Who We Are

The Philadelphia Convention & Visitors Bureau (PHLCVB), a private, nonprofit membership corporation, is the official tourism promotion agency for the City of Philadelphia globally and the primary sales and marketing agency for the Pennsylvania Convention Center.

Our Mission

Our mission is to generate economic impact and job growth by increasing the region’s hotel occupancy and revenues, while concurrently affecting other diverse segments of the hospitality industry. We do whatever it takes to attract ethnically diverse regional, national and international convention and tourism customers through creative sales, marketing and communications efforts.

Celebrating 75 Years
1941-2016
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Messages from Chairman &amp; CEO, Mayor, Governor</td>
<td>2</td>
</tr>
<tr>
<td>2015 Meetings &amp; Convention Results</td>
<td>4</td>
</tr>
<tr>
<td>2015 Hotel Performance</td>
<td>6</td>
</tr>
<tr>
<td>Future Meetings &amp; Conventions Booked in 2015</td>
<td>8</td>
</tr>
<tr>
<td>Global Tourism</td>
<td>10</td>
</tr>
<tr>
<td>Business Development Divisions</td>
<td>14</td>
</tr>
<tr>
<td>Marketing &amp; Communications</td>
<td>18</td>
</tr>
<tr>
<td>Membership and Special Events</td>
<td>20</td>
</tr>
<tr>
<td>Financials</td>
<td>21</td>
</tr>
<tr>
<td>Looking Ahead</td>
<td>22</td>
</tr>
<tr>
<td>2016 Board of Directors</td>
<td>24</td>
</tr>
<tr>
<td>Partners</td>
<td>25</td>
</tr>
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Dear Stakeholders,

2015 was an exciting year for the Philadelphia Convention & Visitors Bureau, as we continued the momentum from the major progress made in 2014 and developed strategic partnerships across the industry that will help us grow Philadelphia’s position as a world-class destination for conventions, groups and overseas international tourism.

The global spotlight was on Philadelphia in 2015 – from hosting the World Meeting of Families Congress and being the first and only U.S. city designated as a World Heritage City, to securing the Democratic National Convention, which we look forward to welcoming this year. Our experienced team worked alongside our many partners across the globe, including our new representation firm in China, to maximize the exposure from these world-class events.

And as a result of the significant progress of the Pennsylvania Convention Center under SMG management, we are proud to report that 2015 was not only a major success for the hospitality industry, but it was also our best convention bookings year ever.

Thanks to this turnaround at the Center and our partnership with the Pennsylvania Convention Center Authority and SMG, as of December 31, 2015, the total number of PHLCVB-booked meetings and conventions on the books for future years will result in more than 2.2 million attendees coming to Philadelphia and an estimated economic impact of more than $4.6 billion. On the international front, the PHLCVB helped bring 620,000 overseas visitors to Philadelphia in 2014 (with an increase in first-time visitors versus 2013). These tourists stayed longer and spent more than the previous year, contributing $578 million to our city.

We also developed new strategic partnerships with Meeting Professionals International, as well as maximized our relationship with Brand USA to further our reach overseas.

As we begin our 75th year of service to Philadelphia, following a seamless leadership transition, we look forward to a busy 2016. We thank our former President & CEO Jack Ferguson for his leadership over the last five years, and we thank all of our members, partners and stakeholders for their continued and effective support of our mission. There is much to celebrate this year.

All the best,

Nick DeBenedictis
Chairman of the Board

Julie Coker Graham
President & CEO
Message from Mayor Jim Kenney

As a longtime Philadelphian, it’s been thrilling to watch our hospitality industry grow and thrive. The work of the Philadelphia Convention & Visitors Bureau is essential to continuing that exciting momentum – both for meetings and conventions at our state-of-the-art Convention Center and for welcoming overseas visitors to our world-class city.

I’ve been proud to serve on the board of the PHLCVB for several years and have seen firsthand their contributions to our city. I look forward to continuing to work with them and our many partners across the city. In fact, before I took office, I selected Julie Coker Graham to be the chair of my transition team for the Democratic National Convention to ensure we deliver an extraordinary experience this July.

We have an exciting four years ahead, and I look forward to working closely with the PHLCVB team to continue to drive this important industry, which supports thousands of jobs in every neighborhood.

Sincerely,

Jim Kenney
Mayor, City of Philadelphia

Message from Pennsylvania Governor Tom Wolf

Since taking office last year, I have seen the work of the Philadelphia Convention & Visitors Bureau positively affect Pennsylvania, as more conventions and overseas visitors mean more economic impact – and more “jobs that pay.” Large citywide conventions, like the 2015 BIO International Convention that generated attendance from all over the world and an economic impact of $43.3 million, provide long-term business opportunities.

The efforts of the PHLCVB are vital to helping support tourism, one of the commonwealth’s largest industries. And from booking major conventions to welcoming overseas visitors, I’ve been impressed by the team’s partnerships that they have formed in private, public and industry sectors, maximizing their return on investment by stretching every dollar. I look forward to seeing continued success in 2016.

Sincerely,

Tom Wolf
Governor, Commonwealth of Pennsylvania
Philadelphia’s Tourism Industry is Thriving — and Meetings & Conventions Lead the Way

Meetings Mean Business

Convention & Group is the largest segment of overnight visitors to Philadelphia

Our experienced sales team focuses on booking meetings, conventions, tradeshows and special events into the Pennsylvania Convention Center, member hotels and off-site venues. Hotel room nights are sold and economic impact is generated for the City and region by convention attendees from across the globe that stay overnight, eat in restaurants, take taxis, shop and more.

Once conventions are booked, our Convention Services team assists planners and show organizers on logistics and event planning, including connecting them with our members and partners to ensure a smooth and successful meeting, convention or event.
Customer Market Segments

2015 Total Demand = 3.1 million room nights in Center City Philadelphia

### Highlights

<table>
<thead>
<tr>
<th>Event</th>
<th>Attendees</th>
<th>Estimated EI</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIO International Convention</td>
<td>15,500+</td>
<td>$43.3 million</td>
</tr>
<tr>
<td>NAACP 106th Annual Convention</td>
<td>8,000</td>
<td>$11 million</td>
</tr>
<tr>
<td>World Meeting of Families Congress</td>
<td>21,400</td>
<td>$28.9 million</td>
</tr>
</tbody>
</table>

(Source: PHL CVB and World Meeting of Families)

### 2015 Meetings & Conventions in Philadelphia

Booked by the PHL CVB

### Results

- $1.1 billion total economic impact
- 2 MILLION attendees
- 558,000 room nights

(Source: PHL CVB and World Meeting of Families)

<table>
<thead>
<tr>
<th>Event</th>
<th>Attendees</th>
<th>Estimated EI</th>
</tr>
</thead>
<tbody>
<tr>
<td>AACR Annual Meeting 2015</td>
<td>18k</td>
<td>$48.8M</td>
</tr>
<tr>
<td>BIO International Convention</td>
<td>15.5k</td>
<td>$43.3M</td>
</tr>
<tr>
<td>NAACP 106th Annual Convention</td>
<td>8k</td>
<td>$11M</td>
</tr>
<tr>
<td>World Meeting of Families Congress</td>
<td>21.4k</td>
<td>$28.9M</td>
</tr>
</tbody>
</table>

(Source: CBRE Hotels)
2015 Center City Hotel Performance
(Source: STR, Inc.)
76.7% occupancy in Center City in 2015, a modern-day record, the highest since 1949.

$182 ADR (up 1.6% from 2014)

$140 RevPAR (up 6.7% from 2014)

$567 million Room Revenue (up 5.7% from 2014)

Citywide Conventions Impact Hotels:

Over the last two years, Center City hotels thrived during citywide conventions versus comparable days with no citywide.

13% higher occupancy
+$42 higher ADR
+$59 higher RevPAR

KEY TERMS:
Citywide: The PHLCVB defines a citywide event as one that uses more than 2,000 hotel rooms on the busiest night of its convention.
ADR: A measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold. (Source: STR, Inc.)
RevPAR: The total guest room revenue divided by the total number of available rooms. (Source: STR, Inc.)
Room Night: One hotel room occupied for one night. A visitor may contribute multiple room nights per stay in Philadelphia.
2015 Meetings & Convention Bookings For Future Years: All-time Record Year

What our sales team booked in 2015:

- **857,000 room nights**, up 1.2% over 2014 – ALL-TIME RECORD
- **594** meetings and conventions booked
- **51%** of bookings will fall within the next five years (room nights)
- **40%** are short term (2015-2017)
- **70%** PCC-related*, **30%** hotels and other venues related to overnight stays
- **$1.1B** in future economic impact

*PCC-related: Conventions that will use Pennsylvania Convention Center space during their meeting.

2015 Annual Report: A Year of Progress & Partnerships
2015 booking highlights:

**Democratic National Convention**
July 2016, $250-300 million in estimated economic impact

**BIO International Convention (Biotechnology Innovation Organization)**
June 2019, $43.3 million in estimated economic impact

**U.S. Green Building Council**
November 2021 and November 2029, combined estimated economic impact of $64.9 million

Our sales team was on the road in 2015:

- 35 sales tradeshows
- 420 sales calls
- 181 site visits

Generating business to Philadelphia through one-on-one interactions

Estimates for **total future groups** currently on the books:

- **2.2M**
  - Bring more than 2.2 million attendees

- **3.4M**
  - Consume over 3.4 million room nights

- **$4.6B**
  - Generate more than $4.6 billion in total economic impact to the region
Our Global Tourism department is dedicated to increasing Philadelphia’s position as a leading destination for overseas visitors and domestic group tours. We do this by marketing and selling to tour operators and travel agents and working through overseas international media to market to business and leisure travelers.

Our team in Philadelphia is supported by six in-country representation offices that serve as an extension of our staff and cover 10 markets: China, France, Germany (Austria, Switzerland), India, Italy (Spain) and the U.K. (Ireland).
15th Most Visited City in the U.S. by Overseas Travelers

2014: 620,000 overseas visitors to Philadelphia

Visitors in 2014 spent more and stayed longer vs. 2013

- $954 million in total economic impact generated by overseas visitors in 2014 (1.4% increase over 2013)
- 12.1 nights average length of stay in Philadelphia (14.2% increase over 2013)
- 7.5 nights average length of stay in a hotel (8.7% increase over 2013)
- 79% of overseas visitors were here for leisure, 21% for business
- 27.5% of the overseas travelers to Philadelphia in 2014 were first-time visitors (26.7% increase over 2013)

Forecast for 2015: 633,000 overseas visitors (an increase of 2.1%)

Domestic Group Tourism

34,000 group tourism room nights consumed in 2015

(Source: U.S. Department of Commerce, National Travel & Tourism Office; Tourism Economics)
Global Tourism: Major Accomplishments

January 2015:
Held event in London for top travel trade clients to launch new international guides in 8 languages, produced in partnership with National Geographic Traveler.

February 2015:
Opened office in China and hired an experienced sales person dedicated to Asian markets.

June 2015:
Partnered with Brand USA to host MegaFAM for 100 top selling travel agents from the U.K., our #1 overseas feeder market.

September 2015:
Collaborated on World Meeting of Families Congress and Papal Visit pressroom activation, working with hundreds of overseas and international media representatives.

Growing tourism to Philadelphia through one-on-one interaction:

- 26 sales tradeshows (international and domestic) in nine countries
- 10 sales missions in four countries
- 48 travel trade familiarization trips with 295 participants from 11 countries
- 33 press familiarization trips with 53 participants from 12 countries
- 1,840+ media stories on Philadelphia as an overseas travel destination
Philadelphia has seen substantial growth from emerging markets in China and Japan, despite no direct flights.

And in particular, overseas leisure travel to Philadelphia has increased significantly over the last 10 years:

International Leisure Visitation from Overseas to Philadelphia

(Source: U.S. Department of Commerce, National Travel & Tourism Office)
The three business development divisions of the PHL CVB (formerly called “Congresses”) work directly with our sales team to attract new meetings and conventions to Philadelphia.

Each division also works seamlessly with meeting planners and their teams to provide access to industry experts and speakers and to connect conventions with off-site networks, regional attendees and member venues.

$532.5 million total estimated economic impact in 2015 of all division-related meetings and conventions
The PHL Diversity business development division works with PHLCVB departments to provide innovative and creative customer service and resources to diverse/multicultural groups, while promoting Philadelphia as a diverse and inclusive destination to help book business for the city.

**PHL Diversity market segments:** African American, Hispanic/Latino, Asian American, Native American, LGBT and Women.

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### Diversity-related meetings in Philadelphia in 2015:

- **$22M**
  - $22 million estimated economic impact
- **36**
  - 36 meetings and conventions
- **28k**
  - 28,000 attendees
- **17k**
  - 17,000 room nights

82% of the room nights consumed by PHL Diversity-related groups in 2015 fell in hotel need periods* – helping bring much needed demand to the city over what’s typically a slow time of the year for Philadelphia’s hotel industry.

*Q1, December and the four major holidays (Easter, Memorial Day, July 4th and Labor Day).

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### Special Initiatives and Community Engagement:

**2015 PHL Diversity Business Opportunity Luncheon:** Annual event to help cultivate multicultural business by providing networking and contract opportunities for minority businesses with upcoming diverse meetings and conventions.

**By the numbers:** 200 attendees, 6 Minority Business Contracts

**Distinguished Diversity Speaker Series:** This series was developed to engage the Philadelphia community by hearing from world-renowned scholars, dignitaries and diversity experts, to open their minds and inspire an inclusive community.

**By the numbers:** 500 attendees, featured 3 National Diversity & Inclusion Experts

**Hospitality Education Day:** Annual event that supports the efforts of PHL Diversity to reach local high school and adult students, introduce them to the many career opportunities available in the hospitality industry and encourage their participation.

**By the numbers:** 185 attendees, 38 College Applications, 5 Enrolled Community College of Philadelphia

**PHL Diversity Annual Luncheon Sneak Peeks:** These three events were designed to generate excitement around the PHL Diversity Annual Luncheon and engage potential sponsors and attendees.

**By the numbers:** 700 attendees, 98% Satisfaction, 59% New Guests

**PHL Diversity Annual Luncheon:** This annual event honors industry and community leaders for their support of PHL Diversity’s mission and for their contributions toward the effort. The 2015 luncheon welcomed more than 600 attendees and featured a performance by Kathy Sledge, mistress of ceremonies Cynthia Gouw and closing speaker N. Nina Ahmad, co-founder/co-owner of JNA Capital Inc.

**By the numbers:** 620 attendees, 25% Revenue Growth

**PHL Diversity Podcasts:** In 2015, PHL Diversity launched a podcast series to provide brief insights, views and opinions from tourism and hospitality leaders, meeting and convention professionals and academics regarding specific hospitality, tourism and diversity topics.

**By the numbers:** 20 interviews, 100 Listeners on average

**PHL Diversity Advisory Board:** 73 local business leaders serve on an advisory board, helping to further the division’s mission and support the events that are booked. The advisory board also includes four working committees dedicated to Board Development and Nominations, Education, Innovation and Marketing.

**By the numbers:** 73 on PHL Diversity Advisory Board, including 61 members and 12 Emeritus (65% new members)
The PHL Life Sciences business development division raises the visibility of the tri-state region (Pennsylvania, New Jersey and Delaware) as a world-class destination for life sciences meetings, conventions and business.

The life sciences industry refers to the fields of biotechnology, pharmaceuticals, biomedical technologies, life systems technologies, nutraceuticals, cosmeceuticals, food processing, and medical and healthcare organizations and institutions.

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**Life Sciences-related meetings delivered**

**49% of the room nights** consumed in 2015 and booked by the PHLCVB

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**Life Sciences-related meetings held in Philadelphia in 2015:**

- **$370.8M** estimated economic impact
- **266** meetings and conventions
- **163k** attendees
- **272k** room nights

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**Special Initiatives and Community Engagement:**

**MPI Healthcare Meeting Compliance Certificate Program:** PHL Life Sciences and the PHLCVB are proud to serve as the title sponsor for Meeting Professionals International’s (MPI) Healthcare Meeting Compliance Certificate (HMCC) program. The program, which is accredited through Saint Louis University, teaches participants critical information on the recent and evolving compliance regulations, laws and techniques for managing healthcare meetings. The sponsorship runs through July 2016.

**Medical Tourism:** PHL Life Sciences also promotes medical tourism with Philadelphia International Medicine, an organization to help international patients schedule appointments, get cost estimates and get insurance or government treatment approval.

**Nursing Leadership Committee:** Committed to promoting Philadelphia as a destination for nursing meetings and conventions, the committee is represented by chief nursing officers of the region’s top hospitals, leaders in clinical practice and research, as well as academic nursing deans of some of the best nursing schools in the country.

**PHL Life Sciences Advisory Board:** More than 50 industry leaders serve on an advisory board, helping to further the division’s mission, support the events that are booked and elevate the region’s image as a premier hub for the life sciences industry.
The PHL Sports business development division seeks to attract major national and international sporting events and conventions to the Philadelphia area for the purposes of economic development and improving quality of life.

**Sports-related conventions and events in Philadelphia in 2015:**

- $139.6 million estimated economic impact
- 39 meetings, conventions and special events
- 196,000 attendees
- 62,000 contracted room nights*

Total Room Nights for Top Sports Events in 2015:

<table>
<thead>
<tr>
<th>Event</th>
<th>Room Nights</th>
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<tbody>
<tr>
<td>Northeast Volleyball Qualifier</td>
<td>31.8k</td>
</tr>
<tr>
<td>Army-Navy Game</td>
<td>31.9k</td>
</tr>
<tr>
<td>NCAA Men’s &amp; Women’s Lacrosse Championships</td>
<td>20.1k</td>
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<tr>
<td>CONCACAF Gold Cup</td>
<td>16.5k</td>
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<tr>
<td>7.4k</td>
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<tr>
<td>24.4k</td>
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<tr>
<td>21.9k</td>
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<tr>
<td>10k</td>
<td></td>
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<td>3.6k</td>
<td></td>
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<tr>
<td>8.9k</td>
<td></td>
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<td>7.5k</td>
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<tr>
<td>1.4k</td>
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*In addition to the rooms that PHL Sports contracts for its special events, there are many more booked by fans and their families, bringing in millions of dollars in additional economic impact for our city and region.

(Source: PHLCVB, DMAI Event Impact Calculator)

**Special Initiatives and Community Engagement:**

**John Wanamaker Athletic Awards Luncheon:** This annual ceremony recognizes Philadelphia’s best in sports. The 2015 recipient of the Wanamaker Award was the Taney Dragons, whose incredible run at the Little League World Series in 2014 captured the hearts of the entire region and made Mo’ne Davis a national celebrity. In addition, the Robert P. Levy Community Service Award was presented to Special Olympics Philadelphia, and the City of Philadelphia Parks & Recreation Department’s Sports Volunteer of the Year Award went to Coach Don Richardson of the Blackhawks Athletic Club.

**Operation Gratitude Day:** As part of its Red, White and You program, PHL Sports hosted its fifth annual Operation Gratitude Day on November 5, 2015, collecting donation items for care packages being sent to service members overseas, their children and to Wounded Warriors, Veterans and First Responders. Nearly 3,600 lbs of items were donated at 24 locations, a **39% increase over 2014!**

**Multisport Complex:** PHL Sports has been meeting with key stakeholders to discuss the potential development of a Multisport Complex for the city, which would help attract significant new event business to the region annually.

**PHL Sports Advisory Board:** 90 sports industry leaders serve on an advisory board, helping to further the division’s mission and support the events that are booked.
Supports the PHL CVB and the Pennsylvania Convention Center by promoting Philadelphia and the region through innovative messaging, advertising, marketing, public relations, social media and digital communications campaigns – including a full-service sales and marketing website – targeted to meeting planners, business executives and overseas business and leisure travelers.

Media Communications in 2015:

137,500+ total media stories in 2015 appeared in:

- Meetings & convention trade publications
- Local, regional and national consumer media
- Overseas international travel trade and consumer media

Marketing Outreach in 2015:

- 5.8 million impressions generated through 125 highly targeted advertising placements to meeting planners
- 75% increase in social media followers vs. 2014
- 500,000 Philadelphia Official Visitors Guides distributed
- 6,750 Professional Planners Guides mailed directly to meeting planners
- 34.3% increase in page views on discoverPHL.com vs. 2014
- 300+ e-communications sent to a total of 418,000 customers, board members, stakeholders and members
- More than 100,000 international guides reprinted in 8 languages due to strong demand for the guide, produced in partnership with National Geographic Traveler
2015 Website Excellence Award  
(Trade Association Category)  
from the New York Society of Association Executives (NYSAE)

Special initiatives and projects in 2015:

**Convention Trade Press FAM:** Hosted convention trade journalists for a “Here for the Making” press familiarization trip, whose publications’ total circulation equaled more than 100,000.

**International Press FAMs:** Hosted 33 press FAM trips with a total of 53 overseas and international journalists from 12 countries.

**Mayoral Forum on Hospitality and Tourism:** Six candidates for Mayor attended the forum, moderated by Matt O’Donnell with 6ABC and organized in partnership with the Pennsylvania Convention Center, the Greater Philadelphia Hotel Association, the Independence Visitor Center Corporation and Visit Philadelphia.

**Redesigned Mobile Website:** Launched a redesigned mobile version of discoverPHL.com to ensure a seamless digital experience.

**Town Hall for Meeting Planners:** Hosted the “Town Hall 2.0” for meeting planners – live at the Pennsylvania Convention Center and online via discoverPHL.com/townhall, whose theme, Progress & Partnerships, built off the success of the new customer satisfaction agreement and our work with SMG. 49 meeting planners attended in person, 130 watched the live webinar and to date there have been 300 total views of the Town Hall video on our website.

**World Meeting of Families Media Outreach:** Collaborated with World Meeting of Families, Visit Philadelphia, the Pennsylvania Convention Center and Independence Visitor Center to staff and supply a Destination Philadelphia booth in the World Meeting of Families and Papal Visit pressroom, which included media tours, key media materials and maps in four languages, as well as mini media events with local members and partners.


**Brand USA Partnership:** Worked with Brand USA to develop targeted overseas consumer co-op advertising campaigns with Orbitz and ESPN, as well as five in-language destination promotion videos.

**Media Support:** Provided media support for more than 13 conventions and events throughout the year, including the Army-Navy game.

**2015 Annual Luncheon:** Led the programming, which included developing the content and presentations, as well as directing the technical presentation.

**Strategic Realignment:** Began the process of restructuring the Marketing and Communications teams to ensure we maximize the talent we have on staff and with our vendors.

Strategic Marketing Partners:

- Professional Convention Management Association (PCMA)
- Meeting Professionals International (MPI)
- Brand USA
- National Geographic Traveler
- Orbitz
- ESPN
Recruits and services PHL CVB members and brings the hospitality community together through networking events and educational seminars, helping to connect local business with meeting planners and convention business.

- **827** members of the PHL CVB
- **130** new members in 2015
- **88%** membership retention rate
- **2,230** attendees to six PHL CVB member events in 2015

In 2015, as part of an organization-wide strategic realignment, the Membership team became the Membership & Special Events department, now handling all PHL CVB events, including Division events. This restructuring increases efficiencies in securing sponsors, vendors and working with our partners.

Our members employ thousands of Philadelphians from every neighborhood, and the work we do helps to support their businesses.

**Hospitality-related job growth over the last five years:**

- **2011**: 60,600
- **2012**: 63,200
- **2013**: 64,800
- **2014**: 67,100
- **2015**: 68,000

(Source: U.S. Department of Labor, Bureau of Labor Statistics)
The majority of our revenue comes from a tax added to hotel room stays, so the visitors we bring in help fund our efforts.

**FY2015 Revenue**

- **86%** Hotel Room Tax
  - $14,801,341

- **14%** Other Revenue
  - MEMBERSHIP REVENUE: $946,731
  - CITY/STATE FUNDING: $614,000
  - CONTRIBUTED SERVICES: $403,936
  - PUBLICATIONS/OTHER: $309,717
  - CORPORATE SPONSORS: $206,950

**Total Net Operating Revenue:** $17,282,675

**FY2015 Expenses**

- **45%** Convention Sales
  - $7,484,197

- **19%** Marketing & Communications
  - $3,190,235

- **11%** Congresses/Divisions
  - $1,812,569

- **8%** General Administration
  - $1,289,539

- **7%** Overseas Marketing
  - $1,259,041

- **6%** Tourism Sales
  - $1,057,063

- **4%** Membership
  - $657,489

**Total Expenses:** $16,750,133

**Change in Net Assets:** $532,542 added to our board-mandated reserve for the year.

Looking ahead to fiscal year 2016, there will be a legislative decrease in a portion of the hotel room tax that we receive. This will result in an estimated $1.4 million revenue loss from the hotel room tax, which will now go to the Pennsylvania Convention Center Authority.
A Look Ahead: 2016 and Beyond

75th Anniversary of the Philadelphia Convention & Visitors Bureau

As of January 1, 1941, the Philadelphia Convention Bureau Committee separated from the Chamber of Commerce. After incorporation on April 14, 1942, we became the Philadelphia Convention & Tourist Bureau, and then later, the Philadelphia Convention & Visitors Bureau.

2016 will be a year to celebrate our major accomplishments over the past 75 years and underscore our commitment to the greater Philadelphia community.

Our new President & CEO

Julie Coker Graham, formerly our Executive Vice President, took over as President & CEO as of January 1, 2016 and is currently the only female African-American CEO to lead a CVB in the top 50 U.S. markets.

Under Julie’s leadership, a new strategic business plan is being developed for the PHL CVB, building off the work that was done in 2015 to realign the talents of the team.

Democratic National Convention

The global spotlight will once again shine on Philadelphia in July 2016 as tens of thousands of delegates, their families, media and political luminaries gather in Philadelphia, resulting in an estimated economic impact of $250-300 million.
2016 Convention Highlights

In addition to the DNC, Philadelphia will welcome 275 meetings and conventions in 2016, which will bring an estimated $730 million in economic impact. Top conventions in 2016 are listed below.

Top Conventions & Groups Booked by the Philadelphia Convention & Visitors Bureau Taking Place at the Pennsylvania Convention Center
(by total room nights)

<table>
<thead>
<tr>
<th>NAME</th>
<th>START</th>
<th>END</th>
<th>ATTENDANCE</th>
<th>TOTAL EI</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASICS Northeast Volleyball Qualifier</td>
<td>3/18/16</td>
<td>3/28/16</td>
<td>20500</td>
<td>$21.7M</td>
</tr>
<tr>
<td>Urban Land Institute</td>
<td>4/16/16</td>
<td>4/22/16</td>
<td>3200</td>
<td>$9.4M</td>
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<tr>
<td>Brewers Association</td>
<td>5/2/16</td>
<td>5/5/16</td>
<td>13500</td>
<td>$19.6M</td>
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<tr>
<td>American Institute of Architects</td>
<td>5/15/16</td>
<td>5/22/16</td>
<td>16000</td>
<td>$27.6M</td>
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<tr>
<td>Drug Information Association</td>
<td>6/23/16</td>
<td>7/2/16</td>
<td>7000</td>
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<td>African Methodist Episcopal Church</td>
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<td>Democratic National Convention</td>
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<td>$250-300M</td>
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<td>American Association for Clinical Chemistry</td>
<td>8/2/16</td>
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<td>American Chemical Society</td>
<td>8/21/16</td>
<td>8/25/16</td>
<td>15000</td>
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<tr>
<td>American Political Science Association</td>
<td>9/1/16</td>
<td>9/4/16</td>
<td>7500</td>
<td>$20.3M</td>
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<td>ACN Inc.</td>
<td>9/6/16</td>
<td>9/11/16</td>
<td>15000</td>
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<td>Society of Cable Telecommunications Engineers, Inc.</td>
<td>9/27/16</td>
<td>9/29/16</td>
<td>10000</td>
<td>$21.2M</td>
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<td>Society of Women Engineers</td>
<td>10/24/16</td>
<td>10/30/16</td>
<td>5000</td>
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<td>American Speech-Language-Hearing Association</td>
<td>11/15/16</td>
<td>11/19/16</td>
<td>11000</td>
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<td>Philadelphia Marathon</td>
<td>11/19/16</td>
<td>11/20/16</td>
<td>32000</td>
<td>$13.5M</td>
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(Source: PHL CVB, DMAI and CABER (University of Delaware))
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