



PHILADELPHIA'S BID FOR AMAZON HQ2

LEARNINGS + NEXT STEPS

A photograph of the Amazon Spheres building in Seattle, featuring a large, geodesic dome structure with a glass and metal facade. People are walking on the sidewalk in front of the building. A 'ONE WAY' sign is visible on the left. The image is overlaid with a dark blue gradient.

AMAZON'S RFP

50,000 JOBS – \$100,000+ AVERAGE SALARY

8,000,000 SF
STARTING WITH 500,000+ SF

OVER \$5B IN CAPITAL EXPENDITURES

The background of the slide is a photograph of the Amazon Spheres building in Seattle. The building is a large, geodesic dome structure made of glass and steel, situated in an urban environment. People are seen walking on the sidewalk in front of the building. The image is split into two vertical panels: the left panel is dark blue, and the right panel is light grey. A vertical lime green bar is positioned between the two panels.

AMAZON'S RFP

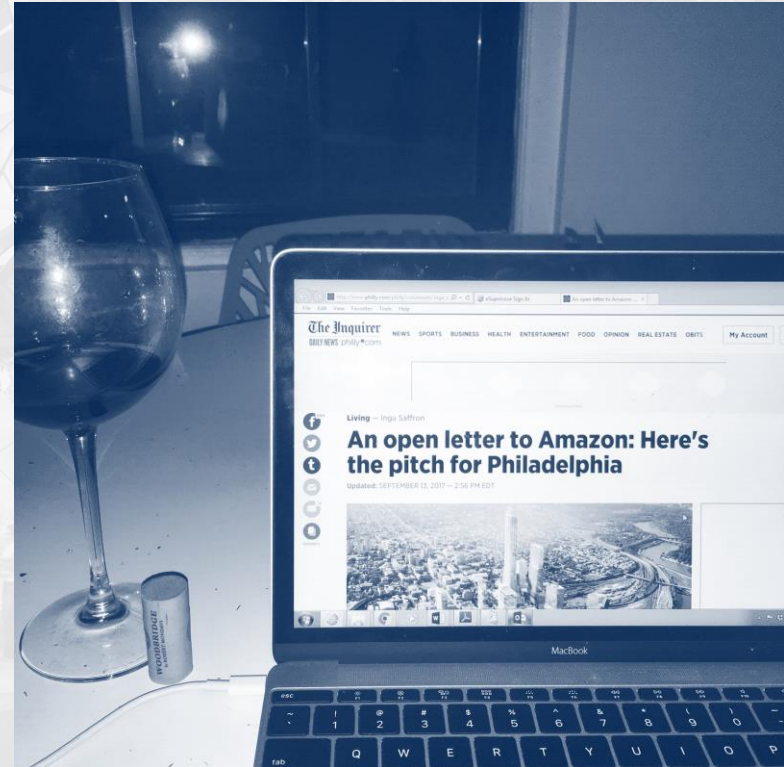
RFP RELEASED: SEPTEMBER 7
DEADLINE: OCTOBER 19

SUBMITTED NIGHT OF OCTOBER 17

DECISION TO BE MADE IN 2018

AMAZON'S RFP

LOTS OF LATE NIGHTS!





**ELIGIBILITY
+ KEY DRIVERS**

ACCESS TO TOP TALENT, ESPECIALLY TECH

MASS TRANSIT ON SITE

**CLOSE PROXIMITY TO INTERNATIONAL AIRPORT
WITH DIRECT FLIGHTS TO SEATTLE, SAN FRAN, NYC,
WASHINGTON DC**

METRO AREA WITH MORE THAN 1M PEOPLE



**ELIGIBILITY
+ KEY DRIVERS**

STABLE AND BUSINESS FRIENDLY ENVIRONMENT

COMMUNITIES THAT THINK BIG + CREATIVELY

DEVELOPMENT-READY SITE

QUALITY OF LIFE

INCENTIVES

A grayscale photograph of the Philadelphia skyline, featuring prominent skyscrapers like the Comcast Center and the City Center, with the Ben Franklin Bridge in the foreground. A vertical lime green bar is positioned on the left side of the image.

CORE TEAM

CORE TEAM CO-CHAIRS

HAROLD T. EPPS + JOHN GRADY

CORE TEAM

CITY AGENCIES

CHAMBER OF COMMERCE/SELECT GREATER PHILADELPHIA

PHLCVB + VISIT PHILLY

CAMPUS PHILLY

DIVERSE LOCAL TEAM OF CREATIVE CONSULTANTS



**CORE
TEAM**

WAR ROOM

AMAZON STYLE MEETINGS

VISIT PHILLY ADS OCTOBER - NOVEMBER



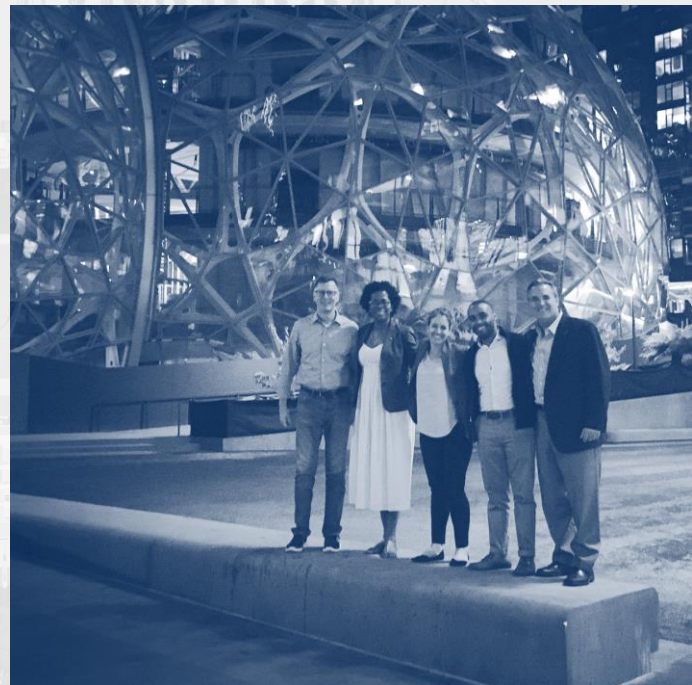
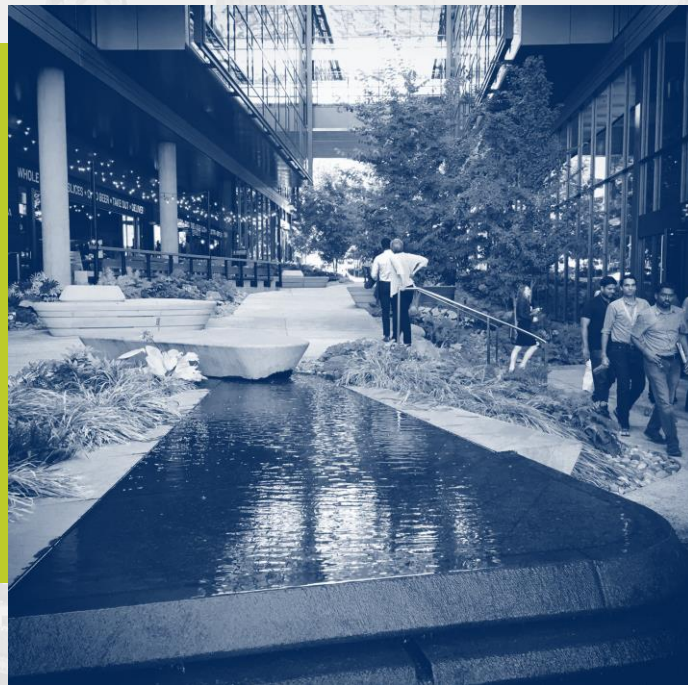
CORE TEAM



CUSTOMER OBSESSED!!



HQ1 VISIT





**GROUNDWELL
OF SUPPORT
+ BROAD-BASED
COALITION**

1,000+ EMAILS OFFERING SUPPORT

**PHILA.GOV/PHILLYDELIVERS
AND #PHILLYDELIVERS; 300+ FORMS**

**COUNCIL + PA HOUSE RESOLUTION
ENCOURAGING AMAZON**

LETTER SIGNED BY 160+ CORPORATE LEADERS

**LETTER SIGNED BY 65+
COLLEGE AND UNIVERSITY PRESIDENTS**



**GROUNDWELL
OF SUPPORT
+ BROAD-BASED
COALITION**

**LETTER SIGNED BY ALL
CITY COUNCIL + COUNTY COMMISSIONERS**

SURVEYS OF COLLEGE STUDENTS
170+ RESPONSES

TECH COMMUNITY SURVEY OF BIG IDEAS
90+ RESPONSES

GROUNDWELL OF SUPPORT + BROAD-BASED COALITION

LOCAL ENGAGEMENT





**CORE
MESSAGE**

LOCATION

AFFORDABILITY

ACCESS TO TALENT

QUALITY OF LIFE



THE FINAL PRODUCT

100+ PAGE PROPOSAL

LETTERS OF SUPPORT PDF

PASSWORD PROTECTED WEBSITE

PUBLIC.PHILADELPHIADELIVERS.COM



PHILADELPHIA

DELIVERS

S YOUR PARKW



**WHAT'S
NEXT?**

WE MADE THE SHORTLIST OF 20 CITIES!

PHASE 2



**WHAT'S
NEXT?**

“DEAMAZONIFY” WWW.PHILADELPHIADELIVERS.COM

MORE CROSS-SECTOR COLLABORATION

PHILADELPHIA DELIVERS TOUR

BUILDING A TALENT PIPELINE FOR THE 21ST CENTURY

THANK YOU

