



2023

ANNUAL
REPORT



PENNSYLVANIA CONVENTION CENTER

PHLCVB
Philadelphia Convention
& Visitors Bureau



**Pennsylvania
Convention Center**
PHILADELPHIA

AN  MANAGED FACILITY

A MESSAGE FROM LEADERSHIP

WE ARE PROUD TO REPORT that 2023 was a year of major milestones for the Philadelphia Convention and Visitors Bureau (PHLCVB) and the Pennsylvania Convention Center Authority (PCCA). Both organizations launched unprecedented partnerships and collaborations, hosted numerous successful events and conventions, expanded into emerging tourism markets, and much more.

The year began with the first joint Tourism Outlook event co-hosted with Visit Philadelphia. This unique event unveiled the first joint marketing campaign in our organizational history, fostering a new era of collaboration in the Philadelphia tourism and hospitality sectors. The campaign “Come for Philadelphia. Stay for Philly.” set a remarkable tone to support our promoting the destination at sales missions and activations for the rest of the year and beyond.

Meetings and conventions had a significant positive economic impact on the city in 2023. Philadelphia hosted 20 citywide events and our sales teams continued to book events well into the future, submitting competitive bids for events that will fill the Pennsylvania Convention Center, the sports complex, hotels, and attractions. Philadelphia was selected to host major industry events including Professional Convention Management Association (PCMA) Convening Leaders in 2026 and the BIO International Convention in 2027.

The PCCA continued to make significant investments in the venue’s infrastructure, providing meeting planners and their attendees with a world-class experience and enhancing its ability to attract future events. These investments included major upgrades to the facility’s Wi-Fi network, construction of new concession stands, and a range of sustainability-focused improvements.

In addition, both the PHLCVB and PCCA made major strides in promoting Philadelphia to prospective travelers from around the world. For instance, a partnership with Michelin resulted in Philadelphia becoming just the eighth U.S. destination to have its own Michelin Green Guide — a prestigious travel guide highlighting the city’s distinct offerings. The PHLCVB also participated in pivotal global sales missions in Australia and New Zealand and alongside The Philadelphia Orchestra in China.

All of these efforts bring global attention to Philadelphia — helping to attract event planners and visitors alike and leading to significant business investments and revenue for the city. Convention attendees and international visitors who travel to Philadelphia spend money at local attractions, hotels, retail establishments, restaurants and on transportation.

Of course, travel and tourism are deeply interconnected with economic development and job growth. The results in this report represent the collective effort of our industry partners who work together every day to support and grow the nearly 74,000 hospitality-related jobs in Philadelphia and the more than 187,000 hospitality-related jobs in the region.

The PHLCVB and PCCA remain steadfast in our dedication and commitment to advocate for and passionately promote Philadelphia as an attractive, top destination to meet, visit, live, and do business, in order to produce a positive economic impact in Philadelphia and for the Commonwealth of Pennsylvania.

Karen Dougherty Buchholz
Chair 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



SELLING, PROMOTING, AND SUPPORTING PHILADELPHIA



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.

TOURISM CREATES OPPORTUNITIES AND JOBS

The hospitality industry is a major employer in Philadelphia. Jobs in this sector provide opportunities for individuals with diverse skills and backgrounds, contributing to overall employment rates and economic stability. A robust tourism industry helps maintain a steady source of income for many residents.

Travel provides essential support to state and local governments.

“Our Commonwealth is the birthplace of America — and as we prepare to celebrate America’s 250th birthday in 2026, Philadelphia will be a central hub of economic activity and tourism. From award-winning restaurants and shops to unparalleled history and culture, Philadelphia’s tourism industry has a major role to play in making our Commonwealth an economic leader. My Administration is committed to supporting and growing Philadelphia tourism to create economic opportunity for our workers and businesses while showing off everything the city has to offer.”

— Pennsylvania Governor Josh Shapiro

“Philadelphia benefits from a strong tourism economy. Tourism improves quality of life for residents and businesses across our city, as it results in more recreational opportunities and things to do such as shopping, dining, and enjoying our world-class arts and cultural opportunities and everything Philadelphia has to offer. Tourism supports local businesses and creates jobs. Further, when we shine as a destination for tourists, it helps us attract new residents, new businesses, and new talent to our city and region.”

— Philadelphia Mayor Cherelle L. Parker

TOTAL LEISURE AND HOSPITALITY EMPLOYMENT BY CITY COUNCIL DISTRICT



The demographics of the leisure and hospitality industry reflect the demographics of Philadelphia.

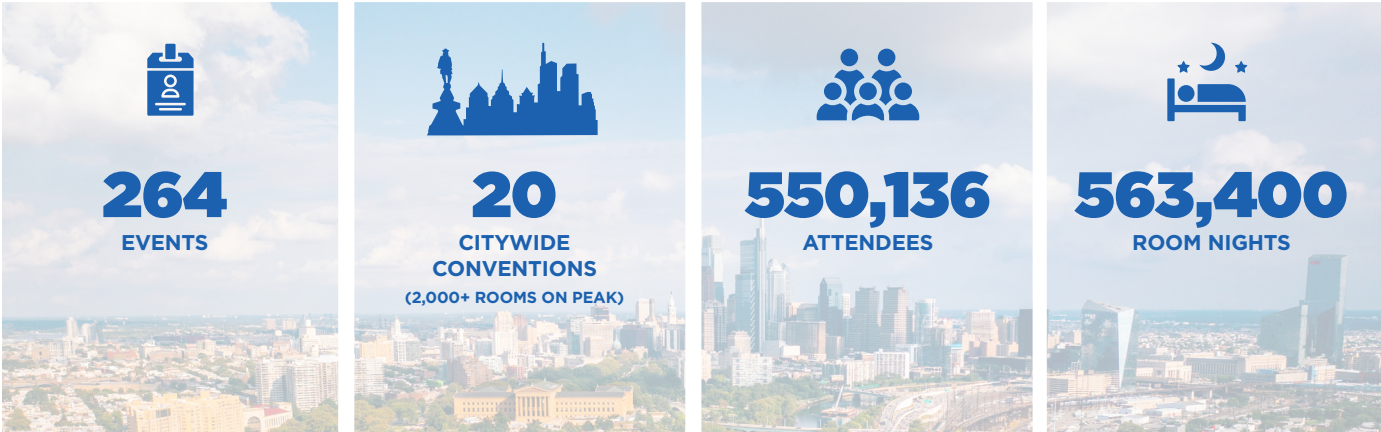
2023
PHILADELPHIA COUNTY
WORKFORCE
73.5K
+6.5% YOY
-3.5% VS 2019 LEVELS



2023
PHILADELPHIA REGION
WORKFORCE
187.6K
+5.7% YOY
-2.0% VS 2019 LEVELS

2023 MEETINGS, CONVENTIONS, AND EVENTS RESULTS

All PHLCVB-related events*



All PHLCVB events held at the Pennsylvania Convention Center*



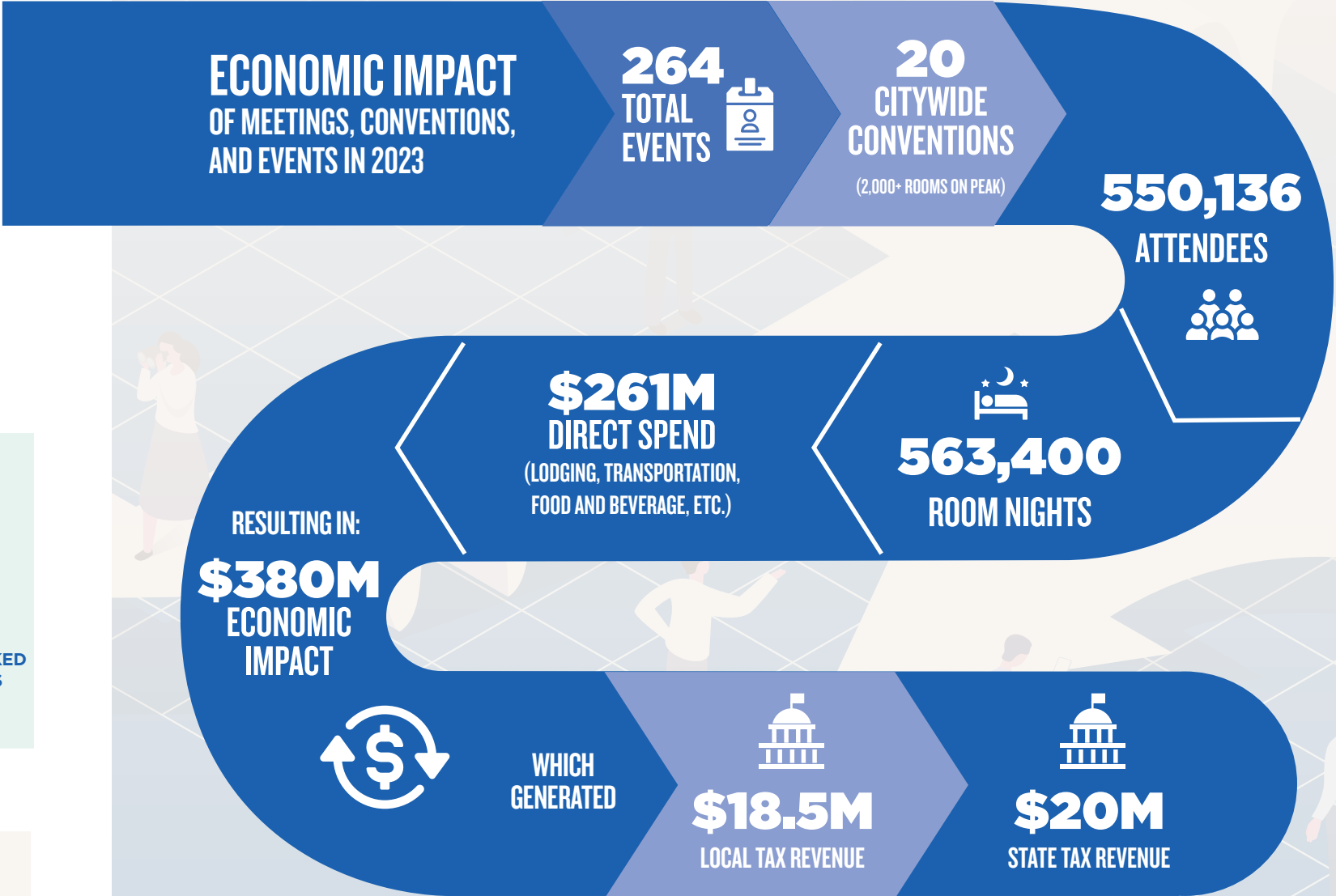
All events held at the Pennsylvania Convention Center



*Source: Tourism Economics

ECONOMIC IMPACT

PHLCVB-RELATED 2023 MEETINGS, CONVENTIONS, AND EVENTS



Source: Tourism Economics

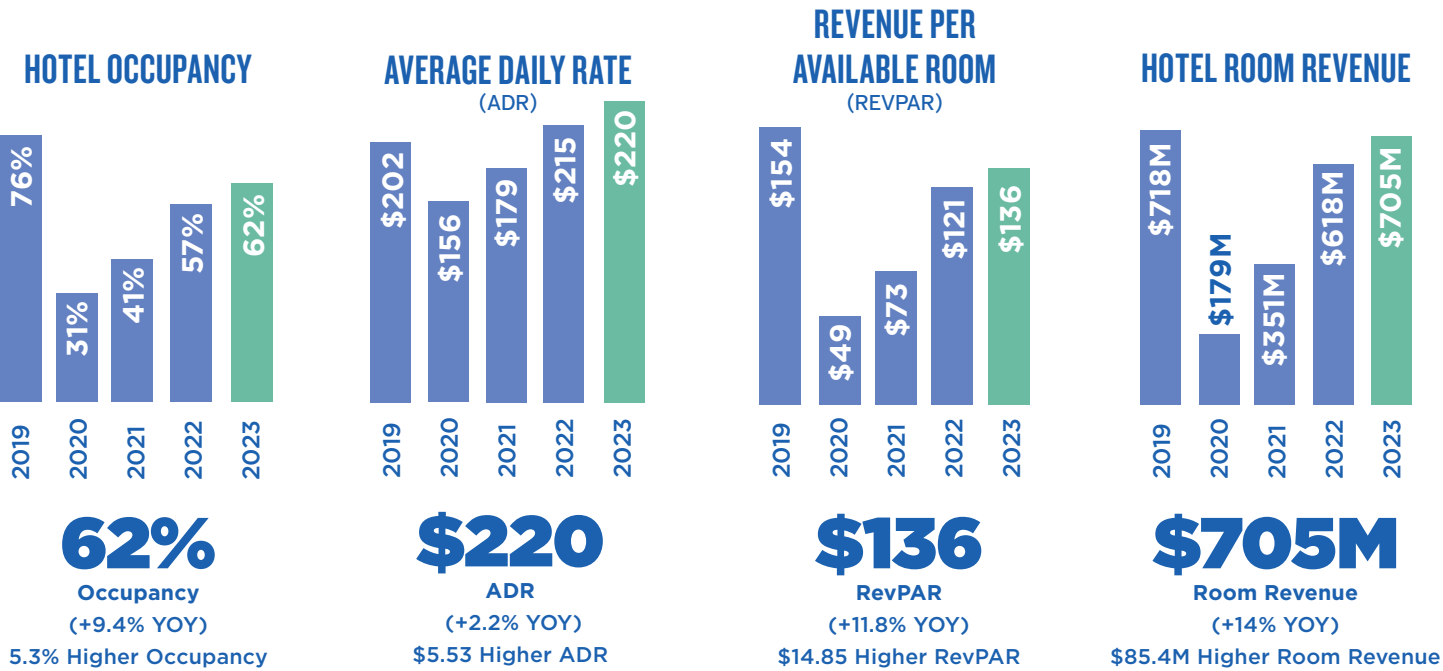
VISITOR SPENDING, visitor supported jobs, and business sales generated \$1.0 billion in state and local (S&L) tax revenues in 2023. Each household in Greater Philadelphia would need to be taxed an additional \$633 to replace the visitor-generated S&L taxes received by Greater Philadelphia in 2023.

THE CITY OF PHILADELPHIA GENERATED \$387 million in S&L taxes, compared to \$159 million by the suburban counties. Each household in the City of Philadelphia would need to be taxed an additional \$586 to replace the visitor-generated S&L taxes generated for the City and School District of Philadelphia in 2023.

SOURCE: Tourism Economics

DRIVING HOTEL ROOM NIGHTS

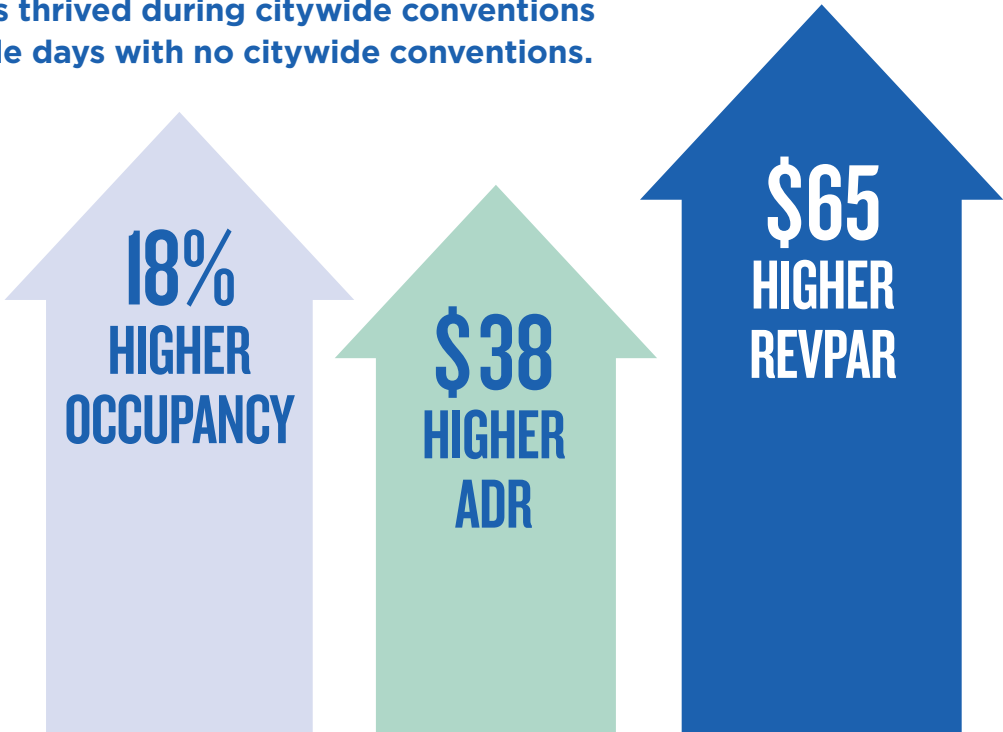
2023 PHILADELPHIA CENTER CITY HOTEL PERFORMANCE DATA



CITYWIDE CONVENTIONS

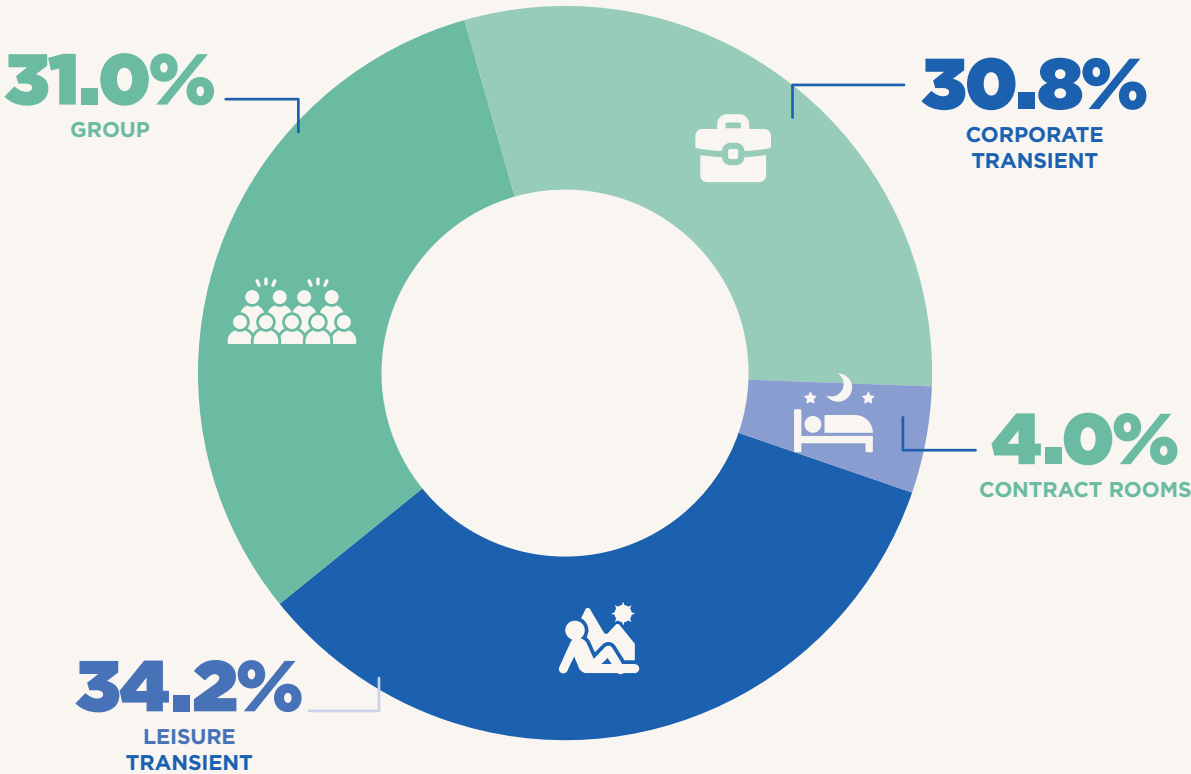
BOOST HOTEL PERFORMANCE

Center City hotels thrived during citywide conventions versus comparable days with no citywide conventions.



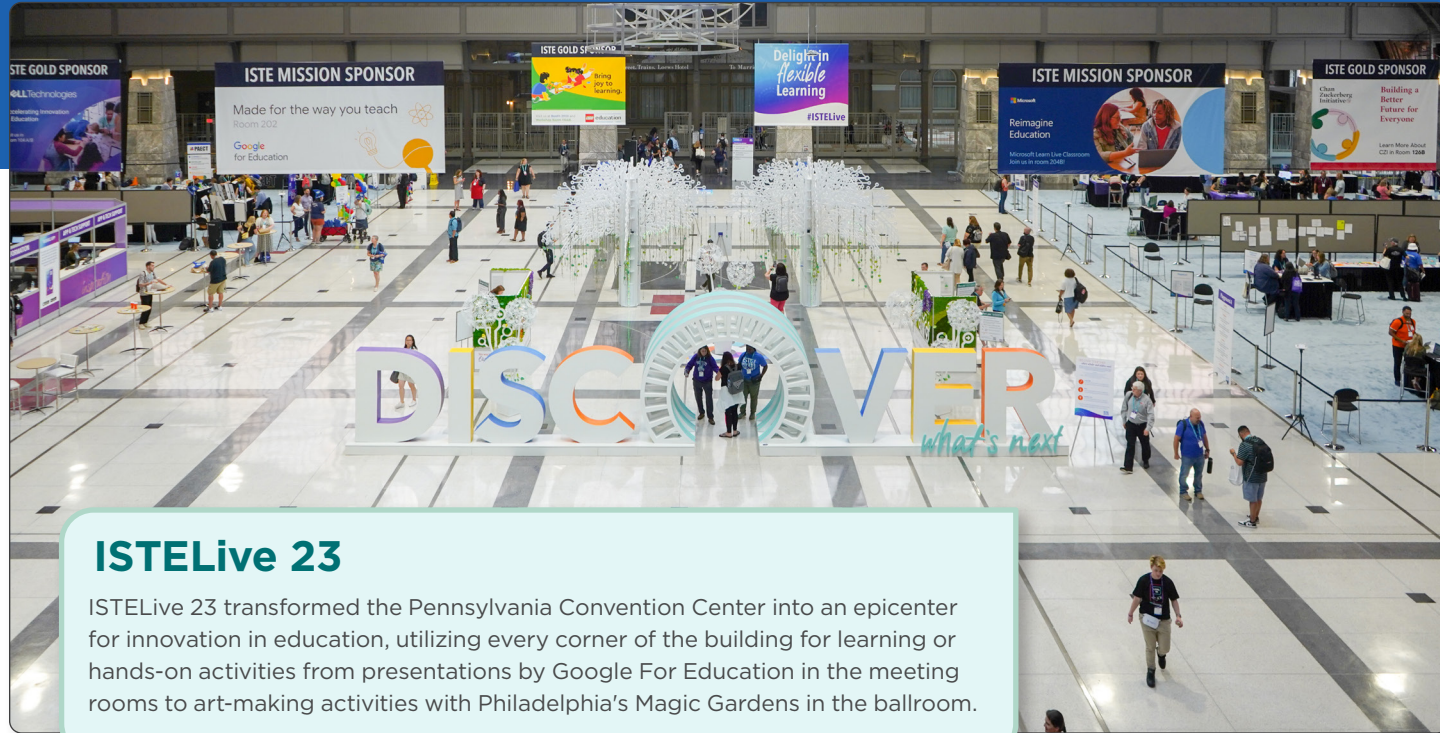
HOTEL CUSTOMER MARKET SEGMENTS

Percentage of Philadelphia travel attributed to convention/meeting compared to leisure (estimated)



PENNSYLVANIA CONVENTION CENTER | 2023 EVENT HIGHLIGHTS

SIGNATURE CITYWIDES



ISTELive 23

ISTELive 23 transformed the Pennsylvania Convention Center into an epicenter for innovation in education, utilizing every corner of the building for learning or hands-on activities from presentations by Google For Education in the meeting rooms to art-making activities with Philadelphia's Magic Gardens in the ballroom.



National Electrical Contractors Association

The National Electrical Contractors Association (NECA) treated attendees to a massive opening party at Lincoln Financial Field with a stunning drone show and a show-stopping concert at The Fillmore Philadelphia to close out the event. In between, the Pennsylvania Convention Center floor was teeming with thousands of electrical construction industry members who were testing new products, learning new solutions, and networking with their peers.



Mortgage Bankers Association

The nation's largest annual gathering of real estate finance professionals, Mortgage Bankers Association's Annual Convention & Expo, took over the Terrace Ballroom for the conference's general sessions in addition to the exhibit hall for an expo center and education sessions.



PAX Unplugged

PAX Unplugged 2023, the tabletop gaming-focused event, hosted nearly 30,000 attendees. The exhibition showcased engaging panels, a sprawling expo hall featuring game publishers and studios, thrilling tournaments, and a myriad of other exciting activities.

FUTURE BUSINESS BOOKED

PHLCVB BUSINESS BOOKED IN 2023 FOR FUTURE YEARS



EVENTS BOOKED IN 2023 FOR FUTURE YEARS

2024	2025	2026
115 EVENTS	38 EVENTS	20 EVENTS
137,805 TOTAL ROOM NIGHTS	60,532 TOTAL ROOM NIGHTS	87,710 TOTAL ROOM NIGHTS

BOOKING HIGHLIGHTS

Professional Conference Management Association (PCMA) announced Philadelphia as the host city for 2026 Convening Leaders. The annual meeting of the world’s top business events professionals and suppliers will take place in January 2026, helping kick off a year of major events for Philadelphia.

BIO, the Biotechnology Innovation Organization, is bringing its annual international convention back to Philadelphia in 2027. The largest advocacy group representing biotechnology groups announced they will return to Philadelphia for a fifth time following its last successful gathering in the city in 2019. Chris Molineaux, CEO of Life Sciences Pennsylvania, said the selection is “an affirmation of Philadelphia’s position as a leading hub for life sciences innovation and growth.”

PHLCVB leadership Gregg Caren and Maria Grasso were on hand at IMEX Frankfurt trade show to celebrate the news with PCMA President and CEO Sherrif Karamat.



GOING BIG

SELLING PHILADELPHIA ON THE ROAD...



The PHLCVB team positions Philadelphia as a premier meetings and events destination at customer-facing events around the globe.

MPI’s World Education Congress
At Meeting Professionals International’s WEC2023 — a leading conference for event professionals — the sales team hosted key clients and held buyer appointments at the Philadelphia-themed booth.

PCMA edUcon
PHLCVB President and CEO Gregg Caren delivered the introduction to the closing keynote, “Creative Thinking in the Age of AI” with David Usher, relaying recent Philadelphia news and accolades — including the USA TODAY 10Best Most Walkable City award and James Beard Award winners — as well as touching on the road to 2026.



IMEX
IMEX America is the largest trade show in North America for the business events industry, and representatives from the PHLCVB, the Pennsylvania Convention Center, and area hotels held dozens of appointments with current and potential customers and shared the latest updates on Philadelphia’s venues, accommodations, attendee experiences, and more.

Appointments were held in the eye-catching Philadelphia booth on the show floor with an immersive Reading Terminal Market theme with Philadelphia swag and treats from market vendors. During each day of the show, guests at the booth were treated to a different Philadelphia specialty lunch item.



CEMA
The PHLCVB sponsored the Town Hall panel at CEMA Summit 23 — one of the nation’s premier conferences for event marketers. PHLCVB Senior Vice President, Convention Division, Maria Grasso introduced the panel with remarks on why Philadelphia is a prime destination for corporate events, and gave updates on the city’s life sciences community, sustainability efforts, and upcoming major events.

...AND AT HOME

Sales FAM
The PHLCVB convention sales team welcomed customers for a two-day curated Philadelphia experience including a tour of the Pennsylvania Convention Center, nearby hotels, and unique event venues. Highlights included a cocktail party at the Rodin Museum and dinner at the Masonic Temple before closing out the night with a champagne toast on top of the 'Rocky Steps' at the Philadelphia Museum of Art.



PHL LIFE SCIENCES

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 related venture capital contacts.

The PHL Life Sciences advisory board is comprised of more than 50 local industry leaders, advocates, and innovators, chaired by Patrick M. Oates, Ph.D. 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.



NTI & Critical Care Exposition with Mary Gallagher Gordon



Tour of Pittcon with Dr. Patrick Oates



PHL LIFE SCIENCES HIGHLIGHTS

Pittcon Conference + Exposition

Pittcon held its first in-person event in two years at the Pennsylvania Convention Center. The massive exposition hall featured hundreds of booths and exhibitors displaying the latest advances in analytical research and scientific instrumentation.

American Association of Critical-Care Nurses

Tour the expo floor of the American Association of Critical-Care Nurses (AACN) conference with Mary Gallagher Gordon from the PHLCVB Nursing Leadership Committee. NTI — or the National Teaching Institute and Critical Care Exposition® — is the premier conference for progressive and critical nurses, attracting thousands of attendees and hundreds of exhibitors to the Pennsylvania Convention Center.

Kidney Week

American Society of Nephrology’s annual Kidney Week featured 12,000 physicians, researchers, and clinical investigators in attendance at the world’s premier nephrology meeting. The Pennsylvania Convention Center floor was full of activity with a diverse group of international guests representing over 100 countries.

CPHI North America

Philadelphia City Representative and PHLCVB Board Member Sheila Hess and a Mummers band kicked off CPHI North America for the premier event that connects the nation’s pharmaceutical development and manufacturing supply chain.

American College of Veterinary Internal Medicine

ACVIM, the world’s largest veterinary specialty organization, held its annual Forum, the premier event for those interested in advanced, specialist-level education in veterinary internal medicine. The Forum was packed with high-quality educational sessions taking place in the exhibit hall as well as in the convention center’s abundant meeting rooms.

2023 PHL Life Sciences Events Results



58
EVENTS



83,527
ATTENDEES



142,831
ROOM NIGHTS

2023 PHL Life Sciences Booking Results



69
EVENTS BOOKED
FOR FUTURE YEARS



63,085
ESTIMATED ATTENDEES



130,763
ESTIMATED ROOM NIGHTS

American College of Emergency Physicians

The American College of Emergency Physicians’ Scientific Assembly featured over 6,000 attendees made up of emergency physicians, residents, medical students, and healthcare professionals who engaged in education sessions, networking, lab sessions, and more.



Take a tour of ACEP Scientific Assembly with Bonnie Grant, Executive Director of PHL Life Sciences



American Heart Association

American Heart Association (AHA) returned to Philadelphia for its 2023 Scientific Sessions, a major event in the global life sciences community. Thousands of scientists, clinicians, researchers, and other healthcare professionals gathered for advancements in cardiovascular science and medicine.



Take a tour of the AHA Expo Floor



PHL SPORTS

For more than 30 years, PHL Sports has brought major sporting events and conventions to Philadelphia. The PHL Sports Advisory Board, chaired by Philadelphia Eagles President Don Smolenski, is comprised of 60 sports leaders, including the city’s collegiate athletic directors, professional team executives, and City of Philadelphia 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.



2023 EVENT HIGHLIGHTS

PHILADELPHIA IS A SOCCER CITY

Premier League Summer Series

Over 105,000 passionate Premier League fans packed Lincoln Financial Field over two days in July 2023 as part of the inaugural Summer Series event, cheering on teams including Chelsea, Fulham, Newcastle United, Brighton & Hove Albion, Brentford, and Aston Villa.

Mexico vs. Germany Friendly

Mexico took on Germany in a thrilling contest at Lincoln Financial Field — in a clash between two international football giants.

FIFA WORLD CUP 2026™

Brea Webster Stanko of PHL Sports, Chris Sharkoski, Philadelphia Eagles, and Meg Kane, Philadelphia Soccer 2026, got a behind-the-scenes look at World Cup operations during a visit to Doha, Qatar, as part of FIFA’s observer program. The experience energized the group and reinforced the incredible opportunity that the World Cup presents for Philadelphia — hosting the world’s biggest sporting event in America’s Birthplace during the nation’s 250th anniversary.



2023 PHL Sports Events Results

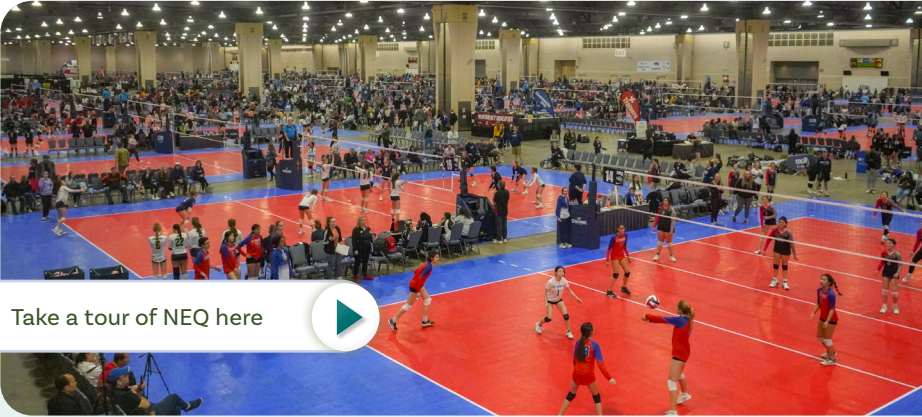


2023 PHL Sports Booking Results



East Coast’s Premier Junior Girls’ Volleyball Tournament

The Northeast Qualifier — hosted annually at the Pennsylvania Convention Center — was held over four weekends on more than 70 courts in spring of 2023. Philadelphia welcomed more than 1,250 teams from around the country and more than 45,000 athletes, coaches and fans.



Take a tour of NEQ here 

The Largest Gathering Of Soccer Coaches In The World — United Soccer Coaches

Geoff VanDeusen, CEO of United Soccer Coaches, explains why his convention attendees love coming to Philadelphia for the largest gathering of soccer coaches in the world at the Pennsylvania Convention Center.



Watch the Interview 

NCAA Championship Weekend

Lincoln Financial Field was again home to the NCAA Men’s Lacrosse Championships, attracting fans from around the country over Memorial Day weekend for the fifth time. More than 80,000 fans saw Notre Dame, Lenoir-Rhyne and Salisbury, bring home the Division I, II, and III titles, respectively. Drexel University served as host school.

Philadelphia, Pennsauken and host school Temple University also welcomed the NCAA Women’s Rowing Championships to the Cooper River over Memorial Day weekend, including 22 teams and thousands of fans from around the country.

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.

PHL DIVERSITY EVENT HIGHLIGHTS

Alpha Kappa Alpha Sorority

Thousands of Alpha Kappa Alpha Sorority, Incorporated sorors gathered in Philadelphia for the 92nd North Atlantic Regional Conference. The nation’s oldest Black Greek-letter sorority honored their principal founder and historic Philadelphian Ethel Hedgemon Lyle by renaming the street in Northwest Philadelphia where she resided for 26 years ‘Ethel Hedgemon Lyle Way.’ At the Philadelphia Marriott Downtown, sorors packaged 8,000 boxes of healthy food for children in partnership with Philabundance. The conference also organized a “Community Day” event for Philadelphia residents at the John F. Street Community Center in North Philadelphia that featured helpful workshops, food donations, and resource tables of local organizations. Throughout the conference, attendees also donated supplies for Philadelphia daycare centers, schools and senior centers, and participated in the NARC Cash Mob to support Black-owned businesses.



Telugu Association of North America

TANA, the Telugu Association of North America, is the largest and oldest Indian American organization in North America. Their national conference attracted thousands to Philadelphia where attendees experienced dance and music performances, panels, fantastic displays with photo ops, and an exhibit hall filled with Indian American-owned businesses, and much more.

Stonewall Sports

Philadelphia was chosen to host the Stonewall Sports, Inc. 9th National Tournament and Summit weekend of games, social events, and community workshops in part because of the city’s accessibility as well as its vibrant and active LGBTQIA+ social community. Competitions were held at parks and venues throughout the city. The weekend ended with a celebratory block party in the Gayborhood that included vendors, karaoke, and live performances.



2023 PHL Diversity Events Results



2023 PHL Diversity Booking Results



National Black MBA Association's Annual Conference and Exposition

The National Black MBA Association’s 45th Annual Conference and Exposition, the premier event for Black business professionals and career candidates, brought together thousands of professionals with diverse backgrounds to connect with numerous top-tier companies at the Pennsylvania Convention Center. The event will return to Philadelphia in 2028.

“This conference is where you want to be if you are a Black professional doing business in this country”

— Sheila Alexander-Reid

Take a tour of the career expo floor with Sheila Alexander-Reid, Executive Director of PHL Diversity



“Philadelphia has a rich and robust history, there are colleges that are nearby, public transportation is easily accessible. The city is amazing, the people are amazing. The treatment we’ve received, the level of accommodation. My question is why not?”

— National Black MBA Association Interim CEO/CFO
Shawn M. Cumberbatch-Graham, CPA

PHLCVB GLOBAL TOURISM

DRIVING INTERNATIONAL TOURISM TO PHILADELPHIA

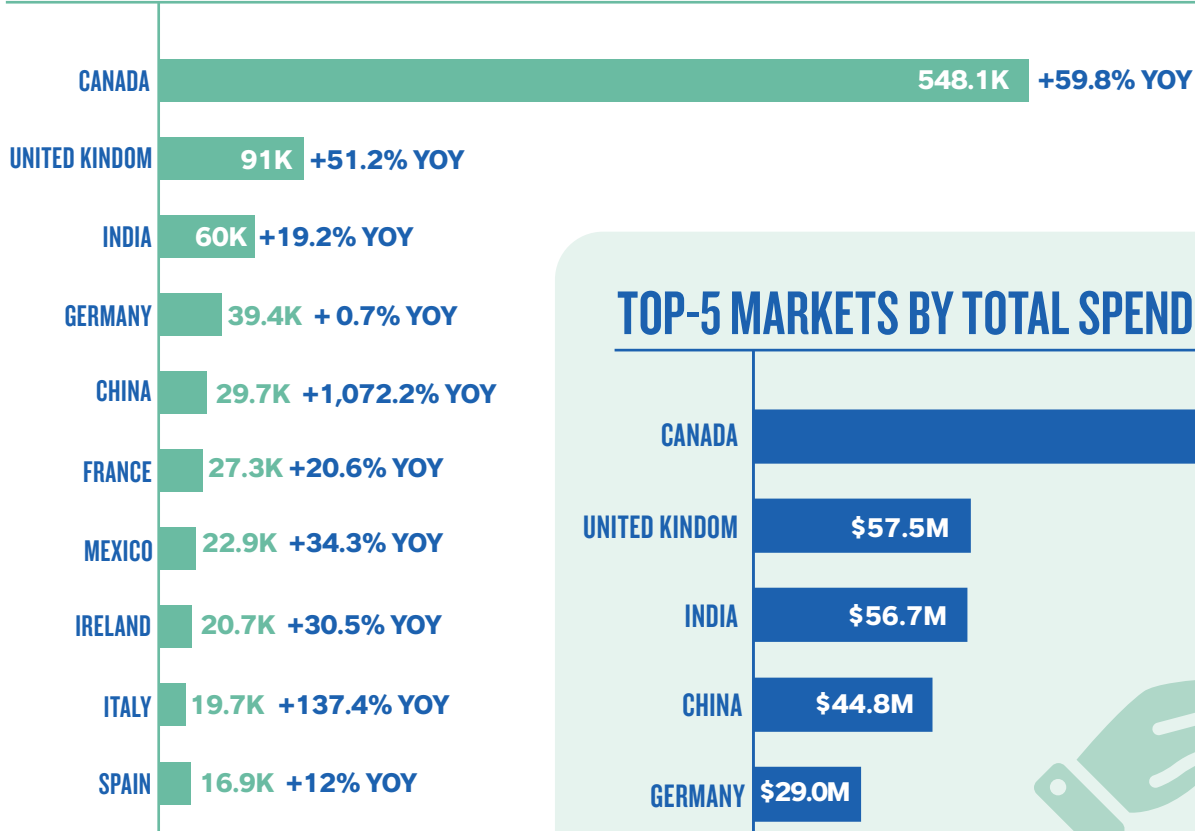
The PHLCVB Global Tourism team is dedicated to increasing Philadelphia’s position as a leading destination for international visitors and domestic group tours in partnership with 10 in-market representation offices.

- AUSTRALIA
 - CANADA
 - CHINA
 - FRANCE
- GERMANY/AUSTRIA/SWITZERLAND
 - INDIA
 - ITALY/SPAIN
- NETHERLANDS/BELGIUM
 - SCANDINAVIA
 - UK/IRELAND

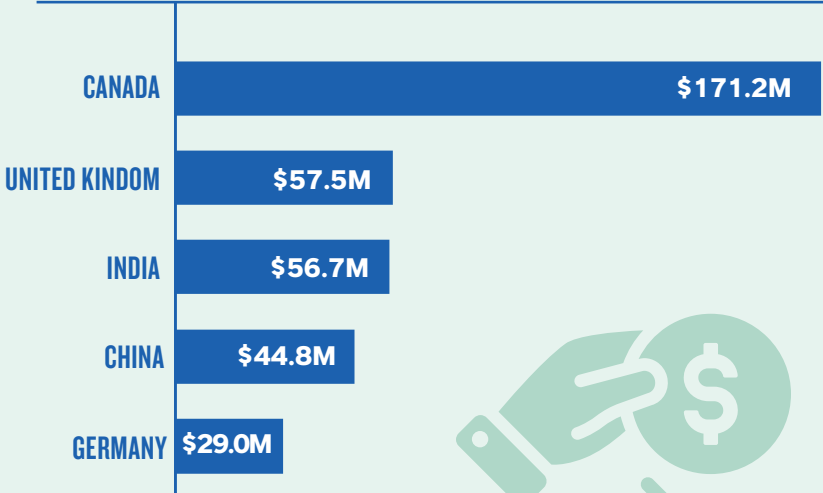
2023 INTERNATIONAL VISITATION RESULTS

Philadelphia’s global tourism saw a strong recovery with more than 1.1 million visitors choosing to travel to the city from international destinations in 2023.

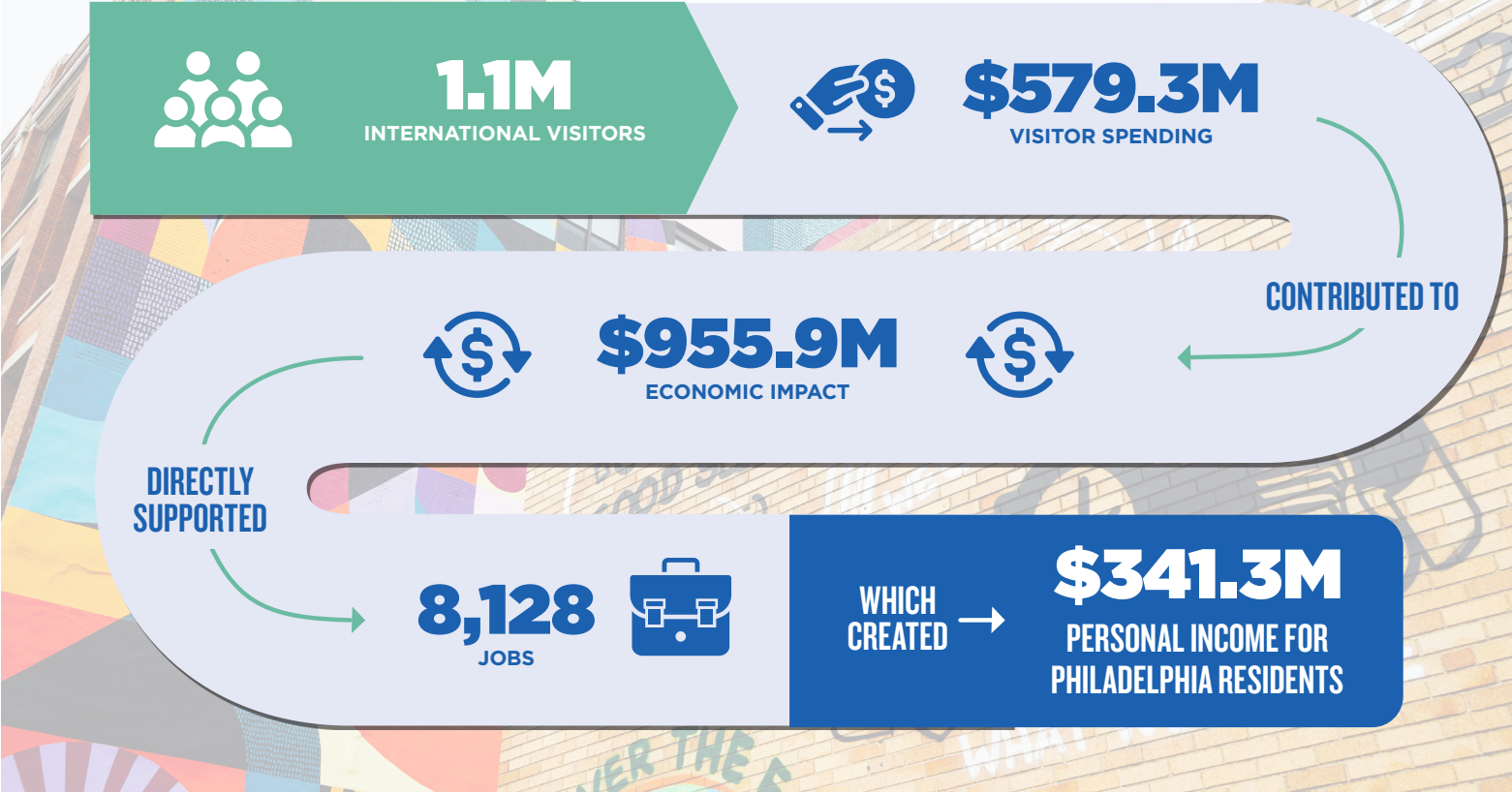
VISITS IN THOUSANDS



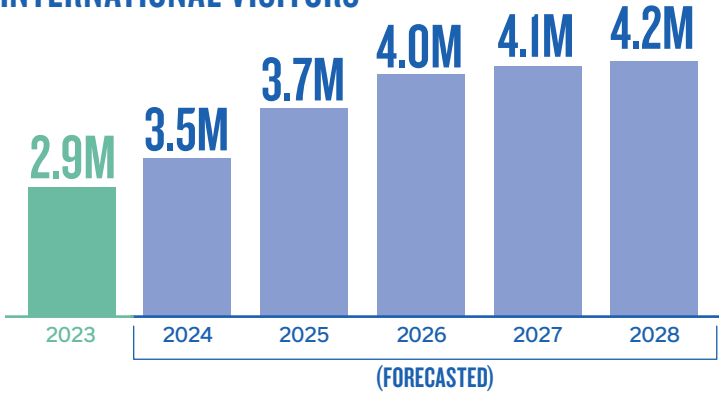
TOP-5 MARKETS BY TOTAL SPEND



ECONOMIC IMPACT OF INTERNATIONAL VISITORS IN 2023



HOTEL ROOM NIGHTS GENERATED BY INTERNATIONAL VISITORS



In 2023, Philadelphia’s international visitation recovery outpaced the national average for overnight visitors.

GLOBAL TOURISM ACTIVITY HIGHLIGHTS

ATTENDED

44 SALES EVENTS

REPRESENTING PHILADELPHIA WORLDWIDE

HOSTED

124 TRAVEL TRADE PARTNERS

ON 27 PHILADELPHIA FAM TOURS

ACTIVATED IN

13 COUNTRIES

WITH PROMOTIONAL MESSAGING

PROMOTING PHILADELPHIA GLOBALLY

The PHLCVB showcases Philadelphia to international media and travel suppliers to inspire visitation to the city.

MICHELIN LAUNCHES FIRST EVER PHILADELPHIA GUIDE

In spring of 2023, Michelin published its very first Philadelphia destination guide, highlighting the city's top leisure travel experiences. Philadelphia is the latest of just eight U.S. destinations to join The MICHELIN Guide collection. This milestone was celebrated at a press conference with Philippe Orain, Michelin Green Guide editor-in-chief, who presented awards and books to local organizations that received the guide's highest rating, including the Philadelphia Museum of Art and the Barnes Foundation.

“ Michelin is coming to town with its first-ever Philadelphia tourism guide”

— WHY/Billy Penn

“ Philadelphia's first Michelin travel guide awards 'stars' to Museum of Art, other local attractions”

— Philadelphia Business Journal

“ Jawn sais quoi: New Michelin guide calls Philly ‘the Frenchest American city’”

— The Philadelphia Inquirer

“ Philadelphia gets first-ever Michelin tourism guide”

— KYW

“ Michelin launches first-ever Philadelphia guide ...this guide is packed with local treasures, from attractions to restaurants and hotels.”

— 6ABC



Jane Golden, executive director of Mural Arts Philadelphia, was also presented with a special award and book. In the guide, Jane and other notable Philadelphia residents offer their personal insights on what makes the city special.



Philadelphia Orchestra 50th Anniversary Tour Sales Mission to China

50 years after performing there for the first time, The Philadelphia Orchestra returned to China on a two-week tour that transcended borders, language barriers, and cultural differences through the uniting power of music. The PHLCVB activated alongside the Fabulous Philadelphians to further Philadelphia's visibility during this momentous cultural event.

Before the Orchestra's concert at the National Centre for the Performing Arts in Beijing, East West Marketing — the

PHLCVB's in-market representation office in China — held an opening reception where the team showcased the latest updates on Philadelphia's travel resources, accommodations, attractions, visitor experiences, and much more. Guests included executives from leading travel organizations such as Chinese Travel Group and Delta Air Lines, media representatives from wide-reaching outlets China Daily, Beijing News, Global Times, and Voyage, as well as influential travel bloggers.



IPW PRESS CONFERENCE

At U.S. Travel Association's IPW, the nation's leading international inbound travel trade show, PHLCVB Vice President of Global Tourism, Svetlana Yazovskikh addressed hundreds of international travel media to showcase Philadelphia's unique offerings and experiences.

As part of the presentation, Philippe Orain, editor-in-chief of the Michelin Green Guide, spoke about adding Philadelphia to the esteemed roster of global guidebooks, and lauded Philadelphia as the “most important U.S. historical city and an essential gateway for a trip to the East Coast.” James Beard Award winner Chef Chad Williams, chef and owner of Friday Saturday Sunday, also spoke about Philadelphia's collaborative chef-driven food culture.



PROMOTING PHILADELPHIA GLOBALLY

East Coast USA Sales Mission to Australia & New Zealand

Following the launch of nonstop air service on Qantas from Sydney via Auckland to New York City in the summer of 2023, the PHLCVB embarked on a multi-city sales mission to Australia and New Zealand in partnership with Meet Boston and Destination DC, to engage with top tourism executives, travel suppliers, tour operators, and media to showcase Philadelphia and promote travel to the three cities as part of the “East Coast USA” brand.

While down under, the PHLCVB showcased Philadelphia and the Countryside of Philadelphia through CEO panels and through destination presentations that featured East Coast USA trip giveaways in partnership with Marriott International and Delta Air Lines. Gregg Caren also appeared on two nationally syndicated television programs, Studio 10 and the Today Show Australia, alongside leadership from Meet Boston and Destination DC. On the Today Show Australia, Gregg issued a challenge to weather presenter Tim Davies to run up the Rocky Steps while he broadcasts live from the Philadelphia Museum of Art the following week.



Gregg Issues Rocky Challenge on TODAY Show Australia



From Atop the Rocky Steps to Down Under: The TODAY SHOW Australia

The PHLCVB produced several segments with the Today Show Australia that featured fun Philadelphia experiences, with the aim of attracting viewers down under to plan a trip to the city. The program featured Philadelphia Mayor Jim Kenney, City Representative Sheila Hess, mascots from five sports teams, Philadelphia Eagles cheerleaders, the Philadelphia Union with team captain Alejandro Bedoya, break-dancers, a Mummies String Band, live mural making, cheesesteaks, giveaways, and much more. These segments showed viewers across Australia what Philadelphia is all about on the nationally syndicated morning show.



PHLCVB MARKETING AND COMMUNICATIONS

TELLING PHILADELPHIA’S STORIES AROUND THE WORLD

The Marketing and Communications team crafts content and campaigns that promote Philadelphia, the PHLCVB, and the Pennsylvania Convention Center through a variety of programs targeting meeting and event planners, influencers, convention attendees, media, domestic group tour operators, international leisure travelers, and travel trade professionals.

TOTAL EARNED MEDIA

1000+
TOTAL ARTICLES

DOMESTIC AND INTERNATIONAL EARNED MEDIA

By working with journalists across the globe daily, the PHLCVB earns valuable exposure for Philadelphia – positioning the city as a top international travel destination and a premier place to hold a convention or event.

TOP TIER MEDIA COVERAGE



“Philadelphia is reaping the benefits of the ‘World Cup Effect’ to boost its image as a city that embraces major sports events like no other”
— Skift Meetings

“Get your fill in Philly – one of the world’s great food cities”
— The Week

“Philadelphia: Groups Meet Well in this Pennsylvania City”
— Preview Meetings + Incentives

“The City of Revolution, Rocky and Renoir”
— The Daily Mail

“Why Philadelphia is the only American city that feels sane”
— The Telegraph/UK

“Philadelphia: One of the Best Cities in the World to Visit in 2024”
— Lonely Planet

“Never mind New York – America’s founding city is better value and more fun”
— The Times/UK

“Philadelphia Eyes Ascent to World Tourism Hotspot on July 4, 2026”
— Forbes



Air India Magazine Feature

Following a FAM trip, Philadelphia was featured in a glowing 4-page article in Air India’s new in-flight magazine, Namaste. Author Satarupa Paul describes Philadelphia as a city that is easy “to effortlessly fall in love with.”

SOCIAL MEDIA

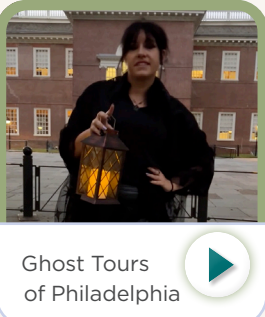
HIGHLIGHTS

ROCKY DAY
DECEMBER 2023
708,630
VIDEO VIEWS
ACROSS PLATFORMS



SOUTHEAST ASIAN MARKET
Biggest Instagram post of 2023
295,000 VIEWS
25,778 ENGAGEMENTS

SHORT FORM VIDEO
7,683,604 VIDEO VIEWS ACROSS
PLATFORMS +79% YOY
INCREASE FROM 2022



PHLCVB Social Media Results

13
ACCOUNTS
4
COUNTRIES
4
LANGUAGE

TOTAL FOLLOWERS IN 2023
443,155
TOTAL AUDIENCE GROWTH IN 2023
68,378
72% INCREASE YOY FROM 2022

CHANNELS:



MARKETING AND PROMOTIONS

Marketing strategies in 2023 focused on crafting a new campaign and supporting sales engagement opportunities that promote Philadelphia and the Pennsylvania Convention Center through a variety of platforms targeting meeting and event planners, key decision makers, convention attendees, domestic group tour operators, international leisure travelers, and travel trade professionals.

“Come for Philadelphia. Stay for Philly.”

In January 2023, the PHLCVB and Visit Philadelphia launched their first-ever joint destination marketing campaign — “Come for Philadelphia. Stay for Philly.” This fun, lighthearted campaign put the city’s confidence and attitude at the forefront as it aimed to drive visitation to the region across all travel segments — leisure, business, and group. The campaign pairs the expected experiences one would find in Philadelphia along with the unexpected moments that make any visit to Philly an unforgettable trip.

The PHLCVB integrated this new campaign into all aspects of its advertising and promotional efforts throughout the year developing new creative and securing new paid media placements such as podcast and streaming audio sponsorships, strategic placements in U.S. airports, and vehicle wraps that serviced attendees at key industry shows.

Taking Trade Show Marketing to the Next Level

Throughout the year, the PHLCVB invested more resources in activations and displays, expanding its footprint on trade show floors and creating immersive experiences. The PHLCVB brought a taste of Philadelphia to important shows including IPW and IMEX America by recreating the iconic Reading Terminal Market complete with treats from Philadelphia.



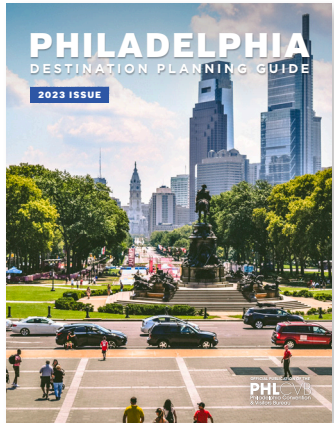
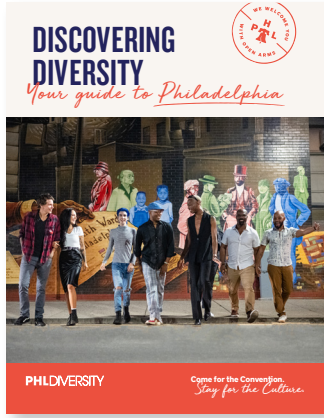
Extra large wall wrap placed in the Salt Lake City airport terminal in August 2023 to capture attention of those attending the CEMA Summit and SISO Summer Conference.



TV campaign with Connect Meetings serving a thirty second commercial spot



PHLCVB SALES COLLATERAL



DiscoverPHL.com

572,493 UNIQUE VISITORS

984,432 TOTAL PAGE VIEWS

TOP PAGE VISITS

164,247

DISCOVERPHL.COM/MEET

1,331 DESTINATION PLANNING GUIDE DOWNLOADS

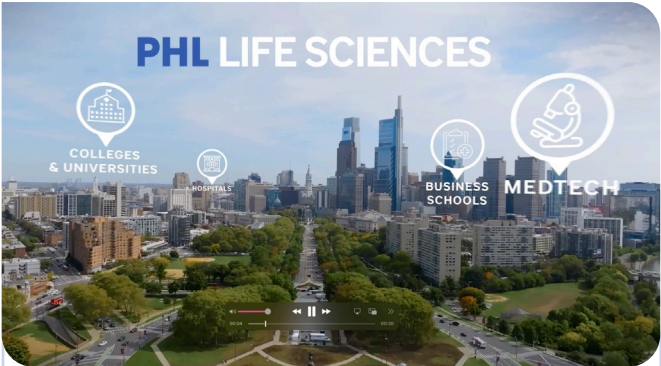
TOP CITIES FOR WEB VISITS

- Philadelphia
- New York
- Columbus
- Washington
- Chicago

TOP COUNTRIES FOR WEB VISITS

- US
- UK
- India
- Canada
- Germany

PHL LIFE SCIENCES VIDEO



Watch PHL Life Sciences video



2023 ADVERTISING CAMPAIGNS

PRINT AND DIGITAL HIGHLIGHTS

The PHLCVB invested in high impact traditional and digital marketing placements with key partners (PCMA, Meetings Today, Smart Meetings and Northstar Meetings Group). In 2023, 70% of all advertising was in the digital space, including sponsored content (newsletters and advertorials) in addition to Google Ads, Programmatic display and retargeting (audience lists and placements) and Programmatic first party data placements.

The PHLCVB also launched its first connected TV campaign with Connect Meetings serving a thirty second commercial spot to their meeting planner audience via streaming networks. The campaign had over 218,000 impressions with a 98.5% commercial completion rate. Expanding beyond industry publications, the PHLCVB placed advertising in Business Journals in D.C., Boston, Chicago, and Atlanta. Several placements were secured with the New York Times including two “Deal Book Briefing” newsletter takeover (digital) campaigns that resulted in 2+ million impressions per each campaign.



Smart Meetings Two Page Spread



Conference and Meetings World Full Page Ad



Washington Business Journal Website Takeover Banner Ad



PCMA News Junkie Top Leaderboard Banner Ad

CUSTOMER TESTIMONIALS

No one tells our story better than a satisfied event producer. This year, the PHLCVB team captured testimonials from several clients. The videos were featured on the PHLCVB website and promoted through paid placements including inclusion in industry e-newsletters.



Bobby Heard, MBA, CAE Testimonial



PHLCVB EVENTS

FIRST JOINT OUTLOOK EVENT WITH VISIT PHILADELPHIA

The PHLCVB and Visit Philadelphia held an unprecedented gathering in January 2023 at the Kimmel Center to present the inaugural Philadelphia Tourism Outlook. Each organization shared its top priorities to continue building Philadelphia’s tourism and hospitality sectors toward 2026 and beyond.

For the PHLCVB, those priorities included the return of international travel, an active partnership program, the three business divisions (PHL Diversity, PHL Life Sciences, and PHL Sports), the growth of meetings and conventions, and the Pennsylvania Convention Center. These priorities were designed to work toward the continued recovery of Center City Philadelphia’s hotels. The two organizations also announced a joint marketing campaign called “Come for Philadelphia. Stay for Philly.”

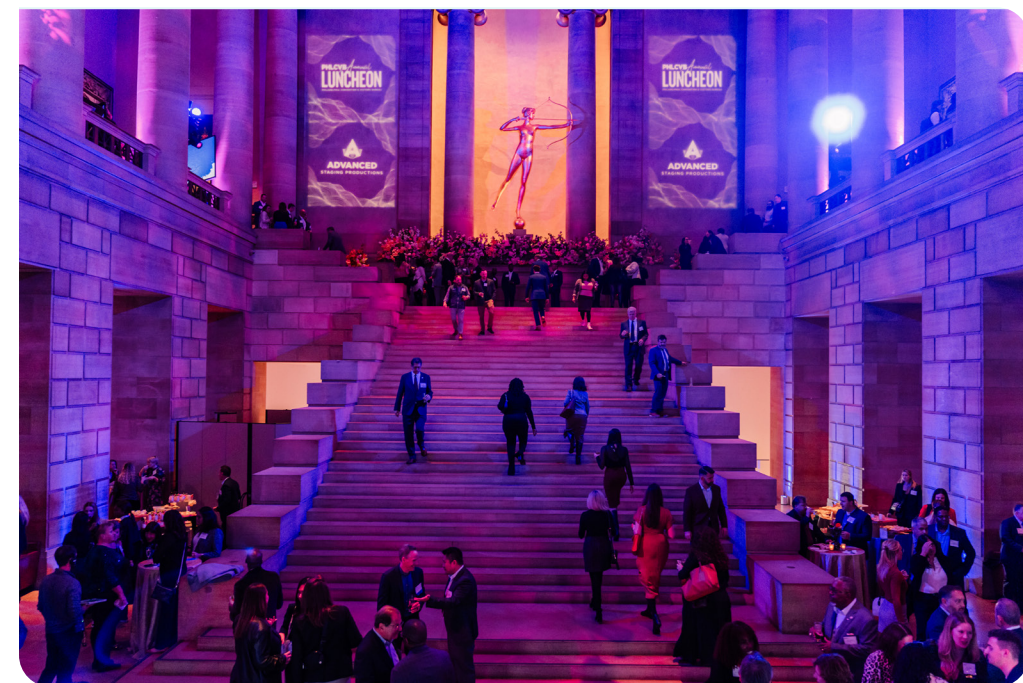


PHLCVB ANNUAL LUNCHEON

PHILADELPHIA MUSEUM OF ART
NOVEMBER 22, 2023

The PHLCVB Annual Luncheon brought together Philadelphia’s hospitality community – with over 880 attendees – to celebrate travel, tourism, and in-person events.

The event was a dynamic gathering which allowed guests to browse the museum’s galleries including the new exhibit, ‘The Shape of Time: Korean Art After 1989.’ Other highlights included a greeting provided by the Korean drumming ensemble, dance floor beats by EBE Talent, custom beer cans by Yards Brewing Co., take-home goodies provided by Insomnia Cookies, and so much more. Proceeds benefited the PHLCVB Foundation.

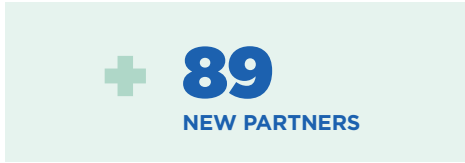


PHLCVB PARTNERSHIPS

The PHLCVB Partnership Program provides regional businesses a platform for marketing their locations and services, and a valuable connection point with meeting professionals, local, regional, national and international visitors, business travelers and convention attendees. The program provides partners with research about the travel industry, trend analytics, current and future event bookings details, access to exclusive networking events, and more.



With 684 active partners and growing, the PHLCVB Partnership Program represents a network of hotels, venues, restaurants, museums, attractions, event service providers and similar businesses who benefit from business originally secured by the PHLCVB.



PARTNERSHIP EVENT HIGHLIGHTS

The PHLCVB offers unique networking and education events designed to stimulate collaboration and creativity among partners while showcasing venues around the city.

PHLCVB NEW PARTNER ORIENTATION

MARCH 2023 | DI BRUNO BROS.

New partners learned about their benefits in a small group setting at Di Bruno Bros.



PHLCVB PARTNER LUNCH AND LEARN - MEET THE DESTINATION SERVICES TEAM

APRIL 2023 | CITY WINERY

A panel discussion with the PHLCVB Destination Services team informed partners of current best practices for working directly with citywide conventions.



PHLCVB PHILLIES TAILGATE AND GAME

MAY 2023 | CITIZENS BANK PARK

Over 100 partners joined us for an exhilarating tailgate party as PHLCVB cheered on the Phillies in their triumphant 2-1 comeback victory over the Toronto Blue Jays! The event was filled with networking, ballpark bites and raffle prizes.



PENNSYLVANIA CONVENTION CENTER

SAFETY, BUILDING UPGRADES, AND SUSTAINABILITY

The Pennsylvania Convention Center continues to lead in sustainability innovation within the convention center industry.



CERTIFICATIONS AND AWARDS

For the fourth consecutive year, the Pennsylvania Convention Center received its certification for the **Global Biorisk Advisory Council (GBAC)** Star reaccreditation. PCC also obtained the gold level certification in line with the Events Industry Council (EIC) Sustainable Event standards for venues. Additionally, members of the Center’s “Green Team” were awarded gold and platinum Sustainability Star awards for their outstanding service. These achievements underscore PCC’s commitment to its responsibility for the community and environment.

Sustainable Events

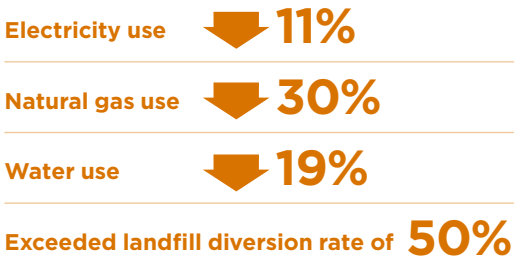
This year, the Pennsylvania Convention Center was pleased to host 11 sustainable events and partner with seven to donate various items including games, backpacks, clothing, shoes, arts and crafts supplies, and water bottles.

Through a contract with **VOLTUS**, the Center has increased its portfolio to include the Synchronized Reserve Market Program. This will allow the facility to further reduce its electricity usage and creates an opportunity for consumers to play a role in the operation of the electric grid.

2023 Sustainability Projects and Building Upgrades

- Honeycomb Strategies Phase I Report
- Capital Projects
- Wi-Fi Upgrades
- Asset Recycling
- Desigo Building Automation System Programming
- 12th St. LED lighting Upgrades
- Concession Stand Upgrades
- Restroom Renovations Phase 5
- Saxby’s Grand Opening

Utility Usage and Performance



The Center continues to be committed to reducing the environmental impact of its operations and services by incorporating the use of equipment, technology, and products that are designed to lessen negative impacts, while providing a healthy, clean, and efficient facility operations.

PENNSYLVANIA CONVENTION CENTER

STRATEGIC PARTNERSHIPS AND INITIATIVES

The Pennsylvania Convention Center maintains strong, cooperative partnerships with trade unions that provide professional labor for events and shows hosted in the facility.

These union partners include:

- The International Brotherhood of Electrical Workers Local 98
- The Laborers International Union of North America Local 332
- The International Alliance of Theatrical Stage Employees Artists and Allied Crafts Local 8
- The International Association of Bridge, Structural and Ornamental Iron Workers Local Union 161

The Pennsylvania Convention Center Authority (PCCA) and ASM Global, the facility’s venue management company, work together to implement strategic initiatives focused on maintaining strong partnerships with professional labor and creating a customer friendly environment for show management and exhibitors.



Hospitality Industry Advancement Trust (HIAT) Fund

The Center’s Hospitality Industry Advancement Trust (HIAT) Fund, a joint initiative between the Pennsylvania Convention Center and its trade show labor partners, designed to support enhanced training opportunities in the areas of safety, development of technical skills, and customer-service and hospitality, continues to be a key element in the Center’s operational strategy.

In 2023, the Center facilitated several HIAT Fund sessions, including the launch of an online eXperience training focused on customer service. Additionally, collaborations with Freeman and brand experience consultant, trainer, and speaker, Phil Bruno, resulted in the implementation of a more advanced customer service training and mentorship program.



DIVERSITY AND INCLUSION

In 2023, the Pennsylvania Convention Center expanded the reach of its Supplier Diversity Program through its “Doing Business with the PCC” events which were held throughout the year.



IN MARCH, the Center hosted “**Wine Down Wednesday**,” a networking event specifically targeted at women-owned businesses. In April, an information session focused on the facility’s procurement processes and procedures was held to ensure that all businesses had the tools and resources needed to successfully bid for opportunities at the Center.

THE FINAL EVENT, “**Deep Dive Power Hour**,” held in December, provided attendees with a case study of what a successful prime contractor — diverse subcontractor relationship should look like. At the session, suppliers learned about best practices to support their own diversity programs and ensure compliance when submitting bids for the Center.

ADDITIONALLY, in 2023, the Pennsylvania Convention Center became a member of the Chamber of Commerce of Greater Philadelphia’s Diversity Procurement Collaborative, an initiative aimed at improving procurement strategies and increasing the focus on supplier diversity among Philadelphia’s business community, to create additional business opportunities for Black and brown-owned businesses.

PENNSYLVANIA CONVENTION CENTER COMMUNITY IMPACT

At the forefront of the Pennsylvania Convention Center's operations is its commitment to sustainability and social responsibility.

The Pennsylvania Convention Center Authority (PCCA) and ASM Global have made significant investments in tools and initiatives designed to reduce negative environmental impacts and strengthen the communities in which they serve.

EDUCATION AND TRAINING PROGRAM

Each year, the PCCA contributes significant funds toward training future hospitality professionals through programs at Philadelphia Academies, Inc., Mercy Career and Technical High School, and OIC Philadelphia.

In 2023, ahead of the OIC's 60th anniversary, the PCCA enhanced its support for the organization and strengthened its partnership with these leading and vital institutions.



ASM Global **Acts**

ASM Global ACTS was launched in fall 2021 as the corporate social responsibility arm of ASM Global. The Pennsylvania Convention Center continues to incorporate the program into its operations and made considerable achievements in 2023.



THE PROGRAM IS BASED ON THREE KEY PILLARS:

1 PROTECT THE ENVIRONMENT

ACHIEVED the Events Industry Council Venue Gold Certification.

EXCEEDED landfill diversion rate of 50%.

CONTRACTED WITH VOLTUS for the Synchronized Reserve Market Demand Response Program (These programs create an opportunity for consumers to play a role in the operation of the electric grid by reducing or shifting their electricity usage during peak periods.)

2 INVEST IN PEOPLE

OIC GRADUATION— In May, the Pennsylvania Convention Center hosted OIC's graduation of their first, post-Covid hospitality class. During their visit, the students were treated to a tour of the facility and participated in a Q&A panel with senior members of the Convention Center team, who provided sound advice as they begin their hospitality and tourism careers.

PECO POWER DAY— In August, the Center welcomed 40 young scholars of the Blues Babe Foundation Camp Jill Scott, as part of the annual PECO Power Day. During their visit, the students participated in a tour of the facility and networked with team members to learn more about careers in the hospitality and tourism industry.

PHILADELPHIA ACADEMIES MASTER CLASS— In November, the Center welcomed the culinary and electrical/plumbing students of Philadelphia Academies, Inc. for a tour, followed by culinary and electrical/plumbing breakout sessions led by representative from Aramark, the Center's food and beverage partner, and ASM Global's engineering and client utilities departments.

3 STRENGTHENING OUR COMMUNITIES

DONATION PROGRAM— In 2023, the Pennsylvania Convention Center partnered with seven events to donate various items including games, backpacks, clothing, shoes, arts and crafts supplies and water bottles to local charities and nonprofit organizations.

ASM GLOBAL MONTH OF GIVING— From November 15th to December 15th was the ASM Global Month of Giving.

• **SALVATION ARMY OF GREATER PHILADELPHIA'S ELIZA SHIRLEY HOUSE**— A joint PCC and PHLCVB team decorated The Salvation Army of Greater Philadelphia's Eliza Shirley House for the holidays to help spread some holiday cheer to the home's residents.

• **GIFT CARD DRIVE**— The PCC held its annual gift card drive in support of the Support Center for Child Advocates and donated \$900 in gift cards to help the children and families served by the organization.





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 tenth year of managing the Pennsylvania Convention Center.

IN 2023, ASM Global appointed Tony Hodgins as the general manager of the Pennsylvania Convention Center.

A 30-YEAR VETERAN IN THE EVENT INDUSTRY, as general manager, Hodgins is responsible for the successful operations of the Center, contributing to the facility’s continued progression, at a time when Philadelphia’s meetings and events industry is in the midst of a significant rebound from the effects of the pandemic.

WITH THIS MOMENTUM expected to continue, the Center’s primary focus has been on finding new ways to enhance guests’ experiences and implementing innovative and industry-leading initiatives to maintain the facility’s position as a world-class event venue of choice.

ASM GLOBAL CONTINUES to collaborate closely with the Pennsylvania Convention Center Authority (PCCA) and trade show labor partners to redefine the way in which we do events and ensure that all team members fulfil the Center’s service promise to customers. Through the Hospitality Industry Advancement Trust (HIAT) Fund program, the PCCA/ ASM Global team and labor partners are working with a shared commitment to deliver the best possible experience to customers, while ensuring that the Center’s workforce have the tools and resources to do their jobs skillfully and safely.

ADDITIONALLY, the PCCA’s significant investments in building and infrastructure enhancements and continuous support of the ASM Global team have allowed the Center to provide customers with innovative, state-of-the-art event solutions that prioritize the health, safety, and comfort of all who enter the building.

THE PCCA’S AND ASM GLOBAL’S COMMITMENT to sustainability and social responsibility also continued to be a top priority during the year. As a direct result of the initiatives under the ASM Global Acts program, the Pennsylvania Convention Center earned the Events Industry Council Sustainable Event Standards gold certification for venues. Throughout the year, the Center made substantial strides in waste diversion, utilities management and other green initiatives, and its community outreach programs. The certification validates the facility’s approach to sustainable development and being a key initiator of change in the Greater Philadelphia region.

asmglobal.com

@ASMGGlobalLive

ASM Global Live

@ASMGGlobalLive

“At the Pennsylvania Convention Center, we always strive to be the best at what we do. As an ASM Global-managed facility, our team is able to leverage ASM Global’s industry-leading innovations to deliver exceptional experiences for our organizers, attendees, and exhibitors. Additionally, our ten-year partnership with the Pennsylvania Convention Center Authority has resulted in the development of innovative programs that are unrivaled in the industry, and that have further solidified the Center’s position as a venue of choice and a trusted community partner.”

— Tony Hodgins, CEM, CMP, General Manager, ASM Global



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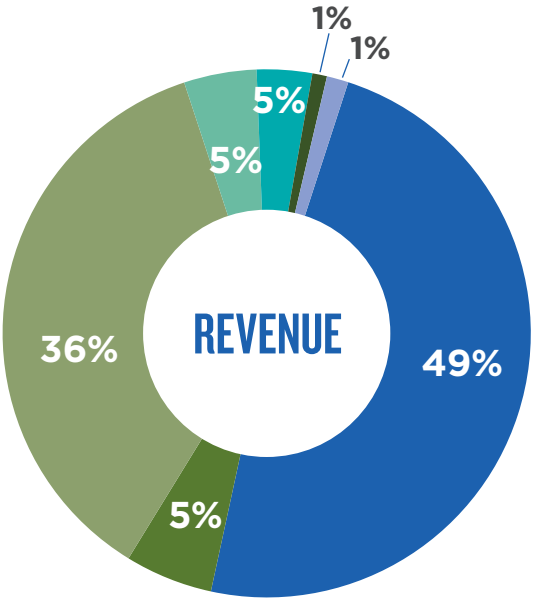
The Honorable Marian B. Tasco

Jamila H. Winder

Chair of the Diversity and Inclusion Committee



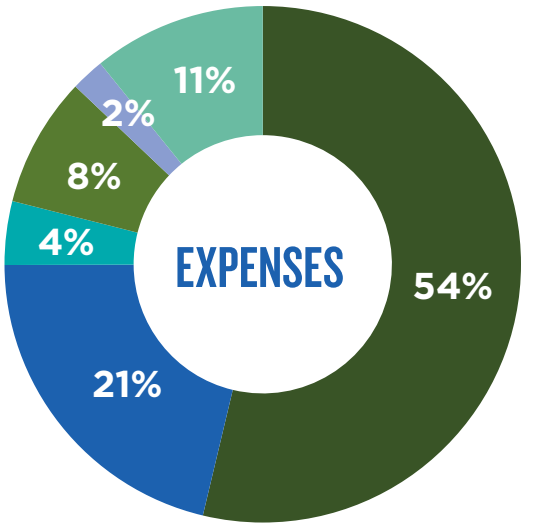
PHLCVB
FINANCIALS FY 2023



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.

- Hotel Tax: \$8,952,167
- Revenue from Contracts: \$6,692,452
- City/State Funding: \$993,966
- Partnership Revenue: \$823,030
- PHiL: \$626,099
- Publications and Other: \$165,489
- Other: \$246,119

Total Revenue: \$18,499,322



- Convention Sales: \$9,088,134
- Marketing and Communications: \$3,590,541
- General Administration: \$1,831,071
- Global Tourism Sales: \$1,377,813
- Group Tour Sales: \$673,770
- Partnership: \$353,733

Total Expenses: \$16,915,062

Non-Operation Revenue: \$ 384,184

Change in Net Assets: \$1,968,444

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STARR RESTAURANT GROUP

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Executive Vice President
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Steve Wildemann
President
ADVANCED STAGING PRODUCTIONS

Kenneth Wong
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CIG ASIA LTD.

Eric Zillmer
Former Athletic Director
DREXEL UNIVERSITY

Philadelphia Convention & Visitors Bureau FOUNDATION

The PHLCVB Foundation promotes, beautifies, and celebrates Philadelphia in an effort to stimulate its 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 meaningful careers in the region’s dynamic hospitality industry and assists corporate visitors in identifying meaningful local social investments.

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

Economic Development

The PHLCVB Foundation partners 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 City’s successful bid to host FIFA World Cup 2026™.

Hospitality Industry Support

The Foundation’s programs highlight and support the region’s dynamic hospitality sector and events that showcase and celebrate the work of everyone employed in the region’s hospitality industry. By highlighting existing employees and their accomplishments, the Foundation helps develop a robust workforce for the regional hospitality industry. The Foundation also supports Tourism Diversity Matters, the collaborative leader of diversity, equity, and inclusion (DEI) initiatives and concepts in the tourism industry.

Community Improvement and Outreach

The Foundation supports projects such as PHLCares, a high-impact, business-led response to Philadelphia’s chronic street homelessness problem, mobilizing resources and leadership for real solutions — housing, jobs, and services — to end homelessness. The Foundation supports the design of PHLCares.com and promotional assets. It also supports key 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 remain well maintained and welcoming to the public.

Hospitality Education

The Foundation supports projects that train and educate individuals for careers in the hospitality sector and provides an annual scholarship — Marie Baker Brown Scholarship — for hospitality students enrolled at local universities. It produces programming designed to provide guidance to high school and college students interested in careers in the hospitality field. This program strives to ensure that Philadelphia’s diverse communities have the opportunity to participate in and benefit from the economic benefits driven by the tourism industry.

“Creating memorable experiences and taking care of guests is the most fulfilling career I could ask for.”



Congratulations to Brianna Clark

on receiving the 2023 Marie Baker Brown Scholarship. Brianna is enrolled at Temple University as a tourism and hospitality major and looks forward to a career in the industry. The Marie Baker Brown scholarship provides funds to students who best exemplify the spirit of hospitality and devotion to the industry as displayed by Marie Baker Brown, who worked with the PHLCVB from 1985 until 2006. The scholarship is made possible by an annual grant from the Sylvia W. and Randle M. Kauders Foundation given to the PHLCVB Foundation. The PHLCVB Foundation raises grant and sponsorship money to support the marketing of long-established events, attract marquee events, and develop a strong and diverse hospitality workforce.

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THE RITZ-CARLTON HOTEL, PHILADELPHIA

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CHAMBER OF COMMERCE FOR GREATER PHILADELPHIA

Gregg Caren
President & CEO
PHILADELPHIA CONVENTION & VISITORS BUREAU

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Chairman Emeritus
AQUA AMERICA

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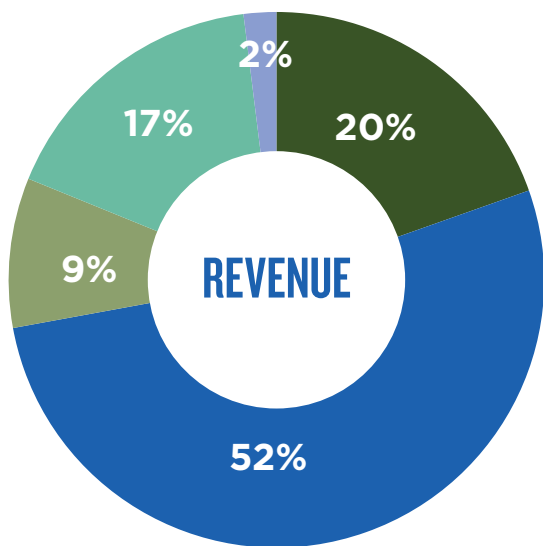
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PENNSYLVANIA CONVENTION CENTER AUTHORITY

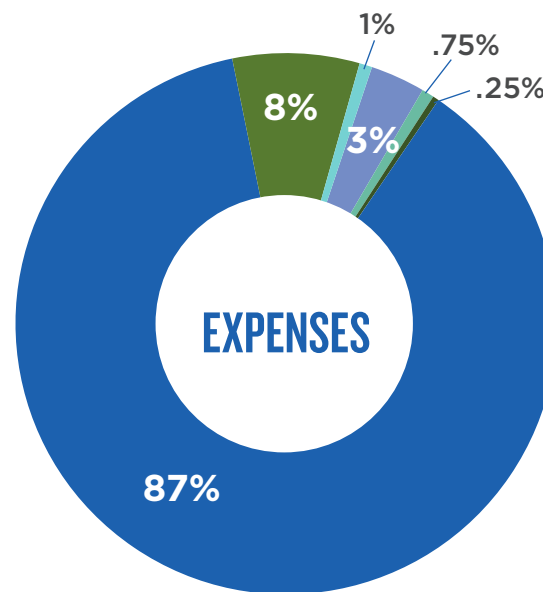
John Pierce
Partner
SAUL EWING LLP

Richard Lee Snow
Regional Development Director
UNITED NEGRO COLLEGE FUND

PHLCVB FOUNDATION
FINANCIALS FY 2023



- City/State Funding: \$650,000
 - Corporate Sponsors: \$1,742,996
 - PHiL: \$300,000
 - Other: \$65,262
 - Other Contributions: \$560,000
-
- Total Revenue: \$3,318,258**



- Fundraising: \$206,473
 - Hospitality Industry Support: \$20,000
 - Economic Development: \$2,379,366
 - Hospitality Education: \$10,000
 - General Administration: \$20,722
 - Community Improvement and Outreach: \$89,335
-
- Total Expenses: \$2,725,896**
-
- Non-Operating Revenue: \$24,922**
-
- Change in Net Assets: \$617,284**

GENEROUS FUNDERS
OF THE PHLCVB
FOUNDATION

- | | |
|---|-----------------------|
| THE SYLVIA & RANDLE KAUDERS
FOUNDATION | PHILADELPHIA PHILLIES |
| DAY AND ZIMMERMAN | PHILADELPHIA EAGLES |
| LENFEST FOUNDATION | DR. PINA TEMPLETON |

PHLCVB
**AWARDS
AND RECOGNITION**

GREGG CAREN
President & CEO
PHILADELPHIA BUSINESS JOURNAL'S
2023 POWER 100

SHEILA ALEXANDER-REED
PHL Diversity Executive Director
MEETINGS TODAY 2023 TRENDSETTER

BONNIE GRANT
PHL Life Sciences Executive Director
CITY AND STATE PENNSYLVANIA 50 OVER 50 AWARDS

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