Recharging for Recovery

The global pandemic has impacted the lives and livelihoods of individuals across the world, nation, and our region in ways both readily apparent and yet to be seen. Stay-at-home orders, historic unemployment, and civil unrest have sidelined growth, productivity, and viability in our business and civic communities — particularly for our small businesses and minority-owned enterprises — and have exposed great inequity in our society.

In response, the Chamber of Commerce for Greater Philadelphia (the Chamber) and its regional CEO Council for Growth initiated an unprecedented public-private collaboration with commitments from over 160 expert leaders from the business and civic communities to devise, present, and implement solutions for this crisis in a unified voice as the Philadelphia Regional Recharge and Recovery Task Force (Task Force).

As Task Force members convened in June and July to discuss how to move inclusive recovery forward, a vision for our region began to emerge. This vision — to be pursued through the aspirations and actions presented in the following pages — will serve to both mitigate our current economic emergency and strengthen our region for a prosperous and equitable future.

A lens of diversity, equity, and inclusion was used throughout the process to ensure that recommendations benefit all citizens — particularly focusing on people of color and low-income communities that have been marginalized — and to eradicate systemic racism that exists within our businesses and institutions, consistent with the Chamber’s Equity Pledge.

As we begin to mobilize the region and Task Force for implementation, the following short-term actions have been developed for maximum impact over the next several months:

**KEY VALUES:**
- Help the economy recover amid the COVID-19 pandemic.
- Work with government and across industries for a true public-private partnership.
- Address the need for greater social justice.

**GUIDING PRINCIPLES:**
- Partner with the City of Philadelphia, Southeastern Pennsylvania county governments, Governor Wolf’s administration and the private sector to fund and build capacity to ensure success.
- Aim to both defend our regional market share and attain greater market share from other regions across several sectors.
- Look for connections across sectors to accelerate recovery and growth as well as differentiate the Philadelphia market among other regions.
- Prioritize regional health and safety through coordinated testing, contact tracing, communications, and operating standards.
- Create opportunities for displaced workers and intentionally commit to diversifying our workforce.
- Bolster support for Black, brown, and local businesses.

As we sprint to accomplish these key short-term actions by early 2021, we are also laying the groundwork for the mid- and long-term recommendations that will guide this work through 2021 and beyond.

Representing hundreds of thousands of employees, Greater Philadelphia’s business community is a trusted source for leadership and knows that the more prosperous and equitable future we seek is only possible by working together. **This is not a plan for reopening**, that will be dictated by the ubiquity of the virus, the effectiveness of our region’s mitigation efforts, and the eventual availability of a safe and effective vaccine. This is, instead, a shared effort to stabilize, energize, and prepare Greater Philadelphia for a durable recovery in the months and years to come.
THE IMPACT OF COVID-19 IN PHL
The human and economic costs of COVID-19 in our region have been significant and continue to mount as the situation evolves. While the pandemic has touched all, it has not impacted all equally. Black and brown communities have suffered disproportionately when compared to the rest of the region.

100,624
Confirmed COVID-19 Cases

14.1%
Unemployment Rate

6% to 9%
Loss in GDP

$749 million
Decline in Tax Revenues

37.8%
Reduction in Consumer Spending

15.8%
Estimated Permanent Business Closures

42%
Philadelphia Unemployment Claims were from African American Residents

2 to 1
Rate of Philadelphia African American COVID-19 Cases to White Cases

THE POTENTIAL FOR RECOVERY
Greater Philadelphia has the opportunity to accelerate recovery through the coordinated interventions of the Philadelphia Regional Recharge & Recovery Task Force in partnership with state and local government. While projecting outcomes is difficult due to the unprecedented nature of the crisis, comparisons can be made using the 2007-2009 Recession to model the potential economic outcomes of pandemic recovery.

The graph below estimates an accelerated recovery for the Philadelphia MSA post-COVID-19 by applying the difference between the Boston MSA’s economic recovery after the 2007-2009 Recession and Philadelphia’s recovery during the same period. With its similar-sized economy and comparable industry makeup — including strong Life Sciences and Eds & Meds sector — Boston surpassed Philadelphia in overall GDP between the 4th quarter of 2008 and the 2nd quarter of 2011, indicating that accelerated recovery is possible after times of great economic crisis for region’s similar in size and scope to Greater Philadelphia.

This model compares the recovery scenario considered likely by most experts — one that assumes a resurgence of the virus and muted recovery through 2022 globally — with the scenario described above that leverages a coordinated recovery effort similar to that proposed by the Task Force. The coordinated effort scenario estimates a return to pre-crisis GDP nine months sooner and a reduction in projected 2020 GDP loss by 1.4% over the scenario with no coordinated intervention.
LEADERS IN CHANGE AND PROGRESS

Representing a diverse, cross-sector group of over 160 leaders, the Philadelphia Regional Recharge and Recovery Task Force met virtually over the course of six weeks, between June 15 and July 21, 2020, to identify and prioritize vital actions for regional recovery. This month-long discussion and discovery period also engaged the general public through a recovery survey as well as additional business and community leaders through informal meetings to test and socialize the conclusions of the broader group.

Subcommittee Co-Chairs
The work has been organized across eight verticals — critical to the region’s stabilization, recovery, and growth — with designated co-chairs driving discussion and action in each group.

**Financial Services**
- Greg Davis
  Vanguard
- Michael Forman
  FS Investments
- Patrick T. Harker
  Federal Reserve Bank of Philadelphia

**Life Sciences**
- Ashley McEvoy
  Johnson & Johnson
- Jeff Marrazzo
  Spark Therapeutics
- Osagie Imasogie
  PIPV Capital

**Tech, Media, and Telecom (TMT)**
- Josh Kopelmann
  First Round Capital
- Jenn Maher
  1776
- Bret Perkins
  Comcast NBCUniversal

**Healthcare Delivery**
- Madeline Bell
  Children’s Hospital of Philadelphia
- Dr. Bruce Meyer
  Thomas Jefferson University and Jefferson Health
- Phil Okala
  Penn Medicine
- John J. “Jack” Lynch III
  Main Line Health

**Small and Medium-sized Businesses (SMBs)**
- Dan Kerr
  Burns Mechanical
- Lou Rodriguez
  Rodriguez Consulting, LLC
- Ellen Yin
  High Street Hospitality Group

**Higher Education**
- John Fry
  Drexel University
- Wendell E. Pritchett
  University of Pennsylvania
- Aaron A. Walton
  Cheyney University

**Talent and Workforce**
- Jami Wintz McKeon
  Morgan Lewis
- Carolina DiGiorgio
  Congresso de Latinos Unidos
- Judith von Seldeneck
  Diversified Search

**Life Sciences**
- Ashley McEvoy
  Johnson & Johnson
- Jeff Marrazzo
  Spark Therapeutics
- Osagie Imasogie
  PIPV Capital

**Tourism, Hospitality, Arts, and Culture (THAC)**
- Anne Ewers
  The Kimmel Center, Inc.
- Jeff Guaracino
  Visit Philadelphia
- Jay H. Shah
  Hersha Hospitality Group

**VIEW THE FULL TASK FORCE**
ASPIRATIONS BEYOND THE CRISIS

Five aspirations have emerged from the input of these Task Force members with the potential to support not only Greater Philadelphia’s recovery but to also provide a means to differentiate our region for decades to come.

Imagine a Philadelphia region that offers...

- The new **national model** to learn, apprentice, and work in the **jobs of the future**
- A place known for **investing in and growing small Black, brown, and locally owned businesses**
- A **digital community** with increased digital literacy, technology, and internet use
- The **healthiest and most livable community** in the Northeast
- A top global **cell and gene therapy hub**
Core to achieving these aspirations are six short-term initiatives designed to support the ability of businesses to safely operate during the pandemic, create opportunities for displaced workers, and bolster support for Black, brown, and locally owned businesses. By prioritizing the implementation of these cross-sector activities by early 2021, we can stabilize our regional economy and ensure rapid recovery when businesses reopen.

**Testing and Contact Tracing**
Develop and promote coordination of inclusive, region-wide testing and contact tracing program and cooperatively solidify PPE supply chains.

**Communication Coordination**
Coordinate communication strategies related to healthcare provider safety, public health information, and the importance of COVID-19 prevention measures.

**Health and Safety Standards**
Adopt a single region-wide pledge and threshold/certification of health and safety to show that venues are safe.

**Reskilling for High-Demand Jobs**
Reskill and hire under/unemployed residents into high-demand jobs for financial services and other immediate in-demand roles.

**Skills-Based Hiring**
Create and secure commitments for skills-based hiring across industries and provide access for those who face barriers to employment.

**Buy Black, Brown, and Local**
Commit to increasing opportunities for Black, brown, and local small and mid-sized businesses by partnering with large buyers to establish procurement goals and strategies.
A Focus on Advocacy

Rallying around many of these short-term actions requires a focused, cross-industry approach to advocating at the federal, state, and local levels for critical funding, tax credits, grants, and loans that enable businesses to remain viable in the near-term. Task Force members and the business community at-large will be critical partners in voicing the need for government support in the policy areas below.

Health and Safety Standards
- Provide supplemental federal and state funding for COVID-19 contact tracing and testing.
- Enact tax credits to manufacturers that construct, expand, and retrofit factories to meet PPE demand.
- Direct federal assistance to hospitals and health care providers.
- Create tax incentives to help offset business expenses for testing, protective personal equipment (PPE), cleaning supplies, and capital improvements or workplace reconfiguration.

Reskilling and Skills-Based Hiring
- Allocate federal funding for the workforce development system.
- Secure direct and flexible funding to county and city governments.
- Identify emergency relief funds for K-12 educational institutions and higher education.
- Identify government resources to expand access to hardware, digital literacy, and the internet.
- Increase AmeriCorps positions available to unemployed youth and others looking to assist their communities.

Buy Black, Brown, and Local
- Continue federal funding for loans and grants available to small and mid-sized businesses.
- Source additional funding for Community Development Financial Institutions (CDFIs) that provide lending to small businesses and distressed communities.
- Advance grants and forgivable loans to small businesses damaged during the recent civil unrest.
- Fund tourism and business attraction marketing campaigns at the federal and state levels aimed at restoring confidence.
- Obtain state funding for low-income and small business utility assistance.

Become a Recharge & Recover PHL Advocate
NEXT STEPS AND MEASUREMENT

We encourage regional business leaders to take the PHL Pledge linked below and work with the Task Force on Phase 1 early implementation — focused on executing the six key short-term actions — through early 2021. Broad community adoption of these short-term actions is critical to move to the next phase of work and initiate accelerated recovery in our region. Recharge & Recover PHL will also track and measure activity and hold our community accountable to ensure we can make frequent and accurate reports on the progress of these early actions and future initiatives.

TAKE THE PHL PLEDGE

Inform
I will support the health and safety of my community by sharing communications with my employees on important public health matters.

Reskill & Upskill
I will get residents back to work and diversify my talent pipeline by reimagining my organization’s hiring practices and identifying new partners.

Buy Black, Brown, and Local
I will focus my organization’s procurement and purchasing to include more Black, brown, and local businesses.

Advocate
I will amplify the Recharge and Recovery advocacy agenda at the federal, state, and local levels by using my voice and/or company advocacy resources.
View the latest Recharge & Recover PHL updates and take the PHL Pledge

RECHARGEPHL.COM

ABOUT RECHARGE & RECOVER PHL

Led by the Chamber of Commerce for Greater Philadelphia and its CEO Council for Growth, the Recharge & Recover PHL initiative is a private-public partnership that convenes diverse, cross-sector leadership to develop and implement actionable plans to fast-track key industry sector growth, while minimizing continued economic disruption. In addition, the initiative will determine the type and scale of resources necessary to achieve accelerated short and mid-term economic recovery to inform local, state, and federal governments.

Sources
1 Chamber of Commerce region includes: New Castle County, Burlington County, Camden County, Gloucester County, Mercer County, Salem County, Bucks County, Chester County, Delaware County, Montgomery County, Philadelphia County; county data from USA Facts, which is a link provided by the CDC, as of August 31, 2020
2 July 2020(P) rate from BLS (most recent available); P signifies Preliminary; Philadelphia-Camden-Wilmington, PA-NJ-DE-MD Metropolitan Statistical Area
3 From figures on page 3; estimate
4 This number is the expected budget deficit for fiscal year 2021 for the City of Philadelphia (as of June 15 2020); reported by Philadelphia Business Journal, PEW, Philadelphia Tribune, etc.
5 Low point during pandemic: “In Philadelphia City, as of March 29, 2020, total spending by all consumers decreased by 37.8% compared to January 2020
6 In Philadelphia, as of August 9, 2020, the number of small businesses open decreased by 15.8% compared to January 2020” from Opportunity Insights Economic Tracker
7 As cited in the City of Philadelphia’s Respond Restart Recharge Reimagine September, 2020, page 3
8 Calculated as the difference between reported COVID-19 infection rates per 10,000 African American (232.6) and white (115.3) residents of the City of Philadelphia on September 15, 2020
9 McKinsey Global Institute analysis based on scenarios generated by McKinsey in partnership with Oxford Economics, input from Moody’s Analytics data; Moody’s Analytics