

FOCUS ON KING OF PRUSSIA

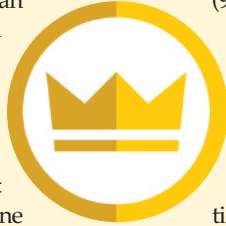
FREE SUMMER EVENTS FOR KING OF PRUSSIA EMPLOYEES & RESIDENTS

HOSTED BY KING OF PRUSSIA DISTRICT

Lunchtime Concert Series & Yoga Happy Hour

The workweek in King of Prussia (KOP) is about to be energized by the King of Prussia District (KOP-BID). In an effort to enhance the vibrant and active environment in KOP, KOP-BID will host a series of free events in June and July.

Now in its sixth year, **Rock Your Lunch! Summer Concert Series** takes place Thursdays in June (Friday rain dates, starting June 8). The series attracts hundreds of KOP employees looking to take their lunch hour outdoors to connect and network with their colleagues. Rock Your Lunch! features live music, free food samples from a variety of KOP's best and newest restaurants and giant yard games



from 11:30 AM to 1:30 PM outdoors in the King of Prussia business park at Arkema (900 First Ave.). An on-site caterer sells freshly prepared lunch items.

The widely popular **Yoga Happy Hour** series is headed to KOP's Main Street for its fourth season Tuesdays in June and July. Perfect for all levels of practice, Yoga Happy Hour features an hour of instruction by KOP-based Stillpoint Yoga Studios from 5 to 6 PM. This year, the seven-week series will take place outdoors at King of Prussia Town Center's pavilion. Yoga is immediately followed by a fun happy hour featuring freebies and specials from Town Center restaurants.



Happy Hour • Live Music Private Dining

For information on Corporate Events please contact Jennifer Tyler, Group Sales Manager at:

610.491.9822

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320 Goddard Boulevard, King of Prussia, PA 19406

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"An active and engaged community of residents and employees is essential for a thriving township," said Eric Goldstein, King of Prussia District Executive Director. "That is why we plan nearly three dozen events every year to help strengthen our community while supporting our King of Prussia businesses."

Learn more about **Rock Your Lunch!** at visitKOP.com/RYL and **Yoga Happy Hour** at visitKOP.com/yoga.



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At Maggiano's in King of Prussia, we think each and every special event should incorporate exquisite cuisine and hand-crafted cocktails at a beautiful location. Regardless of your occasion, Maggiano's private dining rooms can host events that vary from intimate to extravagant. From nationwide corporate events to social celebrations like a wedding reception, Maggiano's strives to provide a perfect experience for your event. Plus, when you have an event at Maggiano's, you'll get so much more than our incredible Italian-American dishes (family style or buffet style, you choose!). Our private dining room also offers Event Specialists and world-class amenities such as adjustable lighting, a talented wait staff, and beautifully decorated rooms. Let Maggiano's host your next special event.

Maggiano's Little Italy is located at 205 Mall Boulevard, King of Prussia; 610.992.3333.



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**KING OF
PRUSSIA
DISTRICT**

2016 REPORT ON AMERICA'S SMALL BUSINESSES

(Continued from page 21)

Will your business experience an increase in revenue in 2016?

GROWTH	# OF RESPONDENTS	% OF TOTAL
No growth	1679	40.3
Less than 20% growth	612	14.7
21-50% growth	429	10.3
Greater than 50% growth	1439	34.6
Total	4159	

Sources of Information

More than half (50.6%) of start-up owners relied most heavily on the advice of other businesses owners or peers compared to other sources of advice. Search engine research followed at 25.8%, with online education and the advice of friends and family following even further behind, at just over 11% each.

Which of the following do you primarily go to for answers to your business questions?

RESOURCE	# OF RESPONDENTS	% OF TOTAL
Other business owners or peers	2283	50.6
Internet search	1164	25.8
Friends or family	508	11.3
Education (YouTube, Podcast, Blogs, Books, School/online courses)	497	11.0
Social media	58	1.3
Total	4510	

The Report Concludes:

Small businesses touch the lives of every American and drive the United States economy. One in four individuals in the U.S. is part of the small-business community, with one in two workers in the private U.S. workforce running or working for a small business. Small employers comprise 99.7 percent of all employer firms in the U.S.

The data presented in this report indicates that part-time employees and independent contractors are a crucial component of the full picture of U.S. job growth and employment, which has previously been overlooked in comparable studies. When including part-time positions and independent contracts, microbusinesses contribute more total jobs to the economy than other types of small businesses, with strong hiring projections. Further studies with more robust data on this new, fluid workforce are needed.

Marketers and educators targeting American entrepreneurs may be interested to learn what sources they are currently relying on for answers to their business questions. At all stages of the small business life cycle (40.3% of pre-starts, 50.6% of start-ups, and 58.4% of existing businesses), the primary source of information is other business owners or peers, more than any other source of information. In the case of start-ups, this is nearly double the rate of the next most popular source of information (Internet search); and, in the case of existing businesses, it is well more than double the rate of Internet search.

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