



**CITY OF PHILADELPHIA**  
**Annual Request for Information**  
**Calendar Year 2016**

Response Provided By:



All data contained in PNC's response to the City of Philadelphia's Request for Information is proprietary and confidential. Data from this report should not be shared with any third parties without the consent of PNC.

# **City of Philadelphia Office of the City Treasurer**



## **Authorized Depository Compliance Reporting: Philadelphia City Code Chapter 19-200 City Funds--Deposits, Investments, & Disbursements**

### **Annual Request for Information Questionnaire Calendar Year 2016**

PNC Bank does not offer loan products that can be described as predatory or high cost. PNC Bank certifies that it provides applicants with information necessary for applicants to protect themselves against predatory lending practices, including all legally-required loan disclosures. PNC Bank also makes available a wide variety of financial education and related tools for consumers to better understand their options when it comes to financial products. An important component of PNC Bank's commitment to consumers is financial education. PNC Bank understands the extreme importance of providing people the knowledge and skills necessary to take control of their finances, and in turn, improve their quality of life and future stability. PNC Bank offers these useful, dependable and unbiased financial education programs to those who oftentimes need it most. For example:

- Financial Education Courses: PNC Bank offers classes to consumers, small businesses and nonprofit organizations through our community outreach and branch educational activities. PNC partners with FDIC and has an agreement to co-brand and deliver its Money Smart financial literacy series on a variety of topics for adult and youth education, taught by bank employees and many also available in Spanish.

- PNC Homebuyers' Club: PNC Bank continues to partner with local non-profit housing agencies and providers of education to provide low and moderate income first-time homebuyers with instruction and assistance in overcoming financial challenges.

- Bank On: PNC Bank continues to be an active participating main stream financial institution with Bank on Philadelphia. PNC provides "second chance" account opportunities to unbanked and underbanked Philadelphians with its low fee Foundation Checking and PNC Smart Access Visa Prepaid Card.

**Disparities in Lending: Attach a long term strategic plan to address disparities in the Bank's or Financial Institution's lending and investment activities that may be indicated in the 2015 annual study commissioned by the Treasurer of the City of Philadelphia.**

The PNC Financial Services Group, Inc. is committed to the principle of providing full and equal access to its credit products for all potential borrowers. In fact, PNC Bank has received an "Outstanding" rating under the Community Reinvestment Act in each of its last four performance evaluations, dating back to 1996. In reviewing the HMDA data, we urge you to consider the following from a September 20, 2009 FFIEC press release:

- The HMDA data can facilitate the fair lending examination and enforcement process and promote market transparency, however, there are limitations.
- The HMDA data alone cannot be used to determine why disparities exist among minorities or income class.
- They do not include many potential determinants of creditworthiness and loan pricing, such as the borrower's credit history, debt-to-income ratio, and the loan-to-value ratio.

*(Please refer to Appendix II for PNC's Long Term Strategic Plan)*

#### D. COMMUNITY REINVESTMENT GOALS

*Financial institution's annual Community Reinvestment Goals should include information on the number of small business loans, home mortgages, home improvement loans, and community development investments to be made within low and moderate-income neighborhoods within the City of Philadelphia.*

**1. Provide an overview of the financial institution's annual Community Reinvestment Goals.**

See goals enumerated below.

**2. Provide the number of small business loans, home mortgages, home improvement loans, and community development investments to be made within low and moderate-income neighborhoods within the City of Philadelphia.**

Type	2016 Goals	2016 Results	2017 Goals
Small Business Loans	350	631	350
Home Mortgages	125	132	125
Home Improvement Loans	70	73	70
Community Development Investments	\$10 million	22.7MM	10.0MM

**If applicable, explain why previous year results did not meet the stated goal.**

All goals were met.

**3. Provide the actual number and dollar amounts of small business loans, home mortgages, home improvement loans, community development investments, consumer loans, and other commercial loans made in neighborhoods within the City of Philadelphia.**

#### Calendar Year 2016

##### *Number of Loans by Income*

Type	Low	Mod	Mid	Upp	Total
Residential Mortgage	37	95	129	167	428
Home Improvement	18	55	56	49	178
Small Business Loans	216	415	360	906	1,897
Community Development					11
Consumer Loans	NA	NA	NA	NA	NA
Other Commercial Loans	NA	NA	NA	NA	NA
<b>Total:</b>	271	415	360	1122	2,503
How many business loans were originated?	NA	NA	NA	NA	NA

##### *Value of Loans (\$000) by Income*

Type	Low	Mod	Mid	Upp	Total
Residential Mortgage	5,787	12,391	20,577	65,340	104,095
Home Improvement	330	1,292	2,045	3,560	7,227
Small Business Loans	14,549	20,199	20,596	73,071	128,415
Community Development					\$150,600

Consumer Loans	NA	NA	NA	NA	NA
Other Commercial Loans	NA	NA	NA	NA	NA
<b>Total:</b>	20,666	33,882	43,218	141,971	390,337
% of Consumer Loans made through Credit Cards	NA	NA	NA	NA	NA

**4. Provide information on other types of community development investments made in neighborhoods within the City of Philadelphia (for example: Grants, Education, Public or related Commercial Development).**

*PNC has proudly partnered with hundreds of art, history, education and cultural institutions throughout the city. Through the PNC Foundation, community reinvestment activity, EITC/OSTC, and charitable sponsorships – PNC provides millions of dollars in support throughout Philadelphia every year.*

*PNC has long been a leading corporate supporter of arts and culture in Philadelphia, understanding that the industry brings \$3.3 billion and 44,000 related jobs to the region<sup>2</sup>. PNC Arts Alive is ten year, \$10 million dollar initiative, introduced in 2009 through the PNC Foundation, and designed to support visual and performing arts organizations. At a time when contributions to arts organizations were on the decline, PNC Arts Alive doubled PNC's investment in arts programming in the twelve-county Philadelphia and Southern New Jersey region. It is a comprehensive initiative to support and stimulate the arts, helping non-profit arts organizations change the way they do business and guide them on a path toward sustainability.*

*As a company, PNC has committed \$350 million towards PNC Grow Up Great, millions of which has been invested in improving the state of early childhood education in Philadelphia. Employees across the greater Philadelphia area have volunteered more than 42,000 hours in support of this initiative.*

*In 2011, PNC entered into a strategic allegiance with the Barnes Foundation. This multi-million dollar commitment helped enable the Barnes to achieve its goal of relocating to the Parkway and opening a more accessible venue for one of the finest art collections in the world. Since opening its doors, the Barnes has attracted nearly 300,000 visitors per year. Additionally, the Barnes Foundation continues building upon its best-in-class PNC Grow Up Great Early Childhood Art Education Program, which is partnering with the School District of Philadelphia's Pre-School programs.*

*PNC was one of the first businesses to commit funding towards the Dilworth Plaza Renovation, and will provide additional sponsorship support for the Live @ Lunch concert series through August of 2017.*

*PNC was the first corporation to commit support to the Parkway Council Foundation for the Parkway Centennial, celebrating 100 years of the Benjamin Franklin Parkway in 2017 and 2018.*

*PNC sponsors numerous events with the Greater Philadelphia Chamber of Commerce, the Greater Philadelphia Cultural Alliance, and Visit Philadelphia.*

*Many of PNC's senior executives contribute hundreds of hours to a full-range of the City's not-for-profit organizations. Several examples include:*

*PNC Regional President, Joe Meterchick, demonstrates his commitment to the Greater Philadelphia community by his service on several not-for-profit boards, including: the Greater Philadelphia, Chamber of Commerce, the CEO Council on Growth, Select Greater Philadelphia, the Children's Hospital of Philadelphia Corporate Council, and the Corporate Partners of The Barnes Foundation.*

<sup>2</sup> Greater Philadelphia Cultural Alliance. "Arts, Culture, and Economic Prosperity in Greater Philadelphia." 2012.

*Jean Canfield, Senior Vice President and Director of Client and Community Relations, is on the board of the Children's Scholarship Fund of Philadelphia, the advisory board of the Greater Philadelphia Cultural Alliance, and the advisory board of the Professional Women's Roundtable.*

*Denise DiSimone, Senior Vice President of Corporate Finance, joined the Fringe Arts board.*

*Orlando Esposito, Executive Vice President of the Asset Management Group, serves on the Corporate Board of the Philadelphia Museum of Art, the Philadelphia Zoo Board, and the United Way Board.*

*Ehab Hammad, Executive Vice President of Retail, serves on the board of Opera Philadelphia.*

*Kafi Lindsay Vice President for the South Eastern Region of Community Development, is active on several boards including the Regional Housing Legal Services, Urban Affairs Coalition, and the Philadelphia office of LISC.*

*Sal Patti, Senior Vice President, Commercial Banking, serves on the boards of the Police Athletic League, Philadelphia Industrial Development Corporation, Ed Snyder Youth Hockey Program.*

*Nicole Perkins, Executive Vice President for Hawthorn Family Wealth Management, is on the First Person Arts board.*

*Shari Reams-Henofer, Senior Vice President for Real Estate, is on the Center City District's Board.*

*Glenn Stefanowicz, Executive Vice President for Commercial Banking, is on the board of the Greater Philadelphia Cultural Alliance.*

*Brian Vesey, Executive Vice President of the Corporate Bank, serves on the board of BLOCS and the United Way Cabinet.*

#### *PNC Foundation Award Grantees*

*The PNC Foundation awards grants to worthy nonprofit organizations that primarily focus on education, economic development, health & human services, and Arts & Culture. The Foundation has contributed millions of dollars in support to the following Philadelphia organizations over the last several years:*

ACADEMY OF MUSIC OF PHILADELPHIA

ACHIEVEABILITY

AFFORDABLE HOUSING CENTERS OF PENNSYLVANIA

AL-BUSTAN SEEDS OF CULTURE

ALLEGHENY WEST FOUNDATION

ARTREACH INC

ASIAN ARTS INITIATIVE

ASOCIACION PUERTORRIQUENOS EN MARCHA INC

CASA DEL CARMEN FAMILY SERVICE CENTER

CEIBA, INC.

CENTER CITY DISTRICT FOUNDATION

CENTER IN THE PARK INC

CLAY STUDIO

COMMERCE REGIONAL FOUNDATION

KYL DANCERS INC.

LIFT, INC.

LOCAL INITIATIVES SUPPORT CORPORATION

MT. AIRY USA

NATIONAL CONSTITUTION CENTER

NORTHWEST PHILADELPHIA

NUEVA ESPERANZA

OCTAVIUS V. CATTO MEMORIAL FUND

OPERA PHILADELPHIA

PARKWAY COUNCIL FOUNDATION

PASION Y ARTE INC

PATHWAYS TO HOUSING PA

PENNSYLVANIA ACADEMY OF THE FINE ARTS

PEOPLES EMERGENCY CENTER

COMMUNITY CAPITAL WORKS INC	PHILADELPHIA ASSOCIATION OF CDC'S
COMMUNITY DESIGN COLLABORATIVE OF PHILADELPHIA	PHILADELPHIA CHINATOWN DEVELOPMENT CORPORATION
COMMUNITY LEGAL SERVICES, INC.	PHILADELPHIA COUNCIL FOR COMMUNITY ADVANCEMENT
CONSUMER CREDIT COUNSELING SERVICE OF DELAWARE VALLEY	PHILADELPHIA DANCE COMPANY
DELAWARE VALLEY ASSOCIATION FOR THE EDUCATION OF YOUNG CHILDREN	PHILADELPHIA MUSEUM OF ART
DEPAUL USA INC	PHILADELPHIA ORCHESTRA
ED SNIDER YOUTH HOCKEY	PHILADELPHIA PHOTO ARTS CENTER
ENSEMBLE	PHILADELPHIA VIP INC.
ENTERPRISE CENTER	PIG IRON THEATRE COMPANY
EPISCOPAL COMMUNITY SERVICES	PUNTES DE SALUD
ESPERANZA HEALTH CENTER INC	READY WILLING & ABLE PHILADELPHIA
FAIRMOUNT PARK CONSERVANCY	REBUILDING TOGETHER PHILADELPHIA
FINANTA	REINVESTMENT FUND INC
FIRST PERSON ARTS INC.	SCRIBE VIDEO CENTER INC.
FRANKLIN INSTITUTE	SENIORLAW CENTER
FRINGEARTS	SETTLEMENT MUSIC SCHOOL OF PHILADELPHIA
FUND FOR PHILADELPHIA INC.	SOUTHWEST COMMUNITY DEVELOPMENT CORPORATION
GERMANTOWN UNITED COMMUNITY	TALLER PUERTORRIQUENOS, INC.
GREATER PHILADELPHIA CHAMBER OF COMMERCE REGIONAL FOUNDATION	TECH IMPACT
GREATER PHILADELPHIA CULTURAL ALLIANCE	THE BUSINESS CENTER FOR ENTREPRENEURSHIP & SOCIAL ENTERPRISE
H A C E	THE FREE LIBRARY OF PHILADELPHIA
HISTORIC PHILADELPHIA INC.	UNITED WAY OF GREATER PHILADELPHIA
HOMELESS ADVOCACY PROJECT	UNIVERSAL COMMUNITY HOMES
INTERACT INC.	URBAN AFFAIRS COALITION
INTERFAITH HOSPITALITY NETWORK	URBAN LEAGUE OF PHILADELPHIA
JEVS HUMAN SERVICES	UTILITY EMERGENCY SERVICES FUND
JEWISH FEDERATION OF GREATER PHILADELPHIA	VETERAN'S MULTI-SERVICE CENTER, INC
JOHN BARTRAM ASSOCIATION	WALNUT STREET THEATRE CORP.
KIMMEL CENTER INC	WELCOMING CENTER FOR NEW PENNSYLVANIANS
KORESH DANCE COMPANY	WHYY INC
KULU MELE AFRICAN AMERICAN DANCE	WOMENS OPPORTUNITIES RESOURCE CENTER

*Additionally, PNC's Community Relations team has provided millions of dollars in charitable sponsorship support to a wide range of not for profit organizations in Philadelphia.*

#### *Commitment to Citizens Through Education*

*When it comes to Philadelphia's citizens, PNC is unmatched in its commitment to building lifelong learning opportunities that promote individual success and workforce development. We believe that support for education should start with our youngest citizens. In 2016, PNC celebrated its twelfth anniversary of Grow Up Great, a \$350 million, multi-year investment in school readiness to help prepare children from birth to age five – with a focus on underserved children - for success in school and life. Our national partners are Sesame Workshop, PBS Kids, Fred Rogers' Family Communications Inc. and the National Head Start Association.*



*The program includes PNC Foundation grants to early childhood organizations, employee volunteerism, advocacy efforts and educational materials for children, parents and educators. In addition to providing a variety of resources to parents and caregivers at many events and functions throughout Philadelphia, the PNC Grow Up Great Program launched a \$1.5 million Vocabulary Building Pilot Project in North Philadelphia. The “Words at Play” program is collaborative project led by the Free Library of Philadelphia, in partnership with the Franklin Institute, the Kimmel Center, the Philadelphia Museum of Art, and the Philadelphia Zoo. Designed to help families better prepare their young children for school, the programming has already impacted several hundred families with vocabulary development and early literacy skill resources at a variety of events.*

*Full-time PNC employees are given 40 hours of paid time off each year to volunteer for Grow Up Great. Through this volunteerism, PNC has conducted pre-school collection drives, built new pre-school libraries at five partner Head Start centers and filled those bookshelves with thousands of new pre-school books.*

*For the past eleven years, PNC has been the presenting sponsor of the DVAEYC (Delaware Valley Association for the Education of Young Children) Conference. The DVAEYC Conference is the largest professional development event for early childhood education professionals and providers in the Greater Philadelphia Region. A unique component of the alliance is DVAEYC’s incorporation of PNC Grow Up Great partners into their conference programming. PNC employee volunteers were onsite at the conference, greeting attendees and sharing all of the no-cost educational resources PNC has developed for pre-school teachers to use in the classroom.*

*In 2016, PNC committed support to the Mayor’s Office of Education to help provide professional development and management training to Head Start and Pre-School Directors, to help improve the quality and operational efficiency of their programs.*

*PNC continues to participate in Pennsylvania’s Educational Improvement Tax Credit program. Through use of state tax credits, we have contributed more than \$15.1 million over 16 years to non-profit scholarship and educational improvement organizations.*

*PNC’s commitment also extends to higher education. PNC’s \$1 million grant created the first-ever PNC Professorship in Early Childhood Education at Temple University’s College of Education. With Dr. Barbara Wasik in the position, Temple is assisting young children both through existing alliances with city schools and an ambitious research agenda focusing on early childhood education and literacy.*

#### *Commitment to Local Businesses:*

*PNC committed support to the World Meeting of Families and Papal Visit in 2015, the Democratic National Convention in 2016, and the NFL Draft in 2017.*

*PNC is an active member of the Greater Philadelphia Chamber of Commerce, and sponsors a number of programs through the Chamber including: The Small Business Award, The Paradigm Awards, The Arts & Business Council.*

*PNC provides support to Visit Philadelphia, and is an annual sponsor of the annual Hospitality Leaders Luncheon.*

*PNC annually supports the Independence Business Alliance’s Business Leaders Luncheon and provides a \$10,000 grant to an LGBT-owned business that demonstrates a well-defined plan for growth, including innovation, sustainability, and ongoing contribution to the community.*

*PNC has supported businesses in the Philadelphia community through branch hosted events designed to educate and support their growth. Events included panel discussions on marketing, human resource management and obtaining credit.*

*PNC salutes the businesses in our community during the month of May which has been designated nationally as Small Business Month. During this month we invite our business customers and the community at large to participate in webinars which range in topics but include “How to Grow your Business” and “How to take a Small Business and Grow to an Industrial Player”.*

*During the month of May, we are hosting our annual Women in Business Blitz. For one week, teams across lines of business meet with women in business, women of influence and decision makers in small businesses. In Philadelphia we have more than 60 teams participating with a goal of meeting with more than 300 women in our business community. Our theme this year is “Unlocking Opportunities.” Discussions will be focused on managing cash flow through all aspects of the business operating cycle so the business is well positioned to capitalize on any opportunities that are presented.*

- 5. Briefly describe any lending outreach programs geared toward minorities, low-income persons, immigrants, or women. This description should include the targeted community, the type of product (i.e. commercial, home lending, unsecured consumer) and any program outcomes.**

***PROJECT H.O.M.E.***

*Since its beginning in 1988, Project H.O.M.E. has been a leader in providing comprehensive and effective services to persons who experience chronic homelessness. Since its inception, under the leadership of Sister Mary Scullion, the organization has been a leader in Philadelphia in responding to the root causes of homelessness by helping to rebuild low-income neighborhoods and by engaging in political advocacy to bring about positive public policies for low-income and homeless persons.*

*PNC Bank has had a longstanding history with Project HOME and the communities in which it provides services. In 2004, PNC Bank established a \$2.5 million major alliance with Project H.O.M.E under the State of Pennsylvania Neighborhood Assistance Project (NAP) tax credit program and in 2014 the commitment was extended for an additional 1.25 million. Under the alliance, PNC Bank is providing support to the organization’s comprehensive neighborhood revitalization efforts and the additional \$1.5 million is payable over a six-year period.*

## **APPENDIX II**

### **LONG TERM STRATEGIC PLAN**

PNC Bank's long-term strategic plan is as follows:

1. Maintain a strong level of community development activities within the City of Philadelphia
2. Continue PNC Bank's historical track record of exceeding our annual community reinvestment goals for activities within the low to moderate communities in the City of Philadelphia.
3. Continue PNC Bank's strong track record of investing within the City of Philadelphia as evidenced by the following:

Strategic alliances, generous grants and loans, financial education, volunteer support and products that meet the needs of individuals from all walks of life are the hallmarks of PNC Bank's commitment to Philadelphia's citizens, neighborhoods and overall economic vitality of this city of brotherly love.

PNC Bank has long been committed to forming groundbreaking alliances that strengthen the economic fabric of Philadelphia, and help thousands of individuals become stronger, more independent citizens. Our approach is a holistic one, in which we use combinations of Community Financial Commitments, Corporate Contributions, Community Development, Financial Education and Banking Services.