

September 2018

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- [Hospitality Change Agents: James J. Cuorato, Independence Visitor Center Corp.](#), *Philadelphia Business Journal* (Nov. 29, 2018) **Jim**



SHARING THE WORLD FROM A WHEELCHAIR USER'S PERSPECTIVE

BY CORY LEE

HOW TO GET AROUND PHILADELPHIA, PENNSYLVANIA IN A WHEELCHAIR



Philadelphia, the city of brotherly love, is one of my favorite cities in the United States. It's got excellent sports teams to watch, cool museums to visit, a plethora of restaurants in which to indulge yourself, and top-notch historical attractions like the famous Liberty Bell. But it's such a historical powerhouse that it leaves many wheelchair users wondering if its curbs, sidewalks, and modes of transportation are stuck in the past as well. I'm happy to report that this is generally not the case!

Philly is as modern as its ever-changing skyline, and it's a place that I enjoyed visiting recently as a

wheelchair user. In this article, I'll give you some tips for the best types of wheelchair accessible Philadelphia transportation you can use to go chase that famous cheesesteak.

Getting Around Philadelphia: Wheelchair accessible transportation & more

Walking and Rolling



Especially in the touristy areas and nicer neighborhoods, like downtown and Rittenhouse Square, getting around Philadelphia is easy. In these areas, Philly's sidewalks are largely wheelchair friendly. Curb cuts and tactile pavement adorn the generally clean sidewalks of these areas, and there are walk signals at almost every intersection. Old Town Philadelphia is a bit more challenging, as crosswalks and curbs show their age there. While you may run into some potholes or barriers there, Center City is where you're likely to spend most of your time, and especially around all the museums, the sidewalks are in excellent condition.

While Philadelphia is quite a large city, its attractions are for the most part clustered in Center City, which is ideal for wheelchair users. Most of the city's attractions exist within a 2-mile radius, with City Hall at the center. For example, if you start at Independence Hall and the Liberty Bell, you can travel just 2.4 miles and with a bit of zig-zagging, hit in order: the National Constitution Center, the United States Mint, City Hall, One Liberty Observation Deck, the famous LOVE sign, The Pennsylvania Academy of the Fine Arts, Drexel University's Academy of the Natural Sciences, The Franklin Institute, The Barnes Foundation's world-class art exhibits, The Rodin Museum's sculptures, and finally you'll end up at the Philadelphia Museum of Art. That's a LOT of adventure packed into a tiny area! The compact layout makes getting around Philadelphia a little easier.



Independence Hall

If you feel a bit more adventurous and like you could roll three miles on the sidewalks with no problem, you could start further east at the Independence Seaport Museum and hit up the Museum of the American Revolution and the Benjamin Franklin Museum on the way to the previous list of attractions. The moral of the story? Aside from perhaps the Philadelphia Zoo, most popular attractions are clustered in this well-maintained, central area. And since you could never actually see all of these in one day anyway, I suggest staying somewhere in the middle and just rolling a mile east or west each day!

Wheelchair Accessible Taxis

If you're staying further out from Central City, you'll want to take a taxi there at some point so that you can simply roll from one attraction to another. If you're flying in to the city you'll be able to get a wheelchair accessible taxi on demand at the airport, but you might have to wait a while! It's best to

reserve one in advance, choosing from one of the options below. These are the two major wheelchair accessible taxi options for getting around Philadelphia:

Freedom Taxi by Victory Cab Co

Widely considered a top wheelchair taxi option in Philly, Freedom Taxi features the city's first entirely ADA-compliant fleet, featuring over 200 Ford Crown Victoria Sedans. Other perks? Each cab is equipped with a GPS system and you can pay by credit card, which makes for an easy and efficient mode of transportation. You can book a taxi in advance on their website or by calling (215) 225-5000, or hail one via their mobile app.

215-Get-A-Cab

This company has an easy number to remember – so easy that you won't have to write it down and can just keep it in the back of your mind when traveling! (Although if you want to write it down now, the company's name translates to (215) 438-2222.) You can call in advance to schedule a trip, and that's encouraged if you'll be asking for a wheelchair accessible van. You can also order a taxi online or with their mobile app, and payment via credit card is an option. Plus, this company boasts that they'll never charge you surge pricing — something that is a definite plus if you're in town for a special event.

Philly PHLASH Buses

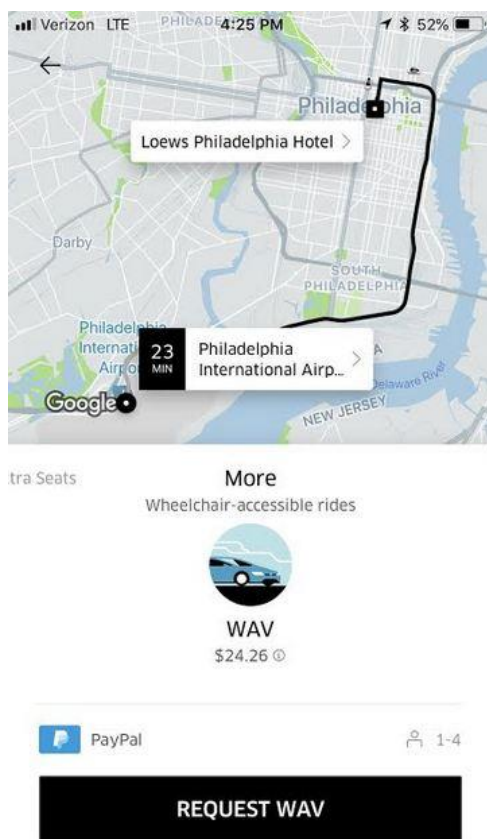


The bus is also a fantastic option for getting around Philadelphia, even if just from one attraction to another. You can take the regular city buses, but they've got a lot more routes and stops and are generally older than the PHLASH buses, which are geared especially toward tourists and have a much simpler route to decipher. I love the PHLASH buses because all of them are accessible and feature a fold out ramp at the front door as well as a designated wheelchair section.

The PHLASH downtown loop offers service from 10:00 AM to 6:00 PM, with buses coming every 15 minutes. And if you have any logistical questions, you can call their customer service representatives during those same hours at 484.881.3574 and get a quick answer. Each ride is \$2 and seniors ride free as do children under the age of four, or you can pay \$5 for a whole day's worth of rides. I highly recommend this, as it can be a lot cheaper than taking a cab or paying by the ride!

One thing you will want to do if you're planning on taking the bus is to visit their website to access the different routes and stop locations, and plan your route in advance. There are 22 stops, which range from Spruce Street Harbor Park, through Central City, to West Philadelphia. It is important to note that PHLASH's downtown loop is a seasonal transit program, which means that during some of the tourist "off" months, service is only available on weekends.

UberWAV and Lyft Access



UberWAV is easy to use!

Though the Pennsylvania state government has resisted ride-share companies like Uber and Lyft in the past, they're currently operating in Philadelphia. Last year the state's governor gave them the green light, but on the condition that the industry as a whole add a minimum of 70 wheelchair accessible vehicles (WAVs). Uber alone added 70 by the deadline, and they plan to add more in coming years!

If you want to request an accessible Uber in Philly, you'll have to request an UberWAV. It's the same price

as a standard UberX, but it comes with a rear-entry ramp and seating for four more passengers. Lyft also has wheelchair accessible vehicles to make getting around Philadelphia easier. When you're requesting a Lyft on the app, be sure to select "Settings" and then go to the "Service" category, ultimately selecting "Access" before requesting a ride. Then, you'll get an accessible vehicle with a ramp.



XOXO Philly

As you can see, there's plenty to do in Philly. Whether you're rolling around the long, flat sidewalks from museum to museum, hailing cabs like a true Philly native (or requesting a Lyft or Uber on your smartphone like a true Philly millennial), or hopping on and off the Philly PHLASH which is full of other tourists talking about their awesome experiences, getting around Philadelphia is pretty easy for wheelchair users.

**Thank you to Visit Philly for making this trip possible! While my experiences in Philadelphia were complimentary, all opinions are authentic and my own.*



Action News at 11 p.m.

Aired: **Sept. 26, 2018, 11:19:56 p.m.**

Length: **24 seconds**



Transcript: The Independence Visitor Center is packed with more things for visitors and residents to experience which is why there was a Grand Reveal party at Independence Mall. There were tours of exhibits as well as terrace area. All of the money raised goes toward the experience improvement project.



Action News at 10 p.m.

Aired: **Sept. 26, 2018, 10:26:31 p.m.**

Length: **9 seconds**



Transcript: The Independence Visitor Center has more than ever before. There was a Grand Party there tonight. There was an expanded terrace, as well as a welcome film of Philadelphia.



Independence Visitor Center unveils new amenities as part of \$15 million renovation



SUZANNE MONAGHAN

SEPTEMBER 26, 2018 - 9:37 PM



Local News

PHILADELPHIA (KYW Newsradio) — In an effort to improve the tourist experience in Philadelphia, the Independence Visitor Center unveiled the second phase of its \$15 million renovation project, featuring several new visitor amenities.

In the new open theater, the official Welcome Film of Philadelphia shows scenes of some of what makes Philly famous: the Liberty Bell, the Rocky statue, Independence Hall, the Philadelphia Museum of Art.

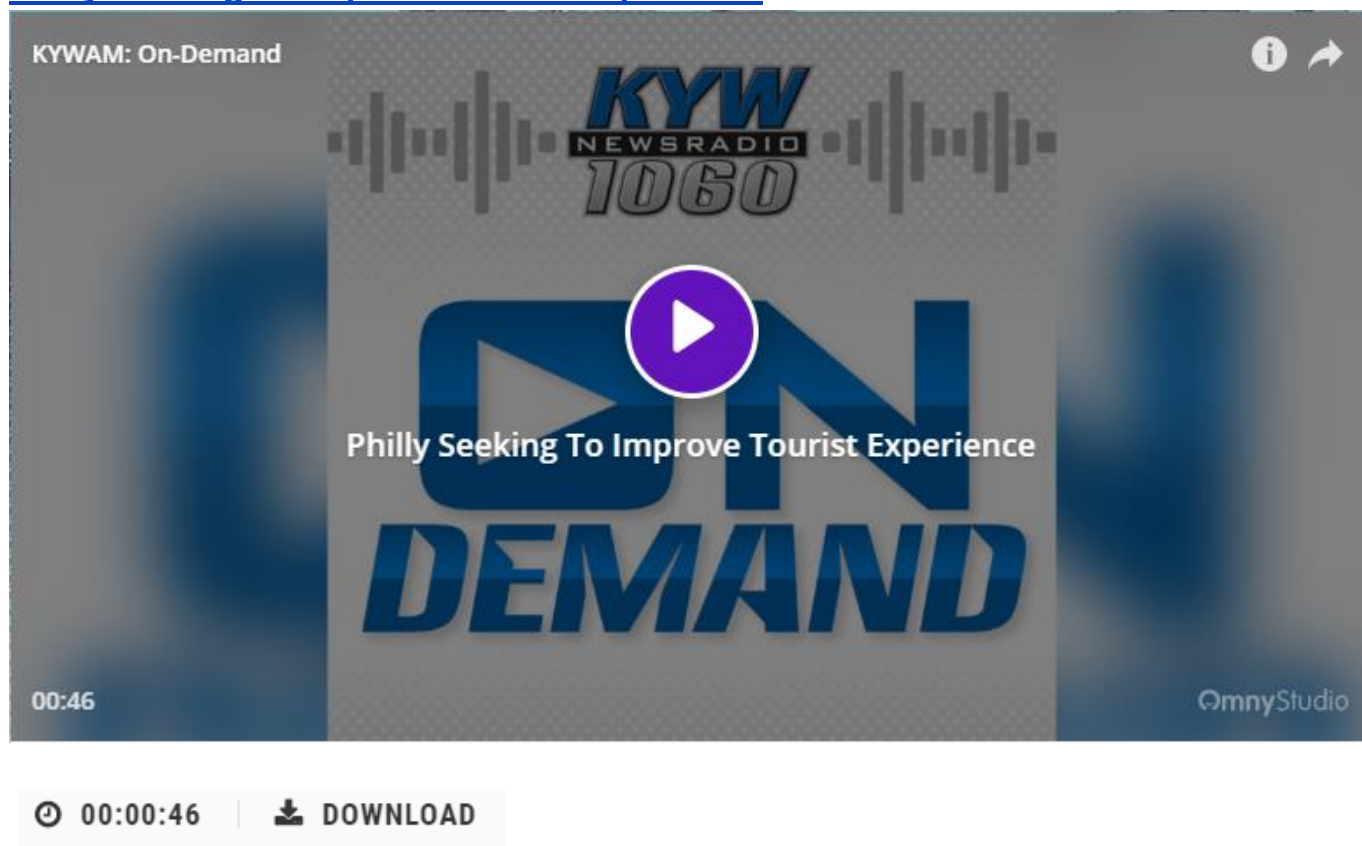
"The idea is to get people excited that they're in Philadelphia," said Independence Visitor Center President and CEO James Cuorato.

And that's all just part of the second phase of improvements. Another revamped theater will show videos produced by the National Park Service. The new bathrooms and enlarged gift shop were completed earlier, and Cuorato said the final round of the project will get underway this fall.

"Phase three will be a new desk for our visitor services staff, information about the city and the region, and a bank of 18 digital screens that will spring to life as the visitor approaches and give them all the information they need about the city," he said.

The entire Visitor Experience Improvement Project will be finished in the spring.

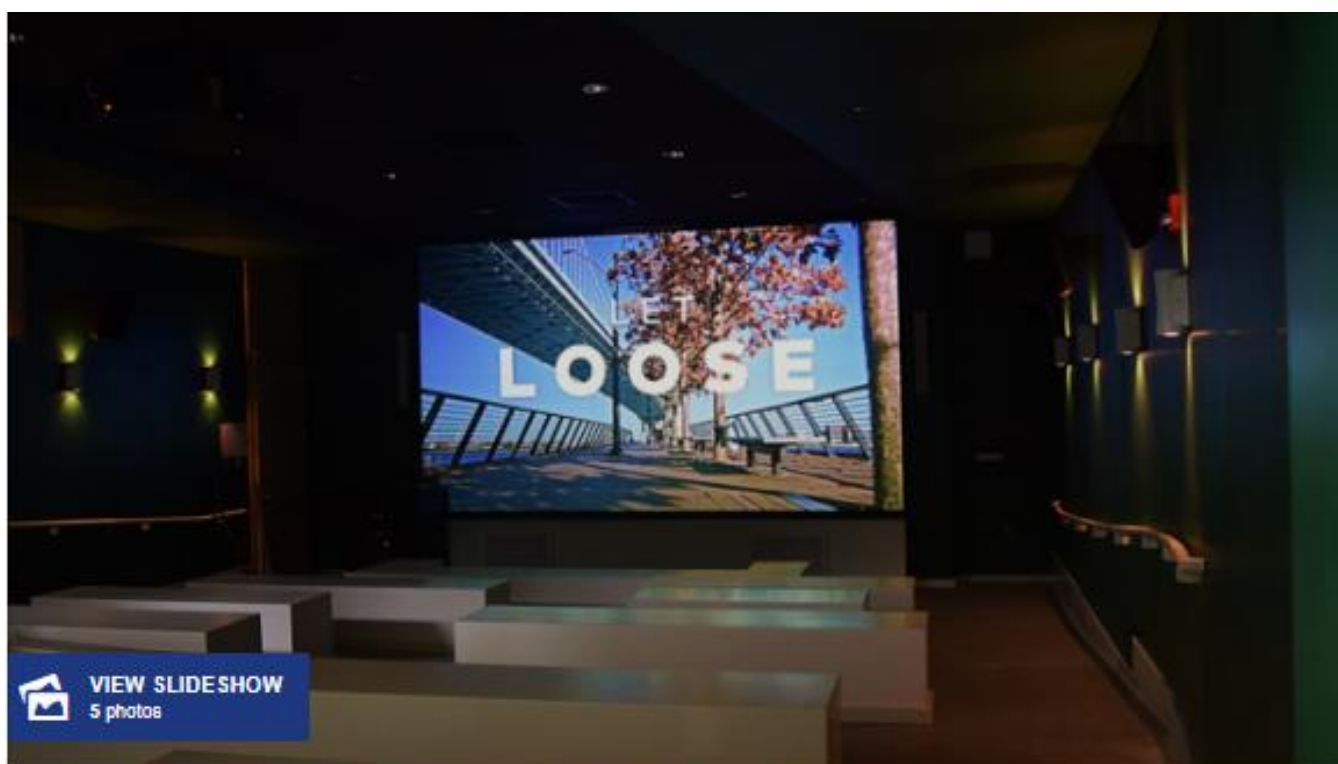
[Philly Seeking To Improve Tourist Experience](#)



PHILADELPHIA BUSINESS JOURNAL

[Travel & Tourism](#)

Independence Visitor Center \$15M renovation project nearly complete with latest milestone (Video)



By [Kenneth Hilario](#) – Reporter, Philadelphia Business Journal
Sept. 26, 2018, 12:55pm

The Independence Visitor Center is two-thirds of the way to being a completely new destination, and the milestone is following one of the building's best years for visitation.

Across from the Liberty Bell and Independence Hall, the visitor center has been undergoing a **\$15 million renovation** project dubbed the Visitor Experience Improvement Program.

The Independence Visitor Center Corp., which manages the building, is making headway on the yearslong project, which broke ground in January 2017.

The corporation in May this year **capped off the first phase** with the expansion of its top moneymaker, the gift shop, that now adopts a new format akin to that of a lifestyle retailer.

Independence Visitor Center gift shop expansion 2018

The new gift shop is twice as large as the previous one.



The center also **adopted a new logo**, a redesigned website and new brand assets, including the tagline, "Starting here can lead anywhere."

The recently completed second phase includes two new theaters and an official, eight-and-a-half minute Welcome Film of Philadelphia developed by Bluecadet, a **growing** Fishtown-based digital agency that's done work with the Museum of the American Revolution in Old City and the National WWII Museum in New Orleans.



A brief preview of the welcome film that will be on display at the Independence Visitor Center. (Independence Visitor Center Corp./Bluecadet)

Other second-phase changes include new interactive exhibit experiences featuring the Independence National Historical Park; a new location for a dedicated National Park Service ranger desk; and a new, second-floor wrap-around terrace.

The Independence Visitor Center Corp. will host Wednesday a grand reveal party, showcasing the completed two phases.

The final phase planned as part of the renovation project consists of a new dedicated visitor information desk; a new 42-foot long bank of interactive digital screens that will promote regional attractions dubbed the "Welcome Wall;" and a new café concept.

Phase 3 will start this fall, and the entire project should be completed in spring 2019, "just in time for our peak season next year," said James J. Cuorato, president and CEO of the IVCC.

The renovation project is a major undertaking, both from a construction aspect as well as from a financial aspect. Funding came from a number of sources, including Redevelopment Assistance Capital Program (RACP) grants and dollars from its endowment, which the IVCC board authorized.

The corporation earlier this year submitted an application for a \$1 million RACP, which it received. The \$15 million project will be fully funded.

"With the proceeds from our [grand reveal] event and the recently awarded RACP grant, we will have achieved our goal of \$15 million," Cuorato said.

The Visitor Experience Improvement Program could be seen as a worthwhile investment, especially since visitor centers are typically tourists' first destination in a new city.

The Independence Visitor Center generates between \$200 million and \$400 million in economic impact annually. Since it first opened in 2001, it's had over 38 million people go through its doors.

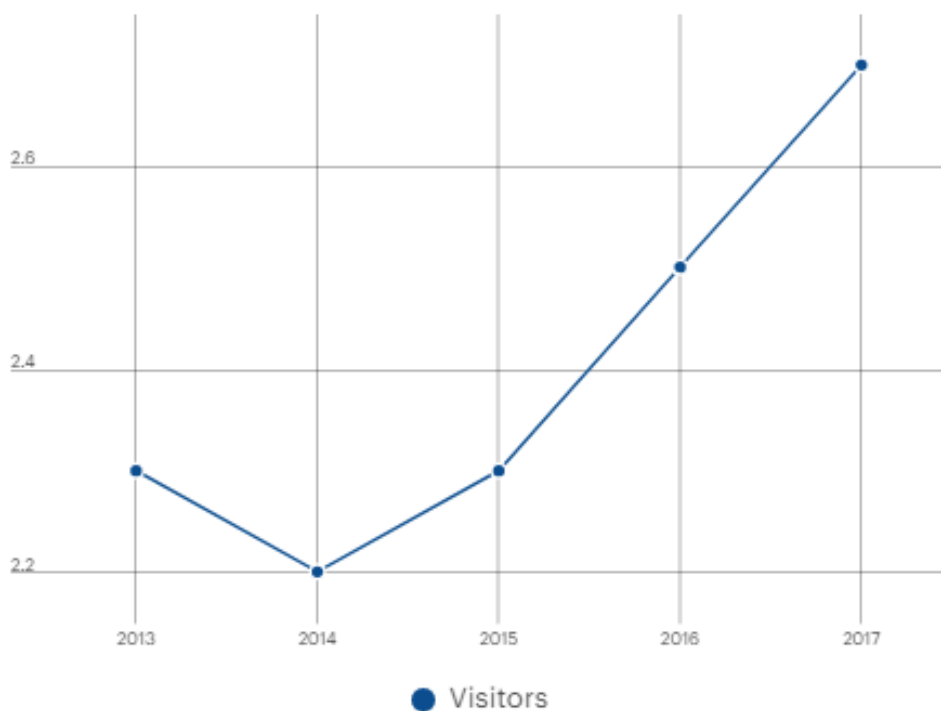
In 2017 alone, more than 2.7 million people visited the center — up 10 percent over 2016 and representing the building's second-highest visitation in its history. It may not come as a surprise, since the building was **already seeing increased figures** with a few months left to spare.

Visitation has grown over 17 percent between 2013 and 2017.

The \$15 million renovation itself is proving to be an economic engine — the increase in ongoing operations due to construction upgrades is supporting \$2 million in expenditures every year; \$22,000 in taxes; and 12 full-time permanent jobs in Pennsylvania. There have also been internal promotions with the Independence Visitor Center Corp.

SOARING VISITATION

The Independence Visitor Center in 2017 nabbed its second-highest visitation figure. Check the the graph to see how visitation's changed since 2013:



Source: Independence Visitor Center Corp.

[Share](#)

MODERN LUXURY PHILADELPHIA STYLE

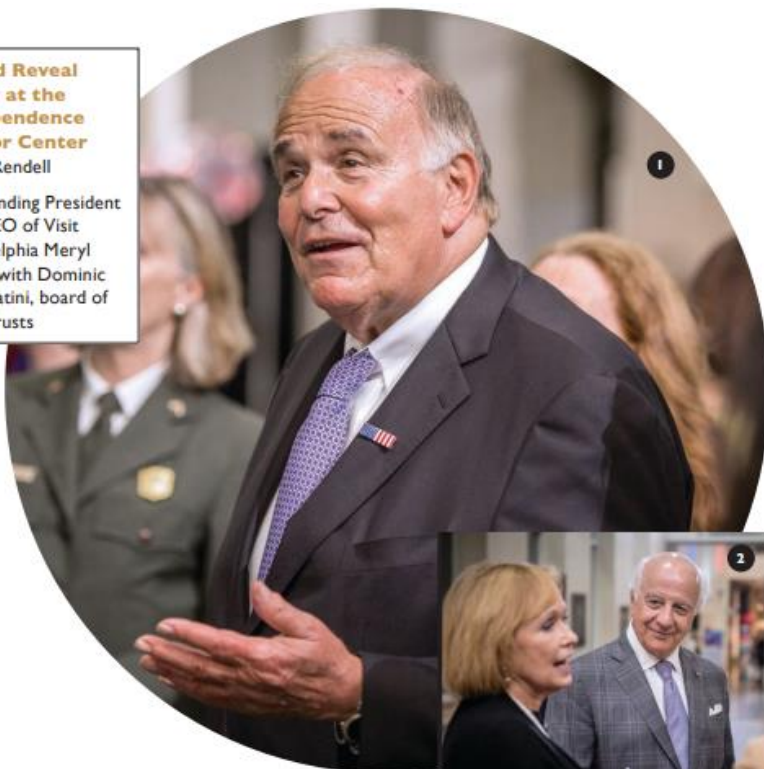
SOCIAL SCENE

[SNAPSHOTS]

HERE'S YOUR TICKET TO PHILADELPHIA'S HOTTEST PARTIES AND CHICEST SOIREES.

Grand Reveal Party at the Independence Visitor Center
1] Ed Rendell

2] Founding President and CEO of Visit Philadelphia Meryl Levitz with Dominic A. Sabatini, board of City Trusts



2.7 million

The average amount of international and domestic visitors annually to The Independence Visitor Center.

The Independence Visitor Center Corporation held a **Grand Reveal Party** for its newly completed visitor amenities. ... White Horse Fabric & Design promoted female entrepreneurship through The Conversations & Cocktails event. Taylor Burke Home owner Julianne Taylor signed copies of her new book, *Design Her*, while jewelry designer Lisi Lerch showed off her latest collection. ... The Pennsylvania Ballet kicked off its 2018-19 season with the annual gala, A Masquerade Ball. Ushered into the main hall by a flash mob, guests were treated to a surprise performance of the ballroom dance scene in *Romeo & Juliet*. ... M. Night Shyamalan dressed up as Edward Scissorhands during this year's Shyamaween, hosted at pingpong social club Spin. Proceeds from the

evening were donated to the M. Night Shyamalan Foundation... Philadelphia trendsetters gathered at Union Trust to toast to the launch of JAMES by Jimmy DeLaurentis—an Amalfi-inspired collection that supports Saved Me Animal Rescue. Philadelphia Eagles safety Rodney McLeod brought his pup, along with many of the Eagles wives. ... More than 600 guests—including the Phillie Phanatic, who posed for pictures—attended the Valley Forge Tourism & Convention Board Luncheon at the Greater Philadelphia Expo Center at Oaks. The annual function highlights the board's many accomplishments in promoting Montgomery County tourism. ... For Forever Young Med Spa's One-Year Anniversary, guests watched live demonstrations of injectables and skincare. ... From the latest exhibit openings to hot-ticket galas, turn the page to see shots from these not-to-be-missed events. —*Antonia DePace*

PHILADELPHIA BUSINESS JOURNAL

[Technology](#)

Photos: Grandmaster Flash performs DJ set at Independence Visitor Center



By [Michelle Caffrey](#) – Reporter, Philadelphia Business Journal
Oct 11, 2018, 1:57pm EDT

A hip hop legend entertained a crowd of telecom and tech professionals from across the country with a live video and DJ set at the Independence Visitor Center Wednesday night, when Center City-based Chorus Communications held the annual event in its home city for the first time.

The "Carriers' Ball" award ceremony and networking event is held in tandem with the Channel Partners Evolution conference, which focuses on companies that re-sell technology and telecom services from suppliers and is being held this week at the Pennsylvania Convention Center.

The Carrier's Ball isn't so much of a formal gala as it's a chance to recognize the carriers that make channel partner companies possible. As a master agency, Chorus works carriers and channel partners as it connects its clients, which include chains like Applebees and ShopRite, to the best tech and telecom services that meet their needs and budgets.

IVCC Press Clips, September – November 2018

"What was missing in the channel here is something to give back to carriers," said [Buffy Harakidas](#), director of marketing for Chorus. Awards were given out for best channel manager, best collocation services, and cyber security, among others.

Wednesday night marked the event's fourth year but the first time it's being held in Philadelphia since it's the first time the channel partners conference was held in the city. The Philadelphia theme was heavy throughout the night, with a living Rocky statue, [Ben Franklin](#) impersonator, Mummers and hors d'oeuvres that included Tastykakes and Italian hoagies. "We want to really give them the Philly feel," Harakidas said.

Chorus wanted to highlight the city especially carriers are beginning to pay more attention to the region and its tech scene, said [Amy Servis](#), channel manager for Chorus, noting Vonage as one.

"A lot of carriers nationwide don't have a presence in Philadelphia, but are now starting to," she said.

PHILADELPHIA STYLE

PHILADELPHIA FILM FESTIVAL OPENING NIGHT 2018



Peter Hedges, Judy Wellington, and Michael Lerman

PHOTOGRAPHY BY ANDRE FLEWELLEN

October 18, 2018 | [Parties](#)

On October 18, 2018, the [Philadelphia Film Society](#) held an opening night film and party to kick-off the start of the [27th Philadelphia Film Festival](#). The evening began at the Philadelphia Film Center with a screening of *Ben Is Back*, a story about a family dealing with addiction, which stars Julia Roberts and Courtney B. Vance. After the screening, guests attended the opening night party at [The Liberty View at the Independence Visitor Center](#), where they enjoyed lite bites and drinks.

Tags: [EVENTS](#) [PARTIES](#) [PHOTOS](#) [GALLERIES](#)



Free holiday shuttle offers service to 11 Center City stops



[RACHEL KURLAND](#)

NOVEMBER 21, 2018 - 3:06 PM



PHILADELPHIA (KYW Newsradio) — With the beginning of the holiday season comes an age-old tradition: a symphony of car horns blasting while sitting in monstrous holiday traffic.

To hopefully [ease the congestion](#) of holiday shoppers this season, Visit Philadelphia and Phlash are launching the Philly Holiday Festival Shuttle.

The free shuttle service provides access to 11 stops based around popular Center City shopping destinations as well as signature holiday events in the city.

The shuttle picks up at the Blue Cross RiverRink's Winterfest event, then makes stops near:

- Independence Mall
- the holiday tree at City Hall and winter activities at Dilworth Park

IVCC Press Clips, September – November 2018

- Christmas Village in LOVE Park
- the Comcast Holiday Spectacular at the Comcast Center
- "A Very Philadelphia Holiday" at One Liberty Observation Deck
- Macy's Christmas Light Show and Dickens Village
- the tree at the Betsy Ross House
- Franklin Square Holiday Festival & [Electrical Spectacle](#) Holiday Light Show
- and the marketplace and performances at Cherry Street Pier

The shuttle service runs Thursdays through Sundays between Nov. 23 and Dec. 30. It comes every 20 to 30 minutes between 6 and 9 p.m.

The shuttle also offers daily daytime service beginning at 10 a.m., but for a fee: \$2 for single rides or \$5 for all-day passes.

For a map of the shuttle locations or more information, visit phillyholidayfestival.com.



Philly PHLASH Offers Free Shuttle Service For Holiday Season

November 24, 2018 at 10:33 am Filed Under: [Local](#), [Local TV](#), [Philly PHLASH](#)



PHILADELPHIA (CBS) — The [Philly PHLASH](#) is now offering free rides to holiday attractions around Philadelphia. The PHLASH kicked off the first evening of [service](#) Saturday night.

The [route](#) includes 11 stops including the Christmas Village, Franklin Square, and Cherry Street Marketplace.

Free [shuttle service](#) runs Thursdays through Sundays from 6 p.m. to 9 p.m., every 20 to 30 minutes.

Visitors can hop on and off at any point during the route that begins at Independence Mall to the [Art Museum](#) and back down passed City Hall.

The whole trip takes about 45 minutes depending on [traffic](#), according to a spokesperson.



CBS Philly Eyewitness News at 6 p.m.

Aired: Nov. 27, 2018

Length: 1 minute, 30 seconds



Independence Visitor Center Kicks Off Holiday Season In A Fun Way

Erin McGee had 60 seconds to grab as many items she could hold from the Independence gift shop.



Action News at 5 p.m.

Aired: Nov. 27, 2018, 5:47:50 p.m.

Length: 27 seconds



Transcript: The Independence Visitor Center is packed with more things for visitors and residents to experience which is why there was a Grand Reveal party at Independence Mall. There were tours of exhibits as well as terrace area. All of the money raised goes toward the experience improvement project.



Winner of gift grab contest racks up nearly \$800 in merchandise



[JOHN MCDEVITT](#)

NOVEMBER 27, 2018 - 2:56 PM



PHILADELPHIA (KYW Newsradio) — A \$300 Rocky statue was among items grabbed during a contest promoting Philly-centric gifts at the Independence Visitor Center.

Erin McGee of South Philly had 60 seconds to grab as many items from the gift shop as she could carry.

"I wanted sweatshirts, some clothes, some Christmas items for the kids, and obviously the Rocky statue because it's a big ticket item and it's awesome," she said.

"You had to enter through Instagram, and one of our goals is to increase our social media presence and followers and we did that," said James Cuorato, CEO of the Independence Visitor Center Corporation.

"We had several hundred entrants and we picked Erin at random. We also wanted to show off our gift shop, which we are very proud of as we enter the holiday season here. There are Philadelphia gifts for everyone on your shopping list."

Erin racked up \$775.84 in merchandise.

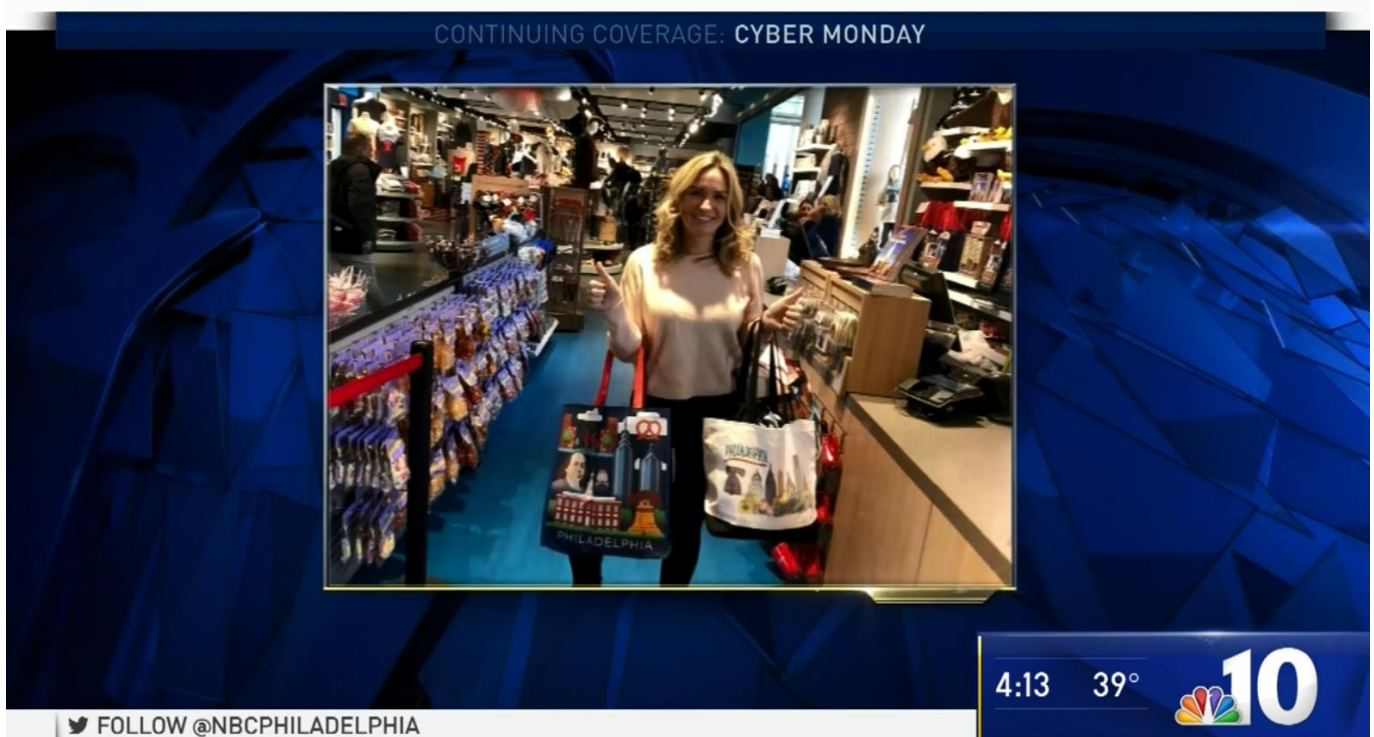
The Independence Visitor Center Corporation will match that and write a check to a local charity.





Local Volunteers Celebrate Giving Tuesday

(Published Tuesday, Nov 27, 2018 | Credit: Brandon Hudson)



After the spending sprees on Black Friday and Cyber Monday it's time to give back with Giving Tuesday! NBC10 spoke with local volunteers who look forward to reaping the benefits of others' generosity.

**PHILADELPHIA
BUSINESS JOURNAL**

Travel & Tourism

Hospitality Change Agents: James J. Cuorato, Independence Visitor Center Corp.



James J. Cuorato, president and CEO of the Independence Visitor Center Corp. L. PLATA/NEFF ASSOCIATES FOR IVCC



By [Kenneth Hilario](#) – Reporter, Philadelphia Business Journal
Nov 29, 2018, 4:00pm

Hospitality and tourism are associated with fun attractions and events, so it's easy to brush their importance aside. But they're as vital to a region as life sciences, education and other industries are.

They're economic powerhouses, pumping billions of dollars into Greater Philadelphia and creating thousands of jobs — all while making the region's image and reputation even more attractive to the outsider.

Here's the proof: Hospitality is Philadelphia's second-largest employer and the region's fourth largest; domestic visitors in 2017 generated \$11.5 billion in economic impact; overseas visitors in the same year generated \$1.1 billion; and the region's art and cultural sectors creates \$4.1 billion in economic impact.

The leaders featured in this issue of the Philadelphia Business Journal stand out because they take risks to make it clear hospitality and tourism are must-haves, not nice-to-haves.

James J. Cuorato

President and CEO, Independence Visitor Center Corp.

James J. Cuorato, president and CEO of the Independence Visitor Center Corp., which manages the Independence Visitor Center, is all about making visitors happy in the City of Brotherly Love.

He's got an eye for and a knack for knowing what changes must be made to attract future visitors.

Along with operating the Phlash buses that gets tourists and residents around the city, the corporation's latest, greatest endeavor under Cuorato's leadership is the \$15 million project to enhance the Visitor Center by expanding the second-floor and outdoor terrace, adding multiple touchscreen and digital displays and more.

The massive project is meant to improve the customer and visitor experience, which matters because a visitor center will typically be tourists' first stop or introduction to a city.

The Independence Visitor Center is a major attraction in Philadelphia; in 2017 alone, more than 2.7 million people visited the center — a 10 percent increase over 2016 and representing the building's second-highest visitation on record.

A positive, enhanced experience for the visitor can only lead to better things for Philadelphia's hospitality industry.

What would you say is the biggest accomplishment in Philadelphia's hospitality industry?

The Pennsylvania Convention Center was a game-changer for the industry. It not only got us back in the game, but moved us to the forefront of convention cities in America.

What has been the biggest change in the industry, good or bad?

The plethora of new hotels has provided a solid foundation for the industry and helped to increase both business and leisure travel.

What's the biggest challenge in your area of the hospitality industry?

Ensuring that we're staying current and relevant in delivering information to our visitors. People are getting their travel information in entirely different ways now given the advances in technology.

How is the Independence Visitor Center Corp. addressing those challenges?

Our Visitor Experience Improvement Program will enable us to provide current information on attractions in the Philadelphia area in new, creative and dynamic ways.

What's your argument that the hospitality industry is a must-have? Are there any misconceptions?

The economic impact of the industry is understated and, in some cases, underappreciated. It's one of the best industries for growing and advancing one's career.

The misconception is that it's mostly fun and parties, but people in the industry work hard to produce enjoyable experiences for travelers and that translates directly into economic impact and more job creation.

You have to love an industry whose main goal is to make people happy.

Where do you see Philadelphia's hospitality industry in five, 10 or 20 years?

The future is bright. There are several new hotels coming online next year, and the number of major conventions begins to increase rapidly. New restaurants and shopping opportunities abound, and our reputation as a "must-see" city is growing.

We will continue to grow all of our major travel segments — business, leisure, and groups — and we'll be perfectly positioned to be the host city for the country's semiquincentennial.

How is the IVCC encouraging change?

We've opened "satellite" visitor centers to bring our services to visitors in different parts of the city, and we assumed control and expanded the use of the Phlash, Philly's downtown bus loop. The Phlash now operates in all or parts of 10 months of the year.

What changes are you striving for?

We want to keep the Visitor Center up-to-date and continually introduce new ideas, features and amenities. Our goal is to make sure every person who enters the Center has a pleasant and rewarding experience.

If money was no object, what would you do for the hospitality industry?

For our industry and the city as a whole: solve the tragic problem of homelessness and ensure that people who are currently on the streets and in distress find permanent shelter and comfort.

Where else did you work within the hospitality industry before your current role?

Penn's Landing Corp., now the Delaware River Waterfront Corp, and the city's Department of Commerce.

What's your greatest professional accomplishment?

Implementing our Visitor Experience Improvement Program at the Visitor Center.

What's your greatest personal accomplishment?

Raising my two wonderful sons.

Where would you be if you weren't in the hospitality industry?

At another nonprofit or in public service.