

A few minutes with ... Eric Goldstein

Jul 7, 2016, 9:51am EDT

The [Valley Forge Casino Resort](#) last week debuted its food truck The Break @ Valley Beach in conjunction with the reopening of its Valley Forge Poolside Club, which has a new outdoor yoga program.

I spoke with [Eric Goldstein](#), executive director of the King of Prussia District — which partnered with the casino for the program — about KOP-BID's outlook on hospitality.

Purpose of partnering with the casino? As we work to create a lively and engaged King of Prussia business park, soon to be complete with an active linear park and mixed-use development, it was important for us to host free events for employees and residents that they can enjoy now.

Yoga Happy Hour ... is perfect for all levels of practice. It promotes a healthy work-life balance, allowing employees [who may not live in KoP] to stay connected to our community after the workday has ended.

Hosting the series at Valley Beach allows us to showcase one of the great attractions in King of Prussia, while providing a fun environment for fitness.

Work with other hospitality organizations? We are working closely with the Valley Forge Tourism and Convention Board to welcome new attractions, hotels, retailers and restaurants that are opening in King of Prussia.

We've created a 'Welcome to King of Prussia' mailer and have started distributing it this summer to welcome the dozens of new retailers, attractions and restaurants opening in 2016.

The joint marketing piece provides a comprehensive overview of KoP and a warm welcome to our new businesses.

Even before their doors are open, staff from both KOP-BID and VFTCB have been able to provide an overview of King of Prussia, assist with marketing efforts and grand opening events to ensure business is a huge success.

What's your vision for hospitality? As King of Prussia continues to thrive and grow, so to will our partnerships with area stakeholders, chambers, tourism agencies and hospitality organizations.

KoP future as a dining destination? With a strong history of success for retailers and restaurants, King of Prussia continues to be test market for many looking to open in the region.

In 2015 and 2016, over 20 new retailers and restaurants opened, or will open, their first Pennsylvania locations in King of Prussia.