

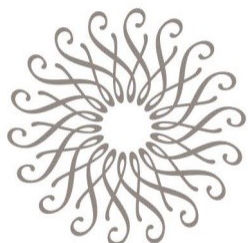
## Pennsylvania House Tourism & Recreation Development Committee September 15, 2022 Testimony

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Vice President, Marketing & Communications  
Longwood Gardens

Good morning and welcome Chairs Millard and Daley, members of the committee on Tourism & Recreational Development, and Carrie Lepore and Michael Chapaloney from the Pennsylvania Department of Community & Economic Development. Thank you for hosting this hearing on the role and impact of public horticulture on tourism in Pennsylvania in our Gardens. I can't think of a more appropriate location.

My name is Nick D'Addezio and I'm the Vice President of Marketing & Communications here at Longwood Gardens. I also serve as a Member of the Board and Secretary of the Chester County Conference and Visitors Bureau. In both of these roles, I'm fortunate to work directly to promote tourism in our region and demonstrate Longwood's commitment to tourism.

- We are proud to be one of the largest gardens in the US
  - As a public garden, guests come for the beauty of our gardens, the respite, but also the amazing spectacle of one of the great gardens of the world
  - #1 visited paid cultural attraction in the 5-county Philadelphia area
- Impact through bringing people closer to beauty, strengthening communities, stewarding our environment, and sharing knowledge
  - Bringing people closer to beauty
    - On track to welcome 1.6 million guests this year
    - 78,000 Member households
    - Coming from every state in the US and 36 countries
      - Offering a place of respite (pandemic)
      - Connecting with nature
      - Seeing and experiencing beauty in nature
      - Increased happiness, well-being, and mental health
  - Strengthening our communities
    - Those guests have an impact on the county and surrounding region
      - Off-site spending from Longwood guests in lodging, food and beverage, retail, transportation, and recreation
    - The economic impact from our ongoing operations
      - \$247 million in total economic impact



- 2,300 total jobs supported
- One-time projects-Longwood Reimagined
  - We're making investments to make sure we remain vibrant, thriving, and relevant in the future, and we maintain the role we play in building a strong and resilient community for the Commonwealth
  - We want to ensure we continue to support tourism, the economic impact, and the quality of life in the Commonwealth
  - \$240 million investment supports more than 4,000 jobs from 2021-2024
  - Impact on Chester County alone is \$360 million and 3,057 jobs
- Continuing the legacy of our founder in supporting the local and regional community
  - Local initiatives
    - Kennett Library & Resource Center
    - Kennett Trails Alliance
  - Valuable initiatives for our region
    - Voices Underground
  - Small businesses
    - Chambers of Commerce
    - Community Club
  - America's Garden Capital
    - More than 30 public gardens, arboreta, and historic landscapes within 30 miles
  - Promoting the region
    - Local CVBs like Chester County and Valley Forge
    - Philadelphia with Visit Philly and PHLCVB
    - PA Tourism Office
- Stewarding our environment
  - We steward our 1,100 acres to ensure our ecosystems thrive.
    - Impact on the surrounding areas, water systems, environment
    - Guests also have access to almost 100 acres of our Meadow Garden
      - These conserved green spaces play a significant role in the region, making our area a destination where people want to work, live, and play because of the amount of green space
      - Longwood is a part of that system
  - Research and conservation even beyond our walls
    - Plant exploration



- 46 countries, 83 expeditions, 14,425 collections
    - Saving endangered orchids native to Pennsylvania
  - Sharing our knowledge
    - Welcome 45,000 students every year to experience our Gardens through programs onsite and online
      - Inspiring tomorrows professionals in vital fields (Seed Your Future)
    - Education and training programs for more than 60 years
      - More than 3,000 professionally trained, green collar professionals stewarding our global garden
        - Vital green careers for the future
        - Keeping public gardens alive and well for the future
      - Learning best practices and spreading that knowledge throughout the world
      - With 1.6 million visitors, gateway to inspire the next generation of plant science professionals, horticulturists, and green professionals, recruiting to programs like ours where we can train them and send them into the world, ensuring places like Longwood Gardens are alive and prospering in the future
- As you can see, gardens can play an integral role in tourism
  - We're proud of the success that we've had as one of the great gardens of the world...and we look forward to more success in the future
  - We're also especially proud that our success can be shared with our local and regional communities

