

destination

The National Supplement

Philadelphia



Live

What makes Philly a great location to raise a family or attend college?

Work

Why are companies both large and small finding opportunity in Philadelphia?

Invest

What are the projects and trends that are positioning the region for the future?

Play

Where should you go to immerse yourself in history, culture and great sporting action?



Live

METROPOLITAN PHILADELPHIA OFFERS EVERYTHING FROM THE AMENITIES OF URBAN LIVING TO THE PEACE OF COUNTRY COMFORT

The seventh-largest metropolitan area in the country, the Philadelphia MSA spans four states and provides its 6.1 million residents with a wide range of lifestyle options, from urban living to bucolic countryside getaways, as well as many of the amenities that individuals, families and companies are looking for today.

“We offer a very affordable cost of living, access to some of the nation’s top universities, and our strategic location along the Northeast Corridor makes us uniquely situated to attract

and retain businesses,” says Jim Kenney, Philadelphia’s mayor. “As a result, many millennials have found our city to be a highly desirable place to live.”

Healthcare

Philadelphia can lay claim to some of the country’s top doctors and medical centers. When it comes to treating kids, for example, the Children’s Hospital of Philadelphia (CHOP) is regarded among the world’s finest institutions, and has featured on the *U.S. News & World Report* list of the top children’s hospitals every year for

the past decade. Meanwhile, recent CHOP research breakthroughs include the development of a cell therapy that re-engineers the immune system to fight cancer, gene therapy to cure a rare form of congenital blindness, and the world’s first pediatric double hand transplant.

“Our areas of emphasis include fetal surgery, cancer immunotherapy, and mitochondrial medicine, to name a few,” says CHOP president and CEO Madeline Bell. “The goal of these programs is to help even more children thrive, regardless of dire diagnosis.”

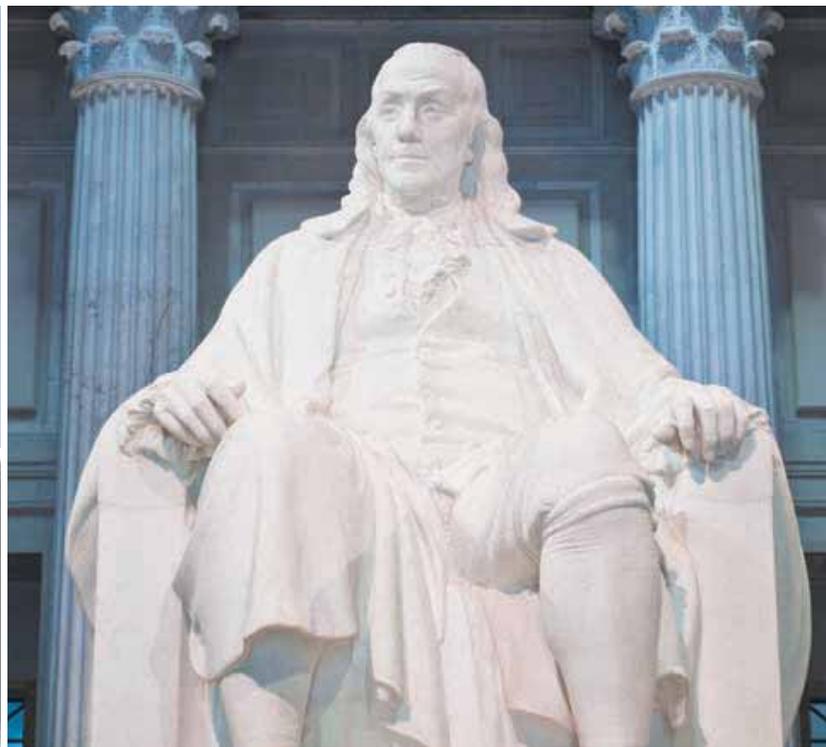
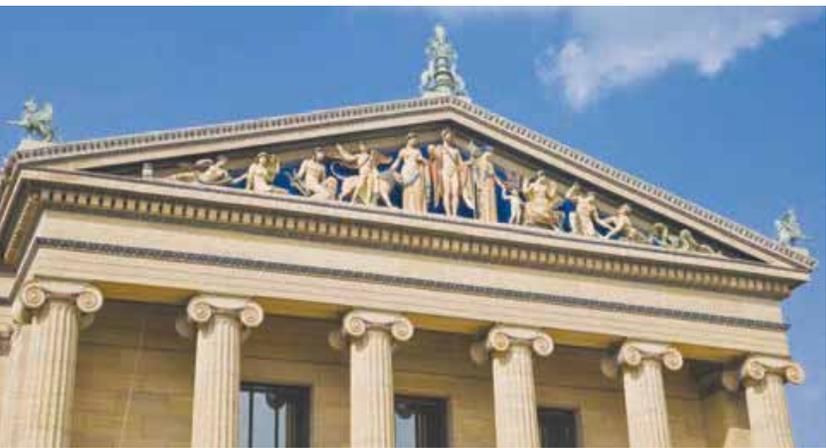
Another major healthcare provider in the region is the University of Pennsylvania Health System (UPHS), which operates as Penn Medicine and can trace its roots to the founding of the nation’s first hospital, in 1751. Now one of the country’s premier academic medical centers, it continues to grow, notably through a recent merger with the Princeton HealthCare System that extends its reach into New Jersey.

101

Colleges and universities in Greater Philadelphia

5

Major league sports teams in the Philly area



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*Our Cancer Center patient
Emily, 3, with her mother*

 *for tomorrow's*
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 *The Campaign for*
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Higher Education

With nearly half a million students attending a higher education institution in metro Philly, it's fair to say that Philadelphia is a college town.

One of its preeminent schools is La Salle University, a Catholic university in the tradition of the Brothers of the Christian Schools. The university offers a rigorous curriculum designed to help students gain theoretical and practical knowledge, deepen their ethical sensibilities, and prepare them for professional success and dedicated service.

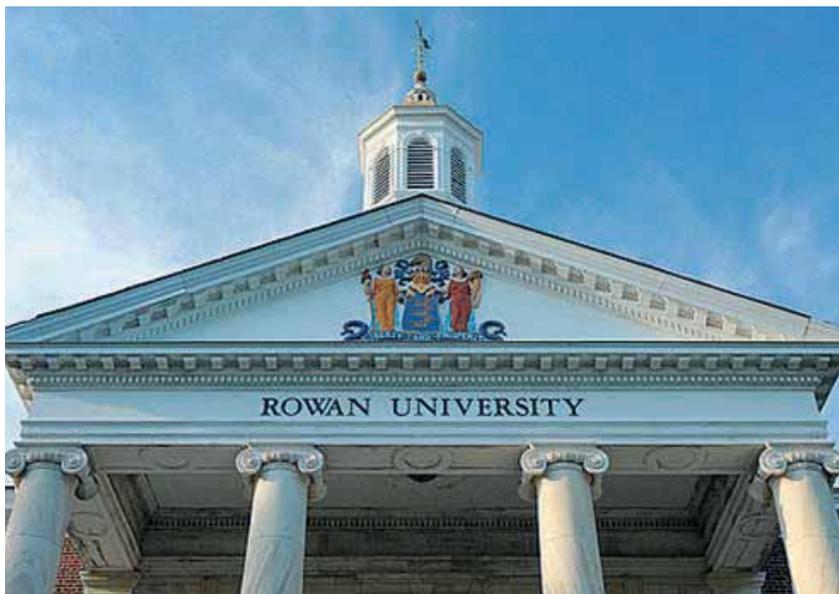
In 2017, La Salle was named to *Forbes'* list of "America's Best Value Colleges", while it "reset" its tuition last year, reducing it by 29 percent. According to its president, Maryanne Taylor, changing the tuition structure was a significant milestone.

"We have talked a lot about making an excellent education more affordable and accessible, and, best of all, making its financing more transparent," says Taylor.

"What happened as a result is that we brought in the largest group of incoming students in over 25 years. What we really saw was an increase in students and families who understood for the first time that this education was within their grasp."

Rowan University, located about 20 minutes southeast of Philadelphia, has 18,500 students on campuses in Glassboro, Camden and Stratford, New Jersey. Among the distinguishing aspects of Rowan is that it is one of just two public universities in the nation to grant both M.D. and D.O. medical degrees.

It also has some interesting developments underway, such as turning a century-old quarry in New Jersey into an educational center focusing on paleontology and STEM skills. Named the Jean & Ric Edelman Fossil Park at Rowan University, it is expected to be completed in 2020 and offer a world-class destination for scientific discovery and "citizen science." Jose Cardona, vice



9,200
Acres covered by the enormous Fairmount Parks system



Jim Kenney
Philadelphia Mayor

What do you like the most about Philadelphia?

I've spent my entire life in Philadelphia, and the one thing that has always stood out to me is our sense of community. Even with a population of more than 1.5 million people, it is easy to feel like you're living in a small town in Philadelphia. Our moniker as the City of Brotherly Love still rings true. Philadelphia residents are eager to support each other, and their city as a whole.

What does your "perfect" day in the city include?

It's hard to say. But it would start with a breakfast sandwich from my neighborhood shop, continue with a winning La Salle U basketball game at the Palestra, lunch at Reading Terminal, a Broadway show at the Forrest Theater, and dinner at Vernick. If it's a warm summer night, I like to catch a Phillies game at Citizens Bank Park.

What is your vision for the city's future?

Philadelphia has undergone a major renaissance in the past few years. Now, we need to keep building upon our recent success. I believe that investing in our students needs to be a priority. If we are to remain on a positive pathway, we must create more opportunities for our young people to succeed.

What takeaway would you like someone to remember about Philadelphia?

Philadelphia is a world-class city, and the country's first World Heritage City, joining the likes of Paris, Florence and Prague. We have a diverse and vibrant population. I would like everyone to think about Philadelphia next time they're trying to find a new job, a place to live, or if they just want to find a great vacation destination.

president for university relations, says the site has already attracted more than 15,000 visitors interested in searching for fossils.

Elsewhere, two of Philadelphia's leading universities merged last year to create the new Thomas Jefferson University. The combination of Philadelphia University and Thomas Jefferson University combines the strengths of two schools with roots in the 19th century, aligning the former's strong health sciences program with the latter's interdisciplinary focus.

"We believe that the 21st century rewards leaders who thrive in constant change," says chancellor Stephen Spinelli, Jr. "The new Jefferson is redefining the higher education value proposition with an approach that is collaborative and active, and focused on research across disciplines."

Jefferson is now the fifth-largest university in Philadelphia, with 7,800 students and more than 4,000 faculty members. Moreover, Jefferson Health is a 14-hospital system serving the wider region, including South Jersey. Together,



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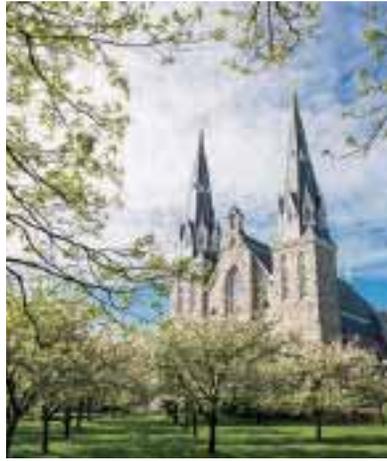


the new Jefferson and Jefferson Health have 30,000 employees, making it the second-largest employer in Philadelphia.

The only Augustinian Catholic university in the United States, Villanova University offers a unique educational experience rooted in the pursuit of knowledge and service to others.

“For Augustin, the big emphasis he always puts on everything is on friendships, and on building community,” says Father Peter Donohue, the university’s president. “The three Augustinian themes are searching for truth; building community; and serving out of love.”

One of the top 50 universities in the U.S. according to *U.S. News & World Report*, Villanova was also recently named by *Forbes* as one of 20 colleges that dominate academically and athletically. Basketball is a part of the university’s lifeblood, both spiritually and economically—its men’s team won the 2016 NCAA National Championship and now its basketball arena, The Pavilion, is being renovated as part of a \$250-million campus expansion.



35%

Percentage of Philly residents with bachelor’s degrees, whereas the national average stands at only 29%

Finally, Widener University is located on a 110-acre campus about 18 miles from Philadelphia. The university offers programs in nursing, engineering, social work, and the arts and sciences. Widener is also unique in being home to two law schools: Delaware Law School in Wilmington, Del. and Commonwealth Law School in Harrisburg, Penn.

The university focuses on providing experiential learning experiences for its 6,500 students—about half of whom are graduate students. “At Widener we are distinguished by an innovative, experiential approach to learning that results in the leading edge of preparation for graduates to achieve their aspirations,” says its president, Julie Wollman. “We focus on transformative learning experiences where students can directly connect their in-class learning to real-world opportunities.” ■

PHOTOS COURTESY OF ALAMY, VILLANOVA UNIVERSITY

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Work

FROM FORTUNE 500 COMPANIES TO ENTREPRENEURIAL STARTUPS, THERE'S PLENTY OF OPPORTUNITY FOR EVERYONE IN PHILLY

With access to talent, livability and logistics all counting among Philadelphia's strengths, the city is proving appealing to businesses across the economic spectrum.

"Our city is probably best known for its education and life science sectors—or 'eds and meds,'" says mayor Jim Kenney. "But we are also home to an increasing number of startups and tech companies. These businesses and institutions are constantly pushing each other to be more innovative, driving new activity throughout the city."

One of the city's biggest corporations is Comcast, a homegrown company that has morphed into a global media and technology giant that includes Comcast Cable and NBCUniversal. Comcast is one of the leading employers in the city, with more than 8,000 employees at its Philadelphia headquarters, and about 159,000 worldwide. The

company is ranked on the Fortune 500 list in 2017, with annual revenue of more than \$80 billion.

On track for completion this year is the new Comcast Technology Center, a \$1.5-billion, 60-story building adjacent to the company's global headquarters. The new development, which includes a Four Seasons hotel, is expected to create 4,000 new jobs in the city.

With annual sales of \$8 billion, Camden-based Campbell Food Company also makes the *Fortune* list—a far cry from when Joseph Campbell opened his first soup plant in the city, in 1869. Today, the company has diversified across soups, simple meals, beverages, snacks and packaged fresh foods through such well-known brands as Pepperidge Farm cookies, Goldfish crackers and V8 beverages.

Now, Campbell Soup is expanding into new categories and segments, such as organic meals for children, while establishing itself in such fast-

growing international markets as China and Indonesia.

"When people think about Campbell Soup, they generally think about canned soups, and maybe V8 juice, but there is much more to the company," says Kim Fortunato, president of the Campbell Soup Foundation. "Campbell has businesses spanning the globe including Arnott's, Australia's biggest biscuit company; Prego, Malaysia's favorite pasta sauce; and Kelsen, maker of Denmark's most-beloved cookies.

"In 2017, we announced our intention to acquire Snyder's-Lance, which will fundamentally shift Campbell's business into the snacking category. Although soup will always remain critical to our business."

Unisys, based in Blue Bell, Penn., is a global information technology company that specializes in security software and services, workplace services, industry application and server software, and advanced analytics solutions. The company has 500 employees in Pennsylvania, and more than 20,000 worldwide.

"Our focus is on security," says Tarek El-Sadany, the company's chief technology officer. "Security is built in to everything we do, and we work with clients across the government, commercial and financial services sectors to make sure that they are providing secure digital services to their customers and employees."

In the past year, Unisys has expanded its focus across four key vertical industries: transportation, banking, healthcare, and government. "We believe that these will be very profitable vertical businesses for us as a company," says El-Sadany. "From a Philly point of view, the more solid the financials for Unisys, the more investments we can make in the future."

3m

Philadelphia has the sixth-largest labor force in the U.S.



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THE DRAFT IN 2017.
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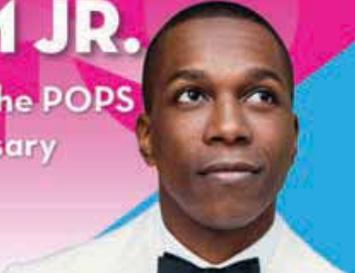


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SEP
28-30

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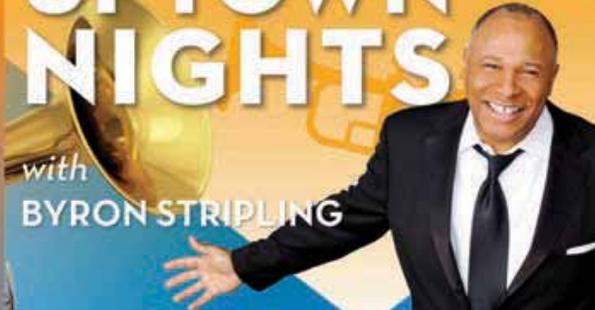
FEB
1-3

**POPS
ROCKS** THE 80s
with
STUART CHAFETZ



MAR
1-3

**UPTOWN
NIGHTS**
with
BYRON STRIPLING



APR
12-14

**COLE PORTER'S
BROADWAY
TOO DARN HOT**
with
DAVID CHARLES ABELL



MAY
3-5

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DEC
1-22

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Economic Impact

WHAT'S EXCITING YOU TODAY IN PHILADELPHIA?

Julie Coker Graham

President,
Philadelphia CVB

"Few cities can point to being a booming knowledge hub"

"There are very few cities that can point to being a booming knowledge hub like Philadelphia is. We're excited that, in 2017, the Brookings Institution named Philadelphia as one of top 19 knowledge capitals in the U.S. and Europe. Our life sciences industry is another notable aspect of Philadelphia."

Madeline Bell

President, Children's Hospital of Philadelphia

"The core of our mission is support for innovative research"

"CHOP's 'bench to bedside' philosophy has resulted in numerous scientific achievements, and the core of our mission is support for innovative research that translates to new treatments for children with complex conditions. Recent investments in programs that embody a connection between research and clinical care are being designed to bring this research more quickly to the bedside."

Matt Cabrey

Executive Director,
Select Philadelphia

"Our collaborative style will produce results that benefit all"

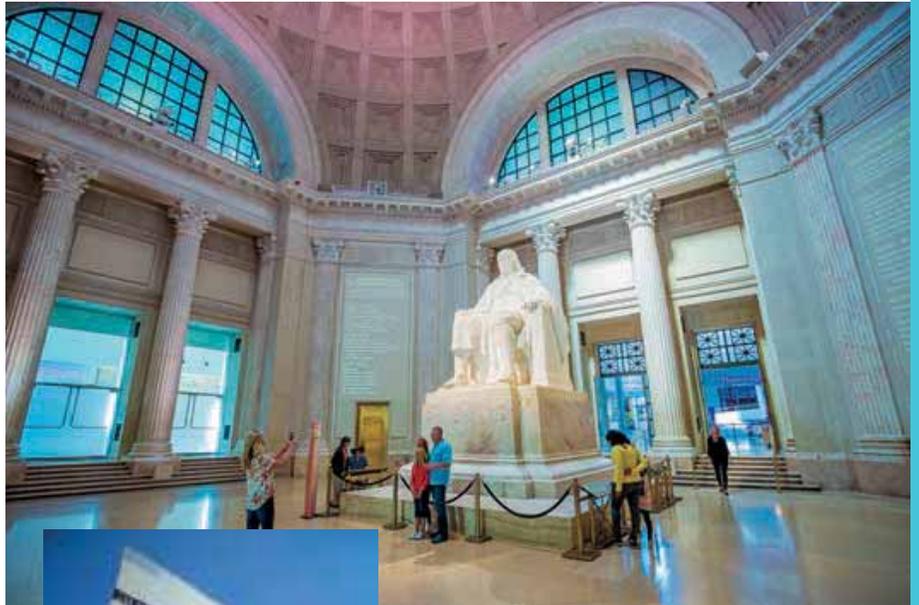
"We work together not because we have to, but because we want to, knowing that our collaborative style will produce results that benefit all. This spirit is captured in the recent U.S. regulatory approval of the first genetically engineered immune therapy, a T-cell treatment for pediatric leukemia developed at the University of Pennsylvania in collaboration with CHOP and Novartis."

Meryl Levitz

President,
Visit Philadelphia

"This year we hit over 1 million room nights in city center alone"

"People like to go to a popular place, and Philadelphia has become a popular kid. For the first time this past year, we hit over one million room nights in center city alone. Our two biggest wins were making the Amazon headquarters shortlist, and winning the Super Bowl. Football is important because the exclusive airtime you get is priceless."



18

The number of Fortune 500 companies within an hour's drive of Philadelphia

When it comes to art and antiques, Freeman's is a Philadelphia icon. The company, which opened in 1805, holds more than 30 in-house auctions a year, specializing in fine and modern art, furniture and decorative arts, antiquities, jewelry, and rare books and manuscripts.

Many of Freeman's specialists, including chairman Alasdair Nichol, are well-known among collectors as the result of their appearances on *Antiques Roadshow*, a popular PBS series. While Freeman's is eminent in many art circles, people are often surprised to learn that it is the oldest auction house in America.

Nichol says the company is not

PHOTOS BY M. KENNEDY, J. FUSCO & B. KRIST FOR VISIT PHILADELPHIA



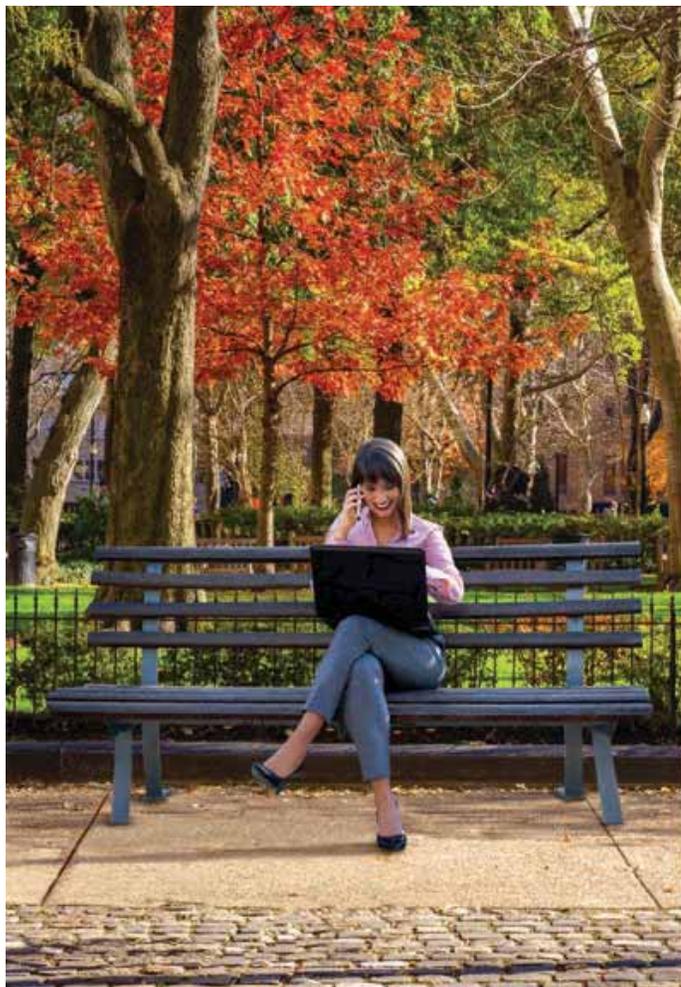
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“Philadelphia is booming in terms of tourism and hospitality”

resting on its laurels. Freeman’s does business in 90 countries around the world, and handles high-profile collections. Last year, for instance, Freeman’s auctioned the collection of Dorrance “Dodo” Hamilton, a well-known Philadelphia philanthropist and horticulturist. The collection included paintings by Cézanne, Hassam, and Garber, as well as jewelry by Cartier and Tiffany & Co.

While Freeman’s has embraced technology and online bidding, the company is still very much rooted in tradition. “People appreciate the personal touch,” says Nichol. “We’re growing, but we really want to keep that personal connection with our clients.”

The Ritz-Carlton is located in the historic Philadelphia “Pantheon,” a replica of the Roman temple. The Philadelphia landmark was constructed in 1908 for The Girard Trust Company. The Neoclassical-style building shows-off 9,000 tons of Georgia marble and features a dome 100 feet in diameter and 140 feet off the ground.

The Ritz-Carlton, owned by Marriott International, has invested about

65

Number of incubators and co-working spaces providing the backbone for innovation in Philly

\$25 million in the Philadelphia hotel, including guest rooms and suites, and 26,000 square feet of meeting space. The hotel has the flexibility to host everything from small C-level board meetings to cocktail fundraisers and holiday parties. It also features two ballrooms: a 3,075-square-foot petite ballroom and a 6,100-square-foot grand ballroom that is the centerpiece of the hotel, and can hold up to 600 people.

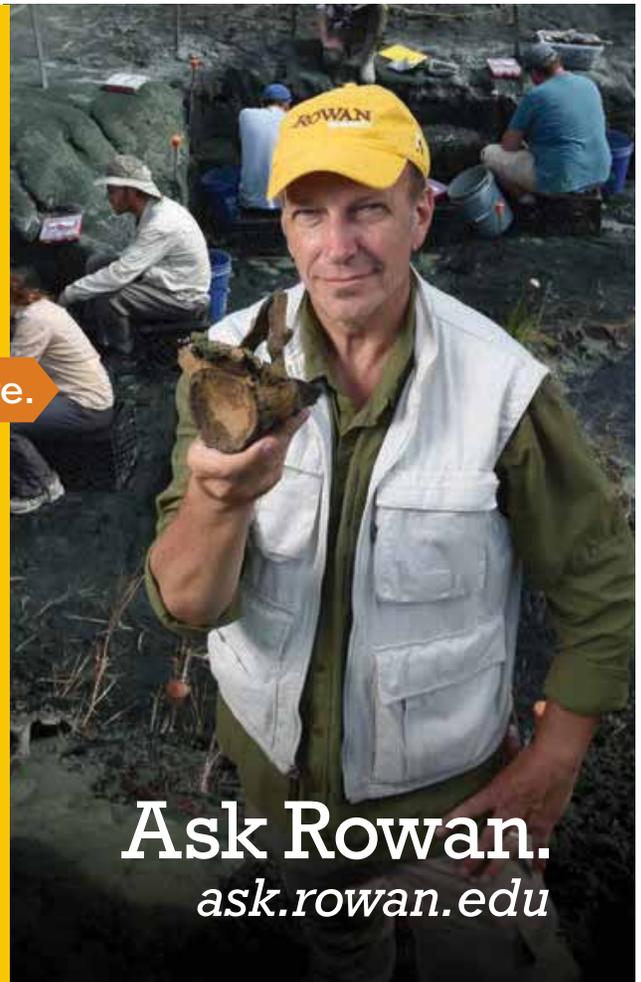
“Philadelphia is booming in terms of tourism and hospitality,” says Leonard Buckley, the hotel’s general manager. “The Ritz-Carlton, Philadelphia is uniquely located in the heart of the city, just steps away from state-of-the-art entertainment and sports venues, historic sites, and American history.” ■

PHOTO BY J. FUSCO FOR VISIT PHILADELPHIA

Why dig up the past?

Because fossils can tell us about the future.

At the Edelman Fossil Park at Rowan University, world-renowned paleontologist Kenneth Lacovara leads researchers examining fossils to help explain the end of the reign of dinosaurs and to anticipate what may occur in our ecosystem and climate. Fifteen miles east of Philadelphia, they have unearthed remains of ancient sea turtles, crocodiles, sharks and more. With each prehistoric clue discovered, they are looking ahead and inspiring our next generation of innovators and problem-solvers.



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Invest

FOR PHILADELPHIA, MAKING AMAZON'S HQ2 SHORTLIST IS A TESTIMONY TO WHAT THE CITY CAN OFFER

Metro Philadelphia is hoping that its efforts to attract Amazon to the region pay off. The city pulled out the stops in vying for Amazon's HQ2 last year, and made the company's 20-strong shortlist.

The city's mayor, Jim Kenney, calls the Amazon proposal one of the greatest examples of how far Philadelphia has come in recent years, adding, "Never before have we seen such a coordinated effort to bring a company to this city."

Regardless of where Amazon locates its much-coveted second home, the Philadelphia region has shown that it is well-positioned for growth. "Philadelphia's success is driven by our talent, location and quality of life," says Kenney. "We have a highly educated and diverse regional workforce, pulled from the numerous top-ranked universities in the area."

Moreover, notes Kenney, Philadelphia is ideally located for

doing business anywhere in the world. "We're less than two hours away from both D.C. and New York, and act as a major gateway to Europe, the Middle East and Africa with 500 daily flights," he says.

Select Philadelphia, an affiliate of the Chamber of Commerce for Greater Philadelphia, promotes growth in the 11-county metro region. Matt Cabrey, its executive director, agrees that the proximity to global markets, tech talent, and a favorable cost of doing business are among the region's key assets.

"There is something special about our business community that inspires a coming together rarely seen in other regions," says Cabrey. "Our approach is rooted in the founding of our country, and it is one reason why more than 25 Fortune 1,000 companies call Greater Philadelphia home."

Downtown

Brandywine Realty Trust, a publicly

traded real estate investment trust, is one of the leading drivers of investment activity in Philadelphia, specializing in Class-A office and mixed-use properties.

In particular, Brandywine has helped lead the development of West Philadelphia for more than 15 years, starting with the construction of the Cira Center office tower in partnership with Amtrak, and continuing now with one of the largest projects that the city has ever seen.

Working with Drexel University, it broke ground last fall on the \$3.5-billion Schuylkill Yards development in University City. The first phase alone will produce 4.6 acres of entrepreneurial space, educational facilities, research laboratories, corporate offices, residential and retail spaces, hospitality venues, as well as Drexel Square, a 1.3-acre public space located directly across from Amtrak's 30th Street Station. When completed over the next 20 years, the full 14-acre site will host a combination of repurposed buildings, new high-rise towers, and a diverse network of public spaces optimized for community engagement and enjoyment.

"What Brandywine is doing with Schuylkill Yards is setting the stage for the beginning parts of what will hopefully be a 100-year plan for the reimagining of Philadelphia," says Jerry Sweeney, the company's president. "As we curate Schuylkill Yards, distinguishing factors emerge, positioning the development to become one of the most unrivaled innovation districts in the country."

Bucks County

Bucks County, north of Philadelphia, is a 608-square-mile area that features a mix of residential, commercial and recreational assets. One-third of the nation's population lives within

3rd

Philadelphia has the third-most populous downtown in the United States



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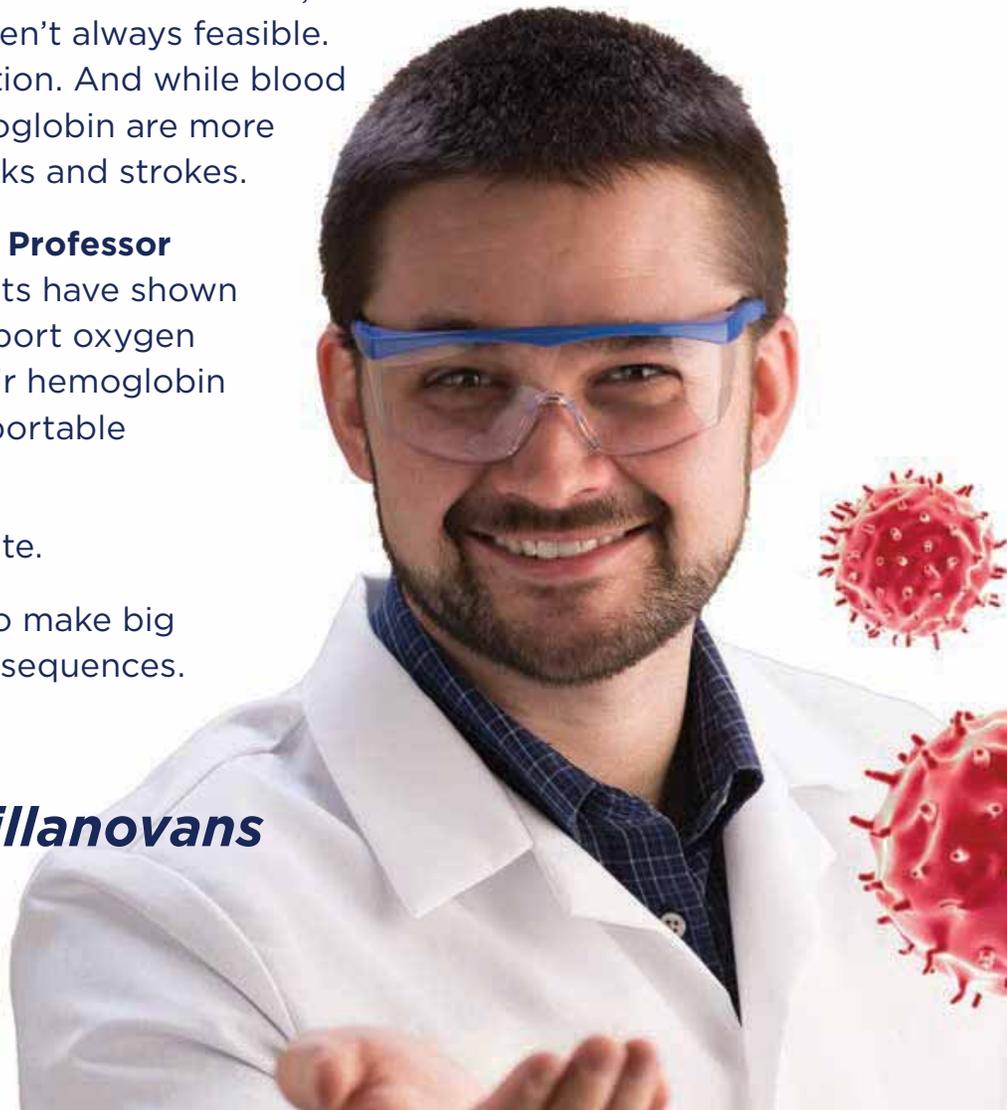
It's a fact that human blood transfusions—the safest, most effective way to treat severe blood loss—aren't always feasible. Blood requires constant refrigeration. And while blood substitutes based on human hemoglobin are more stable, they can cause heart attacks and strokes.

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a one-day drive of Bucks County, making it a strategic location for distributing goods throughout the eastern United States.

Bucks County is hoping to capitalize on its proximity to major urban centers on the East Coast by facilitating new investment in older industrial buildings scattered throughout the region. “We are focused on revitalizing existing space,” says Robert Cormack, executive director of the Bucks County Economic Development Corp. “We’re also looking at workforce development issues and helping manufacturing companies grow and expand here.”

In addition to employment opportunities, Bucks County offers a rural, small town ambiance. “It’s a great place to work, play, and raise a family,” says Cormack.

King of Prussia

King of Prussia (KOP) boasts the largest concentration of employment, retail, industrial, and commercial office space in suburban Philadelphia. Located 18 miles northwest of the city, KOP has more than 4,000 businesses, employing over 60,000 people.

More than \$1 billion in economic development activity is currently underway in KOP, including

work in the town center, luxury housing units, a rail line project, and expansion at the famous King of Prussia mall. Located in Upper Merion Township, the mall is home to 400 stores, including many luxury retailers.

“We see King of Prussia maturing into a true live-work-play community, complete with mixed-use development and improved public transportation options,” says Eric Goldstein, executive director of the King of Prussia District. “KOP is the retail capital of the Philadelphia region, and is also reemerging as one of the top spots for corporate relocation.”

#1

Philadelphia's millennial growth over the past decade is the highest of the nation's 30 largest cities

90k

Graduates produced by Greater Philadelphia's colleges and universities each year

1682

The year that Philadelphia, the first planned city in the United States, was founded

Camden

One of the biggest economic development stories in Greater Philadelphia is actually occurring in nearby Camden, on the New Jersey side of the Delaware River. Approximately \$2.5 billion is being invested in everything from downtown building projects to waterfront revitalization.

The Camden waterfront already attracts more than 3 million visitors annually, who come to enjoy the views of the Philadelphia skyline and to attend events at the historic Amphitheatre, which *Billboard* magazine named the number-one venue of its kind in the country.

“Just from a waterfront perspective, we have a tremendous set of assets,” says Kris Kolluri, president of the Cooper’s Ferry Partnership. “Overall, we’re seeing the most significant investment this city has ever seen.”

In fact, Kolluri says, Camden is undergoing a renaissance that also includes investments in education, public safety and housing. “Camden is rising,” he



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says, “And it’s because of our focus on the fundamentals.”

Valley Forge

Valley Forge is a global center for personal and institutional investments. The Vanguard Group Inc., based in Valley Forge, is one of the region’s largest employers, and has a total workforce of about 15,000 people worldwide. The mutual fund giant has 175 U.S. funds, and more than \$4.5 trillion in global assets under management.

“Vanguard is differentiated by our unique corporate structure,” says Chris McIsaac, one of the company’s managing directors. “Vanguard is owned by the Vanguard funds, which are, in turn, are owned by the funds’ shareholders. This structure ensures that the company is operated in the sole interests of our clients.”

The company’s oldest mutual fund, the Wellington Fund, was launched in 1929 by Walter Morgan, a Philadelphia accountant. Today, the Wellington Fund is the oldest and largest balanced mutual fund in the



world, with \$109 billion in assets.

“Since day one, Vanguard has stood by a mission that puts our clients first,” says McIsaac. “Our core purpose is to take a stand for all investors, to treat them fairly, and to give them the best chance for investment success.

“Prospective investors should recognize that Vanguard seeks to make money for them, not off of them.” ■

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Play

HISTORY, SPORTS, ENTERTAINMENT, FOOD, SHOPPING, AND ART ARE ALL EASILY ACCESSIBLE IN PHILADELPHIA

Sports fans in Philadelphia celebrated this year as their Eagles captured their first-ever Super Bowl victory. Of course, football is just part of the sports picture in a city known for its passionate fans. Philadelphia also boasts professional baseball, basketball and hockey teams, along with the Big 5 college basketball schools: University of Pennsylvania, La Salle University, Saint Joseph's University, Temple University, and Villanova University.

The Army-Navy football game

made its return to Philadelphia in 2017. The cadets from West Point edged out their arch rivals, the Midshipmen from Annapolis, 14-13. Looking ahead, Philadelphia is going to host four out of the next five games. "The fact that the game is so popular and is garnering national ratings made this cycle very competitive," says Julie Coker Graham, president and CEO of the Philadelphia Convention & Visitors Bureau. "Each game generates about \$30 million for the local economy, so we are really excited."

Winning the bid to host the annual Army-Navy game is indicative of how Philadelphia is evolving as a destination. "Just a few years ago, our cultural scene would have been defined largely by historic attractions like Independence Hall and the Liberty Bell," says Philadelphia mayor Jim Kenney. "While those treasures continue to be a core piece of the Philadelphia DNA, we also now have visitors coming to experience things like our beautiful murals, niche museums, outdoor recreation along the rivers, music and cultural festivals, and more."

1st

Philadelphia is the first World Heritage City in the United States

3

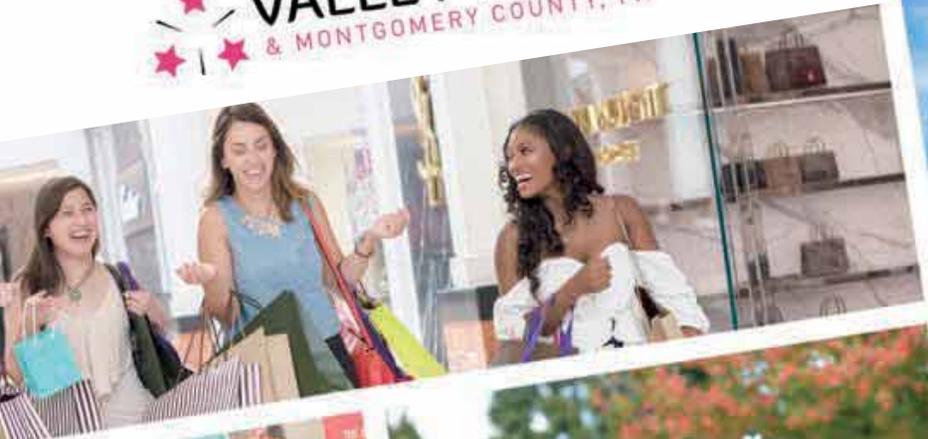
The number of times the Philadelphia Eagles have played in the Super Bowl

Historic Philadelphia

While sports will always be a big deal in Philly, the city also offers a treasure trove of historical sites,



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museums and restaurants. The new Museum of the American Revolution, for example, features 118,000 square feet of art, manuscripts, and printed works from the nation's Revolutionary War period. The museum is a great starting point for exploring the city's role in American history.

From the iconic Liberty Bell to Independence Hall, Philadelphia will turn just about any visitor into a history buff. It's also easy to get around thanks to SEPTA, the city's public transit system, which includes buses, trolleys, subways, and the regional rail.

Philadelphia Museum of Art

The Philadelphia Museum of Art is one of city's most recognizable landmarks. The current incarnation of the museum, which opened in 1928, is at the western end of the Benjamin Franklin Parkway. The landmark building, designed to look like a Greek temple, is now part of a bigger campus that covers 10 acres.

The museum began as a legacy of the great Centennial Exhibition

of 1876, held in Fairmount Park. After the exhibition ended, Memorial Hall remained open as the Pennsylvania Museum and School of Industrial Art.

While the buildings are impressive, the museum's collection of Renaissance, American, Asian, Impressionist and Contemporary masterpieces is what attracts more than 750,000 visitors a year. Now, a major \$210-million renovation project is underway, designed by world-renowned architect Frank Gehry and slated for completion in 2020.

"The systematic reorganization, renovation, renewal and expansion of the building is something that people can see taking place right now before their very eyes," says Timothy Rub, director of the museum. "We have one of the great landmarks of American museums, so stewardship counts for a lot. On the other hand, we know we need to change and improve. What's going to happen through this process is that a great institution is going to be renewed and made modern in a way that that respects and honors its past."

Pennsylvania Ballet

The Pennsylvania Ballet presents a season of six programs each year, including George Balanchine's *The Nutcracker*, at the Academy of Music and Merriam Theater. The company balances classic ballets with innovative new works that challenge the dancers, and attract a diverse audience. The company also tours throughout Pennsylvania and the East Coast.

"Artistic director Angel Corella has assembled an incredible international roster of dancers and our performances are truly world-class," says Shelly Power, executive director of the ballet. "In addition to the main company, we have a school that offers the highest caliber of dance education and community engagement programs that serve thousands of Philadelphia school children each year."

Power says the Pennsylvania Ballet is focused on providing engaging programs and performances for people of all ages. "Ballet speaks to and for the heart, nourishes the soul, and immeasurably impacts the



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"DODO" H. HAMILTON 04/29/18

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IMPRESSIONISTS 06/03/18

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DESIGN 06/04/18

FINE JEWELRY FEATURING THE
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06/12/18

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Left

To be sold 4/29: Paul Cézanne (French, 1839-1906)
"LA VIE DES CHAMPS", oil on canvas, \$1,200,000-1,800,000

To be sold 5/8: Zao Wou-Ki (Chinese/French, 1920-2013)
"15.04.80 - TRIPTYQUE", acrylic on canvas, \$600,000-800,000

Right

To be sold 5/9: A 16.56 carat diamond solitaire ring
Emerald-cut, flanked by tapering baguette-cut diamonds, mounted
in platinum, \$600,000-800,000

human experience,” she says. “The Pennsylvania Ballet is committed to sharing this joy throughout the greater Philadelphia region, across the country, and around the world.”

Bucks County

Get in line if you’re thinking about getting married in Bucks County, Pennsylvania. Known for its rolling hills, working farms, and picturesque towns, the 622-square-mile area of countryside north of Philadelphia combines history, the arts, and small town Americana, making it a popular destination for weddings.

“This was the original getaway destination for New Yorkers,” says Paul Bencivengo, vice president

of Visit Bucks County. “This also is the place where Washington crossed the Delaware, turning the tide of the American revolution.”

Artists, writers, and actors have been drawn to Bucks County for decades. One of the nation’s premier summer stock theatre venues, the Bucks County Playhouse, opened in 1939 in an old gristmill in New Hope. Since then, its stage has welcomed a who’s who of talented actors bound for Broadway.

Lots of one-of-a-kind shops and restaurants, and some big attractions, such as the Sesame Street Place theme park, account for why seven million visitors a year continue to visit the region. “We have a lot of sole proprietors

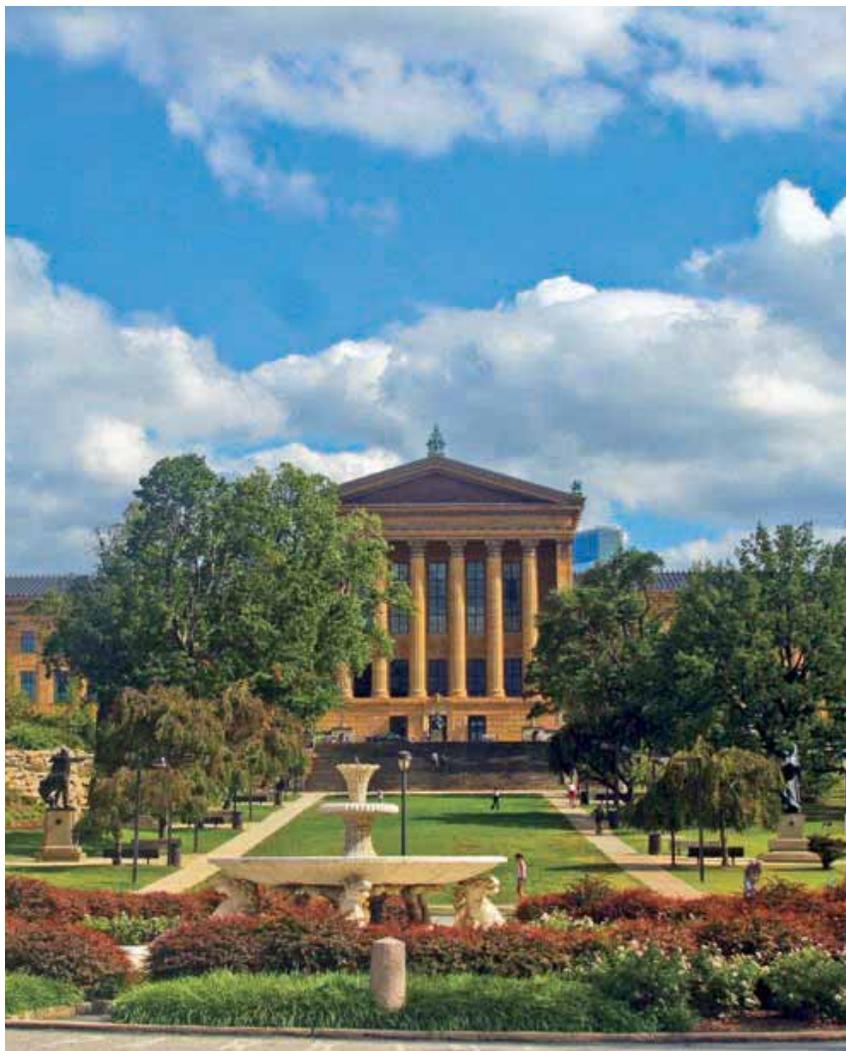
and offer a real small town USA experience,” says Bencivengo. “We also have thriving local farm-to-table establishments, food festivals, breweries, and wine.”

Valley Forge National Historical Park

Another area landmark is the 3,500-acre Valley Forge National Historical Park, which draws around 2 million visitors each year. The site is famous for being the place where George Washington and the Continental Army endured a grueling winter in 1777-78. Exhibits and artifacts at the park include replicated huts and the original headquarters that Washington used. Now, a multimillion-dollar expansion is underway, with completion expected in 2020.

“People love the park,” says Mike Bowman, president and CEO of the Valley Forge Tourism and Convention Bureau. “It’s an icon.”

Bowman adds that Valley Forge is one of many reasons visitors come to Pennsylvania’s Montgomery County. The King of Prussia Mall, which features high-end luxury retailers, and the Legoland Discovery Center are two other popular attractions. All told, the county boasts about 1,600 restaurants, 77 hotels, and more than 200 cultural venues. ■



230,000

Total number of works of art in the Philadelphia Museum of Art collection

Spring 2018



**Modern Times:
American Art 1910–1950**
Opens Apr 18



Jean Shin: Collections
Through July 15



Rachel Rose: *Wil-o-Wisp*
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