



# CITY OF PHILADELPHIA

## Department of Commerce

Michael A. Rashid  
Director of Commerce

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Philadelphia, PA 19102

## MEMORANDUM

Date: February 12, 2021

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

Cc: James Leonard, Department of Records

From: Michael A. Rashid, Director of Commerce

**RE: First Source Jobs Policy, Quarter IV 2020 Report  
October 1, 2020 – December 31, 2020**

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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 fourth 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 III. 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 October 1, 2020 to December 31, 2020, the impact of the COVID-19 pandemic has continued to be pervasive. Continued limited capacity of stores, public spaces, and other measures implemented to prevent the spread of the virus, have affected the projects covered in this report.

The Business Services Team and PA CareerLink® Philadelphia staff continue to work and connect with employers and job seekers remotely. They continue to maintain connections and provide all services to job seekers and retail businesses via virtual opportunities and events and telephone calls and email correspondence.

**Updates from Fashion District as reported by PA CareerLink® Business Services Team (1/1/21)**

- Total businesses that will be tenants/contractors at Fashion District: 73
- Total businesses that provided updated contact information: 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: 58
- Total number of hires reported: 193 (no change since Q3)

**Businesses with recent outreach contact from the Business Services Team:**

<b>Burlington</b>	<b>Columbia Sportswear</b>	<b>Round 1</b>
<b>Allied Security</b>	<b>Dolly's Boutique</b>	<b>Samsonite</b>
<b>American Eagle</b>	<b>Guess</b>	<b>Skechers</b>
<b>American Hats</b>	<b>H&amp;M</b>	<b>SMS</b>
<b>As Seen on TV</b>	<b>Jewels and Treasures</b>	<b>Spencer's Gifts</b>
<b>Asics</b>	<b>Justice</b>	<b>Stockings to Stuff</b>
<b>Beef Jerky Outlet</b>	<b>Las Vegas Hemp</b>	<b>Sunglass Hut</b>
<b>Bella Shoes</b>	<b>Miracle Brow</b>	<b>Ulta</b>
<b>Century 21</b>	<b>Nike</b>	<b>Wills Eye</b>
<b>City Winery</b>	<b>REC Philly</b>	<b>Zales</b>
<b>AMC</b>	<b>Dunkin Donuts</b>	<b>Eddie Bauer</b>
<b>Francesca's</b>	<b>American Shaman</b>	<b>A/X Armani</b>
<b>Claire de Lune</b>	<b>Windsor</b>	<b>Kae Spade</b>
<b>Yoyoso</b>	<b>Sephora</b>	<b>Primark</b>
<b>Ardene</b>	<b>Torrid</b>	

**Retail Businesses Fully Staffed/No Assistance Needed from Business Service Team:**

- Aeropostale
- Forever 21
- Zumiez
- Journeys
- Gamestop
- T-Mobile

The chart below reflects changes as compared to Q3 activity. There was no change from Q3. The Q4 updated numbers below reflects the slow activity with the Fashion District of Philadelphia businesses as the pandemic continues to impact consumers and retailers.

**Table 2: Referrals to Fashion District businesses (cumulative data – not per quarter)**  
**Referrals sent to Fashion District businesses by PA CareerLink® Staff**

Total Referrals				
	Hired	Not Selected	Pending Feedback	Grand Total
Aramark	132	250		382
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	1		4	2
DSW			3	3
Kate Spade			4	4
<b>Grand Total</b>	<b>193</b>	<b>287</b>	<b>187</b>	<b>664</b>

As of this writing, there were no new leases signed during Q4, as reported by our PREIT representative. Their standard lease contains language making all tenants aware of the First Source Agreement. We also speak with the tenants early in the process and make them aware of the agreement and support compliance.

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 during this period ending 12/31/20, face to face services via the PA CareerLink® system continue to be suspended*