



VISIT PHILADELPHIA®



MESSAGING TOOLKIT 2017-18

BUCKS | CHESTER | DELAWARE | MONTGOMERY | PHILADELPHIA COUNTIES



DEAR THINKING OF ME,

I'M ALL ABOUT PASSION. I'VE ALWAYS PRIDED MYSELF ON BEING A PLACE WHERE CREATIVE,
DETERMINED AND COLLABORATIVE PEOPLE COME TO LIVE, WORK, PLAY AND MAKE THEIR MARKS.
FLIP THROUGH THESE PAGES TO FIND OUT MORE ABOUT ME, THE PLACE THAT LOVES YOU BACK.

WITH LOVE,
PHILADELPHIA 
XOXO®

A photograph of Philadelphia City Hall, a large, ornate, light-colored building with a prominent clock tower and a statue on top. The image is overlaid with a dark blue gradient.

BRAGGING RIGHTS

Philadelphia impresses people—and for good reasons. People can't stop talking about our arts, food, neighborhoods and all-around greatness. And since being the first U.S. capital, we've kept up our trendsetting, first-to-do-it style.

Brag until you're blue in the face!
Because Philly's been named...

- ❑ "50 Best Places to Travel in 2017" – *Travel + Leisure*
- ❑ #2 on "Best Places to Visit in the USA" – *U.S. News & World Report* (2017)
- ❑ #1 on "Best in the U.S." – *Lonely Planet* (2016)
- ❑ "Go List 2016" – *Fodor's*
- ❑ #3 on "52 Places to Go in 2015" – *The New York Times*
- ❑ #7 on "The 10 Best Gay-Friendly Neighborhoods in America" – *Oyster.com* (2017)
- ❑ A few of our firsts: meeting of Congress, public school, hospital, flag, newspaper, black self-help organization, bank, free lending library, university, postal route, volunteer fire company, law school, stock exchange, U.S. Mint building and U.S. World Heritage City.



FOOD

It's true—we love to eat. And we're about more than cheesesteaks and soft pretzels. Praise constantly pours in from *The New York Times*, *The Washington Post*, *Bon Appétit*, *Travel + Leisure* and the like.

Think street food, BYOBs, sidewalk seating reminiscent of European cities, craft pizza, vegetarian and vegan eateries, ethnic eateries and the storied Reading Terminal Market and Italian Market.

Chew on this...

- ❑ In 2017, three Philadelphia foodpreneurs took home coveted James Beard Awards: Michael Solomonov, Outstanding Chef; Greg Vernick, Best Chef: Mid-Atlantic; and Stephen Starr, Outstanding Restaurateur.
- ❑ *The New York Times* said we have “one of the most dynamic culinary landscapes in the country.”
- ❑ 400 alfresco restaurants.
- ❑ 300 BYOBs.
- ❑ The cheesesteak is a Philly icon, but many locals think the roast pork sandwich deserves just as much love.
- ❑ Philly Style Bagels took the title for best new sandwich in America in 2016. (*Bon Appétit*, 2016)
- ❑ 80 merchants, including the popular Amish vendors, call Reading Terminal Market home.
- ❑ The Italian Market is the country's oldest outdoor market.
- ❑ Chinatown Square Food Hall brings all types of Asian eats under one, immense roof.
- ❑ The flavors of Africa converge on Baltimore Avenue in West Philadelphia.
- ❑ Northeast Philadelphia is home to some of the best Brazilian, Russian, Peruvian and Middle Eastern food in the city.



ARTS

Philadelphia bursts with beauty thanks to lauded art institutions, progressive arts-based organizations and the people actually making art.

In our collection: one of the country's top five art museums (Philadelphia Museum of Art); the most stunning assortment of impressionist, post-impressionist and modern works under one roof (Barnes Foundation); a mosaic art installation covering a former vacant lot (Philadelphia's Magic Gardens); and a host of artist collectives (Amber Art and Design, Crane Arts and Vox Populi).

- ❑ “Mural Capital of the World,” with about 4,000 all over the city.
- ❑ More public art than any other city in the country.
- ❑ Many cities have a LOVE sculpture, but Philadelphia has more than any other city, with iconic LOVE sculptures in Center City and West Philadelphia and an AMOR sculpture—the bilingual version—in Logan Square.
- ❑ Andy Warhol's first solo show took place at the still-provocative Institute of Contemporary Art.
- ❑ Designed after Paris' Champs-Élysées, the Benjamin Franklin Parkway is home to renowned cultural institutions.



MUSIC & THEATER

Artistic independence doesn't stop with visual expression. You can find it in our city's theater and music scenes too. Large stadium concerts and Broadway productions play in harmony with emerging acts and experimental theater.

- ❑ Founded in 1900, The Philadelphia Orchestra is one of the most prolific recording acts in history.
- ❑ The First Person Arts Festival is the only event in the world dedicated exclusively to art based on personal experiences.
- ❑ The annual Celebration of Black Writing brings talented authors and artists from across the nation.
- ❑ The Walnut Street Theatre is the oldest theater in the country.
- ❑ The movie *Creed* featured Johnny Brenda's, a bar/restaurant/indie music stalwart.
- ❑ FringeArts presents theater productions that are—well, on the fringe.



HISTORY

Philadelphia is the birthplace of the United States and the country's first World Heritage City. Our country's founders met, discussed, debated and formed a new country here.

That independent streak lives on today. It's a distinctly Philly attitude and a forward-looking promise that's obvious in the city's independent shops, owner-run restaurants, artist collaboratives and grassroots innovation and tech movements.

Known as Philly's original city, the Historic District is home to the most historic square mile in the country. We have...

- ❑ The two most important documents in U.S. history, the *Declaration of Independence* and *U.S. Constitution*, were drafted and signed here.
- ❑ Independence Hall, one of only 20 World Heritage sites in the country, stands just steps away from the mighty Liberty Bell, a symbol of the abolitionist movement.
- ❑ Our Favorite Founder? Benjamin Franklin.
- ❑ The first major U.S. protest for LGBT rights took place more than 50 years ago in front of Independence Hall.
- ❑ Mother Bethel A.M.E. Church sits on the oldest parcel of land continuously owned by African-American people.

And Philadelphia was recently named #2 on *U.S. News & World Report's* "Best Historic Destinations in the USA" list.



NEIGHBORHOODS

Our neighborhoods make up Philadelphia's DNA. Personality-packed districts have their own history, storied streets, buzzed-about restaurants, artistic expressions, parks and festivals.

- ❑ Rittenhouse: Established, but always evolving. Think designer stores, vegan restaurants and its namesake park.
- ❑ Graduate Hospital: On any given day: diners, shoppers, drinkers, neighbors and a healthy dose of baby strollers.
- ❑ Logan Square: Fantastic museums and relaxing green space along the draw-dropping Benjamin Franklin Parkway.
- ❑ Fairmount: A residential area with a remarkable dining scene and an enormous former penitentiary.
- ❑ Spring Garden: Beautiful Victorian homes and exciting new developments.
- ❑ East Passyunk: Food, food and more food.
- ❑ Bella Vista: The former Italian neighborhood, now home to residents and restaurants of all backgrounds.
- ❑ Market East: Busiest during the workday when people are heading to meetings, the Pennsylvania Convention Center and Reading Terminal Market.
- ❑ Callowhill: Live music venues, a growing restaurant scene and a cluster of independent art showcases.
- ❑ Washington Square West: Known for trendy restaurants, owner-operated boutiques and the Gayborhood.
- ❑ Chinatown: Philly's vibrant Asian enclave, complete with killer dim sum and a colorful Friendship Gate.
- ❑ Pennsport: Rich in Philly tradition with a growing number of new restaurateurs and shop owners.
- ❑ Society Hill: Historic, residential, Instagram-worthy.
- ❑ Northern Liberties: A former manufacturing hub, now replete with eateries and galleries.
- ❑ Fishtown: *Condé Nast Traveler* called it Philly's hottest 'hood.
- ❑ Queen Village: A laid-back district with picturesque streets, pubs and the historic Headhouse Square.
- ❑ Old City: Restaurants, shops and galleries next to America's most historic square mile.
- ❑ University City: Our future leaders, all heading to class.
- ❑ Spruce Hill: Diverse residents, international cuisine and the always-buzzing Clark Park.
- ❑ Cedar Park: Bohemian vibe, cultural diversity and community spirit.
- ❑ Powelton Village: Stately homes and Drexel Park in a mostly under-the-radar area.
- ❑ Chestnut Hill: Loaded with photo-worthy charm and an abundance of greenery and open spaces.
- ❑ Mt. Airy: Miles of multi-use trails and a historic business corridor that attracts aspiring entrepreneurs.
- ❑ Germantown: Ripe for exploration with unique eateries and shops that thrive alongside historic attractions.
- ❑ Manayunk: Meaning "where we to go drink," its combo of singles, young families and life-long residents infuses Manayunk's blue-collar origins with a modern edge.



LOCATION

Philadelphia sits in an ideal location. It's an easy train ride from New York and DC, and a short flight from Boston, Chicago and other major cities. Public transit, cabs, ride-sharing options and bike share keep people moving around the city.

Pro tip: Locals love to walk, and it's super simple in Center City because of the grid layout.

- ❑ Sixth largest city in the country.
- ❑ One-quarter of the U.S. population lives within a five-hour drive.
- ❑ 60% of the country's population is within a two-hour flight.
- ❑ Second-most-populous downtown in the country.
- ❑ Fifth-most-walkable city, according to Walk Score.
- ❑ 435 miles of bike lanes make Philly ideal for two wheels.



MAJOR EVENTS

We know how to host an event—whether it's a once-in-a-generation milestone or an annual blowout.

- ❑ NFL Draft 2017
- ❑ 2016 Democratic National Convention
- ❑ Pope Francis' visit and World Meeting of Families in 2015
- ❑ Budweiser Made in America Festival
- ❑ Philadelphia Marathon
- ❑ Penn Relays
- ❑ OutFest
- ❑ Odunde African-American Street Festival
- ❑ Feria del Barrio
- ❑ Chinatown New Year Celebration
- ❑ Wawa Welcome America



BUSINESS

Our business community thrives, thanks to a cost-effective environment, a strategic location between the nation's financial hub and its legislative and regulatory center and public and private investments. Startups and Fortune 500 companies find success here.

People like to travel to Greater Philadelphia, whether it's for work or pleasure. The travel and tourism industry proves it:

42 million visitors spent \$6.8 billion in 2016.

Visitor spending in Greater Philadelphia:

- Generated \$11 billion in economic impact—or \$30 million every day.
 - Supported 96,600 jobs, with a total paycheck of \$3.4 billion.
 - Generated \$634 million in state and local taxes.
- ❑ 25 Fortune 500 companies in the region.
 - ❑ 78,000 small businesses (fewer than 500 employees) in the five-county region, including 68,000 that employ fewer than 20 people.
 - ❑ 65 incubators, accelerators and co-working spaces.
 - ❑ Most business tax breaks among the largest cities in the US. (2016, Pew Charitable Trusts)
 - ❑ One of the top 10 cities to relocate to in the U.S., according to The Huffington Post in 2015.

Sources: The Pew Charitable Trusts, Select Greater Philadelphia, 2010 U.S. Census, VISIT PHILADELPHIA, Econsult Solutions, Inc., Longwoods International



WORKFORCE

Perhaps the most important benefit of doing business in Philly: an incredible amount of talent and passion. As an education hub, Philadelphia fosters an environment of innovation and hard work.

And young professionals love living and working here. In a Chamber of Commerce for Greater Philadelphia study, 93% of 25- to 39-year-old current residents said that there's a good chance they'll make their next career moves right here.

- ❑ More than 100 higher education institutions.
- ❑ Highest award rate for first professional degrees.
- ❑ Philadelphia's millennial population is growing at a faster rate than any other city.
- ❑ 64% of our college students stay in the region after graduation.
- ❑ Sixth-largest labor force, with three million people.

Sources: Greater Philadelphia Chamber of Commerce, The Pew Charitable Trusts, Select Greater Philadelphia

A nighttime photograph of Philadelphia, showing the city skyline with illuminated skyscrapers and a bridge in the foreground. The text 'PHILLY'S FINEST' is overlaid in white.

PHILLY'S FINEST

Leaders of all types of businesses call Philly home. Some grow up here and keep coming back, no matter where their career takes them; others make it their adopted hometown and work to make it the incredible place it is.

[Watch this video and meet the people who choose Philadelphia.](#)

MORE OF PHILLY'S FINEST



"Philadelphia not only sparkles—it twinkles with a very special energy that I dare you to find anywhere else." – Bobbi Booker, *The Philadelphia Tribune*



"...We've begun to see more really exciting companies get their start in Philadelphia. Every year I see more entrepreneurial activity at Philadelphia's universities." – Josh Kopelman, First Round Capital



"Philly has its hometown base and has nurtured many of us as musicians and artists, so we are all Philly-made in one sense or another." – Adam Blackstone, musical director (Justin Timberlake, Nicki Minaj, Janet Jackson)



"My work here in Philly working with students...really inspired me to create Scholly, so I'm really happy that the program...has a cornerstone right here in Philadelphia." – Christopher Gray, Scholly



"It's a city of hard workers and creative minds." – Dom Streater, fashion designer and Project Runway winner



"The city's commercial corridors...are some of the best ways to get to know all of the wonderful things about Philly. Many of the corridors are populated with longtime family businesses that are representative of Philadelphia's diversity." – Apu Gupta, Curalate



SHOW & TELL

We're all proud of Philly's many accomplishments, accolades and ambassadors (that's you!)—now it's time to show and tell the world. When you and your business are being featured in the press, you can us help “sell the city” and accelerate new visitors and residents by using the language below.

- ❑ Location, Location, Location: In addition to showing off your stellar office space, consider showcasing Philly's scenic areas—like the Historic District or the Benjamin Franklin Parkway—for interviews that require additional photography or video b-roll. Need suggestions or access to certain locations? We can help.
- ❑ Art stars, consider the Barnes Foundation's landscaped lawn and sleek architecture or one of Mural Arts Philadelphia's nearly 4,000 public murals for your backdrop.
- ❑ Culinary connoisseurs, conduct your interview at one of our top-rated restaurants. Parc in Rittenhouse Square offers a French feel in Philly, or try one of many spots around 13th and Sansom Streets for a taste of Midtown Village.
- ❑ History buffs, take your potential investors and employees for a stroll through the Historic District to marvel at the Liberty Bell, Independence Hall and more.
- ❑ For a classic Philadelphia streetscape, go to Broad and Walnut Streets to have City Hall perfectly situated behind you.
- ❑ Be Braggy: Utilize the talking points in this messaging document to further communicate the many reasons why you live, work and play in Philly. Tout the city's positive attributes rather than referencing outdated stereotypes.
- ❑ News We Can Use: We love to see local businesses recognized for their great work. Send us your latest updates and achievements to be included in our press outreach efforts, and let us know when you're featured in the media so we can share.



RESOURCES

Have any questions about the information in this toolkit? Need suggestions for your next lunch meeting or weekend wind-down? We're here for you!

www.visitphilly.com **@visitphilly**

www.uwishunu.com **@uwishunu**

We also recommended the following business resources:

[African-American Chamber of Commerce](#) **@official_AACC**

[Arts & Business Council of Greater Philadelphia](#) **@ArtsBusinessPHL**

[Center City Proprietors Association](#) **@ccpassociation**

[City of Philadelphia Department of Commerce](#) **@PHLCommerce**

[The Chamber of Commerce for Greater Philadelphia](#) **@chamberPHL**

[Greater Philadelphia Hispanic Chamber of Commerce](#) **@GPHCC**

[Independence Business Alliance](#) **@ThinkIA**

[Philly Startup Leaders](#) **@startupleaders**

[Select Greater Philadelphia](#) **@selectPHL**

[Women's Business Development Center](#) **@WomensBDC**