



LUNCH WITH THE CITY'S LEADERS



Angela Val *President and CEO* Visit Philadelphia

Interviewed by **Tiffany M. Newmuis.**

#LunchWithCityLeaders

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Wednesday, July 27, 2022
Hyatt Centric Center City Philadelphia
1620 Chancellor Street



Angela Val

President and CEO
Visit Philadelphia

VISIT PHILADELPHIA is our name and our mission. As the region's official tourism marketing agency, we build Greater Philadelphia's image, drive visitation and boost the economy.

VISIT PHILADELPHIA increases the number of visitors, the number of nights they stay and the number of things they do. These marketing efforts also enhance the quality of life and sense of pride for residents.

We give Philadelphia a voice through VISIT PHILADELPHIA's campaigns, media relations, advertising, websites and social media. It's important that people feel that they know a destination — that's what makes them want to visit.

VISIT PHILADELPHIA was founded in 1996 as Greater Philadelphia Tourism Marketing Corporation (GPTMC) by the Commonwealth of Pennsylvania, the City of Philadelphia and The Pew Charitable Trusts.

In 1998, House Bill 2858, Act 174 designated VISIT PHILADELPHIA, then GPTMC, to serve as the official Regional Attractions Marketing Agency.

As president and CEO of VISIT PHILADELPHIA®, **Angela Val** is charged with building Greater Philadelphia's image, driving visitation and boosting the economy through day and overnight leisure visitation. The tourism marketing agency's work supports local businesses, creates jobs, generates taxes and ultimately enhances residents' quality of life.

A recognized trailblazer within Philadelphia's tourism and hospitality industry, Val brings more than two decades of destination-marketing experience to her role, which she assumed in June 2022.

Previously, Val served as the chief operations officer at Tempest, an integrated marketing agency helping destination organizations and convention and visitors bureaus across the country strengthen their local communities. She was responsible for establishing policies that fostered company culture and vision and implementing business strategies.

In 2021, Val led Ready. Set. Philly! as executive director, initiating the yearlong collaborative initiative with the City of Philadelphia and the Greater Philadelphia Chamber of Commerce to reopen and reinvigorate the city's economy following the COVID-19 pandemic.

Prior to joining Tempest, Val served as deputy executive director of the Philadelphia 2016 Host Committee for the DNC and then as chief administration officer at the Philadelphia Convention & Visitors Bureau (PHLCVB), where she oversaw government and external affairs while managing day-to-day operations.

Val's homecoming to VISIT PHILADELPHIA is a full-circle moment for her. She began her career at the organization in 1998 and worked her way up from executive assistant to the executive leadership team. Her efforts helped establish the organization as a powerhouse, and Val was at the helm of some of its most successful campaigns and initiatives, including *With Art Philadelphia*, *Philly 360*, *Philadelphia Neighborhoods* and the *Visit Philly Overnight Hotel Package*. Val concluded her first tenure at VISIT PHILADELPHIA in 2016 as chief external affairs officer.

Val is an effective leader, connector and culture builder, always striving to lead by example with an approachable and earnest executive style. She is committed to bringing vibrancy to Philadelphia's business and cultural communities and currently serves on the board of Horizons Greater Philadelphia.

A Maryland native, Val moved to Philadelphia to attend Drexel University, where she received her bachelor's degree. Thirty-one years later, she is still living in Philadelphia and currently resides in Point Breeze with her husband Joe.



Tiffany M. Newmuis

*Local Media Development,
Corporate Administration
Comcast*

Tiffany M. Newmuis presently serves as Director, Local Media Development within Corporate Administration for Comcast NBCUniversal. In this role, Mrs. Newmuis is responsible for partnering across the organization and externally to enhance the communications and programming strategies.

Prior to joining Comcast, Mrs. Newmuis served as Deputy Chief of Staff and Directory of Diversity and Community Engagement for the Philadelphia 2016 Host Committee for the Democratic National Convention (DNC). During her tenure with the DNC, Mrs. Newmuis managed the strategy, process, and people while implementing and directing all diversity goals and initiatives with respect to workforce, supplier, and operational diversity.

Mrs. Newmuis serves on several boards within tourism and hospitality, arts and culture, and workforce development. Mrs. Newmuis' skills and extensive experience in corporate community relations, business development, event management, diversity, equity and inclusion, have enabled her to thrive in each of her positions, making her an important voice in the community.

Upcoming Events

Lunch with the City's Leaders

Anne K. Nadol
*Commerce Director
City of Philadelphia*

Wednesday, September 14, 2022
11:45 AM to 1:30 PM

Dr. Bruce Meyer, MD, MBA
*President, Jefferson Health
Senior Executive Vice President,
Thomas Jefferson University*

Thursday, October 6, 2022
11:45 AM to 1:30 PM

Women Changing the City

Wednesday, September 21, 2022
8:00 AM to 10:00 AM
Location
TBD

Meet the Developers

Wednesday, November 2, 2022
8:00 AM to 10:00 PM
Location
TBD

Save the Date
Annual Meeting

Guests welcome

Steak48
Tuesday, November 15, 2022. Evening



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knowledge. Grow your business.**

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As an integrated marketing communications firm with a 30+ year record of success building brands and driving consumer action, LevLane provides brand strategy, advertising, public relations, media buying, social media, and direct and interactive services. From its offices in Center City Philadelphia's historic Wanamaker Building, LevLane's strategic acumen and emotionally-driven creative has inspired love for national and regional clients in healthcare, senior living, banking and professional services, retail and franchise businesses, and municipal and governmental agencies, among other categories. Asking "who loves ya?" of prospects and clients, LevLane helps them earn love from employees, customers, partners and the media. Learn more about the love at www.levlane.com.



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Visit Philadelphia builds the region's economy and image through destination marketing that increases the number of visitors, the number of nights they stay and the number of things they do in the five-county area. These marketing efforts also enhance the quality of life and sense of hometown pride for Greater Philadelphia residents. Plan your trip at visitphilly.com then go to www.uwishunu.com for tips from in-the-know residents.

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