

C E N T R A L

P H I L A D E L P H I A



D E V E L O P M E N T

C O R P O R A T I O N



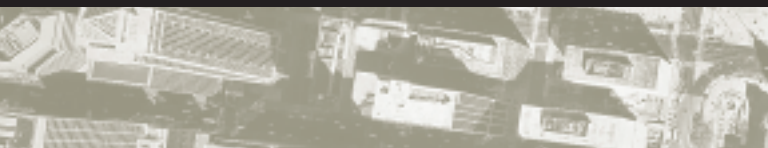
C E L E B R A T I N G F I F T Y Y E A R S

CENTER CITY'S BUSINESS LEADERSHIP ORGANIZATION

Since 1956, Central Philadelphia Development Corporation (CPDC), a membership organization of downtown business leaders, has been a force in the development of Center City. Today, CPDC remains focused on strengthening the competitiveness and attractiveness of Center City as the region's central location for business and entrepreneurship.

Throughout its history, CPDC has generated ideas and initiated programs that have transformed Center City.

CPDC played the lead private-sector role in revitalizing Society Hill, redeveloping Market Street East, planning the improved Vine Street Expressway, advocating for the Avenue of the Arts cultural district, and establishing the Center City District, the business improvement district that works closely with CPDC.



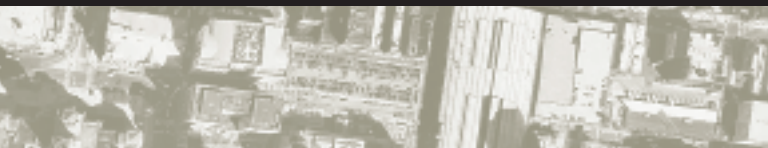
SHAPING THE FUTURE

Through planning, research and advocacy, CPDC offers new ideas and valuable marketplace data and works in partnership with other business, civic and government leaders to implement change.

CPDC tracks and analyzes employment and demographic trends in Center City, both to benchmark economic vitality and to encourage businesses to locate, grow and prosper here. CPDC's timely publications on demographic and business trends keep members current on developments, policies and projects affecting Center City.

CPDC works with the Philadelphia School District and independent, parochial and charter schools in Center City to enhance and promote educational options for parents of young children.

It manages the Central Philadelphia Transportation Management Association (CPTMA) to promote quality public transit and reduce traffic congestion. In partnership with cultural institutions and community organizations, CPDC is transforming the Benjamin Franklin Parkway into an animated, pedestrian-friendly cultural campus through the renovation and maintenance of public open spaces, installation of hundreds of new pedestrian and roadway lights, and through the dramatic illumination of City Hall, Parkway building facades and outdoor works of art.





CENTER CITY: AT THE CENTER OF EVERYTHING

Center City is the vibrant 24-hour hub of Greater Philadelphia. It is the largest concentrated center of employment in the region; the premier destination for conventions and tourism; the home of internationally renowned museums, cultural venues, historic sites and grand public spaces; the setting for healthcare

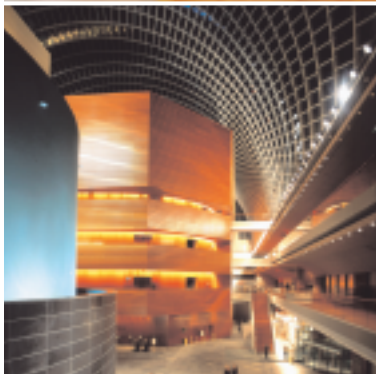
and educational institutions and home to award-winning restaurants, galleries, shops and cafes. Center City Philadelphia also boasts one of the largest downtown residential populations in the United States, with thriving neighborhoods that offer diverse housing types, rich amenities and an extraordinary quality of life.



ENHANCING QUALITY OF LIFE

With 88,000 residents, Center City Philadelphia has the third largest downtown residential population in the nation, after New York and Chicago. CPDC is working to insure the sustainability of Center City's residential revival with a focus on schools, playgrounds and recreational amenities to attract and retain a well-educated workforce in Philadelphia.

Through advocacy and marketing, CPDC promotes Center City's world-renowned arts and cultural scene, its vital retail and dining offerings and other downtown amenities that make Center City Philadelphia a popular place to work and live.



RETAINING & ATTRACTING BUSINESSES

With over 300,000 workers, Center City continues to reposition itself in the global marketplace, retaining and expanding existing business, while generating new firms and employment opportunities.

CPDC focuses on strengthening the competitiveness of Center City through research and advocacy for public policies that foster a business-friendly and entrepreneurial climate.

Working in partnership with city agencies, CPDC works to retain firms downtown and supports regional marketing efforts.

CPDC's Web site, www.CenterCityPhila.org, is an invaluable business resource. Companies seeking downtown office space can search available space by address, size or rent and compare the costs of leasing in Center City and the suburbs.



CPDC MEMBERS ENJOY:

- Periodic publications and timely reports about trends, developments, policies and projects affecting Center City.
 - *Center City Developments* is a concise, biweekly email compendium of news affecting Center City, for members only.
 - The annual *State of Center City* is a comprehensive look at all aspects of the downtown economy.
 - The *Center City Reports* series includes an annual residential analysis and special topics ranging from the office sector to plans for the Benjamin Franklin Parkway.
- The opportunity to direct original, customized research and analysis and shape policies to improve the business climate and quality of life in Center City.
- Priority invitations to forums, quarterly membership meetings, behind-the-scenes tours, special events and briefings on regional trends and the latest Center City developments.
- Informal networking, through committees and briefings, with Philadelphia's leaders.
- Visibility on the CPDC/Center City District Web site (www.CenterCityPhila.org), Center City's premiere Web portal, which receives one million visits annually.

JOIN CENTER CITY'S BUSINESS LEADERS TODAY

To learn more about how membership can benefit you and your business, contact CPDC's membership director at

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B E C O M E A M E M B E R T O D A Y !

If you are interested in Philadelphia's future, the Central Philadelphia Development Corporation invites you to join the more than 120 architecture, banking, communications, construction, engineering, law and real estate development companies who are already members.

To learn more about how membership can benefit you and your business, contact CPDC's membership director at

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Central Philadelphia Development Corporation (CPDC) is a not-for-profit organization of Center City business leaders whose mission is to strengthen the competitiveness of Center City as a place to work, to visit and to live. Supported by contributions from businesses and foundations, CPDC seeks to enhance Center City as the vibrant, 24-hour hub of the greater Philadelphia region.

STAY UP TO DATE AT WWW.CENTERCITYPHILA.ORG

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