

**OFFICE OF THE CITY REPRESENTATIVE
FISCAL YEAR 2015 BUDGET TESTIMONY
APRIL 2, 2014**

EXECUTIVE SUMMARY

DEPARTMENT MISSION AND FUNCTION

The Office of the City Representative is the internal and external marketing, promotion, public relations and branding arm for the City of Philadelphia. This is achieved through developing and promoting events to attract commerce and enhance economic value, attract visitors and new residents to Philadelphia, and increase the leisure options and enhance the quality of life for our citizens.

PROPOSED BUDGET HIGHLIGHTS/FUNDING REQUEST

The Office of the City Representative's FY15 Operating Budget request is \$1,005,915. This number represents no changes from the OCR's FY14 Budget Appropriation.

The Office of the City Representative's budget appropriations request of \$1,005,915 includes \$390,185 in Class 100-Employee Compensation; \$561,730 in Class 200-Purchase of Services; \$48,000 in Class 300-Materials and Supplies; and \$6,000 in Class 400-Equipment.

ACHIEVEMENTS:

The Office of the City Representative secured a three-year title sponsorship commitment for the Philadelphia Marathon from Gore-Tex Running Footwear and celebrated the 20th anniversary of this nationally top-ten rated marathon in FY14 as the Gore-Tex Philadelphia Marathon.

In November of 2011, the Philadelphia Marathon partnered with the Mayor's Office of Sustainability and Office of Civic Engagement and Volunteer Service to introduce a recycling/waste diversion initiative. The Waste Watcher volunteer corps made its debut supporting the Marathon's efforts to integrate green practices. With a diversion rate of 87.5%, the 2012 Marathon received Gold Certification from the Council for Responsible Sport (see FY14 event description for details). Following this successful partnership, the Waste Watchers program was identified to receive a grant from the Cities of Service Impact Volunteering Fund - Bloomberg Philanthropies to expand on the Philadelphia Marathon model and include events such as the Broad Street Run; the Philadelphia Cycling Class, Philadelphia Science Festival, 5K for Healthy Trails, and Philadelphia International Festival of the Arts.

Wawa Welcome America was able to renew the multi-year title sponsor relationship with Wawa Inc. in FY14. This premier celebration of the 4th of July in Philadelphia substantially increased the role of social media in the FY14 festival marketing plan and was able to eliminate the need for an outsourced contract to conduct the public relations effort for the seven-day festival as a city staff managed in-house campaign.

**OFFICE OF THE CITY REPRESENTATIVE
BUDGET SUMMARY AND OTHER BUDGET DRIVERS**

Financial Summary by Class

	Fiscal 2013 Actual Obligations	Fiscal 2014 Original Appropriations	Fiscal 2014 Estimated Obligations	Fiscal 2015 Proposed Appropriations	Difference FY14 - FY15
Class 100 - Employee Compensation	\$416,871	\$390,185	\$390,185	\$390,185	\$0
Class 200 - Purchase of Services	\$498,632	\$561,730	\$561,730	\$561,730	\$0
Class 300 - Materials and Supplies	\$44,000	\$48,000	\$48,000	\$48,000	\$0
Class 400 - Equipment	\$	\$6,000	\$6,000	\$6,000	\$0
Class 500 - Contributions	\$	\$	\$	\$	#VALUE!
Class 700 - Debt Service	\$	\$	\$	\$	#VALUE!
Class 800 - Payment to Other Funds	\$	\$	\$	\$	#VALUE!
Class 900 - Advances/Misc. Payments	\$	\$	\$	\$	#VALUE!
TOTAL	\$959,503	\$1,005,915	\$1,005,915	\$1,005,915	\$0

Staff Demographics Summary*

	Total	Minority	White	Female
Full-Time Staff	7	29%	71%	86%
Executive Staff	2	50%	50%	100%
Average Salary - ES	\$83,313	\$80,000	\$86,625	\$83,313
Median Salary - ES	\$83,313	\$80,000	\$86,625	\$83,313

Employment Levels*

	Budgeted	Approved	Filled
Full-Time Positions	7	7	7
Part-Time Positions	0	0	0
Executive Positions	2	2	2

Contracts Summary*

	FY09	FY10	FY11	FY12	FY13	FY14*
Total amount of contracts	\$0	\$0	\$1,015,910	\$80,310	\$28,294	\$528,130
Total amount to M/W/DBE	\$0	\$0	\$762,929	\$80,310	\$28,294	\$0
Participation Rate	0%	0%	75%	100%	100%	0%

*As of December 2013

OFFICE OF THE CITY REPRESENTATIVE PERFORMANCE, CHALLENGES AND INITIATIVES

DEPARTMENT PERFORMANCE (OPERATIONS)

The OCR partners with the hospitality industry, the business community, cultural associations and various city marketing agencies such as the Philadelphia Convention & Visitors Bureau, Visit Philadelphia (formerly GPTMC), the Center City District/Retail Marketing Alliance, the Philadelphia International Visitors Council, and Historic Philadelphia, Inc., to participate in new media initiatives, support program development, and strengthen strategic marketing plans to promote Philadelphia.

The OCR works directly with internal City departments including the Commerce Department, Philadelphia Industrial Development Corp. (PIDC), Managing Director's Office, Mayor's Press Office, Office of Arts, Culture and the Creative Economy, the Mayor's Office of Sustainability, the Office of Civic Engagement and Volunteer Service, the Department of Parks and Recreation, the Mayor's Office of Education, the Department of Human Services, and the Philadelphia Police and Fire Departments, among others, to increase the impact of various departmental initiatives and ensure an economy of effort through collaboration.

The Office assists collaborations with Federal, State, and Municipal agencies including the National Office of Homeland Security, City Office of Emergency Management, Police and Fire Departments, among other offices, to develop and integrate security procedures and protocols into major public events as well as all operations within its jurisdiction.

The OCR, operating as the international protocol office of the City of Philadelphia, works in cooperation with the International Visitors Council and the City of Philadelphia's Commerce Department, among other City and public agencies, to assist in the coordination of receptions and ceremonies hosting international heads of state, delegations, ambassadors and envoys in the interest of expanding economic relationships and building cultural awareness.

The Office produces ceremonial documents; ceremonial gifts and official Gifts of Recognition, Distinction, and Special Honor, and represents the Mayor at events, conferences, conventions and functions throughout the region where official greetings and/or presentation of gifts or documents is required.

The Office of the City Representative produces major, national destination events and coordinates City events including inaugural ceremonies, ground-breakings and ribbon-cuttings that highlight the work of partnering organizations and community benefit. The Office produces annual events that mark seasonal calendar dates and memorials and partners with numerous civic and cultural groups to support programs that celebrate the social and cultural diversity of the city.

The OCR Promotes Philadelphia Nationally and Internationally. Events produced by or in conjunction with the Office of the City Representative average approximately 20 media inquiries and result in more than 35 media placements. Large-scale events such as Wawa Welcome America! and the Gore-Tex Philadelphia Marathon generate an average of 400 media inquiries and result in wide local, regional, national, and international exposure through print, television, radio and social media. The OCT is highly media-responsive and has produced numerous national media placements in major markets and publications.

DEPARTMENT CHALLENGES

Philadelphia is frequently showcased in the national and international spotlight for special initiatives such as *Green City, Clean Waters*, the Mayor's participation in national campaigns and international trade missions, and as a center of technology and healthcare innovation. Looking to the immediate future, Philadelphia expands its role as host city to major events such as the World Meeting of Families in September 2015 and the potential visit of Pope Francis. The Office of the City Representative strives to meet its mission of working with external partners to support city marketing and branding, the issue of ceremonial recognitions, the fulfillment of gift requests in adequate quantity and diversity, and developing collaborative collateral materials to support city

promotion. FY14 records show 4,000 ceremonial documents issued and 4,834 ceremonial gifts produced. OCR will continue to fulfill the marketing and promotion demands of these new efforts.

STAFFING LEVELS

M/W/DSBE Participation and Staff Diversity: The requested budget for the Office of the City Representative includes seven full-time staff positions. The OCR is committed to supporting a diverse workforce as reflected in our demographics: seven staff members consisting of six females and one male; five are Caucasian, and two are African American.

The Office of the City Representative is committed to supporting the Administration's FY15 goal of 30% minority, woman, and disabled-owned business (M/W/DSBE) participation in City contracting. Our participation rate is 29% for FY14. We will continue to work to increase this participation rate going forward.

In addition to its role in promoting and marketing the City of Philadelphia, the OCR also serves as a conduit for a number of stakeholder entities. These stakeholders engage in cultural and City-related marketing and economic development activities and include the Greater Philadelphia Film Office, Fund for Philadelphia, and Historic Philadelphia, Inc. The stakeholder entities and the OCR produced events, Wawa Welcome America! and the Gore-Tex Philadelphia Marathon, all participate in the M/W/DSBE goal through budgets that are not reflected in the General Fund.

PAST INITIATIVES

Wawa Welcome America, July 1 – 7, 2013

WWA features a multi-day schedule of events and the "largest free outdoor concert in America." In FY14, the week-long festival attracted nearly 2 million visitors. The "Celebration of Freedom" ceremony held at Independence Hall on July 4th welcomed an audience of 5000 to salute the 50th Anniversary of the major events of the Civil Rights Movement in Alabama with special guest, Mayor William Bell of Birmingham and recognize the 150th Anniversary of the Emancipation Proclamation. The 2013 ceremony also hosted the presentation of the Otavious Catto Medal to a distinguished member of the military.

The day-long Party on the Parkway saw over 1 million people visit attractions along the Benjamin Franklin Parkway on July 4th. The Philly 4th of July Jam concert hosted an audience of over 500,000 for a showcase of local, national, and internationally known headline performers. In 2013, via a partnership forged with VH1 and its Palladia and VH1.com outlets, for the first time the "Jam" was broadcast live for a national audience.

An OCR signature annual event, Wawa Welcome America (WWA), commissioned a July 2013 (FY14) WWA Event and Participant Analysis from the Temple University Sport Industry Research Center (SIRC). This report was produced to provide the City of Philadelphia with information on the community benefits the Wawa Welcome America event brings to the local area. SIRC is a collaborative research network providing innovative marketing and management strategies to enhance the economic, social, and environmental sustainability of sporting and community events. As reported in a FY14 SIRC analysis, 65% of the 382,000 non-local audience traveled to Philadelphia solely for the event. Of that segment, 9% stayed at a hotel for an average of 1.62 nights. Over 75% indicated they would recommend Philadelphia as a travel destination while 61% would return to Philadelphia for a vacation within the year following.

Wawa Welcome America also garnered over one billion media impressions and was branded as a summer fashion-savvy festival destination in the July issue of *Vogue Magazine*.

Philadelphia Safety Collaborative Dedication Program, August 26, 2013

The OCR coordinated the Dedication/Ribbon-Cutting Ceremony to open this City facility that co-located the Department of Human Services Sexual Investigation Unit, the Philadelphia Police Department's Special Victim's Unit and the Philadelphia Children's Alliance, along with staff from the District Attorney's Office and the Drexel School of Emergency Management's Sexual Assault Center.

Made in America, August 31 – September 1, 2013

A brand new outdoor festival in FY13 held over Labor Day weekend on the Benjamin Franklin Parkway presented by renowned producer and performer Jay-Z. As a gated event, this festival represented a major change in how events are produced by external partners. The September 2012 festival generated an estimated \$10 million in economic impact for Philadelphia's economy, covered all municipal costs associated with the event and netted hundreds of thousands of dollars in tax revenues for the City. The event gained global recognition for Philadelphia and showed what the City could do in partnership with the private sector. In addition, Festival promoters estimated that 78,655 people attended the Festival and 1.5 million viewers live-streamed the event. The festival took place again over Labor Day Weekend in FY14 and was 'live-streamed' over the internet and re-broadcast via YouTube. A formal economic impact study was not commissioned in FY14, however, the event is believed to have exceeded the monetary impact and attendance figures reported in FY13.

Hero Thrill Show Rally, September 4, 2013 and Hero Thrill Show, September 21, 2013.

The OCR supports the logistical operations and public relations planning and execution for this annual event that raises funds to provide college tuition for children of Philadelphia Police Officers and Firefighters killed in the line of duty.

The Philadelphia Collection, September 18 – 25, 2013

The City's premier celebration of its resident fashion design and independent fashion retailing community brands Philadelphia as a flourishing and growing economic environment for new and established fashion retailers that is 'open for business' and identifies the City as a vibrant shopping destination for residents and visitors. The Philadelphia Collection took place for a fourth edition in FY14 and was advanced to media in New York City on August 14, 2013. The 2013 event showcased more than 60 events over a period of eight days in an on-going partnership with the Center City District and The Philadelphia Retail Marketing Alliance.

Since its debut in 2010, The Philadelphia Collection has been the focus of CNBC as one of the "10 Best Cities for Shopping"; one of the "25 Best Cities for Shopping" by Lucky Magazine Online; one of the "10 Shopping Cities on the Rise" by Sherman's Travel; and one of "The Best Shopping Cities in the U.S.A." by Forbes.com.

World Trade Mission to London and Tel Aviv, November 2 – 11, 2013

Working in cooperation with the International Visitors Council (IVC) and the Commerce Department, the OCR supported Mayor Nutter's participation in the World Travel Market in London and his subsequent visit to Sister City, Tel Aviv, Israel. The Mayor was joined by Deputy Mayor for Economic Development, Alan Greenberger and City Representative Desiree Peterkin-Bell, among other Philadelphia delegation members. The international promotion of the City is expected to yield a new stream of visitors and business interests.

The Gore-Tex Philadelphia Marathon, November 15 – 17, 2013

In FY14, the Marathon celebrated its 20th Anniversary and achieved its goal of producing a financially sustainable event by securing a multi-year title sponsorship with Gore-Tex Running Footwear. The Half and Full Marathons were sold out two weeks earlier than the previous year and the Rothman Institute 8K recorded the highest registration in its history for a combined total of over 30,000 registered runners. An estimated audience of more than 60,000 fans and spectators were assisted throughout the weekend by over 3,000 volunteers. During Marathon Weekend 2013, the Fox Network NFL broadcast aired a segment featuring Mayor Michael Nutter's traditional "High Five" to runners at the Marathon start line earlier that day.

In FY14, the Gore-Tex Philadelphia Marathon received Gold Certification awarded by the Council for Responsible Sport. The award was based on an application submitted on behalf of the 2012 Marathon which diverted more than 85% of waste away from landfills through recycling 5.4 tons of waste and composting another 3.25 tons of waste. The Gore-Tex Philadelphia Marathon is one of only ten organizations in the United States to receive Gold designation since the program's inception in 2008. This recognition places Philadelphia in the ranks of the leading "green" races in the nation and on the way to

achieving its goal of becoming *the* leading green race in the country. In FY15, the Marathon hopes to exceed the previous years' certification levels.

City of Philadelphia Holiday Tree Lighting, December 4, 2013

The City's annual tree-lighting is the traditional launch of the Philadelphia holiday season. The program supporting the tree-lighting is produced by the OCR and offers holiday/seasonal music, features a charitable initiative and showcases special guests and entertainers performing at Philadelphia venues or having a close Philadelphia connection. The event narrative applauds the diversity of the City's retail community and serves as an economic driver for retailers and surrounding cultural institutions.

Eagles Pep Rally, January 3, 2014

The OCR coordinated a mass public rally to salute the Eagles as National Football Conference East Champions by proclaiming NFC East Championship Fly Eagles Fly Day and cheer the team on to the NFL playoffs.

Inauguration Ceremony for District Attorney, City Controller and Municipal and Common Pleas Court Judiciary, January 6, 2014

The OCR coordinated all programming aspects of the formal swearing-in ceremonies for the elective offices and elected and retained judges.

Pal Day at City Hall, February 21, 2014

Produced by the OCR in cooperation with the Philadelphia Police Athletic League. Student delegates nominated by PAL Centers, citywide are matched to appointed and elected City Officials and participate as "honorary City Officials" for a typical work day in City Government. Students meet their City mentors at PAL Day opening ceremonies (PAL Day program follows) and each City/Student pair have a commemorative photo taken with Mayor Nutter and PAL dignitaries. Each student receives a commemorative from Mayor Nutter followed by lunch in Conversation Hall with their mentor before adjourning to an intensive real-time experience in the City workplace.

The Philadelphia Fashion Incubator

The Incubator was launched in March of 2012 as a partnership between the OCR, the Center City District/Retail Marketing Alliance and Macy's Center City, along with the City's prominent design schools—Drexel University, Moore College of Art and Philadelphia University. Selected Designers-In-Residence were given a year of workspace, mentoring, and business resources necessary to operate and sustain a successful fashion business in Philadelphia. Designers-In-Residence were featured in "Pop-Up" shops throughout the city and their garments have been exhibited at City Hall.

In March of FY14, The Philadelphia Fashion Incubator graduated its third class. It serves as a model program for Macy's Inc. to use in establishing three new Fashion Incubators, one in Washington, DC, and at two other locations to be confirmed in the coming year.

UNCF Mayor's Masked Ball, March 7, 2014

The OCR assisted in the planning for the annual Mayor's Masked Ball which took place for a first time in Philadelphia in FY13. The Ball benefits students attending colleges and universities across the country including the UNCF-member historically black colleges and universities (HBCU's). With the inaugural event, Philadelphia joined major cities throughout the nation that host a UNCF Mayor's Masked Ball.

CURRENT INITIATIVES

The OCR is assisting the Mayor's visit to Rome to meet with Pope Francis, March 26, 2014 and extend an invitation to attend the Eighth World Meeting of Families in Philadelphia in September of 2015. The Pope's presence will greatly enhance Meeting attendance—predicted at more than 1million—and bring global attention to Philadelphia

Philadelphia Civic Flag Day, March 27, 2014

An annual program produced in cooperation with Partners for Civic Pride, a non-profit organization serving a mission to stimulate civic pride through an awareness campaign to promote the display of the Philadelphia Civic Flag. Philadelphia Civic Flag Day is observed with special ceremonies to honor the Flag, build understanding of the term Philadelphia Maneto—*Let Brotherly Love Continue*—and salute the attributes of Peace, Hope, Justice, Prosperity displayed on the Philadelphia City Seal represented on the Philadelphia Civic Flag. The day features a public awards program presented during the ceremony. A cross-section of choral, band, spoken word and drill presentations are given by Philadelphia public schools from elementary through high school.

Qatar Airways Press Conference, April 1, 2014

On April 2, 2014, Qatar Airways begins a schedule of direct international flights from their new North American hub at Philadelphia International Airport. In FY13, the OCR, working with the City's Department of Commerce, welcomed a delegation from the State of Qatar that included the Qatar Ambassador to the United States and Mexico, among other ranking members of the Qatari Delegation. The Delegation participated in a tour of Philadelphia's historical and cultural landmarks, educational institutions, transportation facilities, and select businesses.

Subaru Cherry Blossom Press Announcement, April 1, 2014 and Festival, April 2 – 13, 2014

A celebration of all things Japanese which opens on April 1, 2014 with an OCR facilitated press event produced with the Japan America Society of Greater Philadelphia. Festival events take place throughout the Philadelphia area to promote exchange with Japan and increase awareness of the cultural contributions of the Japanese American citizens of Philadelphia. The Festival commemorates the living gift of blossoming cherry trees originally received by Fairmount Park from the Japanese government in 1926 and renewed thereafter with plantings in community parks. The event culminates April 13, 2014 with Sakura Sunday, a day-long festival of Japanese art, music, food and culture in Fairmount Park's Horticultural Center.

Philadelphia Jazz Appreciation Month Press Announcement, April 3, 2014

This event will open a month-long celebration of Philadelphia's Jazz heritage that was inaugurated in April of 2011. The event is organized and marketed in cooperation with the Mayor's Office of Arts, Culture and the Creative Economy (OACCE). Events to highlight our jazz heritage and identify Philadelphia as a destination for jazz fans and aficionados take place throughout the City and include a variety of activities including jazz classes and seminars, live music performances at cafes and restaurants, as well as the Philadelphia Clef Club of Jazz, the Kimmel Center for Performing Arts and the Painted Bride Art Center. The program serves as a showcase to promote and support the emerging jazz musicians of the City and beckons Philadelphia to reclaim its singular jazz history and be recognized as a national destination to experience the history and hear the evolution of American jazz.

Take Our Daughters and Sons to Work Day, April 24, 2014

Children and youth between the ages of 5 years to 18 years accompany their parents or relatives to work within a diverse range of City Departments. Before their day in the workplace begins, all participating City employees and children are invited to attend the official launch ceremony produced by the OCR featuring the Mayor and a guest speaker with City Representative Desiree Peterkin-Bell serving as program emcee. The event underscores the Administration's commitment to youth mentoring as a way to stimulate a young person's interest in higher education and introduces them to the inner workings of City Government and the responsibilities of the City workplace.

Wawa Welcome America, June 28 – July 4, 2014

Event schedule planning and development, sponsorship development, press announcement planning and execution (late April 2014).

Gore-Tex Philadelphia Marathon Weekend, November 21 – 23, 2014

Event schedule planning and development, sponsorship development, strategic media plan in development, April 1, 2014 opening date for race registration.

Police and Firefighters Living Flame Memorial, May 6, 2014

For more than 20 years, the City of Philadelphia has been holding a Memorial Service to honor the City's First Responders who have given their lives in the line of duty. The Living Flame Police and Firefighters Memorial ceremony produced by the OCR recognizes the sacrifices of the uniformed Police Officers and Firefighters who died in service to the citizens of Philadelphia and their communities. The event honors Philadelphia's law enforcement and fire protection community and expresses the City's gratitude to the fallen Police and Firefighters who gave their lives in service to Philadelphia's citizens and appreciation for the Police and Firefighter families who have suffered the loss of their family members

Toss Your Caps, Philly Graduates from College, May 9, 2014

The OCR assists the Mayor's Office of Education with the planning, public relations and logistics to produce a salute to Philadelphia's recent college graduates. Graduates, elected officials and college presidents join the Mayor for a mass staged photo on the apron of the Philadelphia Museum of Art for the traditional "tossing of caps" and then pose for individual school photos on the PMA steps.

Mayor's Centenarian Celebration, May 22, 2014

This is the 14th year for the Mayor's Centenarian Celebration Luncheon. Over 100 confirmed Centenarians who have or will celebrate their 100th birthday in 2014 plus those who have made that age milestone in a previous year and are counting off a new decade, will be hosted for a celebratory lunch with live music entertainment, flowers, a personal gift from the City, and a personalized "Tribute" from the Mayor as a memento of the occasion. The Centenarians are accompanied by family members and/or caretakers. This event produced by the OCR underscores the administration's support of services and programs to improve the quality of life and increase the health and well-being of the elderly in Philadelphia.

Parx Casino Philly Cycling Classic, June 1, 2014

The OCR consults on planning and logistics for the Philly Cycling Classic which took place in FY13 under the first-year title sponsorship of Parx Casino. This event continues the long-standing tradition of a Philadelphia-hosted, professionally sanctioned cycling competition.

Top of the Class-Mayor's High School Graduation Celebration, June 6, 2014

The OCR supports the planning, logistics and execution of this event to salute recent graduates from Philadelphia High Schools with a parade of graduates that processes from Broad and Pine Streets to arrive at City Hall Courtyard where a ceremonial program is held.

Stars and Stripes Festival (formerly Army Birthday/Flag Day), June 14, 2014

Since 2012 the City of Philadelphia/OCR has partnered with the Flag Day Association, National Constitution Center, Historic Philadelphia, Inc., Independence National Historic Park, the Independence Visitors Center, the Pennsylvania National Guard and the United States Army to celebrate the combined birthdays of the United States Army and the birthday of the American flag, both of which occurred historically in Philadelphia on June 14. The forthcoming festival has been rebranded as the Stars and Stripes Festival and will be observed at locations throughout historic Philadelphia.

The Philadelphia Collection, September 2014: Event schedule planning and development.

NEW INITIATIVES

The Office of the City Representative produces major annual events that promote and brand Philadelphia as a destination for visitors and an attractive city in which to live, obtain an education, or establish and conduct a successful business. The OCR also produces signature annual events to commemorate and celebrate the experience of living and working in Philadelphia.

Current budget levels restrict the addition of new, wholly-produced OCR initiatives. The Office will continue to respond to requests from the Mayor's Office, other internal City departments and evaluate public or private organization requests to partner on new initiatives as funding and staff availability permits. Currently, that

support is committed to events including the Pennsylvania Municipal League Conference, June 28 – July 4, 2014 and the convening of the World Meeting of Families in September of 2015.

OTHER BUDGETARY IMPACTS

FEDERAL AND STATE (WHERE APPLICABLE)

- Explain in narrative and/or bulleted form the impacts of increased or decreased federal and/or state funds

OTHER

CONTRACTING EXPERIENCE

M/W/DBE Participation on Large Contracts

FY14 Contracts

Vendor	Service Provided	Amount of Contract	RFP Issue Date	Contract Start Date	Ranges in RFP	% of M/W/DBE Participation Achieved	\$ Value of M/W/DBE Participation	Total % and \$ Value Participation - All DSBEs	Living Wage Compliant?
Fund For Philadelphia	Administrative Services	\$115,500	7/1/13	7/1/13	MBE:0-5 WBE:0-5	% %	#VALUE! #VALUE!	0% #VALUE!	y/n y/n
Greater Phila. Film Office	Promotional Services	\$163,952	7/1/13	7/1/13	DSBE:0-5 MBE:0	% %	#VALUE! #VALUE!	#VALUE! 0%	y/n y/n
Historic Philadelphia Inc.	Historic Tours of Phila.	\$204,452	7/1/13	7/1/13	DSBE:0 MBE:0	% %	#VALUE! #VALUE!	0% #VALUE!	y/n y/n
		\$			DSBE:0 WBE:0	% %	#VALUE! #VALUE!	0% #VALUE!	y/n y/n
		\$			DSBE:0 WBE:0	% %	#VALUE! #VALUE!	0% #VALUE!	y/n y/n

EMPLOYEE DATA

Staff Demographics

Full-Time Staff

Executive Staff

	Male	Female	Male	Female
Total	1	6	0	2
% of Total	14%	86%	0%	100%
	African-American	African-American	African-American	African-American
Total	0	2	0	1
% of Total	0%	29%	0%	50%
	White	White	White	White
Total	1	4	0	1
% of Total	14%	57%	0%	50%
	Hispanic	Hispanic	Hispanic	Hispanic
Total	0	0	0	0
% of Total	0%	0%	0%	0%
	Asian	Asian	Asian	Asian
Total	0	0	0	0
% of Total	0%	0%	0%	0%
	Other	Other	Other	Other
Total	0	0	0	0
% of Total	0%	0%	0%	0%
	Bi-lingual	Bi-lingual	Bi-lingual	Bi-lingual
Total	0	0	0	0
% of Total	0%	0%	0%	0%

