

FOCUS ON KING OF PRUSSIA

King of Prussia Shopping and Dining: Savor the Selection

Widely hailed as one of the greatest shopping destinations in the world, King of Prussia is truly a shopper's paradise! Whether you are one of the 20+ million people who visited the King of Prussia Mall last year, or you're drawn to the indoor/outdoor ambiance of the new King of Prussia Town Center, there's something here for everyone.

With more than 6.9 million square feet of space, King of Prussia is the largest retail center in suburban Philadelphia. As impressive as that is, the area shows no signs of slowing down! In 2016 alone, King of Prussia added more than 500,000 square feet of retail and dining space. The expansion at the King of Prussia Mall combined the former 'Court' and 'Plaza' into one shopping mecca, featuring dozens of first-to-market luxury retailers and restaurants. A state-of-the-art parking garage with



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space location technology and valet service provides close and convenient access to new shops and restaurants. When your packages get too heavy, guests can visit Simon Concierge and Guest Services for complimentary coat and package checks.

The new King of Prussia Town Center gave King of Prussia its first Main Street and features a unique outdoor lifestyle center, complete with a pavilion for special



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events. The open green space invites shoppers to relax and enjoy the moment while sitting by the custom 60-foot firewall, or dine al fresco at the Town Center's many restaurants.

In addition to these two developments, retailers and restaurants flocked to other King of Prussia retail corridors, like the Valley Forge Shopping Center, home to the largest Target on the East Coast and the King of Prussia Shopping Center, home to the first Duluth Trading Company store on the East Coast. In fact, 31 (more than half) of the new openings in King of Prussia during the past year were the first to open in the U.S., the East Coast, or Pennsylvania.

When you've worked up an appetite while shopping, there's certainly no shortage of dining options in King of Prussia. From top-notch steakhouses and seasonal favorites, to locally-owned originals, King of Prussia's dining scene is diverse and continually growing.

For more information about King of Prussia's vibrant retail and dining scene, visit www.visitkop.com. King of Prussia District (KOP-BID) is a 501(c)(3) not-for-profit, special services organization. KOP-BID engages public and private partners to collaboratively improve the economic environment in King of Prussia by making it more vibrant, attractive and prosperous.

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KING OF PRUSSIA DISTRICT

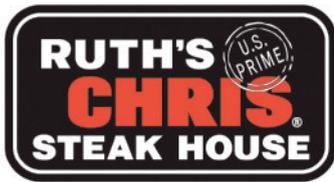
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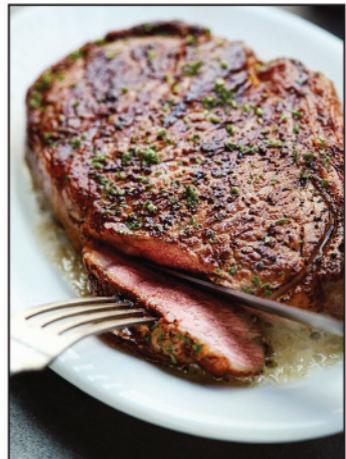
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**KING OF
PRUSSIA
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— IT'S ALL ABOUT ATTITUDE

As a small business owner, you're not just "the boss." You're also the leader, the person employees, vendors, customers, and prospects look to for guidance, support, and confidence. And being a leader is easier than you think. It begins with a positive, "can-do" attitude that your business delivers what it promises, and can achieve any goal.

This is called "success thinking," and it's found across all successful enterprises because the entrepreneurs made it contagious among their teams. They emphasize long-term potential over short-term thinking. They learn to innovate rather than hesitate, and shun the status quo as they seek to spark new interest and enthusiasm inside the business.

When you focus on the collective success of your business as a whole—not an individual person, project or product—you can accelerate success by identifying a few profitable activities and making them happen ever more flawlessly and quickly.

One way to spread success thinking is by encouraging communication across your team. Generally, those around you need more information in order to feel successful. Let them know where you think the business needs to go, the problems it faces and what keeps you up at night. Ask their advice about what you are doing right, what hurts and what needs fixing. That way, everyone has a bigger stake in your success. What's more they become more inspired to find new, better ways of doing things as well.

Positive thinking breeds confidence, which should always be encouraged. But don't become blinded by it. Writing in American Express's OPEN Forum, entrepreneurial consultant and author Mike Michalowicz says small businesses often set goals, then fail to adjust them when the

dynamics of the environment change because they see their thinking as infallible.

"Being positive isn't a bad thing, it is simply being overdone," Michalowicz notes. "Being negative isn't bad either; its value is just being ignored. So start getting a little more negative in business. It will positively help you."



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