

ECONOMIC OPPORTUNITY REVIEW COMMITTEE

Room 400, City Hall
Philadelphia, Pennsylvania
Monday, September 8, 2014
10:00 a.m.

PRESENT:

ANGELA DOWD BURTON
STEVEN SCOTT BRADLEY
VANESSA FIELDS

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MS. DOWD-BURTON: Good morning, everyone
morning.

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(Good morning.)

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MS. DOWD-BURTON: I want to welcome you
to the first day of school. And you all
look like very excited and enthusiastic
students, so welcome to the City Council
Chambers.

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My name is Angela Dowd-Burton. I'm
Executive Director of the Office of Economic
Opportunity and Chair of the Economic
Opportunity Review Committee. This is our
third quarter meeting. And so, we thank you
all for coming out. We know many of you are
here to testify and you are on the agenda.
If you are not on the agenda and would like
to testify, please provide your name to
LaShawnda Tompkins over at the table and
she'll be happy to register you.

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The Economic Opportunity Review
Committee was established by City Council
Bill No. 120013 in March of 2012. The
purpose of the committee is twofold. First,

1 to review the implementation and
2 effectiveness and enforcement of Chapter
3 17-1600 of the Philadelphia Code as it
4 relates to economic opportunity plans; and
5 to make recommendations to City Council
6 regarding the adoption of resolutions
7 calling for the debarment of any
8 contractors and recipients of city financial
9 assistance that are found in violation of
10 this legislation.

11 The Economic Opportunity Review
12 Committee, or the EORC as we like to call
13 it, public hearing is a quarterly meeting to
14 capture the state of the marketplace from
15 the perspective of project owners,
16 developers, contractors, subcontractors,
17 union leaders, respective employees,
18 consultants and special interest groups.
19 And so, the business of this committee will
20 be transcribed and published in City Council
21 transcripts. Those transcripts are posted
22 on the Office of Economic Opportunity
23 website under the governance tab.

24 So at this time, it's my pleasure to

1 have my committee introduce itself.

2 MR. BRADLEY: Good morning. My name is
3 Steven Bradley. I'm Chair of the
4 African-American Chamber of Commerce, also
5 president of Bradley and Bradley Insurance
6 Brokers here in Philadelphia.

7 MS. DOWD-BURTON: Thank you, Steve.

8 MS. FIELDS: Good morning. My name is
9 Vanessa Fields. I'm Vice President of
10 AFSCME District Council 47.

11 MS. DOWD-BURTON: Thank you for being
12 here both. And so, I would like to also
13 indicate that Varsovia Fernandez who also
14 serves on this committee is out today. She
15 is actually enjoying the weather and their
16 annual fundraising golf outing. So, I hope
17 she does well. And our fifth member is
18 Sherman Harris who represents District
19 Council 33 who is absent today.

20 And so, since it all only requires two
21 members of this committee to represent a
22 quorum, we will be proceeding with our
23 meeting. And for the record, members of the
24 Economic Opportunity Review Committee look

1 forward to working with members of City
2 Council, Mayor Nutter's administration, our
3 business community and citizens to
4 strengthen the impact of the economic
5 opportunity plans designed to foster the
6 inclusion of minority and women-owned
7 businesses as well as diverse workforces
8 that work on our projects.

9 So, our agenda today includes public
10 testimony. I believe we have eight speakers
11 here today. And again, as I mentioned, if
12 anyone arrives who would like to testify,
13 please see LaShawnda Tompkins if you are not
14 already on the agenda. We ask everyone who
15 is interested in receiving notifications
16 from the Office of Economic Opportunity,
17 from the African-American Chamber of
18 Commerce or the Greater Philadelphia
19 Hispanic Chamber of Commerce to also
20 register with LaShawnda. We do send out a
21 lot of broadcasts of events and information
22 that we think is relevant to the community.
23 And so, we're going to be sharing some of
24 the announcements with you today, but you

1 can receive them on a regular basis between
2 our quarterly meetings if you register.

3 So with that said, we are going to move
4 into the public hearing portion of our
5 meeting. We've given speakers between five
6 and eight minutes to speak. And so, we're
7 going to ask that you stick to that time
8 frame. There may be a few questions that
9 we'll ask you. And so, we do have an hour,
10 about an hour and a half here. We'll try to
11 keep the ball rolling, but all of you are
12 doing some great things that we'd love to
13 have the public learn more about.

14 With that being said, the first speaker
15 for today -- thank you very much. The first
16 speaker for today is Bill Cromedy. And
17 I'll -- you can step up to the table and
18 please introduce yourself.

19 MR. CROMEDY: Good morning. I am Bill
20 Cromedy, Owner and President of Advantage
21 Contracting in Philadelphia. We specialize
22 in HVAC and duct work fabrication
23 installation on commercial aspects in large
24 buildings.

1 MS. DOWD-BURTON: So, Bill, why don't
2 you share with us a few of the projects that
3 you've worked on and talk to us a little bit
4 about the expansion that you've just
5 undertook.

6 MR. CROMEDY: Some of the projects we've
7 not only worked on but successfully
8 completed have been the Comcast Tower, the
9 Philadelphia Convention Center, PA
10 Convention Center, Sugar House Casino. And
11 we've done probably a myriad of projects
12 ranging anywhere from zero to a million
13 dollars.

14 MS. DOWD-BURTON: So, what do you
15 attribute your success to? Because -- how
16 long have you been in business, actually?

17 MR. CROMEDY: This is my tenth year in
18 business. And I might mention that I'm a
19 union contractor, which makes it a totally
20 different animal, also. Ten years in
21 business. And I would say my success comes
22 from perseverance. Being in business is
23 tough in itself. We all kind of acknowledge
24 that being a minority contractor in the

1 union environment has been tough. And I've
2 persevered under, I would say, some duress.

3 As far as the minority contracting
4 standards, I fell for -- fell in one of the
5 kind of obstacles that most do where you
6 kind of get in relationships that you don't
7 trust and end up being taken advantage of.
8 Now I took that and turned it around. Took
9 those lessons, and here I am ten years
10 later. As of the summer, I became the only
11 manufacturing-my-own-product minority
12 contractor here in the City of Philadelphia.

13 MS. DOWD-BURTON: Okay. So, you
14 manufacture what in particular?

15 MR. CROMEDY: I manufacture my own duct
16 work. And for those of you that don't know,
17 the duct work assembly is -- requires a lot
18 of up front investment. I would say to the
19 tune of about \$300,000 to buy the equipment.
20 And so, it's been a long road. But that
21 investment and in the saving of the money
22 has put me on par with some of the other
23 major contractors here in the city.

24 MS. DOWD-BURTON: And so, I imagine --

1 and I'll just ask. Steve, if you have any
2 questions?

3 MR. BRADLEY: Sure. What efforts are
4 you making to target young 25 and unders?
5 Do you have any special internships or
6 anything that's been successful? I mean,
7 that's a big concern of us is trying to deal
8 with the youth unemployment.

9 MR. CROMEDY: You know, I pride myself
10 on hiring probably about a 50 percent
11 minority workforce. Obviously, being a
12 union contractor, that's difficult. I find
13 that I have some sort of an advantage where
14 some of the men that I hire I know are
15 probably going to give a little bit more
16 from you because they have the chance to
17 rise. Not just to come for two or three
18 months and hit that 35 or 40 percent target.
19 These men can run work. They can make a
20 living wage for the year not just a month or
21 two.

22 In this union climate, you know, they're
23 training the men that I'm taking. But it's
24 hard to take the steps to really find

1 qualified men and women even in my office
2 staff. I have one of the only minority
3 women bookkeepers in this industry. I know
4 that, and I impress that upon them. I think
5 it takes more training on that side of it.

6 I can't tell you I know where it goes,
7 but I know that the technical stuff that's
8 needed for the estimating and some of the
9 sketching requirements, I can't find them.
10 I wish I could. You know, I'm not afraid of
11 teaching someone else the business and
12 letting them, you know -- at the end, we're
13 probably teaching our competition. But, you
14 know, being what I've been through, you
15 know, I'm making a difference. And that's
16 part of me getting up every day. It's not
17 just about the money.

18 MR. BRADLEY: Congratulations on your
19 efforts.

20 MR. CROMEDY: Thank you, sir.

21 MS. DOWD-BURTON: Vanessa, questions?

22 MS. FIELDS: Yeah. Congratulations on
23 your effort. What you're saying is really
24 great.

1 MR. CROMEDY: Thank you.

2 MS. FIELDS: My question as a union
3 leader, though, is you're saying there are
4 constraints because you are a union
5 contractor. What are those constraints?

6 MR. CROMEDY: Well, you know, I'm not
7 sure how much time you have.

8 The union constraints, first it's the
9 money. And I've talked about this in depth
10 with some other people. That we as union
11 contractors first have to get bonding.
12 Bonding is always an issue for minority
13 contractors as far as net worth is
14 concerned. The unions want their money. If
15 you don't have the bond and to the tune of
16 the bond has to be about \$200,000 or so they
17 want paid weekly. If you have the bond,
18 they want paid monthly.

19 Now, somebody managing five to six
20 different men per week, what you have to pay
21 you're going to look at 20, 30,000 dollars
22 per week. And if you're going to
23 participate on some of these bigger
24 projects, you're looking to the tune of

1 about, you know, 80,000 a month. That's
2 personally what I pay. Now they want their
3 money irregardless or they're going to pull
4 your men.

5 Now I'm lucky enough and savvy enough
6 that I've been able to get the bonding. Now
7 if I can take that and turn it to when we
8 are performing on these projects, the
9 payment, if it's not a city project, the
10 payment in these private aspects, that's a
11 lot of the work going on in the city right
12 now with the hospitals and the -- and some
13 of the colleges, you're looking at getting
14 paid probably anywhere from 90 to 120 days.

15 Now if you take that math, it doesn't
16 add up. We are putting out \$80,000 a month
17 for the union benefits and the payroll and
18 all the other things that you need to make
19 your organization run and then also waiting
20 120 days for the first payment. Any profit
21 that you might have if you have a credit
22 line is being eaten up by the interest
23 you're paying on that credit line. So, it's
24 a flawed system. Maybe not inside the --

1 the city government and the city projects,
2 but definitely on a majority of the work
3 that's going on right now in the city is
4 driven by the universities and the
5 hospitals. The payment constraints are
6 very, very tough to operate with.

7 Now as I said before, you know, I've
8 been pretty savvy. I have a great line of
9 credit, a great banking relationship. I
10 have a great bonding relationship. But
11 somebody just starting out or even just in
12 business for a couple years is not going to
13 be able to survive that. It's asking way
14 too much.

15 MS. FIELDS: Thank you.

16 MR. CROMEDY: You're welcome.

17 MS. DOWD-BURTON: Excellent. Any other
18 questions?

19 MR. BRADLEY: No, thank you.

20 MS. DOWD-BURTON: Okay. Bill, any
21 closing comments or thoughts? I think you,
22 number one, had a great video.

23 MR. CROMEDY: Thank you.

24 MS. DOWD-BURTON: That speaks to your

1 fabrication facility.

2 MR. CROMEDY: Thank you.

3 MS. DOWD-BURTON: If you want to have a
4 few closing remarks and wrap up with that,
5 that would be fine.

6 MR. CROMEDY: I just want to say, I
7 thank you for what you're doing. Somebody
8 being in my position where I didn't start
9 out where I was, I am very glad to see that
10 there is an eye on what's going on and you
11 guys want to, on your side of it, you are
12 trying to understand what we do. And that's
13 the first step. And I appreciate you taking
14 the time to look at that.

15 MS. DOWD-BURTON: Absolutely. And thank
16 you for being here. We know how busy your
17 schedule is.

18 MR. CROMEDY: Thank you.

19 MS. DOWD-BURTON: Okay. Next we have up
20 Mr. Chet Riddick.

21 MR. RIDDICK: Good morning.

22 MS. DOWD-BURTON: Good morning.
23 Introduce yourself and your title.

24 MR. RIDDICK: Certainly. I am -- I am

1 Chet Riddick. I am the President and CEO of
2 Alpha Office Supplies. Actually, we have a
3 dba as Alpha Enterprise Group. Our business
4 has been -- was founded by Mr. James L.
5 Brown in 1985. And I took over as President
6 and CEO in 2000. Our business is -- primary
7 business is office supply. We provide
8 nationwide office supply services throughout
9 the nation as well as throughout the City of
10 Philadelphia. Hopefully, folks have seen
11 our trucks that says Alpha on the side of
12 those trucks.

13 We're also in the commercial furniture
14 and flooring business, energy management and
15 also document management solutions. That's
16 our business.

17 MS. DOWD-BURTON: Okay. So, you started
18 out in office supplies and you've sort of
19 emerged into a number of different markets.
20 Can you talk about the diversity of your
21 portfolio now and why you've selected these
22 various areas. For example, the energy and
23 ergonomic furniture, et cetera, that kind of
24 thing.

1 MR. RIDDICK: Well, certainly. When
2 you're in business, you always have to take
3 a look at your margins. You always have to
4 study where the industry is going and what
5 direction your company is actually going to
6 go in. So as Alpha grew over the years from
7 1985, it dap -- it started to get involved
8 into commercial furniture, started to get
9 involved into commercial flooring. And it
10 kind of dabbed at it quite a bit. It's
11 still -- its main core competency within the
12 company is still 62 percent of our business
13 is still office supply. But as the years
14 went on, we did more and more business in
15 the flooring business, more and more
16 business in the furniture business. And in
17 the latter part of 1995 going into '98, we
18 got involved in some energy management
19 opportunities. And we worked through
20 partnerships with other firms that provided
21 those particular facilities for us.

22 One of the things that's important, you
23 know, in our business is that we had an
24 opportunity to -- to invest in some of the

1 newer core competencies that we got involved
2 in. So during the course of years 2000
3 moving forward, we -- we tucked away a
4 little money and we invested in different
5 types of business opportunities to see what
6 would stick, see what would work on the
7 wall.

8 MS. DOWD-BURTON: So, I guess this is --
9 you're the second business owner to testify.
10 And both of you are talking about how you've
11 invested in your business which is a
12 healthy, I think, sort of competency of
13 business owners. They need to be plowing
14 their dollars back into expanding their
15 businesses and putting people to work.

16 So, tell us how large your company is.
17 Tell us about your move to Parkside and why
18 there and what people would see if they went
19 there.

20 MR. RIDDICK: Well, certainly. The
21 first in terms of business revenue size, we
22 average roughly anywhere between 36 and
23 38 million dollars annually. We also are a
24 black enterprise company, on their top 100

1 list. We are represented now as number 78
2 on that specific list. But more importantly
3 when we talk about how we've changed our
4 core competency, those are really driven by
5 what the market was doing in our business.

6 When we took a look at our margins and
7 we watched our margins, we saw our margins
8 were changing. You know, office supply used
9 to be a very, very good business. But when
10 you take a look at our business and you take
11 a look at Staples and you take a look at
12 Office Depot, Staples is a \$23 billion
13 company in our business. And you take a
14 look at Office Depot that just merged with
15 Office Max, that's \$19 billion business. It
16 is all about buying power.

17 So as we look -- as my management team,
18 we got together and -- about two and a half
19 years ago, and we looked at how do we stay
20 in business for the next five years. How do
21 we stay in business or even for the next ten
22 years. Is the market that we're in today,
23 is it still going to be there for us in the
24 next five years. So, we put together a

1 plan. And part of that plan, Angela, if you
2 remember, the Honorable Mayor Michael
3 Nutter -- we went to him and we said to the
4 Mayor, Mayor, we're looking at changing our
5 location of where we are. We want to
6 upgrade what we do and we want to create
7 something that no other business has done in
8 the City of Philadelphia.

9 So, the Mayor assembled a team and
10 actually, Angela, you were on that team
11 along with PIDC along with the finance
12 director here in the City of Philadelphia.
13 And a group of folks all got together in our
14 office and we sat down and we made a plan.
15 We made a plan of looking at the properties
16 here in the City of Philadelphia to kind of
17 keep us and retain us in Philadelphia. And
18 we found a location at 4950 Parkside Avenue.
19 We've just moved into that operation
20 September 2. We just had a major press
21 release that introduced what we call the
22 "office of the future."

23 Now, what is that office of the future
24 about? It is about bringing together a

1 variety of different types of manufacturers
2 all in one location, all under one roof and
3 having the ability to market their services
4 for those manufacturers that do not have a
5 showroom here in the City of Philadelphia.
6 That was our strategy that we went forward
7 with.

8 We also looked at energy. We understood
9 about a year and a half ago where the Mayor
10 created an executive order that says that
11 all major businesses in the City of
12 Philadelphia spending over \$25,000 needed to
13 report in their database what they're energy
14 use was. So, we looked at that and we
15 investigated that. And we said to
16 ourselves, energy is the way to go in our
17 business.

18 So when we built the office of the
19 future, we built in all of those
20 technologies. How to reduce energy. We
21 have a process called daylight harvesting
22 where we use part of the sunlight that comes
23 into the room to provide lighting in the
24 room to reduce the cost of electricity to

1 light the room.

2 In addition to that, we have smart
3 technology in place. So, we have a lot of
4 different things that we are trying to put
5 in place that would offer new customers an
6 opportunity to come and visit us and buy
7 from us.

8 MS. DOWD-BURTON: Thank you. Steve,
9 questions?

10 MR. BRADLEY: I just wanted to
11 congratulate you and Alpha success in its
12 new venture 490 Parkside.

13 Again, my focus is on youth employment.
14 Can you tell us some initiatives that you
15 have focused over the years on trying to
16 target youth employment.

17 MR. RIDDICK: Well, a part of the mantra
18 of Alpha has always been hiring from within
19 the community. All our folks who work with
20 for us live within the community. And in
21 fact, we are a hub-zone company. 67 percent
22 of our folks live somewhere within the
23 community that -- where we do business.

24 We have programs, intern programs, where

1 we have normally at least three to five
2 interns that are always working with us
3 during the course of the year. It has been
4 part of the founders' mantra to always reach
5 back to the community and provide jobs for
6 those that sometimes can't get mainstream
7 jobs downtown Philadelphia. And that's been
8 what this company has really been all about.

9 MS. DOWD-BURTON: Thank you. Vanessa?

10 MR. BRADLEY: Again, congratulations on
11 an excellent job you're doing.

12 MR. RIDDICK: Thank you.

13 MS. DOWD-BURTON: Thanks, Steve.

14 MS. FIELDS: Yeah, again, as a labor
15 leader, I always go to the labor movement.
16 I really have two questions.

17 One is, are your workers unionized?

18 MR. RIDDICK: No, they're not.

19 MS. FIELDS: Is there a reason why
20 they're not?

21 MR. RIDDICK: They haven't asked to be
22 unionized. One of the things we do and we
23 do well is that we take care of our people.
24 We provide pick-and-choose medical benefits

1 for our employees. We believe that the most
2 important part of our company is the
3 retention of our people. We have an average
4 of eight and a half to nine years of
5 retention within our company.

6 MS. FIELDS: Okay. Course I wouldn't
7 like that.

8 My second question is this. It says on
9 here the bottom regarding the principles of
10 the founder: Building a socially
11 responsible company which is committed to
12 the brand of first in service with a
13 personal touch.

14 My main part is "building a socially
15 responsible company." So, how would you say
16 that you're continuing that legacy of the
17 founder?

18 MR. RIDDICK: We're continuing the
19 legacy of the founder by absolutely
20 continuing to hire within the community.
21 Hire and train in house. We -- we believe
22 it is in -- it is very, very important that
23 you give folks an opportunity. Many times
24 African-Americans -- and we hire a

1 tremendous amount of African-American, don't
2 get an opportunity to be able to work in
3 what I would call mainstream-type business.
4 And what our business does in its
5 mainstream-type business, they don't get the
6 opportunity to learn the skill sets of what
7 you need to do to be in mainstream business.

8 So, many of the folks that come to us,
9 they have no skill sets. They are products
10 of the Philadelphia school system. We want
11 to see the school system do better in the
12 City of Philadelphia. That's what I want to
13 say to you because we hire folks that are
14 actually directly sometimes right out of the
15 Philadelphia school systems. We see a
16 lacking of a number things, folks being able
17 to work with spreadsheets and different
18 things like that within our business.

19 And so, we train inhouse. We train
20 inhouse for those skill sets to be able to
21 help those folks learn some of the skills so
22 if they decide to leave us, they have --
23 they have skill sets that they can use at
24 other organizations.

1 MS. FIELDS: Thank you.

2 MR. RIDDICK: You're welcome.

3 MS. DOWD-BURTON: Thank you very much,
4 Mr. Riddick. Continued success to you and
5 also to Bill. Thank you both.

6 And I want to acknowledge the work of
7 the Commerce Department.

8 MR. RIDDICK: Thank you.

9 MS. DOWD-BURTON: Thank you. In
10 supporting your business, it is the kind of
11 service that the Commerce Department is
12 committed to for businesses around the --
13 around the region.

14 Now I'd like to have Marla Hamilton come
15 up. Marla is one of the wonderful committed
16 service providers to small businesses. So,
17 I will have you introduce yourself, please.

18 MS. HAMILTON: Good morning. I'm Marla
19 Hamilton, Vice President at the Philadelphia
20 Industrial Development Corporation, PIDC.
21 Consider it the official economic
22 development agency for the City of
23 Philadelphia. Thank you for having me
24 today.

1 MS. DOWD-BURTON: You're welcome.

2 Marla, can you tell us about the kinds
3 of services you provide to businesses in
4 general and, in particular, the Emerging
5 Loan Program? I think it sort of addresses
6 some of the cash flow issues that Bill
7 Cromedy spoke of a little bit earlier for
8 those companies that may be less tenured in
9 terms of their -- their experiences in the
10 market.

11 MS. HAMILTON: Since 1958, PIDC has been
12 providing financial assistance and real
13 estate services to small businesses here in
14 Philadelphia through low interest
15 subordinate loans and real estate
16 opportunities to buy land in our industrial
17 parks that are located throughout
18 Philadelphia.

19 About seven years ago looking at the
20 small business landscape, we knew that we
21 needed to develop additional financing
22 products to address the challenges of
23 smaller businesses. And so, with that we
24 initially partnered with the

1 African-American Chamber of Commerce and
2 subsequently developed an independent
3 financing product that had been called the
4 Emerging Business Loan Program. Which
5 basically takes an executed contract, uses
6 it as collateral for a loan, and then the
7 line of credit enables the small business
8 owner to not have to wait to receive
9 payment, but we will fund up to 90 percent
10 of an invoice in order to provide access to
11 capital that is so important to businesses.

12 We know companies are well able to
13 identify contracts, but the ability to wait
14 for payment continues to be a challenge, the
15 ability to get bonding continues to be a
16 challenge. And so, we have found that the
17 line of credit provides a company the access
18 to capital to meet the payroll, to pay their
19 suppliers. It also has become an
20 enhancement for insurers to provide bonding.
21 And so, for a company that has a growth
22 strategy, access to capital is critical to
23 the company. And PIDC has been able to meet
24 that need.

1 MS. DOWD-BURTON: So, Steve, questions?

2 MR. BRADLEY: No.

3 MS. DOWD-BURTON: Vanessa?

4 MS. FIELDS: Yeah. The other gentleman,
5 the first gentleman spoke about bonding
6 constraints and issues. So specifically,
7 what are you doing to address those issues
8 of bonding? I know you said you give
9 X-amount of money. Are there any other
10 things, initiatives that you are doing to
11 address that? Seems to be a real prevalent
12 problem with minority businesses.

13 MS. HAMILTON: Well, the line of
14 credit -- access to capital is, I mean, the
15 contractors can speak for themselves. But
16 what we understand in -- when we talk to the
17 insurers is that access to capital is
18 significant. Because without the ability to
19 have cash when you're performing on a job,
20 the idea that you -- you run short and are
21 unable to continue to perform or
22 satisfactorily perform your portion is cause
23 for concern with an owner of a project, with
24 a general contractor and certainly with the

1 subcontractor themselves.

2 And so, having that access to capital is
3 one of the requirements with the bonding
4 companies in consideration of extending
5 bonding and increasing a bonding line.

6 MS. FIELDS: Thank you.

7 MR. BRADLEY: Marla, I have a question
8 regarding the Goldman Sachs loan program.
9 How is the results of that program with
10 Goldman Sachs with PIDC? Have people been
11 taking advantage of it?

12 MS. HAMILTON: They have. It's been one
13 of the great products that PIDC offers. For
14 anyone familiar with PIDC, historically our
15 subordinate financing has been limited to
16 asset-based financing. What we've been able
17 to do with Goldman Sachs is use it for
18 working capital, which we have never been
19 able to do with the public dollars.

20 The Goldman Sachs fund is private
21 dollars. Two and a half years ago, PIDC
22 received a certification from the US
23 Department of Treasury as a community
24 development financial institution which now

1 allows us to borrow money from private
2 sources. And those private sources have
3 less restraints on them. And so working
4 capital needs, refinancing, those kind of
5 things that we historically have not been
6 able to do with the public dollars, we are
7 able to do. So, we are seeing companies
8 come in with working capital needs for
9 operations, for refinancing.

10 One of the great things about PIDC is we
11 typically have low interest financing. And
12 so, for a contractor, for example, even on
13 our contracts line of credit, our Emerging
14 Business Loan Program, a contractor can
15 access our line at an interest rate far
16 below what is a typical market rate. We are
17 at 2.75 percent. So when you build in
18 2.75 percent interest into your bids versus
19 5 percent interest rate into your bids, just
20 that spread alone provides you with extra
21 cash to be able to manage your operations
22 better.

23 MS. DOWD-BURTON: Great. Any other
24 questions? So --

1 MS. FIELDS: Yeah. You said there's
2 been an increase because of this use of
3 Goldman Sachs. What's the percentage?
4 What's the increase, the percentage amount?
5 10 percent more than previously? Do you
6 have that data?

7 MS. HAMILTON: We borrowed \$10 million
8 from Goldman Sachs, for example. And
9 probably about half of that -- and we
10 launched in January of 2013. So about half
11 of that we've been able to lend already. We
12 have about a five-year period in order to
13 lend all of those dollars. And we've done
14 about half.

15 MS. FIELDS: Thank you.

16 MS. DOWD-BURTON: So, Marla, you've been
17 in the market you were talking about seven
18 years now. That's in this particular
19 market, but you've been an advocate for
20 small businesses for, let's just say, a long
21 time.

22 MS. HAMILTON: I usually say when I had
23 long brown hair.

24 MS. DOWD-BURTON: Yes. Okay. So, can

1 you talk to us a little bit about any trends
2 that you're seeing in the market? Are we --
3 are we improving opportunities for
4 minorities and women? Are they asking for
5 different kinds of support to demonstrate
6 that they -- their business acumen is
7 increasing?

8 MS. HAMILTON: I have been in this
9 business for a long time. And
10 unfortunately, a lot of the challenges,
11 historical challenges remain contemporary
12 challenges which is why PIDC offers
13 opportunity to overcome those challenges.
14 Historically, the challenge has been getting
15 contracts.

16 We are able to get contracts. But
17 access to capital continues to be a problem.
18 And so, we applaud the companies that are
19 able to get contracts. We applaud the
20 organizations that have initiatives of
21 participation. But access to capital to be
22 successful in performing on those contracts
23 continues to be a challenge.

24 And so, PIDC is absolutely committed to

1 making sure we are providing a tangible
2 growth strategy for those businesses to be
3 able to perform. Money is -- is critical.
4 Cash is king. Being able to have a loan at
5 2.75 percent versus a loan at 10 percent has
6 a significant impact on your cash flow. And
7 so, we are committed to keeping a low
8 interest rate for small businesses to be
9 able to provide access to capital.

10 So they cannot -- a lot of companies
11 now, and I've worked with private sector
12 companies. Certainly, I've worked with
13 public sector. A part of the bidding
14 requirement is your demonstration not only
15 that you can perform but that you have
16 access to capital. And so, being able to
17 submit a bid and document that you do have a
18 line of credit is significant in being able
19 to get awards these days.

20 MS. DOWD-BURTON: Okay. Thank you.

21 Any other questions for Marla?

22 MR. BRADLEY: No.

23 MS. DOWD-BURTON: Marla, I just wanted
24 to, number one, thank you for coming; but

1 number two, thank you for showing up at our
2 Doing Business With The City programs every
3 month.

4 MS. HAMILTON: Our pleasure.

5 MS. DOWD-BURTON: And sharing your
6 expertise with all of the companies who are
7 interested in doing business not only with
8 the city but within the nonprofit and
9 private sector in this region, so thank you.

10 MS. HAMILTON: Thank you. And I just
11 want to applaud the committed to continuing
12 the effort to acknowledge that there are
13 still challenges with small businesses in
14 making sure there is a level playing field.

15 MS. DOWD-BURTON: Absolutely. Thanks.

16 So, we're now going to ask Shalimar
17 Thomas to come up. One of the things that
18 we often talk about in the marketplace is
19 access to information as well as access to
20 opportunity and resources. And so, we're
21 going to ask Shalimar, number one, to
22 introduce yourself. And then talk to us a
23 little bit about the Minority Enterprise
24 Development Week that's coming up.

1 MS. THOMAS: Good morning. My name is
2 Shalimar Thomas. I'm the Executive Director
3 at the African-American Chamber of Commerce
4 of Pennsylvania, New Jersey and Delaware.
5 Thank you for having me.

6 So, I'm excited. Actually, I have
7 copies as well for the panel about the 30th
8 Anniversary of Minority Enterprise
9 Development also known as MED Week. This
10 year we have more than 20 partners whose
11 working to provide workshops throughout the
12 week.

13 In addition, we are super excited -- is
14 exciting that the Ethnic Chambers are
15 actually charing or co-charing the MED Week
16 celebration this year. So, we have the
17 African-American Chamber, the Hispanic
18 Chamber and the Asian Chamber who, on
19 Wednesday, October 1, will take that entire
20 day and will be at the Barnes Foundation
21 hosting events that's going to support
22 Minority Enterprise Development in
23 Philadelphia.

24 MS. DOWD-BURTON: So, there are a number

1 of events throughout the week, extraordinary
2 list of supporters and participants. You've
3 got various venues from?

4 MS. THOMAS: Yes. We have about 20
5 partners and about 20 events that will take
6 place throughout the week. So our -- on
7 Wednesday, October 1 we'll be at the Barnes
8 Foundation who has served as a host. We
9 also have -- doing business with the Federal
10 Reserve who will be hosting. We have
11 universities who are hosting doing business
12 with the universities, doing business with
13 nonprofit, so various workshops that are
14 taking place throughout the week. That
15 kicks off actually here in City Hall with
16 MED Week Honors and Awards Program.

17 MS. DOWD-BURTON: Okay. So MED Week
18 starts on September 28. That's a Sunday.
19 Actually, on Monday is the Honors and Awards
20 Reception starting at eight o'clock in the
21 Mayor's Reception Room. There will be
22 presentations and panel by the 10,000 Small
23 Business Scholars. We'll be happy to have
24 them in addition to awards given by the

1 African-American, the Asian-American and the
2 Greater Philadelphia Hispanic Chambers of
3 Commerce.

4 MS. THOMAS: Absolutely.

5 MS. DOWD-BURTON: And the Minority
6 Business Development Agency out of the
7 Enterprise Center.

8 MS. THOMAS: Absolutely.

9 MS. DOWD-BURTON: Awards are going to be
10 given. So, people should go to the website?

11 MS. THOMAS: People -- any of our
12 partners actually at this time should be
13 promoting the event on their individual
14 websites. So if you go on the Chambers
15 website, www.aachamber.org you will see
16 right on our home page the MED Week banner.
17 And every organization and chairs that is
18 working with us this week will have the
19 exact same banner and should also have this
20 program.

21 And what's really great is that when
22 people visit, they can click on the Register
23 Here button and register. All workshops
24 throughout the week are free, but you do

1 have to register because there is a cap on a
2 lot of the workshops. So, you can click
3 Register Here and register for whatever
4 workshop that you want to attend during that
5 week.

6 MS. DOWD-BURTON: Okay. So, tell us
7 about the council people, City Council
8 members who are participating in MED Week.

9 MS. THOMAS: Absolutely. So, we
10 actually had Councilwoman Blondell Reynolds
11 Brown who came out to the press party that
12 we had last Thursday. And we also have
13 support from Councilman Curtis Jones'
14 office, both who I know have been involved
15 with MED Week from the start. So, it's
16 exciting to have their involvement and their
17 engagement this year.

18 What's really exciting also is that at
19 the end of October 2, we'll be honoring all
20 individuals who have had a role in starting
21 MED Week 30 years ago, who had the vision so
22 that we can continue it today.

23 MS. DOWD-BURTON: Okay. And we're not
24 going to leave out Councilman Oh, are we?

1 MS. THOMAS: Oh, I'm sorry, yes.

2 Councilman Oh.

3 MR. BRADLEY: So, Shalimar, can you tell
4 us what efforts are being done to bring the
5 millennial involved in MED Week and get them
6 involved in this movement. I mean, it's a
7 very ambitious schedule you have here. What
8 can we do to really motivate the millennials
9 to be part of MED Week to learn about the
10 legacy and the history?

11 MS. THOMAS: There actually is a young
12 professional networking event that's going
13 to take place on Tuesday, I believe. The
14 reason it's not on the program is that the
15 information was submitted after the program
16 was developed.

17 MR. BRADLEY: Okay.

18 MS. THOMAS: I think in reaching out
19 next year, not only did we start the process
20 earlier this year, but when we start next
21 year just to help partners and anyone who
22 want to host an event or workshop during MED
23 Week, just to make sure they get the
24 information in time because there is a

1 printing deadline. We want to make sure we
2 have time to promote at least six to eight
3 weeks just to promote the events that are
4 taking place.

5 This year what we did was there was a
6 process put in place for anyone who wanted
7 to submit a workshop idea. So, for about a
8 month we promoted a form that you can
9 complete and you just had to have it back to
10 us by August 31. That -- again, that's so
11 that we can make sure that all the
12 information was on the program and that it's
13 on the website and that we can promote and
14 that we can kind of also look at it to make
15 sure it fits the MED Week brand.

16 One thing we didn't want to do this year
17 was to have various events popping up under
18 the MED Week brand that could potentially
19 hurt what we're looking to set out and do.
20 And we want to have more sponsors, want to
21 build relationships next year. So, we want
22 to make sure that this year's MED Week, the
23 30th celebration, really embodies Minority
24 Enterprise Development and that there's no

1 events that kind of stray away from that and
2 hurt that brand. So, we had this process in
3 place so we can vet workshops and make sure
4 that they fit the mission and the vision of
5 MED Week.

6 And then organizers just had to have it
7 in by August 31. Unfortunately, there were
8 a few. And the young professionals event
9 did come after that day, so we weren't able
10 to actually include it in the program. But
11 there is an event taking place at Community
12 College on Tuesday, I believe.

13 MS. DOWD-BURTON: Okay. I guess one --
14 two highlights I'd like to add. A lot of
15 people are very much interested in the
16 expansion at the Airport. The Airport is
17 hosting an event that Friday, October 3 at
18 the Marriott. It's going to be, like, three
19 quarters of the day.

20 MS. THOMAS: Right.

21 MS. DOWD-BURTON: We want to drive
22 people to the website to get the details on
23 that. The Airport is really very much
24 working to provide opportunities for

1 minorities and women on that day.

2 MS. THOMAS: Absolutely. Especially as
3 it relates to the marketplace, the
4 Philadelphia marketplace and just providing
5 information on how more businesses can get
6 involved and do business down at the
7 Philadelphia International Airport and start
8 a shop in the Airport even if it's a cart.
9 Just information to help minority businesses
10 understand that process. So, that's
11 actually all day from 8:00 a.m. to 3:00 p.m.
12 That whole Friday is dedicated to that
13 event.

14 MS. DOWD-BURTON: Thank you. And we
15 have Mayor Nutter and Mayor Goode
16 participating.

17 One final thing, there is an event the
18 week before MED Week. Do you want to spend
19 just 30 seconds talking about that.

20 MS. THOMAS: Yeah. So, I believe that
21 is -- you're talking about Earl Harvey's
22 event that's taking place at the Enterprise
23 Center where he is going to -- this is like
24 a pre-MED Week prep event. What he's going

1 to do and what we find is that a lot of
2 people come to these events and they don't
3 have strong networking skills. In order to
4 prepare the audience to understand who is
5 presenting at MED Week, what type of events
6 are taking place but also to learn the basic
7 and very needed skills on networking and to
8 help them understand that he's going to host
9 this event at the Enterprise Center.

10 MS. DOWD-BURTON: Thank you. And then,
11 I guess, question?

12 MS. FIELDS: Yeah. Two questions.

13 First, exactly what is your purpose? I
14 mean, what are you trying to get out of
15 this? What's your ultimate goal in
16 implementing this?

17 MS. THOMAS: That's an excellent
18 question. What we hope to get from MED Week
19 is to move the needle and Minority
20 Enterprise Development. What we want to do
21 is to use these workshops as an opportunity
22 for more businesses to become familiar not
23 just with the partners on here but the
24 resources that are available in Philadelphia

1 that they can help them grow, especially
2 your local -- your Chamber of Commerce, your
3 Ethnic Chamber of Commerce.

4 What I have learned in being the
5 Executive Director of the African-American
6 Chamber of Commerce is that many of our
7 African-American businesses don't even know
8 the role of a Chamber of Commerce. This is
9 a -- serves as a technical assistance type
10 of week of development, but also an
11 awareness to help more of our businesses
12 understand what's out here that can help
13 them grow and develop so we can see more
14 minority, successful minority businesses in
15 Philadelphia.

16 MS. FIELDS: And again, as a labor
17 leader, I notice that we are missing from
18 here.

19 MS. THOMAS: I noticed that, too.

20 MS. FIELDS: So, what are you doing to
21 address that, I guess, next year?

22 MS. THOMAS: I knew that question was
23 coming when I'm sitting back here. I looked
24 and I said, we don't have any unions on

1 here.

2 MS. FIELDS: Yes.

3 MS. THOMAS: Next year is to definitely
4 reach out to various unions to get them
5 involved. Because our goal is not to limit
6 this partner list at all. We definitely
7 want to see it continue to grow and to see
8 more partners get involved and to support
9 our efforts with Minority Enterprise
10 Development.

11 MS. FIELDS: Especially when you think
12 in terms of the buildings trades.

13 MS. THOMAS: Absolutely.

14 MS. FIELDS: It's a major constraint in
15 terms of getting workers who are able to
16 actually do the work. It would seem like we
17 really should have been an integral part
18 this year, but I'll let y'all pass this
19 time.

20 MS. THOMAS: Oh, thank you. Appreciate
21 that.

22 MS. DOWD-BURTON: Thank you, Vanessa,
23 for calling us to task on that. That's a
24 very important point.

1 Just wrapping up, we'll also acknowledge
2 City Council who will be presenting a
3 resolution on September 28 in honor of the
4 30th Anniversary of MED Week. That will be
5 at ten o'clock here in City Council
6 Chambers.

7 MS. THOMAS: 29th.

8 MS. DOWD-BURTON: Sorry?

9 MS. THOMAS: 29th.

10 MS. DOWD-BURTON: Thursday,
11 September 29. Okay. And then, we also
12 wanted to highlight the fact that University
13 of Penn, Drexel and Temple along with the
14 College Collegiate Group will be
15 participating in MED Week.

16 MS. THOMAS: And doing business with the
17 universities.

18 MS. DOWD-BURTON: So, really how do you
19 do business in the city not just in the
20 public sector or the private. It's all
21 sectors of -- of this region. So, thank you
22 very much.

23 MS. THOMAS: Thank you.

24 MS. DOWD-BURTON: Okay. So now we're

1 going to switch gears. And we're going to
2 talk a little bit about workforce, Vanessa.
3 You're welcome. And so, I'd like to have
4 Meg Shope Koppel join us.

5 Thank you for being here, Meg. If you'd
6 introduce yourself, please.

7 MS. KOPPEL: Yes, good morning.

8 MS. DOWD-BURTON: Morning.

9 MS. KOPPEL: I'm Meg Shope Koppel,
10 Senior Vice President of Research Policy and
11 Innovation at Philadelphia Works. And I
12 want to thank the committee for inviting me
13 here on behalf of Philadelphia Works and
14 Mark Edwards, our President and CEO.

15 Philadelphia Works is the public
16 workforce investment board in Philadelphia.
17 We have a Mayor-appointed board who finished
18 a strategic plan in March 2013 with five
19 objectives: Coordinate Philadelphia's
20 workforce and economic development systems,
21 serve smaller employers better, implement
22 the "no wrong door" approach to workforce,
23 adopt common employer driven standards for
24 education and training, and target the

1 hardest to serve. Each of these strategies
2 is under way at this time.

3 The Mayor appointed two union
4 representatives to our board. As you may
5 know, Patrick Eiding, President of the
6 Philadelphia Council AFL-CIO, and Ryan
7 Boyer, Business Manager of the Laborer's
8 District Council. Mr. Eiding also has the
9 distinction to serve on the National
10 Workforce Investment Board, the first union
11 representative ever to do so.

12 Both he and Mr. Boyer advocate
13 nondiscrimination and nontraditional workers
14 in the trade unions. Our full board is
15 committed to making opportunities available
16 to all residents of Philadelphia.

17 For example, the board actively promoted
18 Block the Box Legislation to reduce
19 discrimination against persons with past
20 criminal convictions. Likewise, we
21 regularly test the use of our funding in
22 training and other opportunities to be
23 certain that we are not targeting specific
24 occupations or industries that would leave

1 certain groups outside and create de facto
2 discrimination.

3 You can see all our statistics and our
4 strategic plan on our website. They are
5 available for public review and we welcome
6 your comments.

7 Trade unions have many of their own
8 training programs. Many quite excellent.
9 The unions typically inform us if they have
10 openings coming up in apprenticeships. And
11 we actively send people from the PA Career
12 Link System as well as advertise these with
13 the School District to do so.
14 Unfortunately, the growth in the trades has
15 been very stagnant as you know.

16 In July 2014, construction employment in
17 the city made up only 2 percent of all
18 employment, but 5 percent of unemployment
19 compensation claims. This slow growth
20 really hinders our ability to put special
21 programs in place or to provide funding that
22 might help more people get into these jobs.

23 We are also -- we were also specifically
24 asked about our relationship with the School

1 District and how we support careers of young
2 people as they graduate. Philadelphia Works
3 has a standing youth council committee, the
4 Council for College and Career Success
5 supported by our contracted youth works
6 administrators, the Philadelphia Youth
7 Network.

8 The council has subcommittees. And one
9 of those subcommittees serve as the Perkins
10 Participatory Committee for the secondary
11 level. As you may know, Perkins funds are
12 the funds that support the career and
13 technical education programs at the School
14 District. These important programs which
15 give career skills to young people while
16 they do their high school education are
17 increased or decreased based on how well
18 aligned the School District's programs are
19 with the State's high priority occupations.

20 Philadelphia Works provides technical
21 assistance to be certain that those
22 alignments are made so as much funding can
23 be captured as is possible. We also provide
24 technical assistance throughout the city for

1 workforce training. For example, we have a
2 strong partnership with YouthBuild
3 Philadelphia. Their programming supports
4 both traditional and nontraditional careers
5 for women and men.

6 In addition, the Southeast Regional
7 Workforce Development Partnership and
8 Employer Led Industry Partnership For
9 Advance Manufacturing and Logistics supports
10 youth interns in the summer. These interns
11 are part of the summer internship program
12 the Philadelphia Youth Network runs each
13 summer for which we provide a good bit of
14 the funding. Philadelphia Works manages
15 this partnerships and raises funds to
16 support the mission.

17 This year we also have additional grant
18 to offer some year round co-ops to high
19 school students, which we hope will advance
20 students to employment in manufacturing.
21 The industry partnership does more than
22 youth internships. They engage in promoting
23 employment and manufacturing and actively
24 train workers and recruit from our PA Career

1 Link System. Another area of activity that
2 supports placing Philadelphians into new job
3 opportunities is our partnership with the
4 City's Department of Commerce and the
5 Philadelphia Industrial Development
6 Corporation. When companies come here to
7 the City, Philadelphia Works provides
8 opportunities for them to capture training
9 dollars to train workers to meet the skill
10 levels that they need to be successful in
11 the city.

12 Likewise, we are actively engaged in
13 implementing the First Source Employment
14 Legislation requiring that new entry level
15 jobs created as a result of the City's
16 financial assistance are made available to
17 residents first following the equal
18 opportunity rules and requirements of the PA
19 Career Link System.

20 Philadelphia Works continues to provide
21 opportunities for Philadelphians within the
22 structure of our funding. We innovated by
23 creating comp packs with employers. An
24 employer agrees to post jobs on the PA

1 Career Link System, interview PA Career Link
2 job seekers that meet their requirements and
3 hire those who are qualified. Some
4 employers provide us with internal
5 assessments so we can better prepare our
6 Career Link job seekers to better meet what
7 they need in the application process. We
8 have 14 participating employers at this time
9 and the number is growing.

10 Philadelphia Works focuses on
11 understanding the needs and requirements of
12 employers to better prepare job seekers for
13 work. Solid matches between the employer
14 and the job seeker as a result in a stronger
15 economy for the city and a more stable
16 future for our residents.

17 MS. DOWD-BURTON: Thank you. Steve, any
18 questions?

19 MR. BRADLEY: No.

20 MS. DOWD-BURTON: Thank you. Vanessa?

21 MS. FIELDS: Of course.

22 You talk about what Philadelphia Works
23 is doing regarding the public school system.
24 How has the budget issues impacted on your

1 ability to make sure this happens?

2 MS. KOPPEL: So, the Career and
3 Technical Education Programs are a little
4 different than the regular school funding.
5 There are several things that are happening
6 right now. First of all, as you may know,
7 the Mayor and especially his wife Lisa
8 Nutter captured some special funding for the
9 Career and Technical Education Programs this
10 year to do professional development for all
11 the teachers who teach in Career and
12 Technical Education Program. That is
13 ongoing.

14 Second of all, the programs are
15 supported by the Perkins funding. This is
16 national funding that comes through. And
17 while we went from a high of about
18 \$11 million some years ago, we're now at
19 about 7 million -- 6 to 7 million now.
20 That's mostly due to the restrictions of the
21 amount of money coming into the State and
22 not because we are not aligned with what we
23 need to do in order to capture the funds.

24 However, that funding does come. And

1 it's both -- we get both equipment grants
2 for the School District and we also by
3 having the programs align with high priority
4 occupations that the Commonwealth
5 determines, we get a per-student rate from
6 the State that helps support Career and
7 Technical Education Students.

8 MS. FIELDS: Thank you.

9 MS. KOPPEL: You're welcome.

10 MS. DOWD-BURTON: Okay. I want to thank
11 you very much for coming, Meg. It's
12 important that you be here. We have two
13 other speakers who will speaking to
14 workforce.

15 MS. KOPPEL: Oh, wonderful.

16 MS. DOWD-BURTON: And so, I think it's
17 important that they hear what you're doing
18 with Philadelphia Works and how you're
19 connecting the dots, and that you hear what
20 they have to offer in terms of what their
21 interests are.

22 MS. KOPPEL: Thank you very much.

23 MS. DOWD-BURTON: Thank you.

24 Next we have up Ms. Nina Bryan of

1 Eastwick Neighbors. Thank you, Ms. Bryan.

2 If you would introduce yourself, please.

3 MS. BRYAN: Certainly. Good morning and
4 thank you. My name is Nina Bryan. I am a
5 resident of the Eastwick area of
6 Philadelphia for 37 years. And it's a
7 pleasure to be here. I'd like to thank you,
8 Ms. Burton for inviting me and letting me
9 present what we have to say from the
10 southwest portion of the city.

11 Let me begin by saying that what I'd
12 like to do is present an overview of some of
13 the initiatives, ideas and economic
14 proposals related to the Eastwick community.
15 I would like to begin with the Philadelphia
16 Airport, the expansion of the Philadelphia
17 Airport that has been thrown about in this
18 room already this morning.

19 And what I'd like to present is that
20 number one, the Philadelphia Airport
21 expansion is one of the largest airport
22 expansions in the history of the United
23 States, I do believe. It places our
24 community in a unique and somewhat awkward

1 position. Unique in that this expansion can
2 be one of the most expansive economic
3 ventures for our city over the next 15 to 20
4 years. Specifically, the Airport can
5 potentially be one of the largest employers
6 in need of new employees for both skilled
7 workers and laborers. Ackward in the sense
8 that this expansion will also change the
9 physical environment of the community in
10 terms of increased traffic, pollution and
11 noise.

12 In response to the evident changes in
13 our community and the potential growth of
14 our community, the Eastwick Community
15 Network was formed to serve as a voice of
16 its stakeholders. Comprised of local
17 residents, the following committees were
18 formed to show how the residents and the
19 City could benefit in response to the
20 Airport expansion. These committees are
21 Housing and Economic Development,
22 Faith-Based Initiative, Zoning, Community
23 Outreach, Job Development, Arts and Culture
24 and, of course, the Education committee of

1 which I serve as chair.

2 So here is just some of the highlights
3 of the objectives of two economic proposals
4 that we'd like to present to the panel this
5 morning. Number one, proposal one is the
6 establishment of a tourism improvement
7 district to benefit Eastwick and the lower
8 southwest communities. The principal
9 objective of this initiatives are
10 sustainable employment opportunities in
11 areas of tourism, hospitality and customer
12 service. We'd like to also create new
13 business opportunities, improve and enhance
14 property values, complement Airport
15 expansion efforts and also to generate
16 additional tax revenue for the City.

17 And the second proposal, which is near
18 and dear to my heart because I am a strong
19 supporter of public education, is the
20 perhaps reopening of one of the schools
21 which were closed in the Eastwick area. And
22 the principal objective there is as listed,
23 reopening of one of the closed schools in
24 the Eastwick community as a trade school to

1 prepare local students to fill future jobs
2 in the area of carpentry, masonry,
3 electrical and other industrial arts. These
4 are necessary skills identified by the
5 Airport Expansion Committee in order for job
6 readiness and fulfilment. We also propose
7 the school includes textile and design in
8 its curriculum for those students seeking
9 careers in this industry.

10 Creation of a manufacturing plant to
11 support the needs of the Airport as well as
12 the City at large. And will expound on that
13 in a moment. Revenues produced from the
14 manufacturing plant could be reused to
15 reduce school budget, district budget, with
16 efforts to create endowment funds for the
17 schools. This is not a novel idea. It is
18 our hope that one of our schools could be
19 one of the first schools actually endowed in
20 the City of Philadelphia. Colleges and
21 universities do it. We feel -- I personally
22 feel if we do it at the primary and
23 secondary level, it's going to prepare these
24 children for better or, you know, increased

1 success in post-graduate colleges and
2 universities.

3 It is my belief that we must be bold,
4 creative and committed to the overall needs
5 of our community and the City at large. We
6 must recognize that we must no longer work
7 in silos to truly benefit fro the talents
8 and strengths of all of our resources.

9 Again, I would like to just thank you
10 for this opportunity for presenting these
11 ideas. We invite you to lend your support
12 and efforts to our community so that these
13 efforts can be realized. We recognize our
14 community Eastwick as the windows to our
15 nation. For some visitors, our community is
16 the first glimpse they'll see of America.
17 So therefore, we want to present and show
18 the word at large our best.

19 At this time, I'd be more than happy to
20 address any questions that you have, please.

21 MS. DOWD-BURTON: Steven?

22 MR. BRADLEY: So, Eastwick Community
23 Network is not a CDC. It's just a --

24 MS. BRYAN: It is not a CDC at this time

1 you.

2 MR. BRADLEY: You have plans on making
3 it a CDC --

4 MS. BRYAN: Oh, absolutely.

5 MR. BRADLEY: -- so you can apply for
6 grants?

7 MS. BRYAN: Oh, absolutely.

8 MR. BRADLEY: Right now you have no
9 funding, correct?

10 MS. BRYAN: We have no funding. This is
11 a brand new organization.

12 MR. BRADLEY: Great, great. Very
13 ambitious. Good luck.

14 MS. BRYAN: Thank you.

15 MR. BRADLEY: Very good. You have a
16 great agenda ahead of you.

17 MS. BRYAN: Oh, yes.

18 MR. BRADLEY: Much success.

19 MS. BRYAN: Thank you.

20 MS. DOWD-BURTON: Thanks, Steve.

21 Vanessa?

22 MS. FIELDS: Yes. It is a great plan.

23 It looks great. Could you tell me

24 specifically, though, how are you going to

1 go about trying to reopen the school? You
2 want to reopen it, but specifically what are
3 you specifically doing to reopen the school?

4 MS. BRYAN: Well, this is the number one
5 step. We are presenting this idea. We are
6 hoping that when presented in this format,
7 it will reach the ears of the necessary
8 folks who can help in assisting in that
9 process.

10 For me personally, as part of -- as
11 being part of the Education Chair, I will
12 seek out developers who might be interested
13 in this -- the opening of the school. It
14 has -- just let me give you an example of
15 some of the efforts we'd like to do which
16 will produce revenue for the City as well as
17 support education in Philadelphia at large.

18 We'd like to produce something as simple
19 as chairs like these chairs, but it will be
20 the names of the different schools.

21 Different colleges and universities in other
22 private schools, when they graduate from the
23 schools, they have chairs with their names
24 on it. So, I presented it to my children

1 who are also products of the Philadelphia
2 school system. I said, would you as an
3 alumni at the high school or school,
4 purchase one of these chairs? It's very
5 simple but yet it could have long lasting
6 effects on graduates of that schools an
7 former graduates.

8 And for another example in terms of
9 textiles and sewing, the City of
10 Philadelphia right now today every child had
11 on a uniform. Why can't we produce a plant
12 so we can make our own uniforms? Who knows,
13 we maybe able to produce uniforms for other
14 cities who are moving along in this trend.
15 So, the economic advantages are -- can be
16 numerous.

17 MS. FIELDS: So --

18 MS. BRYAN: Specifically addressing your
19 question if I have not, is that we will seek
20 developers in this -- so that they, too,
21 might buy in to some of the proposals we
22 have presented today. One of our largest
23 retailers or business owners is looking to
24 expand the market. So, his market -- so

1 therefore, we will have more job
2 opportunities in Eastwick.

3 MS. FIELDS: So, the school that was
4 closed, was it a Philadelphia public school?

5 MS. BRYAN: Yes.

6 MS. FIELDS: Which school was it?

7 MS. BRYAN: Comm Tech and Pepper. Those
8 are two of the Philadelphia schools which
9 were closed. And which, technically, I do
10 believe the Eastwick area is supposed to
11 have two schools and we have one.

12 MS. FIELDS: I used to live in the area
13 right across the street from Pepper.

14 MS. BRYAN: Yes.

15 MS. FIELDS: I know exactly what you're
16 talking about. I still feel that you didn't
17 answer my question, but, you know, it's a
18 good beginning.

19 MS. BRYAN: It is --

20 MS. FIELDS: I commend you on that.

21 MS. BRYAN: It's in our infancy stage in
22 terms of actually getting that school open.
23 That's our next step. We have come up with
24 the idea, now we have to strategically plan

1 how that's going to happen.

2 MS. FIELDS: Exactly.

3 MS. BRYAN: And we are looking for --
4 when I said not in silos, we are looking for
5 area businesses to be a part of this
6 initiative.

7 MS. FIELDS: Okay.

8 MS. DOWD-BURTON: Well, I think the most
9 important point is the focus on a
10 collaborative strategy.

11 MS. BRYAN: Absolutely.

12 MS. DOWD-BURTON: Because it is one that
13 has to be wholistic. Certainly, the
14 proposal that you've laid out is a
15 self-sustaining kind of model that has
16 some -- some -- it has merit. And so, is
17 there anyone in particular that you're
18 working with right now in the Commerce
19 Department?

20 MS. BRYAN: We have a meeting with the
21 Commerce Department coming up our
22 organization. Also, we have been in
23 conversation with the Airport Expansion
24 Committee. And they have also signed on

1 because these necessary skills in terms of
2 masonry, carpentry, they need this. We want
3 to make sure that our children will be
4 equipped with these skills. I have heard
5 from other members of the panel who have
6 spoken this morning saying, hey, look, we
7 don't have the skill sets. We want to be
8 the school to provide these skill sets so
9 that we can fill these jobs.

10 These jobs -- we're building constantly
11 in Philadelphia. So, we want to make sure
12 that our kids are equipped with the skill
13 sets so we can fill these positions. And
14 also, these skills are lasting
15 entrepreneurial efforts.

16 MS. DOWD-BURTON: Correct. Very good.
17 Okay. Well, listen, thank you so much.

18 MS. BRYAN: Thank you.

19 MS. DOWD-BURTON: Anything we can
20 continue to do to support your effort or
21 open doors, we will be happy to do that. We
22 will look forward to hearing the outcome of
23 your meetings with Commerce and the Airport.

24 MS. BRYAN: Yes.

1 MS. DOWD-BURTON: We do have another
2 speaker with regard to labor coming up. And
3 I want to acknowledge Glen Bryant for being
4 here in support. Glen from the University
5 of Pennsylvania. Thank you very much for
6 all that you do with the Office of Economic
7 Opportunity serving on the Mayor's Advisory
8 Commission on Construction Industry
9 Diversity. We appreciate it.

10 MS. BRYAN: Thank you so much.

11 MS. DOWD-BURTON: Thank you very much
12 Ms. Nina Bryan.

13 And so, we are going to call up now
14 Fermin Morales. And while he's coming up,
15 we are just going to acknowledge the fact
16 that the City of Philadelphia is third in
17 the country in terms of the volume of
18 construction projects that have been created
19 over this past year. Third in the country
20 and growing. Many of you know we've got the
21 \$1.2 billion Comcast Building. We've got
22 the Airport expansion. All the work being
23 done at the University of Penn, Drexel and
24 Temple, FMC Project, Hotel on the Parkway.

1 I could go on, but suffice it to say, we
2 need workers who are prepared, ready,
3 willing and able to do the job. Thanks to
4 all of you.

5 Okay. Mr. Morales.

6 MR. MORALES: How you doing?

7 MS. DOWD-BURTON: Welcome.

8 MR. MORALES: My name is Fermin Morales.
9 I am a member of the Phair Hiring Coalition.
10 Few of our members are back there, also.
11 They are also part of the Phair Hiring
12 Coalition and Phair Hiring Coalition, City
13 Council Resolution Draft Proposal.

14 As members of the Phair Hiring
15 Coalition, we would like to thank those
16 forces that were able to achieve a
17 40 percent community participation rate in
18 the second phase of the construction of the
19 expansion of St. Christopher's Hospital.
20 This buy no means was a small task. In
21 being able to secure jobs for area code
22 19140 and adjacent areas, we noted how many
23 jobs that are not government funded lack the
24 participation of Philadelphians when

1 building projects in their communities are
2 going up. Whether the Northeast, North
3 Philly or Southwest Philly, these job sites
4 lack community representation.

5 Unlike St. Christopher's Hospital job
6 which is government funded, most
7 construction projects are not. Therefore,
8 there is no obligation by law to fulfil the
9 needs of the community. Usually, what you
10 will observe in these construction projects
11 is a prevalence of workers from the
12 Pennsylvania suburbs, New Jersey and even
13 Delaware.

14 Philly residents commonly get the short
15 end of the stick. There is so much
16 discrimination against Philly residents. We
17 are the ones who shop, rent, purchase homes
18 and pay real estate taxes in the City and
19 choose to live here. In such a difficult
20 economy, Philadelphians deserve better than
21 getting discriminated against in their own
22 town.

23 Therefore, we are proposing that the
24 City Hall pass a bill requiring 4 percent of

1 the hours of construction jobs go to the
2 residents of the project ZIP code and
3 adjacent surrounding areas wherever there is
4 a construction project going up. This
5 should include 40 percent of the hours of
6 skilled trades and 40 percent of the hours
7 of laborers. We know this goal is reachable
8 as we've seen it happen at St. Christopher's
9 with a little commitment and effort.

10 We propose that these jobs whether union
11 or nonunion should start and end with trades
12 men and trades women from the site's
13 community. In other words, the first hired
14 and the last laid off must be from the
15 community. It is -- if it is a union job,
16 business agents and contractors must be in
17 full cooperation with each other and must be
18 held accountable if these mandates are not
19 enforced. This can be done by checking the
20 payrolls of every contractor to make sure
21 that they are abiding by the law.

22 It is also important to know that the
23 construction industry in Philadelphia and
24 elsewhere has a history of xenophobia

1 towards women and people of color.
2 Currently, women make up about 1 percent
3 participation in Philadelphia and face a
4 wider array of discriminatory practices.
5 Women make up more than half of
6 Philadelphia's population that is -- thus it
7 is of most importance to make sure that they
8 are better represented in these construction
9 sites and that their numbers be increased
10 significantly for real apprenticeship
11 programs or to expedite this inclusion by
12 giving them tickets to be members in the
13 trades.

14 Construction jobs are good paying jobs
15 that lift individuals and families out of
16 poverty. Women have been excluded from
17 these jobs for far too long. We must make
18 every step to remedy this inequity. The
19 City of Philadelphia now comprises
20 approximately 30 percent European descent
21 with the rest being predominantly African
22 American, Latinos and Asian. Yet again, the
23 building trades are dominated by European
24 descent males while all other groups of

1 color are seriously underrepresented.
2 Therefore, with women we must make sure the
3 union apprenticeship programs mirror the
4 diversity, the composition in the City of
5 Philadelphia.

6 These programs been taking apprentices
7 should be 60 percent non-white or above.
8 Not 10 percent or even 20 percent. This
9 will allow those individuals who have been
10 excluded for decades to be included and help
11 achieve the 40 percent community
12 participation rate. If we are not achieving
13 this rate, then we must again expedite the
14 community inclusion by issuing tickets to
15 members of the trade. In doing so, it will
16 lead to a more diverse construction site and
17 help alleviate some of the tensions from
18 different ethnic working class people that
19 are caused because of exclusion.

20 The Phair Hiring Coalition whose members
21 are construction workers, concerned
22 residents of Philadelphia, community
23 activist would like to see a comprehensive
24 and constructive dialogue around these

1 issues followed by substantive and timely
2 action. Thank you.

3 MS. DOWD-BURTON: Thank you very much,
4 Mr. Morales. Questions, Steve?

5 MR. BRADLEY: No.

6 MS. DOWD-BURTON: Vanessa?

7 MS. FIELDS: I don't have any questions.
8 I just want to commend him. One hundred
9 percent agree with you and really would like
10 to talk to you in more detail afterwards in
11 terms of what we can probably do to assist
12 with this process and address your concerns.

13 MR. MORALES: I think it's the concern
14 of how we move this City and how we move
15 human mankind in the right direction and how
16 we really truly talk about being advanced as
17 human beings. Because I think we lack that
18 still even in 21st century. So, I'd like to
19 thank you for your time for having me up
20 here. And I hope there really is a
21 constructive dialogue around this issue.

22 MS. FIELDS: Yes.

23 MR. MORALES: Thank you.

24 MS. DOWD-BURTON: I think what you've

1 done is sort of put your hand on the pulse
2 of what we've been working to do, and there
3 is still work to be done. The targets right
4 now are 32 percent minorities participating
5 on construction projects and 7 percent women
6 is journeyman targets. 50 percent of all of
7 apprentice should be minority, and 7 percent
8 of the apprentice should be women.

9 And so, those numbers came out of the
10 Mayor's Advisory Commission on Construction
11 Industry Diversity in 2009. They are
12 incorporated in the goals that we set in our
13 economic opportunity plans. And so, working
14 with your organization to sure up a
15 conversation around local goals would be
16 another step in the direction of getting
17 more city residents to work.

18 So, we appreciate your testimony and
19 look forward to talking to you more about
20 that.

21 MR. MORALES: All right. Thank you.

22 MS. DOWD-BURTON: Thank you. Okay.

23 And our final speaker for today is
24 Nicholas Jann. I don't think there's anyone

1 else here to speak today. Okay. Very good.
2 Thank you.

3 Nicholas, if you can introduce yourself
4 please.

5 MR. JANN: My name is Nicholas Jann.
6 I'm an economic analyst within the Office of
7 Economic Opportunity.

8 MS. DOWD-BURTON: Thank you. And your
9 testimony.

10 MR. JANN: Thank you. As I said, I'm a
11 economic analyst within the Office of
12 Economic Opportunity. In that office I work
13 directly for William Clark, who is Director
14 of Special Projects. Today I will be
15 reading Mr. Clark's testimony about the
16 current status of economic opportunity plans
17 otherwise none as EOPs.

18 EOPs represent the various project
19 owners commitment to the growth and
20 participation of minority and women-owned
21 businesses. As of today, the OEO has
22 managed nearly 640 EOPs. This number
23 represents EOPs on projects owned by the
24 City of Philadelphia, its quasi-governmental

1 agencies and private and non profit owners
2 within the city limits of Philadelphia.

3 During Fiscal Year 2014, there were 68
4 unique prime contractors that held a
5 contract with the City. This is a
6 26 percent increase from Fiscal Year 2013.
7 Of the 68 primes, 3 were minority or
8 women-owned businesses, a 33 percent
9 increase from 2013. Additionally, 38 unique
10 active minority and women-owned
11 subcontractors worked on City contracts.
12 Last week the City of Philadelphia reached a
13 substantial completion on the Dilworth Park
14 renovation which had been valued at \$55
15 million. This project had a participation
16 goal of 30 to 40 percent for disadvantaged
17 businesses. To date, documented
18 participation is over 34 percent which
19 represents over \$18.7 million.

20 In the spirit of celebrating the
21 progress of this project, I'd like to
22 recognize the minority and women-owned
23 business that participated. Among the
24 minority owned businesses are Gracie

1 Painting, JMS Associates, McCrae Electric,
2 River Mechanical and Torrado Construction.
3 The women-owned businesses that were
4 involved were Delta, Envision Consulting,
5 Majek Fire Prevention, PBA, Poverty Ridge,
6 Structural Tone, LLC, Thomas Building, Trey
7 Corp and U.S. Plate and Mirror.

8 This sample of businesses represents the
9 OEO's steadfast commitment to providing
10 opportunities to all minority and
11 women-owned businesses. We support these
12 firms through the formation of strong
13 economic opportunity plans which we
14 highlight in our annual participation
15 reports.

16 Our next checkpoint is quickly
17 approaching. It is the annual EOP Report in
18 this report we will assess the status of all
19 EOP projects and the payments made to
20 minority and women-owned businesses during
21 Fiscal Year 2014. We look to forward to
22 sharing this report and its findings with
23 the Economic Opportunity Review Committee in
24 the coming months.

1 That concludes my testimony. And I will
2 be glad to answer any questions.

3 MS. DOWD-BURTON: Thank you. Steve?

4 MR. BRADLEY: Information was very
5 helpful. Thank you.

6 MS. DOWD-BURTON: Vanessa.

7 MS. FIELDS: I don't have any questions
8 because I didn't have the document in front
9 of me. You were reading kind of quickly.

10 MR. JANN: Forgive me. I'm sorry.

11 MS. FIELDS: I couldn't understand, to
12 be honest with you.

13 MR. JANN: I apologize.

14 MS. DOWD-BURTON: Just to summarize,
15 though, they are about 670 economic
16 opportunity plans in the public, private and
17 nonprofit sector. These are construction
18 projects that have minorities and women in
19 prime as well as subcontractor position.
20 And we will be tracking payments from the
21 primes to subs in an economic opportunity
22 plan report that will be published later
23 this year.

24 Okay. Thank you very much, Nicholas.

1 One of the things I'm going to do fairly
2 quickly, first of all, I want to thank
3 everyone for testifying here today. We
4 certainly appreciate and value your time,
5 your insights, your interests and some of
6 the concerns that you shared. We will
7 certainly incorporate them in our
8 conversations with members of council and
9 the administration as we move forward.

10 I want to highlight a couple of
11 documents that are ready for distribution.
12 They are either on the table or LaShawnda
13 has distributed them. One -- and these are
14 events that are coming up fairly quickly.
15 So tomorrow there is a pre-proposal meeting
16 for those individuals who have businesses
17 that monitor minority and female
18 subcontracting participation on projects as
19 well as monitor workforce diversity.

20 There is a renovation of a huge building
21 at 46th and Market Street. Many of you have
22 heard about it. It is the new police
23 headquarters. We will be hiring a
24 consultant who will be providing the

1 monitoring services for the Office of
2 Economic Opportunity on that project. The
3 pre-proposal meeting is tomorrow at ten
4 o'clock at 1515 Arch Street on the 18th
5 floor. And so, or you can certainly call
6 our office at 267 -- that's my cell phone
7 number. Sorry. Call our office at
8 (215)683-2055 for details on that. That's
9 683-2055.

10 Comcast, we've mentioned their tower
11 that is being built. They will have an
12 outreach program to talk to contractors and
13 subcontractors about their project. It's
14 scheduled for September 10 from five to
15 eight o'clock in Comcast Center. That's at
16 45th floor. That's 1701 JFK Boulevard.
17 Again, that's September 10 from 5 to 8 in
18 the Comcast Center at 1701 JFK Boulevard.
19 And you can call our office, and we will
20 certainly give you the contact information
21 if you'd like to register for that event on
22 September 10.

23 There is a Meet The Developers Exploring
24 Diversity Program that is scheduled for

1 September 16 from 5:30 to 7:30 in the
2 African-American Museum at 701 Arch Street.
3 Again, that's Meet The Developers Exploring
4 Diversity on Tuesday, September 16, 5:30 to
5 7:30 at the African-American Museum.

6 And then I guess my final announcement
7 is around the W Element Hotel. The W
8 Element Hotel has an outreach. And their
9 program is Tuesday, September 16 from 4:30
10 to 6:30 at the Sheraton Philadelphia Society
11 Hill Hotel. That's located at 1 Dock
12 Street. That's the W Element Hotel. Their
13 program is Tuesday, September 16 from 4:30
14 to 6:30 at the Sheraton Philadelphia Society
15 Hill Hotel. And you can call our office and
16 get follow-up information if you did not get
17 all of that information.

18 I just want to -- before I go into
19 acknowledgement, extend any closing
20 comments, Steve?

21 Thank you very much. And Vanessa?

22 MS. FIELDS: No.

23 MS. DOWD-BURTON: Okay. I just want to
24 publicly thank Councilman Wilson Goode for

1 developing this venue that enables the
2 committee to assess the marketplace in such
3 a public forum. And I really thank all of
4 City Council for giving us this opportunity.
5 I'd like to acknowledge Mayor Michael Nutter
6 and his leadership and that of the Economic
7 Opportunity Cabinet for their proactive
8 support of our inclusion work strategy.
9 Want to recognize the OEO staff and
10 certainly the OEO officers that around the
11 City who support our goals and achievement
12 every day. And those who, again, have come
13 out to testify and to provide us with some
14 of their wisdom.

15 I'd also like to give a special
16 acknowledgment to LaShawnda Tompkins who
17 acts as my anchor and has worked very
18 feverishly on the MED Week celebration along
19 with a number of wonderful members of the
20 MED Week Committee.

21 And so, this concludes our meeting for
22 today. We'll be happy to see you on
23 December 8, 2014. That's our last meeting
24 of the year. December 8, ten o'clock here

1 at City Council Chambers. Thank you very
2 much and enjoy the first day of school.
3 Kiss a student today.

4 - - -

5 (At this time, the EORC Meeting adjourned
6 at 11:26 a.m.)

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C E R T I F I C A T I O N

I, hereby certify that the proceedings and evidence noted are contained fully and accurately in the stenographic notes taken by me in the foregoing matter, and that this is a correct transcript of the same.

ANGELA M. KING, RPR
Court Reporter - Notary Public

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**CITY OF PHILADELPHIA
Office of Economic Opportunity**

ECONOMIC OPPORTUNITY REVIEW COMMITTEE

**City Council Chambers
City Hall, 4th Floor, Room 400**

Monday, September 8, 2014



**CITY OF PHILADELPHIA
OFFICE OF ECONOMIC OPPORTUNITY**

MAYOR'S ECONOMIC OPPORTUNITY CABINET MEETING

September 8, 2014

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**ECONOMIC OPPORTUNITY REVIEW COMMITTEE
MEETING AGENDA
September 8, 2014
10:00 - 11:30 am**

Committee Members:

- ___ Steven Scott Bradley, Chairman of the African-American Chamber of Commerce, PA-NJ-DE
- ___ Angela Dowd-Burton, City of Philadelphia Executive Director, Office of Economic Opportunity
- ___ Varsovia Fernandez, President and CEO, Philadelphia Hispanic Chamber of Commerce
- ___ Vanessa Fields, Vice President, AFSCME District Council 47
- ___ Sherman Harris, Assistant to the President AFSCME District Council 33

I. Welcome

II. Introductions

III. Work of Committee

- a. Mission
- b. Goal
- c. Meeting Protocol

IV. Review of Meeting Materials

V. Public Hearing

- a. Ground-rules
 - Sign-in sheet for future announcements
 - Sign-in sheet to provide testimony
 - State your name, organization
 - 5 minutes per speaker

VI. Upcoming Meeting Dates

- a. December 8th, 2014

Speakers Scheduled

- **Advantage Contracting**
Billy Cromedy
President
- **Alpha Office Supplies Inc.**
Chet Riddick
President & CEO

- **Marla S. Hamilton**
Vice President
Marketing & Business Development
- **Philadelphia Works**
Meg Shope Koppel
Sr. VP of Research, Policy and Innovation
- **Eastwick Neighbors**
Nina Bryan
Eastwick Neighbors Representative
- **Phair Hiring Coalition**
Fermin Morales
- **African American Chamber of Commerce**
Shalimar Thomas
Executive Director
- **City of Philadelphia Office of Economic Opportunity**
Nicholas P. Jann
Economic Analyst



Mailing Address: *Showroom: The Parkside Lofts, 4950 Parkside Avenue, Suite 500, Philadelphia, PA 19131
(800) 966-2123 *(215) 226-2690 *FAX (215) 223-0321 * www.alphaos.com

Contact: Jacqueline Branson, Director Resource Mgt.
Phone: 215-226-2690 ext. 232
Night line: 215-226-2690

September 2, 2014
FOR IMMEDIATE RELEASE

Alpha opens the first "*Office-of-the-Future*" in Philadelphia, Pa.

Alpha Office Supplies, Inc., ("Alpha"), dba Alpha Enterprise Group, ("AEG"), formally announced on September 2nd, it has designed, developed, implemented and opened the "*Office-of-the-Future*", at the Parkside Lofts, 4950 Parkside Avenue, in West Philadelphia, Pa. The "*Office-of-the-Future*" is the first of its kind on the eastern seaboard to house under one roof multiple manufacturers of various products, including but not limited to, state-of-the-art smart technology, sit-to-stand furniture, commercial flooring, LED lighting, daylight harvesting and video monitoring security protection devices.

Alpha has created this state-of-the-art working showroom facility to showcase multiple smart office technologies and environments normally shown individually by each manufacturer. Alpha is proud to say and recognize that "no" other office location in the Philadelphia region or country possesses the variety of energy efficient products, office furniture sit-to-stand layouts and designs to foster worker collaboration and inclusion in the workplace. Alpha blended together different manufacturers, technologies, and services to create what Alpha is cloning today as the regions first "*Office-of-the-Future*".

The "*Office-of-the-Future*" working showroom is intended to transform Alpha from an "office supply" company into a premier smart technology energy management solutions provider, offering world-class technology lighting with advanced office furniture configurations promoting workplace collaboration. Aside from the mere benefits of offering next generation office solutions, there is an economic impact design component feature in their business plan to hire resources from the local communities of Philadelphia.

Alpha will continue to expand its current core competencies while addressing its new "*Office-of-the-*

Future” concepts to both public and private organizations. Alpha maintains a very impressive client list of fortune 500 companies. “There is much work to do and look forward to in the next upcoming 18 months to make our “*Office-of-the-Future*” concepts and offering a success”, as stated by Alpha’s President and CEO, Chet Riddick.

About Alpha Enterprise Group

Alpha is a privately-held Philadelphia based diversified enterprise operating in the office supplies, document management, light management solutions, commercial furniture and flooring products industry. Founded in 1985, Alpha is a certified minority business enterprise by the U. S. Small Business Administration (SBA) as a HubZone government certified entity. In 2000, Alpha graduated from a nine (9) year program sponsored by the U.S. SBA 8a certification program, designed to help small businesses to increase their market share and business from the federal government. Alpha is also certified by the National Minority Supplier Development Council (NMSDC) through its local certification unit the Eastern Minority Supplier Development Council in Philadelphia. The company is consistently recognized by Black Enterprise magazine on their BE 100 top minority owned and operated companies list ranking #78 in 2014.

Alpha maintains a warehouse and storage facility in NE Philadelphia with capacity and scale up to 50,000 square feet. Alpha operates a nearly 24 hour transportation logistics fleet schedule responsible for “next day” delivery of office products and furniture/flooring orders to the loading docks and desktops of their clients. Alpha’s “*Office-of-the-Future*” working showroom footprint is just over 7,000 square foot.

Alpha’s mission is to be the premier provider of innovative office and energy reduction solutions through exceptional customer care, timely delivery, and value pricing. The company’s business objectives are based on the principles of its founder, the late James L. Brown, in building a socially responsible company, which is committed to the brand of “*First in Service – with a Personal Touch*”.

Sunday, September 28 - Saturday, October 4, 2014



CITY OF PHILADELPHIA 30th Annual Celebration

PHILADELPHIA MINORITY ENTERPRISE DEVELOPMENT WEEK

A week of activities and workshops to celebrate
minority businesses in Philadelphia

“BREAKTHROUGH: GROWTH THROUGH INNOVATION”

CHAIRS



ASIAN AMERICAN
CHAMBER OF COMMERCE



BALTIMORE

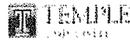
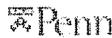
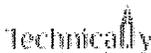
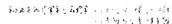
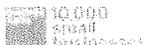


Adviser Association (Division of Commerce)
of Greater Philadelphia



Department of Commerce

PARTNERS



For additional information, contact (215) 683-2057, visit
<http://www.phila.gov/commerce/Pages/default.aspx>, or scan the QR Code.

**City of Philadelphia 30th Annual Minority Enterprise Development Council ("MEDWeek")
Week of September 28, 2014 to October 4, 2014**

	9/29	9/30	10/1	10/2	10/3
8:00	8 AM - 12 PM MedWeek Honors and Awards Program	8:30 AM - 12 PM Doing Business with the Nonprofits Community Umbrella Agencies (CUA), City of Philadelphia Department of Human Services (DHS) Location: City of Philadelphia Municipal Services Building, 1401 JFK Blvd., 16th Floor, Rooms X, Y and Z	9 AM - 12 PM 2014 Philadelphia Navy Yard Panel Discussion and Tour. Office of Councilwoman Blondell Reynolds Brown, Liberty Trust and Philadelphia Industrial Development Corporation Location: Marriott Courtyard Philadelphia South at the Navy Yard, 1001 Intrepid Ave, Philadelphia, PA 19112	9:11 AM Doing Business with the Federal Reserve Bank Greater Philadelphia Hispanic Chamber of Commerce Location: Philadelphia of Commerce (AACC) Federal Reserve Bank, 10 North Independence Mall West, Philadelphia, PA 19106	8 AM - 3 PM Philadelphia International Airport's Economic Opportunity Forum Location: Philadelphia Airport Marriott
8:30	8:30 AM - 10:30 AM Seminar for Contractor's Bidding on "Green" Projects, Philadelphia Water Department, PWD Fox Street Headquarters, Fox and Abbottsford Road (East Falls)	9:30 - 11 AM African American, Asian and Hispanic Chamber of Commerce (AACC) Location: The Barnes Foundation, 2025 Benjamin Franklin Pkwy, Philadelphia, PA 19130	9:11 AM Doing Business with the Federal Reserve Bank Greater Philadelphia Hispanic Chamber of Commerce Location: Philadelphia of Commerce (AACC) Federal Reserve Bank, 10 North Independence Mall West, Philadelphia, PA 19106	9-11 AM The Nimble Business - Unconventional tactics in social and SBN times. 10KSB Benjamin's Nest, 7701 Walnut Street, Philadelphia, PA 19103	
9:00	9 AM - 12 PM 2014 Philadelphia Navy Yard Panel Discussion and Tour. Office of Councilwoman Blondell Reynolds Brown, Liberty Trust and Philadelphia Industrial Development Corporation Location: Marriott Courtyard Philadelphia South at the Navy Yard, 1001 Intrepid Ave, Philadelphia, PA 19112	11:30 AM - 1 PM Woman to Woman-Technically Speaking, African American, Asian and Hispanic Chamber of Commerce The Barnes Foundation, 2025 Benjamin Franklin Pkwy, Philadelphia, PA 19130	11 AM - 2 PM Doing Business with the Universities, Philadelphia Area Collegiate Cooperative (PACC) Organizations Location: University of Pennsylvania		
9:30	8:30 AM - 12 PM Doing Business with the Nonprofits Community Umbrella Agencies (CUA), City of Philadelphia Department of Human Services (DHS) Location: City of Philadelphia Municipal Services Building, 1401 JFK Blvd., 16th Floor, Rooms X, Y and Z	2-3:30 PM Smart Business, African American, Asian and Hispanic Chamber of Commerce (AACC) Location: The Barnes Foundation, 2025 Benjamin Franklin Pkwy, Philadelphia, PA 19130			
10:00	8:30 AM - 12 PM Doing Business with the Nonprofits Community Umbrella Agencies (CUA), City of Philadelphia Department of Human Services (DHS) Location: City of Philadelphia Municipal Services Building, 1401 JFK Blvd., 16th Floor, Rooms X, Y and Z	4-5:30 PM MedWeek 30th Anniversary Historical Acknowledgement Event, 2014 MEDWeek Committee Location: The Barnes Foundation, 2025 Benjamin Franklin Pkwy, Philadelphia, PA 19130			
10:30	8:30 AM - 12 PM Doing Business with the Nonprofits Community Umbrella Agencies (CUA), City of Philadelphia Department of Human Services (DHS) Location: City of Philadelphia Municipal Services Building, 1401 JFK Blvd., 16th Floor, Rooms X, Y and Z	6-8 PM A Non-Partisan view at opportunities on the state level. The Office of Councilman Curtis Jones Jr. and the Office of Councilman David Oh, Location: TBD			
11:00		6:30 - 8:30 PM Trademark Basics: What Every Small Business Should Know Now. Not Later. The Urban League of Philadelphia and the Wharton Small Business Development Center Location: The Wharton School of Business, University of Pennsylvania			
11:30					
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1) The Black Professional News and Eatable Delights Networking Reception Hosted by the Enterprise Center is confirmed for Wednesday, September 24, 2014 at 5:30 - 8pm at the Enterprise Center, 4548 Market Street, Philadelphia, PA.
 2) The MedWeek Media Mingle is confirmed for Thursday, September 4, 2014 at the University of Pennsylvania (Time and specific location, TBD)
 3) Presentation of City Council Resolution to the Philadelphia MedWeek Committee is confirmed for Thursday, September 25, 2014 at 10AM, City Hall, City Council Chambers

Philly wins PTI award for OEO innovation

AUG 7

Posted by scottstrickler



Project team, from left to right: David Mauro, OIT; Angela Dowd-Burton, OEO; Joyce Strother, OEO; Scott Strickler, OIT; Shonique McCall, OIT; Lashawnda Tompkins, OEO. Original by Adrienne Strickler

Philadelphia has received national recognition from the Public Technology Institute (PTI) for its implementation of a Minority, Women and Disabled-Owned Business Enterprise (M/W/DSBE) Registry and Contract Compliance Reporting System (CCRS). PTI awarded the City with a Significant Achievement in the 2013-2014 Technology Solutions Awards Competition.

Philadelphia was the only county in Pennsylvania recognized this year.

The Registry and CCRS, running on cloud software developed and hosted by Phoenix, Arizona-based B2Gnow and brokered to the City through the Office of Innovation and Technology (OIT), has enabled the City's Office of Economic Opportunity (OEO) to transform its business through data-driven performance management. The system provides a critical new capability, presenting the City's purchasing and payment data to directly engage the vendor community in facilitating compliance with contract goals for M/W/DSBE participation.

The new system addresses a long-standing concern in the City. For decades Philadelphia has been working to improve participation by minority, women and disabled-owned businesses on its contracts. This stems from recognition among City leadership that enabling disadvantaged business enterprises (DBEs) to better compete for contracting opportunities benefits both the

business community and the City. Most recently, OEO has driven this initiative, and in doing so has taken on the challenge of adopting more effective practices. Its legacy processes proved inefficient for its budget-constrained staff:

- a paper-based, manual process for applying to the City's OEO registry that was a burden to staff and contractors
- a process for tracking contract participation and investigating contract disputes that involved logging into at least three disparate systems just to gather background information
- a manual, spreadsheet-based process for generating required reports that could show contract awards to M/W/DSBE's, but could not provide insight into actual dollars paid to them

The Registry and CCRS implementation introduced solutions that will dramatically improve each of these processes. The software includes web-based registry application submission and search, back-office workflow, and an integrated database containing:

- data about contracts from the City's three procurement and contract management systems
- data about payments against City contracts from the City's legacy accounting system

The project brought together City OIT, OEO, Procurement and Finance departments to develop the interfaces with City systems and coordinate the transition to new business processes. What they accomplished represents a landmark effort, and one that will support not just OEO but also future initiatives to improve the City's Procurement and Finance operations and transparency. The Registry and CCRS is now at the center of OEO's new operating model, providing information and tools to drive Philadelphia's M/W/DSBE participation compliance improvement initiative. The system's built-in metrics and dashboards have already proven their value, simplifying the reporting process and alerting managers with accurate information to facilitate decisions.

Category	#	Value	Payments For Credit	% Goal	% Credit
All Open & Closed	3,270	\$128	\$4.4B	3.1%	4.2%
All Open	2,254	\$118	\$4.4B	3.0%	4.1%
All Audited	2,228	\$118	\$4.4B	3.1%	4.1%
All Closed	0	\$1,162	\$4,000	10.0%	21.0%

Category	Total	Incomplete	In Process
Last 12 months	51	0	0

Category	Total	Not Done	In Review
All Active Awards			

Category	Report	Last Run
Certification Processing	Certification Status Report	01/21/2013

To add more favorite reports, click the Add link. To manage your favorite reports, click the Edit link.

Certification Status

Current Certified: **2183**

Pending: **157** Processing: **220**

Certification Applications

Category	Pending Submission	Pending Receipt	Pending Processing
Total Apps	9	18	0
App	3	18	0

Category	Total	Not Done	In Review
Pending Data Review	2	2	2
Pending Cert. Iss.	149	8	141

Alerts

No Activated Alerts | See Pending Alerts

Tools

[View All Pending Applications](#)
 [View All Open Awards](#)

An example of the system dashboard, which can report the latest measures of OEO operations

A huge thanks goes out to all those who have contributed to the project's success, and continue to help the effort move forward!

- Angela Dowd-Burton, Executive Director, OEO, Commerce – Project Sponsor
- Joyce Strother, OEO, Commerce – Project Manager
- Alice Dungee-James, OEO, Commerce
- LaShawnda Tompkins, OEO, Commerce
- Scott Stricker, OIT – Project Manager
- Shonique McCall, OIT – Project Manager
- David Mauro, OIT – Lead Technical Architect and Developer
- Hugh Ortman, Commissioner, Procurement
- Trevor Day, Deputy Commissioner, Procurement
- Stephanie Tipton, Deputy Chief Integrity Officer
- Mary Stitt, Chief of Staff, Managing Director's Office
- T. David Williams, Deputy Director, Finance
- Drew Menten, Contract Management Analyst, Finance
- Dan McKenzie, Finance Developer, Information Services Partner, Inc.
- David Wilson, 1st Deputy Managing Director – Project Executive

This is Philadelphia's fourth year in a row winning a PTI award. Check out [this post](#) about last year's wins, as well as these pages with PTI's official results from [2013](#) and [2012](#).

Success Stories

Six minority business owners share the insights that make them stand out



Natalie Kostelni

Reporter- *Philadelphia Business Journal*

It's not hard to be impressed with this year's list of minority businesses. They are in a range of industries including construction, engineering, media and entertainment. Some have annual revenues that exceed \$57 million while others are raking in more than \$300,000. That's nothing to be ashamed of, especially in light of the number of people these firms employ. In all, these top 25 firms employ nearly 5,000 people.

It's no wonder then that all of the executives interviewed, many of whom founded their company, shared this common trait: None ever considered giving up when business dried up during the recession or when a bank loan fell through as was the case of Feng Li when he was first trying to get Alliance Pharmaceuticals off the ground. It's just not in their vernacular. "Why start something if that is an option," said Matthew Abraham, founder of West Chester Environmental.

Another characteristic many of these entrepreneurs had in common was attending Goldman Sachs 10,000 Small Businesses program, which they credit to helping them remain focused and give them the tools to take their companies to the next level. They considered the knowledge gained from it invaluable and unlike anything they could have learned in school.

Six Minority business owners share the insights that make them stand out

Emanuel Kelly

Co-Founder

Kelly/Maiello Architects Philadelphia

Years in business: 38

What made you start your business? My partner and I started together in the same firm. He was fresh out of grad school and we became friends and decided to start our firm. We were one of five firms that did a lot of affordable housing and at the time the money came from HUD. All over the city and in every neighborhood, we had projects. It was the early 1970s and there was a lot to do.

What did you do to survive the recession? It didn't hit us until the last year and a half. We thought it wouldn't get us but all of sudden all of the big projects, which take longer to complete, ended. Most of our work is with local, state and federal government institutions and that helped. The minority business certification has really helped when large projects dried up. We also took time to do aggressive marketing. It was a painful time because we really had to cut back on staff and people who had been with us for many years. Now things have picked up.

What is the hardest part of your job? I would like to do less administrative work. What advice would you give someone starting their career or looking to start their own business? If they are already trained for architecture and they are interested in going out on their own, they should find someone who can help be a mentor and be available to give guidance.

Would that advice be different if they were a minority? My advice would be the same, but I think you have to be even more persistent. Most people who go to architectural school have some connection to art with their upbringing or family or they are middle class and have some network of people who can help them with some leads for work. Most African Americans don't have that network.

Mario Zacharjasz

Principal

PZS Architects

Philadelphia

Years in business: 21

Why did you start the business? It was something I always wanted to do. One of my classmates at Temple University had the same feeling. We tried it and it works. When you're young you have courage to make those types of decisions. As you get old, that goes by the wayside. You become mortal.

Six Minority business owners share the insights that make them stand out

What did you do to survive the recession? We were very fortunate. We had a nice diversity of work and that work was in progress. We never specialized on one area but several knowing that the industry ebbs and flows.

What has made your business successful? Our service to our clients and institutions we work for. We get referrals and grow with our clients. We become more than their architect but a partner in whatever they are doing. We also get involved with the community. I think that is one of the key things to take it one step further. I believe that is where we bring value. It's not just a job.

Besides architecture, we own a construction company called Puente Construction that does a lot of federal work. Four years ago we bought a company called 503 Corp. What is the hardest part of your job? Delegating your responsibilities.

What advice would you give someone starting their career or looking to start their own business? They need to be equipped with different types of knowledge, such as financial knowledge, insurance, how to talk to an attorney and accountant, and be able to communicate with your audience and clientele.

Would that advice be different if you were addressing a minority? Sometimes when you're a minority or woman-owned business they say you have to work twice as hard. You have to work twice as hard anyway. Those with real successful businesses are working twice as hard, staying twice as late and preparing twice as much. I would recommend that to anybody.

Feng Li

CEO

Alliance Pharmaceuticals Malvern

Years in business: 6

What made you start your business? I got the idea a long time ago. I worked in same industry as I am now. I got intensive training. I appreciate the experience I got from that company. I was working very hard at learning and thinking about starting the business. By 2006, I began doing research on how to prepare for new business.

What did you do to survive the recession? Alliance Pharmaceuticals was started in May 2008. We spent almost \$1 million, however, only made about \$28,000 with three key employees that year. We stuck with our initial business plan, focused on our expertise area, spent time to build up necessary functionalities and prepare for any potential business opportunities. All three employees deferred their pay for a year to ensure the business operation.

Six Minority business owners share the insights that make them stand out

What has made your business successful? We firmly adhere with our business philosophy including professional ethics, scientific excellence, regulatory compliance to win clients trust. We also have maximum business flexibility to understand our clients needs to meet and exceed their expectations.

What is the hardest part of your job? The regulatory compliance to ensure the data quality and integrity and hiring the right employees.

What advice would you give someone starting their career or looking to start a business? Have a dream, make a plan, prepare and execute it. You also must be confident enough to be persistent.

Would your advice be any different if you were addressing a minority? There is no difference. The principle would be the same.

Matthew Abraham

Owner

West Chester Environmental

West Chester

Years in Business: 13.5

What made you start your business? I always wanted to be my own boss. After working at a small firm where I learned the ropes, it seemed like a natural progression to start my own firm.

What did you do to survive the recession? Part of my business has to do with renovating buildings. When new construction stopped, people did renovations. Stimulus money helped as well as networking and peer groups.

What has made your business successful? The old formula. A lot of hard work, finding a niche, trying to be technically competent and paying a lot of attention to customers.

What is the hardest part of your job? My job is seasonal to a large extent so it's feast or famine for us. The hardest part is trying to make the work as steady as possible. I have enough people to do the work and work for the people to do. Now, I've been trying to break to the next level with my business.

What advice would you give someone starting their career or looking to start their own business? Entrepreneurship is the most important education and knowledge you can have. It's very different from what you learn in school. Make sure you do research and write a business plan, which is very important because it makes you think about all of the different aspects of the business before you jump into it.

Would that advice be different if it were a minority? Yes. I would tell them to get certified with as many agencies as possible, to get your name out there and on the lists. There

Six Minority business owners share the insights that make them stand out

are many contracts out there that are set aside for minorities and if you are on the list, your name will pop up.

Philip Jaurigue

Founder, president and CEO

Sabre Systems Inc.

Warrington

Years in Business: 25

What did you do to survive the recession? In this difficult economic environment, Sabre concentrated on streamlining operations, focusing our offerings, and better articulating our value proposition.

What decisions have you made that have helped make Sabre successful? I believe in a collaborative work environment so surrounding myself with talented individuals who bring different insights to the table has been one of the keys to Sabre's success. In addition, placing a focus on performing rigorous market intelligence has helped Sabre stay relevant and competitive.

What is the hardest part of your job? The most difficult aspect of my job recently has been making tough personnel decisions in light of the economic environment.

What advice would you give someone starting their career or looking to start their own business? Be passionate about the business or career you choose and commit to learning something new every day.

Michael Barrino

Founder and CEO

Limousines of Luxury

Mount Laurel, N.J.

Years in business: 29

What made you start your business? I always wanted to own my own business. I remember I was a sophomore in high school in Newark, N.J., and a teacher said something about having to know certain information for when we would be working for someone. I realized then that I didn't have to work for someone. Why couldn't I work for myself? I had no clue what type of business I would have but I know that I would own one. In the 1980s, I was going through the Yellow Pages and saw a listing for a limousine company. I knew I could do that so I worked for a limousine company for a year and knew I could do the business itself. I had some experience in the music and entertainment industry before that so I thought I could reach back to that and combine the two. I reached out to Dave Allan at Power 99 and told him I was starting my own limousine business. He used me to drive artists, record company representatives and

Six Minority business owners share the insights that make them stand out

others who were visiting the station. He let them know to use me. All you need is that one time and that one person to help you out and it grew from there.

How did you survive the recession? A lot of companies with a lot of vehicles were the first to let people go. It didn't affect us right away but about a year after the recession hit was when it started to affect the entertainment industry and that's when it started to affect my business. I started to get calls from entertainers asking if I could help them find work. I knew we were in trouble then but I stayed the course. When you manage your funds and your staff well, you can brace yourself for times like that.

What has made your business successful? There are several things. When I first started out, I was given a chance by a music rep to do well. I knew I wanted to be successful so I knew I had to do well. I see entertainers at the beginning of their careers and they are often vulnerable and sheltered. They are trusting me and my company to take care of them. I consider each of my clients, whether it's Beyoncé and Jay Z, like family and I treat them that way. We are very discreet when it comes to our clients. Our drivers sign contracts that state everything stays confidential when it comes to our clients. It's also important to diversify and plant seeds in other cities and states. We have five cars in Philadelphia, five in Brooklyn and five in Atlanta. We also do consulting for on-ground transportation for music tours across the country.

What is the hardest part of your job? Training. It is so important especially in the industry we are in. Not everyone is going to start as a diamond but good training can help them get there.

What advice would you give someone starting their career or looking to start a business? Do the job, whether it's big or small, do it right or don't do it at all. Would your advice be any different if you were addressing a minority? No.

Office of economic opportunity

Angela Dowd-Burton making progress

Angela Dowd-Burton has served as executive director of Philadelphia's Office of Economic Opportunity since 2010 and when she took the post, she inherited an entity that was struggling.

At the time, the office had lost a vote of confidence from elected city officials and was having a difficult time redefining itself. Dowd-Burton was charged with cleaning the office up, reorganizing it and coming up with a solid plan to connect minority-owned firms with business opportunities.

Four years later, progress has been made but challenges remain.

Six Minority business owners share the insights that make them stand out

“There have been a lot of changes introduced, a lot of clarity of purpose and our message in the marketplace is getting stronger,” Burton said. “The mission is perpetual and that is to have an opportunity to compete in the marketplace and the challenge is business, as a competitive entity, takes no prisoners and as a result we have to help position minorities and women-owned businesses to those opportunities that are out there.”

Dowd-Burton’s office releases an annual report on how it is doing on reaching its goal of having a minimum of 25 percent of the city’s contracts awarded to minority, women disabled and disadvantaged small businesses. For the third year in a row, it exceeded the goal and saw 28.2 percent participation rate. Its revised goal is to reach 30 percent by 2015. Between the fiscal years of 2008 to 2010, the city awarded \$562 million in contracts to minorities and women. Between 2011 to 2013, Philadelphia awarded \$761 million in contracts. While this represents a 35 percent increase in dollars awarded to disadvantaged businesses over the past three years, it also shows an increase in the contracts awarded by the city, Burton said.

The office of economic opportunity also has grown its registry of certified firms by 65 percent over the last four years and now has a list of 2,072 certified firms from across the country. The bulk of those, 62.7 percent, come from Pennsylvania and 14 percent from New Jersey.

Aside from boosting participation rates and the number of certified businesses, Dowd-Burton has worked to make her office more transparent. “We try to put a lot of what we do and say in writing,” she said. “We want people to tell us if they’re not seeing what we’re saying, tell us.”

The office of economic opportunity has also embarked on some holistic approaches to helping companies get work. Those include tracking their results and getting them to collaborate with other firms. It also analyzes how contracts get awarded and looks at what is needed to get it to the next level, Dowd-Burton said.

“We have companies that are growing and accelerating and the paradox is that everyone sees that and everyone goes after them,” she said.

“... They have to be ready to take on that business and handle the pace of it.”
Natalie Kostelni covers real estate and economic development.

Take Part!

A PWD resource for business diversity on PWD projects

A Message from PWD's Director of Participation, Janira Barroso



The primary focus of this newsletter is to help minority, women, disabled, local and small disadvantaged businesses (M/W/DSBEs) 'take part' in PWD public works projects by providing resources and information that identify opportunities and prepare these businesses to bid competitively.

The Philadelphia Water Department (PWD) Participation Plan's core features establish tools for improved communications using newsletters and online public mediums, along with awareness and advocacy efforts by PWD staff to support increased participation of underrepresented businesses, thereby supporting growth and diversity among the local business community.

The PWD participation plan focuses on seven (7) points of action:

- maintaining reliable communication with resource partners
- addressing structural barriers to participation
- exploring options for the introduction of new best practices in diversity procurement programs
- increasing public awareness of PWD's inclusive business practices
- coordinating data tracking and monitoring tools for improved communication
- improving contract requirement processes to enhance participation
- improving staff awareness of the importance of supplier diversity and participation

It is through the implementation of this plan that we remain dedicated to meet and exceed the participation goals set for us by Philadelphia's Office of Economic Opportunity and the expectations of our community stakeholders.

The Year in Review: PWD's Fiscal Year 2013-2014 Participation Achievements

In FY 2013, PWD achieved 26% of minority, women, and disabled business enterprise (M/W/DSBE) participation on all contracts, slightly over our 25% goal. Specifically, work let under the capital program amounted to contract awards totaling \$56.2 million to disadvantaged business enterprises in FY13.

As the end of FY 2014 approaches, we at PWD reflect back on our efforts to help disadvantaged businesses thrive by connecting them to majority resource partners and more opportunities. We are proud to have released four issues of our Take Part! newsletter, which highlights current initiatives of our partners, showcases successful contracting examples, and provides an events calendar to keep businesses aware of upcoming opportunities. PWD has also launched its Do Business With PWD (<http://www.phila.gov/water/aboutus/Pages/DoBusiness.aspx>) web page, a screen shot of which is shown that includes an events calendar, and warehouses all Take Part! newsletters.

IN THIS ISSUE

- Message from PWD's Director of Participation
- The Year in Review: PWD's FY13-14 achievements
- Moving Forward: Fiscal Year 2015
- From Subcontractor to Prime: How to Get There?
- Greened Acre Retrofit Program Grant (GARP)
- Upcoming Opportunities
- Small Business Resources & Events
- Resource Partner Information



An electronic version of this newsletter, with active links to resources, can be found at <http://www.phillywatersheds.org/take-part>

Moving Forward: Fiscal Year 2015

As PWD moves forward in planning for the next fiscal year, a 27% goal has been set for participation contracting. We are excited about all of the upcoming planned projects and events for FY15. We have lined up a series of workshops, information sessions, and contractor seminars that aims to engage, empower, and sustain an active network of local M/W/DSBEs firms that have the capacity to participate as contractors and/or subcontractors on PWD projects. Topics for these sessions will cover procurement, M/W/DSBE certification, bond education, green initiatives, and capital access. So be on the look out and do not miss the opportunity to TakePart! You can sign up to our email listserv by visiting PWD's website at www.phila.gov/water.

From Subcontractor to Prime: How to Get There?

PWD has placed emphasis on supporting minority, women, green and small businesses to grow from participating as subcontractors to becoming prime contractors. We are putting together a robust program for current and potential contractors interested in doing business with us. As part of this commitment to increase participation and assist contractors in becoming successful, our program will assist companies in addressing issues around performance, business development capability, capital (bonding), organizational/staff development, business planning, and technical support. Addressing these barriers that hinder small disadvantaged businesses will allow them to grow from a subcontractor to a prime.

To achieve this task, PWD has partnered with the Mid-Atlantic Regional U.S. DOT, the Small Business Administration, and the Sustainable Business Network to provide education and training programs commencing in FY15.

Greened Acre Retrofit Program Grant (GARP) Seminar

PWD's newest business assistance grant program encourages stormwater project aggregation.

Join the Philadelphia Water Department (PWD) on Monday, July 21st from 8:30-10:00 a.m. at 1101 Market St, 11th floor conference room to learn more about the newly launched Greened Acre Retrofit Program Grant (GARP). RSVP here <http://garpseminar.eventbrite.com>

GARP provides grant assistance to companies or contractors for stormwater projects on non-residential properties with a total project size of over 10 acres or larger located in Philadelphia's combined sewer area. Currently, PWD is seeking applicants who are companies or project aggregators that can assemble large areas, often over multiple properties, for stormwater management projects. Properties undergoing redevelopment are not eligible for GARP funding. GARP applications will be evaluated by PWD staff based on a variety of criteria including total area managed, cost to PWD, quality of long-term maintenance plan and availability of matching funds. Applications can be submitted electronically to PIDC at any time and selected grantees will be issued a decision at the close of each fiscal quarter.

RSVP now to learn more about this exciting program.

Upcoming Opportunities

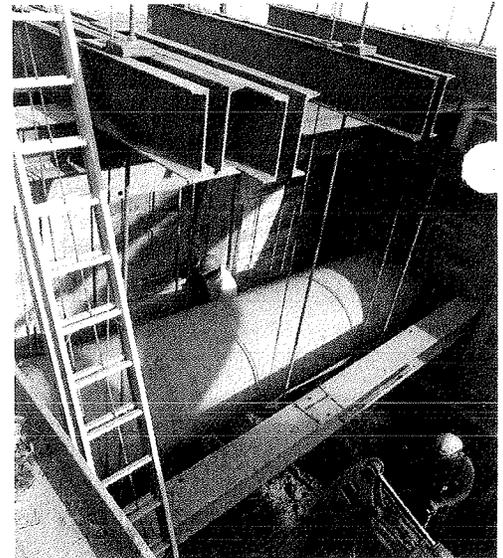
UPCOMING LETTINGS FOR FISCAL YEAR 2015

PROPOSED UPCOMING STREET LETTINGS

Cobbs Creek Intercepting Sewer Lining Phase 2 Sewer Lining Replacement
Storm Flood Relief - Moore Street
Fuller/Rhawn/Stanwood/Tabor Ave

WORK TYPE

Water/Sewer/Lining
Water Main Replacement
Water & Sewer Replacement



UPCOMING LETTINGS FOR FISCAL YEAR 2015

PROPOSED UPCOMING PLANT LETTINGS

PROPOSED UPCOMING PLANT LETTINGS	WORK TYPE
Construction New West Philadelphia Sewer Maintenance Yard - Flow Control	General Construction
Construction New West Philadelphia Sewer Maintenance Yard - Flow Control	Electrical
Construction New West Philadelphia Sewer Maintenance Yard - Flow Control	Plumbing
Construction New West Philadelphia Sewer Maintenance Yard - Flow Control	HVAC
Security Fencing; Controls & Improvements - Multi-Facility	General Construction
Security Fencing; Controls & Improvements - Multi-Facility	Electrical
New 10MG Concrete CWB tanks at Baxter	General Construction
Replace 47 South Filter Backwash Valves at Baxter	Mechanical
Rehabilitation of Storage Tanks at Baxter	General Construction
Rebuild/replace filter underdrains and filter media at Baxter	Mechanical
Rehabilitation of Baxter Emergency Intake Building Structure/Equipment	General Construction
15 & 2.4KV Switchgear Replacement and Backup Generator - East Oak Lane	Electrical
Two (2) 30 Million Gallon Storage Capacity Tanks at East Park	General Construction
Motor Controls, Standby Generator, Ventilation	Mechanical
HVAC Rehabilitation at Inlet Cleaning - Headquarters	HVAC
Replacement of 6 Pump Units at Central Schulykill	General Construction/Mechanical
Replacement of 6 Pump Units at Central Schulykill	Electrical
Rehabilitation Linden Avenue Pump Station	General Construction/Mechanical
Rehabilitation Linden Avenue Pump Station	Electrical
Replace and Rehabitate Influent Screw Pumps at Southwest	General Construction/Mechanical
Replace Freight Elevator in PTB	Mechanical
Rehabilitation of Dissolved Air Flotation Tanks	Mechanical
Replacement of Interior/Exteriors Doors at Northeast Water Treatment Plant	General Construction
Replace Emergency Lighting throughout the Plant - Northeast Water Treatment Plant	Electrical
Exterior Siding Panels - Torresdale Filter Water Pumping Station	General Construction
Roll-Up Door and HVAC at QL Raw Water Pumping Station	Mechanical/HVAC
Replacement of NorthSide Backwash Valves	Plumbing
HVAC System Upgrade in Filter Building Administration Office	HVAC
Queen Lane Emergency Generator and New 15kv Switchgear	Mechanical
Back up Water Service Lines at Queen Lane WTP	General Construction
Replacement of Low Voltage Distribution Equipment in Filter Building at Queen Lane	Mechanical
Rplcmnt & Auto.- Blowdown Vlvs at FLOC/SED Belmont WTP	Mechanical
Rplcmnt & Auto.- Blowdown Vlvs at FLOC/SED Belmont WTP	Electrical
Filter to Waste - Belmont	Mechanical
Filter to Waste Instrumentation, Belmont	Electrical
Replacement of Carbon Mixers and Dust Collection System at Belmont WTP	General Construction
Additional Coagulant Storage at Belmont WTP	General Construction

Small Business Resources & Events

Federal Reserve Bank of Philadelphia "Meet the General Contractors for Facilities" (June 20, 2014 from 10:00am - 12:00pm)

Meet with key representative from the Federal Reserve Bank of Philadelphia's General Contractors for potential subcontracting opportunities and Facilities Management Department for direct contract opportunities. Contact Pamela McMellon-Wells at Pamela.y.wells@phil.frb.org for more information.

The U.S. Small Business Administration

Access to Capital Workshop

Learn how to obtain a Small Business Administration Guarantee Loan by attending this workshop at the Philadelphia District Office, 1150 First Avenue, Suite 1001, King of Prussia, PA 19406

Sessions will be held:

July 2, 2014 10:00am - 12:00pm

July 23, 2014 10:00am - 12:00pm

July 9, 2014 10:00am - 12:00pm

July 30, 2014 10:00am - 12:00pm

Contacts

The Office of Business Services

(215) 683-7000

www.phila.gov/commerce

This office provides businesses with information on:

- Business start-up or expansion
- Help with license and permit matters
- Financial resources
- Preparing for City inspections

City of Philadelphia Procurement Department

<http://mbec.phila.gov/procurement>

- This site lists contracts currently eligible for bid.
- Navigating the City contract process

PWD Project - Control Unit

(215) 686-5221

<http://www.phila.gov/water>

This office can provide plans and specifications for PWD Public Works projects. There is a fee for these documents, ranging from \$10, to \$25 or more.

The Office of Economic Opportunity

Philadelphia Department

of Commerce

(215) 683-2000

www.phila.gov/oeo

This office provides assistance to minority, woman and disabled-owned businesses with:

- Resources for obtaining MWDS-BE certification
- Registration with the City of Philadelphia
- Networking for business partnerships with larger companies
- Addressing prompt payment issues for current City contractors

Office of Labor Standards

(215) 686-3581

www.phila.gov/commerce

This office can provide information on prevailing wage requirements and other labor standards for all Public Works projects.



Disclaimer

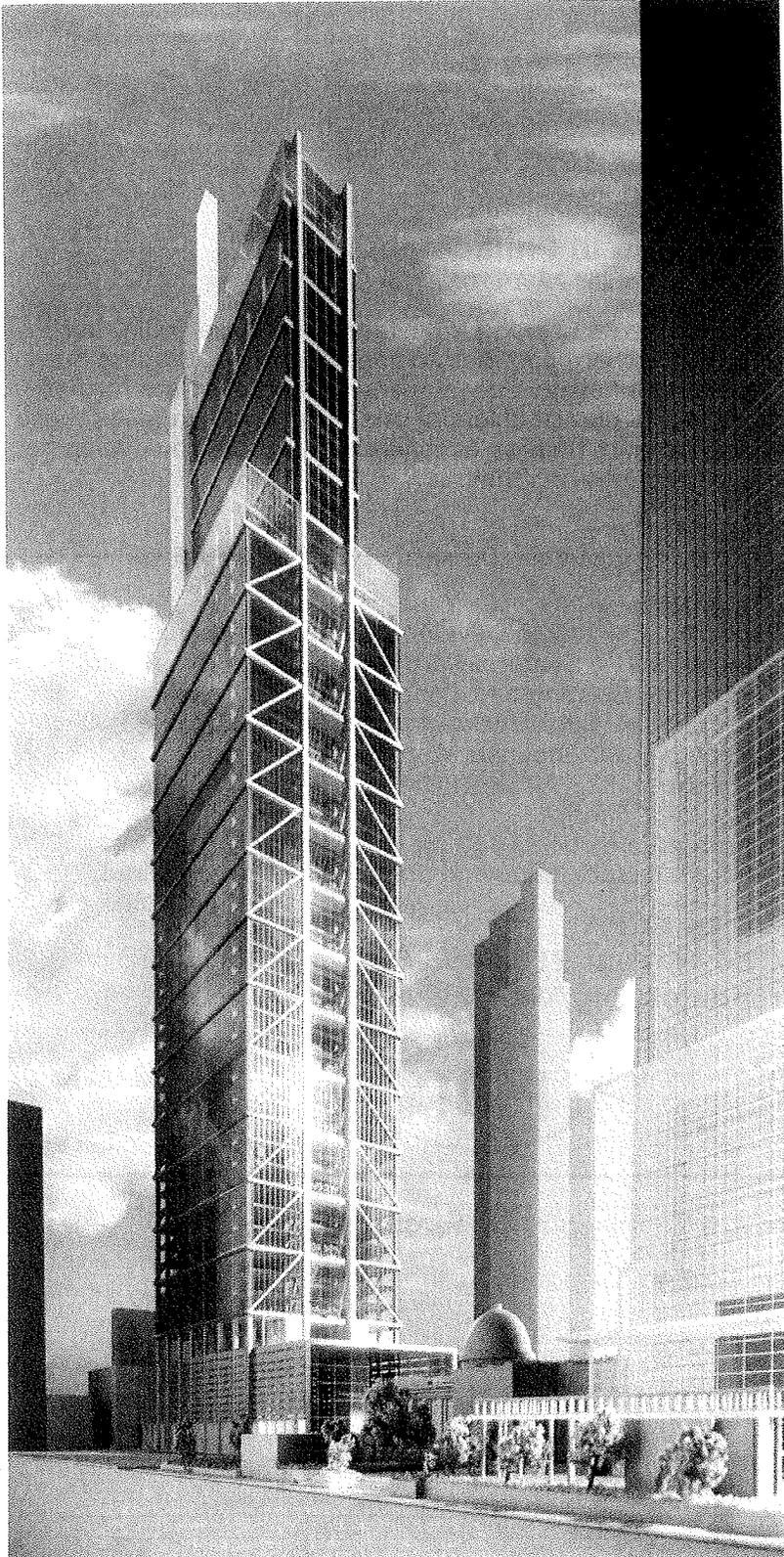
PWD has provided this newsletter and its contents as an informational service only. Your receipt or review of this document does not construe any promise of special consideration, assistance or endorsement for successfully bidding on any Public Works contracts issued by the Department. PWD follows the fair bidding practices and protocol set forth by the Philadelphia Home Rule Charter.



LIBERTY
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1800 ARCH STREET PROJECT OUTREACH EVENT



LEARN ABOUT THIS EXCITING
PROJECT AND ECONOMIC
IMPACT FOR THE REGION

INFORMATION ON
CONTRACTING AND
CONSTRUCTION EMPLOYMENT
OPPORTUNITIES

MEET THE TEAM FROM:
LIBERTY PROPERTY TRUST
COMCAST CORPORATION
FOSTER & PARTNERS
L.F. DRISCOLL
URBAN AFFAIRS COALITION

SEPTEMBER 10, 2014
5:00 P.M. – 8:00 P.M.

COMCAST CENTER
45TH FLOOR
1701 J.F.K. BLVD.
PHILADELPHIA, PA

FOR ADDITIONAL INFORMATION AND
RSVP CONTACT:

MIKE DIKON OR SAM VERZELLA

PHONE: 610-668-0950 OR (267) 606-6802

EMAIL: MDIKON@LFDRISSCOLL.COM

OR SVERZELL@LFDRISSCOLL.COM

Center City Proprietors Association and PHL Diversity

In partnership with

The National Organization of Minority Architects (NOMA) and the Philadelphia Chapter (PhilaNOMA) and AIA Philadelphia, African American Chamber of Commerce, Building Industry Association, CREW Philadelphia and the General Building Contractors Association (GBCA).

Present

Meet the Developers: Exploring Diversity

Tuesday, September 16, 2014

5:30 PM to 7:30 PM

African American Museum in Philadelphia

701 Arch Street, Philadelphia, PA 19106

Not since 2008 have there been as many exciting developments brewing in Philadelphia. Once again, our perceptions of Center City's boundaries are changing. Everywhere you look, cranes are rising. Leading the charge are some of the area's most diverse visionaries and innovative developers; leaders who are further driving business to the City through industry practices that embrace diversity and inclusion. Join us as these leaders discuss their current projects and the anticipated impact therein, along with challenges to development and the value of diversity in business, planning and growing communities.

Moderator:

Angela Dowd-Burton, Executive Director, Office of Economic Opportunity, City of Philadelphia

Panelists:

John Chin, Executive Director, Philadelphia Chinatown Development Corporation

Michael B.Hill, Managing Director, Synterra Partners

Angelo Perryman, President and CEO, Perryman Building and Construction Services, Inc.

Greg Reaves, Principal, Managing Member, Mosaic Development Partners, LLC.

Bettyann Silvius, Project Executive, Bittenbender Construction

Mario Zacharjasz, Principal, PZS ARCHITECTS

\$10 for CCPA members, \$20 for partners' members, \$30 for non-members.
Includes hors d'oeuvres and bar. Space is limited. Reservations and pre-payment are required.

RSVP to CCPA

Phone: 215.545.7766 • Fax: 215.545.3634

www.centercityproprietors.org/View/Events



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ANNOUNCEMENT OF M/W/DBE OUTREACH EVENT

W / Element Hotel
1441 Chestnut Street, Philadelphia, PA 19102

Tutor Perini Building Corp. is requesting bids from subcontractors for the W / Element Hotel. The project consists of construction of a new, 52-story, 800,000 square foot hotel with three levels of below-grade parking. Bid packages include:

BP-02	Cast in Place Concrete	BP-27	Tile
BP-03	Window Wall & Exterior Glass	BP-28	Carpet, Resilient, & Wood Flooring
BP-04	Elevator	BP-29	Painting & Wall Covering
BP-05	Precast Wall Panels	BP-30	Visual Display Units
BP-06	Masonry & Stone	BP-31	Toilet Compartments & Accessories
BP-07	Structural & Misc. Steel	BP-32	Operable Partitions
BP-08	Ornamental Metals	BP-33	Wall & Door Protection
BP-09	Architectural Woodwork	BP-34	Fireplaces
BP-10	Waterproofing & Roofing	BP-35	Fire Extinguishers & Cabinets
BP-11	Traffic Coatings	BP-36	Luminescent Markings
BP-12	Composite Wall Panels	BP-37	Façade Maintenance Equipment
BP-19	Joint Sealants	BP-38	Food Service Equipment
BP-20	Expansion Controls	BP-39	Entrance Grilles
BP-21	Doors/Frames/Hardware	BP-40	Swimming Pool
BP-22	Access Doors	BP-41	Linen Chutes
BP-23	Overhead doors/Dock Equipment	BP-42	Fire Protection
BP-24	Fixed Louvers	BP-43	Plumbing
BP-25	Carpentry/Drywall/Acoustic Ceilings	BP-44	HVAC
BP-26	GFR Fabrications	BP-45	Electrical

Please note that this project has an economic opportunity plan in effect, which will be in accordance with City code. We encourage all interested minority, women, disabled and disadvantaged business enterprises to attend an outreach event on **Tuesday, September 16th from 4:30 PM to 6:30 PM at the Sheraton Philadelphia Society Hill Hotel** located at One Dock Street, Philadelphia, PA 19106. For questions regarding the project or the economic opportunity plan, please contact:

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Fax: 610-660-7417
Vanessa.Ellis@TutorPerini.com

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Fax: 610-668-4062
Jim.Napoli@TutorPerini.com

Testimony from
Nina A. Bryan
Education Committee, Chair
Eastwick Community Network (ECN)

Presented to
Economic Opportunity Review Committee Meeting
City Council Chambers, City Hall 4th Floor, Room 400

Monday September 8, 2014 10–11:30

Good Morning Everyone! First I would like to thank Ms Angela Dowd-Burton for allowing me to present and share an overview of some of the initiatives, ideas and economic proposals related to the Eastwick community. My name is Nina Bryan, resident of the Eastwick community for 37 years and Chair of the Education Committee.

To begin I would like to say the Philadelphia Airport Expansion, one of the largest airport expansion in US history, places our community in a unique and somewhat awkward position. Unique in that this expansion can be one of the most expansive economic ventures for our city over the next 15-20 years. Specifically, the airport can potentially be one of the largest employers in need of "new employees" for both skilled workers and laborers. Awkward in the sense that this expansion will also change the physical environment of our community in terms of increased traffic, pollution and noise.

In response to the evident changes in our community and the potential growth of our community, the Eastwick Community Network was formed to serve as the voice of its stakeholders. Comprised of local residents the following committees were formed to insure how the residents and city could benefit in response to the airport expansion; (1) Housing and Economic Development (2) Faith Based Initiatives (3) Zoning (4) Community Outreach (5) Job Development (6) Arts and Culture (7) and Education Committee.

Today, I am here to present our committees recommended objectives to bring about economic development in our community which could have potential impact on our entire city.

Proposal I- Establish a Tourism Improvement District to Benefit Eastwick and Lower Southwest Communities

The principle objectives of this initiative are:

- (1) Sustainable employment opportunities in the areas of tourism, hospitality and customer service
- (2) Create new business opportunities
- (3) Improve and enhance property values
- (4) Compliment Airport Expansion Efforts
- (5) Generate Tax Revenue

Proposal II - Reopening of the Comm Tech School

The principle objectives of this initiative are:

- (1) Reopening of one of the closed schools in the Eastwick community as a trade school to prepare local

students to fill future jobs in the area of carpentry, masonry, electrical and other industrial arts. These are necessary skills identified by the Airport Expansion Committee in order for job readiness and fulfillment.

(2) We also propose this school include textile and design in its curriculum for those students seeking careers in this industry.

(3) Creation of a manufacturing plant to support the needs of the airport as well as the city at large

(4) Revenues produced from manufacturing plant, to be used to help reduce school district budget with efforts to create Endowment Fund for schools

It is my belief that we must be bold, creative and committed to the overall needs of our community and the city at large. We must recognize that we must no longer work in "silos" to truly benefit from the talents and strengths of all of our resources.

Again, I thank you for allowing me the opportunity to present some of the highlights of our committees' efforts. We invite you to lend your support and efforts to help our community realize these proposals.

We recognize our community "Eastwick as the Windows of Our Nation". For some visitors passing through our airport this is the first glimpse of our country. We are committed to showing our best!

At this time I will be happy to answer any questions you may have.

Thank you!

Phair Hiring Coalition City Council Resolution Draft Proposal
(Not for Duplication!)

As members of the Phair Hiring Coalition, we would like to thank those forces that were able to achieve a 40% community participation rate in the second phase of the construction of the expansion of St Christopher's hospital. This by no means was a small task. In being able to secure jobs for area code 19140 and adjacent areas we noted how many jobs that are not government funded lack the participation of Philadelphians when building projects in their communities are going up. Whether in the Northeast, North Philly or Southwest Philly these job sites lacked community representation. Unlike St. Christopher's hospital job, which is government funded, most construction projects are not. Therefore there is no obligation by law to fulfill the needs of the community. Usually what you will observe in these construction projects is a prevalence of workers from the Pennsylvania suburbs, New Jersey and even Delaware. Philly residents commonly get the short end of the stick. There is so much discrimination against Philly residents. We are the ones who shop, rent, purchase homes and pay real estate taxes in the city and choose to live here. In such a difficult economy, Philadelphians deserve better than getting discriminated against in their own town.

Therefore we are proposing that city hall pass a bill requiring 40% of the hours of construction jobs go to the residents of the project's zip code and adjacent surrounding areas wherever there is a construction project going up. This should include 40% of the hours of skilled trades and 40% of the hours of laborers. We know this goal is reachable as we've seen it happen at St. Christopher's with a little commitment and effort. We propose that these jobs, whether union or non-union, should start and end with tradesmen and tradeswomen from the site's community. In other words the first hired and the last laid off must be from the community. If it is a union job, business agents and contractors must be in full cooperation with each other and must be held accountable if these mandates are not enforced. This can be done by checking the payrolls of every contractor to make sure that they are abiding by the law.

It is also important to note that the construction industry, in Philadelphia and elsewhere, has a history of xenophobia toward women and people of color. Currently, women make up about 1% participation in Philadelphia and face a wide array of discriminatory practices. Women make up more than half of Philadelphia's population thus it is of utmost importance to make sure that they are better represented in these construction sites and their numbers be increased significantly through real apprenticeship programs or to expedite this inclusion, by giving them tickets to be members in the trades. Construction jobs are good paying jobs that lift individuals and families out of poverty. Women have been excluded from these jobs for far too long. We must make every step to remedy this inequity.

The city of Philadelphia now comprises approximately 37% European descent with the rest being predominantly African American, Latinos, and Asian. Yet again, the building trades are dominated by European descent males while all groups of color are seriously underrepresented. Therefore, as with women, we must make sure that union apprenticeship programs mirror the diversity of the composition in the city of

Philadelphia. These programs when taking apprentices should be 60% non-white or above, not 10% or even 20%. This will allow those individuals who have been excluded for decades to be included and help achieve the 40% community participation rate. If we are not achieving this rate, then we must again expedite the community inclusion by issuing tickets to be members of the trades. In doing so it will lead to a more diverse construction site and help alleviate some of the tensions from different ethnic working class people that are caused because of exclusion.

The Phair Hiring Coalition, whose members are construction workers, concerned residents of Philadelphia and community activists, would like to see a comprehensive and constructive dialogue around these issues followed by substantive and timely action.