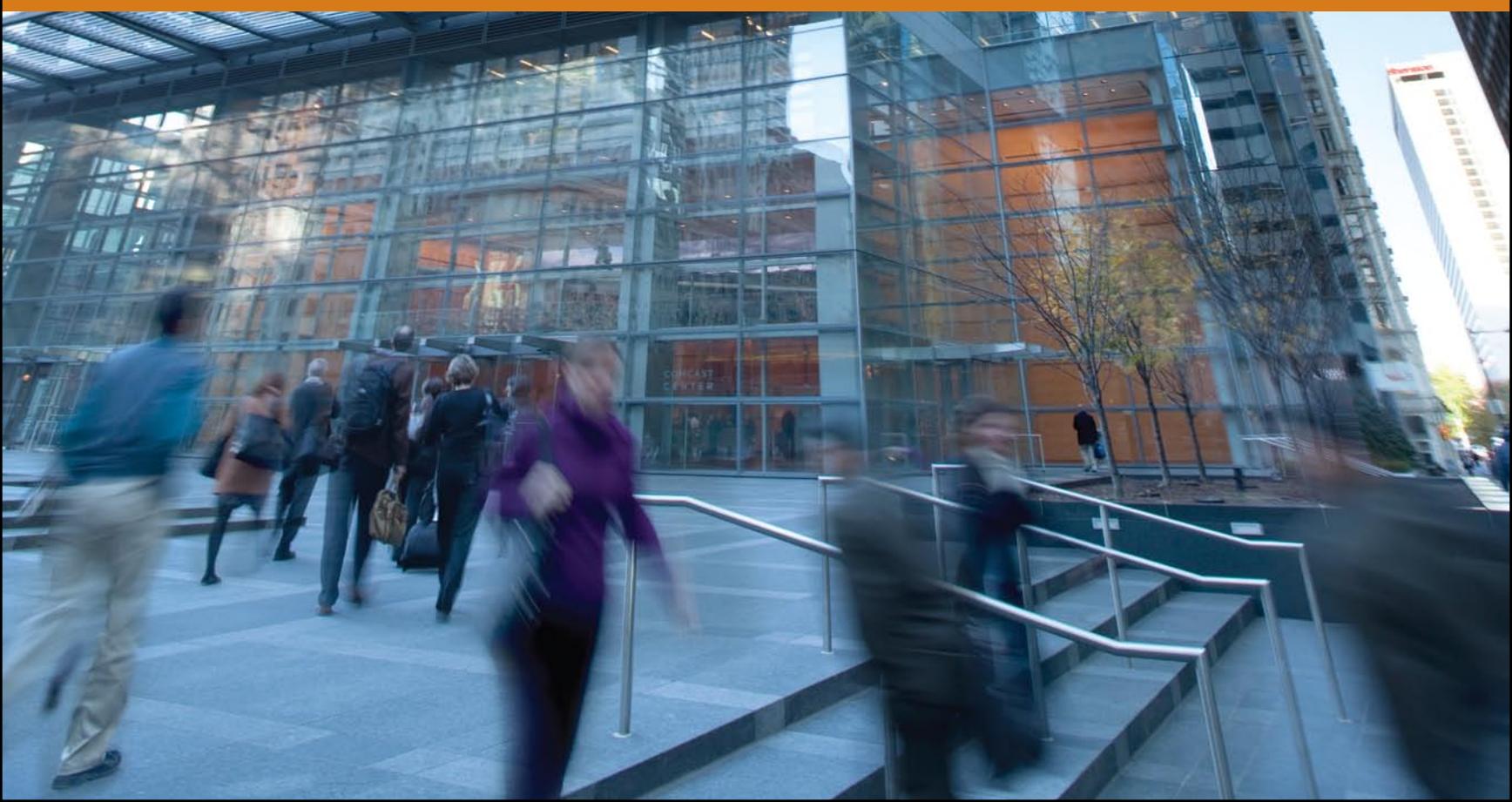




PHILADELPHIA: SMART CITY. SMART CHOICE.





WELCOME to the city and region that is the smart choice for investment and growth in the fast changing, global market of the 21st century. Here's why:

Our city is THE strategic location on the East Coast with affordable real estate and a world-class transportation system. With a booming airport, an expansion-minded port and enviable rail and highway connections, Philadelphia links to a huge regional market and the world.

Philadelphia's diverse regional economy is anchored by award-winning colleges and research universities, sophisticated life sciences and healthcare industries and a vibrant hospitality sector. We offer an ideal environment for the CEO and the entrepreneur.

Philadelphia is committed to becoming the greenest city in America, relying on our efficient public transit system, a firm commitment to sustainable development and a growing clean energy industry.

The city is strongly supported by a corporate culture that highly values civic engagement with the public sector, particularly in the continuing development of our smart, skilled workforce.

Living and working in Philadelphia is pure fun thanks to two impressive waterfronts and a brilliant downtown filled with hundreds of cutting-edge restaurants and retail options. Locals enjoy museums, theaters and other arts venues, peaceful urban parks and walkable streets with unique architectural vistas. And let's not forget the greatest professional and amateur athletic teams anywhere.

For these reasons and many more, come explore our smart city and the exciting opportunities awaiting your company. Philadelphia is the smart choice for your future!



Michael A. Nutter  
*Mayor of Philadelphia*

## So many reasons why Philadelphia is a smart choice

### SMART LOCATION

From the scale and size of our market, to the national and global access of our East Coast location, to our highly educated and diverse labor pool, Philadelphia is at the center of a dynamic and thriving region.

### SMART COMPANY

Philadelphia's economy is driven by innovation with industry-leading companies and institutions across a wide variety of sectors such as life sciences, healthcare, telecommunications, advanced manufacturing, warehouse and transportation logistics, and education.

### SMART LIVING

Philadelphia offers a remarkable quality of life with a vibrant Center City, world-renowned arts and culture, and accessible public transportation – all at an affordable cost of living.



***"Our educated and skilled workforce, central location, and excellent quality of life make Philadelphia the smart choice for your business."  
- Michael A. Nutter, Mayor of Philadelphia***





## SMART LOCATION: PHILADELPHIA IS AT THE CENTER OF A THRIVING REGION

### LARGE SCALE REGIONAL MARKET

In a word: impressive. With a population of 6.1 million and the second-largest market on the East Coast in terms of employment and average income, the Philadelphia region offers a robust market for your business.

### CENTRAL LOCATION

With our central location along the Northeast Corridor, Philadelphia provides efficient and affordable access to New York, Washington DC and Boston. That's why more than 645 international companies from 37 countries have chosen to call this region home.

### UNPARALLELED TRANSPORTATION AND ACCESS

Philadelphia has an integrated transportation infrastructure featuring a network of highways, passenger and freight rail, international and domestic airports, and a freshwater port, which makes the city highly accessible to US and global markets for your products and services. This transportation system also allows Philadelphia-based businesses to draw from a strong regional labor pool.

### SMART AND SKILLED WORKFORCE

A Philadelphia location means access to smart people. There are more than 3 million workers in the Philadelphia region, which ranks 2<sup>nd</sup> in the nation in Bachelor's degrees awarded per capita. Two-thirds of Philadelphia's downtown residents are college graduates.



Within a 5-hour drive of one-quarter of the US population



A state-of-the-art international airport within a 2-hour flight of half the US population



Amtrak's 30th Street Station serves nearly 4 million riders per year and offers high speed trains to New York, DC and Boston



The Delaware River Port Complex is the largest freshwater port in the world and the only US port served by 3 Class I railroads

46.1

million people live within a 200-mile radius

\$1.5

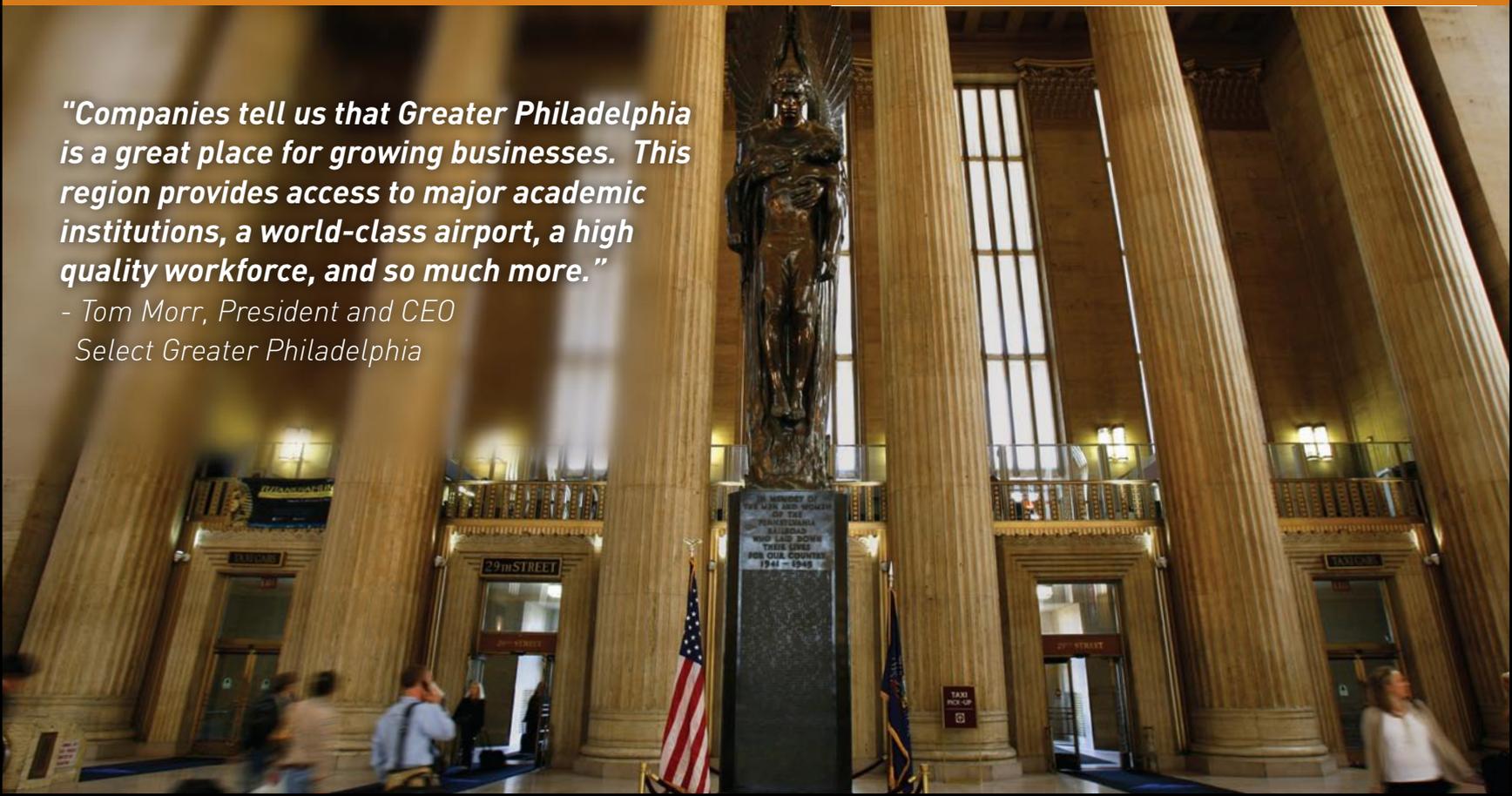
trillion in annual income within a 200-mile radius

92

colleges and universities fuel the talent pipeline for Philadelphia-based companies

***"Companies tell us that Greater Philadelphia is a great place for growing businesses. This region provides access to major academic institutions, a world-class airport, a high quality workforce, and so much more."***

*- Tom Morr, President and CEO  
Select Greater Philadelphia*





***"Since our inception in 1963, our resident companies have been awarded 449 patents, they have developed drugs and discoveries that will change the world, and each year they contribute billions of dollars to the region's economy."***

*- Stephen S. Tang, President and CEO, University City Science Center*

## SMART COMPANY: PHILADELPHIA'S ECONOMY IS INNOVATIVE AND DIVERSE

### LIFE SCIENCES, HEALTHCARE & HIGHER EDUCATION

Philadelphia's history of innovation is surpassed only by its future. As a hotbed for the life sciences and healthcare industries, Philadelphia boasts award-winning hospitals, cutting-edge medical research centers, and industry-leading life science companies.

### ENTREPRENEURSHIP & THE GREEN ECONOMY

Philadelphia's entrepreneurs are making discoveries and launching creative businesses in life sciences, fashion, media and software development. Philadelphia's diverse and skilled labor pool drives the success of our advanced manufacturing and transportation logistics industries and lays the foundation for a new green-collar workforce in clean technology.

### VIBRANT CORPORATE SECTOR

Philadelphia is home to many global market leaders and innovative corporations. There are nine Fortune 1000 companies headquartered in the city and 330 Fortune 500 companies have a presence in the Philadelphia region.

### THRIVING HOSPITALITY SECTOR

Philadelphia is the fastest growing US destination for international tourists, and its historic and cultural attractions draw millions of visitors each year. An expanded Center City convention center in close proximity to more than 10,000 hotel rooms and hundreds of exciting restaurants make Philadelphia a top travel and meetings market.



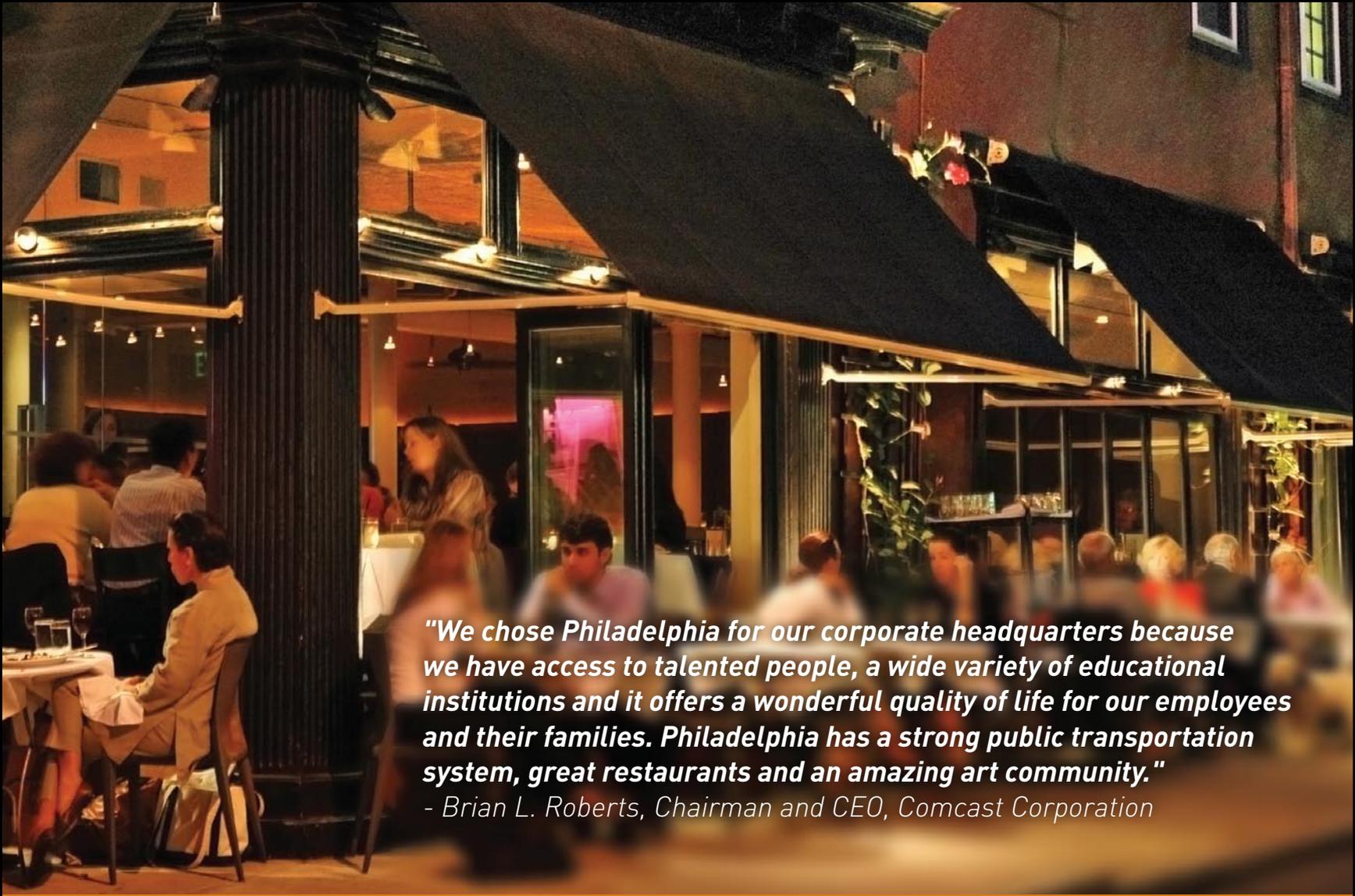
# 1

Nearly **\$1 billion** in annual spending on R&D

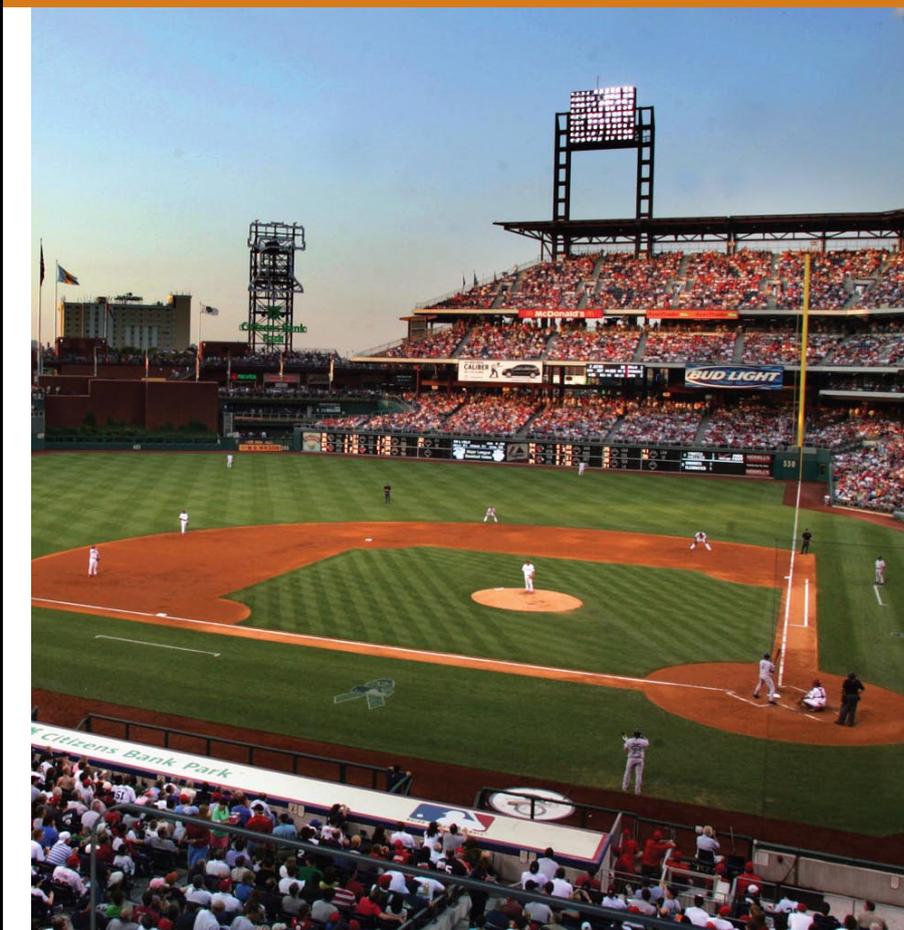
The Children's Hospital of Philadelphia is ranked **#1** in more specialities than any other hospital  
(US News & World Report 2009)

The Philadelphia region is the **#1** center for current impact in life sciences  
(Milken Institute 2009 Study)





***"We chose Philadelphia for our corporate headquarters because we have access to talented people, a wide variety of educational institutions and it offers a wonderful quality of life for our employees and their families. Philadelphia has a strong public transportation system, great restaurants and an amazing art community."***  
*- Brian L. Roberts, Chairman and CEO, Comcast Corporation*



3<sup>rd</sup>

largest residential downtown population in the US with aggregate income of nearly \$5 billion

15

million visitors to arts and culture venues in and around Philadelphia each year

266

fine dining establishments in Center City



## SMART LIVING: PHILADELPHIA OFFERS AN EXTRAORDINARY QUALITY OF LIFE

### EXCITING ENTERTAINMENT AND CULTURAL AMENITIES

Philadelphia has it all! From the largest landscaped urban park in the world, to famed arts and culture attractions like the Kimmel Center and the Philadelphia Museum of Art, to four professional and 156 NCAA sports teams, your days and nights will be chock-full of entertainment in Philadelphia. Families and children of all ages can enjoy a wide array of activities such as the newly renovated Please Touch Museum and the nation's first Zoo.

### DYNAMIC CENTER CITY

Center City is Philadelphia's bustling downtown district, which boasts hundreds of sought-after retailers and award-winning restaurants. Local favorites provide an authentic flair that is uniquely Philadelphia.

### LEADER IN SUSTAINABILITY

Philadelphia's extensive public transit network, which is used by a third of the region's population, includes bus, subway, trolley, and regional rail. Half of downtown residents walk or bike to work, more than any other major American city. Philadelphia is also a leader in energy efficient building, with more than 80 LEED registered residential, office, and retail projects.

### AFFORDABLE COST OF LIVING

Smart people live here for a reason! Compared to residents of other northeast markets, Philadelphians enjoy an exceptional living experience at a highly affordable cost. Philadelphia's diverse neighborhoods offer a variety of housing options, from historic townhouses to modern condominiums to single family homes with plenty of lawn space.



## SMART CITY. SMART CHOICE: RESOURCES TO GROW YOUR BUSINESS

The City of Philadelphia, in partnership with the Philadelphia Industrial Development Corporation, can offer significant economic development resources and incentives for new and growing businesses in the city.

### CAPITAL

Low-cost financing, grants, and tax credits for job creation and business investment.

### LAND

Publicly owned properties and site selection assistance.

### WORKFORCE

Financial and non-financial assistance to support workforce recruiting, training, and retention.

### INFRASTRUCTURE

Expansive transportation and utilities infrastructure with capacity to accommodate growth.



**CITY OF PHILADELPHIA**

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215-683-2106



**PHILADELPHIA INDUSTRIAL  
DEVELOPMENT CORPORATION**

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215-496-8161

**PHOTOGRAPHS COURTESY OF:**

M. Kennedy, K. Ciappa and B. Krist for GPTMC,  
Select Greater Philadelphia, Lara Swimmer/ESTO,  
University City Science Center, Michael Branscom for  
Please Touch Museum, B. Krist for the PCVB

**DESIGN:** Finch Brands



**Philadelphia is an international city:  
Your language is spoken here.**



PHILADELPHIA: SMART CITY. SMART CHOICE.

