

PACDC

Philadelphia Association of Community Development Corporations



Hispanic Association of Contractors and Enterprises (HACE) and Roxborough Development Corporation are the 2010 Recipients of PACDC's Blue Ribbon Awards for Excellence in Community Development.

Cover Story page 15

Dear Friends,

PACDC is gaining momentum, clout, partners and members.

Focused on an aggressive, three-year strategic plan to deliver savvy advocacy, enhanced member services, and better communications, PACDC is your go-to organization.

Consider this:

We have respect and unity of purpose because of **A Strong Voice in Policy**.

Highlights of our recent policy accomplishments are on page 10.

We deliver professional development, funding and networking to cultivate **Strong CDCs**.

Highlights of member services are on page 12.

Together, PACDC and our members create strong neighborhoods which result in **A Strong City**. Read about an amazing array of strong results from our members in "CDCs in Motion" (pages 5-6) and in Blue Ribbon Awards Finalists and Winners (pages 15).

Continue to participate, invest, advocate and work with PACDC.

Strength is good for all of us.

Sincerely,



Rick Sauer
Executive Director



John Chin
Board President



PACDC Board of Directors

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Cover: HACE and Mercy LIFE Center staff join senior clients in the courtyard of the new senior day care facility. **Far Left:** Physical Therapist Susan Kille works on balance with client Fernando Guzman.



Left: Roxborough Development Corporation's Ken Bigos stands with Crossroads Coffeeshop Owner Michael Loughlin, Jr. in front of his redesigned facade, one of 33 businesses that benefitted from the CDC's Targeted Block Façade Improvements program.

The 2010 Blue Ribbon Awards for Excellence in Community Development **p.15**

Profiles of the award winners and the CDC finalists for our prestigious Blue Ribbon Awards

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PHILADELPHIA ASSOCIATION of COMMUNITY DEVELOPMENT CORPORATIONS



Supporting CDCs. Strengthening Neighborhoods.

PACDC was launched in 1992 by a small group of CDC directors working together on issues critical to neighborhood and community revitalization.

Our Vision: A Strong City

Vibrant and diverse neighborhoods across Philadelphia that equitably meet the needs of all community members, preserve and enhance community assets, and foster a stronger city and region.

Our Mission: Strong CDCs

PACDC is dedicated to advocacy, policy development and technical assistance for community development corporations and other organizations in their efforts to rebuild communities and revitalize neighborhoods.

Our Accomplishments: A Strong Voice in Policy

- PACDC initiatives resulted in more than \$135 million in new funds for affordable housing and neighborhood economic development.
- PACDC's most successful campaign to date, the Philadelphia Housing Trust Fund, raised more than \$53 million since September 2005, expanding housing opportunities for more than 4,000 Philadelphia families.
- The CDC Tax Credit Program fostered 30 partnerships among businesses and CDCs to provide \$30 million in new funding for neighborhood economic development.

PACDC Major Funders

PACDC gratefully acknowledges these funders for their leadership in supporting our efforts to build A Strong City, Strong CDCs, and A Strong Voice in Policy:

Oak Foundation
William Penn Foundation
City Philadelphia
– Office of Housing and
Community Development

PACDC Lead Funders

Bank of America
Beneficial Savings Bank
Citi
Citizens Bank
Federal Home Loan Bank of Pittsburgh
Firstrust Bank
Local Initiatives Support Corporation
Philadelphia Foundation
PNC Bank
Samuel S. Fels Fund
Sovereign Bank
Susquehanna Bank
TD Bank
Wachovia, A Wells Fargo Company

To learn more about PACDC, the work of its members or how to join, visit us on-line at www.pacdc.org.

CDCs in Motion

CDCs in Motion is an information sharing resource for CDC members, highlighting the major achievements, honors, initiatives, key staff and board appointments that keep CDCs moving forward in their efforts to strengthen Philadelphia's neighborhoods. Updates to CDCs in Motion as well as complete calendar listings on ground breakings and other special events are accessible on PACDC's web site. To submit your organization's information, email us at news@pacdc.org and mark CDCs in Motion in the subject line.

Universal Companies and Odunde Join Forces to Establish Osun Village

Music Mogul and Chairman of Universal Companies, Kenneth Gamble and Rahim Islam, President and CEO of Universal Companies have joined forces with Lois Fernandez, Founder of ODUNDE, Inc. to form an alliance to construct the Osun Village Senior Residence. The Osun Village partnership is a joint venture between Universal Community Homes and Susie White, Inc., an affiliate of ODUNDE, Inc. Osun Village is a state-of-the-art 16-unit apartment complex located on Grays Ferry Avenue in Southwest Center City and is scheduled to open in December 2010. These one-bedroom apartments are being built exclusively for low- to moderate-income seniors 62 years and older. To learn more about this project and Universal Companies' other programs, visit them on-line at www.universalcompanies.org.

Korean Community Development Services Center Celebrates North 5th Street Revitalization Efforts

The North Fifth Street Revitalization Project of the Korean Community Development Services Center (KCDSC) is celebrating its recent achievements and physical improvements made to the North 5th Street Commercial Corridor by unveiling a new mural and mosaic tile benches at a special ceremony featuring Councilwoman Marian B. Tasco. The mural, entitled "Translations in Transit" was installed through a partnership with the Mural Arts Project. The ceremony included a ribbon cutting to showcase the completion of the façade renovations made to 10 different storefronts. The renovations were part of KCDSC's beautification program which aims to improve the physical conditions of North 5th Street. The improvements and façade renovations were funded through a ReStore Philadelphia Corridors grant. For more information on Korean Community Development Services Center and its North Fifth Street Revitalization Project, contact: Rachel Feldman at 267/331-9091 or OlneyProject@gmail.com.



OARC Launches \$20 Million Gateway Project for Northwest

Ogontz Avenue Revitalization Corporation (OARC) recently launched a new \$20 million redevelopment project to transform upper Ogontz Avenue into Philadelphia's "Gateway to the Northwest." The initiative combines three key redevelopment components, including a new Ogontz Avenue streetscape, a new SEPTA bus loop, additions to the Cheltenham Mall and an expanded ShopRite, with OARC spearheading the way. Construction will begin summer 2010 with the entire project completed by 2011. "This initiative promises to create an extraordinarily vibrant entryway to the city's Northwest section. The project will raise the profile of Northwest Philadelphia as a desirable place to live, work and play," said Jack Kitchen, OARC's President and CEO. To learn more about OARC and the Gateway Project, contact Erika L. Griffin at 215/927-9546.



MARC Mt. Airy Neighborhood Enjoys Regional Recognition

Thanks to a feature article in the *Philadelphia Daily News*, the Mt. Airy Revitalization Corporation (MARC) and its neighborhood received regional exposure highlighting the successful work along the Wadsworth Avenue Corridor and its surrounding community. To learn more about Mt. Airy Revitalization Corporation, call 215/548-5950.

University City District Announces Farmers Market Opening

University City District (UCD), a nonprofit neighborhood improvement organization in West Philadelphia, in partnership with The Food Trust and The Rotunda, announces the launch of the Friday Farmers' Market @ The Radian. This new market will be held every Friday in June and July from noon-2pm at the plaza in front of The Radian at 3925 Walnut Street. It will feature a large variety of Pennsylvania's delicious foods sold by the growers themselves, including fresh, local fruits and vegetables, sustainably raised meats, and fresh breads and baked goods.

In addition to fresh and local foods, the market will also showcase performances by a variety of exceptional Philadelphia musicians and ensembles including the West Philadelphia Orchestra, Elliott Levin, DJ Fortunato and Os Hunamos. Located in the heart of University City and nearby popular offerings such as Capogiro Gelato Artisans, The Bridge Cinema, the Iron Chef-owned Bobby's Burger Palace, and Metropolitan Bakery, 40th and Walnut Streets has quickly become one of the most exciting destinations in Philadelphia. For more information on University City, visit them on-line at www.ucityphila.org.



Project H.O.M.E. and Bethesda Project's The Connelly House will offer 79 units of affordable housing in Center City.

Project H.O.M.E. and Bethesda Project Begin Construction on The Connelly House

Project H.O.M.E.'s newest development, The Connelly House, is currently under construction in Center City. This collaborative effort between Bethesda Project and Project H.O.M.E. will result in the development of 79 critically needed units of affordable housing for formerly homeless adults with special needs. The building will also offer community space, laundry facilities, a workout room and a computer lab complete with high-speed internet capability to assist with searches for educational and employment opportunities. Brian Hudson of the Pennsylvania Housing Finance Agency, Jon Bon Jovi, City Housing Director Deborah McCollach, and Cardinal Justin Rigali joined Staff for the groundbreaking. Visit Project H.O.M.E. on-line at www.projecthome.org.

East Falls Development Corporation Partners to Renovate the Bathey House

East Falls Development Corporation (EFDC) and Brinton Partners are partnering to renovate the Bathey House, a former 1930's era brick pool house, which sits between Ridge Avenue and Kelly Drive. When completed summer 2010 the abandoned building will have been converted into the Gateway Center for Fairmount Park and the Trolley Car Café, an expansion of the successful Trolley Car Diner in Mt. Airy. The project was made possible with funding from the Delaware Valley Regional Planning Commission, the William Penn Foundation, the City of Philadelphia's Gap Financing program and a capital investment from Brinton Housing Partners. This important project will bring much needed amenities to the northern part of East Fairmount Park. To learn more about East Falls Development Corporation call 215/848-8084 or visit them on-line at www.eastfallsdevelopment.org.

Census Data: We've Got An App for That

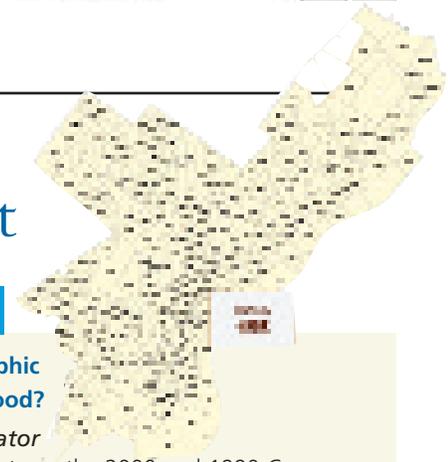
Today, PACDC puts Census data at your fingertips—literally—with a click of your mouse. PACDC has made gathering and analyzing Census data for Philadelphia neighborhoods easy. The *Census Data Generator* is a web application at pacdc.org that assembles a summary report of the 2000 Census on neighborhood demographics, education, employment, income, and housing.

When the 2010 Census data becomes publicly available in early 2011, summary reports of new data can be produced as well. These reports—both from 2000 and 2010—will help PACDC members identify trends in neighborhoods over that decade and assist CDCs in predicting future needs of the communities they serve. And consider other uses:

Many federal programs that CDC's rely on for their constituents use Census data in funding formulas. Examples include the Community Development Block Program, HUD's HOME program, and Pennsylvania's Keystone Opportunity Zone Program;

CDCs that are revitalizing their neighborhood commercial corridors, just as any other business, rely on Census data to draw business to the area and help individuals start their own businesses; and, CDCs and other non-profits also target neighborhoods where a specific population needs services. When opening clinics, shelters or senior centers, the Census gives an accurate portrait of areas of poverty or low-income and high concentrations of elderly or single-parent households.

Look for the *Census Data Generator* under the Resources feature at pacdc.org. For more information about the *Census Data Generator* contact Eric Hoffman at ehoffman@pacdc.org or 215/732.5829.



TECH SPECS

Where can I find demographic data about my neighborhood?

PACDC Census Data Generator

Neighborhood summary reports on the 2000 and 1990 Census
<http://www.pacdc.org/index.php/census2000/>

Philadelphia QuickFacts

U.S. Census Bureau
Quick, easy access to facts about people, business, and geography
<http://quickfacts.census.gov/qfd/states/42/4260000.html>

neighborhoodBase

University of Pennsylvania, Cartographic Modeling Lab
Interactive application that allows you to find information about your neighborhood
<http://cml.upenn.edu/nbase>

PolicyMap

The Reinvestment Fund
Mapping service that allows you to create custom maps, tables, and charts
<http://www.policymap.com>

What Census tract do I live in?

1. Go to the U.S. Census Bureau web site at www.census.gov.
2. Click on American Fact Finder on the home page.
3. Find Address Search...Enter a street address...in the navigation bar
4. Enter your street address.
5. Get results



APM and the Reclamation of Abandoned Eastern North Philadelphia

By John Kromer

Many outsiders viewed the service area of Asociación de Puertorriqueños en Marcha, Inc. (APM)—located east of the regional rail viaduct that extends along 8th Street twenty blocks north of Market—as an abandoned wasteland offering little potential for improvement. APM’s leadership saw the area differently.

“The beauty of the place was that there was nothing there,” according to Rose Gray, V.P. of APM’s community development office. The area could be viewed as a clean slate, where a new plan for strategic investment could be designed and implemented.

At a Board of Directors retreat during the early 1990s, APM’s leadership decided that new development should be built out from Germantown Avenue, which runs through the organization’s service area on a diagonal, from southeast to northwest. The avenue could serve as a spine, along which new housing, retail facilities, and green space could be developed during the next two decades.

Jardines de Borinquen, a rental housing complex built at the intersection of Germantown Avenue and 6th Street, provides an example of the attention that APM devoted to princi-

ples of good design. Each rental unit has a front entrance facing onto the street, as well as rear access to an inner courtyard containing yard space, parking, and a play area. In this way, the complex offers a strong presence on the street while giving residents a secure area for their own use.

After developing more than two hundred units of rental housing, APM was able to convince investors that sufficient consumer buying power was now available in the community to support the development of a new supermarket. In coordination with the Philadelphia Redevelopment Authority, APM acquired 111 small parcels on a mostly vacant block at Germantown and Norris. The Cousins supermarket at Borinquen Plaza, completed by APM a decade ago, is a center of community employment as well as a provider of fresh produce and other groceries in a high-quality setting.

Through a green space strategy executed in coordination with the Pennsylvania Horticultural Society, APM has completed open space improvements on vacant lots throughout the area.

After the turn of the century, APM President and CEO Nilda Ruiz and APM leadership

concluded that the area could be marketed for homeownership, and APM began developing the Pradera (“the Meadows”) sales housing venture—128 townhouses in all—along 7th and 8th Streets just west of the rental and retail development completed along Germantown Avenue.

Next for APM: a transit oriented venture that will bring new housing to long-vacant parcels adjacent to the North Philadelphia regional rail station.

John Kromer is a Senior Consultant for the Fels Institute of Government and author of “Fixing Broken Cities: The Implementation of Urban Development Strategies.”

Neighborhoods of Opportunity Preliminary Results

Half of the 4,500 parcels of property in this area of Eastern North Philadelphia (bordered by 4th-9th & York-Oxford Streets), was identified as vacant between 1998 and 2001—they were either empty buildings or untended lots.

In the last ten years, 63% of these 2,289 vacant properties have been at least modestly improved.

- 18% have been redeveloped, the majority of these through projects sponsored by APM, the Philadelphia Housing Authority, and Women’s Community Revitalization Project.
- 14% are maintained by the Pennsylvania Horticultural Society’s Vacant Land Stabilization Project; and
- 28% have been privately converted to tended green space, side-yards or driveways.

The nominal value of these public and private improvements is \$6.6 million in assessed real estate, worth roughly \$500,000 to the City in annual property taxes after tax abatements associated with private developments expire.



MacDonald Scores from The First Tee

When he was just eight years old, John MacDonald's curiosity, hustle and first encounter with golf pointed him toward his life's work of helping others. Several decades later, this serial entrepreneur has come full circle and now he's providing opportunity he never had to a whole new generation.

That opportunity is participating in The First Tee, a national youth program teaching life skills through golf. Since MacDonald brought The First Tee to Philadelphia 11 years ago, more than 4,000 Philadelphia-area youngsters have learned golf, gained self esteem and learned nine core values including honesty, respect, confidence, perseverance and responsibility at their headquarters at FDR golf course.

And, they have a 4,000 sq. ft. clubhouse with a putting/chipping green, a 10-station computer lab, an outdoor putting green and expert teachers

with decades of experience. MacDonald expanded the program in 2008 to Walnut Lane Golf Club to provide on-course opportunities. His next goal is to establish a training center there for teachers.

While golf is his love, MacDonald's "day job" since 1974 has been leading Impact Services Corporation as its President and CEO now operating in seven locations with 120 staff and delivering a range of Employment and Training, Supportive Housing, Community and Economic Development services to over 17,000 low income Philadelphians each year. Always giving back, MacDonald recently completed a seven year stint as President of PACDC.

Without benefit of a program like First Tee, MacDonald's start was much different. When his family moved from his grandparents' home in North Philadelphia to Lawncrest,

John's curiosity at age eight led him to tag along with two teenage boys across railroad tracks, over a hill, and into a caddy shack at a golf course. After the teens were recruited by golfers to caddy and MacDonald was alone, two other golfers walked in and asked, "Do you know how to caddy?" "Of course," John said instantly.

Lugging two very heavy bags up the hill to the first tee, the older golfer noticed John struggling and asked, "Are you OK?"

"Sure," said John, eager to earn a few bucks and unwilling to admit defeat. Today, MacDonald confesses three-quarters of the way up the hill toward the second tee, he nearly collapsed. When the golfers lightened their load to five clubs each, MacDonald finished the round and earned \$6 plus tips from both.

MacDonald eventually practiced on the course with hand-me-down three irons under cover of darkness and caddied his way through college. When reality curbed his dreams of playing golf professionally, he coached golf for 30 years at Temple University and was inducted into the Golf Coaches Hall of Fame.

Better than a hole-in-one, and an "ace" for 4,000 Philadelphia kids..





PACDC

A STRONG VOICE IN POLICY

PACDC IS A LEADER IN IDENTIFYING COMMUNITY DEVELOPMENT OPPORTUNITIES, crafting new policies and programs, and forging strategic alliances. We represent our members and neighborhoods in the government and business forums where decisions affecting neighborhoods are made. This proven model has successfully resulted in more than \$135 million in new resources for affordable housing and neighborhood economic development efforts over the last seven years.

PACDC focuses on expanding resources and improving systems in four key areas: housing, neighborhood economic development, vacant property reuse, and planning and zoning reform. Consider these accomplishments from the past year.

Expanding Housing Opportunity

PACDC's most successful campaign – the Philadelphia Housing Trust Fund – has now raised more than \$53 million and leveraged an additional \$281 million. The Trust Fund is helping 4,000 families through the development of new affordable homes, preservation and repair of existing homes, and preventing foreclosure and homelessness. Housing initiatives we successfully pursued in the past year include:

- Preserving funding committed from the City's General Fund to the Housing Trust Fund, resulting in an additional \$1.5 million for the Trust Fund despite the City's budget crisis;
- Expanding dedicated funding to the Housing Trust Fund by \$4 million per year through unanimous approval of a City Council ordinance in December 2009, pending state authorizing legislation;

- Working with the City to implement the Trust Fund's new Targeted Housing Preservation Program;
- Advocating successfully for resources to preserve existing affordable rental developments, resulting in a Spring 2010 commitment of \$3.16 million to preserve 504 homes;
- Securing a \$2.1 million increase in the City's federal CDBG-Recovery allocation being used for affordable homes; and
- Advocating for appropriate legislation and a more supportive system for Green Building in Philadelphia.



A Seat at the Table:
Mayor Nutter and PACDC members discussing community development issues at a meeting held in City Hall earlier this year.



Photos: J. Blustein

“ The Philadelphia Housing Trust Fund has certainly demonstrated its importance in revitalizing neighborhoods throughout the City. It has become a significant funding partner with the PHFA in providing affordable housing.”

—Brian A. Hudson, Executive Director
Pennsylvania Housing Finance Agency

Stimulating Neighborhood Economies

The City's CDC Tax Credit Program now leverages \$30 million in private funding for CDCs to create jobs and develop neighborhood commercial corridors over ten years. Building on our previous work with Councilman Goode to create and expand the program, we successfully implemented key recommendations from our 2008 report to further strengthen the program, including:

- Expanding participation to a broader array of businesses through unanimous approval of a City Council ordinance to allow a CDC to partner with two businesses to share the program's \$100,000 annual contribution and tax credit;
- Enabling a currently participating business to remain engaged at a lower funding level given the downturn in the economy;
- Strengthening the program's reporting requirements; and
- Drafting and winning approval of new program regulations.

“ Developing economic opportunities in disadvantaged neighborhoods through business development, job creation and neighborhood improvements are critical components of a vibrant city. Thanks to the Philadelphia CDC Tax Credit Program, we have seen encouraging results with long term positive impact.”

—City Councilman W. Wilson Goode, Jr.

Facilitating Reuse of Vacant Land

PACDC continued to advocate for a more efficient city system to acquire and dispose of vacant property. We secured multi-year grants and partnered with the Philadelphia Redevelopment Authority on their No Vacancy Project to advance system change. Key activities include:

- Creation of a Vacant Property Working Group;
- Legal research to identify impediments to implementing needed system change; and
- Launch of a cost/benefits study of vacant land reform in Philadelphia.

Advancing Planning and Zoning Reform

PACDC worked to shape the development of the City's new Zoning Code and Comprehensive Plan to advance equitable community revitalization, including:

- Serving on the Philadelphia City Planning Commission's Advisory Board to inform development of the City's new long range comprehensive plan—Philadelphia 2035, and ensuring community input;
- Coordinated member input on a new Zoning Code for Philadelphia, including development of a unified zoning overlay for Neighborhood Commercial Corridors, and how communities should have input on development projects; and
- Supported development of the Planning Commission's new Community Planning Guidelines for acceptance and use of neighborhood strategic plans to inform city investments and decisions.

Continue to partner with us so we have a strong voice in policy that creates strong neighborhoods and a strong city.



“Using PACDC to collaborate, advocate for our issues, and serve as a clearinghouse is great. We have no time to accomplish individually what we can do collectively.”

Rose Gray
Vice President,
Asociacion Puertorriquenos en Marcha

Bringing CDCs & Partners Together

PACDC has 80 member organizations of which 45 are CDCs, and 35 are associate members, including corporations, related non-profit organizations, and others who support our work.

PACDC's activities have culminated in more than \$135 million in new resources for affordable housing and neighborhood economic development efforts.

PACDC's Member Services provide a plethora of opportunities to CDCs so they can serve their communities better. Specifically, PACDC offers relevant and timely workshops, hands-on technical assistance, networking opportunities, and other initiatives to give CDCs tools they can use daily.

One example is our in-house, GIS Mapping Technology that enables CDCs to capture and track conditions in their targeted neighborhoods to use in neighborhood redevelopment planning.

Stronger Neighborhood Voices

New this year is Stronger Neighborhood Voices, a multi-faceted initiative designed to help CDCs improve their communications to investors, local constituents, decision makers and others. By helping CDCs tell their stories better to diverse, targeted audiences, PACDC raises awareness of the depth, breadth and impact CDCs achieve in their communities. Better communications also position CDCs more effectively in their policy and advocacy work.

Currently, the Stronger Neighborhood Voices initiative has five CDCs partnered with SteegeThomson, a nationally-acclaimed communications firm, providing in-depth assessments of their existing communications efforts. The goal is to make each communication more effective. Going forward, PACDC's Communications Director will provide ongoing assessments and training to help CDCs tell their stories more effectively. The five CDCs are East Falls Development Corporation, Enterprise Center CDC, Impact Services, Logan CDC and Southwest CDC. In addition to this training, PACDC's members were offered workshops on messaging, managing on-going media relations, and crisis communications.

Partnerships

Through close partnerships with Regional Housing Legal Services, Housing Alliance of Pennsylvania, the Homeownership Counseling Association of the Delaware Valley, and the Pennsylvania Housing Finance Agency, PACDC members participated in diverse workshops on topics including getting access to state weatherization funding to increase energy efficiency of multi-family rental developments and enabling faith-based organizations to partner with CDCs to prevent foreclosures.

Special Events

More than 200 community development professionals, investors, and decision makers enjoyed PACDC's 2009 Gala, Night of Excellence/Night at the Races. In addition to showcasing CDC best practices and the city's most outstanding community development work, PACDC raised funds to support its advocacy and capacity building work for its members.



Asociacion Puertorriquenos en Marcha (APM) won the 2009 PACDC Blue Ribbon Award for Community Development Excellence, and Wachovia Regional Foundation Executive Director Denise McGregor Armbrister was named PACDC Community Development Champion.

New Publications

PACDC premiered its newest publication, *PACDC Magazine*, featuring winners, policy insights, CDC updates, and more. Garnering rave reviews from PACDC members, investors and decision makers, the Magazine is used throughout the year.

PACDC's *Recipes for Revitalization: 2010 Calendar and Resource Guide* featured award-winning commercial corridor revitalization, restaurants and recipes from University City, Kensington, Mayfair, Fairmount, Mt. Airy and others.

PACDC expanded its web site to include member updates, news, and its highlight, the PACDC YouTube channel: www.YouTube.com/pacdcorg showcasing members' achievements and their impact throughout Philadelphia. (See *Neighborhood Stories* for the full story.)

Looking Ahead

PACDC will do a pilot project partnering with an ethnographer and folklorist to capture Yorktown CDC and personal and collective histories of a community facing change. Depending upon the results, this on-line/print project may be replicated in other CDC member neighborhoods.

In October, 2010, thanks to leadership support from Citi Foundation, the National Development Council will conduct a two-day training for CDC members on Mixed-Use Development.



Far Left

Pictured on page 12 are some of the 70 participants who learned how to access state weatherization funding hosted by PACDC and Regional Housing Legal Services, Innova Corporation, and Pennsylvania Housing Finance Agency.

Left

PACDC members participating in a Communications Training led by Charles Thomson.

Above

PACDC 2010 VIP Reception attendees include from row (l. to r.) Common Pleas Court Judge Annette M. Rizzo; PACDC President John Chin, Executive Director, Philadelphia Chinatown Development Corporation; and 2010 Gala Presenting Sponsor, Carol Lawrence, Senior Vice President, PNC Bank; Second row (l. to r) PACDC Executive Director Rick Sauer; and J. Blaine Bonham, Jr., Executive Vice President, Pennsylvania Horticultural Society, Lifetime Achievement Award recipient.

Celebrating at the PACDC VIP Reception are PACDC Community Leader Award Finalist Staci Moore, Board President of Women's Community Revitalization Project (WCRP), and WCRP Executive Director, Nora Lichtash.



featured on www.youtube.com/pacdcorg

Neighborhood Stories

Neighborhood Stories is a program that showcases the vibrant and diverse work of CDCs and the impact of that work on the neighborhoods served using the internet. CDCs work with videographer Janet Gala to develop a 2-3 minute video that is then featured on YouTube.

Recent premieres include:



Logan CDC's Carlton Simmons Community Technology Center

This year-long project of transforming a vacant row home into a valuable community resource is celebrated during a ribbon-cutting ceremony and tour of the center. Offering nine computer stations, a full-time staff person, and a resource library, the technology center provides free computer and wireless internet access, plus training programs and workshops.

"Half of the households in the city of Philadelphia do not have internet access, and in neighborhoods like ours that percentage is even greater. So we would like to do our part in narrowing the digital divide on a local level by bringing this resource to the community," says Cicely Peterson-Mangum, Executive Director of Logan CDC.



Mt. Airy Revitalization Corporation transforms Wadsworth Avenue

Visit the businesses along Mt. Airy's Wadsworth Avenue—transformed by Mt. Airy Revitalization Corporation's (MARC) impact during the past three years—new trees, street lights, decorative lighting, trash cans, banners, and a beautiful landscaped gateway to the community.

In addition, MARC has assisted avenue business owners in obtaining grants to make storefront improvements. "I've seen the changes on this avenue—to being clean, and bright with trees and lights. I am just so glad to be a part of it," says Betty Blue, owner of Blue Hawk Uniforms.

"With the public streetscape improvements and private business investment, Wadsworth Avenue has never looked better. People are really starting to take a notice and rediscover the avenue," says John Ungar, Executive Director of MARC.

View these and other PACDC videos on our YouTube channel, www.YouTube.com/pacdcorg

Subscribe to our channel, rate videos, share them with friends, make comments, send us links to your videos, we'll make them our favorites.

Philadelphia Association
of
Community Development Corporations

HONORING OUR 2010 AWARD WINNERS
AND BLUE RIBBON FINALISTS

Presenting Sponsor



Gala Sponsors: LISC/National Equity Fund, TD Bank, Bank of America, Beneficial Savings Bank, Firsttrust Bank, Pennsylvania Housing Finance Agency, Susquehanna Bank, and Wachovia-A Wells Fargo Company.





Judge Annette A. Rizzo
Court of Common Pleas,
Philadelphia First Judicial District's Residential
Mortgage Foreclosure Diversion Program

Education: B.A. in Public Policy and Italian Literature, University of Pennsylvania; Law degree, Temple University School of Law.

Judicial Career: Appointed Court of Common Pleas Judge in 1998 by then Governor Tom Ridge; Served in Trial Division (Criminal and Civil Programs); Now sits in Civil Major Jury Trial Program; Since 2008 helped develop and oversee First Judicial District's Residential Mortgage Foreclosure Diversion Program which mandates no residential owner-occupied property in the city may go to Sheriff's sale without a Conciliation Conference.

Early Career: City Solicitor's Office; Law firm of Rawle & Henderson; Senior Counsel at CIGNA Companies.

Volunteer: Former board member of Philadelphia VIP; Present board member Eastern State Penitentiary, Casa Farnese, a senior citizen residential complex, and Temple Law Alumni Association, among many others.

Live: With husband and twin boys in Society Hill.

The Honorable Annette M. Rizzo

Judge Rizzo Answers Questions on "Home"

Q: You've made your mark in the Foreclosure Prevention arena, but how did you get started in it?

A: I got involved in my junior and senior years at the University of Pennsylvania. I was Director of a consumer group – a work-study program with 80 students — that solved student and neighborhood housing, utility bills, and other consumer problems. It was the Pennsylvania Consumer Board – with "Pennsylvania" coming from the University's name. But when we called people, the name sounded so official, I think people thought we were from the State. The organization had cache because of its name. After that, I appeared often on Herb Dennenberg's Consumer Advocate TV program on (then) Channel 10.

Q: For you personally, what is most challenging about the Foreclosure Prevention work you are doing now?

A: The toughest part of my job is giving my all to two very different, very complex types of work. On the one hand, I'm part of a civil major jury trial team dealing with victims of catastrophic accidents or medical problems. You're in the pit with lawyers, other judges, and things have to run very well. On the other hand in Foreclosure Prevention, I'm dealing with—and touching—people from different walks of life: lawyers, lenders, home owners, housing counselors, etc. We are doing interventions, and I am duty-bound to speak up for all people.

At the end of the day, in both situations, each person is facing some change or shift in their lives. You're delivering a harsh criminal sentence, or you're telling a single mom with six children she cannot stay in her home.

Q: What advice would you give first-time homebuyers?

A: Do your research. Work with reputable realtors and lenders. Know the market. Check references. Know that you have access to legal services. Get title insurance. Use the Housing Counseling Network. If you can't afford to pay, there are agencies which will review documents, etc.

Q: What is your view of the legacy of this work as a safety net for struggling Philadelphians and as an example of judicial advocacy?

A: In this role, I am not a sitting judge but much more informal. We are creating a legacy of the intersection of issues tied to the sanctity of people's homes. We are making the left side talk to the right side and linking people to social services, elderly services, payment options, counseling and more. We can't solve every issue, but we can put people on a path to hope.

The Residential Mortgage Foreclosure Diversion Program

Launched in 2008, the Residential Mortgage Foreclosure Diversion Pilot Program is designed to provide early Court intervention in residential owner-occupied mortgage foreclosure cases which will assure timely determination of eligibility under various federal, state, and local programs established to facilitate loan work-out and other solutions to permit residential homeowners, where possible, to retain their properties. The program is considered a national model, bringing together homeowners, housing counselors and banks in attempt to prevent foreclosure. To learn more about the program or to help a homeowner in need, call 215/334-HOME.

Lifetime Achievement Award

J. Blaine Bonham, Jr.

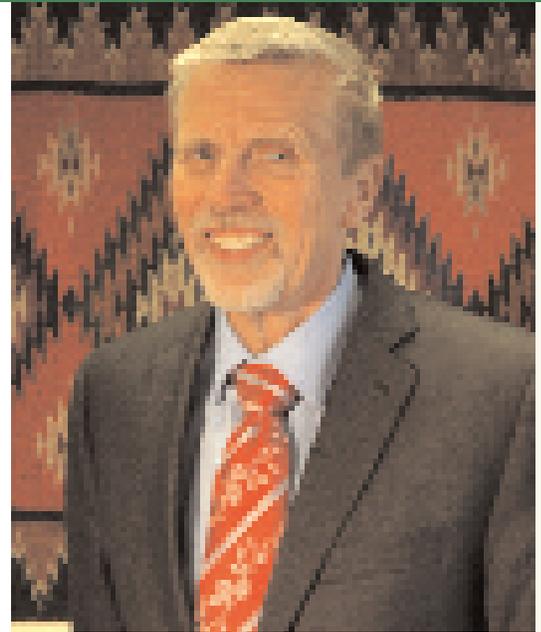
Three and a half decades ago, Blaine Bonham was into “green” with his heart and soul, long before it became a household word. Since then, in his stellar career as Executive Vice President of the Pennsylvania Horticultural Society, he has garnered the accolades of U.S. Presidents, international organizations, Congressional leaders, local political leaders and of thousands of his fellow Philadelphians.

It was Bonham’s love of Philadelphia and its neighborhoods that drew him to “green” and improve so many of them. Today, as he plans to retire from Pennsylvania Horticultural Society, consider just a few examples of the impact of his work:

- In 1974, he founded Philadelphia Green and raised it from a grassroots initiative to a national model, which has been replicated in other cities across the U.S.;
- Since 2003, he has helped transform millions of square feet of derelict land across the City of Philadelphia to beautiful green space. He accomplished this by creating and implementing Green City Strategy, a vacant land management system, which became part of the City of Philadelphia’s Neighborhood Transformation Initiative;
- Currently serving on Mayor Nutter’s Sustainability Advisory Board which oversees implementation of Greenworks Philadelphia, the city’s 20-year sustainability plan;
- Helping to found the Neighborhood Gardens Association /A Philadelphia Land Trust to make gardens part of the fabric of the city’s neighborhoods;
- Serving on the Boards of the Pennsylvania Environmental Council’s GreenSpace Alliance and the Norris Square Neighborhood Project; and,
- He also has co-authored a book, written articles on greening neighborhoods, and spoken at national conferences and international symposia.

Bonham completed a Loeb Fellowship in advanced environmental studies at Harvard University. He has a BS in political science from Penn State and an Associate’s degree in horticulture from Temple University. Prior to joining Pennsylvania Horticultural Society, he was a portfolio analyst for Philadelphia National Bank.

More than 300 years after William Penn first envisioned Philadelphia as a “Green Country Towne,” all present-day and future Philadelphians are indebted to Bonham for devoting his career to preserving and greatly enhancing Penn’s legacy.



J. Blaine Bonham, Jr.
Executive Vice President
Pennsylvania Horticultural Society



Staci Moore Walks the Walk

Winner

Give. Get. Or get off.

That's the challenge board members often hear about their obligation to raise money for their organizations.

But in the case of Staci Moore, a tireless, 13-year volunteer at Women's Community Revitalization Project, her call to action was slightly different:

Give (her time and energy); Get (more affordable housing for Eastern North Philadelphia); and Get off (homelessness).

Moore has volunteered thousands of hours in her pursuit of more decent affordable housing in Philadelphia. An articulate advocate, she knows firsthand the need. Soon after moving to Philadelphia from Florida, Moore had to live in a Salvation Army shelter for a year with her very young son.

Basically quiet and shy, Moore became outspoken on the need for affordable housing. She now inspires others with her testimony before City Council; her leadership of WCRP's Board and representation at advocacy meetings, and by acting as a spokesman with the media.

Her words and actions have contributed to many victories, including: more than \$20 million in increased city funding for affordable housing through the Philadelphia Affordable Housing Coalition (PAHC); and, work as part of PACDC and PAHC to create the Philadelphia Housing Trust Fund which has generated up to \$15 million per year for housing.

"I am thrilled to be recognized by PACDC. And I truly love my role in helping long-time residents like me deal with the changes in our neighborhood," said Moore.



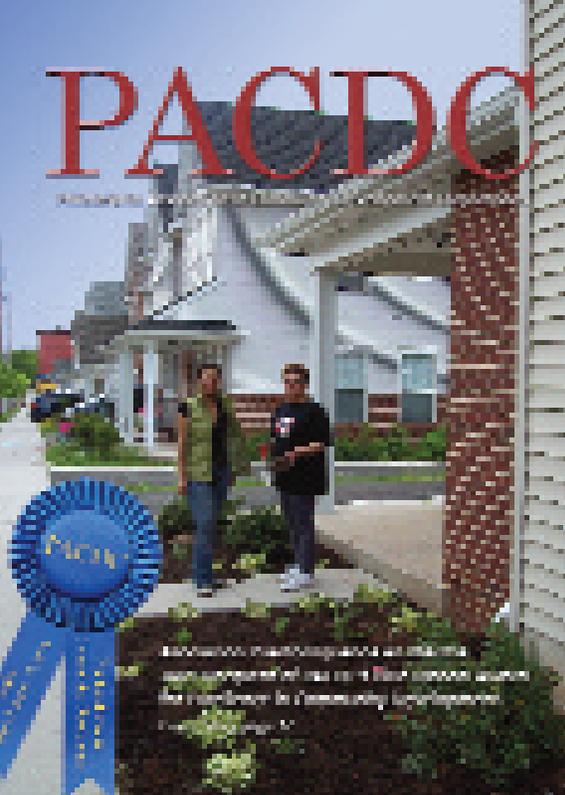
Staci Moore
Activist, Board President
Women's Community Revitalization Project

Kenneth Gamble, Universal Companies

Finalist

Universal Companies is a community development corporation that provides a wide range of comprehensive services designed to rebuild urban communities, including real estate and economic development, K-12 education, social services and technology. Universal was formed in 1993, under the direction of one of Philadelphia's greatest talents, Mr. Kenneth Gamble, who continues to serve as its Chairman. Mr. Gamble, world-renowned lyricist, composer, producer and founder and CEO of Philadelphia International Records, has been credited as a pioneer in the development of soul/rhythm and blues music in America. He has worked tirelessly to bring much needed resources to the communities in which Universal works. Key accomplishments include attracting more than \$300 million of public and private resources in the development of housing, schools, social service programs and new small business development.

We salute Mr. Gamble's commitment and Universal's impact.



2009 Blue Ribbon Award Winner for Excellence in Community Development

Asociación Puertorriqueños En Marcha (APM) for Pradera III & TruMark Credit Union

Pradera III consists of 22 new construction homes and three rehabilitated homes for low to middle income first time homebuyers. It represents an important project that compliments not only APM's health and human services programs, but also previous developments including 103 homes built in the first two phases of Pradera. TruMark Financial Credit Union, a not-for-profit credit union, opened a branch at 5th and Berks Streets, filling a void in the North Philadelphia neighborhood which had lacked a financial institution for over 60 years. APM partnered with TruMark and secured funding to build a site for a new branch to fight against predatory lending practices and offer community members an alternative to paying high fees to check cashing agencies. (See feature article on APM's impact by John Kromer on page 8).

Selecting the Winners of the 2010 Blue Ribbon Awards for Excellence in Community Development



PACDC's Blue Ribbon Awards recognize outstanding achievement by community development corporations that advance the vision of PACDC, which is to ensure "Vibrant and diverse neighborhoods across Philadelphia that equitably meet the needs of all community members, preserve and enhance community assets, and foster a stronger city and region."

Winners exemplify community development best practices and demonstrate excellence in at least one of the following categories:

- **Innovation:** organization has created a new or pioneering project or program; or approached a project or program in a new and inventive way.
- **Impact:** a demonstrated capacity to have positively influenced or changed the community or population served for the better.
- **Leadership:** a proven ability to guide, lead, or influence the direction, course, action, or opinions of stakeholders that results in advancement for the community or population served.

A committee of community development professionals reviews nominations and selects the finalists with winners decided upon by consensus vote. Our thanks to the members of the 2010 committee—Nelson Acevedo, PNC Bank; Randy Belin, LISC; Paige Carlson-Heim, TD Bank; Ronald Dutton, Wachovia; Don Haskin, Citibank; Elizabeth Miller, Community Design Collaborative; Deborah O'Brien, Bank of America; and Stefanie Seldin, Philadelphia VIP/ LawWorks.



2010 Blue Ribbon Award Winner for Excellence in Community Development



Large CDC

HACE and Mercy Health Partner for LIFE

Hispanic Association of Contractors and Enterprises

Guillermo Salas, Jr., President



A unique partnership in the Latino heart of Eastern North Philadelphia has created an innovative solution that's making a big difference in the lives of Spanish-speaking seniors and their families.

The Hispanic Association of Contractors and Enterprises (HACE) founded in 1982, has partnered with Delaware County-based Mercy Health Systems to create a LIFE Center at 3240-64 N. Hancock Street designed to keep seniors independent for as long as possible.

The \$5.6 million Center operates from 8:00 a.m. to 4:30 p.m. Monday through Friday. Its operations are funded by private insurance, Medicaid and Medicare.

"The LIFE Center—Living Independently For Elders—has been a real life-changing project for seniors in our community who are now able to stay in their homes," said Bill Salas, President of HACE. "It has really filled a huge need in our community," he added.

"We're pleased to create 20-25 new jobs now and anticipate 60 jobs within three years as the Center grows," Salas added.

Part of HACE's 10-year strategic plan, this LIFE Center is a

welcomed addition to the neighborhood, and here are a few reasons why: Seniors live

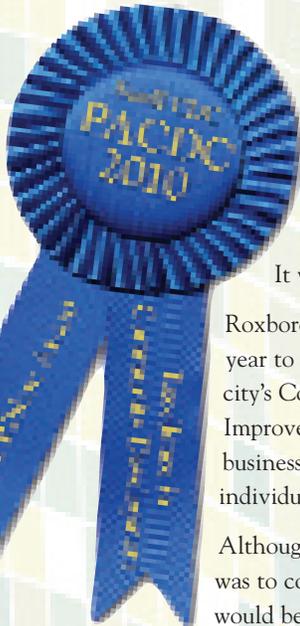
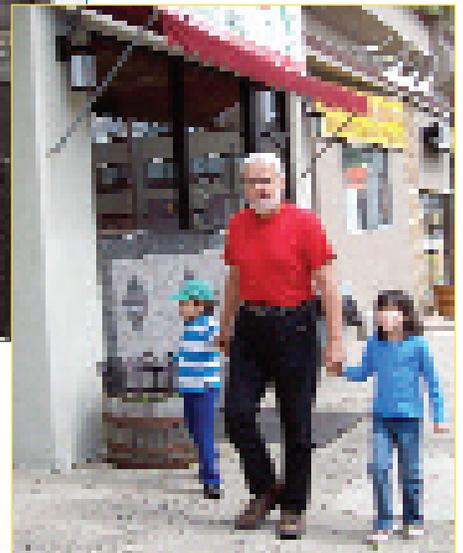
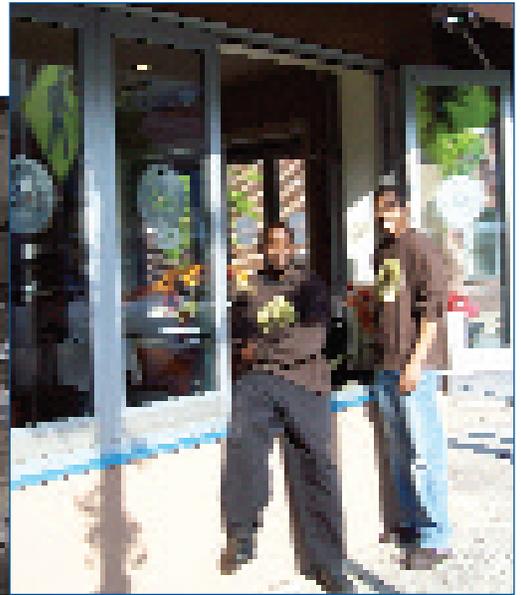
at home but visit the LIFE Center up to three days each week; All medical care—including dental, eye, foot and psychiatric—is available on site, and participants are transported to specialists when necessary; The staff speaks Spanish and offers seniors—many of whom speak only Spanish—a comfortable atmosphere not always available elsewhere in venues such as nursing homes; The LIFE Center also provides assistance for family members who are caregivers for their seniors; and, approximately 50% of the participants also get care at home, and once enrolled, they stay in the program.

The LIFE Center will serve 150 elders in more than 17,000 square feet. The Center adds to the fabric of the community and is adjacent to three rental housing developments in the Carribe Development Zone established by HACE, including two for seniors. It's the next step in HACE's long-term redevelopment plan for the neighborhood.

HACE's success is based on people power – listening to their neighbors, engaging the grassroots, identifying high-level public and private sector partners, and getting the job done. This job pays respect to the seniors who have already paid their dues.



2010 Blue Ribbon Award Winner for Excellence in Community Development



Small CDC Roxborough Beats The Clock *Roxborough Development Corporation* Bernard Guet, Executive Director

It was November, 2008 and the clock was ticking. Roxborough Development Corporation had just one year to spend—or lose—a \$200,000 grant from the city's Commerce Department for Block Façade Improvements. The goal was to make Roxborough's business corridor much more attractive and to improve individual storefronts.

Although it sounds simple enough, the big challenge was to convince store owners these improvements would benefit their businesses.

Why should they change? After all, they'd been doing business just fine with their stores and shops just as they had been for many, many years. The store owners didn't "see" myriad problems that others did: crumbling and dirty stucco; ripped awnings; poster-covered windows blocking views inside; no exterior lighting.

"The process of convincing business and property owners of the legitimacy of the Block Façade project was initially stagnant,

but as soon as a couple of businesses began to participate, many others followed suit," said Barnard Guet, Executive Director, Roxborough Development Corporation.

Ultimately, 33 storefronts along Ridge Avenue were renovated; there is an increased sense of pride; and several "signature" facades have resulted, according to Guet. Total project cost is more than \$300,000, and 53 construction jobs were created. Today, restaurants such as Sole II Soul, Crossroads Coffee House, and Roma's Pizza are dining options along Ridge Avenue.

Roxborough won the race to beat the clock, and Guet estimates that business sales will increase \$1.3 million per year and that new quality businesses will be attracted because of Ridge Avenue's enhanced appearance. In addition to this work, Roxborough Development Corporation also conducts street cleaning, commercial real estate development, and serves as a clearinghouse for community issues as they pertain to Roxborough's Ridge Avenue corridor.



2010 Blue Ribbon Award Finalist

Impact Services Corporation Ensures Veterans Can Come “Home”

Impact Services Corporation

John MacDonald, President and CEO

While many Americans picture US veterans from Iraq, Afghanistan and other wars being welcomed back to the United States by adoring families waiting for them in cozy homes, that’s not always the case. The reality is that after serving their country, some vets are homeless. Some vets are mentally ill; some are addicted to drugs and/or alcohol; and many vets have all these problems.

One place in Philadelphia—unique in the nation—offers a transition to life “back in the states” for homeless, dually-diagnosed vets. Hancock Manor, at 164-176 West Allegheny Avenue, originally the Kensington Branch of the YMCA, is the only community-based, non-profit transitional housing program in the nation devoted exclusively to dually diagnosed (mental illness and drug/alcohol recovery) homeless veterans and linked directly to a Veterans Administration Medical Center.

And President/CEO John MacDonald is excited about the future.

“We’re going to have ‘shelter plus care’ apartments for homeless women vets with children—another first in the nation,” according to MacDonald.

Operated by Impact Services Corporation, Hancock Manor which is being converted into an all-vet facility, will offer the following:

- 45 new units for homeless veterans housing, ranging from efficiencies to three bedroom apartments;
- Renovation and expansion of current units—without relocating residents—will total more than 100 units over several buildings;
- Maintenance of the 62,000 sq. ft. building’s historic features with upgraded amenities, including wireless and hardwired internet, a new exercise facility, renovated classrooms, a library and community spaces completed by December 2010.

The revitalization of Hancock Manor is supported by more than \$9 million in American Recovery and Relief Act funds and by a \$1 million grant from the Philadelphia Housing Trust Fund. In addition to housing and services for veterans, Impact Services Corporation provides employment and



training, community and economic development, supportive housing, and work with ex-offenders. Founded in 1974, Impact now services 17,000 people yearly.

And for veterans, Impact’s work ensures that veterans can come home again.



2010 Blue Ribbon Award Finalist

West Powelton/Saunders Park Plan Leads to Projects, Potential

People's Emergency Center CDC

Kira Strong, Vice President

A plan, a purpose, projects and potential.

They are the key ingredients of People's Emergency Center CDC's West Powelton/Saunders Park revitalization work in West Philadelphia. PEC engaged numerous stakeholders in an extensive, 18-month planning process resulting in a comprehensive community revitalization strategy.

By directing intentionally targeted, multi-year initiatives to develop and revitalize major community thoroughfares, PEC-CDC's focus is yielding these results:

- Imani Homes IV and V rehabbed eight properties into 19 units of permanent, supportive housing totaling \$3.1 million investments;
- Façade improvements helped 39 homeowners with major repairs of roofs, windows and doors;
- Cloisters III, a 50-unit affordable rental housing totaling \$13-plus million;
- Commercial corridor improvements with new streetscapes, murals, mosaic tree beds, lights and upgraded storefronts along Lancaster Avenue totaling \$3.2 million;
- Fattah Homes, a mixed use facility with ground floor retail and six supportive housing units above and Fattah Homes II with another six units will be completed July, 2010;
- Bernice Ezra Homes, a six-unit permanent supportive housing which will be LEED silver certified; and,
- Digital Inclusion Program distributed 600 computers to neighborhood residents, provided technical support to 1,000 low-income residents and offered computer training to 220 teens to encourage them to pursue higher education and careers in technology.

And on the drawing board for 2012 is Bingham Place with 32 units of affordable housing for artists and community residents—a great focus for PEC's 40th anniversary.

2010 Blue Ribbon Award Finalist



Nueva Esperanza's Latin Quarter Project Showcases Hunting Park's Potential

Nueva Esperanza, Inc.

Rev. Luis Cortes, President

For 23 years, Nueva Esperanza's commitment to Hunting Park and its innovative partnerships with corporations and educational institutions have been transforming land, creating high-performance institutions, and attracting investments totaling \$30 million. But more than half of that investment—about \$17 million—has been focused on concentrated development known as the Latin Quarter Project.

Confronted by a community hit hard by declining industrial jobs, disinvestment, and a 50% unemployment rate, Nueva Esperanza and Temple University's Fox School of Business tapped residents' opinions and developed the "Hunting Park Plan." And, with Aetna and Citizens Bank committing unrestricted support for up to 10 years, the Latin Quarter Project has achieved these results:

- Created educational institutions like Esperanza Academy Charter High School, with a drop out rate of less than 1% and a School of the Arts wing with studios, dressing rooms and a cinematography studio;
- Created Esperanza College of Eastern University, the only Hispanic-serving institution in Pennsylvania with courses designed for the area's linguistic and academic needs. Currently at 200, enrollment is expected to reach 500 by 2020;
- Attracted a Rite Aid anchoring a \$3.2 million commercial and retail development;
- Built rental space and a one-stop workforce center for those on welfare; and
- Renovated a 130,000 sq. ft. abandoned factory and a 100,000 sq. ft. abandoned parking lot across from a thriving restaurant.

The next phase includes a job training center, 75,000 sq. ft. for 400 middle school students, a community gym and a performance theater seating 750. This development means construction jobs for 300 and permanent jobs for 65 in the Latin Quarter.

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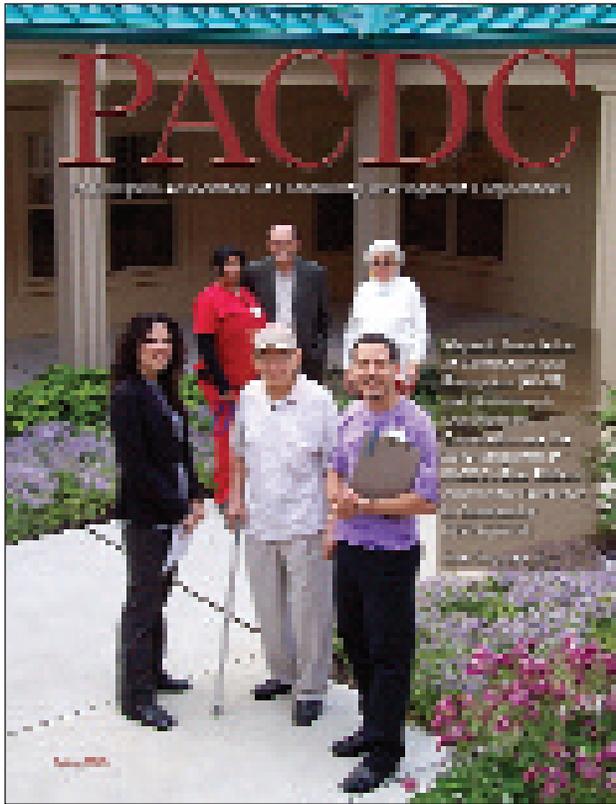
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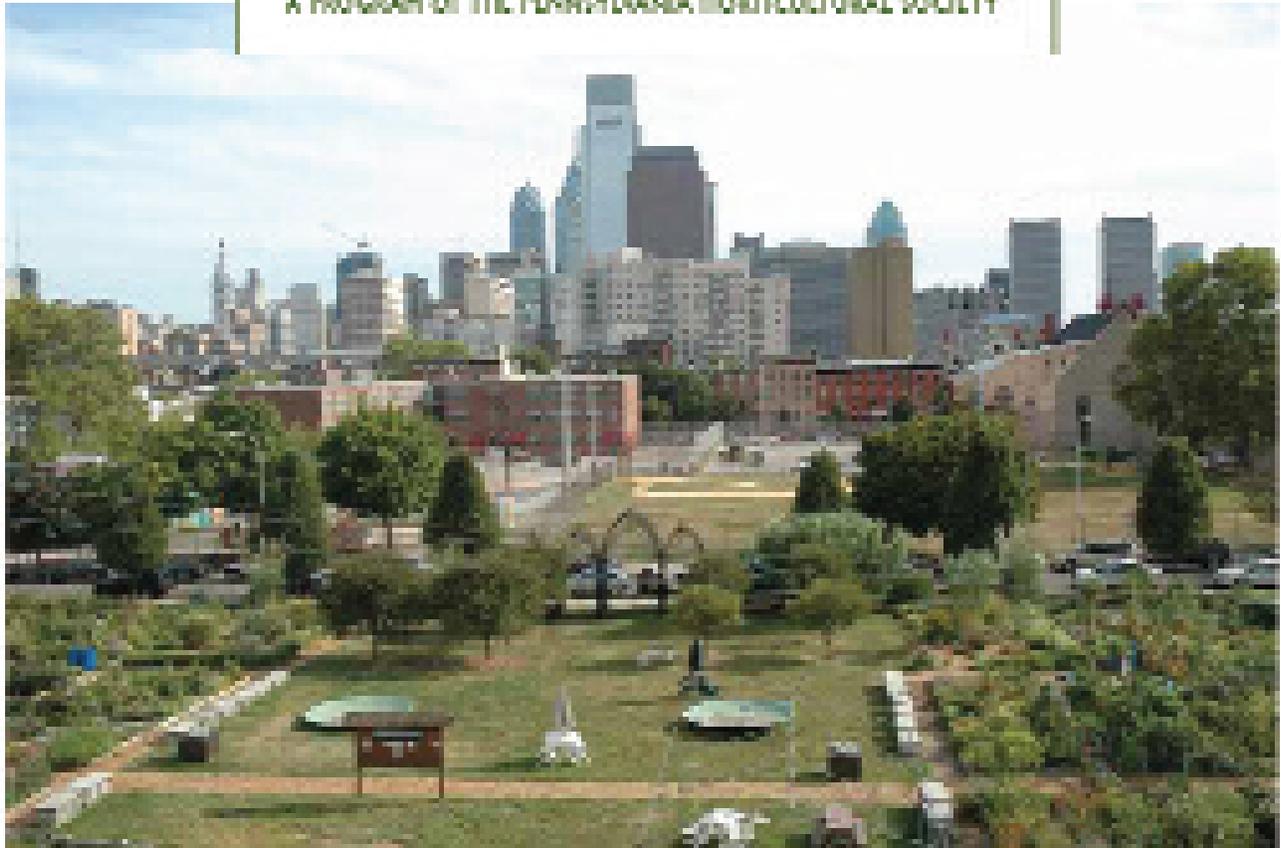
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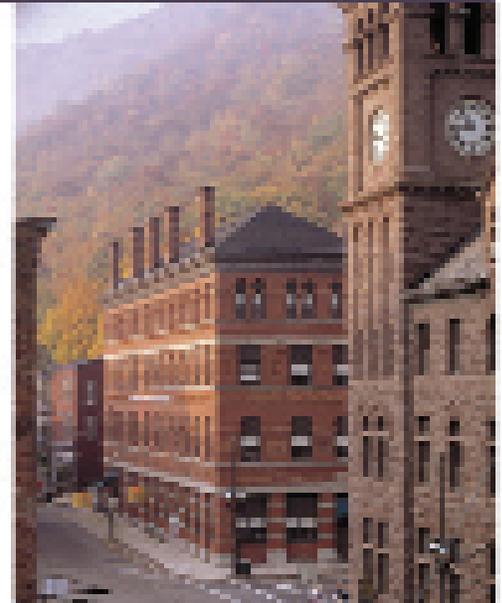
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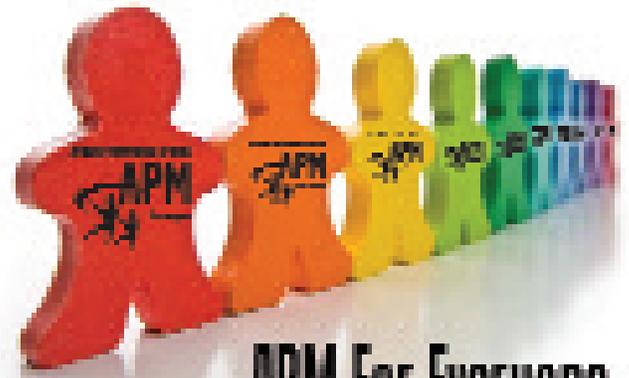
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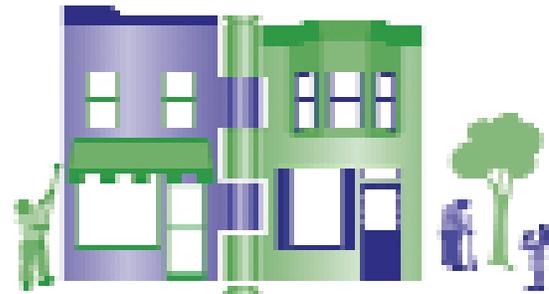
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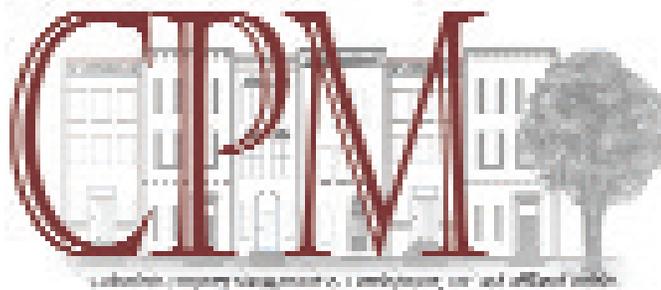
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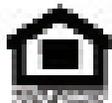


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Top 10 Reasons to Join PACDC

10. You care about your neighborhood but need help advocating for your issues. **9.** All of your corporate competitors are associate members, and you are conspicuous by your absence. **8.** Learning that your colleagues in other CDCs have similar challenges makes you feel better – and helps you reach a solution through PACDC networking. **7.** Your organization is strong, but joining 80-plus others makes you formidable. **6.** You want to enhance your organization’s communications, so you tap PACDC’s in-house expertise 24/7/365. **5.** You want your organization’s voice to be heard—and you want a seat at the table. **4.** You need advice on what funding sources you can tap for a project. And, you want to know how other organizations dealt with a similar project. Members get assistance from PACDC. **3.** You want access to top-flight, professional workshops, on-going, comprehensive member services, and excellent useful data and research. **2.** Your organization is as good as your neighbor’s award-winning CDC, so join now.

1. You are willing to have your organization’s Best Practices showcased regionally and nationally in the media and at national conferences as a member of PACDC.

There are more reasons, but you get the idea.

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