



CITY OF PHILADELPHIA

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DESIREE PETERKIN BELL
City Representative and Mayor's Director
of Communications

May 6, 2015

The Honorable Darrell Clarke
City Council President
City Hall, Room 490
Philadelphia, PA 19107

Dear Council President Clarke:

This letter is in response to questions raised at the April 14th, 2015 hearing before the Committee of the Whole on the Fiscal Year 2016 proposed budget for the Office of the City Representative. The questions were recorded as follows:

From Councilman Goode:

- 1. What is the total universe of dollars that you manage for events and where is it reflected in your budget?**

For each of our large events, we fund them through a combination of grants and sponsors. For Welcome America, the revenue is used each year for operations with little to no carryover. For the Gore-Tex Philadelphia Marathon, through registration revenue the event is able to reserve some operating dollars needed almost as soon as the event is over in order to begin producing the next year's event. Those budgets are held in separate 501(c)3 accounts: Welcome America, Inc. and the Mayor's Fund for Philadelphia. The General Fund provides \$115,500 in Class 250 funding that is used by the OCR for its smaller events including the Living Flame Police & Fire Memorial, the Centenarian Luncheon, The Philadelphia Collection, and the Holiday Tree Lighting, among others.

- 2. What do the 7 positions in your Office do to manage the dollars?**

We use our 7 City employees to produce our events (some in support roles) and supplement with some contractors with specific expertise related to that event.

From Councilman Oh:

3. Can you provide a list of activities that you have supported through commercial corridors?

Our events are held on or near commercial corridors throughout the city including:

- Center City (The Philadelphia Collection; Wawa Welcome America!; Gore-Tex Philadelphia Marathon)
- Old City (The Philadelphia Collection; Wawa Welcome America!; Gore-Tex Philadelphia Marathon)
- Germantown Avenue (The Philadelphia Collection)
- Manayunk (The Philadelphia Collection; Gore-Tex Philadelphia Marathon)
- East Parkside (Wawa Welcome America!)
- South Street, South Philadelphia (The Philadelphia Collection; Gore-Tex Philadelphia Marathon)
- Northern Liberties (The Philadelphia Collection; Wawa Welcome America!)
- University City, West Philadelphia (Gore-Tex Philadelphia Marathon)

Please feel free to contact me with any questions you may have about the information provided in this response.

Sincerely,



Desiree Peterkin-Bell

City Representative and Director of Communications and Strategy

cc: Everett Gillison, Chief of Staff
Rob Dubow, Director of Finance
Rebecca Rhynhart, Budget Director
Cintya Ramos, Deputy Budget Director