



**CITY OF PHILADELPHIA**  
Department of Commerce

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## MEMORANDUM

Date: November 21, 2022

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

Cc: James Leonard, Department of Records  
Christina Hernandez, Chief of Staff, Office of the Mayor

From: Heloise Jettison, Deputy Commerce Director, Chief of Staff

**RE: First Source Jobs Policy, Quarter III 2022 Report  
July 1, 2022 – September 30, 2022**

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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 third quarter report for calendar year 2022.

Since the implementation of the First Source Jobs Policy, the Department of Commerce has been aware of the 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 projects continue to be tracked as needed and are set for hiring employees and transaction of business or services.

At the time of this report, which spans the period from *July 1, 2022, through September 30, 2022*, the impact of the COVID-19 *endemic* continues to see some positive changes in direction as some businesses have seen an increase in foot traffic and sales, which hopefully impacts business, hiring and growth. However, there are continued challenges in recruitment and hiring in many industries, particularly in the retail sector. There are

signs of increased consumer shopping in center city, but there is more work to do to increase it to February 2020 levels. The Commerce department continues to work with the Office of the Managing Director, and the division of Public Safety to support economic development coordination to address the safety and access concerns that impact the city's retail businesses.

The PA CareerLink® system has adjusted its service delivery, outreach, and impact to recruit and refer viable candidates for hire to the Philadelphia business community. All parties 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 COVID-19 virus. The Commerce Department teams are supporting and providing resources to all local businesses in addition to providing technical assistance and access to other supports as needed.

The Business Services Team and PA CareerLink® Philadelphia staff are working with jobseekers and connecting with employers virtually and in-person as the PA CareerLink® centers are open with limited staff and by appointment in-person services. Virtual services are always available through the PA CareerLink® Portal for jobseekers and employers to ensure there are multiple points of access and connectivity. They continue to ensure all safety precautions and strategies are in place for jobseekers and employers to promote increased business and sales and revenue.

## Fashion District of Philadelphia- Quarterly First Source Report

*Quarter 3- Sept.1, 2022 – Sept.30, 2022*

### Employer Engagement Data

- Total businesses that we're aware that will be tenants/contractors at Fashion District: N / A
- Total businesses that we received contact information for: 0
- Total number of businesses that responded to outreach: None responded
- Total number of businesses that have not responded to outreach: 0
- Total number of job orders received: 0
- Total number of hires reported: 0

The PA CareerLink® Business Services team continues its due diligence regarding employer engagement and reaffirmation for all of the employer contacts last quarter. It is anticipated that with the recent activity, it continues to energize business productivity moving forward into the holiday season. The PA CareerLink®, Philadelphia Works, and Commerce partners are planning a meeting with the Macerich team to reestablish their relationship. It is a priority to discuss the objectives and intent of the Jobs Registry, and the partnership due to the turnover of the Macerich management team, and to connect in a meaningful way to support the retail industry with talent through the First Source legislation.

**Table 1 Fashion District Stores active with PA CareerLink® (\*highlighted updates provided by Macerich)**

<b>Burlington</b>	<b>Columbia Sportswear</b>	<b>Round 1</b>
<b>Allied Security</b>	<b>Fason Di Viv - CLOSED</b>	<b>Samsonite</b>
<b>Asics</b>	<b>Guess</b>	<b>Ardene</b>
<b>American Eagle</b>	<b>H&amp;M</b>	<b>Skechers</b>
<b>Burlington</b>	<b>Kate Spade</b>	<b>SMS</b>
<b>Beef Jerky Outlet</b>	<b>Levi's</b>	<b>Spencer's Gifts</b>
<b>Burger Fi</b>	<b>Nike</b>	<b>Sunglass Hut</b>
<b>Claire's</b>	<b>Pandora</b>	<b>Ulta</b>
<b>DSW - CLOSED</b>	<b>Papaya</b>	<b>Express-</b>
<b>City Winery</b>	<b>REC Philly</b>	<b>Wills Eye</b>
<b>Aeropostale</b>	<b>Dollar Party</b>	<b>Primark</b>

<b>AMC</b>	<b>Dunkin Donuts</b>	<b>Zales</b>
<b>Francesca's</b>	<b>Windsor</b>	<b>Eddie Bauer</b>
<b>Forever 21</b>	<b>Torrid</b>	<b>Wetzel's Pretzels</b>
<b>Gamestop</b>	<b>Starbucks</b>	<b>T-Mobile</b>
<b>Fever – different experiences</b>	<b>Sephora</b>	<b>A/X Armani</b>
<b>Tiffany's Bakery</b>	<b>Windsor</b>	

The chart below reflects changes ,if any. The Q3 updated numbers below reflect changes since Q2  
No changes during the past quarter.

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

<b>Employer Referral</b>	<b>Hired</b>	<b>Not Selected</b>	<b>Pending Feedback</b>	<b>Grand Total</b>
Allied Security	1			1
American Eagle	3			3
<b>Aramark – CLOSED (updated 11/2022)</b>	<b>131</b>	<b>251</b>		<b>382</b>
Asics	2	14		16
Burlington	4	12		16
<b>Candytopia – CLOSED (updated 11/2022)</b>	<b>4</b>	<b>2</b>		<b>6</b>
City Winery	3	14		17
Columbia Sportswear	6	71		77
<b>DSW – CLOSED (updated 11/2022)</b>	<b>4</b>	<b>26</b>		<b>30</b>
Eddie Bauer	1			1
<b>Fasion De Viv – CLOSED (updated 11/2022)</b>	<b>3</b>	<b>10</b>	<b>7</b>	<b>20</b>
Guess	2			2
H&M	1			1
<b>Justice – CLOSED (updated 11/2022)</b>	<b>5</b>	<b>10</b>		<b>15</b>
Kate Spade		16		16
Levi's	7			7
Pandora	2	32		34
Papaya Clothing			4	4
Samsonite	1			1
Sephora		1		1
Skechers	4	19		23
SMS	11	13		24
Sunglass Hut		1		1
Ulta	2	16		18
Wetzel's Pretzels	1	17		18
Wonder Spaces	5	19		24
Panera	1			1
<b>Grand Total</b>	<b>204</b>	<b>544</b>	<b>11</b>	<b>759</b>

**Fashion District Update from Macerich, Inc.: \*Highlighted new information**

Anchoring 9<sup>th</sup> & Market Streets entrance of the center, Fever opened on 6/14/22, with great customer turnout – they sold 6,000 tickets prior to Grand Opening. The new deals and openings in the 2<sup>nd</sup> and 3<sup>rd</sup> quarter are listed below. The standard lease contains the First Source Agreement for all permanent Tenants. The Macerich team makes new Tenants aware of the agreement early in the lease process by discussing it and sending out a marketing brochure on PA CareerLink®. Macerich supports Tenant compliance with the program and encourages tenants to reach out about their staffing needs, to take full advantage of this hiring resource. As of this writing, there were 2 new permanent and 4 temporary leases signed during Q2/Q3 with openings scheduled as below:

NEW FDP TENANTS/DEALS	OPEN DATE	UPDATES
Showtime Sneaker Boutique	9/1/22	This tenant started as a temporary tenant in the center. They are open and will become permanent 9/1/22
Fever	6/14/22	This tenant is an entertainment that rotates the concepts every 3-6 months.
<i>2021 leases - Opening Update</i>		
<b>DEO – lease canceled.</b>	Unknown	Reason: Construction delayed indefinitely
<i>2022 leases - Opening Update</i>		
Custom Apparel Company (CAC)	06/01/2022	Gallery I
Stay Humble Stay Hungry	06/01/2022	Gallery II
<b>Got The Look</b>	12/30/2022	Gallery I – Not yet Open
<b>Sweet Treat Hut</b>	7/21/2022	Gallery II
<b>Ruby Thai – Opening Date Changed</b>	<b>12/30/2022</b>	Gallery I

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 year.