



KING OF PRUSSIA DISTRICT

2026

Community Engagement

Action Plan



Executive Summary

King of Prussia District is proud to present our 2026 Community Engagement Action Plan, a strategic roadmap designed to increase visibility, strengthen partnerships and amplify the vibrancy of King of Prussia.

This plan builds on the 2025 Action Plan, which emerged from the KOP Community Connection Project, a year-long initiative that deepened our understanding of, and connection with, the people and businesses we serve. Throughout 2024, the District partnered with Connect the Dots to conduct a comprehensive community engagement process that included internal workshops, surveys, pop-up events, focus groups and stakeholder interviews. The effort focused on six key audiences: employees, residents, consumers, property owners, prospective businesses and the Upper Merion Township Board of Supervisors.

Insights gathered through this process informed several core strategic considerations that continue to guide our approach to community engagement:

- **Enhance Communications:** Prioritize clarity, consistency and education about the District's role across all platforms.
- **Support Business Development:** Collaborate with Upper Merion Township to streamline processes, reduce barriers to growth and attract new, desired businesses to King of Prussia.
- **Leverage Data and Analytics:** Use research to drive transparency, inform decisions and strengthen storytelling.
- **Improve Mobility and the Physical Environment:** Advance impactful transportation solutions and design, build and maintain public landscapes to better serve our community.

The 2026 Community Engagement Action Plan outlines King of Prussia District's strategy across our five programs and centers 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 District-led events and supporting other events throughout King of Prussia to improve attendance and impact.
4. Leverage data to address community concerns by providing clear, accessible insights that inform decision-making and demonstrate the impact of District initiatives.

This action plan charts a clear path forward by aligning community priorities with focused actions. The plan also supports economic growth and strengthens King of Prussia as a vibrant, attractive and prosperous destination.



Action Plan



Goal 1:

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

Target Audience: Employees, Residents, UMT Supervisors, Stakeholders, Tenants & Prospective Businesses

Marketing & Communications

- Produce a By the Numbers rack card to show our 2025 impact and distribute to new contacts and the community throughout the year. Share facts on social media throughout January.
- Create a welcome packet for new businesses. Incorporate information from KOP businesses (team building opportunities, catering menus, hotels, etc.) as well as information about our mission and programs.
- Collaborate with businesses to conduct gift card giveaways on social media.
- Run a targeted Facebook campaign to grow email subscribers, replicating past success.
- Build on the successful pilot from late 2025, by sending weekly 3 Things to Know emails to the Board of Directors and Engagement Committees with brief project updates, event information and wins.
- Review the types, cadence and audiences of our email communications to evaluate effectiveness, then implement updates that improve clarity, relevance and reach.
- Launch the employee and resident landing pages and drive awareness through postcards, email outreach, social media and lobby activations.
- Coordinate meetings for key stakeholder groups in KOP to network, share information, and contribute to program planning, including:
 - Commercial real estate professionals
 - Hotel management
 - Restaurant management
 - Corporate and multifamily property management
- Conduct yearly review of Engagement Committees to ensure that they are operating efficiently, remain representative of key stakeholders and continue to provide valuable guidance for District initiatives.
- Develop a sponsorship and community tabling plan that expands outreach, boosts brand awareness and deepens connections with local stakeholders.

Action Plan

- Conduct an annual spring digital survey to measure impact and engagement within the community, gathering valuable insights to inform future initiatives and improvements.

Research & Data Analytics

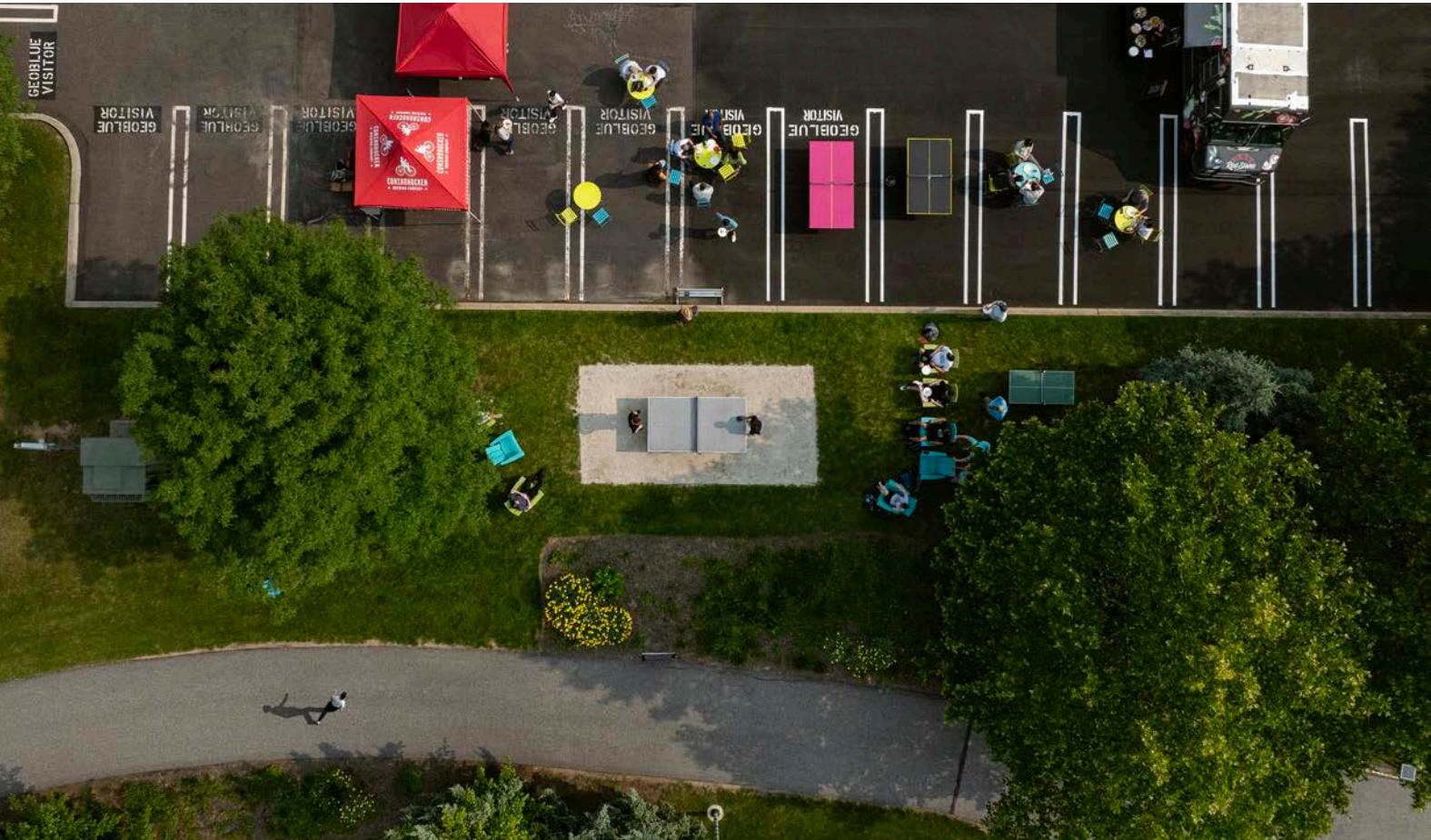
- Develop comprehensive commercial reports across the retail, office and life sciences sectors that support media coverage, highlight KOP's success and reinforce its reputation as a premier place to do business.
- Share key research findings through media, partners and public-facing channels.

Transportation

- Prepare and submit grant applications seeking funds to implement transportation projects in King of Prussia, including the Moore Road Multimodal Trail, the Valley Forge Gateway Trail and Town Center Road ROW improvements. The applications to local, state and federal agencies and private foundations will highlight King of Prussia District's success in executing project plans that address community needs and benefit the region.

Physical Improvements

- Implement Moore Park wayfinding signage along the First Avenue Linear Park.
- Prepare and submit grant applications seeking funds to implement physical improvement projects in King of Prussia, including the Clean Streets Program and Recharge Park amenities. The applications to local, state and federal agencies and private foundations will highlight King of Prussia District's success in executing project plans that address community needs and benefit the region.



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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 and Tourism Agencies

Administration

- Engage government relations firm to improve connections with key legislators and government officials and raise the profile of King of Prussia District, our mission, vision and programs.
- Conduct a variety of in-person meetings in Harrisburg and at the King of Prussia District office to foster these relationships and showcase our impact in the community along with future goals and objectives.
- Develop an organizational funding strategy that aligns with our program priorities and outlines timelines and likely sources of state and county funding opportunities.

Marketing & Communications

- Further engage with Upper Merion Township's ECDC to support the Week of Service and encourage greater involvement from KOP businesses.
- Support local America250 initiatives by participating, promoting and engaging in related community efforts.
- Shift the First Responders Appreciation Week check presentation to an Upper Merion Township meeting and consider methods for enhancing resident awareness of other give-back initiatives.

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Research & Data Analytics

- Strengthen relationships with research and data teams at peer BIDs to better understand their tools, reports and approaches.
- Attend webinars and presentations hosted by peer BIDs to learn about their data platforms, dashboards and reporting formats.
- Invite industry professionals to participate as guest speakers or panelists in our commercial webinars, bringing outside perspectives to KOP's research efforts.

Land Use & Zoning

- Assist the Township with developing and implementing Comprehensive Plan objectives.
- Promote multimodal transportation strategies in Township planning documents and advocate for specific policies, including an official map, zoning relief for impermeable allowance, encouraging public pedestrian facilities on private properties, establishing and implementing design standards which promote multimodal transportation and engaging large private landholders and institutions to provide transportation corridor easements for future trail development.
- Coordinate with the Township on the recruitment of high-priority businesses.

Transportation

- Conduct community meetings and stakeholder interviews to further design and construct Renaissance Park ROW improvements, the Moore Road Multimodal Trail, Town Center Road ROW improvements and the Valley Forge Gateway Trail.
- Secure public access easements on private properties for Renaissance Park ROW improvements, the Moore Road Multimodal Trail, Town Center Road ROW improvements and the Valley Forge Gateway Trail.
- Launch the Valley Forge Gateway Trail Partnership and manage its marketing and funding strategy through the William Penn Foundation grant.

Physical Improvements

- Conduct community meetings and stakeholder interviews for developing public amenities in King of Prussia, including Moore Park and Renaissance Park.
- Engage the public to develop public art projects for America250.

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Goal 3:

Increase community engagement by enhancing District-led events and supporting other events throughout King of Prussia to improve attendance and impact.

Target Audience: Employees, Residents, Consumers, Stakeholders, Tenants & Prospective Businesses

Marketing & Communications

- Produce and distribute 2026 Events rack card and distribute throughout the community.
- Enlist the help of social media influencers to spread the word about give-back events.
- Create more formalized networking opportunities within Network@Nite events to encourage stronger connections and engagement.
- Launch and develop Camp KOP as a fun and unique way to engage the workforce during the summer.
- Coordinate with other businesses during community tabling events and distribute their branded giveaways to support cross-promotion.

Physical Improvements

- Create multi-use parks and open spaces for the public to enjoy and program with engaging events and activations.
- Engage the public to help develop public art projects for America250.
- Create the Mall Boulevard cross-street banner system to promote King of Prussia District events and develop an advertising and partnership program to highlight other events across KOP.

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Goal 4:

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

Target Audience Residents, Employees, Businesses, UMT Supervisors, Stakeholders, Tenants & Prospective Businesses

Research & Data Analytics

- Enhance the KOP Data Dashboard by improving the user experience, adding new topics informed by the annual community survey and integrating regular data updates, including monthly Placer.ai feeds, to ensure insights remain current.
- Launch a data request feature on the Research & Data webpage so users can request information not covered by existing reports or tools.
- Provide multiple entry points to data to meet different user needs.
- Create featured data blogs that highlight different topics, helping readers understand what data is available, why it matters and where to find it.



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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 PRINCIPLES

- » 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.

V

Determined

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

V

Fun

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

Staff

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