

CLIENT

King of Prussia District

DATES

2024

REFERENCE

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BUDGET

\$100,000

EXECUTIVE SUMMARY

Connect the Dots led a community engagement study, from strategy design to implementation, for King of Prussia District: a Business Improvement District in King of Prussia, Pennsylvania. Through a series of internal workshops with the District staff, Connect the Dots identified the knowns and unknowns of priority audiences: residents, employees and consumers, and designed a strategy to connect with them and gather insights on District-led programs and services through a traveling survey kiosk at business parks, pop-up events at community events, digital and intercept surveys, interviews with local officials, and a focus group with business leaders. Findings from across audiences are helping the King of Prussia District inform their overall strategy moving forward.

SERVICES PERFORMED

Services included planning sessions focused on defining the parameters for community engagement and building on existing organizational capacity, designing a strategy that reaches priority audiences across different engagement tactics, and conducting memorable community engagement activities.

- Stakeholder Interviews with members of the identified priority audiences to gain deeper insights into their experiences within the District and to inform the development of customized outreach and engagement tactics
- Internal Workshops with the District's staff to define the parameters of engagement and learn more about the District's outreach and engagement capabilities
- Mobile Survey Kiosk to gather insights from office workers at their places of employment
- Pop-up Events to gather desired insights from residents and consumers at established community events
- Interviews with Township Officials
- Focus Group with real estate professionals and corporate representatives
- Online and Paper Survey to gather desired insights from residents, workers and consumers in addition to in-person methods

PROJECT OUTCOMES

Engagement Outcomes:

- Engaged +1,350 people across priority audiences including property owners, potential businesses, the Township Board of Supervisors, employees, residents, and consumers
- Gathered desired insights regarding awareness of the District's work, programming offered and experience while in the District's area from each audience

Insights and Implications:

- Culminated in a final report with twelve strategic considerations for the District to enhance its programs and services and communications for continued support to the vibrancy and economic vitality of King of Prussia

