Philadelphia Anchors for Growth & Equity

Philadelphia Anchors for Growth & Equity (PAGE) is a partnership between the Economy League, the City of Philadelphia, and more than a dozen Philadelphia-area institutions that works to increase local purchasing by institutional buyers to grow Philadelphia businesses, strengthen the local economy, create jobs, and build wealth.
Increasing local purchasing by Philadelphia anchor institutions offers a tremendous opportunity to grow jobs and build local wealth.

Today, the 34 universities and hospitals located in Philadelphia together spend $5.3 billion on goods and services every year, but nearly half of these dollars are currently spent outside of Philadelphia. Analysis of the local business landscape suggests that at least $530 million of anchor dollars currently being spent outside of the region align with local market supply. Capturing just 25% of this half-billion-dollar opportunity would translate into 1,250 new manufacturing jobs and 4,000 indirect jobs in Philadelphia.

**What is an anchor institution?**

Anchor institutions are ‘anchored’ in place by assets, such as historic academic campuses or medical facilities. Because they are rooted in place, anchors are invested in improving the welfare of their surrounding neighborhoods.

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*Survey of the Current and Potential Impact of Local Procurement by Philadelphia Anchor Institutions, 2014, Office of the Philadelphia City Controller
Anchoring Our Local Economy: Developing a Local Procurement Strategy for Philadelphia’s Higher Education and Healthcare Institutions, 2015, Office of the Philadelphia City Controller*
PAGE FRAMEWORK

The Economy League is leveraging its deep knowledge of the Philadelphia market and broad network of stakeholders to provide insight into institutional purchasing practices, reduce barriers to participation for local businesses, engage major suppliers, and catalyze the creation of a supportive ecosystem.

Analyzing Data

The Economy League’s deep analytical expertise is generating insights into institutional purchasing trends in the Philadelphia region.

The Economy League is working closely with a broad range of partners to address barriers that reduce local business participation in institutional supply chains.

Through PAGE, the Economy League regularly convenes a cross-section of anchor staff (procurement directors, supplier diversity directors, and government relations leaders) and an extensive roster of local government, nonprofit, and business organizations. This unprecedented collaboration allows the PAGE team to advance creative solutions that lower barriers to local businesses including a lack of information, inadequate access to the right decision makers, long sales cycles, high bonding requirements, and insufficient business capacity.

Reducing Barriers for Local Businesses

The Economy League is working closely with a broad range of partners to address barriers that reduce local business participation in institutional supply chains.

Engaging Major Suppliers

The Economy League is leveraging the collective power of PAGE members to engage major suppliers in local purchasing work.

Many anchor institutions rely on large, national companies for a significant share of the goods and services they purchase, presenting a major barrier to localization efforts. PAGE is tackling this challenge by leveraging the collective voice of participating institutions. The Economy League validated this approach by working with two anchors to incorporate local purchasing language in their food service RFP, resulting in significant local supplier engagement by a national food service company. The Economy League is also working with PAGE partners to catalyze the creation or relocation of high-impact businesses by pooling anchor demand.

Ensuring a Robust Ecosystem to Support Local Purchasing Work

Philadelphia is blessed with an extensive network of business support organizations, capital providers, and workforce development organizations that can deliver critical resources and wraparound services for local purchasing efforts. At the same time government officials at the local and state levels are hard at work advancing policies to increase local and diverse purchasing. However, those resources have not always been coordinated to address the gap in local purchasing opportunities for local businesses. The Economy League is working with PAGE partners to identify gaps in the regional ecosystem and coordinate the necessary resources to enable local businesses to take advantage of anchor supply chains opportunities.

economyleague.org/page
A group of leading Philadelphia institutions provided the seed funding to launch Philadelphia Anchors for Growth and Equity. This work would not be possible without the support of these PAGE Founding Partners.

GET INVOLVED

Join our extensive roster of partners. Contact us if you represent:

Anchor Institutions
An Anchor Institution interested in increasing your spending with local and diverse companies and networking with like-minded leaders from peer organizations.

Local Businesses
A Local Business with capacity to serve local anchors or an interest in developing your potential to take advantage of contract opportunities with local anchor institutions. Target industries include but are not limited to: Chemicals and Gasses, Cleaning Products and Supplies, Computer Technology, Construction Materials, Electrical, Facility Products, Food-Related, Furniture, HVAC, Laboratory Equipment, Medical Equipment, Office Supplies, Paper Products and Printing, Pharmaceuticals, Sports and Recreation Equipment.

National Suppliers
A National Supplier interested in finding creative ways to meet your institutional clients’ local and diverse purchasing requirements and showcasing your local purchasing efforts to leading Philadelphia-area anchor institutions.

Support Organizations
A Support Organization that can provide capacity building, capital, or workforce training to support expanding businesses.

WANT TO LEARN MORE?
VISIT ECONOMYLEAGUE.ORG/PAGE

The Economy League of Greater Philadelphia addresses critical issues facing Greater Philadelphia by providing impactful research, connecting diverse leaders, and advancing shared solutions. We envision a thriving Greater Philadelphia region powered by informed and collaborative leadership.

Since its founding in 1909, the Economy League has believed that high-quality analysis and practical insight about the region’s most important challenges and opportunities, combined with collaborative, cross-sector leadership are crucial drivers of prosperity in Greater Philadelphia.