



Cashman and Associates



Strothers Enterprises at The Philadelphia International Airport



Mariposa Food Co-op

# 2014 ANNUAL REVIEW PIDC

Driving growth to every corner of Philadelphia



Dietz & Watson



Aker Philadelphia Shipyard



JDV Electric

# A LOOK AT 2014

This was an exciting year for PIDC and a strong year for business growth and development in Philadelphia. We launched new products and a new look. Our clients around the city have grown with support from our flexible financing tools, targeted portfolio of industrial and commercial real estate, and Philadelphia-based knowledge. We are delighted to share with you some of our success stories from 2014.

## INVESTING IN GROWING BUSINESSES

PIDC's business lending activity increased by 20% in 2014 as we made 66 business loans totaling over \$23 million to help small and mid-sized businesses get the flexible capital they needed to innovate and expand. PIDC provided loans for working capital, debt refinancing, building acquisition, construction, and new equipment to businesses and non-profits of all sizes throughout Philadelphia.

Businesses like **Duross & Langel**, local makers of handmade soaps and skin care products, refinanced with PIDC's **Working Capital and Equipment Loan** to stock up for the busy holiday season. **The Tactile Group**, a minority-owned, full-service web development company, used PIDC financing to help fund an expansion associated with a large

new contract. **Environmental Construction Services, Inc. (ECSI360)**, a growing HVAC and energy management company, used PIDC's **Contract Line of Credit** to maintain positive cashflow with slow-paying contracts. **Microcision**, a medical implant manufacturer, used PIDC's **Capital Project Loan** to purchase new machinery to remain on the cutting edge.

PIDC also continued to support entrepreneurship through **StartUp PHL**, an initiative launched with the City of Philadelphia. With investment partner First Round Capital, PIDC announced a new **StartUp PHL Seed Fund** investment and three investments from the new **StartUp PHL Angel Fund**, created to increase funding options for the city's earliest stage startups.



The Tactile Group



ECSI360, United American Builders, and BFW Group at The Navy Yard



Duross & Langel

INCREASED  
BUSINESS  
LENDING  
20%  
OVER  
2013



Children's Hospital of Philadelphia (CHOP) and City of Philadelphia

## CAPITAL FOR DEVELOPMENT PROJECTS

PIDC is committed to investing in underserved communities throughout Philadelphia. In 2014, PIDC was awarded a \$38 million **New Markets Tax Credit (NMTC)** allocation, bringing our total awards since 2007 to \$148 million. PIDC deploys these credits to spur investment and fund projects that create jobs, energize neighborhoods, and eliminate blight in the areas that need it most.

**The Children's Hospital of Philadelphia** used NMTC financing for The Community Health & Literacy Center in South Philadelphia, a first-in-the-nation model of public-private partnership with the City of Philadelphia for the creation of a wellness and literacy center.

PIDC also supported the continued expansion of Philadelphia's thriving hospitality industry. With financing through PIDC and **CanAm Enterprises, The Courtyard Philadelphia South at The Navy Yard** opened in 2014. PIDC also made a commitment to the development of new hotels in Center City including the

**W** and **Element Hotels** and the new **Kimpton Hotel** in the historic Family Court building on the Parkway.

PIDC completed 20 **Tax-Exempt Bond** transactions totaling \$620 million for charter and private schools, higher education and medical institutions affordable housing projects, and other non-profits. PIDC also administered state and local grants of over \$73 million supporting investments by non-profits, community organizations, and for-profit employers throughout the city.



### PIDC GOT A BRAND NEW LOOK

This year, PIDC underwent a rebranding initiative aimed to reach new audiences and better communicate the products and services we offer to drive business growth and development in Philadelphia. We relaunched our websites, **PIDCphila.com** and **navyyard.org**, and enhanced our social media presence.

COMMUNITY INVESTMENT **\$57** MILLION



The Courtyard Marriott Philadelphia South at The Navy Yard

INCREASED AVERAGE WEEKLY WEBSITE TRAFFIC

## CREATING WORKPLACES FOR THE FUTURE

After a devastating fire at their NJ warehouse, PIDC helped **Dietz & Watson**, a fourth generation family-owned manufacturer of specialty meats and cheeses, recover and expand their 75-year-old headquarters in Tacony. Working with City, State, and Federal agencies, PIDC assembled a 68-acre site next to their existing facility. PIDC sold 20 acres and provided

financing to Dietz & Watson to nearly double its footprint and construct a state-of-the-art food campus with a new 200,000 square-foot distribution center. The transaction also created a new 30-acre development site ready for growing industrial companies and 27 acres for waterfront recreation.

2014 was a year of expansions, attractions, and new amenities at **The Navy Yard**, Philadelphia's

**10** NEW BUSINESSES  
CAME TO THE  
NAVY YARD

GROWING TOTAL  
EMPLOYEES TO

**11,500**



modern, sustainable, business campus managed and developed by PIDC. Several companies grew into additional spaces, including **RevZilla.com**, **Urban Outfitters, Inc**, **Rhoads Industries**, and **Penn State**. Our development partners, **Liberty Property Trust** and **Synterra L.P.**, broke ground on a 75,000-square-foot building to house three international businesses. And several new-to-Philadelphia companies, including **Trellist**, **NXT Sports**, and **Zoomer**, came to The Navy Yard to grow. New amenities popped up, too, including **Lo Spiedo**, a restaurant from world-renowned Philadelphia chef Marc Vetri; new green spaces like **League Island Park**; and the first hotel, **The Courtyard Philadelphia South** by **Marriott**.



Dietz & Watson

## SCHOOL DISTRICT OF PHILADELPHIA PROPERTY SALES

PIDC led a marketing effort for the School District of Philadelphia to position 28 closed properties for sale and redevelopment. Seven high-interest school sites were put out through an RFP process while the 21 remaining schools were presented on PHLschoolsales.com. The campaign led to 71 offers to purchase 21 schools. Twenty properties are now sold or under agreement generating \$63 million in gross proceeds for the District.



Lo Spiedo



BY THE NUMBERS

IN 2014

175  
TRANSACTIONS

MORE THAN  
\$1 BILLION

IN PIDC FINANCING

MORE THAN 17,500 JOBS  
CREATED OR RETAINED

41 ACRES

OF LAND SALES  
CITYWIDE

SUPPORTED \$1.7 BILLION  
IN TOTAL PROJECT INVESTMENT

5 NEW BUILDINGS completed & opened  
247,000 SQ FT leased at THE NAVY YARD

Secured \$38 MILLION in NEW MARKETS TAX CREDIT allocation

Administered 35 GRANTS totaling \$73.5 MILLION

35 LOANS and LOAN GUARANTEES for  
\$6.25 MILLION to small, minority and women-owned businesses

\$67M

NON-PROFIT

\$104M

CHARTER/  
INDEPENDENT  
SCHOOLS

\$122M

SENIORS &  
AFFORDABLE  
HOUSING

\$259M

CITY  
TRANSACTIONS

\$327M

HIGHER  
ED/MEDICAL

\$879 MILLION in tax-exempt financing

**OUR MISSION** is to spur investments, support business growth, and foster developments that create jobs, revitalize neighborhoods, and drive growth to every corner of Philadelphia. To achieve our mission, we attract, manage, and invest public and private resources in the clients, communities, and markets that energize Philadelphia's economy.

PIDC is a non-profit founded by the City of Philadelphia and the Greater Philadelphia Chamber of Commerce in 1958. Over the past 57 years, PIDC has settled over 6,500 transactions with a diverse range of clients – including \$13 billion of financing and more than 3,000 acres of land sales – which have leveraged over \$23 billion in total investment and assisted in retaining and creating hundreds of thousands of jobs in Philadelphia.

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