



2025

Community Engagement Action Plan



KING OF
PRUSSIA
DISTRICT

Executive Summary



King of Prussia District is proud to share its 2025 Community Engagement Action Plan—a strategic roadmap shaped by community voices and designed to enhance our visibility, deepen partnerships and amplify the vibrancy of King of Prussia.

This plan is an outcome of the KOP Community Connection Project, a year-long initiative that strengthened our understanding of and connection with the people and businesses we serve.

Recognizing the evolving needs of a dynamic community, we partnered with Connect the Dots to lead a strategic engagement process that included internal workshops, surveys, pop-up events, focus groups and stakeholder interviews. The effort targeted six key audiences: Employees, Residents, Consumers, Property Owners, Potential Businesses and the Upper Merion Township Board of Supervisors.

The engagement process surfaced both challenges and strategic opportunities. While many long-time residents were familiar with the District, newer community members and employees had limited awareness of our role and contributions. This highlights the need for stronger, more transparent communication across all platforms. Encouragingly, our marketing campaigns and events were positively received and serve as strong platforms to increase visibility and engagement moving forward.

Participants across all audience groups emphasized the critical role of transportation and mobility in shaping quality of life and economic opportunity. While large-scale infrastructure projects remain important long-term goals, there is also a clear call for practical, short-term improvements that enhance walkability and connectivity today. Additionally, prospective businesses pointed to regulatory challenges and requested greater access to local economic data to make informed decisions.



The insights gathered through this process form the basis of several key strategic considerations now shaping our approach to community engagement, including:

- **Enhancing Communications:** Prioritizing clarity, consistency and education about the District's role across all platforms.
- **Supporting Business Development:** Collaborating with the Township to streamline processes and reduce barriers to growth for all businesses.
- **Leveraging Data and Analytics:** Using insights to drive transparency, decisions and storytelling.
- **Improving Mobility:** Advancing affordable and impactful transportation solutions to better serve our community.

Since completing the study, District staff convened internal teams and program committees to review findings, align priorities and develop this Community Engagement Action Plan. This process has also informed our 2025 budgeting and funding strategies to ensure meaningful follow-through on the community's input. The Community Engagement Action Plan outlines King of Prussia District's strategy to strengthen visibility, foster collaboration and boost community involvement. Guided by feedback from the KOP Community Connection Project, the plan focuses on four primary goals:

1. Enhance visibility and recognition of King of Prussia District and our programs.
2. Deepen engagement with public, private and nonprofit partners by fostering collaboration, aligning on shared goals and supporting joint initiatives.
3. Increase community engagement by enhancing our own events and supporting other events in King of Prussia to ensure they are better attended and more impactful.
4. Leverage data to address community concerns by providing clear, accessible insights that inform decision-making and demonstrate the impact of King of Prussia District's initiatives.

Ultimately, this plan represents a renewed commitment to listening, responding and acting in alignment with our mission to accelerate economic growth by making King of Prussia vibrant, attractive and prosperous.



Action Plan



Goal 1

Enhance visibility and recognition of King of Prussia District and our programs.

Target Audience

Employees, Residents, UMT Supervisors, Stakeholders, Tenants & Prospects

Digital & Social Media

- Launch a monthly “District Digest” blog series focusing on our mission, programs, funding and program impact, and cross promote via social and email.
- Run a targeted Facebook campaign to grow email subscribers, replicating past success.
- Audit VisitKOP.com to assess the clarity, accuracy and accessibility of information regarding our programs. Identify any areas that may require updates, improvements or reorganization to enhance user experience. Implement necessary changes to ensure the website effectively communicates our initiatives and engages our target audience.
- Build landing pages tailored to key audiences including residents, visitors and employees, and include QR codes on marketing materials.
- Host webinars showcasing key findings from reports and upload recordings to our YouTube channel. Repurpose content for visitkop.com and our social channels.

Collateral & Signage

- Wrap Sprinter van in custom vinyl graphics to increase brand visibility and reinforce King of Prussia District’s presence throughout the region as the van travels to meetings, events and around town.
- Distribute annual save-the-date event rack cards to corporate and multifamily buildings, as well as the township building and community center.
- Create signage or branding elements for the roadway litter program and the installation and maintenance of planting beds to highlight our involvement and reinforce our community impact.
- Create a suite of King of Prussia District-branded signage and giveaways that showcases our programs for use at both our events and community events, as well as other exhibition opportunities.



Action Plan: Goal 1

Community & Business Engagement

- Continue biannual lunch meetings for corporate and multifamily housing property managers to share information, foster communication and maintain engagement.
- Coordinate a meeting for general managers of King of Prussia restaurants to network, share information and play a role in planning our programs. Engaging restaurant leaders in this way will strengthen their connection to our efforts, encourage collaboration and ensure our initiatives align with their needs.
- Form resident and employee engagement committees to bring together key voices who can help shape future strategies and help us penetrate those audiences. These committees will provide a platform for networking, sharing insights and offering feedback on initiatives that impact those who live and work in King of Prussia.
- Sponsor and participate in events and activities that engage King of Prussia residents and employees to strengthen community connections and expand our reach. Additionally, support professional events that attract potential prospects (businesses) for King of Prussia. Maximize visibility by promoting our involvement and taking advantage of tabling opportunities and other benefits whenever possible.

Business Outreach & Retention

- Connect with all new businesses within the first two weeks of their opening to introduce King of Prussia District (scheduling an in-person meeting whenever possible) and share how we can support their integration into the community. Offer resources and opportunities to help them establish a strong local presence and build connections.

Public Relations & Communications

- Share programming updates (including non-event information) with UMT Dept. of Public Information on a more consistent basis for their email and social channels.
- Coordinate two appearances per year on Upper Merion Township's Public Access to provide community updates and highlight key initiatives.
- Retain a public relations consultant to enhance media outreach, strengthen brand visibility and develop strategic messaging that positions King of Prussia District as a leader in community and economic development.

Evaluation & Reporting

- Conduct an annual digital survey to measure impact and engagement within the community, gathering valuable insights to inform future initiatives and improvements.
- Develop internal Key Performance Indicator dashboard to track engagement and outcomes.

Administrative

- Expand the Events Manager role to Events and Engagement Manager to ensure we have a dedicated person, alongside the Director of Marketing & Communications, focused on executing our community engagement plan.





Goal 2

Deepen engagement with public, private and nonprofit partners by fostering collaboration, aligning on shared goals and supporting joint initiatives.

Target Audience

Upper Merion Township (officials, staff, committees, public safety, public works), Montgomery County Government (Board of Commissioners, Planning Commission, Commerce Department), Regional Authorities (SEPTA, DVRPC, PennDOT), State Legislators & Agencies, Chambers of Commerce, Valley Forge Tourism & Convention Board

Community & Business Engagement

- Strengthen engagement with Upper Merion Township's Citizen Boards, with a focus on the Economic & Community Development Committee (ECDC), by attending events and meetings. Keep them informed about our initiatives and explore opportunities for collaboration to enhance community and economic development efforts.
- Serve as a data resource for Upper Merion Township and partner organizations, providing research, insights and trend analysis as needed to support informed decision-making.
- Secure a speaking or presentation role at the Township's biannual Citizen Board Chair Breakfast to share updates and strengthen visibility with key community leaders.
- Hold regular meetings with municipal and organizational leadership to share updates on District projects, discuss mutual priorities and explore partnership opportunities.
- Whenever possible, include representatives from public, private and nonprofit sectors on committees to foster collaboration and ensure diverse perspectives.
- Build a stronger grant network with Montgomery County by coordinating on funding priorities, sharing opportunities and pursuing joint applications.

Digital & Social Media

- Develop a blog series to highlight nonprofits operating in or serving Upper Merion Township.
- Feature Upper Merion Township events and initiatives on our blog to enhance community engagement and support local happenings.





Goal 3

Increase community engagement by enhancing our own events and supporting other events in King of Prussia to ensure they are better attended and more impactful.

Target Audience

Employees, Residents, Consumers, Stakeholders, Tenants & Prospects

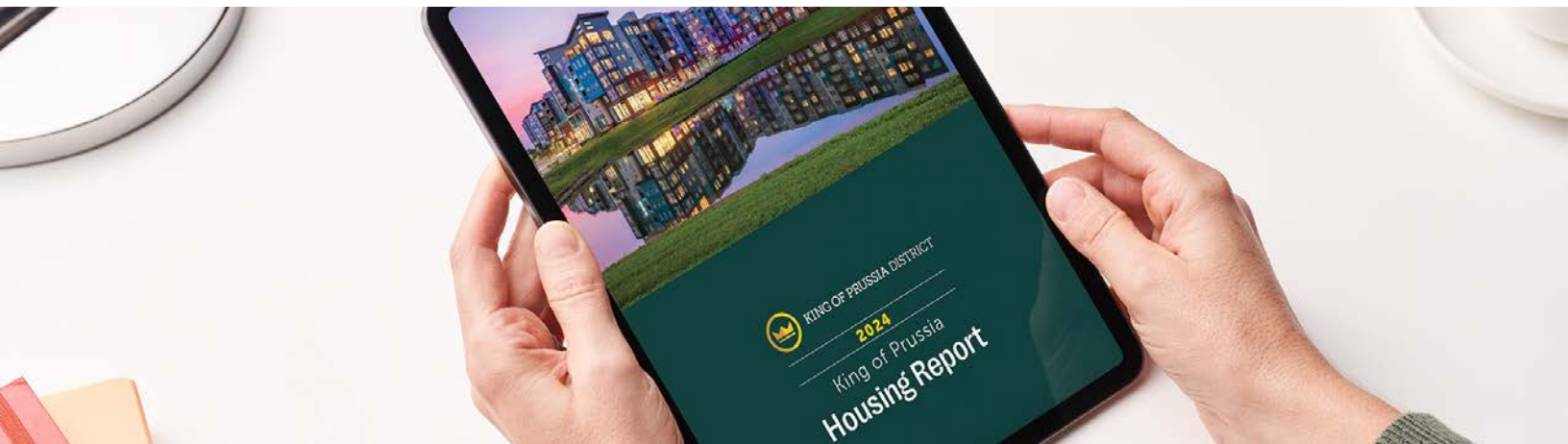
Digital & Social Media

- Add an event feed tool to visitkop.com to keep the event calendar current and comprehensive.
- Produce weekly social stories/posts promoting upcoming weekend events, themed lists (family-friendly, after work, etc.).

Evaluation & Reporting

- Regularly monitor event attendance as a key success metric by analyzing ticket sales, foot traffic with Placer.ai and other relevant tools.
- Continue sending post-event surveys to attendees to gather feedback, measure success and identify opportunities for improvement in future events.





Goal 4

Leverage data to address community concerns by providing clear, accessible insights that inform decision-making and demonstrate the impact of King of Prussia District's initiatives.

Target Audience

Residents, Employees, Businesses, UMT Supervisors, Stakeholders, Tenants & Prospects

KOP Data Dashboard

- Regularly update key datasets on varying timelines and gather public feedback by midyear to ensure the dashboard continues to meet evolving community needs.
- Promote the dashboard as a tool to support HQ KOP and attract target companies through data storytelling.

KOP Centralized Database

- Streamline internal workflows by building and maintaining a centralized database that supports updates for the annual report, data dashboard and trend analysis.
- Use the database as a resource for stakeholders seeking targeted data or market insights to inform business decisions.

New Reports & Online Platforms

- Explore the development of new digital tools and reports aligned with stakeholder interests, examples include Retail Industry Report and Pedestrian Flow Analysis for major events like the Block Party.



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MISSION

King of Prussia District accelerates economic growth by making King of Prussia vibrant, attractive and prosperous.

VISION

King of Prussia is Greater Philadelphia's economic powerhouse and premier location for community and commerce.

GUIDING PRICIPLES

- >> Inspire collaboration to strengthen community.
- >> Advocate for our stakeholders.
- >> Elevate King of Prussia's profile.
- >> Deliver a compelling vision for King of Prussia's future.
- >> Strive to increase property values.

CORE VALUES

Progressive

We realize opportunity, challenge convention and pursue our vision with passion.



Determined

We strive for excellence, produce with purpose and inspire collaborations that strengthen community.



Fun

We value humor and personality as much as accomplishment, create extraordinary experiences and have fun while we get sh*t done!

Staff

Eric Goldstein

President & CEO

Rachel Ammon

Director, Marketing & Communications

Chris Basler

Director, Capital Projects & Planning

Julie DeMasi

Manager, Finances & Administration

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