

Introducing **Ready. Set. Philly!**



For a full year, COVID has wreaked havoc on the entire world, impacting not only the health of citizens but the well-being of our cities - including businesses and arts and culture.

While we may have left Philadelphia, Philadelphia hasn't left us. All the things that we love about it are still here, but a city is more than buildings and sidewalks. A city is its people. Philadelphia's vibrancy and the future of our community and economic health depend on people first returning to the City to work and play. With the growing availability of vaccines, we are all starting to think about life post-COVID, and we need a unified plan to give people the confidence to return to the office, eat in restaurants, and take advantage of all the things that make our City great.

Ready.Set.Philly! is a collaborative initiative between the City of Philadelphia, the Chamber of Commerce for Greater Philadelphia, and a broad and diverse coalition of Chamber employers and organizations working together to provide information and direction to encourage, support, and promote the safe return to Philadelphia for work and play. This 12-month initiative will harness the collective resources, knowledge, and can-do spirit of Philadelphia to move us forward and reset our City for success.

Where do we even start?

The culture, economic health, and vitality of the entire region depend on people safely and confidently returning to work, shop, eat, and play. Ready.Set.Philly! is providing a unified plan to share information and get folks excited about coming back to the City for work, entertainment, shopping, and to just hang out. It's time to get ready for the day when we can welcome everyone back to Philadelphia.

Who's in charge?

This is a year-long collaborative initiative between the City of Philadelphia, the Chamber of Commerce for Greater Philadelphia, and a whole lot of business leaders who care about Philly and want to see it thriving again.

What are you doing?

We are bringing stakeholders together to help people safely come back to Philadelphia to work. Once people are back, there's a positive ripple effect that benefits the entire City and region. We're creating a return-to-workplace roadmap with tools and resources for businesses and employers of all sizes. We're motivating people with stories of hope and enthusiasm for a safe road ahead.

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How can I contribute?

This collaborative is a temporary effort to provide a much-needed public service, and dependent on corporate donations. The Philadelphia Foundation is managing and coordinating the charitable contributions. To make a tax-deductible gift donation to Ready.Set.Philly!, please email the Philadelphia Foundation at readysetphilly@philafound.org.

You can also help to share the Ready.Set.Philly! Message to encourage people to come back to the City. Below are some talking points to get you started....

- As vaccines roll-out and more people in the region become protected against COVID-19, the closer the City gets to a post-pandemic reality. We need to work together, prepare, and get ready for when we reach the light at the end of the tunnel.
- The economic health and vibrancy of our community depend on residents, commuters, and visitors coming back to Philadelphia -- the heart of our region -- to work and play.
- The influx of people that come into the City on a daily basis -- for work, school, medical appointments, to shop, dine or enjoy entertainment -- creates the spending power that fuels Philadelphia's economy.
- Ready.Set.Philly! is a collaborative initiative between the City, the Chamber and a broad coalition of diverse employers and organizations who want to set Philadelphia up for post-pandemic success.
 - We will deliver a unified plan to safely bring people back to their workplaces and to all the things they love about Philadelphia.
 - We will be the go-to resource for reliable information about businesses of all sizes, workplaces of all types and employees from both inside and outside the City so everyone will feel confident returning to Philadelphia for work and play.

Who's who?

Advisory Council Tri-Chairs:

- Bill Hankowsky, former Chairman of the Board of Trustees, Chief Executive Officer, Liberty Property LP
- Michael Rashid, Commerce Director, City of Philadelphia
- Susan Jacobson, Board Chair, Chamber of Commerce for Greater Philadelphia; President, Jacobson Strategic Communications

Executive Director:

- Angela Val, Chief Administrative Officer, Philadelphia Convention and Visitors Bureau
angela@readysetphilly.com

Deputy Executive Director:

- Michelle Hestand, Director of Innovation, Independence Blue Cross
michelle@readysetphilly.com