



CITY OF PHILADELPHIA
Department of Commerce

Sylvie Gallier Howard
Acting Director of
Commerce

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MEMORANDUM

Date: October 30, 2020

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

Cc: James Leonard, Department of Records

From: Sylvie Gallier Howard, Acting Director of Commerce

**RE: First Source Jobs Policy, Quarter III 2020 Report
July 1, 2020 – September 30, 2020**

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 third quarter report for calendar year 2020.

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 Fashion District Project remains a tax increment financing (TIF) project, and the Orinoka Mills and New Kensington projects are below market rate land transactions.

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

At the time of this report, which spans the period from July 1, 2020 through September 30, 2020, the impact of the COVID-19 pandemic has continued to be pervasive. Lockdowns and other measures implemented to prevent the spread of the virus has affected the projects covered in this report.

The previous Calendar Year Q2 First Source report (April -June 2020) referenced that the Business Services Representatives (BSRs) were to initiate an assessment with the retail businesses and the intent was for the Fashion District employers to be included. As of this date, that assessment has not been implemented due to extenuating circumstances. The PA CareerLink® staff continue to work remotely and all center locations remain closed to public in person services.

Updates from Fashion District as reported by PA CareerLink® Business Services Team

- Total businesses that will be tenants/contractors at Fashion District: **73**
- Total businesses that the team received contact information for: **56**
- Total number of businesses that responded to outreach: **35**
- Total number of businesses that have not responded to outreach: **21**
- Total number of job orders received: **56**
- Total number of businesses that attended the 8/20 job fair: **22**
- Total number of hires reported: **192**

Businesses that PA CareerLink® have had recent contact with:

- Wetzels Pretzels
- Burlington
- Dunkin Donuts
- Aeropostale
- Forever 21
- Zumiez
- Journeys
- Gamestop
- T-Mobile

Update from PREIT shared October 13, 2020

Dan Herman, Sr. VP of Development, provided the summary information below:

Summary of all Signed Leases for 2020 Tenants (Jan 1, 2020 to Oct 15, 2020)

Tenant	Signed	Tenant	Signed	
Safe Talk	1/10/20	Francesca's	7/4/20	
Torrid	1/13/20	Kate Spade	7/24/20	
Wonderspace	1/24/20	Starbuck's	8/19/20	
Wetzel's Pretzels	1/29/20	Ardene's	8/21/20	
Sephora	2/10/20	DSW	8/27/20	
Windsor Fashions	3/3/20	Potato Corner	9/11/20	
Industrious	7/3/20			
Projected to Open in next 60 Days				
YOYOSO		Spirit Halloween (SL) 10/10 opened	City Winery (re-open)	11/4
Clair De Lune		Fason De Viv (SL) 10/23 opened		
Moge Tea				

Table 1: All Retail Businesses with fully executed leases as of 10/31/2020 (*Incl. of projected opens)

Currency Exchange	Blush	Potato Corner
Justice	Clair de lune*	Starbucks
Perfect Photo	DSW	Utopia
The Vision	Francesca's	Wetzel's Pretzels
A/X Armani	Kate Spade	Windsor Fashions
American Shaman	Poke/Sushi	Yoyoso*
AMC	American Eagle	Bella Shoes
Candytopia	City Winery*	Columbia
Dunkin Donuts	Eddie Bauer	Guess
H&M	Levi's	Nike
REC Philly	Round 1	Samsonite
Sunglass Hut	Uniquely Philly Hats	Uniquely Philly-Dolly's Boutique
Wills Eye	Zales	Pandora
Aramark	Asics	Columbia Sportswear
Allied Security	Skechers	Burlington
SMS	Safe Talk	Torrid
Ardene's	Industrious	Spirit Halloween*
Fason De Viv*	Moge Tea*	

The chart below reflects changes as compared to the Q1 activity. In Q2 there was not any change. Q3 updated numbers below reflects the slowly resurging of activity with the Fashion District of Philadelphia businesses.

Table 2: Referrals to Fashion District businesses (cumulative data – not per quarter)

Total Referrals	Hired	Not Selected	Pending Feedback	Grand Total of Referrals
Aramark	132	250		382 ⁱ
Asics	4	2	10	16
Candytopia	4		2	6
City Winery	4		13	17
Columbia Sportswear	7	3	67	77
H&M	1			1
Justice	5	10		15
Levi's	7			7
Pandora	1			1
Ulta			18	18
Allied Security	1			1
American Eagle	3			3
Pandora	1		32	33
Skechers	1		22	23
Sunglass Hut	1			1
SMS	11	13		24
Wonder Spaces	5	9	10	24
Guess	2			2
Burlington	1		1	2
Eddie Bauer	1			1
Sephora			1	1
Wetzel's Pretzels			2	2
DSW			3	3
Kate Spade			4	4
Grand Total	192	287	185	664

The Department of Commerce will continue to monitor and track the status of the three projects in their phases of development and reopening or other changes and will report on these projects as we move through the Response, Restart and Reimagine phases of the City's recovery approach to the COVID-19 impact.

**Note that this report was written for the period ending 9/30/20 and the face to face services via the PA CareerLink® system continue to be suspended due to COVID-19 as of this writing*

ⁱ Pandemic impact on hires and subsequent layoffs will continue to be assessed due to news of recent layoffs