

## **JPMorganChase *AdvancingCities* Challenge City of Philadelphia Process for Support and Endorsement**

### **Overview**

Philadelphia is at critical juncture in its development as a world class city, as we are now experiencing a pattern of sustained economic growth. Although Center City and its environs are booming, the same is not true for many of our other neighborhoods. Communities are still experiencing commercial and residential vacancy, low education attainment, lack of living wages jobs and poor access to services.

Due to the relatively moderate pace of development in Philadelphia, we have a unique opportunity to develop policies and programs to proactively drive appropriate and needed investment in our communities.

The City's Department of Planning and Development, Department of Commerce, along with the Philadelphia Industrial Development Corporation (PIDC), and the City's Office of Workforce Development have engaged partners- residents, businesses leaders, NGOs, researchers and CBOs in the process to strategically invest and leverage public dollars with philanthropic and private capital investment, to ensure that we can begin to make progress to ensure economic growth is experienced by all Philadelphians. The JPMorganChase *AdvancingCities* Challenge is one opportunity to do so.

### **The JPMorganChase *AdvancingCities* Challenge**

The Challenge is a five-year initiative to invest in solutions that bolster the long-term vitality of the world's cities and the communities within them that have not benefited from economic growth. The Challenge will make investments in cities to support creative, collaborative and sustainable solutions that address cross-cutting challenges to help more people benefit from a growing economy.

#### **The Challenge has three primary goals:**

1. Accelerate the progress of cities with a comprehensive understanding of the biggest challenges facing their communities;
2. Drive collaboration between public, private, and not-for-profit actors to advance big ideas that tackle persistent challenges to inclusive growth
3. Surface innovation solutions to address these persistent challenges, particularly those that underlie persistent racial and economic inequities.

Successful applicants will be eligible for a grant of up to \$3 million. JPMorganChase expects to award 4-6 grants annually, allocated over a three-year period. The Challenge is open to not-for-profit organizations that meet the Eligibility requirements. Full guidelines at [www.jpmorganchase.com/advancingcities](http://www.jpmorganchase.com/advancingcities)

**Cities/regions are eligible to receive one grant award per locality. The City government must endorse a single, local application, and the applicant must be an established coalition led by a high-capacity, nonprofit organization.**

Philadelphia is uniquely poised to apply for and be competitive in the JPMorganChase *AdvancingCities* process. By aligning philanthropic efforts and local financing tools with the identified needs of our businesses and residents, we can work together to break the stubborn cycle of poverty that has held at over 20% for the last twenty years.

## City of Philadelphia Process

The City of Philadelphia seeks to provide clear and transparent guidance for applicants seeking the City's support for the JPMorganChase *AdvancingCities* Challenge.

The City will support *a single proposal* that supports local policy priorities aligned to the JPMorganChase community investment strategy:

- **Advance economic mobility and opportunities** by providing technical and financial assistance to residents, businesses, and community-based organizations to encourage sound decisions that support growth.
- **Ensure Philadelphians can compete for good jobs** by equipping residents (with a specific focus on youth, returning citizens, immigrants, individuals with low literacy and entry level workers) with the skills they need to successfully enter the workforce and advance along a career pathway. See the City's collective workforce development strategy, *Fueling Philadelphia's Talent Engine*, at <https://tinyurl.com/workforceFPTE>
- **Prevent residential, commercial and cultural displacement** by identifying investment strategies that encourage neighborhood development while supporting existing residents, businesses and community organizations to remain in their neighborhood.
- **Build on local cultural assets by respecting community character, cultural diversity and values** by promoting personal responsibility and inspiring, training and supporting residents to be advocates and leaders in their neighborhoods.
- **Develop healthy and safe neighborhoods** by enhancing access to quality public amenities, expanding the supply and diversity of housing and employment options, and promoting the overall equitable growth and development of the City.
- **Enable equitable access to capital** for households, entrepreneurs and commercial investors focused on building wealth and vitality in our underinvested neighborhoods.

The City, in partnership with PIDC, requests the following information be provided by prospective applicants to enable an informed decision on which proposal will be most competitive, have a strong likelihood for success and thus be endorsed. The City will convene potential partnerships and actively support the development of a single, endorsed proposal for Philadelphia.

### Step One: Pre-Proposal Convening

The City will host a pre-proposal meeting from 3:00 – 4:00 p.m. on Friday, October 5<sup>th</sup>, 2018 at the Municipal Services Building (1401 JFK Blvd.) in Room 1450. The purpose of the meeting is to provide an overview of the *AdvancingCities* Challenge and to orient prospective lead applicants and their coalition partners to the City's priorities as they align to the Challenge.

*We strongly encourage participation in the pre-proposal convening, but it is not mandatory.* Please RSVP to Ashley Del Bianco at [Ashley.DelBianco@phila.gov](mailto:Ashley.DelBianco@phila.gov) to indicate your plans for attendance.

### Step Two: Request for Ideas

Please submit a brief outline of an *AdvancingCities* Challenge proposal (i.e. project abstract) to include the following.

*As a guide to length, we request a response of 3-5 pages.*

- 1) A brief description of how your proposal will address at least two of the City's and the Challenge's aligned goals.
- 2) A demonstrated understanding of the needs of the community(ies) to be served.
  - a) Priority consideration will be given to proposals that address citywide issues or can be scalable citywide.
  - b) The City also seeks to support investment in the Philadelphia Opportunity Zones, as designated by the Pennsylvania Department of Community and Economic Development. A map of the Zones can be found at <http://dced.maps.arcgis.com/home/webmap/viewer.html?webmap=b0bd4d703ddc498fb0a993a00d77ed4c>
- 3) A brief outline of the partnership and members' roles. As JPMorganChase has expressed a strong preference for established partnerships/coalitions, the partnership should demonstrate strong institutional relationships, including:
  - a) A description of the lead applicant organization, capacity, experience, and services to be coordinated.
  - b) A history of the partnership and a description of accomplishments thus far.
  - c) A description of the proposed evaluation partner and evaluation approach, describing the outcomes and system changes of the initiative.

### **Submission and Timeline**

Please submit your proposals to Ashley Del Bianco, Chief Grants Officer, at [Ashley.DelBianco@phila.gov](mailto:Ashley.DelBianco@phila.gov) by 5pm EST on Monday, October 15<sup>th</sup>, 2018 to be considered.

The City will select an idea by October 22<sup>nd</sup> and will support the lead applicant and partners to refine the proposal and ensure alignment with City and JPMorganChase goals.

The completed Phase I application is due to JPMorganChase by November 30<sup>th</sup>, 2018.