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Inside this issue:

The Push For Tax Reform: Focus On Business Taxes	2
<i>Philadelphia Forward</i> Focuses On Budgeting For Results	2
Moving Philadelphia Forward: Meet Other Reformers	2
The Push For Tax Reform: Focus On Real Estate Taxes	3
<i>Philadelphia Forward</i> To Create A Citizen/City Hall Compact	3
Reformers' Roundtable Efforts Result In Historic Vote	3
<i>Philadelphia Forward</i> Wins National Award, Generates Local Attention	4

Building A Constituency For Change



Reformers rally at City Hall for tax reform

We founded *Philadelphia Forward* to build a constituency for change to promote policies that can make Philadelphia a preferred place to live, work, and visit.

Since March 2004 we raised more than \$500,000 in cash and in-kind support from more than 400 donors. We distributed educational materials to tens of thousands of individuals and hundreds of organizations. We facilitated more than 200,000 contacts to elected officials by email, fax, letter, phone, and txt message. Our efforts won local and national awards and

helped enact tax and ethics reforms.

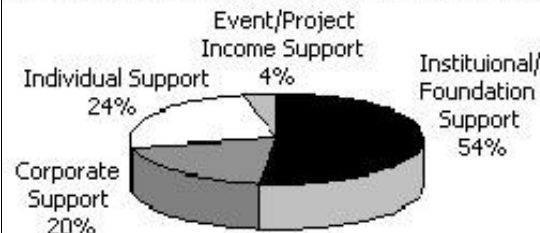
Moving forward, we will continue to push to make city taxes more fair and less burdensome, and we will develop a citizens' issues platform and help citizens understand how city spending is connected to results so the public can engage in discussions about the city's priorities. Philadelphians are working to make Philadelphia the city it *should* be. Together, I am confident that we will bring positive change to the city we love.

Philadelphia Forward Thanks Its 2005 Supporters

With apologies for inadvertent errors/omissions, we thank: Wilbert Afflerback, William Agate, Jr., Guy Aiman, Lisa Alandt, Sal Ambrosio, American Institute of Architects-Phila., Kathy Anderson, Aramark, Heather Ascher, Automobile Dealers Assn. of Greater Phila., Avenia Incorporated, William Bailey, William Barnes, Tom Beach, Laura Beechman Byers, Myron Berman, P. Betz, Suzanne Biemiller, Bernadette Boyce, Robert Brasler, Bridge Pratt Business & Professional Assn., Brookings Institution, Susan Buchanan, Jacqueline Buhn, Building Owners And Managers Assn., Buzz Communications, Patricia Callahan, Thomas Callan, Julie Camburn, Darlene Cavalier, Center City Owners Assn., Janet Chapman-Mason, Robert Cheetham, Chestnut Hill Business Assn., John Chin, Della Clark, Lou Coffey, Miriam Colbert,

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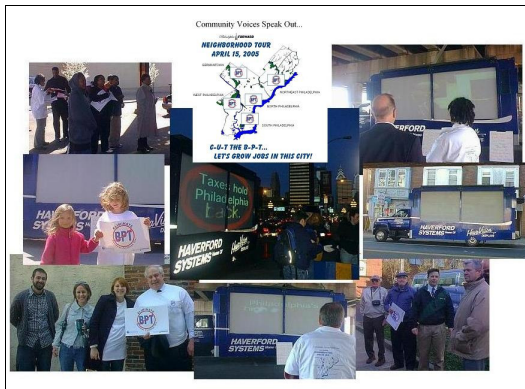


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The Push For Tax Reform: Focus On Business Taxes

While the city adopted the Tax Reform Commission's recommendation to dramatically reduce the Wage Tax in future years, relief from job-killing taxes on small and expanding firms remains elusive. This city will not thrive if it cannot nurture and grow fledgling businesses. Without such an environment for growth, Philadelphia will continue to lose employers and jobs.

Philadelphia Forward worked tirelessly to educate about the need to phase out the job-killing Business Privilege Tax. We offered the "antique and outdated" Business Privilege Tax for auction on eBay, generating local and national media attention. We printed and distributed more than 20,000 "Eliminate the BPT" signs, which were displayed by businesses across the city. We produced a film (*Community Voices Speak Out: Real People For Real Tax Reform*)



Tax reformers across the city viewed "Community Voices Speak Out: Real People For Real Tax Reform"

and hosted neighborhood screenings projected from a mobile truck on Tax Day. We testified before City Council, wrote opinion pieces for local papers, distributed gimmick million-dollar bills to help illustrate that, given excess revenues in the city budget, Philadelphia *can* afford tax reform, and provided updates about the issue via weekly email updates. We gave Philadelphians new ways to connect with their elected officials, literally allowing the citizenry to put their views in their legislators' hands.

Thousands of residents and employers sent letters, emails, phone calls, faxes, and txt messages to City Hall in favor of tax reform. As a result, tax reform legislation was twice passed by Council, but vetoed by the Mayor. Our dogged efforts set the stage for a compromise on this critical legislation in 2006.

Philadelphia Forward Focuses On Budgeting For Results

Each year the city's elected officials decide how to raise and spend the public's money, but the process to decide how that money should be raised and spent is inaccessible to the citizenry and confusing for those who attempt to become informed.

To increase citizen participation and raise the level of public debate surrounding the budget process, Philadelphia Forward has prepared a web-based a layperson's guide to

Philadelphia Forward prepared a web-based a layperson's guide to the city budget

the city budget to outline basic budgeting in Philadelphia, intermediate information about the budget process for those who want to be informed, and advanced advice for those who want to know what's wrong with the way we budget in Philadelphia and how we can fix our

problems to create a budget that gets results.

Philadelphia Forward is also working with the Pennsylvania Economy League to prepare informational products about the city budget. The project, which will focus on budget-related issues leading up to the 2007 elections, will help voters understand the priorities outlined in the budget and the results created by spending.

Moving Philadelphia Forward: Meet Other Reformers



Philadelphia Forward Board Chair William R. Miller, IV

Philadelphia Forward Board Chair **William R. Miller, IV** is moving Philadelphia forward. Miller is the President and CEO of Ross Associates, Inc, where he is a leading consultant on public affairs, policy development, media message development and production, and communications strategic planning in the areas of government media and marketing. Before founding Ross Associates, he was a city government offi-

cer in Philadelphia. His work of more than 20 years in city government in various capacities gives him a unique perspective to comment on reform issues.

A founding board member of the African-American Chamber of Commerce of Philadelphia, and a former member of the Board of Trustees of the Free Library of Philadelphia, Miller lives in the Mt. Airy section of Philadelphia with wife Linda. He has two children, William R. Miller, IV and Darisha Miller, and two grandchildren.

The Push For Tax Reform: Focus On Real Estate Taxes

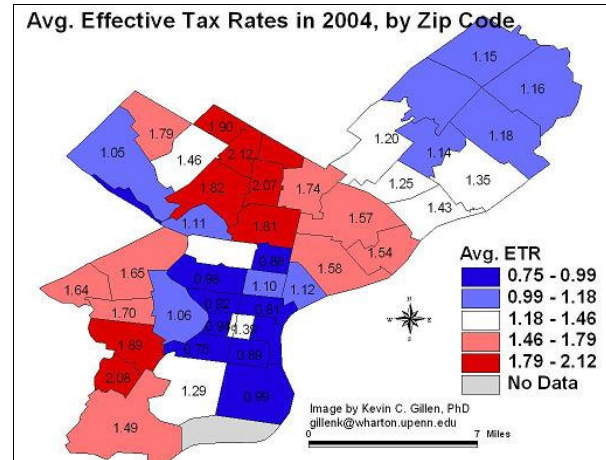
Most cities tax real property equitably, with all taxpayers paying their fair share, but Philadelphia's current system causes the poorest among us to pay too much, while the wealthiest among us get a break. Today, real estate taxation in Philadelphia is unfair, uncertain, and needlessly confusing.

As the city contemplates a citywide reassessment to improve its system of real estate taxation, *Philadelphia Forward* created an interactive resource using example city homes to evaluate how proposed real estate taxation changes will affect city properties.

The tool illustrates the current unfairness in real estate taxation to underscore the need for change, and models the potential effects of a citywide reassessment and other proposed policy options to improve the system:

- Reduce tax rates so the change is "revenue neutral"
- Use a Real Estate Tax relief "buffering" system to prevent dramatic increases in tax bills
- Tax buildings less and land more to reduce burdens for homeowners

Citizens and policy makers will be able to use this resource — including a Real Estate Tax calculator to show how changes affect individual homes — to help guide the decision-making process as we debate Real Estate Tax Reform.



Because of unfairness with Real Estate Taxation in Philadelphia, some homeowners pay too much, while others do not pay their fair share.

Philadelphia Forward To Create A Citizen/City Hall Compact

In 2007, Philadelphians will elect a new mayor and city council, but will citizens have a true say in the city's future?

In 2006, *Philadelphia Forward* will create a Citizen/City Hall Compact of policy prescriptions endorsed by a diverse array of individuals and organizations. The Compact will present the citizenry's hopes and aspirations for what we want for our city and from our city government.

By raising expectations about the city's future and about the citizenry's ability to improve that future, we will change the process we use to select our leaders. We will give the electorate the ability to not only influ-

By raising expectations about the city's future...we will change the process we use to select our leaders.

ence who wins municipal elections, but the chance to choose the policies that will shape the city's future after the elections.

By doing so, we can increase the likelihood that policies endorsed by the citizenry can define the courses of action we take as a city and establish a template against which to measure the progress of change in city government after the 2007 election.

Reformers' Roundtable Efforts Result In Historic Vote



Celebrating the ethics reform Charter change vote

Philadelphia Forward convened a **Reformers' Roundtable** of individuals and representatives of organizations making positive change in the city to help build our constituency for change. In its first major engagement, the **Reformers' Roundtable** supported a ballot initiative to help

end the city's pay-to-play culture by prohibiting major political donors from receiving no-bid city contracts. An

energized electorate responded with a historic vote:

- **RECORD SUPPORT:** 87% of city voters voted "YES," better than any ballot initiative in 20 years.
- **RECORD PARTICIPATION:** Almost two-thirds of voters participated in the ballot question, the highest participation in at least 20 years.
- **INCREASED TURNOUT:** Turnout was 40% higher than predicted by experts.
- **CITYWIDE SUPPORT:** The initiative passed by a wide margin (from 79-95%) in all city neighborhoods.

The **FORWARD** *Thinker*

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Philadelphia Forward is a citizens' organization formed to build a diverse constituency for change to promote the policies that can make Philadelphia a vibrant city that is a preferred place to live, work, and visit.

For more information about getting involved with the push for reform, visit: www.philadelphiaforward.org

Philadelphia Forward Wins National Award, Generates Local Attention

Philadelphia Forward helped pass critical tax reform legislation, enact important ethics reforms, and change the way we interact with government. Our efforts on behalf of tax reform won the "Golden Dot" award for the best local internet campaign of 2005 from the Institute for Politics, Democracy & The Internet, and a "Pepperpot Award" from the Public Relations Society of America.

From a *Newsday* mention of the attempt to sell the BPT on eBay, to a *Washington Post* story about the use of email for political communications, to an award from *citypaper* as the "most playful issues campaign," *Philadelphia Forward's* work was well-chronicled in the in media:

"For those who've made donations to his Philadelphia Forward lobby, [Brett Mandel] has been a bargain, a one-man public relations army issuing endless barrages of anti-tax emails, pamphlets, faxes, quotes and opinion pieces." **Philadelphia Magazine**, *UNDER THE RADAR*, 11/05



Brett Mandel celebrates with the 2005 Golden Dot

"When the Institute for Politics, Democracy & the Internet gave its 2005 Golden Dot Award for the best local political campaign, Philadelphia Forward wasn't even in the house....So we'll have to celebrate them here and now." **The Philadelphia Inquirer**, *Tax issues move Philadelphia Forward*, 10/22/05

"Brett Mandel...sends out literally hundreds of e-mails railing against the city's failure to cut the hated business privilege tax. But the e-mails tend to have a lighthearted tone...and Mandel has tried attention-grabbing gimmicks such as a limerick contest and auctioning the BPT off on eBay." **citypaper**, *2005 citypaper Choice Award*, 11/2/05

Our collective efforts have demonstrated that the power of a good idea, combined with the influence of public voice, becomes a significant force for positive change.