

CENTER CITY DIGEST

Choosing the Path to Growth

Philadelphia stands at a crossroads. Despite great success downtown, for more than a half-century the rest of the city has been losing jobs, shrinking opportunities for neighborhood residents. Now, despite national economic challenges, demographic, lifestyle and energy-cost trends are tilting our way. With strong regional transit, good highway access, a diverse, vibrant Center City, expanding academic, research and health-care campuses and walkable, human-scale neighborhoods, Philadelphia can capture a much greater share of regional growth, expanding opportunities at all educational and skill levels.

Enormous improvements have transformed Center City into a vibrant, live-work environment that attracts visitors,



shoppers and students from across the region and around the world. But Philadelphia as a whole will succeed only if it leaves behind manufacturing-era tax policies that discourage 21st century business formation and job creation. This is what's at stake as City Council resumes the tax policy debate postponed last spring.

Six decades after Philadelphia began an ambitious redevelopment program, the city has four strong nodes of 21st century jobs. Center City, University City, Temple University's campuses and the Navy Yard, together, hold 53% of all private-sector jobs in Philadelphia. Two nodes, Center City and University City, provide on average 26% of the jobs for working residents from every city neighborhood. Center City alone holds 39% of all jobs in Philadelphia and concentrates them in office towers, hotels, educational and medical institutions at 129 jobs per acre, compared to 4 jobs per acre across the rest of the city and less than 1 job per acre in the balance of the region. With fuel costs high, jobs in the core are conveniently positioned at the center of the region's transit system.

But here's the problem: Center City, the university campuses and the Navy Yard, all of which are thriving, are just not big enough to provide opportunities for all. Skills and education-levels may be a challenge, but even in Center City, 21% of jobs are held by individuals with no more than a high school diploma. A typical 500,000 square foot office building not only houses 3,300 business jobs at all skill levels, it provides work for 5 building engineers, 18 cleaning staff and 12 security personnel. Hotels and campuses are equally diverse in their range of opportunity.



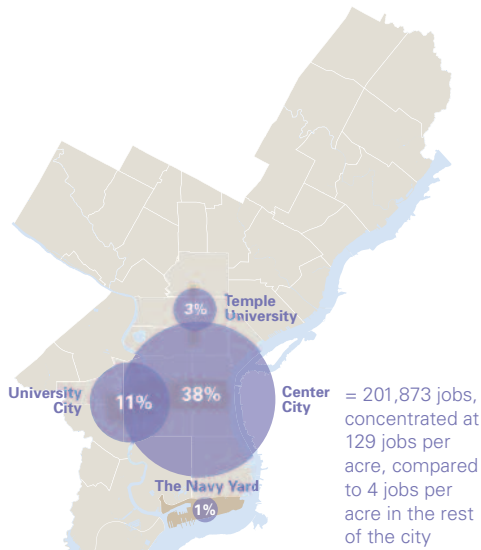
HowIsDowntownDoing.com

Center City District has worked to make Center City Philadelphia clean, safe and attractive for more than two decades. But we can always do more and do some things better. To help us plan for new initiatives or to improve what we already do, please take a moment to complete a brief survey online at HowIsDowntownDoing.com and give us your opinion and recommendations.

You will automatically be entered for a possibility to win **\$250 in restaurant gift certificates.** Five lucky winners will be chosen at random.

Survey closes midnight October 31, 2012.

Percent of Philadelphia Employment



● Percent of Philadelphia Employment, 2010
Source: OnTheMap, 2012

The real problem is our neighborhoods have far too few small businesses, entrepreneurs, light manufacturing and warehouses. This should not be a surprise. Municipal finance experts calculate a typical business pays 19% more in taxes just to be in Philadelphia, compared to the suburbs.

On average, only 13% of the working residents of each City Council District work in the District in which they live. Twenty percent commute to downtown, but between 35% and 50% of working residents in each District, 190,773 Philadelphians, are having to find work in the suburbs; another 76,041 are looking unsuccessfully, pushing the city's unemployment rate to 11.7%, 3 points higher than the national average.

It's time to reverse the trend that has cost us 216,000 jobs since 1970. At current pace, we will lose another 75,000 jobs by 2020. Since 80% of the resources that support municipal government are generated locally and 84% of all jobs in the city are in the private sector, Philadelphia cannot sustain needed services by raising taxes on a shrinking

job base. If this slide isn't reversed, the City has no choice but to curtail services in the coming decade, or to raise taxes, pushing more people and jobs out of the city.

There is a way out. It is not that Philadelphia taxes too much, rather it taxes the wrong things. Sixty-six percent of local tax revenue comes from taxing highly mobile wages and profits. By contrast, comparable taxes in New York City comprise only 34% of the mix, while in Washington, D.C., it is 35%. It's an immutable law of municipal finance: if you overtax what can move, it will. A disproportionate dependency on wage and business taxes pushes small businesses, entrepreneurs and office tenants to lower-cost suburbs. On the other hand, rely more on what's immobile – land and improvements – and we create a climate that encourages growth. This is especially true when people want sustainable, transit-oriented and walkable communities close to work. In the fastest growing section of Philadelphia, Center City, 74% get to work without a car.

As Council prepares to debate again real estate assessments and job creation, keep focused on the big picture. With energy costs high and so many needing to commute to the suburbs, there's a powerful motivation to seek affordable housing closer to work. On current course, neighborhoods not adjacent to job centers will continue to lose residents, talent, and vitality. Even Center City can't continue to flourish without job growth.

But if Council adopts competitive tax policies, it will put all neighborhoods on a path of sustained business formation and dynamic job growth, creating a wealth of opportunity for all residents.

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For the detailed analysis on which this article is based and for an overview of where Philadelphia residents travel to work, download *Creating Opportunity for Philadelphia Residents* at centercityphila.org/docs/CCREmployment2012.pdf. To view an online citywide map that shows all the major nodes and smaller clusters of private-sector employment across the city, with the ability to overlay the 10 Philadelphia councilmanic districts, please go to centercityphila.org/about/employment_report.php.



Become a Friend and Supporter!

There are significant opportunities for sponsorship and naming rights at Dilworth Plaza. Based on the huge success we have experienced with hundreds of people each day being drawn to the improvements at Sister Cities Park, we know that an improved Dilworth Plaza, at the very center of the city, will draw thousands of office workers, residents, visitors and convention attendees.

To become a Friend of Dilworth Plaza and to get a list of high-visibility sponsorship and naming opportunities, please contact Tony Pipitone at 215.440.5517 or tonyp@centercityphila.org.

Major Public Donors to Dilworth Plaza Construction

City of Philadelphia	\$5 million
Commonwealth of Pennsylvania	\$15.5 million
Federal Transit Administration	\$15 million
SEPTA	\$4.3 million

Other Major Donors to Construction

The Albert M. Greenfield Foundation	\$125,000
John S. and James L. Knight Foundation, Knight Arts Challenge	\$400,000
PNC	\$300,000
William Penn Foundation	\$1.2 million

Friends of Dilworth Plaza

Leading Friends (\$100,000+)

First Niagara

Commonwealth Realty
The Dow Chemical Company
Liberty Property Trust

Founding Friends (\$50,000 to \$99,999)

The Arden Group
The Horace W. Goldsmith Foundation

Good Friends (\$5,000 to \$19,999)

Barbara and Theodore Aronson
The Cozen O'Connor Foundation
Edward and Karen D'Alba
KieranTimberlake
Pearl Properties, LLC
Roberts Event Group
Heather J. Shaffer

Steadfast Supporters (\$20,000 to \$49,999)

Brandywine Realty Trust
Brooks Capital



PNC and The Horace W. Goldsmith Foundation are the two latest major donors to Dilworth Plaza. PNC has provided a very generous **\$300,000** to support construction and events programming. The Horace W. Goldsmith Foundation has generously contributed \$75,000. The PNC contribution will qualify for a matching grant from the William Penn Foundation. The CCD also has a matching grant from the John S. and James L. Knight Foundation to support the installation of sculptor Janet Echelman's public artwork, *Pulse*. To learn how you can join other business and community leaders and have your contribution matched dollar for dollar, please contact Tony Pipitone at 215.440.5517 or tonyp@centercityphila.org.

Sister Cities Park



Peter Tobia



Peter Tobia

Crowds flock to Sister Cities Park.

Three Parks Add to Center City Life

Throughout the summer, the Center City District's three parks were programmed with a broad range of activities. Families with children, workers, and visitors have been drawn to Sister Cities Park at 18th and Benjamin Franklin Parkway for lunch and snacks at the Milk & Honey Café, to explore the Children's Discovery Garden and boat pond, and splash in the fountain. More than 70 activities, including nature programs, family yoga, story times and wine-and-cheese gatherings with live entertainment were programmed at Sister Cities Park. Wine-and-cheese events will continue this fall every Thursday through October 25. For kids there will be opportunities to enjoy Soccer Shots and Story Art.

Two blocks away at Café Cret and Three Parkway Plaza at 16th Street and the Benjamin Franklin Parkway, King's Dutch Country Goods sponsored by Drexel University | Center City Campus will offer freshly baked goods every Thursday until Thanksgiving along with fresh produce from farm-rich Lancaster County.

Meanwhile, in John F. Collins Park at 1707 Chestnut Street, the CCD programmed 44 noontime acoustic concerts on Tuesdays and Thursdays, as shoppers, workers, and students brought their lunches and relaxed to the music. In addition, King's Dutch Country Goods set up their farm-fresh offerings on Fridays. The farmers' market will continue offering its array of foods through November 23.

If you are interested in making a donation to help maintain and program the Center City District's parks, please contact the Center City District at 215.440.5500 or info@centercityphila.org.

Three Parkway Plaza



King's Dutch Country Goods offers a rich array of fresh produce at Three Parkway Plaza. The farmers' market is sponsored by Drexel University!Center City Campus.

John F. Collins Park



Monique Cannierie on flute was one of the featured concerts in John F. Collins Park.

The Philadelphia Collection: A Week of Fashion and Fun

The third-annual Philadelphia Collection took place September 13 to 20 and proved once again that the city can compete on the global catwalk. With one-of-a-kind couture peplums, leather detail, slim-fit Windsor collars, and geometric prints adorning the storefronts of Center City and beyond, fashionistas had plenty to whet their shopping appetites. In addition, The Philadelphia Collection fueled anticipation as it joined in the worldwide celebration of Fashion's Night Out on September 6.

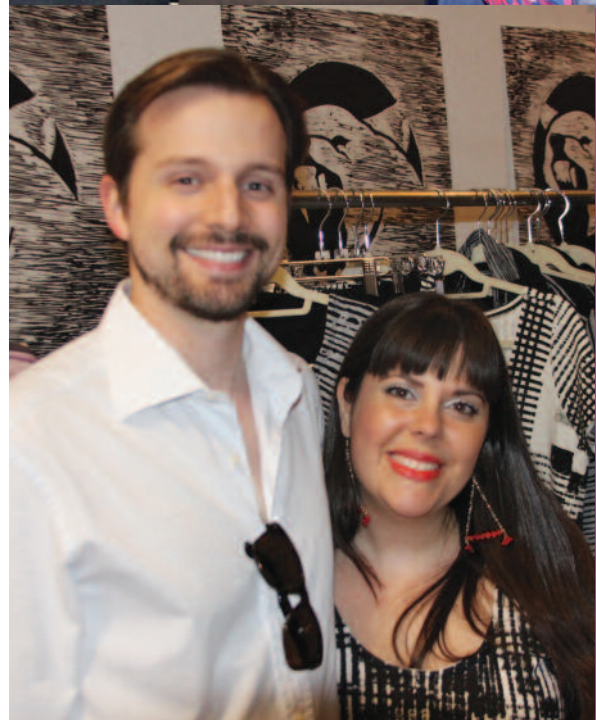
Since 2010, The Philadelphia Collection has been raising the city's high fashion IQ and all aspects of its fashion economy, including retailers, designers, modeling agencies, design schools, and more. Founded by the City of Philadelphia, Center City District, and Philadelphia Retail Marketing Alliance, the Collection set out to spread the word that Philadelphia is fashion wise and stylishly smart.

This year's Collection included nearly 75 events, from runway shows and fashion presentations to trunk shows and expert panel discussions on business, careers, and media and technology in fashion. There were Primping Parties, Stiletto-tinis, fashion-inspired sushi and Catwalk Cocktails.

"The Philadelphia Retail Marketing Alliance was created with the goal of spotlighting Philadelphia as a top shopping and retail destination in order to enhance the quality and quantity of the city's retail offerings," said Michelle Shannon, Vice President of Marketing and Communications for Center City District and Co-Chair of The Philadelphia Collection. "This year was our most successful Collection yet, and we're already looking forward to next year's."

To keep up to date on The Philadelphia Collection, visit www.thephiladelphiacollection.org, and join the conversation on Twitter @philacollection and [facebook.com/thephiladelphiacollection](https://www.facebook.com/thephiladelphiacollection).

THE PHILADELPHIA COLLECTION 2012



Top photo: Enjoying The Philadelphia Collection (from left) are Rakia Reynolds, owner of Skai Blue Media in Center City; Mikki Taylor, Editor-at-Large, Essence Magazine; and Cameron Silver, owner of Decades boutiques in Los Angeles and London. Above photo: Jeffrey Busmann (left) and Nicole Haddad of Lobo Mau offered new designs in clothing and accessories. Photo at left: SA VA's Harvest Moon Fashion Show & Community Street Fair showcased Philadelphia fashion designer Sarah Van Aken's collection.

Drexel University: Growing in Center City

The Center City District and Drexel University have created a partnership to enhance the public environment in the northwest quadrant of Center City, as Drexel expands east from its campus in University City.

From the Academy of Natural Sciences of Drexel University at 19th Street and the Benjamin Franklin Parkway to Hahnemann University Hospital at Broad and Vine Streets, Drexel students and employees are part of an increasing University presence in Center City.

The CCD/Drexel partnership will add banners identifying Drexel's presence at 15 locations in the area. In addition, the CCD's Walk!Philadelphia wayfinding system will add Drexel Center City's name to 23 existing signs this year and 26 new signs next year. Walk!Philadelphia identi-

fies non-commercial destinations and attractions throughout Center City.

Drexel is also sponsoring a Fall Concert Series at Three Parkway Plaza, 16th Street and the Benjamin Franklin Parkway, a Farmers' Market every Thursday through November 22, and a welcome event for Drexel employees and students in the area.

The Academy of Natural Sciences of Drexel University and the CCD will continue to present science and nature programs at the newly renovated Sister Cities Park, 18th Street and Benjamin Franklin Parkway.

For a complete list of fall activities, please visit www.centercityphila.org/life/parks.



The Academy of Natural Sciences of Drexel University collaborated with the Center City District for a Nature Program for children at Sister Cities Park.

Keeping Center City Sidewalks Clean

Warren Patterson first heard about the Center City District's cleaning program in 2005. Within a month, he was hired as a pan-and-broom sweeper, but always wanted to operate one of the Green Machines. Two years ago, he moved into the job of machine operator.

"You might think people take your work for granted, but then you meet these people who come by and say thank you for your service," Patterson said recently. "That's a motivator when people appreciate what you do. It's not an easy job."

Patterson is one of 50 cleaners who help keep the sidewalks of Center City clean. He starts his job at 12th and Callowhill Streets, where he picks up his assign-

ment and the Green Machine. If his assignment is Chestnut Street, he'll take the machine there, travel east with the traffic, cleaning the edge of the street, then move onto the sidewalk to clean them as he heads west.

"You really see it and you can feel the gratitude," Patterson said. "It's one of the best jobs I've ever had in my life. A lot of people think it's easy, but it's not easy. You really have to be focused."



Warren Patterson has been operating the Green Machine for the last two years and says, given all the other activity on the sidewalk, it's important to stay focused.

CENTER CITY DIGEST

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PAIRINGS ★ ON THE ★ PARKWAY

EVERY THURSDAY UNTIL OCTOBER 25

Join us at **Sister Cities Park**, 18th St & the Ben Franklin Parkway, 5 - 8 p.m. on **BYO Thursdays**, now through October 25.

Bring your own bottle of wine and **Milk & Honey Café** will have cheeses and other selections for sale that will pair perfectly with your wine!

Live entertainment from 5:30 p.m. to 7:30 p.m.

Follow us on Twitter (@milkandhoneymkt) each week for a different featured cheese and recommended wine pairing.

For more information, visit milkandhoneymarket.com/sister-cities-park or sistercitiespark.org.



The Center City Digest is a publication of the Center City District (CCD), a private-sector sponsored municipal authority committed to providing supplemental services that make Philadelphia's downtown clean, safe and attractive; and of Central Philadelphia Development Corporation (CPDC) with 50 years of private-sector commitment to the revitalization of downtown Philadelphia.



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