



# CITY OF PHILADELPHIA

## Department of Commerce

Michael A. Rashid  
Director of Commerce

1515 Arch Street, 12<sup>th</sup> Floor  
Philadelphia, PA 19102

## MEMORANDUM

Date: May 10, 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 I 2021 Report  
January 1, 2021 – March 31, 2021**

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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 IV. All 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 January 1, 2021 to March 31, 2021, the impact of the COVID-19 pandemic continues in some sectors, but the retail sector is experiencing some resurgence since the implementation of restrictions being gradually lifted, and the availability of the COVID-19 vaccine. 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; however as the months move on, we anticipate more restrictions being lifted in Q2 and preparation to see improved activity at the Fashion District.

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 on Fashion District retailers as reported by PA CareerLink® Business Services Team as 01/01/21 – 03/31/21)

- Total businesses that will be tenants/contractors at Fashion District: 74
- Total businesses that we received contact information for: 57
- Total number of businesses that responded to outreach: 35
- Total number of businesses that have not responded to outreach: 22
- Total number of job orders received: 60
- Total number of hires reported: 193

**Table 1 Fashion District Stores active with PA CareerLink®**

<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>	

*The chart below reflects changes as compared to Q4 activity. The Q1 updated numbers below reflects the slowly returning 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	Interviewing	Not Selected	Pending Feedback	Grand Total
Aramark	131		251		382
Asics	2		2	12	16
Candytopia	4			2	6
City Winery	3		1	13	17
Columbia Sportswear	6		4	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			3	4
Eddie Bauer	1				1
Sephora				1	1
Wetzel's Pretzels	1			17	18
DSW	1			29	30
Kate Spade				14	14
Fason De Viv		4			4
Burlington		6			6
<b>Grand Total</b>	<b>193</b>	<b>10</b>	<b>291</b>	<b>240</b>	<b>729</b>

**Fashion District Update from Macerich, Inc.:**

FDP had many tenants reopen this year and some (AMC, Wonderspace, Round1, City Winery, Candytopia) are planning to expand hours as COVID restrictions diminish and people return to Center City in the 2<sup>nd</sup> quarter. New deals and opening in the 1<sup>st</sup> quarter are listed below. Their standard lease contains language making all tenants aware of the First Source Agreement. Macerich team also

Speak with the tenants early in the process, support their compliance, and make them aware of the agreement and encourage tenants to reach out about their staffing needs.

As of this writing, there were 6 new leases signed during Q1, as reported by our **Macerich** representatives

<b>NEW FDP TENANTS/DEALS</b>	<b>OPEN DATE</b>	<b>UPDATES</b>
<i>Shoppers World</i>	<i>Anticipated June, 2021</i>	<i>Former Century 21 space. Under construction</i>
Naturally Us	4/1/2021	Small independent business
Lids	4/30/2021	Temp space
African Shades	5/1/2021	Small independent business
<b>2020 leases - Opening Update</b>		
Starbucks Kiosk	<i>Anticipated 5/11/2021</i>	Preparing to Open
Primark	<i>Anticipated Sept. 2021</i>	Under construction; not hiring yet

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 3/31/21, face to face services via the PA CareerLink® system continue to be suspended but are due to resume appointment only opening in the next 4 weeks with limited capacity and safety restrictions in place.*