VISITOR CENTER

CORPORATION





The best Philly visits start at the Independence Visitor Center. Why? It's simple:

STARTING HERE CAN LEAD ANYWHERE

The Independence Visitor Center Corporation (IVCC) provides access to all the city has to offer—activities, tickets, reservations, and opportunities. Visitors can talk with our helpful, well-connected visitor services representatives at the Independence Visitor Center, and we will turn a visiting wish list into an unforgettable itinerary.

This is the foundation for our new brand which was unveiled in November 2017. The new tagline, "starting here can lead anywhere" is meant to brand the Visitor Center as a one-stop-shop, fully equipped to take visitors in any direction they chose. In 2017, the IVCC did just that, welcoming 2,725,000 visitors, the second highest visitation in the building's history.

Our rebranding coincides with the physical expansion of the Visitor Center. The first phase of our Visitor Experience Improvement Project was completed in December of 2017 with the opening of newly constructed state-of-the-art restrooms on the east side of the building and an expanded east facing terrace with the most spectacular views of the National Constitution Center to the north and Independence Hall to the south. Relocating the restrooms makes way for an expanded gift shop with 50% more retail space that will open in May 2018.

The Visitor Experience Improvement Project will continue through 2018 with successive phases two and three of the \$15 million project. The anticipated total project completion is March 2019.

The Independence Visitor Center and IVCC staff are the frontline of the hospitality industry for Philadelphia, Independence National Historical Park and the region. We attribute our success to providing informative and excitingly enriching experiences to all visitors, and we are pleased to share these results and accomplishments in this report.

Sincerely,



Manas M. Caramanico

Thomas A. Caramanico, P.E.

Chair, IVCC Board of Directors



James z. Curato

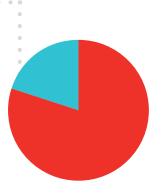
James J. Cuorato
President & CEO, IVCC

FISCAL YEAR '17

The Independence Gift Shop, cafes, facility rentals, in-building advertising and ticket sales all contribute to the IVCC's earned revenue, which is **80%** of the IVCC's total operating revenue.

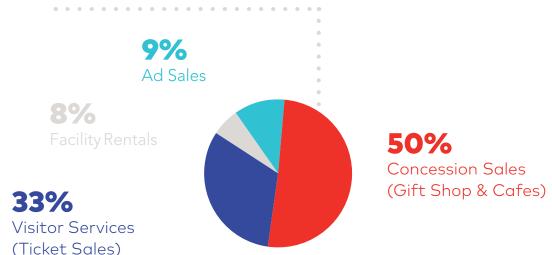
Total Operating Revenue





80% Earned Revenue

Earned Revenue Detail



BOARD OF DIRECTORS

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VISITATION CALENDAR YEAR 2017

Though the Independence Visitor Center was under construction for the majority of 2017, it did not close for any days due to construction and saw more than 2.7 million visitors, the **highest visitation to the building since 2008.**

2,725,650VISITORS IN 2017

2017 Attendance by Month



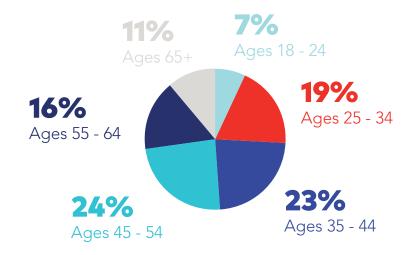


VISITOR

DEMOGRAPHICS

MORE THAN 3,000 VISITORS WERE SURVEYED

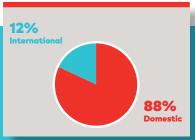
in the Independence Visitor Center in 2017. The data collected about visitors offers guidance for the services IVCC provides and supports our marketing efforts.











- 1. Pennsylvania
- 2. New York
- 3. California
- 4. New Jersey
- 5. Florida

- 1. United Kingdom
- 2. Canada
- 3. Australia
- 4. Germany
- 5. China

IVCC surveys visitors year-round in the Independence Visitor Center. Surveying is conducted by Econsult Solutions, Inc. Data reported was captured January – December 2017.



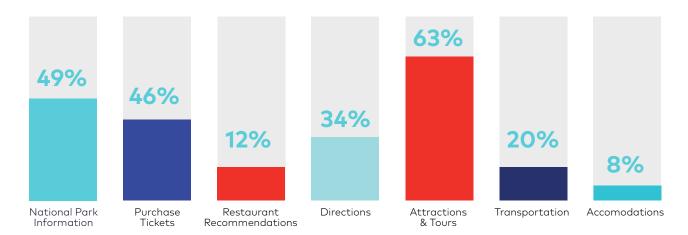
VISITOR BEHAVIORS

83% of visitors to the Visitor Center were leisure travelers, an increase of 13% over 2016.



45% of VISITORS TRAVELED WITH CHILDREN.

TYPES OF INFORMATION VISITORS ARE SEEKING:



42% of visitors **added 1 - 3 attractions** or tours to their itinerary due to their experience at the Visitor Services Desk.

IVCC uses a Customer Satisfaction Survey to measure visitors' experiences with its representatives at the Visitor Services Desk. Data collected January – December 2017.



With a 25% INCREASE in direct traffic to the website,

PHLvisitorcenter.com is a leading resource in visitor information for the Greater Philadelphia region.

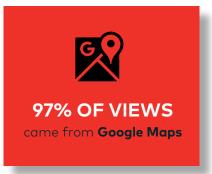
65% of leisure travelers discover the Independence Visitor Center ONLINE.

GOOGLE BUSINESS LISTING

In addition to the IVCC official website, PHLvisitorcenter.com, Google Business Listings are maintained for each of the IVCC's business segments and locations.

12 MILLION+ VIEWERS

of Visitor Center listings on Google Search and Maps.

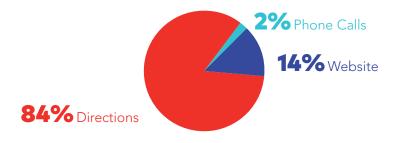


94% OF LISTING VIEWS

were of the Independence Visitor Center, followed by City Hall Visitor Center, then Sister Cities Park Visitor Center.



INDEPENDENCE VISITOR CENTER GOOGLE BUSINESS LISTING ACTIONS





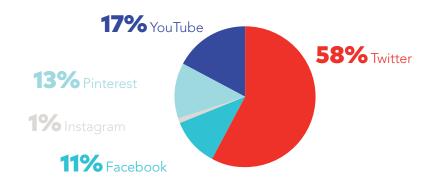
PHLVISITORCENTER.COM

579,708 PAGEVIEWS

194,171 USERS

SOCIAL FOLLOWING LANDSCAPE

With 27,712 followers, Twitter is IVCC's strongest social platform having observed an 8% increase this year.



TRIP ADVISOR 2017 CERTIFICATE OF EXCELLENCE RECIPIENTS

Independence Visitor Center

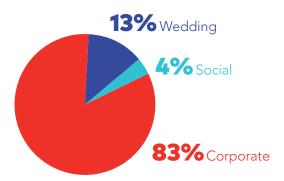
Philly PHLASH® Downtown Loop

City Hall Tours





149 EVENTS BOOKED IN 2017





PHILLY PHLASH®

Since 2012, IVCC has managed the Philly PHLASH®

Downtown Loop service and markets the transit solution as the quick, easy, convenient, and inexpensive way to get around. PHLASH® has supported Philadelphia's tourism footprint for 23 years.



366,325

With a **16% year-over-year increase** in ridership, PHLASH® provided more rides in 2017 than any other year in its 23 years of service.



RIDER BEHAVIOR

Approximately **800 riders** completed surveys while onboard the PHLASH in 2017. Survey efforts were overseen by Econsult Solutions.









VISITED MORE ATTRACTIONS

25% of riders added attraction(s) to their itinerary due to PHLASH®.

RIDE 3+ TIMES
PER DAY

59% of riders boarded PHLASH[®] three or more times per day. TRAVEL IN SMALL GROUPS

71% of riders traveled in small groups of up to three people.

VERY SATISFIED

92% of riders were very satisfied or satisfied with PHLASH®.

RIDEPHILLYPHLASH.COM



123,361 PAGEVIEWS

139% YOY INCREASE



STATEMENT OF FINANCIAL POSITION

ASSETS

Current Assets	
Cash and Cash Equivalents	\$ 1,214,137
Restricted Cash and Cash Equivalents	567,901
Accounts Receivable	443,289
Grants Receivable	262,650
Prepaid Expenses and Other	102,966
Total Current Assets	2,590,943
Fixed Assets,	
Equipment	101,728
Less: Accumulated Depreciation	(96,027)
Total Fixed Assets, net	5,701
	0,701
Investments	9,443,095
Total Assets	\$ 12,039,739
LIABILITIES AND NET ASSETS	
Current Liabilities	
Accounts Payable and Accrued Expenses	\$ 814,939
Convertible Line of Credit Note	1,250,000
Deferred Revenue	211,035
Total Current Liabilities	2,275,974
Net Assets	
Unrestricted	7,195,864
Temporarily Restricted	567,901
Permanently Restricted	2,000,000
Total Net Assets	9,763,765
Total Liabilities and Net Assets	\$ 12,039,739



STATEMENT OF CASH FLOWS

Cash Flows from Operating Activites	
Decrease in Net Assets	\$ (754,347)
Adjustments to Reconcile Decrease in Net Assets to	
Net Cash Used in Operating Activities:	
Depreciation	8,322
Realized and Unrealized Loss on	
Investments	(556,213)
Change in Operating Assets:	
Accounts Receivable	119,245
Grants Receivable	43,350
Prepaid Expenses and Other	(35,049)
Change in Operating Liabilities:	
Accounts Payable and Accrued Expenses	9,217
Deffered Revenue	(299,730)
Net Cash Used In Operating Activities	(1,465,205)
Cash Flows from Investing Activities	
Purchases of Investments	(4,182,071)
Sales of Investments	4,269,906
Restricted Cash and Cash Equivalents	(1,923)
Net Cash Provided by Investing Activities	85,912
Cash Flows from Financing Activites	
Convertible Line of Credit Note Borrowing	1,250,000
N.O. I.B. CLUI, Etc. C. A.C.	4.250.000
Net Cash Provided by Financing Activites	1,250,000
Net Decrease in Cash and Cash Equivalents	(120,202)
Net Decrease in Cash and Cash Equivalents	(129,293)
Cash and Cash Equivalents, beginning of year	1,343,430
Cush und Cush Equivalents, Deginning of Year	1,343,430
Cash and Cash Equivalents, end of year	\$ 1,214,137
Supplemental Disclosure of Cash Flow Information	
Cash Paid During the Year for Interest	\$ 6,268



The **INDEPENDENCE VISITOR CENTER CORPORATION** (IVCC)

is a Pennsylvania nonprofit, 501(c)3 organization, which operates in cooperation with the efforts of the National Park Service, Visit Philadelphia®, Philadelphia Convention and Visitors Bureau, the City of Philadelphia, and the Commonwealth of Pennsylvania.

The Independence Visitor Center is the primary point of orientation for Independence National Historical Park, the City of Philadelphia, the Southern New Jersey and Delaware River Waterfronts, as well as Bucks, Chester, Delaware, and Montgomery Counties in Pennsylvania.

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