

**ANNUAL REPORT OF THE  
ASSOCIATION FOR THE  
CALENDAR YEAR ENDED  
DECEMBER 31, 2010**

January 31, 2011

TO: Members, Potential Members, Funders, and Others Interested in the Association

FROM: John F. Smith, III, Board Chair  
Molly D. Roth, Executive Director

RE: Annual Report of the Global Philadelphia Association, Inc.  
for the year ended December 31, 2010

---

We are pleased to submit the following report of the Global Philadelphia Association, Inc. for the period ending December 31, 2010.

The Global Philadelphia Association or “GPA” was conceived in the past year in order (1) to assist – and to encourage greater interaction among – the many organizations and people who are engaged in one form or another of international activity within the Greater Philadelphia Region, (2) to promote the development of an international consciousness within the Region, and (3) to enhance the Region’s global profile. In this period, the Association has succeeded in progressing from idea to reality. It has been and is now engaged in developing its capacity to realize these objectives.

The following report outlines the Association’s progress to date. Various documents referred to in the text of the report have been gathered together in the form of a separate appendix. Additional copies of this report and copies of the appendix will be made available upon request. We would be glad to respond further to any comments or questions.

## I. Formation

The Association began in 2009 as a discussion group among sister and brother organizations with international missions and/or interests in international matters in the Greater Philadelphia Region and certain individuals with long experience and/or interest in international affairs. The organizations included the Foreign Policy Research Institute, the Global Interdependence Center, International House Philadelphia, the International Visitors Council of Philadelphia, the Japan-America Society, the U.N. Association of Greater Philadelphia, the Welcoming Center for New Pennsylvanians, Women’s Campaign International, and the World Affairs Council of Philadelphia.

As those discussions continued in 2010, it became apparent to the participants that the creation of an association would serve to promote greater interactivity and creativity among them and other interested organizations and individuals, would contribute to the development of an international consciousness within – and of – the region, and ultimately would support growth in international visitation, economic activity, events, cultural offerings, and visibility for the region.

In order to accomplish these goals, the founding members recognized that the Association would need to embrace a broad coalition of interested entities and persons besides the non-profit community. These would include governmental bodies; corporations, businesses, and firms in the for-profit sector; chambers of commerce and other business associations; the diplomatic community; world-class academic, cultural, and other institutions operating in the region; the promoters of various international initiatives; and interested citizens. It would operate as a kind of partnership or joint venture serving a public purpose. It would need some form of structure, probably that of a nonprofit corporation, and would ultimately need to become certified as a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code. The Global Philadelphia Association, Inc., was accordingly incorporated as a member-governed nonprofit corporation on June 3, 2010. (A copy of the articles of incorporation appears in the appendix to this report at Tab A.)

## II. Organization

At its subsequent organizational meeting, the founding members of the Association adopted a set of by-laws, formed a board of directors, elected officers, and adopted an ethics policy. (A copy of the by-laws appears in the appendix at Tab B, and a list of the directors and officers appears at Tab C.)

## III. Business Plan

In the summer of 2010, the Directors of the Association adopted a preliminary business plan to guide its initial activities. The business plan sets forth in detail the animating concerns that lay behind the formation of the Association, takes account of prior efforts to organize the international community, and outlines the first project to be undertaken by the Association: the creation of an on-line “information commons” that would be used to access all people and all things international in the region. The information commons is to take the form of a multi-purpose website that will include a broad range of international activities and resources and will provide accessibility to them for both general public and the members. The plan recognizes that further actions will follow in due course. (A copy of the business plan can be found at Tab D of the Appendix.)

## IV. Development of Website

The Association has acquired rights to two web addresses: [www.globalphiladelphia.com](http://www.globalphiladelphia.com) and [www.globalphiladelphia.org](http://www.globalphiladelphia.org). A “place-holder” home page has been set up pending the development of the website. In the meantime, the Association has retained the services of an experienced site developer, Message Agency, Inc. Message Agency has met with members of the Association on a variety of occasions in the course of its development efforts. As expected, the several members have identified numerous ways in which the site might be able to function to better serve the region. Message Agency has been responsive to this feedback and is continuing its developmental activity at the present time.

Simultaneously, Christiaan Morssink, one of the Association’s Directors, has undertaken to recruit and oversee a group of interns to collect information on the region’s international resources that will form the principal database for the site’s directory feature. Our objective is to

gather the information concurrently with the technical development of the site and format it for easy insertion into the site. Christiaan, Marcus Iannozi of Message Agency, and Molly Roth as Executive Director, are coordinating accordingly.

As the site has developed to date, it will have a variety of capabilities. It will be informative. It will act as a portal through which any person can access the wealth of organizations and individuals operating in the international space, whether the searcher's purpose is to do business, to find others interested in international connections, to find expertise, to find a good Indian restaurant, to learn of cultural offerings, or to accomplish any number of additional purposes. An events calendar is envisioned as the "go-to" resource for international events in the region. A series of agile search functions will provide visitors to the site with a range of information – events, businesses, organizations, experts, news, articles – related to their original search. And it will be interactive, so that users can contribute additional content, build connections to those with similar interests, and further participate in heightening international activity in Greater Philadelphia.

While the information-gathering for the site's data base will be on-going, it is expected that the site will have a sufficient amount of information available that public viewing of the site can begin, if initially on a limited basis, in March of 2011. (Copies of the place-holder home page and mock-ups of several screens that are being developed appear in the Appendix at Tab E.)

#### V. Securing Professional Assistance

A project of this magnitude could not be accomplished without professional advice and assistance. In order to create the Association in the first place, as well as to meet a variety of other legal requirements, legal assistance has been required. We have accordingly retained Reed Smith LLP, and that firm has agreed to provide its services to the Association on a pro bono basis. It has already provided significant services in the formation of the Association and in applying for copyright and trademark protections.

The accounting firm of Marcum LLP has similarly agreed to provide accounting services for the Association. Marcum has graciously agreed to provide these services, at the outset, on a pro bono basis.

With the help of both Reed Smith and Marcum, the Association is in the process of preparing an application for certification for a 501(c)(3) tax exemption.

We have also identified a need for expertise in the development of a communications and public relations plan. Fortunately, Eric Rabe, who served Verizon, Inc. for many years in that capacity and is now an independent consultant, has agreed to provide such services to the Association, also on a pro bono basis.

#### VI. Broadening the Initiative

The Association is actively communicating to the other communities whose participation will be essential to the Association's success.

A. Contact with Foundations

The first of several planned meetings with the foundation community has taken place, and valuable feedback has been obtained. Foundation support for the Association will be a key ingredient to its success, and we are taking steps to meet the suggestions that we have received. Not surprisingly, the foundations are interested, among other matters, in how the several constituencies identified by the founders would respond to the Association and its goals. This subject is dealt with in the following section.

B. Membership Structure and Recruitment

1. Structure

The Association has created three classes of membership: Sponsoring Members, Supporting Members, and General Members. Members pay dues, the amount of which depends on the level of their membership. Copies of the initial membership brochure and application are included in the Appendix at Tab F. Pending the Association's securing of its 501(c)(3) certification, one of the founding members, International House Philadelphia, which has its own 501(c)(3) certification, has agreed to act as GPA's fiscal agent.

2. Recruitment

The existing members of the Association have been active in recruiting new members and their efforts have met with considerable success. In addition to the founding members, the following organizations have either completed the application process or committed to becoming members:

- a. The City of Philadelphia,
- b. The World Trade Center of Greater Philadelphia,
- c. The Philadelphia Convention and Visitors Bureau,
- d. The Economy League of Greater Philadelphia,
- e. The Eisenhower Fellowship Program,
- e. The Nationalities Service Center, and
- f. Drexel University

Discussions are currently in progress with a wide variety of other institutions and businesses, and the Association will embark on an aggressive recruitment campaign in 2011. It is the Association's objective to double its membership by June 30, 2011, the end of the Association's fiscal year.

VII. Further activities

Recognizing the importance of following through on its initial project, the Association is now focusing, and will for several more months continue to focus, primarily on the development of the website. An imperative goal is to make it as functionally useful as possible as soon as possible.

At the same time, as the GPA's membership expands, we intend to bring members together on a regular basis for the purpose of determining other ways in which their needs and the Association's objectives can be served. A number of possibilities have been identified, including such potential initiatives as the creation of an annual "International Month" during which the several members of the Association and their respective programs would be featured. In the meantime, the Association is actively encouraging collaborations between and among its members. It will furthermore assist them both in their interaction with government and in their efforts to attain greater visibility within the public at large.

#### VIII. Funding

Thus far, the Association has been able to proceed with only a modest amount of funding. This funding has taken the form of contributions paid by the members and loans of \$1,000 each by four members of the GPA, resulting in a combination of contributions and loans exceeding \$10,000. This has been enough to get started. The Association has benefited from a spirit of volunteerism on the part of its board of directors, from the willingness of its officers to serve without compensation, and from the pro bono contributions of professional services already noted. Its principal expense to date has been the fees paid to Message Agency as the developer of the GPA website. The Association has various assets, including the foregoing rights to its website addresses and its trademark, and cash in the bank in the amount of \$5,292.85.

In order to carry out its objectives, however, the Association will need additional financial resources. These will be necessary in order to complete the initial development of the website, to retain a contractor or hire a full-time employee to administer the site once it is up and running, to continue to add information to the site, to carry out related public communications, to hire a paid executive director, to communicate regularly with GPA members and facilitate joint activities for them, and to carry out the coordination and recruitment processes that will be essential to the maintenance and health of the Association.

We intend to meet the financial challenge through the securing of foundation support and other donations at the outset and, over time, through a combination of the annual contributions of members and charges for enhanced website functionality and listings.

#### IX. Conclusion

The Association's progress to date is a tribute not only to the vision of its founding members and their determination to realize its objectives, but also to the receptiveness to its message of the many other constituencies which the Association is intended to serve. The public officials with whom we have engaged, and virtually every organization in the private sector that has an interest in a globalizing Greater Philadelphia, has been supportive. We look forward to further growth, and to being able to share our website, the first but certainly not the last fruit of our founding vision, with the region and the world in 2011.