



CITY OF PHILADELPHIA
Department of Commerce

Harold T. Epps
Director of Commerce

1515 Arch Street, 12th Floor
Philadelphia, PA 19102

MEMORANDUM

Date: July 31, 2019

To: Council President Darrell Clarke; Chief Clerk of Council Michael A. Decker

Cc: James Leonard, Department of Records

From: Harold T. Epps, Director of Commerce

RE: First Source Jobs Policy, Quarter II 2019 Report

Per the First Source Jobs Policy, Chapter 17-1900 of the Philadelphia Code, the Department of Commerce (designated by the Mayor as the "Designated Department" responsible for overall implementation and enforcement of the "First Source Jobs Policy") is submitting the 2nd Quarter Report for the 2019 calendar year.

Since the implementation of the First Source Jobs Policy, the Department of Commerce has been made aware of three beneficiaries that are covered by and will comply with the First Source legislation. The original beneficiaries are:

1. Pennsylvania Real Estate Investment Trust (Fashion District of Philadelphia Project)
2. Orinoka Mills, L.P.
3. New Kensington Community Development Corporation

The Gallery Project remains a TIF, and the Orinoka Mills and New Kensington projects are below market rate land transactions.

- There was one first-source job created through the Orinoka Mills project.
- No first source jobs were associated with the Kensington CDC project.
- The Fashion District of Philadelphia Project anticipates creating retail-based first-source jobs and is in the process of recruitment and hiring.

To date, there have been no additional beneficiaries to the report since Quarter I. All of the projects will continue to be tracked as needed and are ready for hiring employees and transaction of business or services.

Since the inception of the documentation of the beneficiaries above and their activity for hiring within the First Source legislation requirements, Orinoka Mills/NKCDC hired a Manager for their residential housing project. The candidate, sourced from the PA CareerLink® registry, was hired September 2017.

The project with the Pennsylvania Real Estate Investment Trust (PREIT) that is re-developing the former Gallery Mall into the Fashion District of Philadelphia (FDP), continues to move forward and is in the recruiting and hiring phase. Moving forward, as the Fashion District Outlet retail tenants begin their recruiting and hiring in August 2019 for the September opening, the PA CareerLink® team will track and provide data on all hires that come through the First Source Registry system as required by PREIT's First Source Agreement. This information will be included in subsequent First Source Quarterly Reports.

The following is an update from the PA CareerLink® Center team that is providing services for First Source projects:

Members from the PA CareerLink Business Services Representatives (“BSR”) team, (the “First Source Registry”), and the Business Engagement staff team of Philadelphia Works, continued to plan, meet and communicate with the future tenants of the Fashion District of Philadelphia with the following results:

- July through October continues to be heavy recruiting and hiring time for the retail tenants and the BSR team will continue to manage and track new hires and position postings on Job Gateway.
- Organized a job fair that will be held on August 20th from 10AM- 2PM at the PA CareerLink® Center, Suburban Station for Fashion District of Philadelphia tenants specifically in collaboration with PREIT local team.
- Developed a Job seeker flyer which was distributed 7/25/19 via Eventbrite for the August 20th event.
- Connected with 21 different employers from the Fashion District of Philadelphia directly to confirm participation in the Job Fair.
- Provided direct business services to Fashion District of Philadelphia retailer, South Fellini (a.k.a. Uniquely Philly), to expedite documentation to recruit for the Retail Manager position they are looking to fill by the end of August through an On-the-Job Training contract. In September, 2019, they will begin recruitment for 8 sales positions.

- Designed an exclusive recruitment event for Service Management System, the cleaning company for the Fashion District. Discussions underway with the Divisional Vice President for further open positions to recruit via the PA CareerLink® system and registry.
- Provided business engagement connectivity to five kiosk tenants slated for the Fashion District to provide recruitment assistance for their open positions.
- The grand opening for the Fashion District of Philadelphia is slated for September 2019 with some larger venues opening in November 2019.

The Department of Commerce and the Office of Workforce Development continue to monitor the three projects in their phases of development and will report on these projects as construction is completed, entry-level jobs, created and hires are confirmed.