Sports engages a wide range of community partners to promote and position Philadelphia as a top destination for marquee sporting events.



## FIFA WORLD CUP™ 2026



Philadelphia Soccer 2026 welcomed representatives from FIFA and the U.S. Soccer Federation to Philadelphia for a site visit at Lincoln Financial Field, which is vying for the opportunity to host matches during the 2026 FIFA World Cup™. After being greeted by cheering fans in Center City Philadelphia and at the stadium's entrance, the delegation toured the venue and joined presentations that showcased Philadelphia's large event pedigree and unrivaled passion for sports.

## 2021 EVENT HIGHLIGHT

### USA Fencing National Championships

The Pennsylvania Convention Center hosted the USA Fencing National Championships and North American Cup – the largest fencing tournament in the world since the COVID-19 pandemic. The 10-day event featured competitors ranging from 7 to 88 years old, including two athletes who qualified for the Tokyo Olympic Games.



## NEW VENUE OPENED IN 2021

### Arlen Specter US Squash Center

Housed in the historic 33rd Street Armory building on Drexel University's campus, the 65,000-square foot space features 20 squash courts, and is considered to be one of the finest squash facilities in the world.



## 2021 PHL Sports Future Bookings HIGHLIGHTS



**41**  
Sporting  
Events



**388,000**  
Attendees



**90,000**  
Room Nights

# PHL DIVERSITY

The PHLCVB was one of the first CVBs in the U.S. to establish a division highlighting the destination as a diverse, equitable and inclusive location for meetings, events, conventions, and visitors. For more than 30 years, PHL Diversity has been connecting meeting planners to local diverse businesses and suppliers, and to community leaders who have shared values and goals and can help facilitate community engagement programs or serve as speakers and experts.

## Tourism Diversity Matters

PHL Diversity's longstanding commitment to diversity, equity and inclusion (DEI) led to the formation of Tourism Diversity Matters (TDM), a national diversity resource that educates, advocates, engages, and empowers tourism and events industry leaders to incorporate DEI into their strategies and plans. TDM launched February 1, 2021, with the PHLCVB as a founding partner.



## The Top-Down Diversity Push That U.S. Tourism Desperately Needs Is Here.

by Lebawit Lily Girma



[Read this article here.](#)

## PHL DIVERSITY WEBINAR HIGHLIGHTS

PHL Diversity hosted engaging conversations throughout the year on issues affecting the hospitality and tourism industry.

- Welcoming Multicultural Meetings and Conventions Back: How Philadelphia's Transportation Hubs are Preparing for Visitors
- The Importance of Career Connection Internships
- Navigating the COVID-19 Pandemic
- Leaders Rethinking Education
- Philadelphia LGBTQ+ Pride Month and Juneteenth

## CONVENTION SPOTLIGHT

### Ancient Egyptian Order Nobles Mystic Shrine August 9 - 21, 2021

The PHLCVB was joined by Philadelphia Mayor Jim Kenney and other local leaders for a ribbon cutting to celebrate the start of the first convention held inside the Pennsylvania Convention Center since March 2020: the 128th Annual Imperial Council Session Ancient Egyptian Arabic Order Nobles Mystic Shrine (AEONMS).



# PENNSYLVANIA CONVENTION CENTER DIVERSITY AND INCLUSION

## PCCA Commitment to Diversity

The Pennsylvania Convention Center Authority has demonstrated a strong commitment to diversity and inclusion in all aspects of its operations. One of the Center's great advantages has been its ability to attract, hire, and promote a wonderfully diverse workforce - bringing a wide-range of cultural and professional perspectives to how we do business.

With diversity and inclusion as part of its core mission, the Center dedicates significant resources behind well-trained professionals to ensure that all public offerings are fair, open, and accessible to the broadest possible range of businesses. The Center has a robust outreach strategy to reach diverse businesses and encourage greater participation by minority, women, and disadvantaged business enterprises (MWD BE) in contract opportunities at the Center. In addition, the Center works closely with prime contractors, vendors, and suppliers to encourage their use of MWD BE business as partners in bids to do work with us.

## Board Leadership

The Center's commitment to fairness and open opportunity for all starts at the top with our Board of Directors and the Board's Diversity & Inclusion Committee, chaired by Jeffrey N. Brown. Brown is the Founder, Chairman, and CEO of Brown's Super Stores. Mr. Brown, representing the entire Board of Directors, has made it clear that the Center is committed to creating meaningful and substantial opportunities for MWD BEs at the Center.

## A Celebration of Diversity in the Workplace – Al Dia Forty Under Forty

Melvin Smith, Accounting Supervisor with ASM Global at the Pennsylvania Convention Center, was honored as one of Al Dia's Forty Under Forty in August 2021. The event was a celebration of diversity in professional organizations and recognized the hard work of the awardees from multicultural backgrounds.



# GLOBAL TOURISM

The PHLCVB Global Tourism team is dedicated to increasing Philadelphia’s position as a leading destination for overseas visitors and domestic group tours. In partnership with 5 in-market representation offices – United Kingdom, India, China, Germany, and France – our Philadelphia-based Global Tourism team promoted our destination in 8 global markets in 2021.

## Keeping Philadelphia Top of Mind

Throughout 2021, the PHLCVB’s global tourism and communications teams kept Philadelphia top of mind as a premier destination to attract overseas visitors. Activations included in-person and virtual trade shows, webinars, and new products to promote and sell the destination in the five feeder markets.

In November 2021, with the announcement of borders reopening to the United States, overseas leisure travel began to pick up – only to be halted by the Omicron variant in December. The subsequent delay in overseas travel only served to increase travel interest in the United States as we moved into 2022.

## Overseas Visitation Forecast

Tourism Economics reports that in 2022, the Philadelphia region is expected to regain approximately half of its lost overseas visitation compared to 2019 levels.

## SAFE TRAVELS

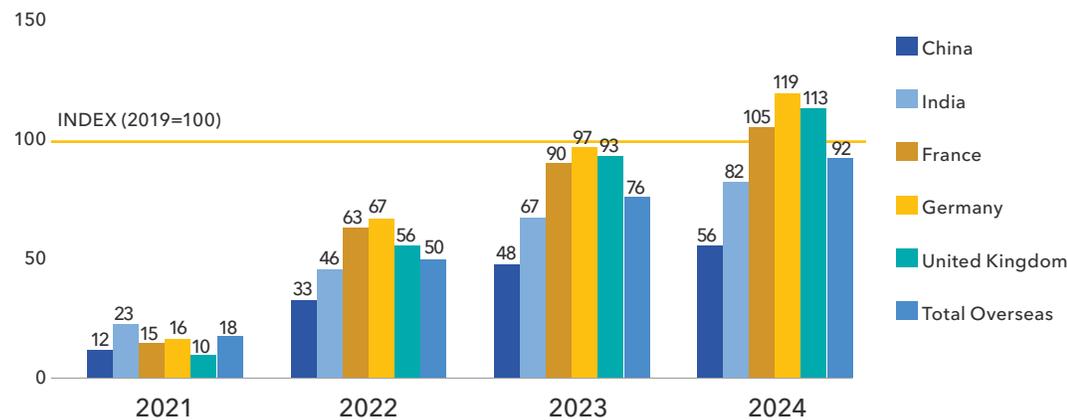
The PHLCVB was approved by the World Travel & Tourism Council (W TTC) to use their global Safe Travels Stamp in recognition of our destination’s commitment to safely reopening to visitors.

As a Safe Travels Ambassador, the PHLCVB is able to promote the Safe Travels Stamp to our partners including hotels, motels, resorts, retail, convention centers, meetings and event locations, restaurants, and attractions.



## OVERNIGHT STAYS IN PHILADELPHIA BY OVERSEAS VISITORS

Percent recovered relative to 2019



## 2021 Publications

### International Visitor Guides in 8 Languages

We created and launched our new international visitors guide in 8 languages which debuted at IPW, offering themed Philadelphia itineraries.



DOWNLOAD

## Overseas visitor hotel room nights projections

2022



**778,000**  
Room Nights

2023

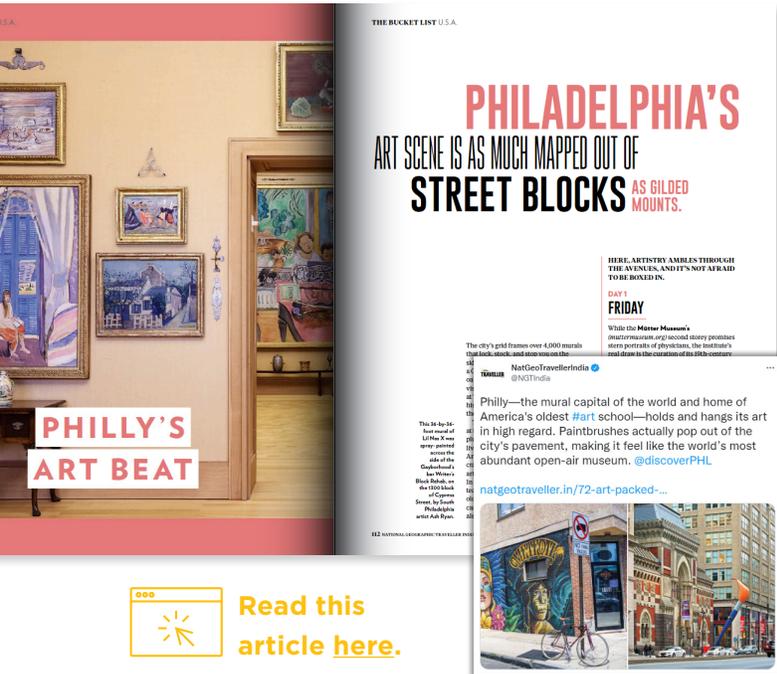


**1.2M**  
Room Nights

Source: Tourism Economics

## National Geographic Traveller India

The PHLCVB hosted our first media familiarization tour (FAM) visit since the pandemic in June 2021. The PHLCVB's Global Tourism and Marketing and Communications teams crafted an exciting itinerary highlighting the artistic and culinary facets of the city for Julian Manning, Assistant Editor of National Geographic Traveller India.



Read this article [here](#).

## IPW

The PHLCVB Global Tourism and Communications teams represented Philadelphia in Las Vegas at U.S. Travel Association's IPW, the nation's leading international inbound travel trade show.

Throughout the event, the team held over 80 trade and media appointments, highlighting Philadelphia's new experiences and hotels, abundant outdoor space, quintessential American history, and other attributes that make the city worthy of the world's attention.

PHLCVB also held a dedicated press conference, where Svetlana Yazovskikh, VP of Global Tourism, presented a destination update centered around Philadelphia's unparalleled collection of public art. This included a special video address by Mural Arts Philadelphia's Founder and Executive Director, Jane Golden, spotlighting the city's 4000+ murals and the depth of the stories they tell.



## Global Tourism Sales Activity

**10**  
Global Trade Shows

**26**  
Destination Training Webinars

**561**  
Articles about Philadelphia generated around the globe

**2,846**  
International Travel Professionals Trained

The first China (Wuhan) Culture and Tourism Expo (CTE) was held November 26-28, 2021, featuring over 1,000 exhibitors from China and abroad. The PHLCVB had the honor to offer an official greeting on behalf of Philadelphia that was aired during the opening ceremony of the event.



# MARKETING & COMMUNICATIONS

The Marketing & Communications team supports the PHLCVB and the Pennsylvania Convention Center by promoting Philadelphia and the region through a variety of programs targeting meeting and event planners, influencers, convention attendees, overseas leisure travelers, and travel trade professionals. The PHLCVB has integrated the Partnership Program to better market our services for the benefit of partners.

## PHLCVB Marketing Campaigns

In May 2021, the PHLCVB launched the “Meet the Moment” campaign – a transitional marketing campaign designed to encourage interest in booking meetings in the near term as face-to-face meetings returned. This regionally focused campaign promoted Philadelphia as an ideal location in the Northeastern U.S. and included local and regional messaging to encourage organizations to keep their meetings in Philadelphia and aid in the city’s economic recovery.

As the spread of COVID variants raised concerns about travel and meetings in fall 2021, we revised our messaging to include points about Philadelphia’s strong

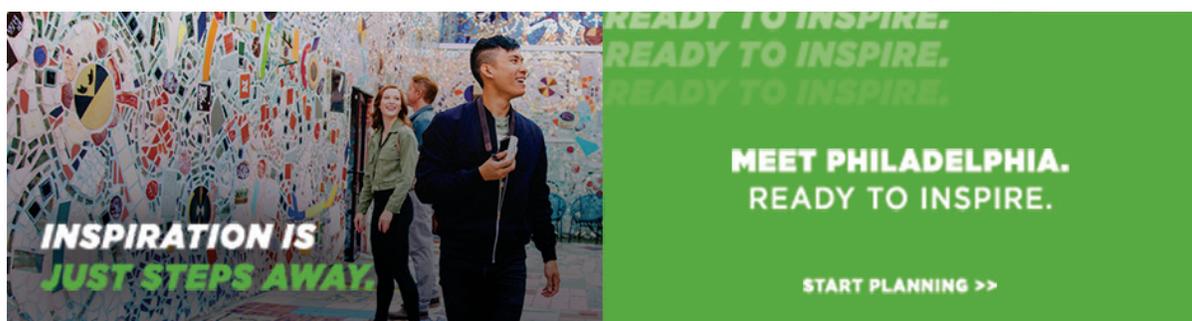
vaccination rates and commitment to science. We adjusted our messaging to “Meet Philadelphia” which was also supported with taglines “Ready to Inspire” and “Ready to Exceed.”

The PHLCVB leveraged a variety of paid media channels including business and convention trade publications, websites, e-mails, search engine marketing, digital display, and social media advertising to promote these campaigns.

### Campaign Advertising



### Campaign Search Marketing Results



# PHLCVB Social Media

2021 was a landmark year for the PHLCVB on social media, led by a new focus on short video for Instagram Reels and TikTok. In total, short video content garnered a combined 1.4 million views and over 111,000 engagements. A highlight was a walkthrough of the 2021 Philadelphia Flower Show, which climbed to a combined view count of over 193,000 across Instagram and TikTok. These views established the video as our top performing social media post for the year.

The PHLCVB's Chinese social media footprint expanded in 2021, with the introduction of our WeChat Mini Program in September. Accessed from within the WeChat ecosystem, the WeChat Mini Program serves as a mobile guide to the attractions, hotels, restaurants, and experiences of Philadelphia while also signaling Philadelphia's continued commitment to the China market.

## PHLCVB TikTok

Account was launched in February 2021

Video of the Philadelphia Flower Show on 6/5/2021

**174,000** views

**25,700** likes

**6,100** shares

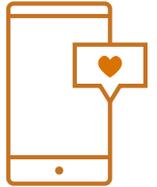
**164,300** organic reach



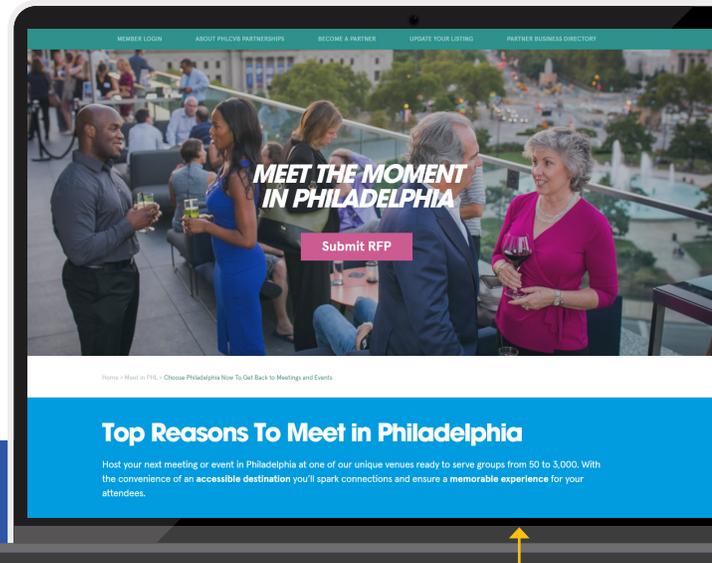
**12** accounts  
**9** countries  
**4** languages

**46,789** Audience Growth  
across all PHLCVB owned channels

**331,025** Total Followers  
(as of Dec. 31, 2021)



### CHANNELS:



## DiscoverPHL.com

The PHLCVB continues to upgrade and invest in the destination website. We developed a new venue/meeting space tool specifically designed for meeting planners and to drive additional sales leads and awareness for our hotel partners.

**521,569**

Total Unique  
Visitors

**74%**

Growth  
Since 2020

### Top 5 performing web pages\*

discoverphl.com/meet/space	<b>88,406</b>
discoverphl.com/blog/free-and-budget-friendly	<b>65,975</b>
discoverphl.com/blog/philadelphia-museums-that-are-now-open	<b>63,358</b>
discoverphl.com	<b>46,960</b>
discoverphl.com/meet	<b>39,216</b>

\* By unique visitors

# PHL PARTNERSHIPS

Philadelphia Convention & Visitors Bureau

Through our Partnership Program, regional businesses can dynamically market their organizations and services to meeting professionals, overseas leisure visitors, business travelers and convention attendees. In addition to supporting our partners' marketing efforts through extensive marketing and promotional benefits, the program provides partners the opportunity to grow, connect, and build their business connections through education and networking events.

In 2021, new improvements to the program included simple pricing, streamlined application procedures, and new ways to engage with customers and each other.

## PROGRAM TIERS

The program features a tiered partnership structure which includes four levels:

**DISCOVER PHL** Ideal for restaurants, bars, attractions, retail, sports, and entertainment

**HOST PHL** Ideal for businesses specifically servicing conventions and large meetings such as Venues, Caterers, Audio/Visual production, Floral and Decor, Event production companies, etc.

**STAY PHL** Ideal for accommodations (hotels, B&B, etc.)

**FRIENDS** Ideal for corporate and non-profits supporters

**559**  
Total  
Partners

**27**  
New  
Partners



**54%**  
Discover



**19%**  
Host



**12%**  
Stay



**10%**  
Friends



# 2021 PARTNER EVENT HIGHLIGHTS

## Partner Reconnecting Networking Happy Hour

June 2021 at Xfinity Live!

In June, PHLCVB partners from Philadelphia's hospitality industry gathered at Xfinity Live! for an evening of networking to celebrate the start of summer, the ending of social distancing restrictions, and the return of in-person meetings and events – marking the PHLCVB's first in-person networking event in 16 months.



## 2021 PHLCVB Annual Luncheon

November 2021 at Live! Casino & Hotel  
Philadelphia

Over 600 of the PHLCVB's closest partners gathered at the Live! Casino & Hotel Philadelphia on the event's traditional date, the Wednesday prior to Thanksgiving, and enjoyed a memorable performance by cellist Aijee Cello and DJ Diamond Kuts, plus special activations by Philadelphia Soccer 2026, Yards Brewing Co. and Insomnia Cookies. The Luncheon benefits the PHLCVB Foundation.



# PENNSYLVANIA CONVENTION CENTER SAFETY AND BUILDING UPGRADES

## GBAC STAR Recreditation

The Pennsylvania Convention Center received its Global Biorisk Advisory Council (GBAC) STAR recreditation in September 2021, following a comprehensive evaluation process of its cleaning, disinfection, and infectious disease prevention protocols over the past year.

Recognized as the gold standard for safe venues, the recreditation verifies that the Center continues to evolve, improve, and advance with the performance-based GBAC STAR program elements for infectious disease prevention.

Since receiving its initial accreditation in 2020, the Pennsylvania Convention Center continued with significant capital investments including the installation of advanced air purification technology in 40 air handling units, more phases of touchless restroom renovations, the purchase of additional cleaning and disinfecting equipment, and the implementation of enhanced sanitization and health and safety protocols. In addition, the Center implemented a vaccination policy for its workforce, requiring all staff to be fully vaccinated by October 2021.

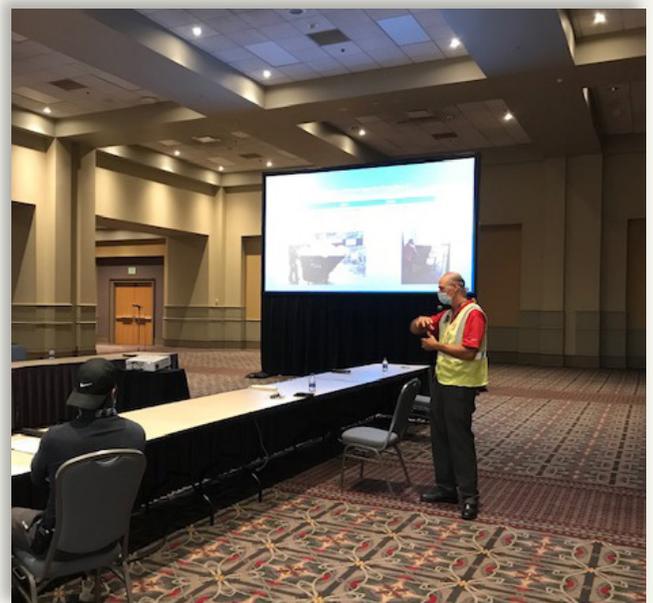
## Venue Shield

The Pennsylvania Convention Center remains committed to ensuring the health and safety of all who enter its facility while maintaining the highest level of customer service in a hospitable environment.

As an ASM Global managed facility, the ASM Global VenueShield™ program provided the foundation for the Center's Reopening Operating Framework during the pandemic and continues to be a guide for the development of the Center's health and safety policies and procedures.

## Training

As part of the Center's commitment to health and safety, during the year, staff were required to complete several health and safety training courses including the Center's annual safety training and Venue Shield and GBAC Online Fundamentals. These sessions ensured that the facility's workforce was kept up to date with all policies and procedures and were able to provide a safe and healthy environment for our customers and visitors to the Pennsylvania Convention Center.

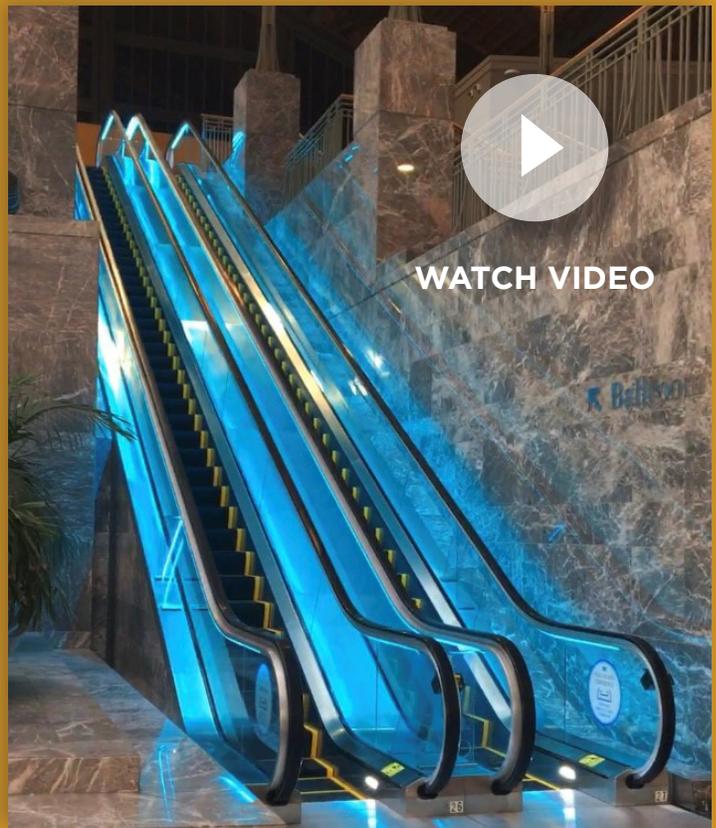


New Carpet in Meeting Rooms

**With an eye to the future** and the eventual emergence from the pandemic, the Pennsylvania Convention Center used the 2021 building downtime to move forward with a significant number of capital improvements in our building. Many of our upgrades were designed to enhance health and safety for our guests and employees – such as HVAC air purification and filtration upgrades throughout the building, new air handler units, escalator modernizations with UV sanitizer light technology added to all escalator handrails, carpet replacement, and restroom renovations with “touchless” features, along with numerous safety, security, and infrastructure investments. These upgrades were made in coordination with health and safety experts to put in place new best practices that enabled our facility to earn the Global Biorisk Advisory Council (GBAC) STAR Accreditation. The total investment of \$25 million of capital improvements in fiscal year 2021 helped us achieve phenomenal health, safety, and modernization goals.



New Touchless Bathrooms



New Escalators with UV Sanitization

# PENNSYLVANIA CONVENTION CENTER COMMUNITY IMPACT

## PHLCares

PHLCares fund of the Philadelphia Foundation is a business-led initiative investing in solutions to homelessness. Since its founding in 2019, PHLCares has raised more than \$1 million from corporate and individual donors in support of providing individuals experiencing homelessness with the housing and services they need. The fund was created by some of Philadelphia's highest profile business and hospitality sector leaders including the Pennsylvania Convention Center Authority, PREIT, and Wawa. Its goal is to bring the city's business community together to provide financial and strategic resources needed to deliver permanent supportive housing and rental-based assistance with wraparound services to individuals experiencing homelessness through trusted service providers.



To learn more about PHLCares or to donate, please visit [www.phlcares.org](http://www.phlcares.org)

“ Since the inception of PHLCares, the COVID-19 pandemic has put enormous pressure on Philadelphia's homeless service providers and created even higher barriers for the vulnerable populations they serve. We continue to be inspired by the dedication, innovation, and compassion these organizations have shown in the face of these obstacles as they continue to support individuals experiencing homelessness. It is our hope that these resources raised provide opportunities to non-profits to supplement their efforts and create an even greater impact from their services provided. ”

– John J. McNichol  
President & CEO of PCCA  
PHLCares Fund Advisor

## Community Vaccination Center

The Pennsylvania Convention Center's selection as a Community Vaccination Center (CVC), in addition to Esperanza, helped play an integral role in delivering more than 350,000 vaccinations in an efficient, effective, and equitable manner, with a focus on communities with a high risk of COVID-19 exposure and infection. The Federal Emergency Management Agency (FEMA), the Pennsylvania Emergency Management Agency, and the City of Philadelphia formed a partnership to establish a CVC at the Pennsylvania Convention Center (PCC) in 2021. The PCC site was selected because of its centralized location, accessibility, and infrastructure which served as a CVC for 12 weeks. At peak, more than 400 staff managed the PCC site, with a majority of staff uniformed service members.

“ Philadelphia's two federally supported vaccination centers carried out a vital mission, delivering vaccines quickly, efficiently and equitably, to hundreds of thousands of Philadelphians thanks to a whole-of government effort and effective interagency partnerships. ”

– Janice Barlow  
FEMA Region 3's Acting Administrator



# PENNSYLVANIA CONVENTION CENTER SUSTAINABILITY

**As a state-of-the-art facility**, the Pennsylvania Convention Center is mindful of our responsibility to the community and environment and continues to be committed to reducing the environmental impact of our operations and services.

In every facet of our operations, we incorporate the use of equipment, technology, and products that are designed to reduce negative impacts, while providing healthy, clean, and efficient facility operations.

The Energy Services Company (ESCO) project with the Pennsylvania Convention Center Authority (PCCA), in partnership with SIEMENS, completed its second year of significant energy upgrades throughout the facility. As a result of the progress of this project and our energy efficiency measures, to date, we reduced electricity and natural gas consumption by 4.5% in 2021. We also set a goal to increase our Green Energy electricity Renewable Energy Certificate (REC) purchase to 50% in 2022.

## IN 2021

**REDUCED** electricity and natural gas consumption by **4.5%**

## SET GOAL

**INCREASE** our Green Energy electricity Renewable Energy Certificate (REC) purchase to **50%** in 2022.

## PCCA SOCIAL MEDIA

**in** LINKEDIN

**1,104**

FOLLOWERS

**33.49%**

INCREASE  
IN 2021

**f** FACEBOOK

**14,819**

LIKES

**2.42%**

INCREASE  
IN 2021



**Instagram icon** INSTAGRAM

**1,650**

FOLLOWERS

**14.48%**

INCREASE  
IN 2021

**Twitter icon** TWITTER

**5,361**

FOLLOWERS

**.30%**

DECREASE  
IN 2021

[paconvention.com](http://paconvention.com)

[@pa\\_convention](https://www.instagram.com/pa_convention)

[f paconvention](https://www.facebook.com/paconvention)

[@paconvention](https://twitter.com/paconvention)

# 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 producer of entertainment experiences. It is the global leader in venue and event strategy and management—delivering locally tailored solutions and cutting-edge technologies to achieve maximum results for venue owners. The company's elite venue network spans five continents, with a portfolio of more than 350 of the world's most prestigious arenas, stadiums, convention, and exhibition centers, and performing arts venues. Proudly, ASM Global is now in its eighth year of managing the Pennsylvania Convention Center (PCC).

In 2021, the primary focus for ASM Global was on safely reopening the PCC. Coupled with the PCCA's capital investments in environment hygiene focused projects, ASM Global's focus on creating a healthy and safe environment resulted in the ability to successfully and safely host several major events. These included Natural Products Expo East with over 15,000 attendees; PAX Unplugged; and the International Association of Exhibitions and Events (IAEE) Expo! Expo!, which was the first major gathering of event organizers and industry partners in two years.

The Pennsylvania Convention Center was also one of only four facilities selected by ASM Global to pilot its newest corporate social responsibility program, ASM Global Acts. Launched in October 2021, this initiative is an extension of ASM Global's longstanding commitment to environmental stewardship, fostering an environment of inclusion and equity, and improving the vitality of the communities where it operates. The program is structured around three defining pillars – Protect the Environment, Invest in People, and Strengthen Our Communities.

One component of the ASM Global Acts platform is its recently launched "ASM Global Stars" Scholarship program which will provide diverse and under-resourced communities with educational and career development opportunities through scholarship awards and prospective internships. In 2022, the program will award \$2,500 scholarships for up to 20 students who share their passion for connecting people through the power of live experience, reflecting ASM Global's commitment to supporting students in our local communities by investing in their education.

 [asmglobal.com](https://asmglobal.com)

 [@ASMGGlobalLive](https://www.instagram.com/ASMGGlobalLive)

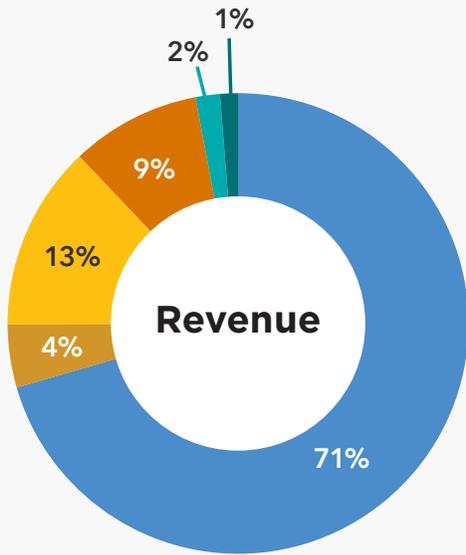
 [ASM Global Live](https://www.facebook.com/ASMGlobalLive)

 [@ASMGGlobalLive](https://twitter.com/ASMGGlobalLive)

“ The impact of the Pennsylvania Convention Center as an economic driver for the hospitality industry in the Commonwealth of Pennsylvania is significant. Our focus during the last year has been on reopening safely and getting our customers to a point where they were confident in our ability to host in-person events. I can now proudly say that we are back in business and growing again. This was only possible because of the talented and dedicated professionals that make up the Pennsylvania Convention Center family. ”

– Kelvin D. Moore, CMP,  
Regional Vice President for ASM Global

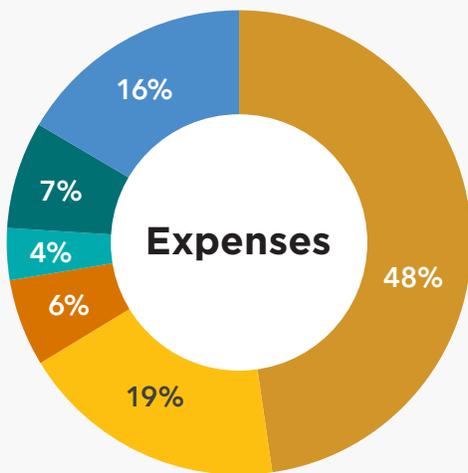
# PHLCVB FINANCIALS FY 2021



- Hotel Tax: \$5,220,090
- City/State Funding: \$328,168
- Membership Revenue: \$960,695
- PHiL: \$675,000
- Publications: \$126,365
- Other: \$92,656

---

**Total Net Operating Revenue: \$7,402,974**



- Convention Sales: \$4,390,104
- Marketing & Communications: \$1,711,459
- Group Tour Sales: \$559,822
- Global Tourism Sales: \$331,464
- Membership: \$688,076
- General Administration: \$1,520,562

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**Total Expenses: \$9,201,487**

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**Change in Net Assets: (\$1,798,513)**

The PHLCVB appreciates the partnership and contributions of the Pennsylvania Convention Center Authority, the Commonwealth of Pennsylvania, the City of Philadelphia, and the Philadelphia Hospitality Investment Levy.

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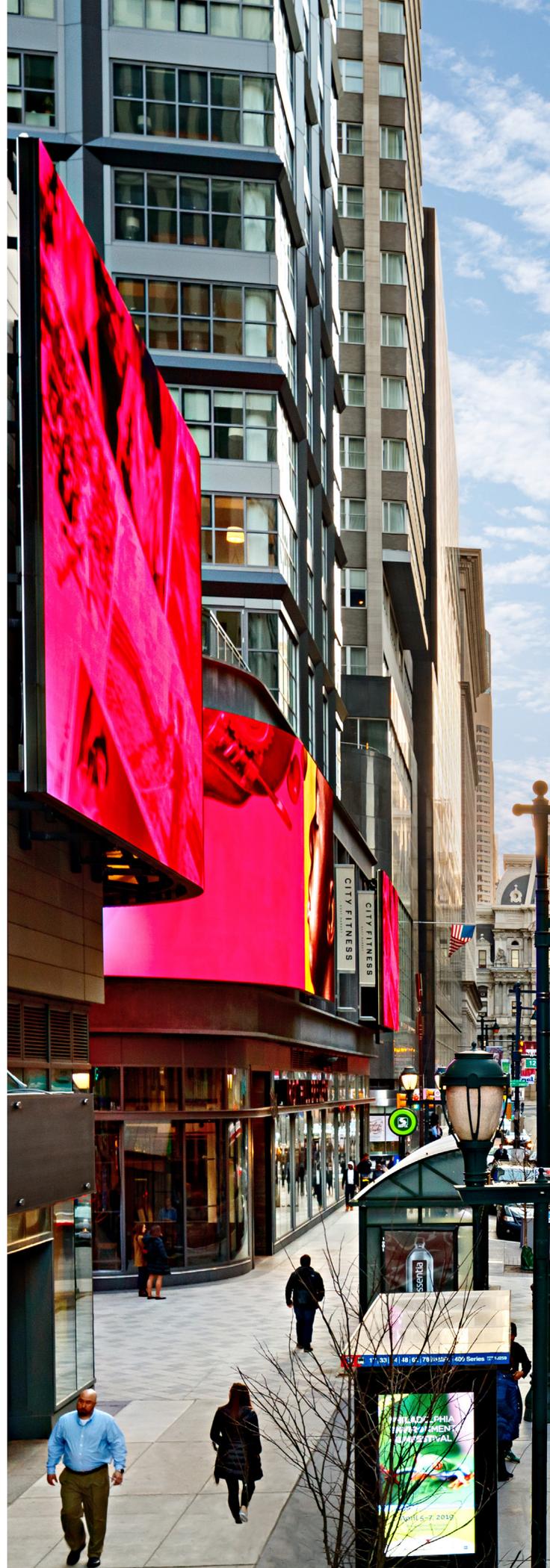
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HOTEL

### **Eric Zillmer**

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DREXEL UNIVERSITY





Marriott



Hard Rock  
CAFE

PENNSYLVANIA  
CONVENTION CENTER

# 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. Due to the COVID-19 pandemic, the PHLCVB Foundation operated with a reduced level of activity and focused its efforts on two areas: Economic Development and Community Improvement and Outreach.

## Economic Development

The PHLCVB Foundation partnered with the City of Philadelphia, the Commonwealth of Pennsylvania, and many other hospitality organizations to promote Philadelphia as a dynamic travel destination and location for large events. The Foundation supports the regional efforts that lead to Philadelphia hosting premier events, such as the ongoing bid to host soccer matches during the FIFA World Cup™ 2026. Philadelphia is one of 17 U.S. cities vying for an opportunity to host one of the world's biggest sporting events, a process that began in 2017.

Leading the effort is Philadelphia Soccer 2026, the City of Philadelphia's official FIFA World Cup™ 2026 bid committee, which includes dozens of partners from across the sports, business, and hospitality communities. The selection of the final 10 cities is expected to be announced in 2022.

## Community Improvement and Outreach

The Foundation supports projects and initiatives to improve the quality of life in Philadelphia and to beautify and enhance high-profile public spaces. Its goal is to ensure that parks, historical sites, monuments, and buildings – particularly those located in the City's historic, cultural, and convention corridors – remain well maintained and welcoming to the public.

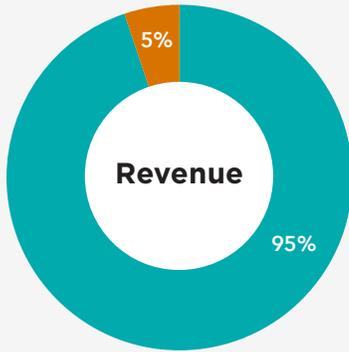
## PHLCVB Foundation Mission

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.



Through the Foundation, the PHLCVB supported organizations such as the Black Doctors Consortium. Representatives of the PHLCVB also participated in volunteer activities to donate food and express appreciation for this initiative, created by Dr. Ala Stanford, which has been providing free COVID-19 testing to underserved communities of color that have been disproportionately impacted by the disease.

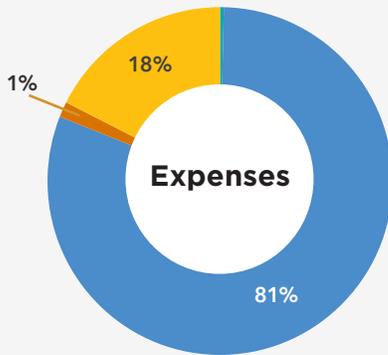
# PHLCVB FOUNDATION FINANCIALS 2021



■ Other Contributions: \$60,608  
 ■ Other: \$3,301

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**Total Net Operating Revenue: \$63,909**



■ Economic Development: \$173,986  
 ■ Fundraising: \$3,076  
 ■ Community Improvement & Outreach: \$750  
 ■ General Administration: \$37,798

---

**Total Expenses: \$215,610**

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**Change in Net Assets: (\$151,701)**

## GENEROUS FUNDERS OF THE PHLCVB FOUNDATION

Saint Joseph's University

Comcast

Visit Philadelphia

Hugh McStravick

The Chamber of Commerce for Greater Philadelphia

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Philadelphia Convention  
& Visitors Bureau

[discoverPHL.com](http://discoverPHL.com)

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Convention Center**  
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INTERNATIONAL AIRPORT

