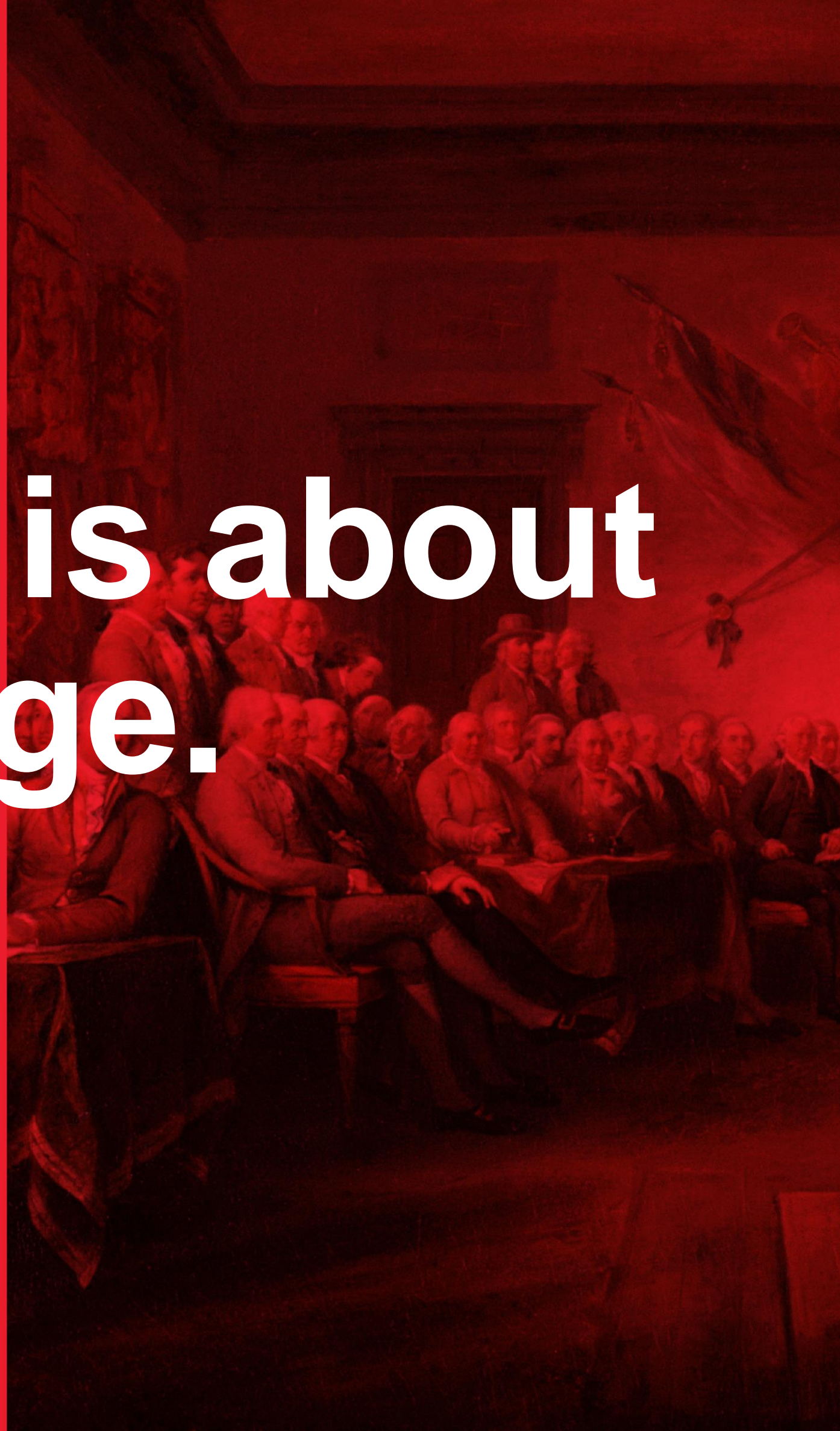


History is about
to change.

—



INDEPENDENCE
**VISITOR
CENTER**
CORPORATION

**STARTING HERE
CAN LEAD ANYWHERE.**

—

**“The official visitor center for
the Greater Philadelphia region.”**

INDEPENDENCE
**VISITOR
CENTER**



**Our visitors
are your visitors.**

“Front Line” of the Local Hospitality Industry

**Average 2.5 million visitors
per year**

2017 attendance: 2,725,000
2nd highest attendance in
building’s history

Tickets to more than
100 tours and attractions
throughout the region

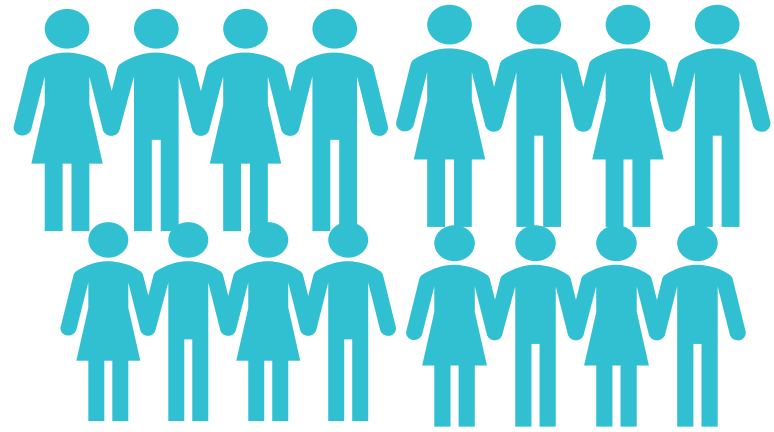


The best "Philly visits" start at the Independence Visitor Center.



**Ranked #14 of 460
"Things to Do in Philadelphia"**

2017 Key Visitor Demographics



2.7 million
visitors in 2017
10% increase over 2016

Millennials
ages 18 – 34 are the
majority visitor*



Audience
82% Domestic
18% International

Visitor Experience 2018 Improvement Project

Upgrade public space and amenities

Enhance exposure of cultural attractions

Technological innovations



New Market Street Entrance

←
GIFT SHOP
📺

↑ VISITOR INFORMATION ⓘ



→
RESTROOMS
♿

INDEPENDENCE
VISITOR
CENTER
STARTING HERE
CAN LEAD ANYWHERE

New Terrace - Daytime Public Space



FROM 15

New Terrace - Evening Event Space



From 75

Upgraded Theater Experience



xfinity. BY COMCAST THEATER

WELCOME



FROMM 17

Upgraded Theater Experience

xfinity BY COMCAST THEATER

WELCOME

xfinity



New Information Desks

GET YOUR **TICKETS**
RESERVATIONS
AND **KEY** TO THE **CITY**



PHILADELPHIA VISITOR INFORMATION

INDEPENDENCE NATIONAL HISTORICAL PARK

Independence National Historical Park

TICKETS & INFORMATION

An informational display panel with a dark background. It features a white silhouette of a building, a photo of a park, and the text 'Independence National Historical Park' and 'TICKETS & INFORMATION'.

At lib to ex

A map of the Old City area in Philadelphia, showing various landmarks and locations. The map includes labels for 'Old City', 'Independence Hall', and 'Liberty Bell Center'.

From 16

New Immersive Digital Experience: 18 screens, 42' ft. in length



Philadelphia



Adventure Aquarium
S Pop Up Garden
Fairmount Park



Franklin Institute

Top Picks



Spruce Street Harbor Park

The Philadelphia Zoo
The First Zoo in America



Opened on July 1, 1874, Philadelphia is home to America's first zoo. Come face to face with over 1,500 animals including giraffes, hippos and polar bears.

10 AM to 5 PM Monday thru Saturday

3400 West Girard Ave
19104 Philadelphia, PA

Tickets are available at the concierge desk

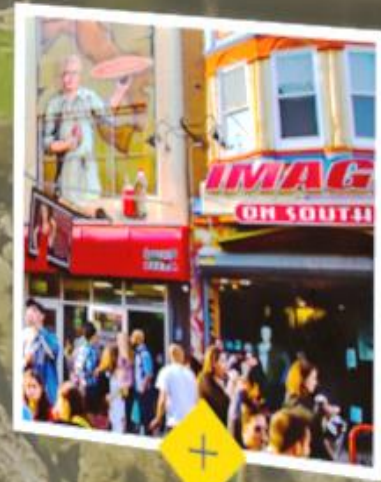


Elfreth's Alley

Top Picks



Brandywine River Museum



Shofuso Garden

EXPLORE
America's Garden Capital

North End Upgrades



FROM 16

Project Timeline

December 2016

January 2017

January 2018

June 2018

February 2019

**Project
Awarded**

**Phase I:
Restrooms,
Outdoor Terrace,
Gift Shop**

**Phase II (a) :
NPS Information Desk,
New Orientation Theater**

**Phase II (b) :
IVCC Information Desk,
Digital Welcome Wall,
North End, Café**

Project Information

\$4.8 million committed from IVCC endowment

\$2 million RACP State grant awarded (October 2016)

\$3 million loan (PNC Bank)

\$500,000 grant awarded by PEW Charitable Trusts

\$500,000 grant awarded by William Penn Foundation

\$500,000 grant awarded by Board of City Trusts

\$100,000 Goldsmith Foundation

\$800,000 contribution from Event Network

\$750,000 sponsorship from Bank of America (pending)

Total project cost
\$15 million

Raised/Committed/Pending
\$12.95 million