



## ■ TOP STORIES

### **Greater Philadelphia Named One of America's 50 Hottest Cities**

Last month the Philadelphia-Camden-Wilmington metro was named to Expansion Management Magazine's 9th Annual America's 50 Hottest Cities 2007. The ranking places the Greater Philadelphia region in the top 14 percent of all US metro areas. The results are based on an annual poll of 80 prominent site selection consultants on the top locations for business attraction.

The findings of the 2007 city rankings are based on a combination of factors including business environment, work force quality, operating costs, incentive programs, worker training programs, and ease of working with local politicians and economic development officials.

### **Bringing the World to Pennsylvania**

Through a targeted investment, Team PA Foundation is promoting Pennsylvania as an attractive market in some of Europe's leading industry publications. The Team PA Foundation has partnered with the Commonwealth's Office of International Business Development to develop a series of tours where press officials from key global markets come to Pennsylvania to get a first-hand look at the Commonwealth's leadership in important industries.

An outcome of the Global Competitiveness Initiative, this series of International Press Tours has already showcased their alternative energy sector and defense technology sector. The latest tour, highlighted Pennsylvania's unique alternative and renewable energy industry assets, took place during the first week of February. Team PA Foundation, with support from Select Greater Philadelphia (Select), hosted journalists from some of the premier business and energy media outlets throughout France, Germany, Finland, the Netherlands, and the UK. Previous tours have already paid dividends in presenting PA as a leader in alternative energy throughout Europe, and contributed to Conergy, the world's largest solar-integration company, choosing Pennsylvania as the US Headquarters for its newest venture. Special thanks to all who helped represent Greater Philadelphia in meetings with these journalists including Terry Walmsley and Michael Freeman, Fibrowatt LLC, USA; Kenneth M. Kulak, Esq., Morgan, Lewis & Bockius LLP, USA; Joseph J. Cahill and Ellen Lutz, Gamesa Energy.

The organizations that made the tour a success include the Department of Community and

Economic Development Office of International Business Development, Allegheny Conference on Community Development, Lehigh Valley Economic Development Corp., and Select Greater Philadelphia.

### **PA Economy League Shifts Focus to the Greater Philadelphia Region**

The Pennsylvania Economy League – Southeastern PA announced last month that it changed its name to the Economy League of Greater Philadelphia to reflect a more targeted focus on the Greater Philadelphia region, including southern New Jersey and northern Delaware.

The new focal point of the Economy League will be to align their efforts to the 11 counties, tri-state region. With economic development already at the heart of regional efforts, the Economy League analyzes the region, suggests policy and works to promote prosperity.

The Economy League has also launched a new, redesigned website: [www.EconomyLeague.org](http://www.EconomyLeague.org). It is an independent, nonpartisan, nonprofit organization and an affiliate the Pennsylvania Economy League Inc., which has offices in Harrisburg, Wilkes-Barre and Pittsburgh.

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## **SELECT NEWS**

### **Select Embarks on Life Sciences Marketing Mission to San Diego**

More than 150 life sciences executives in California participated in an exclusive panel discussion on commercializing life sciences research into successfully marketed products. *What We Wish We Knew When Preparing for a Commercial Launch* was sponsored by Select on Tuesday, March 6, in San Diego.

The Select marketing mission is part of an ongoing effort to build business ties between the strong research-based companies in California and the pharmaceutical and service companies in Greater Philadelphia, as the region has a unique competence in commercializing bio discoveries. The ultimate goal of the mission was to accelerate new therapeutics to market and increase the economy of the Greater Philadelphia region.

Participants had the opportunity to learn about the commercialization process and the challenges and critical decisions that come up along the road. Representatives J. Scott Harward, Vice President, U.S. Vaccines Sales, GlaxoSmithKline; Charlotte E. Sibley, Senior Vice President, Global Research Intelligence, Shire Pharmaceuticals; and H. Joseph Reiser, Ph.D., President and Chief Executive Officer, Locus Pharmaceuticals discussed launching products and commercializing partnered drugs and shared insights into the related sales and marketing, reimbursement and regulatory issues their companies faced during the processes. This panel was moderated by Dennis “Mickey” Flynn, President, Pennsylvania Bio. Special thanks to these great Ambassadors for our region.

### **Greater Phila. Life Sciences Guide: First Comprehensive Online Industry Directory**

Sixteen regional organizations across Pennsylvania, New Jersey and Delaware are coming together to support an important regional industry effort, the Greater Philadelphia Life Sciences Guide. The soon-to-be-launched, searchable online directory – [www.lookforscience.com](http://www.lookforscience.com) – will house important information about all of the region’s life sciences business, state and industry organizations, service providers and investment and funding sources.

The regional organizations include Ben Franklin Technology Partners Southeastern Pennsylvania, Biotechnology Council of New Jersey, Bucks County Technology Partners, Delaware BioScience Association, Delaware Technology Park, Eastern Technology Council, Greater Philadelphia Keystone Innovation Zones, Greater Philadelphia Life Sciences Congress,

Innovation Philadelphia, Mid-Atlantic Capital Alliance, New Jersey Technology Council, Pennsylvania Bio and The Science Center.

Select Greater Philadelphia, BioAdvance and the University City Keystone Innovation Zone (KIZ) are calling all life sciences leaders to action to participate in the effort as well.

The Greater Philadelphia Life Sciences Guide will serve as a resource for the entire region to:

- Help both emerging and established companies with a searchable catalog of accessible resources. This will invigorate the local industry network;
- Provide companies seeking to expand or locate to the Greater Philadelphia region with a source to identify potential partners or industry-specific resources; and
- Serve as a tool to access data about the scope and breadth of the regional life sciences industry.

The Guide will be the first comprehensive directory that compiles the breadth of resources located in the tri-state area that support the biomedical industry. It will become an organic network that continually pulses and inventories the rich asset base here and facilitates access to these resources. The directory will include industry organizations plus companies and consultants who are involved in or who support the life sciences continuum – from pre-clinical development to product distribution.

### **“Bring it Home!” Campaign**

The Philadelphia Convention and Visitor’s Bureau (PCVB) has launched a campaign aimed at business leaders in the Greater Philadelphia region. The goal of the “Bring it Home!” campaign is to attract and retain all regional business meetings and conventions in the city of Philadelphia.

The campaign, supported by Select and the Greater Philadelphia Chamber of Commerce (GPCC), was created because meetings and conventions in Philadelphia fill the majority of Center City hotel rooms, generating thousands of jobs and millions of dollars in economic impact annually. Meetings create connections between national business people and the Greater Philadelphia region, building great networking opportunities while also giving these people the chance to bring their own businesses to the region. Through the “Bring it Home!” campaign, Greater Philadelphia business leaders are encouraged to invite local and national friends and colleagues to have their next meeting or convention in Philadelphia.

Philadelphia’s former Water Commissioner William J. Marrazzo of WHYY and Donald L. Correll of American Water just brought home a big convention - the American Water Works Association, which is scheduled to meet in the expanded Convention Center in 2017. PCVB, GPCC and Select invite all regional business leaders to participate in this important effort.

### **County Breakfast Series Underway**

The third annual County Breakfast Series, presented by the Greater Philadelphia Chamber of Commerce and Wachovia, is now in progress. This series is focusing on the positive economic growth impacts of the region’s higher education institutions. Programs include an update on Select’s progress in the past year and an outline of the economic development organization’s new Business Ambassador Initiative.

The sixth breakfast will be held March 30, 2007, in Southern New Jersey (Salem, Gloucester, Camden and Burlington Counties) from 8:00 – 10:00 a.m. at The Mansion on Main Street. The Mansion is located at Evesham & Kresson Roads in Voorhees, NJ.

#### *Upcoming Breakfasts:*

Bucks County, April 12, 2007

8:00a.m. to 10:00a.m.

Belle Voir Manor at Pen Ryn Mansion

1601 State Road

Bensalem, PA

The County Breakfast Series is presented in partnership with the Mercer Regional Chamber of Commerce, New Castle County Chamber of Commerce, the Princeton Regional Chamber of Commerce, Select Greater Philadelphia and the Southern New Jersey Chamber of Commerce.

For more information about the dates and locations of the County Breakfast Series, and to submit your questions for the panel featured at the upcoming breakfasts, please visit [www.greaterphilachamber.com/countybreakfast](http://www.greaterphilachamber.com/countybreakfast).

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## ■ ECONOMIC DEVELOPMENT NEWS FROM AROUND THE REGION

### Bucks County

#### **\$12.5M in Venture Funds Go to AirClic**

[AirClic Inc.](#), a company based in Newtown, PA, last month received \$12.5 million in venture capital funding. The company provides products and services that enable organizations to use mobile technology to track people and assets and manage their operations.

Financing was led by JMI Equity, a private-equity firm; Motorola Inc.; and Zon Capital Partners, which has two offices in the Greater Philadelphia region. AirClic will use the money to expand its marketing, sales, customer support and product development operations.

### Chester County

#### **Paoli Hospital Announces Plans to Open New Cardiac Surgery Unit**

Main Line Health is nearing completion of a \$10.5 million cardiac surgery unit at Paoli Memorial Hospital where coronary surgeries will be performed. The new cardiac surgery program was developed to meet the needs of a growing population in Chester County.

With the expansion, Paoli will be able to offer procedures such as angioplasty, bypass grafting, heart valve repair and replacement, laser therapy, and surgery for abnormal heart rhythms. Two new operating rooms and cardiac catheterization labs will be constructed, the number of monitored beds will double and the hospital's existing coronary care unit will be renovated. In addition, all the hospital's support facilities, including the laboratory, X-ray, emergency and anesthesia departments will be upgraded to accommodate the new program.

The new facility will have the capability to handle 500 procedures a year and is expecting to begin treatments by the end of 2007.

### Delaware County

#### **City of Chester Making a Comeback**

The City of Chester is changing its face these days - to a place blooming with new jobs and housing development and innovative planning. With a population of 37,000, the city has attracted \$1.3 billion in public and private investment since 1996.

The major contributor is Harrah's Chester Casino & Racetrack on the Delaware River Waterfront. With a \$430 million investment, \$10 million in annual host fees to Chester, \$500,000 in estimated city wage taxes, and a projected three million visitors annually, Harrah's is the economic giant, but hardly the only evidence of change. The old PECO generating station is now the Wharf at Rivertown, with 1,300 employees and 400,000 square feet of office space. Real estate companies are eyeing nearby land for a hotel. Further west, the city is looking to build a half-mile river walk, and the Pennsylvania Department of Transportation is planning to put in slip ramps on and off the Commodore Barry Bridge to the waterfront.

## Gloucester County

### **Retail Development Construction Expected to Begin this Summer**

Construction on Rowan Boulevard running from the Rowan campus to the heart of the borough's downtown, is expected to begin in summer 2007. Preliminary plans for the estimated \$150 million project include a 100-room hotel/conference center, 300,000 square feet of new retail and office space, an 800-space parking garage, performing arts center, 600 residential units and 775 Rowan student housing units.

## Mercer County

### **Software Company Expands**

Computer Associates, a computer software company with offices in six continents has announced plans to relocate more than 400 employees to Princeton South Corporate Center, a business complex under construction on Pennington Road. The company has inked a deal to lease a two-story, 83,000 square foot commercial space in the first of six office buildings to be constructed on the site.

The New York-based company, whose foreign locations include Germany, China and Australia among others, plans to make its Mercer County facility one of its largest in the United States. Sales and development operations from three offices in Princeton, NJ, Mount Laurel, NJ and Plymouth Meeting, PA, will be consolidated there. The new facility will also provide room for growth and new jobs for the area.

## Philadelphia County

### **University City Continues to Grow in Retail Developments**

Two new developments, with a total of \$94 million in investment, will add approximately 45,000 square feet of retail space to University City. The sites will provide 400 housing units and a mix of retailers and restaurants. With the addition of the two new developments, the area around the University Pennsylvania will have about 350,000 square feet of retail space – roughly the equivalent of some suburban malls. According to University City District, currently 95,000 people work in University City and the area has a total payroll of \$3.1 billion.

### **Investment Banking Firm Coming to Philadelphia**

A New York-based investment banking firm, Bryant Park Capital plans to open an office in Philadelphia over the next 90-120 days. The firm is moving to Philadelphia to broaden its reach and service to mid-Atlantic clients.

The firm was founded in 1991 and its principal relationships exist with companies having revenues between \$25 million and \$500 million.



SELECT NEWS is the monthly newsletter of Select Greater Philadelphia, an affiliate of the Greater Philadelphia Chamber of Commerce. Select Greater Philadelphia is dedicated to marketing our region nationally and globally as well as attracting, growing and retaining companies to firmly establish Greater Philadelphia as a top-tier place to do business. The Greater Philadelphia region is comprised of 11 counties across southeastern Pennsylvania, southern New Jersey and northern Delaware.

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