GROWTH BUSINESS SUCCESS
IN THE GREATER PHILADELPHIA REGION

Knowledge Is Power
Culture of innovation transforms region’s economy
PHILADELPHIA: SMART CITY. SMART CHOICE.

So many reasons why Philadelphia is a smart choice

SMART LOCATION
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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.

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  - LEED® certified construction
  - Utilities in ground
  - Parking adjacent to building

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  - Midway between New York City and Washington, D.C.
  - 30 minutes from Philadelphia
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- **Rowan University**
  - Collaborative opportunities with Rowan faculty
  - R&D Labs in the Innovation Center – Biotechnology, Nanotechnology, Virtual Reality, Sustainable Design
  - Research competencies in the following areas:
    - Sustainability & Community
    - Infrastructure & Materials
    - Health Sciences & Biotechnology
    - Computation & Information
  - Bright, eager engineering, science & business students
  - Access to the University community and lifestyle

South Jersey Technology Park
at Rowan University

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Knowledge Is Power
Culture of innovation transforms the region’s economy

The Spark of Success
Clean energy sector generates a wealth of new opportunities

Refining New Markets
Marcellus Shale brings new energy, investment to Greater Philadelphia

Degrees of Success
Higher education builds workforce, economic muscle in region

Powerful Medicine
The region’s health-care system delivers a booster shot for the economy

Lab Leader
Greater Philadelphia’s life-sciences cluster breeds breakthroughs
Growing Business Value
Our Mission — Your Summit!

DVIRC is the region’s economic development business consulting firm focused exclusively on assisting small – mid-sized manufacturers compete and grow profitably.

We believe all business leaders should be constantly vigilant on improving business value.

Therefore, we are committed to assisting leaders identify and capitalize on their strengths, improve weaknesses and seize business opportunities.*

25
Years Serving Manufacturers

In the past ten years alone DVIRC assisted in generating:

$215
Million in cost savings for clients*

$659
Million in sales for clients*

2,000+
Clients served

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DVIRC’s Value Component Assessment evaluates 28 weighted business factors based on importance from a buyer’s perspective.

Serving S.E. PA Manufacturers since 1988 (Bucks, Chester, Delaware, Montgomery & Philadelphia counties).

*As reported by Forrester an independent market research firm on behalf of the U.S. National Institute of Standards and Technology (NIST).
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PECO Energy Company

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Workstyle
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- One of the most skilled workforces in the United States
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- An established Foreign Trade Zone
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WITH LOVE, PHILADELPHIA

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Ten Good Reasons to Select Greater Philadelphia

THE 11-COUNTY REGION OFFERS DYNAMIC ECONOMY, SUPERIOR QUALITY OF LIFE

1. An economic powerhouse:
The 11-county Greater Philadelphia region’s dynamic $388 billion economy is highly diverse and includes major sectors in advanced manufacturing, clean energy, life sciences, information technology, logistics, financial services, health and education.

2. An address for business:
Some of the world’s most recognized companies are based in the region including DuPont, Campbell Soup, Gore-Tex and Comcast/NBC. The region is headquarters for 12 Fortune 500 companies.

3. Where the world comes:
More than 700 foreign companies have operations in Greater Philadelphia supported in part by the presence of major international air service.

4. All the right connections:
An integrated transportation infrastructure includes major port facilities on the Delaware River, interstate access to major East Coast and Midwest markets, three Tier I rail carriers, and major airports with international service including Philadelphia International Airport and New Castle Airport.

5. Center of innovation:
Greater Philadelphia is a place of discovery with highly regarded colleges and universities, world-class research institutions, a skilled workforce and a wealth of venture capital, technical support and other resources.

6. Renewed energy:
The region’s innovative and dynamic energy sector is generating millions of dollars in investment and creating hundreds of new jobs.

7. Knowledge is power:
The economic engine of Greater Philadelphia is fueled by more than 100 colleges and universities that enroll more than 400,000. Nearly one in three residents over age 25 holds a bachelor’s degree or higher.

8. To your health:
The region includes more than 197 hospitals and more than 15 major health systems, four children’s hospitals and six medical schools. The region is home to major teaching hospitals and is a national leader as a location for clinical trials.

9. Plenty to do:
Greater Philadelphia has galleries, museums, theaters, orchestras and other arts attractions, as well as vibrant nightlife and entertainment, and collegiate and professional sports.

10. Big as all outdoors:
The region is overflowing with outdoor opportunities from 11 national parks, green spaces, forests and waterways including the Delaware and Lehigh National Heritage Corridor.

SELECT GREATER PHILADELPHIA

Select Greater Philadelphia is an economic development marketing organization dedicated to attracting companies in the 11-county, three-state Greater Philadelphia region. For more information on relocation, expansion or starting a business, contact Select Greater Philadelphia at (800) 221-0774 or go to www.selectgreaterphiladelphia.com.
COOKING UP GROWTH

Founded in 1869, the Campbell Soup Co. has grown from a small-scale food cannery into a multinational corporation and iconic brand that employs 17,000 people.

Although Campbell, based in Camden, N.J., is best known for its extensive line of canned soups, it also produces several other well-known brands including Pepperidge Farm, V8, Pace, Prego and Swanson. These brands are divided between three distinct divisions in the company that cater to different markets – simple meals, baked snacks and health beverages.

Capitalizing on the success of its brands, Campbell unveiled its new Employee Center in 2010 as part of a $93 million expansion of its headquarters. Visit www.campbellsoup.com for more information.

CLOTHED IN SUCCESS

Headquartered in Newark, Del., W.L. Gore & Associates Inc. was founded in 1958 by Bill and Vieve Gore, pictured above. Today, Gore has approximately 10,000 associates worldwide, and it achieves average annual revenues of more than $3.2 billion.

Gore is best known for its famous line of GORE-TEX fabrics, but it also offers an array of other innovative products. These products are based on Gore’s unique fluoropolymer material, which has applications in the clothing, medical and electronics industries.

Gore also provides a superior workplace, as it earned a spot on Fortune’s 2012 list of 100 Best Companies to Work For in the United States, marking the company’s 15th consecutive appearance on the list. Learn more at www.gore.com.

WIRED FOR PROSPERITY

Based in Philadelphia, Comcast is one of the world’s leading media, entertainment and communications companies.

Comcast’s principal business is the operation of its cable systems through Comcast Cable, which provides digital television, telephone and Internet services. Its on-demand service boasts more than 75,000 movies and television shows, and its Internet service is the nation’s largest residential provider.

In addition to these services, Comcast also develops, produces and distributes entertainment news and sports to global audiences through its majority ownership and managerial role of NBC Universal, which includes access to theme parks, a major motion picture company and numerous television production operations. See more at xfinity.comcast.net.
TENDING TO MEDICAL SUPPLY LINES

AmerisourceBergen, headquartered in Valley Forge, Pa., is one of the world’s largest pharmaceutical services companies.

AmerisourceBergen formed in 2001 when competitors AmeriSource Health Corporation and Bergen Brunswig Corporation merged. Today, AmerisourceBergen boasts 26 pharmaceutical distribution centers and four specialty distribution centers in the United States, nine distribution centers in Canada, and more than 1 million square feet of packaging production capacity throughout the United States and the United Kingdom.

These capabilities allow AmerisourceBergen to process about 20 percent of all pharmaceuticals distributed in the United States. With a workforce of more than 11,000 people and revenue of $80 billion, AmerisourceBergen ranked 29th on the 2012 Fortune 500 list. Find more information at www.amerisourcebergen.com.

IT’S WHAT THE KIDS (AND ADULTS) ARE WEARING

Philadelphia is home base for Urban Outfitters Inc., the flagship brand of a collection of retail stores that also includes Anthropologie, Free People, BHLDN and Terrain.

Founded in 1970, Urban Outfitters operates more than 130 stores around the world that offer trendy clothing for customers in the 18- to 30-year-old demographic. Founded in Wayne, Pa., Anthropologie includes more than 175 stores worldwide and offers clothing, accessories and decor primarily for women.

Free People, founded in 1984, includes more than 30 stores and provides assorted apparel, accessories and housewares for young women. BHLDN launched in 2011 to offer brides, partygoers and party throwers a variety of fun apparel items. Founded in 2008, Terrain blends home and garden decor and accessories to provide the perfect environment for hosting events and workshops. Visit www.urbn.com for more information.

A SOUND INVESTMENT

Vanguard Group Inc. was officially founded in 1975, but it has roots dating further back to its first fund in 1929, which was known as the Wellington Fund.

Today, Vanguard has its corporate headquarters in Malvern, Pa., and it is one of the largest investment management companies in the world. Vanguard employs about 13,000 people worldwide, and it manages about 170 international funds in addition to nearly $2 trillion in U.S. mutual funds it managed as of December 2011.

Vanguard offers investors a wide range of options, services and strategies for virtually every type of investment from personal and institutional stocks to 529 college-savings plans and small business retirement plans. See more at www.vanguard.com.
Knowledge Is Power

Culture of innovation transforms Greater Philadelphia’s economy
Even before the birth of the United States, the city of Philadelphia was a wellspring of original thinking and innovation that gave birth to American ingenuity.

Today that spirit continues to burn brightly across the 11-county, three-state Greater Philadelphia region, where Fortune 500 companies and startups alike pursue their quest to discover new opportunities for growth and expansion.

A powerful combination of academic know-how, world-class research facilities, a highly educated workforce and superior infrastructure has helped fashion a knowledge-based $388 billion economy that includes major industry segments in advanced manufacturing, life sciences and medical technology, health care, clean energy, finance, communications, and transportation and logistics.

The region lies in the heart of a cluster of pharmaceutical and life-sciences discovery, and with
its concentration of top-shelf healthcare systems, teaching hospitals and medical schools, it is an ideal laboratory for advances in medicine. “Philadelphia is the birthplace of health care in America,” says Tom Morr, president and CEO of Select Greater Philadelphia, an economic development organization that promotes business investment and job creation in the region. “We had the first public hospital, first medical school, first school of pharmacy and first private biomedical research organization.”

**PHILADELPHIA’S NEW ENERGY**

Traditional manufacturing, long a stronghold in the region, is also finding a favorable environment for re-engineering for the new economy. Within the last year, three refineries that were to be closed have been repurposed. Delta Airlines purchased one, teaming with Monroe Energy to produce jet fuel at lower costs. Philadelphia Energy Solutions, a joint venture of Sunoco and Carlyle Group, bought another to refine a less expensive crude oil from the Midwest brought in by rail.

“We have new teams that are going to leverage Pennsylvania’s position as an energy state,” Morr says.

With its locational advantages, lower costs compared to other Northeast markets and a quality of life that includes hundreds of cultural, arts, recreational, entertainment and sports options, the region is a destination of choice for corporate headquarters. Twelve Fortune 500 and 32 Fortune 1000 companies are based in the region, and some of the world’s best-known brands, including DuPont, Gore-Tex, Campbell Soup Co. and Comcast/NBC make their corporate home in the area.

Vanguard, one of the world’s largest investment management companies and a leading provider of company-sponsored retirement plan services, is based in Valley Forge, Pa. For Vanguard President and CEO William McNabb III, the sum of Greater Philadelphia’s assets is greater than the value of its parts. “Vanguard now has almost 10,000 people in the region, and if you think about the various suppliers and businesses that are related to our success that have grown up, you have this multiplier effect,” he says. “The same is true of the pharmaceutical sector. Educational institutions here have spawned businesses to support them. In this region, success breeds success.”

**GLOBAL REACH**

The world is also catching on to Greater Philadelphia. More than 700 foreign companies from 39 different nations have operations in Greater Philadelphia, supported in part by the presence of international chambers of commerce, foreign consulates and major international air service.

Greater Philadelphia’s unparalleled logistical access to prime markets here and abroad is another advantage for businesses seeking to grow. The region is in the heart of the largest U.S. market, with 48 million people within a 200-mile radius. It offers port facilities, major freight and passenger rail service, and the largest amount of refrigerated warehousing on the East Coast. Travelers reach Washington and New York City in less than two hours by train and enjoy nonstop flights to major markets in Europe.

**LEGACY OF LEARNING**

Rob Wonderling, president of the Greater Philadelphia Chamber of Commerce, says a deeply rooted legacy of higher education has transformed the region into a knowledge-based economy. “Greater Philadelphia is home to 101 colleges and universities, and awards more than 80,000 degrees and certificates annually,” he says. “These are complemented by a multitude of professional and business services, including leading financial services companies and prestigious law firms.”

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**GREATER PHILADELPHIA BY THE NUMBERS (2012)**

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>6.28 M</td>
</tr>
<tr>
<td>Regional GDP</td>
<td>$388.2 B</td>
</tr>
<tr>
<td>Per capita personal income</td>
<td>$50,900</td>
</tr>
<tr>
<td>Personal income per household</td>
<td>$135,000</td>
</tr>
<tr>
<td>Labor force</td>
<td>3.18 M</td>
</tr>
</tbody>
</table>

The Amtrak station in Wilmington, Del., one of the region’s centers of commerce.
## FORTUNE 500 COMPANIES

<table>
<thead>
<tr>
<th>Company</th>
<th>Location</th>
<th>Overall Ranking</th>
<th>2012 Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>AmerisourceBergen</td>
<td>Valley Forge, Pa.</td>
<td>29</td>
<td>$80.2 billion</td>
</tr>
<tr>
<td>Comcast</td>
<td>Philadelphia</td>
<td>49</td>
<td>$55.8 billion</td>
</tr>
<tr>
<td>DuPont</td>
<td>Wilmington, Del.</td>
<td>72</td>
<td>$38.7 billion</td>
</tr>
<tr>
<td>Aramark</td>
<td>Philadelphia</td>
<td>204</td>
<td>$13.2 billion</td>
</tr>
<tr>
<td>Lincoln National</td>
<td>Radnor, Pa.</td>
<td>247</td>
<td>$10.6 billion</td>
</tr>
<tr>
<td>NRG Energy</td>
<td>Princeton, N.J.</td>
<td>284</td>
<td>$9.1 billion</td>
</tr>
<tr>
<td>Crown Holdings</td>
<td>Philadelphia</td>
<td>296</td>
<td>$8.6 billion</td>
</tr>
<tr>
<td>Campbell Soup</td>
<td>Camden, N.J.</td>
<td>334</td>
<td>$7.7 billion</td>
</tr>
<tr>
<td>Universal Health Service</td>
<td>King of Prussia, Pa.</td>
<td>339</td>
<td>$7.5 billion</td>
</tr>
<tr>
<td>UGI</td>
<td>King of Prussia, Pa.</td>
<td>403</td>
<td>$6.1 billion</td>
</tr>
<tr>
<td>SLM</td>
<td>Newark, Del.</td>
<td>426</td>
<td>$5.8 billion</td>
</tr>
<tr>
<td>SunGard Data Systems</td>
<td>Wayne, Pa.</td>
<td>480</td>
<td>$5.0 billion</td>
</tr>
</tbody>
</table>

More at businessclimate.com/philadelphia
The Spark of Success

Clean-energy sector creates opportunities for region

Story by Kathryn Royster
Photography by Todd Bennett

Greater Philadelphia is re-energizing its economy – literally. Energy innovators are flocking to the region, where the industry thrives on strong public support, strategic partnerships and a ready market.

With its more than 100 colleges and universities providing both research prowess and a highly skilled workforce, as well as a wealth of venture capital, technical support and other resources, the region has crafted a thriving and growing energy sector that is creating millions of dollars in new investment and hundreds of new jobs.

STRONG GRID, STRONG BUSINESS

Many of these companies are attracted by Greater Philadelphia’s presence in the nation’s largest power grid, which is coordinated over a 13-state area by Valley Forge-based regional transmission organization PJM. By carefully managing the flow of electricity through the grid, PJM ensures power stability and efficiency for 60 million customers.

Working alongside PJM are companies like Viridity Energy, which helps Greater Philadelphia’s largest energy users manage their draw on the grid.

Viridity’s primary product is VPower, a software platform that monitors the wholesale energy market in real time and automatically adjusts a client’s energy usage accordingly. The company also consults with large energy users to help them find ways to supply some of their own power.

Viridity has attracted the attention of Japan-based IT firm Mitsui & Co., Ltd., which plans to invest $15 million in Viridity and take the company’s products to Europe and Asia. Viridity and Mitsui also plan to work together on innovations like smart- and micro-grid systems.

The Navy Yard in Philadelphia covers 1,200 acres and includes more than 120 companies and 10,000 employees. The campus is home to the Energy Efficient Buildings Hub, which opened in February 2011, as well as the Mark Group’s North American headquarters.
Audrey Zibelman, the company’s president and CEO, says Greater Philadelphia itself contributes to her company’s success. “The universities here are important to us because we need educated workers who are eager to do things differently,” she says. “And this location gives us extraordinary access to major markets like New York, Boston and D.C.”

INNOVATING FOR EFFICIENCY
The region is on the leading edge of energy-related research and innovation, and the famed Philadelphia Naval Yard is at the epicenter of those efforts. Funded by $159 million in federal and state grants, the Energy Efficient Buildings Hub opened at the Navy Yard in 2011. The Hub’s goal is to reduce energy usage in commercial buildings by 20 percent by 2020 via whole-building advanced energy retrofits. The EEB’s efforts are concentrated on accelerating adoption of Advanced Energy Retrofits, new but proven technologies, systems and processes that can drive energy and economic savings.

Laurie Actman, the EEB’s deputy director, says those efforts can include anything from system upgrades to active management of employee energy use. It’s an ambitious project, helped along by a Pennsylvania State University-backed coalition of schools, laboratories, utilities and economic development organizations.

“We’ve got the thinkers who are innovating ideas combined with the companies that are trying to implement them. They play off each other in a way that generates real solutions,” Actman says. The region is already a leader in LEED-certified buildings, with 193 totaling 22.1 million square feet, as well as 336 LEED-registered buildings totaling 103.9 million square feet, as of August 2012.

Philadelphia in 2012 joined a small list of cities mandating owners of commercial buildings with indoor floor space of 50,000 square feet or more “benchmark” their buildings annually. Benchmarking requires owners to input the energy and water use of their buildings into an Environmental Protection Agency data tool that compares building resource use against buildings of similar type, size and use, and generates a 1-100 score and a report.

Cities that have made similar requirements have seen a 6 to 7 percent decrease in energy use, as building owners made their properties more efficient.

A number of green tech companies have operations in the region with a diverse focus including the design of green buildings, the production of material used in solar-power production, smart grid technologies, energy-efficient control systems and power generation using renewable sources.

One of them, Mark Group, reaches out to homeowners. The England-based company opened its North American headquarters in the Navy Yard in 2010. Mark Group installs energy-efficiency solutions; conducts energy audits; and services HVAC and solar-power systems. About 1,500 Greater Philadelphia homeowners hire Mark Group each year.

Abby Feinstein, sales and marketing manager, sees the company’s success as a natural outgrowth of Greater Philadelphia’s support for energy companies. Both the EnergyWorks program and the Mayor’s Office of Sustainability have helped Mark Group find contractors and better understand the market. “The market here has just the right mix of need, education and desire,” she says. “We hope more energy-related companies will come join us because it can only spread awareness and raise the tide for everyone.”

The Mark Group provides energy-efficiency solutions to homeowners, and plans to expand into Chicago, Boston and Baltimore.
Refining New Markets

Marcellus Shale brings new energy, investment to Greater Philadelphia

Massive natural gas reserves embedded in Pennsylvania’s shale formations are reshaping the mid-Atlantic’s energy economy and attracting new investment and job creation to Greater Philadelphia.

The Marcellus Shale Reserve holds enough natural gas to lead the United States in fuel supply, providing a low-cost energy source and boosting the country’s energy independence. The resource is, quite simply, “a game changer,” says Andrew Levine, co-chair of the renewable energy and clean technology law practice at Stradley Ronon.

Major energy-sector players are creating shale-related partnerships and collaborations throughout the Greater Philadelphia region. New infrastructure transporting the natural gas and its liquid by-products to the region will not only drop energy generation costs but also establish the area as a shipping hub and destination for manufacturers that need either reliable low-cost power or that use natural gas as a feedstock. These new natural gas supplies cost about one-sixth the equivalent amount of petroleum.

“This is a very exciting time,” Levine says.

NEW LIFE FOR OLD REFINERIES

In Delaware County, Pa., Sunoco is remaking the idled Marcus Hook refinery into a new facility to process liquid products from the Marcellus reserves; its subsidiary, Sunoco Logistics Partners LP, is spending $600 million on pipeline projects to move the material to big markets that include southeast Pennsylvania.

Mariner East, a new pipeline, will transport propane and ethane from western Pennsylvania to Marcus Hook for processing and shipping to domestic and international markets.

It marks the first step in revitalizing the use of the site,” Golembeski says. “It is an 800-acre site, right on the Delaware River. We view it as a regional asset.”

Mariner East’s initial capacity will be about 70,000 barrels per day of natural gas liquids with support for higher volumes; Mariner East is expected to start moving propane by the second half of 2014 and be fully operational, delivering both propane and ethane, in the first half of 2015.

CRACKING CARBON, ADDING VALUE

Philadelphia Energy Solutions, in a partnership with The Carlyle Group and Sunoco, will renovate the longest continuously operating refinery in the United States, updating and expanding the facility to process shale gas, convert components to other products and create electrical power.

“We will have a lot of natural gas brought into the refining complex and not just as fuel but as value-added businesses that take the gas and add molecules and convert them to other products, from chemicals for agribusiness to synthetic diesel
oil,” says Phil Rinaldi, CEO of Philadelphia Energy Systems. “It is meant to be a facility working across the spectrum of energy.”

First up among big capital projects for PES is modifying existing equipment to process the shale products into higher-grade, cleaner-burning commodities. “The hydrocracker will be in two phases,” Rinaldi says. “Because this is a continuum, treating with hydrogen, you get to a technical point at which operation becomes so intense you have to build additional facilities. That creates a lot of construction work.”

The first phase is expected to start in early 2013, and the second phase within a year of that, he says. Future plans include a shale gas-to-liquids processor and using shale gas to power a 600- to 700-megawatt co-generation plant. PES will create thousands of construction jobs and 100 to 200 permanent jobs in addition to securing the jobs of 850 workers already on site.

**MARCELLUS SHALE: ONLY THE BEGINNING**

Regional consumers already are benefitting from the shale reserves. “Our average customer is paying 40 percent less than they did four years ago on their natural gas bill,” says Joseph Swope, spokesman for UGI Corp., the largest distributor in Pennsylvania. Prices and market stability will improve even further with planned pipeline projects, he says.

“Up until four to five years ago, the talk was about the tight balance between supply and demand,” Swope says. “You don’t have that anymore. It is local. There aren’t transportation costs like gas associated with the Gulf of Mexico.”

The impact of Marcellus Shale is immediate but only beginning, Levine says. “For Greater Philadelphia it creates a brand-new plan for our regional economy,” he says.
A healthy community by design

The University of Delaware is the flagship of higher education in Delaware and is ranked in the top 100 national universities by *U.S. News and World Report*.

From its research agreement with the U.S. Army to its Center for Composite Materials Consortium, UD brings great minds and great opportunity to Greater Newark Delaware. The University also has one of the leading new sites in the area, the Science, Technology and Advanced Research Campus or STAR Campus.

Located on 272 acres along the I-95 corridor, the STAR Campus will serve as an innovative hub for academics, research and partnerships in energy and the environment, national security and defense, and health and life sciences.

With phase one’s focus on health sciences, UD’s development plan puts all of the pieces together for a healthy community by design. Health is not only the topic of our research, education and clinical programs but also a way of life with fitness facilities, walking and biking paths, convenient mass transit and cafes serving healthful food.

UNIVERSITY OF DELAWARE | Science, Technology & Advanced Research Campus

www.udel.edu/star

For more information, please contact:
Andy Lubin, UD Director of Real Estate
302-831-6629 | lubin@udel.edu
The more educated the population, the more robust the economy – a proven theory that puts Greater Philadelphia in an enviable position in terms of economic growth.

“The region’s 100-plus colleges and universities have created a vibrant higher education sector in Greater Philadelphia,” says the Rev. Peter M. Donohue, OSA, president of Villanova University near Philadelphia. “Our institutions are leading economic drivers and make significant fiscal, academic, civic and social contributions in their communities and beyond.”

The engine of innovation in Greater Philadelphia is fueled by the higher education sector, with total full- and part-time enrollment of more than 400,000 and more than 85,000 degrees and certificates awarded each year. These colleges and universities keep the economy of the region stocked with highly skilled and educated workers, provide leading-edge research capabilities across a gamut of disciplines, and supply critical skills training programs.

MORE DEGREES, MORE SUCCESS

The educational level of the Greater Philadelphia workforce is impressive. The percentage of the population with bachelor’s and advanced degrees far outpaces the national average. In 2010, nearly one in three Greater Philadelphia residents age 25 years and older had a bachelor’s degree or higher – 5 percentage points above the national figure. More than 13 percent of the region’s population held advanced degrees compared to the U.S. share of 10.3 percent.

A 2010 study found the region’s colleges and universities grant more professional degrees (law degrees, medical degrees and MBAs) on a per-10,000-resident basis than anywhere in the nation.
“The knowledge industries of the Greater Philadelphia region are fueled by the advanced degrees produced in our region,” says Wendell E. Pritchett, chancellor, Rutgers University-Camden.

Universities in the region such as Princeton University, Temple University, Rutgers-Camden, the University of Pennsylvania, Rowan University, St. Joseph’s University, the University of Delaware and Widener University continuously work to keep professional and graduate programs in sync with current and emerging best practices, whether they are large state-run institutions or smaller private colleges.

The Community College of Philadelphia is also doing its part to provide employers with a workforce that keeps the region’s economy moving forward. President Stephen M. Curtis says the college meets workforce demands by creating a range of flexible learning solutions for corporations, small businesses and individuals. Accelerated career pathways and academic certificate programs allow the unemployed and underemployed workers to divide long-term educational goals into small, manageable steps, Curtis says.

“We recently graduated our largest class ever,” he says. “Approximately 1,908 students earned associate degrees or academic certificates in May 2012. More than 78 percent of our students remain in the region, contributing to the pipeline of skilled workers.”

Those graduates are part of the more than 60 percent of all alumni throughout the region who stay in Greater Philadelphia for a year or more after graduating, according to a 2010 study by Campus Philly, a nonprofit organization that promotes economic growth by encouraging college students to study, live and work in the region.

**HIGHER EDUCATION, BIG IMPACT**

Combined, the institutions in the region are an economic force, contributing some $15 billion annually to the region’s GDP, generating approximately $500 billion in capital investment and employing more than 70,000 people. Four of the region’s top 50 employers are higher education institutions, including the No. 2 overall employer, the University of Pennsylvania, which employs 16,000 workers.

“Colleges and universities have the spending power of a major industry,” says John Fry, Drexel University president.

For example, in 2010 combined spending by students and higher education institutions in the region totaled $16.3 billion, and that didn’t include construction spending.

According to Fry, Drexel has made a strategic commitment to become an even greater engine for economic development.

“We can do that through our translational research enterprise, which moves basic science into commercially viable technologies that spin off companies and jobs,” Fry says.

A collaborative approach among colleges and universities can be seen in initiatives such as the Regional College and University Presidents Council, a program of the Greater Philadelphia Chamber of Commerce. Council members meet regularly to share ideas and discuss issues facing the more than 100 higher education institutions in the region.

“The council seeks to explore cooperative opportunities and develop meaningful relationships with the business sector that can enhance the region,” says Villanova’s Rev. Donohue, co-chair of the council.
Greater Philadelphia’s health-care future is as impressive as its past. The region that built the nation’s first public hospital now offers cutting-edge medical centers and life-science collaborations.

Home to 197 hospitals, more than 15 major health systems, four children’s hospitals and six medical schools, the region is in the heart of one of the largest life-sciences clusters in the world. The region leverages a gamut of health-care-related research assets with the presence of major teaching hospitals, and it is a national leader as a location for clinical trials.

“The Greater Philadelphia region is really a hotbed for health care,” says Richard Miller, president of the four-hospital Virtua system, headquartered in Marlton, N.J. “We’re able to take what I consider to be the best and brightest in the field to collaborate for patient care.”

In addition to its southern New Jersey hospitals and outpatient facilities, Virtua also operates state-of-the-art health and wellness centers in Voorhees, Washington Township and Moorestown.

Also in southern New Jersey, Lourdes Health System operates medical centers in Camden and Willingboro. Lourdes recently entered into a joint venture with
The Hospital of the University of Pennsylvania received 11 national specialty rankings, while Thomas Jefferson University of Pennsylvania received 13 of the names sharing research and nursing facilities.

Holy Redeemer Health System offers a wide range of health-care and health-related services including an acute-care hospital, home care and hospice services and two skilled nursing facilities.

The University of Delaware, University of Pennsylvania, Coriell Institute for Medical Research and The Wistar Institute are just a few of the names sharing research and practices, and many hospitals receive national recognition.

The Hospital of the University of Pennsylvania received 13 national specialty rankings, while Thomas Jefferson University Hospital received 11 national specialty rankings on U.S. News & World Report’s Best Hospitals list.

In addition, Truven Health Analytics ranked Penn Presbyterian Medical Center one of the nation’s top major teaching hospitals.

Headquartered in Wilmington, Del., Christiana Care Health System is one of the country’s largest health-care providers, ranking 17th in the nation for hospital admissions. A major teaching hospital with two campuses, Christiana Care is recognized as a regional center for excellence in cardiology, cancer and women’s health services.

Also in Delaware, the internationally known Nemours/Alfred I. duPont Hospital for Children in Wilmington is part of the Nemours health system, which also operates a children’s hospital in Florida and pediatric specialty clinics in Delaware, Pennsylvania, and New Jersey.

Health care is an economic force in the region. Fourteen of the region’s top 50 employers are health-care and hospital systems, each employing at least 5,000 people. More than 181,000 people in the Philadelphia and Trenton metropolitan areas were in health-care practitioner occupations in 2010, making up 6.4 percent of the workforce.

Greater Philadelphia and Boston are the only two metro areas among the 15 largest in the United States where the Education and Health Services sector accounts for the highest percentage of total employment.

Main Line Health is a top 10 regional employer. Its network of facilities includes four acute-care hospitals – Bryn Mawr Hospital, Lankenau Medical Center, Paoli Hospital and Riddle Hospital – along with Bryn Mawr Rehab Hospital. A part of the Jefferson Health System, Main Line Health was named among the 15 Top Health Systems in the nation by Truven Health Analytics in 2012. Combined, Jefferson Health and Main Line Health employ nearly 30,000 people.

“Our pledge is to consistently deliver to patients what we would want for ourselves and members of our own families,” says Jack Lynch, Main Line Health president and CEO. “Our mission is to provide a superior patient experience to every patient, every time, always ensuring the highest standards in safety, quality and efficiency.”

When it comes to pediatric care, there’s nowhere better than The Children’s Hospital of Philadelphia. U.S. News & World Report ranked CHOP No. 1 in six of 10 specialties for 2012-2013 – more No. 1 rankings than any other children’s hospital in the nation. CHOP also tied for the No. 1 overall ranking.

“No matter how many times we achieve the top ranking in this survey, it is always an exhilarating, inspiring and humbling experience – and a reminder of our responsibility to constantly improve health care for children,” says Dr. Steven M. Altschuler, CEO of The Children’s Hospital of Philadelphia. “I could not be prouder of our employees and the extraordinary care they provide to our patients every day. I am honored to work alongside them.”

The nation’s first children’s hospital has come a long way since 1855. The 430-bed hospital has more than 1 million outpatient and inpatient visits annually and is a pioneer in the area of children’s health research and treatment.

CHOP also includes The Children’s Hospital of Philadelphia Research Institute, one of the largest pediatric research programs in the country with more than $100 million in total federal awards and an annual budget of more than $200 million. Also located on site, the Children’s Seashore House is a comprehensive pediatric rehabilitation center for kids with developmental disabilities and chronic diseases. The hospital has built a pediatric health-care network with nearly 50 sites that treat children throughout Pennsylvania and New Jersey and is one of the largest in the nation.

– Melanie Kilgore-Hill
Region’s life-sciences cluster breeds breakthroughs

Story by Melanie Kilgore-Hill

From biotechs to big pharma, life sciences are right at home in Greater Philadelphia. In fact, the Milken Institute recently ranked Greater Philadelphia as the second most successful region at sustaining life-sciences industry value.

Core life-science companies employ 39,400 people in the region and another 35,500 workers when related health-care jobs are considered. The industry’s biggest players – AstraZeneca, Bristol-Myers Squibb, Johnson & Johnson, Merck, Novartis, TEVA Pharmaceuticals and Pfizer among them – all have major facilities in the region, as do device manufacturers and medical technology firms, including Siemens Medical Solutions and Synthes.

More than 15 percent of all economic activity and one in six jobs in the region are attributable to life sciences, according to the Milken Institute study.

Pharma giant GlaxoSmithKline is showing its commitment to the region by relocating to the Navy Yard Corporate Center in Philadelphia in 2013. The company’s 205,000-square-foot, four-story facility represents a 15-year, $81 million investment in southeast Pennsylvania. The region also is home to Teva USA, a global leader in generic pharmaceuticals.

The nexus of life-sciences companies in the region has drawn investment and jobs from companies that support the industry.

In Mavern, Pa., British-based Phlexglobal has expanded its operations following a sharp increase in customer demand. The company provides technology-enabled TMF document management solutions and clinical research support services geared to the pharmaceutical, biotechnology, medical device, contract research organization and health-care industries.

What started as an 18-person operation has now grown to more than 60 workers in the Greater Philadelphia region.

Delaware County, Pa., is home base for Endo Health Solutions Inc., a diversified health-care company that includes branded and generic pharmaceutical operations, medical devices and health technology focused in such areas as pain management, pelvic health, urology, endocrinology and oncology.

Shire USA came to Chester County, Pa., in 2004 and has a workforce of 1,500.
NEW PLAYERS, NEW DEVELOPMENTS

Industry giants aren’t the only pharmaceuticals coming to the region. Shire USA arrived in Greater Philadelphia in 2004 and has grown to nearly 1,500 full-time employees and contractors. The company occupies 425,000 square feet in the Chesterbrook Corporate Center in Chester County, Pa.

“Shire’s expansion in Greater Philadelphia has been an extraordinary success,” says Caroline West, Shire’s senior vice president and chief compliance and risk officer. “There are very few places you can staff a pharmaceutical company in a year. It’s something that has helped smaller companies like Shire. You’ve got history here.”

RICH IN RESOURCES

The combination of research, education and private enterprise creates a world of possibilities for life-sciences entrepreneurs, who gain access to venture capitalist, wet lab and incubator space, and technical and professional expertise.

The University of Delaware is taking a lead role, with development of its Science, Technology and Advanced Research (STAR) Campus taking shape in Newark. With phase one slated for opening in 2014, STAR’s 272-acre site will create the perfect infrastructure to blend patient care, student training, academic research and private partnerships. Administrators hope the campus will become a 24/7 residential and commercial life-sciences community over the next decade.

“We have more than 100,000 square feet for companies to come in, and we’re interested in hearing from any businesses interested in partnering with us,” says Kathleen Matt, Ph.D., dean of UD’s College of Health Sciences. And UD isn’t alone. More than half of the region’s 100 colleges and universities offer life-sciences-related opportunities.

In 2012, New Jersey Gov. Chris Christie signed historic legislation that established Rowan University as a research institution and called for the university to enter into partnerships with both Rutgers-Camden and the School of Osteopathic Medicine at the University of Medicine and Dentistry of New Jersey in Stratford.

Rowan and Rutgers-Camden will collaborate to establish a new College of Health Sciences in Camden, N.J. The university will become the nation’s second institution to have both an M.D.-granting medical school and an osteopathic medical school.

Cooper Medical School of Rowan University welcomed its charter class in 2012 to become the first new medical school in New Jersey in over 35 years.

“This partnership will create a major economic engine,” says Jim Newell, Ph.D., interim provost at Rowan University. “We’ll be able to leverage our expertise to create new programs and build a critical mass of people with medical expertise here at home. As you improve your tax base, you also improve the health-care systems for the entire region, because we’ll have more professionals with a commitment to people here than we’ve ever had before.”
The Intersection of Technology and Innovation

THE NEXT BIG THING IS TAKING SHAPE AT UNIVERSITY CITY SCIENCE CENTER

For the past half-century, Philadelphia’s University City Science Center has paved the way in entrepreneurship, innovation and technology commercialization in the life sciences and emerging technologies.

The oldest and largest urban research park in the United States, the complex includes more than 2 million square feet of office and lab space, and access to investors and business-building advice. Graduate organizations and current residents of University City’s Port business incubators currently account for more than 15,000 jobs and contribute more than $9 billion to the region’s Gross Domestic Product.

“Our outlook is regional by nature and design,” says Stephen Tang, president of the Science Center. “We also excel at making connections. As a keystone in the region, we bridge social distances and connect disparate parties together with the goal of sparking connections that can lead to increased innovation, company formation and ultimately job creation.”

WELL CONNECTED

Shareholders include 31 of the leading academic and research institutions in Pennsylvania, New Jersey and Delaware, while the center’s Scientific Advisory Committee includes senior research administrators from academic, health care, research institutions, and leading local companies in the life sciences and other industry sectors.

In 2012, University City broke ground on an 11-story tower that will house Penn Presbyterian Medical Center’s Center for Specialty Care. The remaining 88,000 square feet in the development will help University City support tech-based innovation, entrepreneurship and economic development in the region.

“Not only does this expansion strengthen University City’s unparalleled reputation as a higher education and health-care hub, but the innovative treatments and techniques pioneered at Penn Presbyterian are a natural fit for the culture of innovation that we’re developing at the Science Center,” Tang says.

– Melanie Kilgore-Hill
In Greater Philadelphia, knowledge is power, jobs, economic development and bragging rights.

With one of the largest concentrations of information and communications technology workers in the country, the region has more than 6,100 IT-producing businesses. Major employers of IT professionals include industry giants such as Verizon, Unisys, L-3, Lockheed Martin, Comcast, SAP, Vanguard and SEI.

In 2011, 146,900 jobs in the Greater Philadelphia area were in IT occupations, which made up 5.2 percent of the region’s total. IT producing companies accounted for $39.1 billion of Greater Philadelphia’s output in 2011, accounting for 5.4 percent of the total for the region.

And new ICT startups are taking root, while video game development, digital media, health-care information technology and mobile applications are fast-growing subsectors.

HOUSEHOLD NAMES

And the region’s talent pool is huge. That concentration of highly skilled workers and ICT businesses makes Greater Philadelphia a fertile recruiting territory for big names with strong regional footprints.

Comcast, which is based in Philadelphia, is a global leader in communications, technology and media.
“It creates opportunities to keep many of the young professionals in the workforce in the region rather than moving to other areas,” says Tim Smith, Verizon region president of consumer and mass business for Pennsylvania/Delaware. “Ours is a dynamic and ever-changing industry, and one that would be attractive to young professionals who can bring energy and new perspectives to the business. Competition for this type of talent can be intense.”

In recent years Verizon has relocated hundreds of jobs from its New York base to Philadelphia, and Smith cites the region’s strategic East Coast location, multiple educational institutions and entrepreneurial spirit as key factors. In 2011 alone, Verizon invested more than $512 million in its wireline communications network and IT infrastructure throughout Pennsylvania.

Philadelphia is home to Comcast’s corporate headquarters, with 3,300 employees at One Comcast Center in the city’s downtown area. The acquisition in 2011 of NBC Universal cemented Comcast’s reputation as a global leader at the intersection of communication, technology and media.

“We have never looked to move,” says D’Arcy Rudnay, Comcast’s chief communications officer. “It is a great place to work. The support services for transportation, the universities and colleges all are great. We are very well positioned between Washington, D.C. and New York with quick access to important partners.”

Twice in 10 years, big companies that Comcast planned to acquire put relocation on the table – AT&T Broadband a decade ago and NBC Universal in 2011. Both times Comcast’s corporate leadership said no way.

“Our corporate history is here, our corporate center is here and our families are here,” Rudnay says.

CREATING COOL COMPANIES

Big industry players and a supportive entrepreneurial culture pave the way for new information technology companies in Greater Philadelphia. First State Innovation, a private initiative that began in 2006, boosts Delaware’s entrepreneurial capacity with information technology businesses as a key focus area. The group screens applicants, provides feedback, sets up presentation events and arranges introductions to angel investors.

Launched companies in the ICT field include Nayatek in Newark, Del., which specializes in the security, management and archiving of electronically stored information – which these days spans just about everything a company does. Business and regulatory demands require information storage, and Nayatek consolidates the information itself and makes search, retrieval and storage more manageable.

Another FSI-launched company, Information Assurance Corp. in Wilmington, created a digital alternative to the paper-based notary seal process.
GAME ON

The region’s reputation as a center of excellence in video game development is growing, too. Both the University of Pennsylvania and Drexel University in Philadelphia offer top-tier degree programs for educational, instructional and other related game development.

A trio of Drexel computer science graduates won a world championship in 2012 in the Microsoft Imagine Cup technology design competition. The team’s Math Dash game was the winner among entries from 106 teams from 75 countries. The team captured the design mobile category with a smartphone application that turns learning math concepts into a fun game.

At Drexel, students can earn bachelor’s degrees in game art and production or game programming and development; it also offers a master’s degree in digital media. Penn has a master’s level program, too. Philadelphia Game Lab provides affordable space for game development teams and a destination point for publishers, investors and related businesses. The organization hosted the Grassroots Game Conference in April 2012.

Technology companies small and large will find the 11-county region has important assets, Rudnay notes. “The quality of life is really pleasant,” she says. “When we relocate people, and they get here and experience the city, the suburbs, the schools, the transportation, they grow to love it.”

Students work in the Motion Capture studio, which is part of the RePlay Lab at Drexel University in Philadelphia.

Start Power

VENTURE CAPITAL, INCUBATORS, UNIVERSITIES GIVE ENTREPRENEURS RESOURCES TO GROW

Josh Kopelman moved the headquarters of First Round Capital, an early stage venture capital firm, to new offices in University City from suburban Conshohocken in 2012.

Two local startups in the company’s portfolio, Curalate and Uber, moved with First Round, a national firm with offices in San Francisco and New York.

Greater Philadelphia is a serious place for entrepreneurs. Organizations such as PhillyStartupLeaders, Ben Franklin Technology Partners and First State Innovation in Delaware, plus incubators and universities, provide expertise and connections to everything from business plan formation to capital investment.

“We’ve begun to see more really exciting companies get their start in Philadelphia,” Kopelman said when he announced the move. PSL sponsors Founder Factory – an annual event that brings together entrepreneurs, angels, mentors, VCs, students, schools and government groups – and Entrepreneurial Expo.

Philly Tech Week features dozens of events and drew more than 4,000 people in 2012. The 2013 extravaganza is from April 20-27.

DreamIt Ventures is a Philadelphia startup accelerator that provides companies with up to $25,000 in seed capital, office space, coaching and donated professional services, and access to venture capital. DreamIt also has accelerators in New York, Austin and Israel; in April 2012, Forbes ranked it the No. 3 top U.S. tech incubator.

Ben Franklin Technology Partners of Southeastern Pennsylvania assists tech companies through a number of capital, expertise and network initiatives that help innovative companies compete in the global marketplace. The organization has invested more than $165 million in some 1,750 regional enterprises, across all areas of technology.

Gabe Weinberg, founder and CEO of DuckDuckGo, a search engine that gives users a high-quality experience with less clutter, more privacy and better search results, knew no one when he located the company in Paoli, in Chester County, Pa.

“When I first moved here there was no central community organization at the ground level of entrepreneurs or angel investors getting together,” Weinberg says. “Community organizations really have sprung up and the level of connection increased from 10 to 100. My goal is to get more companies like mine started here and staying here.”

– Pamela Coyle
PHILADELPHIA’S GATEWAY TO THE GLOBAL MARKETPLACE

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Strong Connections
Integrated air, rail, port, road assets link the region to the world

With major port facilities, one of the nation’s largest international airports, Class I rail carriers and access to interstate highways serving major East Coast and Midwest markets, Greater Philadelphia is a logistics leader.

Walmart, TJ Maxx, Burlington Coat Factory and Sysco Food Systems are among the roster of major companies that work with warehouse and distribution operations in the region. The transportation and logistics segment is a major component of the regional economy, employing more than 180,000 people.

The region’s integrated transportation infrastructure is a key advantage for doing business in Greater Philadelphia. The region is connected to major markets via interstates that run along both east/west and north/south corridors – including the vital I-95. Trucking firms that choose Greater Philadelphia know that more than 40 percent of the nation’s population is within a day’s drive.

PORTS OF IMPORTANCE

Port facilities along the Delaware River operated by the Diamond State Port Corp., South Jersey Ports Corp. and the Philadelphia Regional Port Authority offer cost efficient ways to receive raw materials and ship product to overseas markets.

Diamond State Port Corp. operates the Port of Wilmington, which handles about 400 vessels and 5 million tons of cargo each year. Wilmington, the Delaware River’s busiest terminal, is the top North American port for fresh fruit and fruit concentrates.

The deep-water Port of Wilmington, Del., handles about 400 vessels and 5 million tons of cargo annually.
South Jersey Port Corp. oversees the ports of Camden, Salem and Paulsboro, the latter of which is now undergoing a major renovation that will relieve congestion from the heavily used Camden site.

The Philadelphia Regional Port Authority is building a new Southport terminal and a Southport West terminal, both of which will open in 2014-2015. There is also a five-year channel-deepening project taking place on the Delaware River at Philadelphia, allowing for bigger ships and more capacity.

“Our channel is being deepened from 40 feet to 45 feet, which will allow bigger ships to access our city,” says Joe Menta, director of communications for the Philadelphia Regional Port Authority. “That’s especially big news because the Panama Canal is also being deepened, so bigger ships from around the world can eventually pass through Panama and head up the Atlantic Coast, with Philadelphia’s deeper channel able to accommodate them.”

Menta says maritime industries and shippers like to see a port move forward, and Philadelphia is doing exactly that.

“We keep growing our business, with Hyundai and Kia recently deciding to ship automobiles to the U.S. through Philadelphia,” he says. “Even though they are foreign vehicles, they mean more jobs for Americans. Longshoremen from Philadelphia, Delaware and New Jersey come to the docks to unload the cars, then Teamsters prep the cars for eventual delivery to dealerships, and American drivers truck the vehicles to their dealership destinations.”

Workers unload steel coil and plywood from ships at the South Jersey Port Corp. (SJPC) in Camden. The SJPC is the No. 1 port handler of imported wood products into the United States.
RAIL AND AIR ADVANTAGES

Class I rail carriers Canadian Pacific, CSX, and Norfolk Southern serve the region and provide direct service to the Port of Philadelphia. The region also has one of the largest and most extensive public transit and commuter rail systems in the nation.

One of the country’s largest airports is Philadelphia International Airport, which not only moves nearly 30 million passengers each year but is a major freight handler that hauls 425 million tons of cargo annually.

That includes the UPS hub at Philadelphia International Airport, which is the package carrier’s second-largest hub, and UPS employs nearly 6,000 workers in the region while FedEx employs 5,900. The airport is undergoing a multiyear $5 billion capital improvements campaign that will include adding even more cargo facilities. Since 2000, the airport has undergone more than $1 billion in capital improvements including the opening of two new terminals. Due to the recent updates, the airport’s terminal complex comprises 3.1 million square feet and there are now 126 boarding gates to accommodate passengers.

Another option for area business travelers is New Castle Airport, which is five miles south of Wilmington and only a 25-minute drive from Philadelphia. New Castle accommodates corporate jets along with individual owners of aircraft.

The Philadelphia Regional Port Authority is at work deepening channel depths at its ports to allow them to serve larger vessels.
**Big As All Outdoors**

Region is awash with opportunities to commune with nature

Greater Philadelphia is truly beautiful on the outside. The region overflows with outdoor recreation opportunities, from waterways to trails to forests and fishing that offer ample wide open spaces in the heart of one of the nation’s most populous regions.

One of the most popular outdoor destinations is the Fairmount parks system, which features 63 individual parks sprinkled throughout Philadelphia. Parks range in size from one acre to the 1,800-acre Wissahickon Valley Park.

“You could be standing amid the beauty of Wissahickon Valley Park and have no idea that you’re actually standing in the fifth-largest city in the United States,” says Barry Bessler, chief of staff with the Philadelphia Department of Parks and Recreation, which oversees the Fairmount parks system. “There are multiple cultural, recreational and athletic options when visiting Fairmount venues, including walking, jogging, fishing, softball, picnics, visiting historic houses, and charity walks.”

*Prevention* magazine has named Philadelphia one of the Top 10 Walking Cities in the U.S., noting that the Center City district has the largest comprehensive pedestrian sign system in North America. And *Bicycling* magazine has weighed in, naming Philadelphia as one of the Top 20 Bicycling Cities in America.

**PEACEFUL PLACES**

Among the region’s 11 national parks, green space, forest retreats and waterways is the Delaware and Lehigh National Heritage Corridor. A haven for boaters, runners, hikers, campers and picnickers, the 165-mile trail of rivers and canals connects northern Pennsylvania to the Delaware Canal in Bucks County.

The region is also on the doorstep of the 1.1 million-acre Pinelands National Reserve in New Jersey, which offers serene rivers, picturesque parks and rare...
The 24-acre Penn Park has tennis courts, playing fields, jogging trails, a softball stadium, picnic area and other amenities.

Photo courtesy of G. Widman for GPTMC.
Clockwise from top: Citizens Bank Park, where the Philadelphia Phillies play, includes 43,500 seats and offers a view of the Philadelphia skyline; Grounds for Sculpture is a 35-acre sculpture park and museum in Mercer County, N.J.; Every Friday night, the Philadelphia Museum of Art features Art After 5, which includes bands and performance groups, as well as cocktails, food and renowned art.
Cultured Pearls
REGION’S DIVERSE AND LIVELY ARTS OFFERINGS ADD TO ITS QUALITY-OF-LIFE LUSTER

Independence Hall and Valley Forge are iconic tourism attractions, but Greater Philadelphia offers much more beyond its rich history. It is also a vibrant cosmopolitan area and a capital of arts and culture, with that sector contributing vastly to the regional economy. A recent Pew Charitable Trusts study states that arts and culture provide approximately 19,000 jobs and more than $500 million in annual income. In addition, the Greater Philadelphia Cultural Alliance says there are more than 210 arts and culture organizations in the region with annual budgets exceeding $1 million, including 33 with budgets of more than $10 million.

“Greater Philadelphia was just named the No. 1 cultural city in North America by readers of Travel & Leisure,” says Tom Kaiden, who serves as president of the Greater Philadelphia Cultural Alliance. “This region is a blend of hip and historic, with a vibrant, current cultural scene here on the Eastern seaboard.”

Mike Purzycki, executive director of the Riverfront Development Corporation of Delaware. “Today, 5,000 people work in the district, 1,200 people are living here, there are 10 restaurants, a two-mile riverwalk, a park, children’s museum, wildlife refuge, baseball stadium and river taxi. The Riverfront now returns more than $30 million annually to the economy in taxes.” Purzycki says 2 million square feet of construction has occurred along the Riverfront over the past decade at an investment of nearly $1 billion.

“The Riverfront has become a destination thanks to its outdoor attractions and many indoor amenities,” he says. “It is a true recreational and entertainment district for residents and visitors to the northern part of Delaware.”

Downtown Wilmington is a center of arts, culture and entertainment as well as a center of commerce.

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www.co.gloucester.nj.us

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Select Greater Philadelphia is an economic development marketing organization dedicated to attracting companies in the 11-county, three-state Greater Philadelphia region. For more on Select Greater Philadelphia, go to www.selectgreaterphiladelphia.com.

MAJOR INDUSTRY SECTORS
(BY PERCENTAGE OF TOTAL EMPLOYMENT)

- Education & Health Services: 21.0%
- Trade, Transportation & Utilities: 18.2%
- Professional & Business Services: 15.9%
- Government: 13.2%
- Leisure & Hospitality: 8.2%
- Financial Activities: 7.5%
- Manufacturing: 6.4%
- Services: 4.5%
- Construction, Natural Resources & Mining: 3.2%
- Information: 1.9%

LABOR FORCE
2011: 3.18 million

PER CAPITA PERSONAL INCOME
2012: $50,900

PERSONAL INCOME PER HOUSEHOLD
2012: $135,000

EDUCATIONAL ATTAINMENT

- Bachelor’s degree: 32.9%
- Graduate/professional degree: 13%
- Adult population, age 25+

What’s Online
For more information about the Greater Greater Philadelphia region, go to businessclimate.com/philadelphia.

POPULATION
Region: 6.28 million
Bucks County PA: 626,854
Burlington County NJ: 449,576
Camden County NJ: 513,241
Chester County PA: 503,897
Delaware County PA: 559,494
Gloucester County NJ: 289,104
Mercer County NJ: 367,063
Montgomery County PA: 804,210
Philadelphia County PA: 1,536,471
New Castle County DE: 541,971
Salem County NJ: 65,902

MAJOR EMPLOYERS/LOCATION COUNTY

Jefferson Health System, Philadelphia: 19,100
University of Pennsylvania, Philadelphia: 16,160
University of Pennsylvania Health System, Philadelphia: 14,941
Merck & Co. Inc., Montgomery: 12,000
Walmart, multiple locations: 11,445
Catholic Health East, multiple locations: 11,339
UPS, Philadelphia: 10,261
Comcast Corp. (includes Spectacor), Philadelphia: 10,200
Main Line Health, Montgomery: 10,100
Aramark Corp., Philadelphia: 10,026
Bank of America Corp., multiple locations: 10,000
Christiana Care Health System, New Castle: 10,000
Supervalu Inc. (Acme), multiple locations: 10,000

HOUSING MARKET (1Q 2012)
Median Home Price: $175,081

COST OF LIVING COMPARISON
U.S. Average = 100
12 Largest U.S. Metros:
New York-Northern New Jersey-Long Island: 153.7
Los Angeles-Long Beach-Santa Ana: 134
Chicago-Naperville-Joliet, IL-IN-WI: 114.4
Dallas-Fort Worth: 121.4
Greater Philadelphia: 121.4
Houston-Baytown: 90.7
Miami-Fort Lauderdale: 109.0
Washington DC-Alexandria VA: 144.2
Atlanta: 98.8
Boston-Cambridge-Quincy: 137.2
Detroit-Warren-Livonia: 95.4
Phoenix-Scottsdale-Mesa: 94.5
ACCRA Cost of Living Index, 3Q 2011

TRANSPORTATION
Airports:
Philadelphia International
New Castle Airport
Highways:
The Greater Philadelphia region is connected by interstate highways to points north and south (via I-95, I-295, the New Jersey and Delaware turnpikes) and east and west (I-76/Pennsylvania Turnpike with proximity to I-78 and I-80). Major highways include Route 1 North and South, I-476 North, Route 70 East, Atlantic City Expressway South and Route 202.