



CITY OF PHILADELPHIA

Department of Commerce

Michael A. Rashid
Director of Commerce

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MEMORANDUM

Date: August 2, 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 II 2021 Report
April 1, 2021 – June 30, 2021**

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 second quarter report for calendar year 2021.

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 I. 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 April 1, 2021 to June 30, 2021, the impact of the COVID-19 pandemic continues in some sectors, but the retail sector continues to experience some reenergizing since the implementation of lifting restrictions, and the availability of the COVID-19 vaccine. Some voluntary limited capacity of stores, public spaces, and other measures implemented to prevent the spread of the virus, even with the advance of the percentage of residents vaccinated, continue to impact the projects covered in this report. We will continue to follow the City of Philadelphia’s guidance on prevention measures and other resources for local businesses as it relates to the mitigation of the spread and infection rates of the COVID-19 virus.

The Business Services Team and PA CareerLink® Philadelphia staff from Philadelphia Works, continue to work and connect with employers and job seekers remotely. They continue to maintain communication 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 of 07/01/21:

Total businesses reported that will be tenants/contractors at Fashion District: 83 (↑from Q1 of 74)

Total businesses that we received contact information for: 66 (↑ from Q1 of 57)

Total number of businesses that responded to outreach: 35 (no change from Q1)

Total number of businesses that have not responded to outreach: 48

Total number of job orders received: 66 (↓from Q1 60)

Total number of hires reported: 195 (↑ from Q1 193)

Table 1 Fashion District Stores active with PA CareerLink®

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

The chart below reflects changes as compared to Q4 activity. The Q2 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	3			3	4
Eddie Bauer	1				1
Sephora				1	1
Wetzel's Pretzels	1			17	18
DSW	4			29	30
Kate Spade			1	15	16
Fason De Viv	2	4	6	6	18
Burlington		6		6	12
Grand Total	195	10	298	253	751

Fashion District Update from Macerich, Inc.:

FDP had many tenants reopen this year and some (AMC, Wonderspace, Round1, City Winery, and Candytopia) are planning to expand hours as COVID restrictions diminish and people return to Center City in the 2nd quarter. New deals and opening in the 1st quarter are listed below. Their standard lease contains language making all tenants aware of the First Source Agreement. The Macerich team also speak with the tenants early in the process, supports 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 Q2, as reported by our **Macerich** representatives.

NEW FDP TENANTS/DEALS	OPEN DATE	UPDATES
<i>Shoppers World</i>	<i>6/24/21</i>	<i>Now Open</i>
Naturally Us	4/1/2021	Small independent business
Lids	4/30/2021	Temp space
African Shades	5/1/2021	Small independent business
Starbucks Kiosk	6/18/21	Market Eats
Moge Tea	7/9/21	Kiosk
Primark Recruitment Center	6/20/21	Temp space
<i>2020 leases - Opening Update</i>		
Heirloom Market	<i>Anticipated Fall 2021</i>	Under construction
Primark	<i>Anticipated Sept. 2021</i>	Under construction;

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 6/30/21, face to face services via the PA CareerLink® system continue to be phased in. All PA CareerLink Center Staff have returned as of June 2021; and as of this writing date (8/2/21), PA CareerLink Centers are fully open for walk-in customers and will be hosting job fairs over the next 6 weeks with safety restrictions in place.*