

PIDC knows the strength of Philadelphia's small business community lies in the vision and entrepreneurial spirit of its people. We give business owners the tools, connections and financing they need to reach—and exceed—their business goals. We provide opportunities to increase your business knowledge. Join us for one of our 2017 Workshops.

<b>JAN</b>
10th
17th
31st

### NAVIGATING THROUGH CITY TAXES:

#### 3- PART SERIES KNOWING THE LIABILITIES AND DISCOVERING THE CREDITS

How often, as a small business owner, do you find you are behind the eight-ball on taxes or frustrated at the amount you owe? Maybe you are a commercial landlord and need additional incentives to offer your prospective tenants in a mixed-use project or other development projects. While some taxes are the cost of doing business, the City of Philadelphia has also developed tax credits as incentives to offset your business tax liabilities.

**Part 1: Understanding the BIRT & Net Profits Tax and Credit Offsets**

**Part 2: Wage & Earnings Taxes and Job Tax Credits**

**Part 3: Use & Occupancy vs. Property/Real Estate Tax and Tax Exemptions**

<b>FEB</b>
7th
14th
21st
28th
9th
16th

### 4-PART CONSTRUCTION WORKSHOP SERIES

With an overwhelming amount of construction activity in Philadelphia, both in the private and public sectors, it is critical for contractors to be at the top their game. PIDC recognizes the challenges associated with construction and, by popular demand, is repeating our Construction Workshop series. The series will cover bonding, bid pricing, construction law and contracts, and expectations of working with various stakeholders in a construction project.

**Part 1: Expectations of a Prime Contractor/ Consultant**

**Part 2: The Hidden Costs of Bidding**

**Part 3: Construction Bonding**

**Part 4: Construction Laws, Liens, and Dispute Resolution**

### CONSTRUCTION ACCOUNTING

More details to come.

### CERTIFIED PAYROLLS

More details to come.

<b>MAR</b>
7th
14th

### MANAGING CASH FLOW

This workshop is designed to identify the tools needed to help you manage cash flow, how to stay on the path to growth and avoid unnecessary setbacks.

### STRATEGIES FOR PREPARING FINANCIAL PROJECTIONS

A key element in lending and understanding your business growth is developing projections. This workshop will provide guidance for business owners to plan the future financial performance of their business. Participants will leave with templates to use for completing both monthly and annual projections.

**REGISTER TODAY!**  
[PIDCPHILA.COM/EVENTS](http://PIDCPHILA.COM/EVENTS)

<b>APR</b>	<b>BUYING COMMERCIAL REAL ESTATE FOR YOUR BUSINESS</b>
	This workshop will cover the full life cycle of purchasing commercial real estate for your business, including how to negotiate an Agreement of Sale, establish a renovation budget, and comply with your lender's closing requirements. Learn from an experienced real estate attorney about how to protect your business when purchasing commercial property, as well as prepare for the commercial mortgage process.
	<b>HOW TO THRIVE IN A FAMILY-OWNED BUSINESS</b>
4th	Learn about the resources available to meet the unique challenges of family-owned businesses. Learn about challenges family-owned and operated companies face and how to successfully navigate to grow and develop your business in Philadelphia.
25th	

<b>MAY</b>	<b>YOUR PERSONAL CREDIT FOR BUSINESS GROWTH</b>
	Your personal credit is one of the first considerations in business banking and determining your business credit risk. This workshop will help you become more knowledgeable about the nuances of personal credit as a business owner and provide you with invaluable information to improve.
	<b>DEVELOPING BUSINESS CREDIT</b>
9th	Maintaining a strong credit history is the foundation for success. As a business owner it can create a positive picture to keep your business growing. Learn the tools you need to build your business credit.
16th	

<b>JUN</b>	<b>3-PART FINANCIAL STATEMENTS SERIES</b>
	This workshop will break-down the mystery of the financial statements by the three component parts: the balance sheet, the profit & loss/income statement, and the statement of cash flows. Participants will leave each session with a greater understanding of building, interpreting, and articulating the financial statements and how to use them to help position your company for success.
	<b>Part 1: Understanding the Balance Sheet</b>
	<b>Part 2: Analyzing the income Statement</b>
6th	<b>Part 3: The Tax Implications of Your Financial Decisions</b>
13th	
20th	

<b>SEP</b>	<b>SOCIAL MEDIA MARKETING FOR SMALL BUSINESSES</b>
	Want to connect to a wider audience? Need assistance converting online interactions into sales? Does your website need a makeover to gain the attention of customers? Get ideas from industry experts to help you develop your social media marketing strategy.
4th	

<b>OCT</b>	<b>LOAN APPLICATION 101</b>
	PIDC wants to help your business grow. Join us for an in-depth session on preparing your loan application. We'll walk you through our online loan application, and necessary documents and information you'll need as a potential borrower. Come prepared with all your loan application questions!
12th	

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