



2025 Media Marketplace & Annual Gathering

Working Agenda

Updated 5-8-25, subject to change.

LOCATION

DoubleTree by Hilton Hotel Reading (701 Penn Street, Reading, PA, 19601).

Tuesday, August 12, 2025

10 a.m. Registration opens. *There will be secured space available to store your luggage until you can check into your hotel rooms.*

12 p.m. MATPRA Annual Meeting begins (mandatory for DMO attendees) Callowhill Ballroom. *Meeting agenda will be distributed in August.*

1 p.m. Destination Media Tour begins (mandatory for media attendees)

Main Street, U.S.A.

While MATPRA members hold their annual meeting, our media guests will enjoy an exclusive tour of Boyertown, PA, home to some of Berks County's favorite attractions. Visit the Colebrookdale Railroad, a lovingly restored Edwardian-era train that offers an unforgettable range of travel experiences, from the parlor car's luxurious details to the basic comforts of the observation car. Boyertown Museum of Historic Vehicles delights visitors with its collection of Pennsylvania-built vehicles. Explore its treasured Fegley's Diner Car, where a slice of pie might be calling your name. General Carl Spaatz National USAAF Museum honors the local hero with interactive displays and immersive exhibits that let you experience moments in aviation history through the lens of the general's storied career. Make a sweet stop at the Peppermint

Stick Candy Store to browse penny candy classics and savor hand-scooped ice cream — a treat for the kid in all of us. Did we mention the bears?

4:30 p.m. Destination Media Tour returns, Annual Meeting ends.

5:30 p.m. Buses begin departing the hotel for opening reception and dinner at FirstEnergy Stadium, home of the Reading Fightin' Phils!

Spend the evening enjoying a baseball game at Redner's Event Center, a state-of-the-art venue offering unbeatable views of the award-winning FirstEnergy Stadium. Perched just above the Reading Fightin' Phils' home run wall, this premium location puts you right in the heart of the action. Cheer on the R Phils, the proud Double-A affiliate of the Philadelphia Phillies, as they take on the Akron Rubber Ducks. The excitement goes beyond the diamond, with appearances by beloved mascots, the legendary Crazy Hot Dog Vendor, and all your favorite ballpark eats. Baseball fans will want to stroll the stadium grounds and explore the stories of major league stars who launched their careers right here in Berks County. For those arriving early, guided tours of the stadium will be available.

Fun fact: As a teenager, Taylor Swift often sang the Star-Spangled Banner at the Reading Phillies games.

Buses will start making runs back to the hotel after dinner for those who may not wish to stay for the entire game. MATPRA members can set up their Media Marketplace tables upon returning to the DoubleTree.

Wednesday, August 13, 2025

7 a.m. Breakfast

8-10 a.m. Marketplace: 1:1 appointments between DMO and media attendees. *Appointments will be scheduled through our conference mobile app, which will be available later this summer.*

10-10:15 a.m. Break

10:15-11:45 a.m.	Marketplace: Open visits between DMO and media attendees
12:00 p.m.	Lunch buffet opens
12:45 p.m.	Professional development speaker begins
1:30 p.m.	Lunch ends
1:45 p.m.	Board buses
2-4:30 p.m.	Destination Tours

Local Folks: Experience the Rich Culture of the PA Dutch

Get to know our Pennsylvania Dutch by visiting the PA German Cultural Heritage Center. This distinctive, homegrown culture reflects a fascinating blend of customs, language, food, and traditions of the early German-speaking settlers of our region. Step back in time as you explore the Sharadin Farmstead, an authentic representation of PA Dutch rural life. Then, treat your taste buds at Dietrich Market, a one-of-a-kind shop renowned for its selection of local PA German delicacies.

Soar into Nature at Hawk Mountain Sanctuary

Spend your afternoon at Hawk Mountain Sanctuary, the world's first refuge for birds of prey. Established in 1934, the sanctuary has evolved into an internationally renowned conservation training center, a thriving wildlife sanctuary, and one of the best spots in North America to watch the annual fall raptor migration. Hawk Mountain's staff will share insights into the sanctuary's conservation work and introduce you to one of their remarkable raptor ambassadors. And no trip to Hawk Mountain would be complete without a short hike to take in the stunning views from its perch along the legendary Appalachian Trail.

Reading Area Firefighters Museum

Reading Area Firefighters Museum chronicles and preserves the legacy of firefighting in Reading, PA. The museum is located in the former Liberty Fire Company No. 5 station house, a distinguished architectural and historical landmark known for its striking exterior and authentic 19th-century interior. It retains original furnishings from 1876, donated by famed Philadelphia department store magnate John Wanamaker. Featuring an extensive collection of

antique fire apparatus and equipment, uniforms and gear, artifacts and even fine artwork and sculptures, each exhibit helps illustrate how fire protection and community safety evolved over time.

6 p.m.

Board buses for Farm-to-Table Dinner at Rodale Institute

Join us for a memorable evening at Rodale Institute, the birthplace of the organic farming movement. Come hungry and settle into the rustic barn for a welcoming and delicious family-style feast. A thoughtfully curated, farm-to-table menu celebrates the best of the season with fresh, locally sourced ingredients. Every dish is crafted to delight and accommodate all dietary needs. While at Rodale, be sure to take a wagon tour of this beautiful, working farm to learn about the innovative, sustainable practices that have made Rodale a leader in organic living. This is more than a meal—it's a celebration of community, sustainability, and the rich flavors of Pennsylvania's farmland.

9 p.m.

Return to hotel

Thursday, August 14, 2025

7:30-8:45 a.m.

Breakfast and check out of hotel. *There will be secured space available to store your luggage until we return from our Destination Tour.*

9 a.m.

Board buses for Destination Tour

The Pagoda: Reading's Iconic Landmark

Perched high atop Mount Penn, the Pagoda has been a beloved symbol of Reading since 1908. With its striking architecture and commanding views, it has long served as more than just a picturesque backdrop for photos and a unique observation point; it's a cherished part of our cultural and historical identity. Currently closed to the public for structural upgrades, its historical significance and enduring presence continue to captivate locals and visitors alike. We'll make a brief stop to appreciate the Pagoda from the outside, learn a bit about its history, and enjoy the scenic views it offers—an essential piece of the city's story, even in restoration.

GoggleWorks Center for the Arts

After a quick detour through West Reading's Mural Alley — a colorful corridor of public art — we head to the GoggleWorks Center for the Arts. Located in a former factory, the GoggleWorks is a center of community engagement, teeming with the energy of makers and creators.

Explore studios and exhibits, chat with artists, and get ready to try your hand at a group mural project and woodworking. Following a morning of artistic expression, we'll gather for lunch, and final goodbyes from our MATPRA Board. Before departing, take time to browse The New Store, where locally made art and handcrafted items offer the perfect memento of your visit.

2 p.m.

Buses return to hotel. Event ends, head home.