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43 changing rooms and nursing-friendly spaces around Philly, mapped

New moms and dads, this is for you.



MÓNICA MARIE ZORRILLA

MAR 25 2018 · 9:00 A.M.

Updated March 28

Here's another Philly first to make residents proud: In 1997, the city became the first in the United States [to legally protect the right](#) to breastfeed in public.

The progressive stance on parenting and women in the workforce continued a decade later, when the city mandated all job sites [must accommodate](#) breast-pumping. And in 2016, all public bathrooms in Philadelphia were required to have baby changing stations, [including the men's](#).

But that still doesn't mean it's easy to navigate the city as a new parent, where the ability to get out of the house and partake in human interaction can very well depend on whether a stinky diaper can be easily discarded, or if a baby's hunger can be satisfied before they go into full-on *maybe-an-exorcism-would-help?* mode.

It's the little things that go a long way for taking care of your little ones.

Billy Penn is here to help. We dug into local resources like [Wee-Wander](#), [Pennsymoms](#), [La Leche League](#) and the [Philadelphia Department of Public Health](#), scoured the forums and social media, and called around for details.

Our research produced this: A list of 43 parent-friendly changing rooms and nursing-friendly spaces around Center City. Go forth and breastfeed.

[Elmwood Park Zoo](#) *1661 Harding Blvd., Norristown, PA 19401*

[The Franklin Institute](#) *222 N. 20th St.*

Nursing room on the third floor, near the Sports Center.

[Free Library of Philadelphia](#) *Multiple Locations*

Public baby changing stations abound at Free Library branches.

The Independence Visitor Center *599 Market St.*
Changing stations in both men's and women's restrooms.

The Kimmel Center *300 S. Broad St.*
Offers comfortable, calm seating areas that are just as fabulous for intermission snacking as they are for breastfeeding.

Macy's *1300 Market St.*
The third floor has a Women's Lounge dedicated to nursing and breast pumping. Changing rooms are in every bathroom.

Philadelphia Zoo *3400 W. Girard Ave.*
They've got a brand-new Mamava Lactation Suite in the Rare Animal Conservation Center.

Please Touch Museum *4231 Avenue of the Republic*
Places that are for children need to be able to accommodate their parents. Please Touch does just that.

Reading Terminal Market *51 N. 12th St.*
A tourist trap doesn't sound as enchanting as a place to publicly breastfeed does.

The Shops at Liberty Place *1625 Chestnut St.*
Changing stations in both men's and women's restrooms.

PHILADELPHIA
BUSINESS JOURNAL

[Travel & Tourism](#)

Valley Forge National Historical Park visitor center to get \$14M+ makeover

And what's the progress on the \$15 million Independence Visitor Center update?



Working out in the shadows of history is part of the appeal of Valley Forge National Historical Park. Seven marked trails, comprising more than 30 miles, lead outdoor lovers past landmarks from General Washington's famous 1777 encampment.



By [Kenneth Hilario](#) – Reporter, Philadelphia Business Journal

Mar 28, 2018, 2:52pm

Something "revolutionary" is happening at the Valley Forge National Historical Park, giving visitors a more immersive experience.

The visitor center at the park, which is one of the top tourist attractions in Greater Philadelphia, will get updates north of \$14 million — the building's first comprehensive overhaul of since 1976, when the park became a national historical park.

Officials at the Valley Forge National Historical Park planned updates are split between two projects:

- \$12 million for a comprehensive overhaul of the building, set to begin in late fall 2018 and conclude in late spring 2020; and
- \$2.2 million for new exhibits and an orientation film, set for a spring 2020 completion

"The visitor center is designed to be immersive," [Jonathan Parker](#), chief of interpretation and public information officer, told the *Philadelphia Business Journal*.



The 3,452-acre park is the location of the 1777-78 winter encampment of the Continental Army under [George Washington](#), whose **war tent** is now at the Museum of the American Revolution in Old City.

Visitors should walk away with two "fundamental" experiences after the update: The experience of being in the encampment and seeing items from the original site.

"Interactive exhibits provide new opportunities to learn and interact with the history to this place," said Parker, who said he hopes the film compels visitors to explore the park sites or visit The Encampment Store "to pick up where the film left off."

REHABILITATION PROJECT

After the \$12 million rehabilitation project, the 18,376-square-foot visitor center will have improved physical accessibility, upgraded security and fire protection, improved collections storage, new HVAC systems, new windows, new finishes and energy-efficiency improvements.

The visitor center will be closed during the project, but a full-service temporary visitor center will be constructed in the current center's parking lot. The National Park Service, The Encampment Store and Valley Forge Tourism & Convention Board will manage it.

New York architectural firm Davis Brody Bond is spearheading the rehabilitation project.

IMMERSIVE EXPERIENCE

The \$2.2 million project will add new museum exhibits, where visitors can experience the six-month period of the 1777-78 winter encampment through color, sound and textures of wood, metal and mud.

"Through this visitor center rehabilitation, we're providing something new and updated," Superintendent [Steve Sims](#) told the *Business Journal*. "It will be a much more complete story. This will be revolutionary for the park."

The five-part exhibit, designed by Virginia-based exhibit design firm The Design Minds, will include over 300 museum objects from the park collection, interactives, tactile demonstrations and audio-visual presentations.

The exhibit will tell the story of citizen efforts to preserve Valley Forge through images, artifacts and stories from the past 150 years of park preservation.

Pittsburgh-based Argentine Productions is producing a new 14-to-16-minute orientation film involving the history of the winter encampment, available to view at the park and online in 2020.

"Having this investment will re-engage our community, attract new visitors and have an impact on the local economy," Superintendent Sims said.

With over 2.4 million visitors in 2016, the Valley Forge National Historical Park is the **third-most visited tourist attraction** in the Philadelphia region, according to the *Philadelphia Business Journal* Book of Lists.

It generates nearly \$50 million in economic impact to surrounding communities, Sims said. "For every dollar invested, there's a \$10 return to the U.S. economy. For a \$14 million investment, that's \$140 million contributed to the U.S. economy," Sims explained.

The Valley Forge National Historical Park is the "gateway" for visitors coming to Montgomery County, according to Mike Bowman, president and CEO of the Valley Forge Tourism & Convention Board.

"It's beyond important to support improvement projects that will only enhance key programming and, therefore, guests' experiences," Bowman said.

The tourism board will promote the renovations and the "ongoing experiences like the trolley tours, storytelling benches and ranger-led tours," said Edward Harris, the tourism board's chief marketing officer.

The Valley Forge Tourism & Convention Board in July will highlight the visitor center's programs and events with its new partnership with Welcome America that will highlight Montgomery County's history and enable the tourism board to reach a broad audience of potential new visitors.

The Valley Forge National Historical Park's visitor center isn't the only one in the region getting a facelift.

The Independence Visitor Center is undergoing its own \$15 million expansion project.

The Independence National Historical Park is the top-ranking tourist attraction in the region, according to the Book of Lists, with over 5 million visitors in 2016.

Construction for the Independence Visitor Center's update started in September 2017, and the Independence Visitor Center Corp. is raising funds for the remaining \$2 million needed to complete all phases of the project, according to new information given to the Business Journal by the corporation.

The first funded phases of the project will open this spring and summer. The newly expanded gift shop will open Memorial Day weekend, and the expanded terrace will open in early summer. The newly constructed restrooms, now located on the east side of the building near the Market Street entrance, opened in December.

As construction continues on the next funded phases of the project, the Independence Visitor Center will open two newly renovated theater experiences this fall. One will have a "Philadelphia Welcome" dedicated theme.

Also planned for this fall is a new National Park Service information desk and immersive digital exhibit experiences. The final phases of the project include a newly renovated Philadelphia information desk and a 42-foot-tall digital "Welcome Wall" comprised of 18 screens.

The National Park Service and the Hopewell Furnace National Historic Site in Elverson, Pa., manage the Valley Forge National Historical Park.



TRAVEL

Philly Phlash offering free rides on Thursday

'Philly Phlash' free on Thursday. Alicia Vitarelli reports during Action News Mornings on March 29, 2018.



PHILADELPHIA (WPVI) -- The Philly Phlash is celebrating its 2018 opening day with free rides.

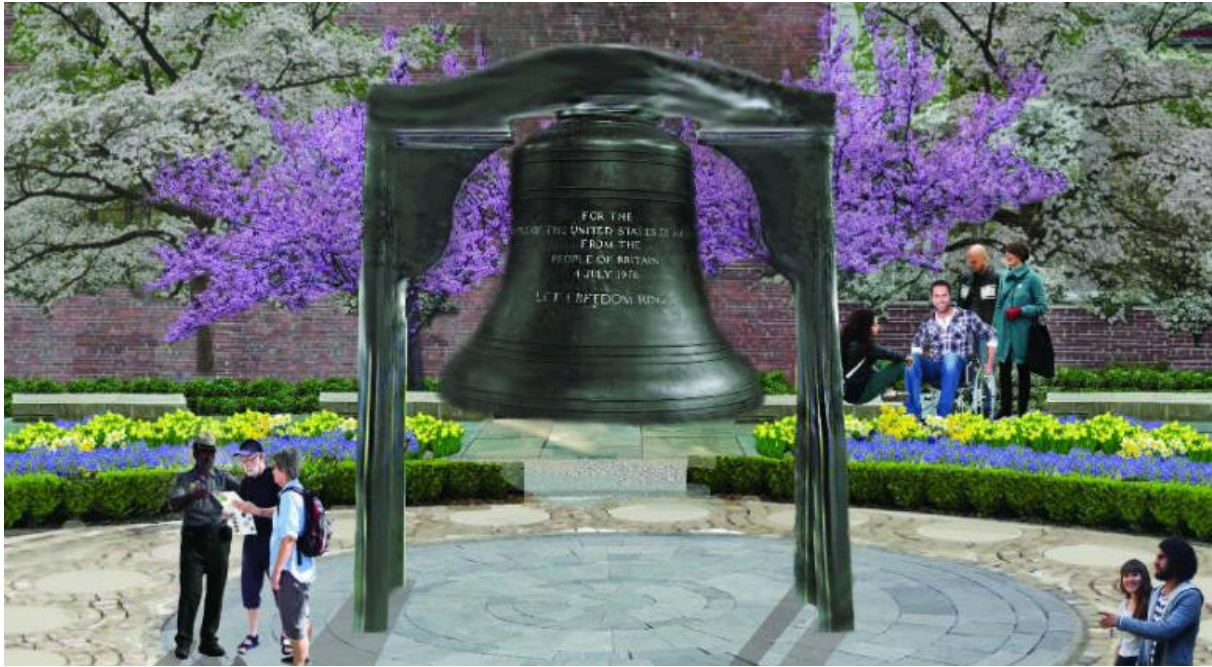
The Downtown Loop makes 20 stops - from Penn's Landing to the Please Touch Museum.

New stops this year include the Franklin Institute and the Mutter Museum. It usually costs \$2 per ride or \$5 all day.

On Thursday, though, you can ride for free from 10 a.m. to 6 p.m.



Group Wants To Relocate Bigger, Uncracked Relative of Liberty Bell



Artist rendering of Bicentennial Bell / Photo credit: Independence National Historical Park



STEVE TAWA

APRIL 02, 2018 - 4:49 PM

PHILADELPHIA (KYW Newsradio) -- More than 40 years after Philadelphia's other bell was first displayed - and five-years after it was mothballed - a group is working to re-introduce the bigger, uncracked relative of the Liberty Bell.

A non-profit group, Friends of Independence National Historical Park, is campaigning to relocate the Bicentennial Bell to a newly renovated garden at the corner of 3rd and Walnut Streets. The bell was dedicated in 1976 by Queen Elizabeth, during her visit to Philadelphia. It was placed in a red brick tower at what was then the park's original visitor center at 3rd and Chestnut Streets. Then, it was put into storage in 2013 to make way for the new Museum of the American Revolution.

The Bicentennial Bell, which weighs more than 12,000 pounds, was cast at the same U.K. foundry that produced the original Liberty Bell in 1752. It's 6'10" in diameter at its lip and 5.6" in height. Liberty Bell weighs 2,000 pounds. It measures 3-feet from lip to crown.

The Centennial Bell (13,000 pounds), made for the nation's 100th birthday in 1876, still rings every hour in the tower of Independence Hall.

PHILADELPHIA
BUSINESS JOURNAL

Travel & Tourism

Independence, Valley Forge historical parks have \$439M impact



Visitors to Independence National Historical Park, the 55-acre national park that's home to the Liberty Bell and Independence Hall, generated nearly \$400 million in economic impact in 2017.



By [Kenneth Hilario](#) – Reporter, *Philadelphia Business Journal*
Apr 30, 2018, 1:23pm

The Independence National Historical Park and the Valley Forge National Historical Park pack a nearly \$439 million economic wallop in Greater Philadelphia.

About 2.1 million people in 2017 visited the 3,452-acre Valley Forge National Historical Park, while the 55-acre Independence National Historical Park had about 4.8 million visitors, according to new information by the National Park Service. Valley Forge park visitors spent \$26.8 million, and Independence park visitors spent \$274 million.

All of that equates to about \$39.9 million and \$399.5 million in economic output, respectively, to Greater Philadelphia, or nearly \$439 million between the two.

National historical parks — within the vast National Park System — are important landmarks, since they're viewed as an area's gateway; most often then not, they're an out-of-towner's first stop in the city they're visiting, particularly their visitor centers. They're used as part of destination marketing organizations' campaign materials, for example, like the Valley Forge Tourism & Convention Board (see below).

The Valley Forge park is the location of the 1777-78 winter encampment of the Continental Army under [George Washington](#); the Independence park is home to landmarks like Independence Hall and the Liberty Bell.

Visitors to Valley Forge National Historical Park in 2017 supported about 426 jobs, while visitors to Independence National Historical Park supported 3,926 jobs.

Pennsylvania parks, in total, had 10.3 million recreational visitors, who spent \$478 million and generated \$691 million in economic impact, according to the Park Service. Nationally, about 331 million people visited the National Park System, spending about \$18.2 billion and generating \$35.8 billion in economic impact.

About 61 parks set new records for annual recreation visits, according to the Park Service, and three parks received over 10 million recreation visits.

In 2016, Independence had 5.1 million visitors — a 27-year **milestone** — and Valley Forge had 2.4 million visitors, so 2017 figures are a slight decrease.

But 2016 was the centennial of the National Park Service, so most parks saw an increase in visitors with numerous promotions encouraging people to visit a Park Service site, according to Independence park spokeswoman [Gina Gilliam](#).

Independence Hall and the Liberty Bell stayed open later, beginning in mid-May because of the Centennial, Gilliam said. And, the park in late June extended hours at Independence Hall and the Liberty Bell.

2016 was also the year the Democratic National Convention was in Philadelphia, and there were more large special-use events and First Amendment activity, Gilliam said.

More is in store for Greater Philadelphia's historical parks, enhancing the experiences at their respective visitor centers, which could encourage more people to visit.

Valley Forge officials will start a **\$14.2 million, comprehensive update** to its visitor center that will add interactive elements and other changes meant to engage visitors and encourage them to explore the park.

The Independence Visitor Center is undergoing a **\$15 million expansion project**. Construction for the update started in September 2017, and the first funded phases of the project will open this spring and summer.

The newly expanded gift shop will open Memorial Day weekend, and the expanded terrace will open in early summer.

Economists Catherine Cullinane Thomas of the U.S. Geological Survey and Lynne Koontz of the National Park Service conducted the Valley Forge park's peer-reviewed visitor spending analysis.



Wednesday, July 4th Events: Pitbull, Parading for Independence and Fireworks Spectacular

Published at 3:32 PM EDT on May 21, 2018 | Updated at 5:44 PM EDT on May 21, 2018



Pitbull performs onstage during WCRF's "An Unforgettable Evening" Presented by Saks Fifth Avenue on February 27, 2018 in Beverly Hills, California.

The big day is finally here! Happy Birthday America! Here are all the great events happening on the Fourth of July:

Sand Sculpture Spectacular

Location: [Shops at Liberty Place](#)

Time: 9:30 a.m. - 7 p.m.

World-renowned sculptors will create a 40-ton sand sculpture spectacular with hand-carved scenes commemorating the 100th anniversary of the Benjamin Franklin Parkway. Get an up-close look at last year's sculpture [here](#).

Celebration of Freedom at Independence Hall

Watch LIVE coverage of this event on NBC10, NBC10.com and the NBC10 app.

Location: [Independence Mall](#) Time: 10 a.m. - 11 a.m.

The City of Philadelphia's Office of the City Representative and Independence National Historical Park will present the Celebration of Freedom Ceremony at Independence Hall where The Philly POPS will be honored for their 40-year history in Philadelphia and their contributions to education in schools. Mayor Kenney will present The Magis Award. And The Wawa Foundation will present The Wawa Foundation Hero Award, totaling \$80,000 to four non-profit organizations committed to serving the Greater Philadelphia area.

Free Museum Day at National Museum of Jewish American History

Location: [Independence Mall](#)

Time: 10 a.m. - 5 p.m.

The United States of America's Independence Day Parade

Watch LIVE coverage of this event on NBC10, NBC10.com and the NBC10 app.

Location: [Independence Mall](#)

Time: 11 a.m. - 12 p.m.

Kicking off at Independence Hall immediately following the Celebration of Freedom Ceremony, 4,000 marchers, floats and celebrities will parade through Historic **Philadelphia during the patriotic United States of America's Independence Day Parade.**

PHL Airport Photo Exhibit

Philadelphia Eagles: 2018 World Champions

Location: [Philadelphia International Airport](#) - Terminal A East

Time: 11 a.m. - 2 p.m.

This photo exhibition celebrates the Philadelphia Eagles 2018 World Championship victory with highlights of past championship teams and Eagles Hall of Famers. *Note: You must have an airline ticket to see this exhibit.*

Party on the Parkway

Location: Benjamin Franklin Parkway

Time: 12 p.m. - 7 p.m.

Families can enjoy five blocks of free entertainment, food and fun including an **interactive kid's area featuring a zip-line**, games, activities and more. The 21+ crowd can kick back and relax in two beer gardens featuring a wide selection of brews, ciders and Barefoot Wine, and all can enjoy interactive fitness activities with the U.S. Army, art from Philly Pop, and diverse food and music from the PA Lottery Philly Groove stage on the Benjamin Franklin Parkway.

Liberty Bell Tapping Ceremony

Location: [Independence Mall](#)

Time: 1 p.m.

7th Annual Birthday Party

Location: [Independence Visitor Center](#)

Time: 1 p.m.

Flaghouse Chapter NSDAR's Children's Naturalization Ceremony

Location: [Betsy Ross House](#)

Time: 1:30 p.m.

Wawa Welcome America July 4th Concert featuring Pitbull

Watch LIVE coverage of this event on NBC10, [NBC10.com](#) and the NBC10 app.

Location: Benjamin Franklin Parkway

Time: 7 p.m. - 9:30 p.m.

Grammy® winning global superstar, business entrepreneur and community icon Pitbull headlines the Wawa Welcome America July 4th Concert for the first time. The free, three-hour extravaganza also features The Philly POPS® BIG Band joined by Grammy Award Winning R&B, Gospel and Broadway Star Heather Headley, and R&B singers Tiffany Jones, Alita Moses, and Desahanna Wooden. Food trucks, beer gardens and fun activities round out a night of blockbuster fun on the Benjamin Franklin Parkway. Learn more about Pitbull's performance and the concert [here](#).

Wawa Welcome America July 4th Fireworks

Watch LIVE coverage of this event on NBC10, [NBC10.com](#) and the NBC10 app.

Location: Benjamin Franklin Parkway

Time: 9:30 p.m. - 10 p.m. (Times may shift later if concert runs late.)

This year's July 4th fireworks spectacular will be even bigger and better. Two spectacular shows will dazzle audiences with new special effects. You can watch the entire show live on NBC10.



Welcome America 2018 Lineup Unveiled: 'This is the real deal'

There are many new additions this year.



ANDREW KRAMER

MAY 21, 2018 - 7:12 PM

PHILADELPHIA (KYW Newsradio) - Wawa Welcome America is Philadelphia's largest annual citywide event.

We learned last month that rapper [Pitbull will be headlining the July 4th concert on the Parkway](#). And on Monday, the party got started early as the rest of the 2018 lineup was unveiled at the Independence Visitor Center.

"50 events over seven days, all of which are free," said Mayor Jim Kenney. "Everyone is welcome."

That last remark coincides with this year's "Welcoming the World with Love" theme.

"It's all about a festival with a positive message," said Wawa Welcome America President and CEO Jeff Guaracino.



"So if you want to come and hear patriotic songs, celebrate what it means to be an American, if you like parades or if you just like to have a party and have a good time, that's what Philly's all about."

In addition to the return of activities like firework shows, Wawa Hoagie Day and Red, White & Blue Happy Hours, there will be some additions this year, including...

"Three nights of great concerts at Independence Hall," said Guaracino. "(That) has never happened before."

Other new events include the PA Convention Center Community Festival, the Historic District Block Party celebrating the Bourse reopening and the Summer Love launch event at Dilworth Park to name a few. You can also enjoy Free Museum Days at 18 Philadelphia museums.

"This is the real deal," added Guaracino. "Philadelphia is authentic. It all happened right here. Come see where it actually happened and learn a little bit about history."

It all gets underway on June 28th.



Independence Visitor Center gift shop re-opens



JOHN MCDEVITT

MAY 24, 2018 - 5:08 PM

PHILADELPHIA (KYW Newsradio) — The newly expanded gift shop inside the visitor's center along Independence Mall has re-opened. There is a lot of Philly-centric merchandise for sale.

A man from Japan was the first to buy a \$299 miniature Rocky Balboa statue. It was created by the same artist who sculpted the original Rocky statue, which stands near the front steps of the Philadelphia Museum of Art.

"Stalone fan. I like Movie. Rocky," he said.



There are t-shirts — one reads "YO!" — Liberty Bell hats, LOVE sculpture mugs, locally made candy and colonial style clothing. Several items are exclusive to the gift shop.



John McDevitt-KYW Newsradio

James Cuorato, is the president and CEO of the Independence Visitors Center Corporation.

"In order to expand, we had to move the bathrooms across the hall. We put a terrace on top of the bathrooms, which is gorgeous," he said. "It overlooks the mall."

The work is part of the \$15 million Visitor Experience Improvement Project. Renovations will continue for another year.

PHILADELPHIA BUSINESS JOURNAL

Travel & Tourism

1st phase of \$15M Independence Visitor Center expansion project complete

How adopting a lifestyle retail approach can lead to higher revenue



By [Kenneth Hilario](#) – Reporter, *Philadelphia Business Journal*

May 24, 2018, 1:04pm

The Independence Visitor Center is one phase closer to completing the \$15 million expansion project announced two years ago to enhance the guest experience.

Capping off the first phase of the multimillion-dollar project is the expansion of the visitor center's gift shop, its top revenue generator. Officials adopted a more lifestyle retailer approach, which could potentially lead to higher sales.

Construction for the multiyear Visitor Experience Improvement Program **began in March 2017** and included the expansion of the second-floor and outdoor terrace, addition of multiple touchscreen and digital displays, and a slew of other enhancements.

The first phase is officially complete; Now the center has a **new logo** and brand assets, and a redesigned website, as well as an expanded, wrap-around second-floor terrace and new public facilities, like a dedicated lactation room.

The first phase is capped off by the completion of the expanded gift shop, which, at 3,450 square feet, is double its initial footprint.

The gift shop, prior to the expansion, was the visitor center's top revenue generator, reeling in an excess of \$1 million a year, according to [James J. Cuorato](#), president and CEO of the Independence Visitor Center Corp.

With a larger space, and more and diverse inventory to fill it, it can only be surmised the visitor center would generate more revenue after the expansion.

It's a "move toward self-sustainability," Cuorato said.

The Independence Visitor Center Corp. took a different approach with the Independence Gift Shop, opting for a lifestyle retail format, with Philadelphia themes throughout the products.

That format includes using mannequins to showcase products. Using mannequins in this way elevates the merchandise visual, said gift shop director [Sean Mellon](#) of Event Network Inc., the company overseeing retail management and operations for Independence Gift Shop.

The customer "visualizes the whole concept," Mellon said, which could potentially encourage them to make additional purchases, since they'll see products working together instead of being disparate items.

Mannequins affect "envisioning and attitude" – that is, if a customer relates to a mannequin, they will envision themselves in the clothes and develop a positive attitude toward the clothing, according to a study by the University of South Carolina.

"[C]onsumers were more likely to purchase if they had a favorable attitude toward the brand, claiming that a consumer's perception of a brand is primary element in the formation of their purchase intention," the study reads.

People aged 18-34 make up 26 percent of the Independence Visitor Center's demographic, while those aged 35-54 make up 47 percent.

"It was important to consider product that is on trend, but still unique to a visit to Philadelphia," Cuorato said.

"We also considered locals that was something cool and hip to recognize as a Philadelphian or to purchase as a gift," Cuorato said. "We are remaining true to history with Liberty Bells — always a top seller — books and T-shirts that we have always sold in large volumes."



With the gift shop's expanded footprint, the intent was to bring it to "another level" with trends like the "Tavern Story," "Humor," and "Rocky" sections of the shop," Cuorato said.

"Influencing the visitor's purchase decision with new and fun novelty items displayed in large quantities ... will also support to optimize the shop's conversion percentage," Cuorato said.

The expanded square footage and product line will be a significant boost from the previous shop, he said, since visitors will have more room to shop and will be in a "visually and sensory appealing space."

The second phase of the expansion project started, and it includes upgrading the two theaters that show free informative films, and the construction of a new desk and exhibit experience for the National Park Service.

Project completion includes the construction of a new Philadelphia-specific information desk; the installation of the "Philadelphia Welcome Wall" — a 42 foot-long immersive digital experience; renovations to the café, public seating and vendor kiosk areas in the north end of the building.

The visitor center corporation submitted an application for a \$1 million Redevelopment Assistance Capital Program, or RACP, grant request for the current round. The corporation also has proposals with several corporate donors for consideration.

Here are a few updates to the gift shop

- Three-dimensional, themed window displays of Philadelphia imagery like "Rocky" and the LOVE statue;
- A "Tavern Story" that highlights the Founding Fathers.
- Apparel and accessories by Philadelphia artist April Melchior;
- Locally made fudge and candy
- and sound-reactive lightning bolts through clouds strung through the rafters



Tourist Attractions in the Philadelphia region with the most visitors in 2017

Locally Researched by: Sharon Oliver, Philadelphia Business Journal May 25, 2018, 9:44am

Tourist attraction in the Philadelphia ranked by number of visitors in 2017.

Rank	Name / Prior (*New Or Not Ranked) / URL	2017 Visitors	Venue Profile	County	Year Founded	Number Of Employees	Admission Fee:
1	Independence National Historical Park 313 Walnut St. Philadelphia, PA 19106 215-597-8974 nps.gov	4,790,758 ¹	An urban park that includes several iconic historic landmarks such as the Liberty Bell; Independence Hall; Independence Visitors Center ; Congress Hall	Philadelphia	NA	NA	0 - 0
2	SugarHouse Casino 1001 N. Delaware Ave. Philadelphia, PA 19125 877-477-3715 bestjobinphilly.com	4,000,000	Casino featuring table games; slot machines; poker room and dining options	Philadelphia	2010	1,529	0 - 0
3	Valley Forge National Historical Park N. Gulph Rd. and Route 23 King of Prussia, PA 19406 610-783-1099 nps.gov	2,159,592 ¹	Site of the Continental Army's 1777-78 winter encampment during the American Revolution	Montgomery	NA	NA	0 - 0
4	Peddler's Village Routes 202 and 263 Lahaska, PA 18931 215-794-4000 peddlersvillage.com	2,000,000	Shopping; dining; lodging and entertainment with year-round festivals and events	Bucks	1962	340	0 - 0
5	Longwood Gardens 1001 Longwood Rd. Kennett Square, PA 19348 610-388-1000 longwoodgardens.org	1,530,000	Horticultural displays encompassing 1,083 acres of dazzling gardens; woodlands; meadows; fountains; 10,010-pipe Aeolian organ and 4.5-acre conservatory	Chester	1906	550	0 - 23

PHILADELPHIA BUSINESS JOURNAL

Travel & Tourism

A day in the life ... of James Cuorato, CEO, Independence Visitor Center Corp.



The Independence Visitor Center is undergoing a multi-year, multimillion dollar renovation.



By [Kenneth Hilario](#) – Reporter, *Philadelphia Business Journal*

May 31, 2018, 8:10am

The Independence Visitor Center completed the first phase of its \$15 million expansion.

I asked Independence Visitor Center Corp. CEO [James Cuorato](#) how he spends a typical day.

5:15 a.m.: Wakes up

7:45 a.m.: Arrives at work, where he has more coffee and greets visitors as doors open at 8:30 a.m.

12 p.m.: Lunch. “Anything later takes you too far into the afternoon,” Cuorato said.

6 p.m. - 7:30 p.m.: Gets home unless there’s a dinner or other event. When he gets home at 6 p.m., Cuorato has dinner, followed by a three- or four-mile evening walk. He may also spend time with his son or practice with his band. Winding down, Cuorato watches TV — sports — and then reads for 30 minutes to an hour.

10:30 p.m.: Goes to bed, “unless my band has a show,” he said.

