



THE STATE OF COMMERCE

FUELING GROWTH IN NEIGHBORHOODS + SUPPORTING SUCCESS IN PHILADELPHIA

2018

A photograph of a woman with long dark hair and a young boy shopping at a farmers market. They are standing in front of a stall with several wooden baskets filled with ripe peaches. The woman is smiling and looking down at the fruit, while the boy is focused on a peach in his hands. In the background, there are other market stalls, including one with a green sign that says "TOP OF THE HILL", and a large green patio umbrella. The scene is bright and sunny, suggesting a pleasant day at the market.

THE COMMERCE MISSION

GLOBALLY-COMPETITIVE CITY

DIVERSE BUSINESSES

**ENTREPRENEURS &
INNOVATION**

LIVING-WAGE JOBS



THE COMMERCE MISSION

ECONOMIC OPPORTUNITY

CUSTOMER ASSISTANCE

FISCALLY RESPONSIBLE

COMMERCE AT THE TOP LEVEL





DETERMINING PHILADELPHIA'S ECONOMIC HEALTH



POPULATION



OF JOBS



OF PHILADELPHIANS WORKING



UNEMPLOYMENT



JOB GROWTH RATE



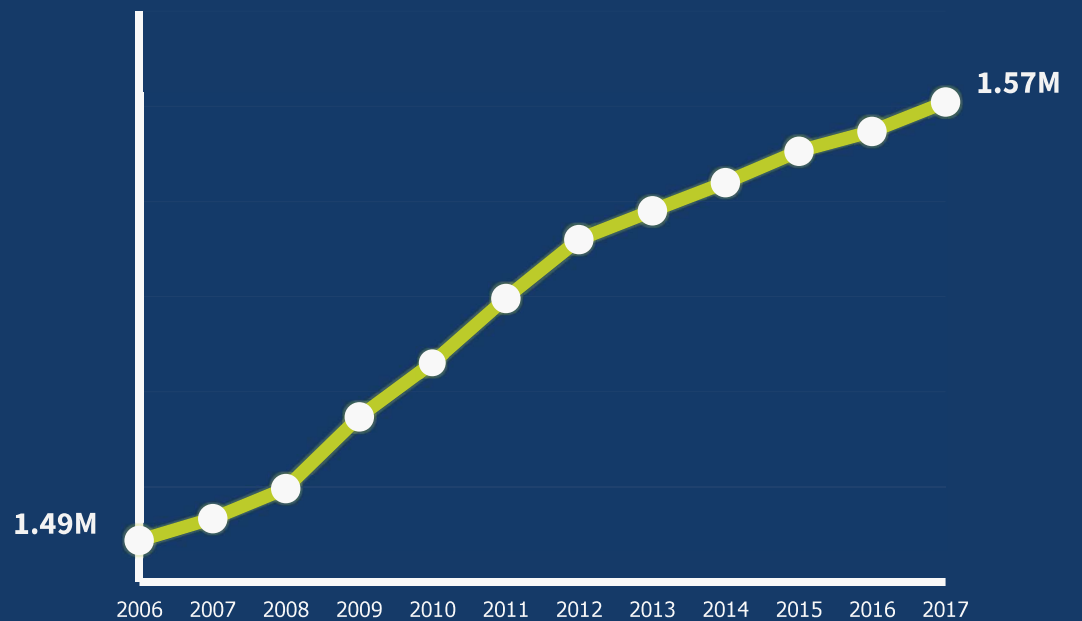
DEGREE ATTAINMENT



POVERTY RATE

POPULATION GROWTH

YOUNG AND DIVERSE
POPULATION GROWTH IN
THE CITY OF PHILADELPHIA



26%

MILLENNIAL
RESIDENTS

15%

FOREIGN-BORN
RESIDENTS

65%

NON-WHITE
RESIDENTS

EMPLOYMENT



4TH

RANKING AS BEST
IMPROVED ECONOMY,
BASED ON JOB
GROWTH

~50k

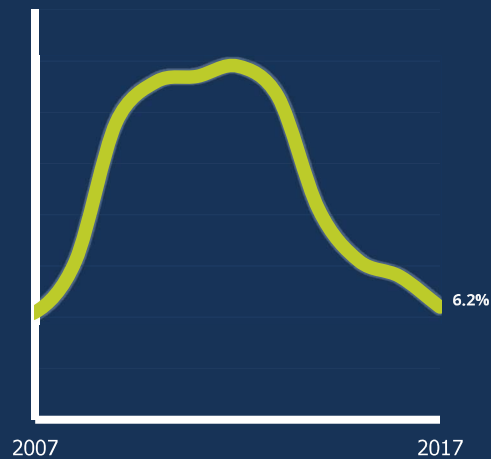
NUMBER OF NEW
JOBS SINCE 2008

3.6%

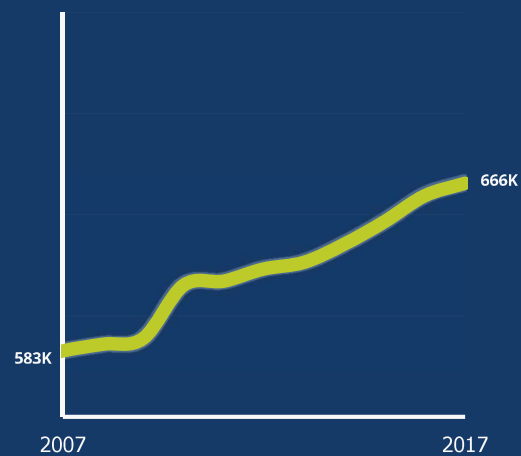
JOB GROWTH SINCE 2015,
OUTPACING NYC (3.4%)
+ NATIONAL AVERAGE
(3.5%)

UNEMPLOYMENT LOWEST SINCE 2007

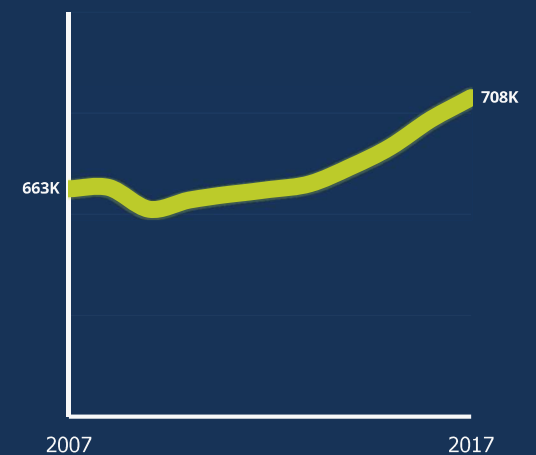
UNEMPLOYMENT



OF PHL EMPLOYED



OF PHL JOBS

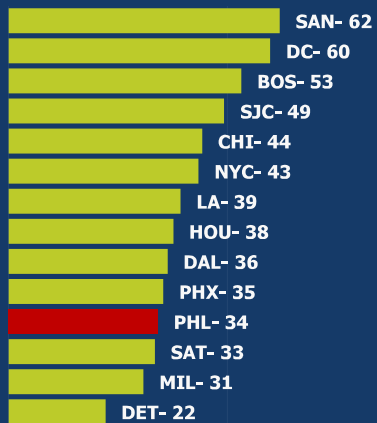


EDUCATION + POVERTY ARE CONNECTED

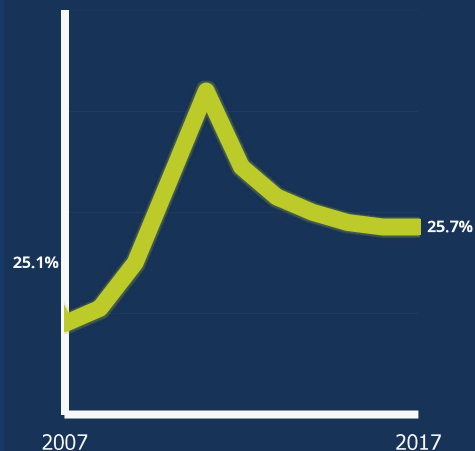
DEGREE ATTAINMENT



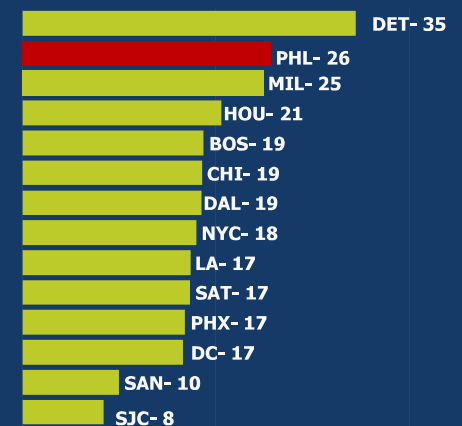
% ADULTS 25+ W/ASSOCIATES DEGREE+



POVERTY RATE



% IN POVERTY





MOVING IN THE RIGHT DIRECTION, NOT FAST ENOUGH

OUTPACED BY OUR PEERS

4TH QUARTILE

**MORE (OR LESS)
BIGGER
FASTER
SMARTER!**

A photograph of a person in a dark suit standing in front of a large window, looking out at a city skyline. The person's silhouette is visible against the bright light from the window. The city features several tall buildings, including one with a distinctive spire. The sky is blue with a few clouds. The text 'ACTIONS + RESULTS' is overlaid in a bold, dark blue font.

ACTIONS + RESULTS

MAJOR INVESTMENTS CITY-WIDE

**BUSINESS RETENTION
BUSINESS EXPANSION
BUSINESS ATTRACTION**

INTERNATIONAL LEADS

ENTREPRENEURSHIP, INNOVATION + STARTUPS

NEW PROGRAMS

WORKFORCE DEVELOPMENT



ACTIONS + RESULTS

12

NEIGHBORHOOD ECONOMIC DEVELOPMENT

Storefront
Streets
In-Store
Security Camera Program
Business Lending Network

CONTINUOUS CORRIDOR VISITS

BILINGUAL SERVICES FOR IMMIGRANT BUSINESSES

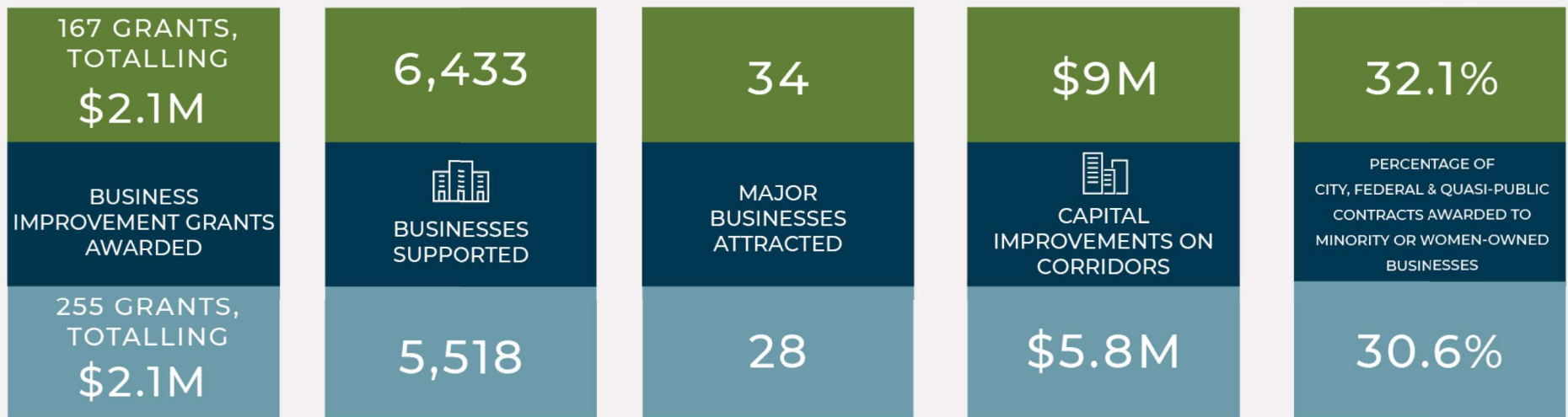
TECHNICAL ASSISTANCE

OFFICE OF ECONOMIC OPPORTUNITY

Registry
Compliance
Contracts

YEAR-OVER-YEAR COMPARISON

2017



2016



ONGOING DEVELOPMENT + INVESTMENT

PENNOVATION

NAVY YARD

UNIVERSITY CITY SQUARE

NORTH BROAD STREET

SCHUYLKILL YARDS

PHILADELPHIA AIRPORT

DELAWARE RIVER WATERFRONT

PORT OF PHILADELPHIA

EAST MARKET

CAPPING OF INTERSTATE 95



POSITIONING PHILADELPHIA FOR THE FUTURE

LOCAL CONTROL OF SCHOOLS
Investment in future talent pipeline

WORKFORCE STRATEGY
Citywide collaboration

DIVERSITY IN THE TRADES
Rebuild & related apprenticeship programs

**FOCUS ON LIFES SCIENCES:
BIO-TECH & GENE THERAPY**
Improving infrastructure for these industries

HUB FOR DIVERSITY IN TECH
Project NorthStar & Backstage Capital Accelerator

GLOBAL IDENTITY & PROMOTION
Increasing Philadelphia's recognition on a global scale

OUR ASKS FOR YOU

- 1 **SPEND YOUR MONEY IN PHILADELPHIA
— LOCAL SOURCING**
- 2 **JOB + SUMMER HIRES FOR PHILADELPHIA YOUTH**
- 3 **SCHOOL ENGAGEMENT + PARTNERSHIPS**
- 4 **HIRE RETURNING CITIZENS**
- 5 **MAKE DIVERSITY + INCLUSION A PRIORITY**
- 6 **SUPPORT HUB OF HOPE**



CHALLENGES OBSTACLES + OPPORTUNITIES

REGULATION

LEGISLATION

TAXATION

EDUCATION

SHARED SPACES

THANK YOU

JOBS
EDUCATION
INCLUSION
INNOVATION
NEIGHBORHOODS
DIVERSITY
POVERTY

ECONOMIC JUSTICE

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