



PHILADELPHIA: SMART CITY. SMART FINANCIAL CHOICE.

SO MANY REASONS WHY PHILADELPHIA IS A SMART CHOICE

From the scale and size of our market, to the national and global access of our East Coast location, to our highly educated and diverse labor pool, Philadelphia is at the center of a dynamic and thriving region.

Philadelphia offers a remarkable quality of life with a vibrant Center City, world-renowned arts and culture, and accessible public transportation — all at an affordable cost of living.

Compared to peer cities in the northeast region, Philadelphia is the smart financial choice for your business location.

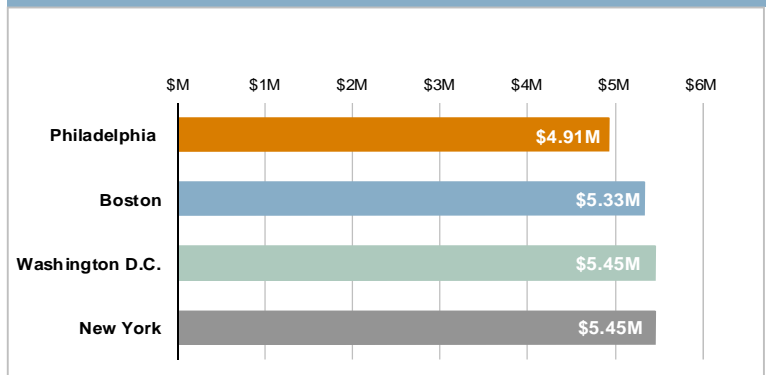


LOWEST LABOR COSTS AMONG NORTHEAST PEER CITIES

A Philadelphia location provides businesses with convenient access to:

- A talented regional labor pool of more than 3 million people
- Highly educated and skilled employees across a wide variety of industry sectors, including life sciences and healthcare, higher education, telecommunications, and financial and professional services
- 101 colleges and universities which build the talent pipeline

Labor: a 100-person professional services company will save up to 10% in annual labor costs compared to peer Northeast cities.



Direct labor costs for 100-person private professional services company.
Source: US Bureau of Labor Statistics, 2011

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AFFORDABLE CLASS A OFFICE SPACE IN TOP QUALITY AND GREEN BUILDINGS

Philadelphia's central business district offers more than 40 million square feet of prime office space, well served by a multi-modal regional transportation system and an extensive public transit network.

The city also offers state-of-the-art facilities in alternate business locations such as University City and The Navy Yard. For companies of all sizes, Philadelphia offers high quality yet affordable office space, including 52 LEED certified and registered projects.



EXCEPTIONAL QUALITY OF LIFE, AFFORDABLE COST OF LIVING

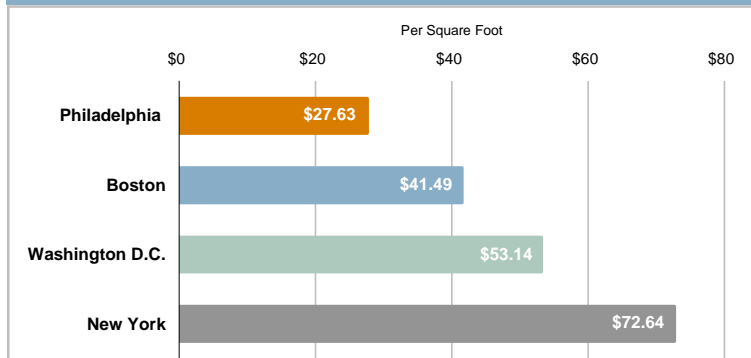
With the third largest residential downtown population in the nation, approximately 93,000 residents call Center City Philadelphia home. The city's vibrant and walkable downtown offers:

- Hundreds of restaurants and sidewalk cafes
- One of the largest park systems in the world at 9,200 acres
- Dozens of world-renowned cultural and entertainment destinations
- Four professional sports teams just minutes away

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Superior access to international and regional markets, a well-educated and affordable labor force, reasonably priced real estate, an exceptional quality of life and an affordable cost of living, all combine to make Philadelphia the smart choice on the Northeast Corridor for your business location.

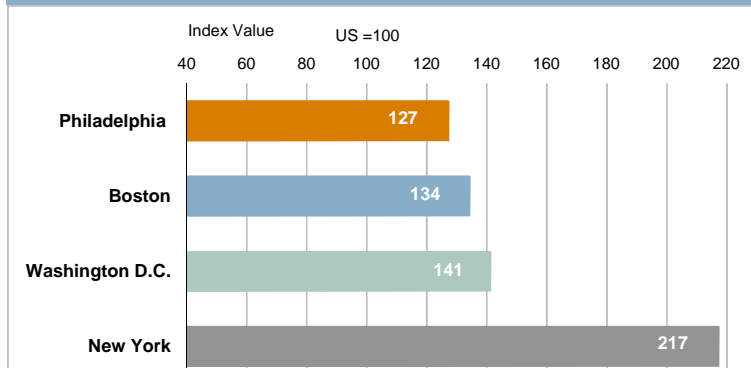
Office Space: a Center City user would pay over 2.5 times more for comparable Class A space in New York City



Central business district class A office rental rates. Source: Studley 2Q 2011.



Cost of Living: Residents of New York, Washington D.C., and Boston have to earn between 9-59% more to enjoy the same standard of living as a Philadelphia resident



National cost of living index, average = 100. Source: ACCRA, 1Q 2011.

For all the resources to locate and grow your business in Philadelphia, contact the Department of Commerce 215.683.2100.

CITY OF PHILADELPHIA

215 683 2100 • Department of Commerce, 1515 Arch Street, 12th Floor, Philadelphia PA 19102 • www.phila.gov/business

