

Dear:

As you know, the upcoming city elections are shaping up to be the most important in years. Whether it is improving the city's small business environment, investing in the green-collar economy, or building a sustainable future for our children, Philadelphia is at a crossroads. How we handle these decisions will not only be an important statement about our values, but will also determine whether Philadelphia will build on the gains of the past few years.

That is why as a business owner in your community, I am inviting you to take the Good Economy Challenge. The Good Economy Challenge is a grassroots community education campaign designed to engage city leaders on ways to build a 21st century economy within the city. Organized by the Sustainable Business Network on behalf of its more than 400 businesses, the Good Economy Challenge is designed to:

- **Improve the small business climate in Philadelphia** by improving service portals, simplifying the tax process, and eliminating unnecessary provisions in the city's regulatory scheme;
- **Prioritize local and sustainable business procurement** in city, university, and other municipal contracts;
- **Advance the City's Green City, Clean Waters plan** by improving coordination, incentivizing innovation, and doubling down on the city's commitment to sustainable practices;
- **Add 20,000 solar homes by 2025** through an integrated campaign of consumer education, tax incentives, and local job-training programs; and
- **Strengthen Philadelphia's investment in Certified B-Corps** by doubling the size and number of credits available under the Sustainable Business Tax Credit program while also expanding the use of the credit against business profits.

The Good Economy Challenge is also supported by a wide range of business and community partners. To learn more about the Challenge, please visit our website at GoodEconomyPhilly.org.

I hope you will join me in supporting this important campaign. Take the Challenge. Invest in our future. We only get one chance to build the type of city that we deserve.

Sincerely,

[Signature]

[Business Owner Name]

[Business Name]

[Business Address]