

Legislation Text

File #: 220581, **Version:** 0

Recognizing and congratulating Angela Val on being named the new President and CEO of VISIT PHILADELPHIA.

WHEREAS, On May 12, 2022, following an extensive national search, the Board of Directors of VISIT PHILADELPHIA announced that Angela Val had been selected to lead the organization and its talented staff as its new President and CEO beginning June 27, 2022; and

WHEREAS, Val is the nonprofit's third chief executive since its founding in 1996, and its first chief executive who is Black; and

WHEREAS, A recognized trailblazer within Philadelphia's tourism and hospitality industry, Val brings more than two decades of destination marketing experience to VISIT PHILADELPHIA, playing an impactful role in positioning and elevating Philadelphia as a desired tourism destination among regional, national, and international audiences; and

WHEREAS, Val has played important roles in every major event the City of Philadelphia has hosted since 2000, including the Republican National Convention (RNC), 2015 World Meeting of Families and Papal Visit, 2016 Democratic National Convention (DNC), and 2017 NFL Draft; and

WHEREAS, This role is a homecoming for Val, who spent 17 years at the beginning of her career with VISIT PHILADELPHIA, contributing to its growth and ultimately concluding her first tenure with the organization in 2016 as Chief External Affairs Officer; and

WHEREAS, From there, she served as Deputy Executive Director of the Philadelphia 2016 Host Committee for the DNC and then Chief Administration Officer at the Philadelphia Convention & Visitors Bureau (PHLCVB), where she oversaw government and external affairs while managing the day-to-day operations until June 2021; and

WHEREAS, Val is currently the Chief Operating Officer of Tempest, an integrated marketing agency helping Destination Organizations and Convention and Visitors Bureaus across the country strengthen their local communities. She has also recently concluded her role as the Executive Director of Ready. Set. Philly!, a yearlong collaborative initiative with the City of Philadelphia and the Greater Philadelphia Chamber of Commerce to reopen and relaunch the city's economy following the pandemic; and

WHEREAS, Val succeeds the late Jeff Guaracino, VISIT PHILADELPHIA's former president and CEO, who passed away in December 2021. Guaracino, a longtime colleague of Val's, was known for forging innovative and creative partnerships. Under his leadership, VISIT PHILADELPHIA continued driving leisure tourism throughout the pandemic notably through omni-channel marketing efforts including Philly Live Weekends, a collaboration with NBC Philadelphia; a Black- and Brown owned business initiative, "Shop Black Business Friday;" and Pack Light. Plan Big for Philly, the TV campaign marking the phased reopening of the region; and

WHEREAS, Manuel N. Stamatakis, chair of VISIT PHILADELPHIA's Board of Directors, said, "After a comprehensive executive search, Angela became the clear choice for the type of leader who will strategically drive the organization and city to new heights. With a passion for Philadelphia and a proven record rooted in collaboration, partnership and consensus-building, we are confident Angela's return to VISIT PHILADELPHIA will accelerate the city forward as travel and tourism return in full force"; now, therefore, be it

RESOLVED, THAT THE COUNCIL OF THE CITY OF PHILADELPHIA, Recognizes and congratulates Angela Val on being named the new President and CEO of VISIT PHILADELPHIA.

FURTHER RESOLVED, That an Engrossed copy of this resolution be presented to Angela Val as a sincere expression of City Council's respect and admiration.