

# REOPENING PHILADELPHIA

## #STRONGERPHILLY

We understand that the past few weeks have been very difficult for local businesses. OUTFRONT wants to help you grow again. We provide a platform to help businesses of all sizes #GrowStronger. The below outlines the specifics of Pennsylvania's tiered reopening structure and current traffic patterns.

### TIERED REOPENING - GREEN PHASE

As of June 26 Philadelphia and its surrounding counties have reached the green phase which eases stay-at-home orders to near normal measures.

**OPENINGS:** Businesses with in-person operations, real estate, indoor/outdoor dining, in-person retail, child care, outdoor recreation, doctors offices/elective procedures, gyms/spas/fitness centers, casinos, live sports

### TRAFFIC PATTERNS

- Philadelphia is seeing a 34% increase in traffic over the past month without regression.
- We are currently delivering at a 100% threshold of impressions compared to levels before the national emergency was declared, a significant increase from the lowest levels.

