

The West Philadelphia Corridor Collaborative

MISSION: The West Philadelphia Corridor Collaborative (WPCC) is a network of business stakeholders, including grassroots business associations that together form a single economic development engine that provides support, growth, and opportunity to small business entrepreneurs. We are unified in the singular mission that the best way to create a strong community is by motivating and support citizens to become entrepreneurs and supporting existing business through organizing and expanding information, resources, advocating for, and directly acquiring business contracts on behalf of our membership.

STRATEGIC INITIATIVES:

1. **INFORMATION- SHARING:** Facilitate the exchange of information and resources between business groups that represent major commercial corridors and small business constituents in West Philadelphia.
2. **COLLABORATION:** Collaboratively address issues facing businesses across West Philadelphia by forming partnerships with institutions, corporations, and political entities.
3. **PROCUREMENT:** Advocate for local sustainable procurement in the form of small business contracts from local institutions, corporations, and levels of government.
4. **ECONOMIC GROWTH:** Increase consumer traffic to local small businesses via special events and attract new and diverse businesses to West Philadelphia's commercial corridors. Authorize and support the creation of new business associations to represent commercial corridors without representation.
5. **BUSINESS INCUBATION:** Support and organize resources for individuals that want to start businesses in West Philadelphia. Emphasize increasing minority and women participation in entrepreneurship
6. **LOCAL AND MINORITY HIRING INITIATIVES:** Ensure minority and women participation in construction and other local projects.
7. **ENTREPRENEURSHIP EDUCATION:** Support and organize opportunities to expose youth to entrepreneurship.
8. **ZONING:** Educate business associations that serve their communities as RCO's on community planning and the zoning process. Coordinate RCO votes on major development projects to advance projects with social impact and benefits to the community and prevent projects that disrupt the fabric of our neighborhoods.