

EXECUTIVE ORDER NO. 1-26

**PHL PRIME PROGRAM: PROJECT REVIEW
AND INFRASTRUCTURE MADE EASY**

WHEREAS, attracting and expanding business is critical to increasing private investment in the city, creating quality jobs, and growing a diversified and resilient economy; and

WHEREAS, Philadelphia must be an attractive place to do business as the city and region compete with other metropolitan areas across the country and the world to attract private investment; and

WHEREAS, in order to make strategic decisions, maintain operations, and efficiently deliver their services or products, businesses need predictability, transparency, and responsiveness from government; and

WHEREAS, the City of Philadelphia currently has multiple means of providing targeted support for businesses, including, but not limited to, the Mayor's Business Action Team and Business Development in the Department of Commerce and the Developer Services Division within the Department of Planning and Development; and

WHEREAS, major economic development projects involving complex regulatory requirements and with a high potential for creating quality jobs, generating substantial tax revenue, and catalyzing transformative investment warrant specialized support and attention; and

WHEREAS, specialized support through interdepartmental coordination and collaboration facilitates high-impact economic development projects by helping to resolve issues, challenges, or complications that can hinder business expansion or growth; and

WHEREAS, boosting economic development and inclusive growth in the City of Philadelphia will increase the availability of quality jobs, contributing to greater access to economic opportunity for city residents;

NOW, THEREFORE, I, CHERELLE L. PARKER, Mayor of the City of Philadelphia, by the powers vested in me by the Philadelphia Home Rule Charter, do hereby order as follows:

SECTION 1. Establishing the PHL PRIME Program.

1. The PHL Project Review and Infrastructure Made Easy "PRIME" Program (hereinafter "the PRIME Program") is hereby established.
2. The mission of the Program shall be to:
 - a) Create local, quality jobs that offer stability, a living wage, healthcare benefits, and other quality benefits;

- b) Generate future tax revenue for the City of Philadelphia and the School District of Philadelphia;
 - c) Catalyze transformative investment; and
 - d) Advance broader goals for a safer, cleaner, greener Philadelphia with access to economic opportunity for all.
3. The PRIME Program shall provide management support for high-impact economic development projects in Philadelphia by:
- a) Offering businesses guidance on City regulatory requirements;
 - b) Assisting businesses with acquiring and maintaining necessary City licenses and permits;
 - c) Liaising with relevant City agencies on behalf of Program participants; and
 - d) Offering businesses guidance on planning, development, and timelines.
4. Supports provided by the PRIME Program shall supplement, not supplant, approved participants' responsibility to advance their project.

SECTION 2. Establishing the PHL PRIME Team.

1. The PHL PRIME Team (hereinafter "the Team") is hereby established to manage the PRIME Program.
2. The Team shall include representatives from the following City agencies:
 - a) Mayor's Office of Policy Planning and Delivery;
 - b) Department of Commerce;
 - c) Department of Planning and Development;
 - d) Managing Director's Office; and
 - e) Any additional City agencies designated by the Mayor.
3. The Team shall be headed by the Mayor's Office of Policy Planning and Delivery.
4. The responsibilities and duties of the Team shall include:

- a) Assessing and approving applications to the PRIME Program, with input from the Mayor, consistent with the standards for approval set forth in this Order.
 - b) Monitoring and coordinating PHL PRIME projects in conjunction with relevant City agencies and partners;
 - c) Setting thresholds and benchmark goals for PHL PRIME projects;
 - d) Ensuring there are orderly and efficient operational processes that can effectively and swiftly resolve any challenges that may arise;
 - e) Creating processes for predictable and consistent communication with the businesses that are planning or advancing economic development projects; and
 - f) Identifying policy changes necessary to streamline the development process, consistent with Executive Order No. 10-24, entitled “PHL Open for Business’ Initiative (Phase One) Ensuring a Streamlined, Supportive Business Environment in Philadelphia” and Executive Order No. 03-25, entitled “H.O.M.E. Initiative: Housing Opportunities Made Easy.”
5. Within sixty (60) days of the effective date of this Order, the Team shall take the following actions to develop and implement the PRIME Program:
- a) Develop an online application that allows:
 - i. Businesses to apply for the PRIME Program;
 - ii. The City to determine the type(s) of City support that may be needed to advance applicants’ economic development projects; and
 - iii. Applicants to receive a timely response from the City, regardless of whether their project is approved for the PRIME Program.
 - b) Determine the criteria for assessing and approving applications for the PRIME Program. In addition to considering the regulatory complexity involved in a given project, such criteria shall ensure that prospective projects will have a broad, positive, and inclusive impact on Philadelphia, taking into consideration factors that include but are not limited to:
 - i. The number of quality jobs projected to be created within the City of Philadelphia;
 - ii. Potential tax revenue to be generated by the completed project for the City of Philadelphia and the School District of Philadelphia; and

- iii. The total amount of capital investment to be committed in a given economic development project.


SECTION 3. Intragovernmental Cooperation.

1. Every City agency shall take all appropriate action to assist the Team in executing its duties, as set forth by this Order.
2. The Managing Director, to the fullest extent allowable under Section 8-401 of The Philadelphia Home Rule Charter, shall utilize the resources of City departments and require such other intragovernmental coordination as may be necessary to implement this Order.

SECTION 4. Effective Date.

This Order shall take effect immediately.

February 11, 2026
Date


Cherelle L. Parker, Mayor