

PORTLAND AMBASSADORS BEST PRACTICES TRIP TO PHILADELPHIA April 23-25, 2006

Introduction:

Philadelphia has a long rich history. Today, the Philadelphia story is no longer just about its proud past, but more and more it's about the present and the future. The public and private sectors have committed to regaining Philadelphia's prominence as a Great City -- the results to date are impressive: claiming the resources of the rivers for jobs, housing and amenities; leveraging resources to undertake signature development projects; conducting private sector-led fundraising campaigns to embark on major global marketing and economic development campaigns; working in regional collaboration. This city is not without its challenges...but it is determined to become the city of choice for new and expanding businesses, families, students and workers. While the contrasts between the two cities are numerous, there are many comparisons. Portland will learn a great deal from Philadelphia on this trip.

Key program elements:

- regional collaboration – business, ports, governments, higher education, economic development organizations
- how Philadelphia is moving its way back up the 'attractive cities for business' ladder
- significance of strong business leadership in achieving economic development goals
- government's role in providing a good place to do business – policies, infrastructure, incentives, taxes
- innovation and entrepreneurship as stimulus for economic growth
- reclaiming natural resources (e.g. waterfronts) for jobs, housing, quality of life
- development projects luring workers, families back to the center city
- sports, tourism and cultural impacts on local economy

Best Practices Visits Encourage Exchange:

The visit to Philadelphia is the latest in a series of Portland study missions to top rated, forward thinking cities – cities that have mobilized to grow and prosper while maintaining/improving their quality of life. Past trips have included Austin, Baltimore, Charlotte, Boston, Washington DC, New York City, and Vancouver, BC. The Portland delegates represent a cross section of business and industry, tourism, education and government (under the banner of the Portland Ambassadors).

During the April 23-25, delegates will meet with key Philadelphia leaders to examine the issues, challenges and opportunities facing Philadelphia and to learn of the innovative actions that city-region has/and is taking to be the best it can be. This study mission is not a recruitment trip but rather an excellent opportunity to learn from each other AND to build new relationships which will last for years.

KEY INFORMATION FOR TRIP PLANNING

Headquarters Hotel:

Park Hyatt Philadelphia
Broad and Walnut Streets
Philadelphia, PA
215-893-1234 fax: 215-732-8518

Meeting Locations: All meetings will be held at the Greater Philadelphia Chamber of Commerce (located in same building as the Park Hyatt). Sunday and Monday evening 'end-of-day' hospitality events and Monday and Tuesday morning breakfasts will be held at the Park Hyatt (see program schedule for rooms).

BEST PRACTICES SCHEDULE OF ACTIVITIES

Sunday – April 23, 2006

6:30-8:00 p.m. **Best Practices “Welcome to Philly” Hospitality Suite**
Location: Park Hyatt Philadelphia (State Drawing Room – 1st floor)

Monday – April 24, 2006

7-8:00 a.m. **Continental Breakfast**
Location: Park Hyatt (Conservatory – 12th floor)

8:30 a.m. **Welcome and Program Introduction**
Speaker: Randy Miller, Portland Ambassadors chairman
Location: Greater Philadelphia Chamber of Commerce (7th floor same bldg as Park Hyatt)

9:00-10:15a.m. **Marketing Philadelphia...at home and around the globe**
Speaker: Thomas Morr, President/CEO, Select Greater Philadelphia
Location: Greater Philadelphia Chamber of Commerce

10:30-11:30a.m. **Innovative Programs Write Next Chapter in Philadelphia Story**
Speaker: Peter Longstreth, President/CEO, Philadelphia Industrial Development Corp.
Location: Greater Philadelphia Chamber of Commerce

11:45-3:30 p.m. **Tour Citizens Bank Park and The Navy Yard (lunch @ stadium)**
Guide: John Grady, Sr VP, Philadelphia Industrial Development Corp.

5:00-6:30 p.m. **End of Day Hospitality**
Speaker: Larry Needle, Exec Director, Philadelphia Sports Congress
Location: Park Hyatt (Conservatory – 12th floor)

Tuesday – April 25, 2006

7-8:00 a.m. **Continental Breakfast**
Location: Park Hyatt (Conservatory – 12th floor)

8:30 a.m. **Welcome and Program Introduction**
Speaker: Randy Miller, Portland Ambassadors Chairman
Location: Greater Philadelphia Chamber of Commerce (7th Floor same bldg as Park Hyatt)

8:35-9:15 a.m. **Stimulating Economic Growth Through Innovation and Entrepreneurship**
Speaker: RoseAnn Rosenthal, President/CEO, Ben Franklin Technology Partners
Location: Greater Philadelphia Chamber of Commerce

9:30-10:15 a.m. **Impact of Travel Industry on Local Economy**
Speakers: William Walsh, General Manager/Marriott Downtown and Jack Ferguson, VP, Philadelphia Convention & Visitors Bureau
Location: Greater Philadelphia Chamber of Commerce

10:30-12:00 p.m. **Creating a Competitive 21st Century City**
Speaker: Paul Levy, President/CEO, Center City District
Location: Greater Philadelphia Chamber of Commerce

12-1:30 p.m. **Lunch and Debrief Group Session**
Location: Greater Philadelphia Chamber of Commerce