

**EXECUTIVE ORDER NO. 10-11**

**MAYOR'S HOSPITALITY ADVISORY BOARD**

**WHEREAS**, the hospitality industry is a major sector of Philadelphia's economy, producing \$8.7 billion in economic impact in 2010 and supporting 56,000 jobs, and is critical to the future economic development of the City of Philadelphia;

**WHEREAS**, current efforts to promote Philadelphia's cultural and historical assets continue to increase the number of visits from domestic and international tourists and the total hotel room nights sold;

**WHEREAS**, the expansion of the Pennsylvania Convention Center, the recent openings of the Museum of American Jewish History and The President's House, and the highly anticipated opening of the Barnes Foundation in Center City, will all help boost tourism in the city.

**WHEREAS**, Philadelphia's success in increasing business and leisure visits to the City has created a demand for additional supply of available hotel rooms; and

**WHEREAS**, convening the City's hospitality leaders would create the forum to encourage greater coordination among the City's hospitality agencies and stakeholders, drive specific goals and promote our continued growth as a national and international destination city.

**NOW THEREFORE**, I, Mayor Michael A. Nutter, by the power vested in me by the Philadelphia Home Rule Charter, do hereby order as follows:

**SECTION 1. ESTABLISHMENT OF THE MAYOR'S HOSPITALITY  
ADVISORY BOARD**

The Mayor's Hospitality Advisory Board (the "Board") is hereby established within the Mayor's Office. The mission of the Board is to attract more visitors to Philadelphia; develop strategies for adding additional hotel rooms while maintaining high hotel occupancy; and to help Philadelphia become a Top 10 U.S. Destination for International Visitors.

## **SECTION 2. COMPOSITION OF THE MAYOR'S HOSPITALITY ADVISORY BOARD**

The Board shall be comprised of up to 20 members, to be appointed by the Mayor. The Mayor shall serve as chair of the Board. The Board shall serve without compensation and convene regularly at such times and places it may designate.

The Board shall consist of the following City officials:

Managing Director  
Chief of Staff to the Mayor  
Deputy Mayor for Planning and Economic Development  
Deputy Mayor for Public Safety  
City Representative  
Director of Communications  
Chief Cultural Officer

The Board shall also consist of the following hospitality officials:

President and CEO, Pennsylvania Convention Center Authority  
President and CEO, Philadelphia Convention and Visitors Bureau  
President and CEO, Greater Philadelphia Tourism and Marketing Corporation  
President and CEO, Greater Philadelphia Chamber of Commerce  
President and CEO, Center City District  
President and CEO, Independence Visitors Center Corporation  
Executive Director, Greater Philadelphia Hotel Association

Additional members may be appointed, in the discretion of the Mayor.

## **SECTION 3. DUTIES AND RESPONSIBILITIES**

The Board shall have the following duties and responsibilities:

- a. Develop and align around overarching goals for hospitality in Philadelphia.
- b. Execute a coordinated plan to reach stated hospitality goals.
- c. Convene subcommittees chaired by members of the Board that may be comprised of members external to the Board. Each committee shall be charged with addressing more specific goals and challenges central to the Board's mission, including but not limited to issues of hotel development, quality of life, customer experience, marketing and event planning, and attracting young professionals and students.
- d. Advise and counsel the Mayor on ways to effectively promote tourism through coordinated public policy development, event planning, and marketing strategies;

- e. Study and monitor the impact of the Board's efforts to drive tourism;
- f. Support and assist the government agencies and the external entities whose missions include promoting hospitality and attracting visitors;
- f. Undertake such other duties or tasks as may be assigned to it from time to time.

**SECTION 5. PRIOR EXECUTIVE ORDER RESCINDED**

Executive Order 3-94, entitled Hospitality Cabinet, is hereby rescinded.

**SECTION 4. EFFECTIVE DATE**

This Order shall be effective immediately.

DATE: 8/9/11

BY:   
Michael A. Nutter, Mayor