



# How Immigrant Businesses Can Bring New Vitality to Downtown Retail Districts

 @DVRPC #SOSroundtable  
#GlobalPhilly15

# GLOBAL PHILLY™ 2015

<http://globalphiladelphia.org/>

September 15th -  
November 15th, 2015

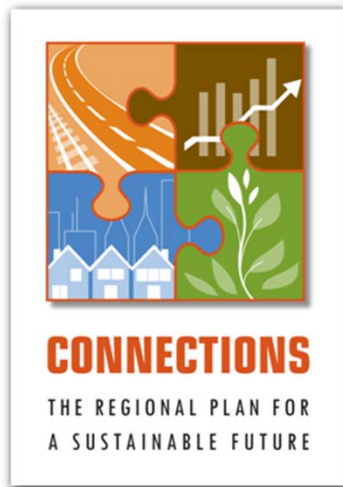
@GlobalPhillyTM  
#GlobalPhilly15



# The 9-County DVRPC Region



# Metropolitan Planning Organization

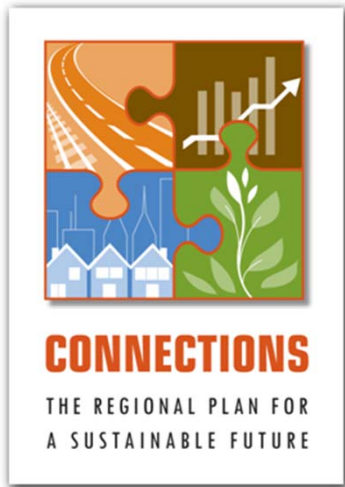


## Long Range Plan

- *Connections 2040—  
The Regional Plan for a Sustainable Future*
- land use and transportation plan
- provides a vision of the region's future through 2040
- serves as blueprint for future transportation facilities & services

<http://www.dvrpc.org/LongRangePlan/>

# Metropolitan Planning Organization



## 4 Key Strategies

- Manage Growth and Protect the Environment
- Create Livable Communities
- Build the Economy
- Establish a Modern, Multimodal Transportation System

December 9<sup>th</sup>



Grantwriting

January 20<sup>th</sup>





**DATA  
SNAPSHOTS**

## Immigration in Greater Philadelphia

Presented by Christina Arlt and Emily Costello  
Planners, Office of Smart Growth

@DVRPC

[www.dvrpc.org](http://www.dvrpc.org)



# Presentation Outline

- Why is immigration important to our region?
- How many immigrants are there?
- Where are they from?
- When did they get to the United States?
- What are their socioeconomic characteristics?
- What can communities do to attract more immigrants?



# Definitions

Citizen

Non-citizen

Born in US, Puerto Rico, U.S. Island Areas, or born abroad to U.S. citizen parent

Native-born

Not born in US

Foreign-born; Naturalized citizen

Foreign-born; Not a U.S. Citizen

# Immigrants are Important



Immigration Task Force

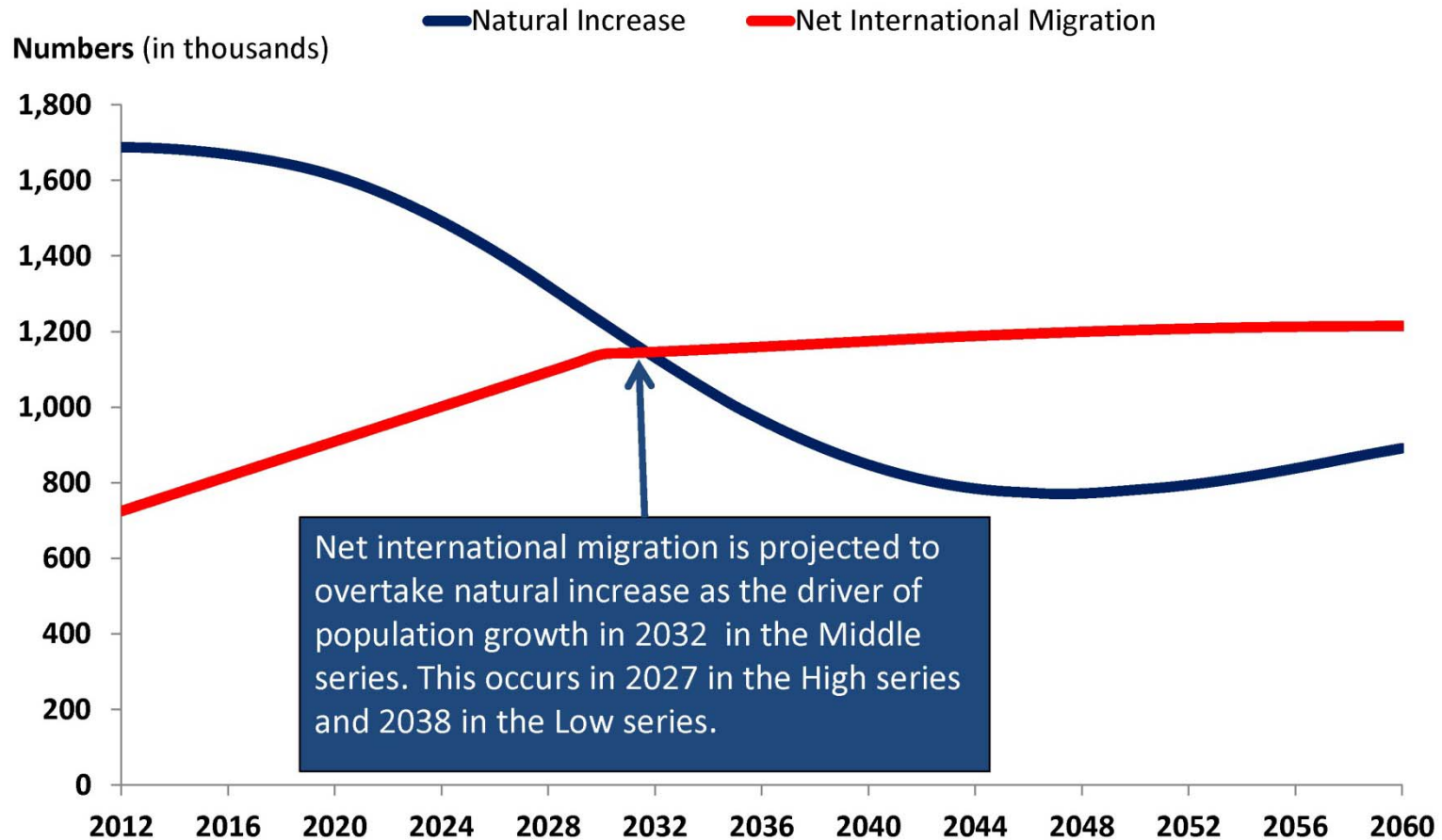
## Immigration: America's Demographic Edge

Staff Paper | January 2014



*“Immigration  
serves [America]  
as an essential  
power asset.”*

# Immigrants are Important



# Immigrants are Important

## IMMIGRANT SMALL BUSINESS OWNERS

A SIGNIFICANT AND GROWING  
PART OF THE ECONOMY

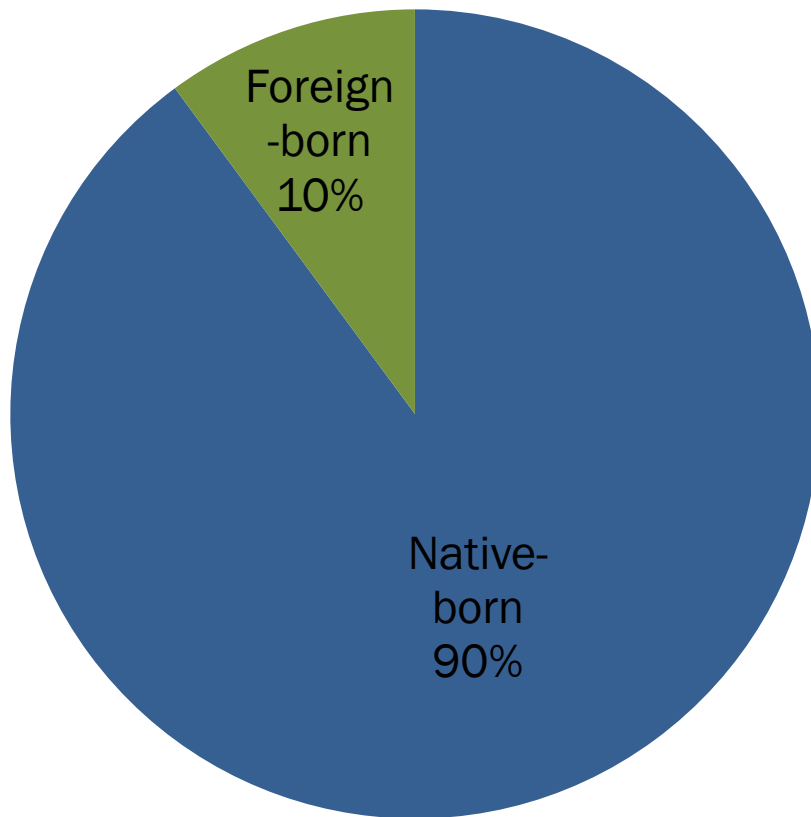
A REPORT FROM THE FISCAL POLICY INSTITUTE'S  
IMMIGRATION RESEARCH INITIATIVE

[WWW.FISCALPOLICY.ORG](http://WWW.FISCALPOLICY.ORG)

JUNE, 2012

*“Immigrant-owned small businesses generated an estimated \$775 billion in annual receipts and employed an estimated 4.7 million people.”*

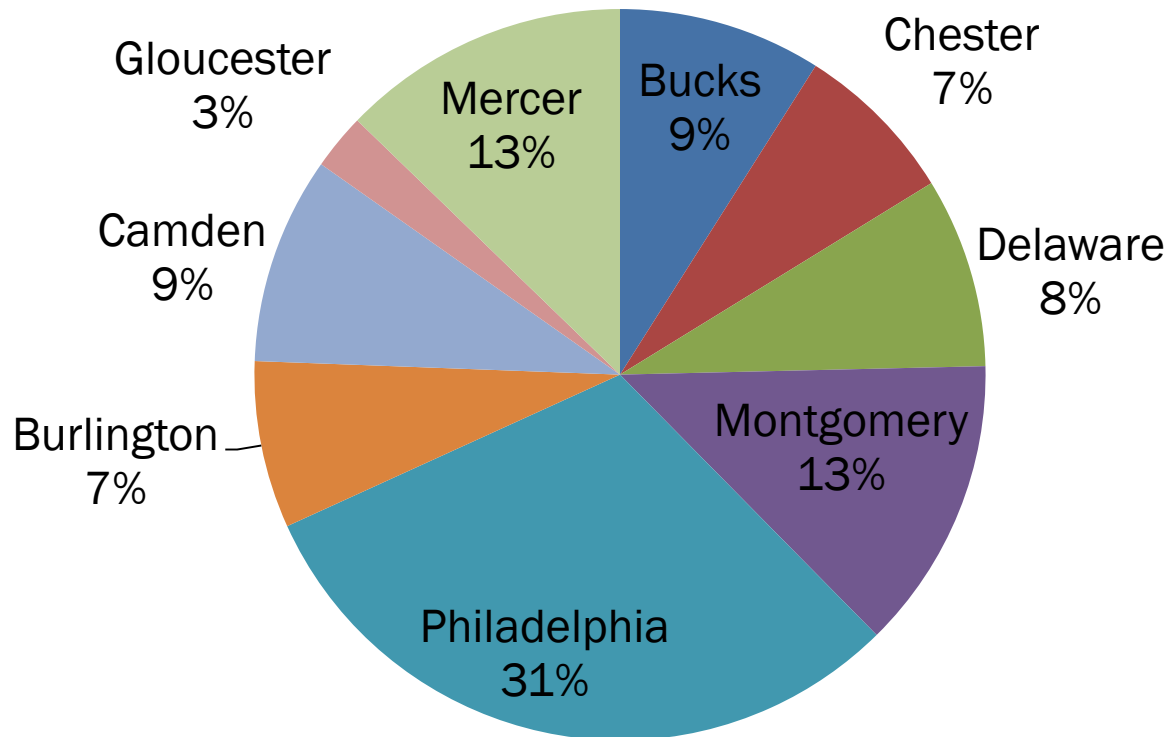
# How Many Foreign-born Are There In Greater Philadelphia?



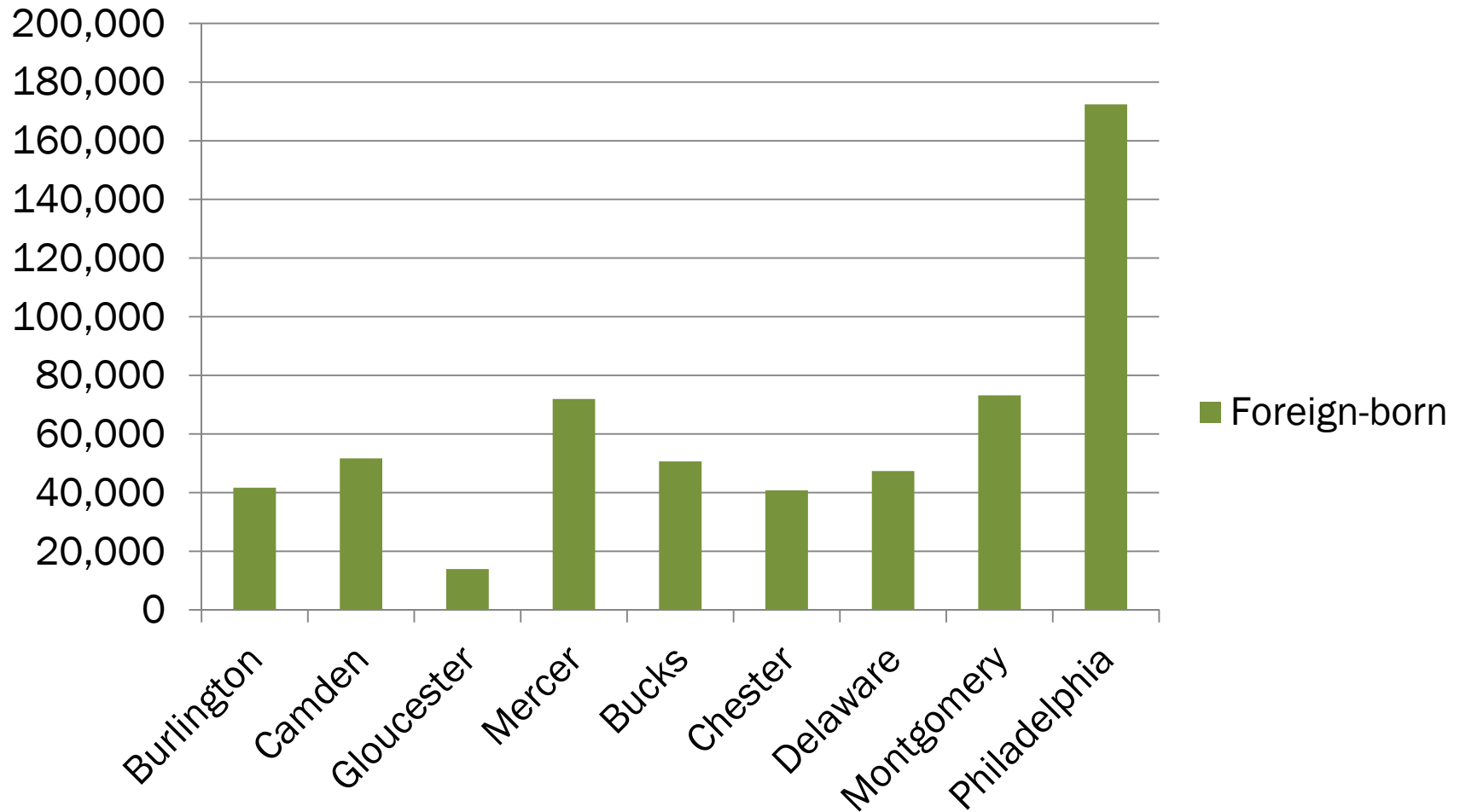
Foreign-born	563,603
Native-born	5,012,845
<b>Total Population</b>	<b>5,576,448</b>

# Where do Greater Philadelphia's Foreign-born Live?

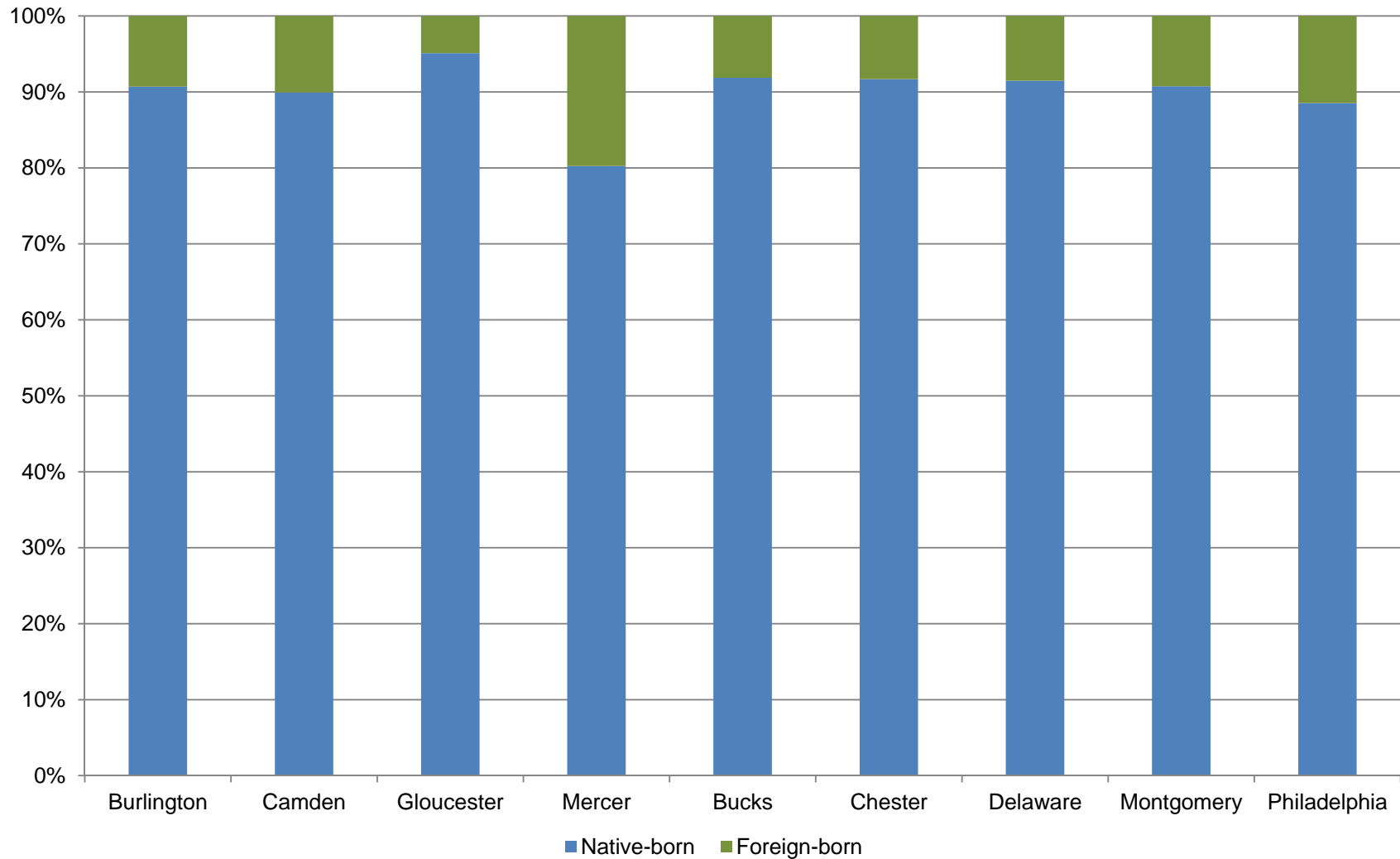
Foreign-born by County



# Number of Foreign-born by County

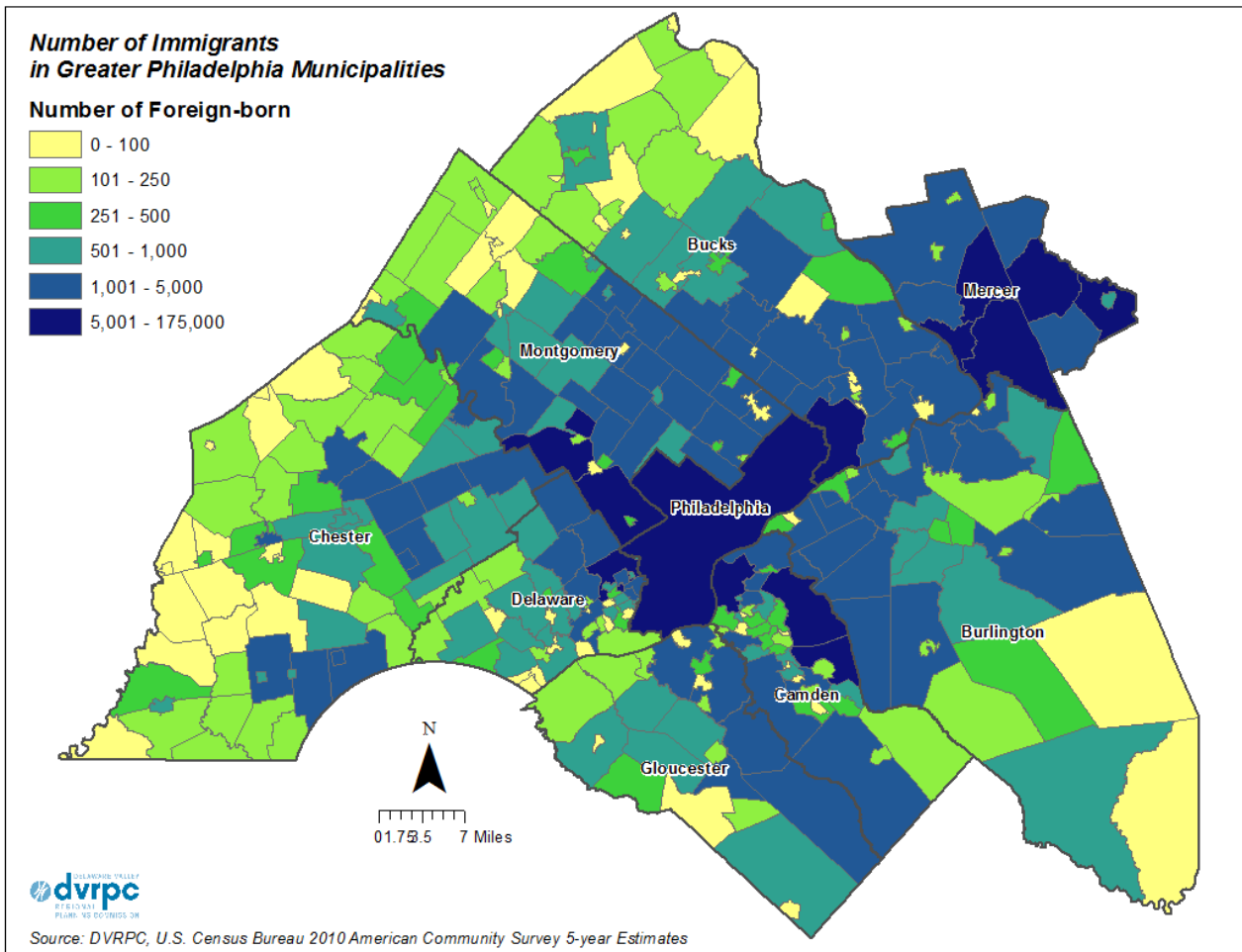


# Percentage Native-Born and Foreign-born by County





# Number of Foreign-born

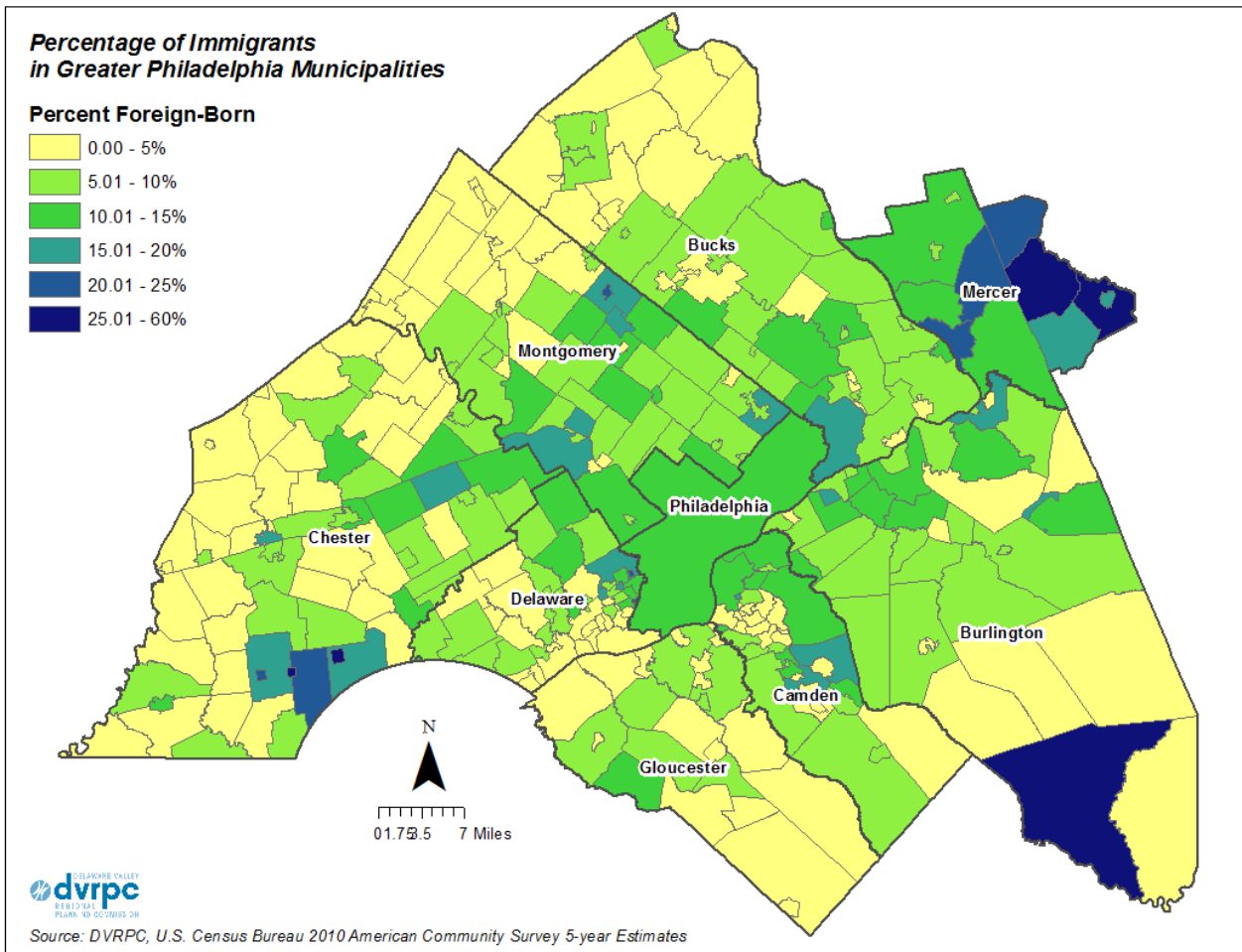


## Municipalities with Highest Number of Immigrants

Philadelphia City
Trenton City
Upper Darby Township
Hamilton Township
Cherry Hill Township
West Windsor Township
Camden City
Bensalem Township
East Windsor Township
Lawrence Township
Lower Merion Township
Princeton
Norristown Borough
Voorhees Township
Abington Township

U.S. Census Bureau 2013 American Communities Survey 5-year Estimates

# Percentage of Foreign-born



## Municipalities with Highest Percentage of Immigrants

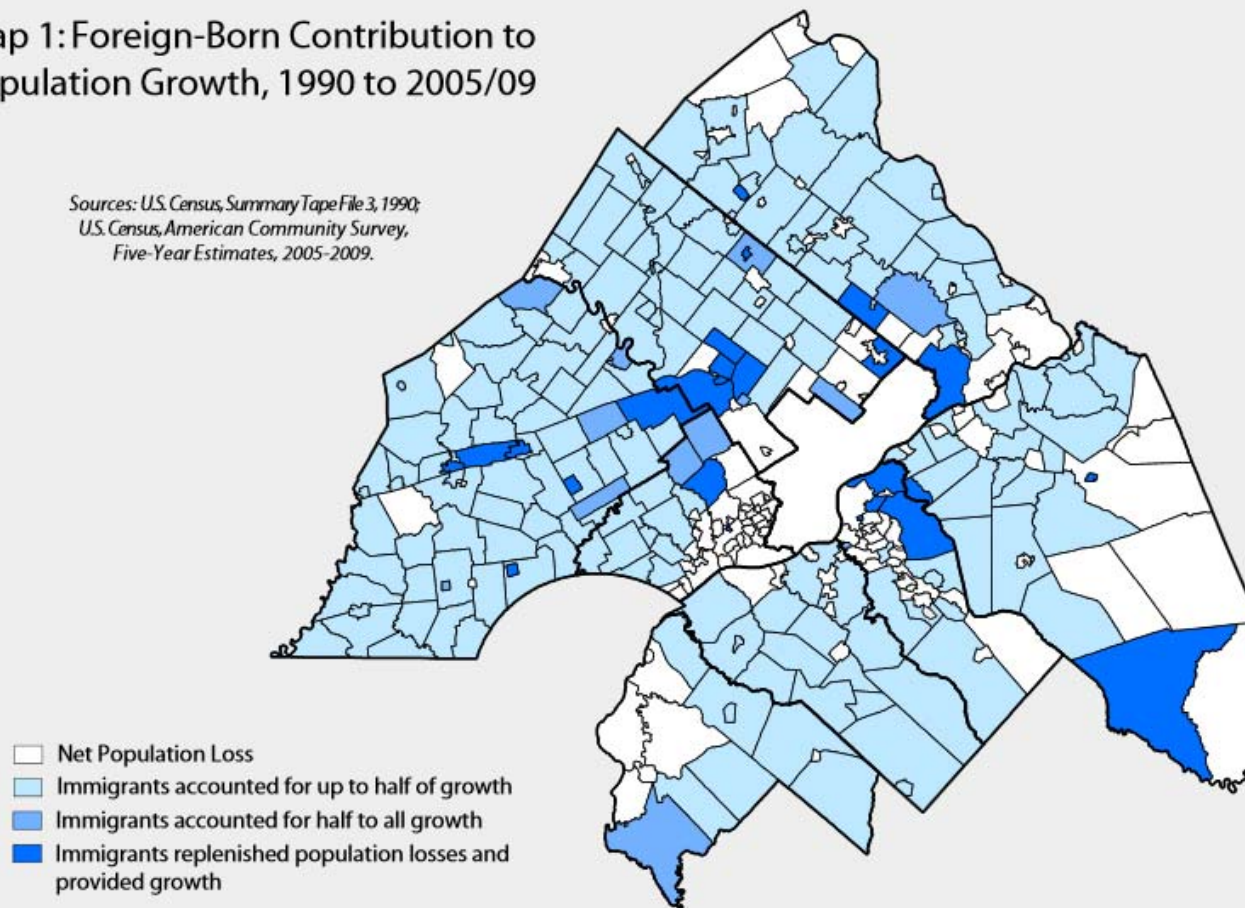
Millbourne Borough
Avondale Borough
West Windsor Township
Kennett Square Borough
East Windsor Township
Colwyn Borough
Hatfield Borough
Hightstown Borough
Lawrence Township
Princeton
Trenton City
Woodlynne Borough
Wrightstown Borough
New Garden Township
East Lansdowne Borough

U.S. Census Bureau 2013 American Communities Survey 5-year Estimates

# Foreign-born Contribution to Population Growth

Map 1: Foreign-Born Contribution to Population Growth, 1990 to 2005/09

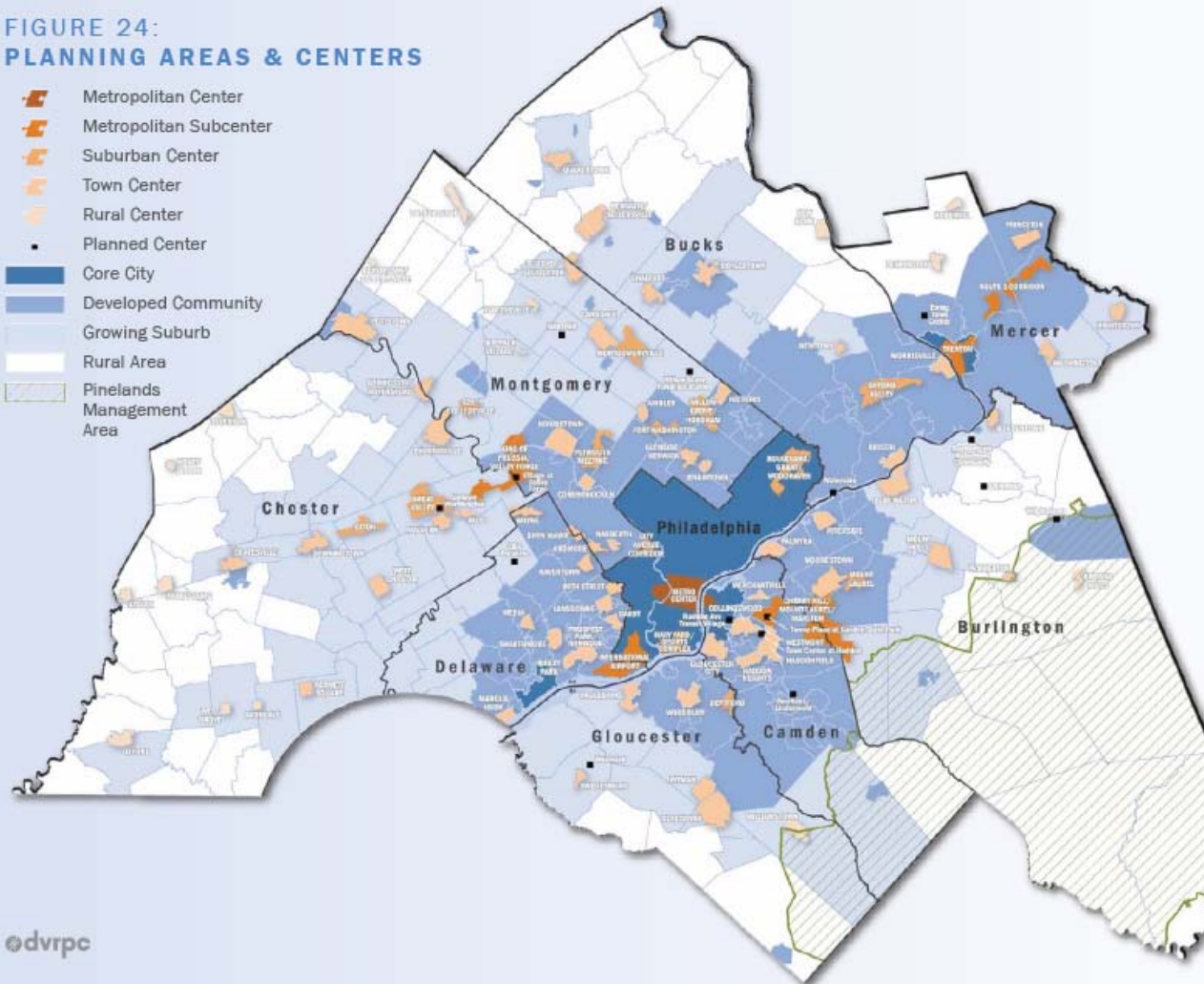
Sources: U.S. Census, Summary Tape File 3, 1990;  
U.S. Census, American Community Survey,  
Five-Year Estimates, 2005-2009.



# Foreign-born by 2040 Planning Area

FIGURE 24:  
PLANNING AREAS & CENTERS

-  Metropolitan Center
-  Metropolitan Subcenter
-  Suburban Center
-  Town Center
-  Rural Center
-  Planned Center
-  Core City
-  Developed Community
-  Growing Suburb
-  Rural Area
-  Pinelands Management Area



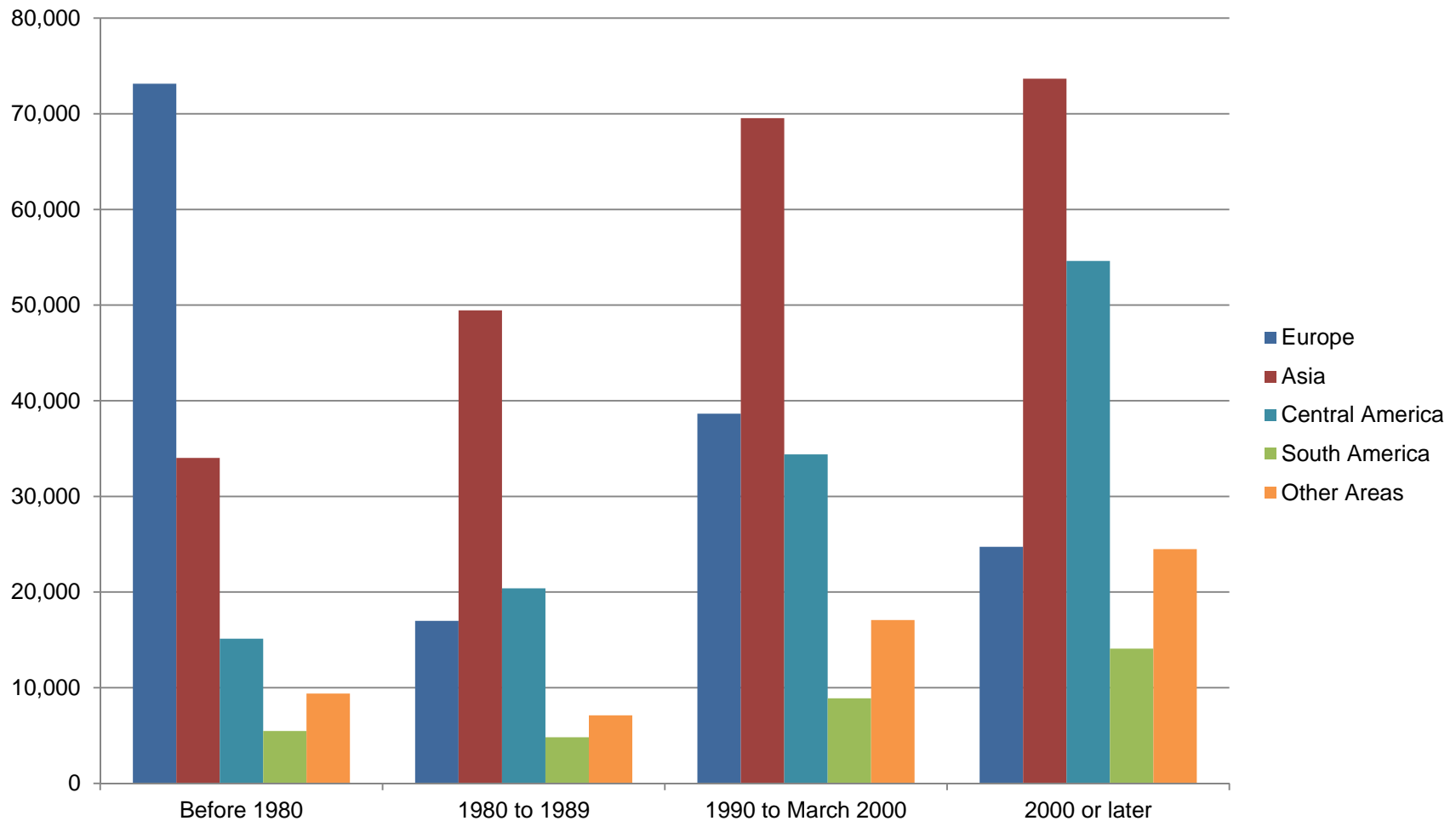
# Immigrants by 2040 Planning Area

2035 Planning Area	Total # of Municipalities	Total Population	Total # of Foreign-born	% of Total Population in Planning Area Who Are Foreign-born	% of Foreign-born Living in Planning Area
Core City	4	1,702,642	204,293	12.0%	36.2%
Developed Community	199	2,446,810	246,599	10.1%	43.8%
Growing Suburb	90	1,106,471	96,194	8.7%	17.1%
Rural Area	60	320,525	16,517	5.2%	2.9%
TOTAL	353	5,576,448	563,603		

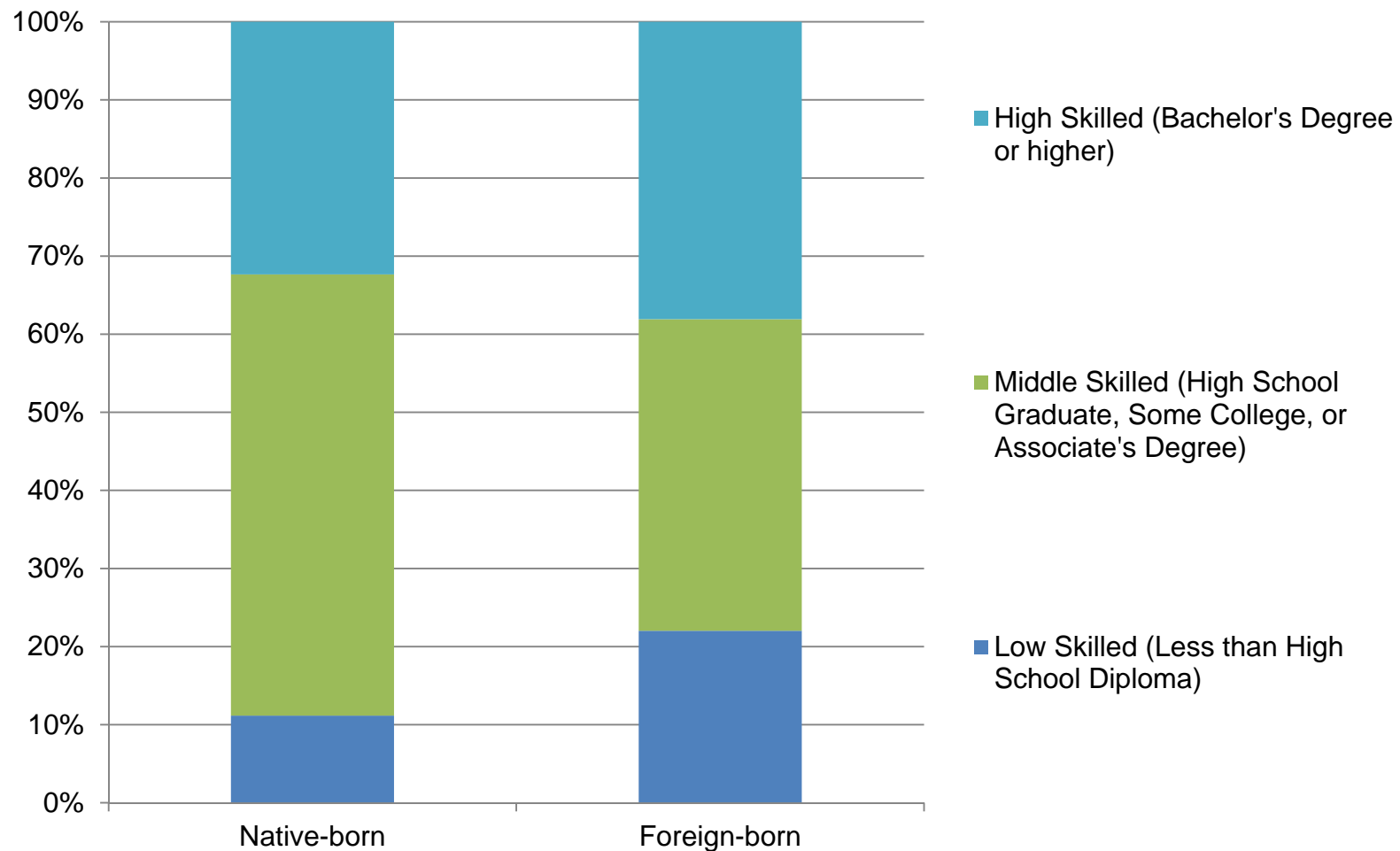
# Where are Greater Philadelphia's Foreign-born From?



# Year of Entry by Place of Birth in Greater Philadelphia



# Education



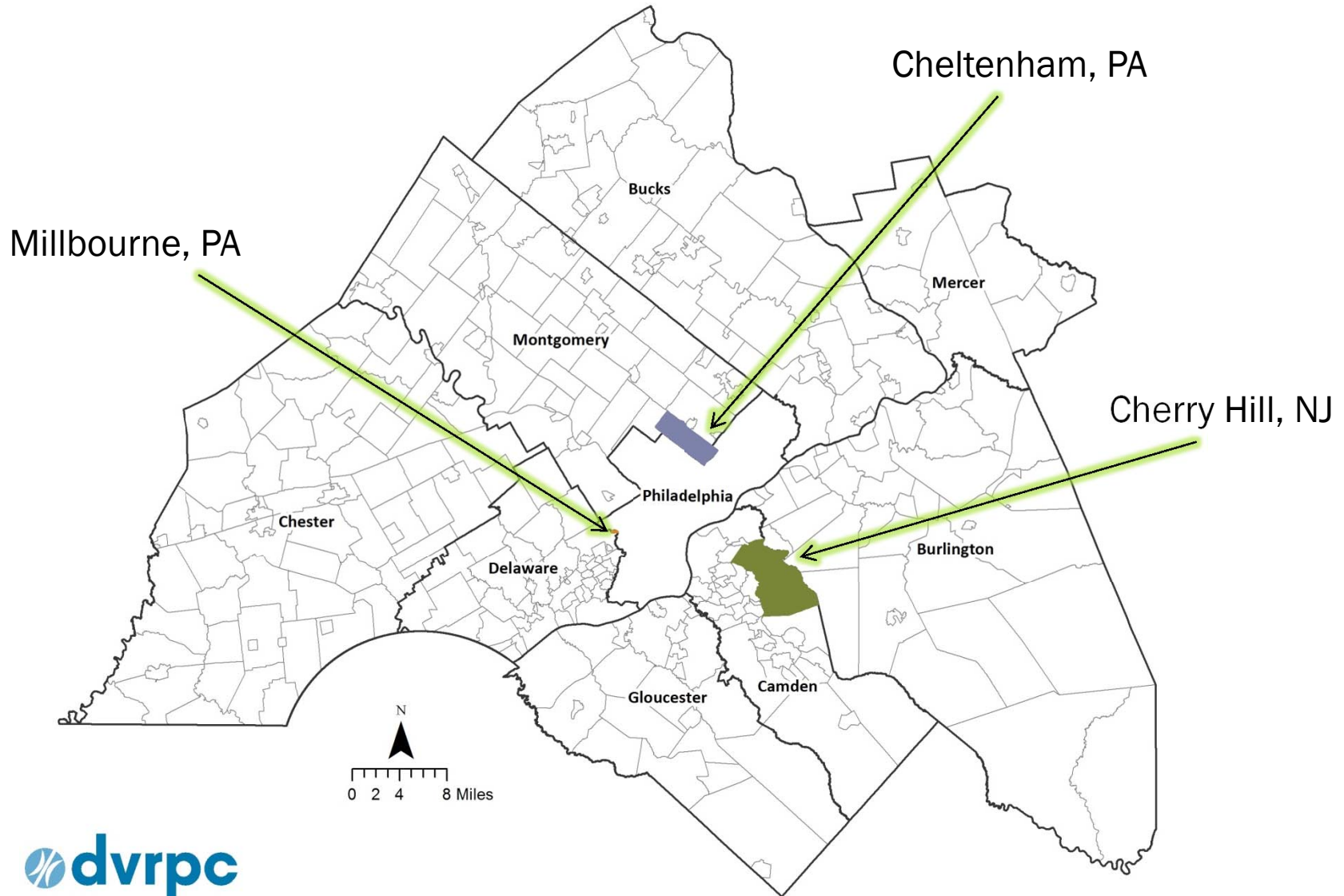


# Trends

Greater Philadelphia's foreign-born population is:

- fast growing
- extremely diverse
- not just a city phenomenon

# Interviews with Immigrant Business Owners



# Interviews with Immigrant Business Owners

- Why did they come to the United States?
- Why did they choose a particular municipality?
- How was the process of starting a business?
- What do they think immigrants contribute most to a community?
- What can municipalities do to attract more immigrants/immigrant business owners?

# Why Did They Come to the U.S.?



# Why Did They Choose a Particular Municipality?



# How Was the Process of Starting a Business?



# How Did You Overcome the Language Barrier?

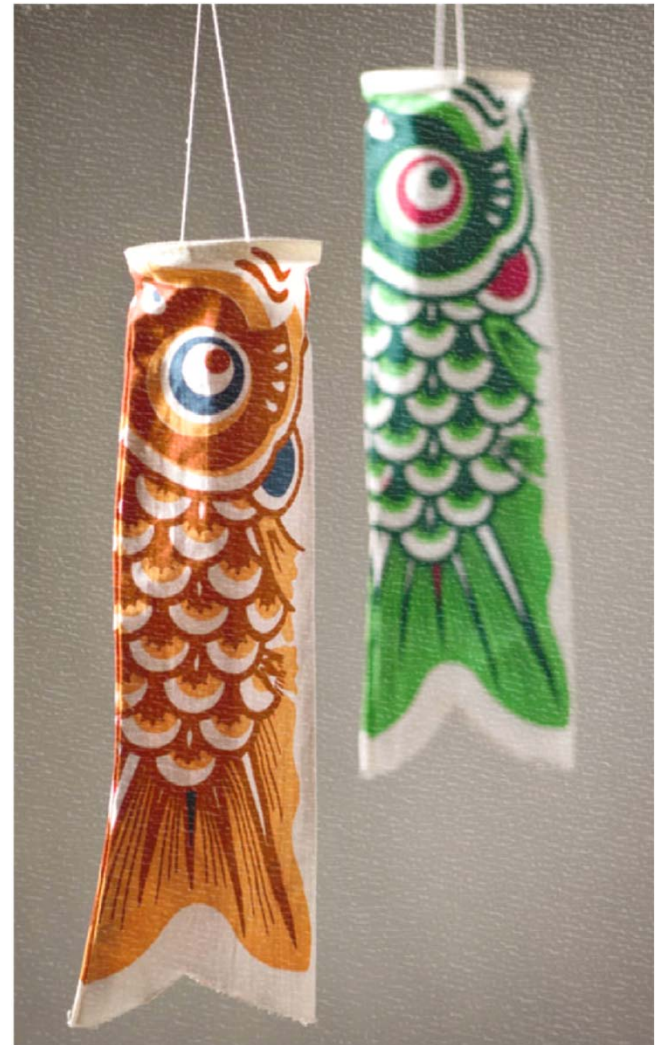


# How Did You Secure Financing?





# What is Your Biggest Contribution to a Community?



# How Can Municipalities Attract Immigrant Business Owners?

Provide/Support Language Education (ESL)

# How Can Municipalities Attract Immigrant Business Owners?

Provide Strong Public Schools

# How Can Municipalities Attract Immigrant Business Owners?

Provide Access to  
Affordable, Quality  
Childcare Programs

# How Can Municipalities Attract Immigrant Business Owners?

Attract Jobs That Pay a Living Wage

# How Can Municipalities Attract Immigrant Business Owners?

Ensure that Neighborhoods  
are Safe and Clean

# How Can Municipalities Attract Immigrant Business Owners?

Have an Up-To-Date Retail District Plan

# How Can Municipalities Attract Immigrant Business Owners?

Provide Access to Required Training



# How Can Municipalities Attract Immigrant Business Owners?

Promote Existing Assistance Programs

# How Can Municipalities Attract Immigrant Business Owners?

Provide Business Start-Up Funding and/or Favorable Business Tax Laws

# How Can Municipalities Attract Immigrant Business Owners?

**Be Welcoming!**

# Thank you for your attention!

## Questions?



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