

OVERHEARD ABOUT THE PARK



"We're always visiting schools to share our experiences, memories and knowledge of baseball. It's fun to see the joy and anticipation in kids' faces when we talk to them."

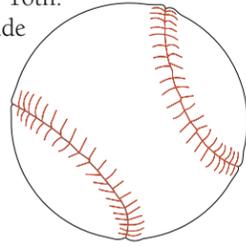
- **Stanley Glenn** Former catcher for the Philadelphia Stars, on his and other Stars' visits to schools and colleges

"This is not just monetary, but a larger gesture on behalf of the Commerce Department. The department saw the project as an important historic monument for the neighborhood, which would eloquently commemorate the Philadelphia Stars and other Negro League teams and players. We see this project as creating a greater sense of community for the area corridor and we support that."

- **Tania Nikolic** Special Projects Manager, Commerce Department, on the department's \$100,000 contribution to the Memorial Park effort

Mark your calendars for the black-tie fundraiser for the Negro League Memorial Park being held at Veterans Stadium on Thursday, September 16th.

The event will coincide with the installation of the statue and landscaped park at the corner of Belmont & Parkside avenues.



POLICE REPORT

Millennium Baptist Church at Columbia & 52nd will be celebrating National Night Out on August 3rd with gospel-rama events to promote peace and stop violence. Additional events will take place at Carroll Park at 58th & Thompson.

Also, the Shepard Recreation Center at 57th & Vine has recently been declared a teen center and will be conducting a talent search among youth

ages 14-24. Participation is free for aspiring dancers, vocalists, models, rappers, musicians, visual artists and athletes.

The talent search program is designed to help develop and take talent to the next level. Orientation was held June 2nd but the project is ongoing. The center is also planning to start regular activity programs for teens, such as creative writing workshops, trips, and movie

nights, as well as college preparation and job readiness courses.

Contact Officer Linder at 215.686.3193 for more information.



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Publisher	The Philadelphia Non-Profit Advertising Agency
Editor	Marjorie Ogilvie
Associate Editor	Miller Parker
Layout	Henny Schultz
Writer	Kennerly Clay

Business Association of West Parkside
5070 Parkside Avenue
Suite 2400
Philadelphia, PA 19131

Business News PARKSIDE West

This newsletter of the Business Association of West Parkside is made possible with the support of BAWP members and the Philadelphia Dept. of Commerce.

GROUP VOTES TO FORM WEST PHILADELPHIA CHAMBER OF COMMERCE

A group of 00 representatives from the West Philadelphia business community gathered at the Philadelphia Business & Technology Center on May 25th to voice support for the formation of a Chamber of Commerce that would respond to the specific needs of businesses in this area. The proposed West Philadelphia Chamber of Commerce would cover west and southwest Philadelphia spanning from the Schuylkill River west to the county line a section of the city dominated by small businesses that get "lost" in the regional Chamber network.

In addition to providing services such as business insurance and medical insurance for employees, the West Philadelphia Chamber would focus on ways to decrease crime, and improve city services and job rates in the community.

Local business owners attending the meeting expressed their reasons for supporting the effort, such as "power in numbers," improvement of quality of life in neighborhoods, and having a centralized location to obtain and disseminate information relevant to West Philadelphia businesses. Attendees also voiced concerns about the fledgling organization, including the challenge of financially maintaining it and keeping momentum going. There was also some concern that groups in west Philadelphia wouldn't be able to identify with groups in the southwest. It was agreed that the West Philadelphia Chamber would need a set of short-term goals and a clear mission with a customized approach to the area. A show of hands confirmed majority support for creation of the organization.

"a more powerful voice"

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NEWS FROM COUNCILMAN NUTTER

We caught up with our councilman recently to hear his thoughts on the Industrial Park and other issues affecting West Parkside. Here's what he had to say:

Regarding the Industrial Park, "This is a challenging project and naturally somewhat complicated, but I see nothing insurmountable about it. We know what's in front of us. We have real live projects with real live people involved. We just need the political and operational will to make things



happen. I share the frustration (with the process) of everyone in the community, and at times, I don't know how we ever get any business done in this city. I always think we can be doing things a little better so I would like to see the same urgency and commitment to neighborhood projects and small business development and the same focus and attention to West Parkside that other "big" deals and areas like Center City receive."

Councilman Nutter has also been working closely with the Parkside Association to

Continued on page 5

FROM THE PRESIDENT'S DESK
West Parkside copy to come.

Marjorie Ogilvie

DISCOVERY CHARTER SCHOOL DEEPENS ROOTS IN WEST PARKSIDE

Discovery Charter School plans to extend its lease agreement with the Philadelphia Business & Technology Center (PBTC) for another four years long enough to follow through on a number of projects Executive Director Jackie Kelley has slated for the school, which has enjoyed a successful first year in West Parkside.

Kelley aims to strengthen the school's ties to the community, starting with the creation of an outdoor recreational space near the rear entrance of PBTC. The Center is working with Discovery to locate funding and support for a landscaped area, well removed from traffic, which will allow



students to safely congregate before and after school, particularly in the warm summer months. The area will also be available to anyone entering the facility and will serve a variety of uses to the community-at-large. Kelley anticipates the project will be completed by the beginning of the coming school year.

The Philadelphia Stars Negro League Memorial Park project also presents collaborative opportunities for the school. Although still in the early phases of planning, Kelley says, "We're looking at the possibility of placing a sandlot baseball field adjacent to or across from the memorial, which will give our kids an opportunity to have a ball team and to participate in the city-wide league." All plans are pending approval of the designated space by the Fairmount Park Commission.

Discovery has also forged a relationship with Pelzer Stables, exploring the possibility of students performing community service such as stable care and horse grooming. In return, Pelzer would provide classes in horsemanship and horseback riding. Adds Kelley, "We're in the programmatic stages with Pelzer, planning what the program will consist of and planning the budget,



but we've pretty much firmed up the partnership."

Finally, as Discovery Charter School enrollment increases from 400 to an expected 600 students in the next two years 10% of whom will be special needs kids Kelley recognizes the growing demand for a handicap accessible playground. The school is currently researching options such as Shane's Inspiration playground so colorful, interactive, exploratory play areas for kids with and without special needs.



WEST PARKSIDE STAFFING FIRM ALWAYS ON-CALL

In the heavily competitive staffing industry, QB Enterprises prides itself on reliability. The family-owned and -operated firm, newly located in the Philadelphia Business & Technology Center, provides staffing for light industrial and service companies, catering for example, to hotels that may need housekeepers and dishwashers, offices needing receptionists, and manufacturers looking to fill machine operator positions.

"If an employee doesn't show up for a job at midnight, we guarantee we'll have a replacement there within the hour," says Orrin Bailey, who runs

QB Enterprises with his mother. To back its guarantee, QB always has someone on call and available around-the-clock. Customers, particularly new accounts, also get special attention. QB often provides transportation for workers to ensure they get to the job site on time. Customers also get a personal visit from one of the owners in the first few days of the job to make sure things are running smoothly.

"In this business you don't have a lot of opportunities to do it right," explains Bailey, "so we make sure we do it right the first time." The company appears to be doing something

right as it has serviced many of its accounts for five years or more.

In years past, QB Enterprises sent staff to the Philadelphia Business & Technology Center to work for companies located in the building. From a number of on-site visits, Bailey was impressed with the facility.

"This place was always in the back of my mind," he says. "I liked the location and I was excited about the number of other businesses here. I really felt we could meet people for business exchanges."

The West Parkside location also suits QB workers, many of whom live close to this area.

NEW COMMERCE DIRECTOR PASSIONATE ABOUT PHILLY (AND WEST PARKSIDE)

Just as she was getting used to being retired, having taken the Kimmel Center to great heights as its founding President and CEO, Stephanie Naidoff decided to take on yet another challenging role.

In February 2004 she accepted Mayor John Street's offer, a position as the new Commerce Director for the City of Philadelphia. The Mayor's plans for economic development in his second term excited Naidoff and she couldn't say no to the opportunity to be a part of it.

Naidoff's priorities include improving the city's business climate, with special emphasis on keeping existing businesses and attracting new ones; fostering new cross-county partnerships to strengthen the entire region and keep local communities from being leveraged against each other; and fostering small and minority business growth throughout Philadelphia's neighborhoods.

Born and bred in Philadelphia, Naidoff brings to her new post an unflinching passion for the city, backed by 30+ years as a corporate lawyer and an impressive track record at the Kimmel Center. But how does her Kimmel Center experience translate

into being Director of Commerce for the fifth largest city in the country?

"If you think of the Kimmel Center as a crown jewel for economic development, as a way to bring in more tourism, improve the quality of life for residents, and attract people from throughout the region to the city," explains Naidoff, "it's a natural stepping stone to a job like this."

Naidoff sees the challenges ahead as opportunities to give the city and the region an even broader reach. She shares the city's concerns over jobs and population growth, but is optimistic that Philadelphia is on the right track. She looks forward to the Mayor's Economic Development Summit coming up in June, which will bring together a diversity of perspectives and voices to help create a "blueprint" for economic development in the region.



Stephanie Naidoff

"We haven't had that kind of road map in the past," says Naidoff. "I hope with the Mayor's support we'll come up with objectives against which to measure all of our economic development activities, and then decide if our initiatives make sense in light of those objectives."

Naidoff is also pleased at the Mayor's pledge of \$1 million to support the Greater Philadelphia Chamber of Commerce's Select Philadelphia campaign, designed to promote the city nationally and internationally.

So what does the new Commerce Director have to say to the business community of West Parkside? Naidoff is still being briefed on issues and activities around the region, but she declares a special connection to this area.

"I have great memories of West Parkside," she says. "My favorite aunt and uncle lived at 49th and Parkside so we celebrated a lot of holidays in their home and spent many happy times in that neighborhood. I have a special affection for your community and what you're doing there."

We'll catch up with Stephanie Naidoff again in future issues of the newsletter.

WEST PHILADELPHIA CHAMBER OF COMMERCE Continued from page 1

Moderating the discussion was Robert Fulton of the Commerce Department, who vowed City support of the organization, as did Vincent Dougherty, President of the Mayor's Business Action Team. Councilman Nutter also expressed enthusiasm, speaking to the group about the need for small businesses to band together

to form a larger association with "a more powerful voice." Nutter criticized the emphasis on big business, nationally and regionally, and incentives created for large corporations, while there are virtually no targeted incentives for smaller businesses which form the true backbone of the country.

"It's like baseball," he said. "You've got the home runs and the big scores, but it's really the singles, doubles and triples that make the game."

A nominating committee and a bylaws committee were selected and the next Chamber discussion meeting was planned for Tuesday, June 29th at 8:30 a.m.

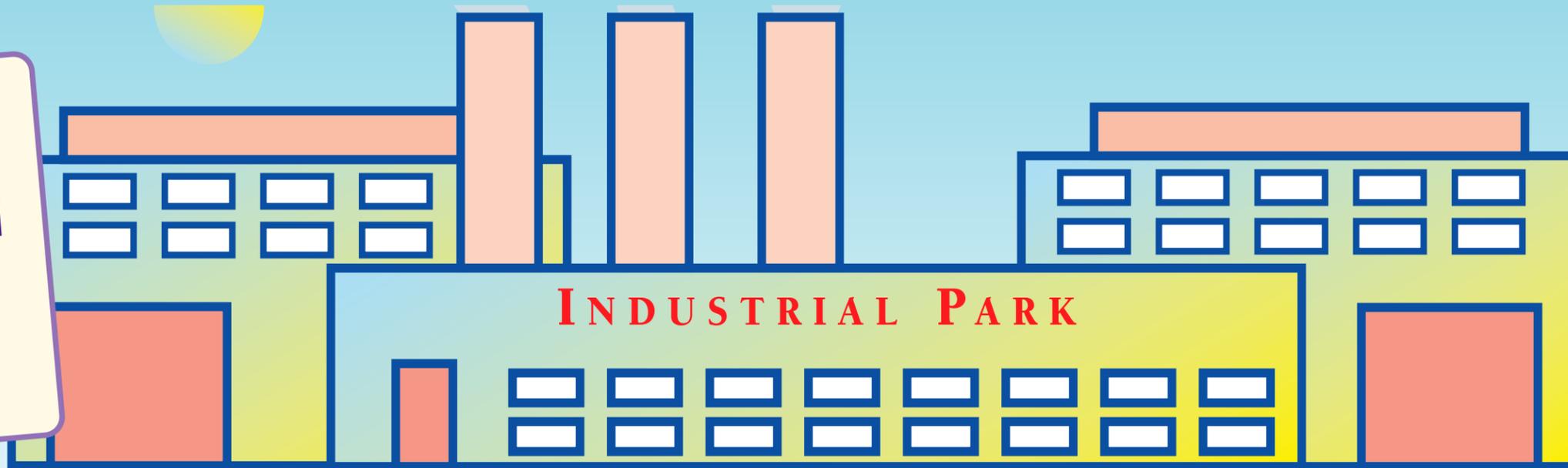
COUNCILMAN NUTTER Continued from page 1

provide NTI and Office of Housing and Community Development funding for rehabilitative housing, which Nutter states is "desperately needed." He's hopeful that by this time next year the newly renovated homes will be ready.

Finally, the Councilman is eager to see more business development in light of everything that's happening in the area. "We have an incredible business park in a prime location surrounded by people of varying levels of disposable

income," he says. "Combine that with the Mann Center, the soon-to-be Please Touch Museum at Memorial Hall, the Philadelphia Zoo and the prospect of a new high school and these are very exciting times for West Parkside."

SPECIAL REPORT



Due to heightened discussion of the West Parkside Industrial Park, we bring you this special report based on pivotal meetings as well as interviews with key players. The dialogue continues. At time of writing, there are no confirmed tenants only “reservations” for the Industrial Park.

A reservation as defined by the Philadelphia Industrial Development Corporation (PIDC) is an intermediate step before someone acquires the property; however, a reservation does not necessarily mean the property will sell. A reserve generally lasts 90-120 days, but may take longer, and if the PIDC doesn't see “serious movement,” companies may lose their reservations.

“The PIDC has also pointed to market factors beyond its control that may adversely impact a prospective tenant and prevent them from moving in.”

The resounding message from PIDC has been that these placements take time, that prospective businesses have to get their finances in order, and that appropriate testing, such as environmental, energy, and the impact of relocation on employees, needs to be done. The PIDC has also pointed to market factors beyond its control that may adversely impact a

prospective tenant and prevent them from moving in.

This is small consolation for the West Parkside community people who have watched and waited patiently for more than 15 years for the Industrial Park to attract businesses and economic development to this area, as it was designed to do.

“We want to know exactly what is happening and why nothing visible has happened to date.”

“We want to know exactly what is happening and why nothing visible has happened to date,” stated Miller Parker in his opening remarks at an April 15th panel discussion held at Philadelphia Business & Technology Center. The meeting was well attended by the business community and included panel representatives Ellen Savitz and Charles Allen from the School District of Philadelphia; Ken Staley of Christian Stronghold Baptist Church (CSBC); PIDC's Senior Vice President, Joe Aylmer; Jim Burnett of West Philadelphia Financial Services Institution (WPFISI); and Leslie Smallwood of The Goldenberg Group. Mayor Street's office was not represented at the meeting.

Discussion began with the proposed “Microsoft High School,” a \$46 million project of the School District of Philadelphia, slated to open in September 2006. The School District had initially

considered putting the school in the Industrial Park, but according to panelist Ellen Savitz, the Mayor's office had “other ideas” for the Park and suggested the school consider land in Fairmount Park instead.

Among the other ideas supported by the Mayor is CSBC becoming an Industrial Park tenant. But why, some argue, put a church if not a school? People in the community voiced that they weren't against the church itself, but against the church utilizing Industrial Park space, which is set aside for job-generating businesses.

Ken Staley of CSBC addressed these concerns, wanting people to know that his church is more than just a church. He believes that CSBC can enhance the community with a variety of program offerings, including drug counseling, family counseling, youth programs and mentoring for single mothers.

“You've got an equation for real community improvement.”

George Burrell, the Mayor's Secretary of External Affairs, concurred in a separate interview, explaining the Mayor's vision for “holistic development” of the area. Pointing to Lowe's and other retail and manufacturing facilities as possible tenants, combined with the community outreach of CSBC, said Burrell, “You've got an equation for real community improvement.” As to the question of

putting a church or a school, he continued, “it's a tremendous win for the community no matter how you slice it.”

But how will a church create jobs for the community? According to Staley, CSBC has discussed partnership opportunities such as one with Rosenbluth Travel, for example, which would create 225 jobs.

“You can bring jobs into any community, but you have to look at the social needs as well.”

The church itself would also need an additional 47 people to handle all the proposed on-site programs. Staley insisted, “You can bring jobs into any community, but you have to look at the social needs as well.” Staley continued, however, by informing the community that if CSBC is not wanted in West Parkside, the church will look elsewhere, particularly if it's up against Lowe's.

“It's a quantum leap for such a large, financially strong tenant to come into this area.”

The prospect of Lowe's moving into the Industrial Park has generated excitement as well as concern. Speaking for The Goldenberg Group, which was able to get Lowe's interested in the area, Leslie Smallwood stated, “We've brought Lowe's

to various locations throughout the region. It's a quantum leap for such a large, financially strong tenant to come into this area.”

The Mayor's office also “put a lot of pressure on Lowe's to make a decision about whether they're interested in that site or not,” according to George Burrell. “We think Lowe's is good for creation of jobs in that community. It's good for the element of safety by improving that space, and it would be a real catalyst for what we believe would be further economic development along the Lancaster Avenue and 52nd Street corridors.”

“They're only going to do the projects when it makes economic sense to them.”

Realistically, however, Burrell adds that neither PIDC nor the City can do anything more than provide incentives for developers and business owners. “We can't spend their dollars,” he says. “They're only going to do the projects when it makes economic sense to them. They deal with everything the rest of us deal with tough business decisions in a difficult economy so for Lowe's to build in an inner city market, I imagine is a major corporate decision, one that we can't make for them.”

Lowe's could also have an adverse effect on small businesses in the area, which have been serving it for many

years. Concern was expressed over supporting Lowe's if one of the area's own businesses is going to suffer as a result. The Lowe's deal, however, is far from done, as WPFISI's Burnett made clear, “We don't have a signed transaction.”

“Since we've reserved the bulk of the park at this point, we're not actually having to maintain a list of other businesses.”

The PIDC now steers prospects to other properties. “Since we've reserved the bulk of the park at this point, we're not actually having to maintain a list of other businesses,” said PIDC Vice President, Tom Dalfo, in a separate interview. “People will ask about it, we'll show them, but we respond that we can't move forward with a reservation for them because it's already reserved for some others.” Dalfo remains optimistic that the Park will be occupied, claiming that “the current period represents a high water mark in terms of the level of interest in the park. Frankly, we're encouraged by it.”

Members of the West Parkside community are less optimistic, recognizing a familiar situation and recollecting all the deals that never materialized in the past.

MEET MJENZI TRAYLOR DEPUTY DIRECTOR OF COMMERCE

Aside from the domestic duties of attracting and retaining businesses to Philadelphia, the Commerce Department also helps position Philadelphia on the world trade stage and helps local businesses develop international relationships.

We recently caught up with Deputy Director of Commerce, Mjenzi Traylor, to learn more about the role his department plays in helping the region's companies do business abroad.

Can you please give us an overview of what you do and how you function for the city on an international level?

Essentially we help Philadelphia businesses who want to trade internationally. We're also responsible for diplomatic and consulate affairs. When requests come in from consuls general here, it's our responsibility to make sure the requests are attended to at city level. We also set up appropriate programs to host diplomatic visitors.

Can you describe who your work benefits and how it affects small businesses trying to survive and grow in this region?

Our primary charge is to help small and mid-size businesses in pursuing their interests. While bigger companies usually create the numbers, we would like to see that change. We're helping that happen through inbound and outbound trade missions.

For example, if a West Parkside business is manufacturing something and wants to explore opportunities to move its product to markets abroad, our job is to help them find a way of doing that. We then turn to the country in which they want to do business and move that inquiry

through the appropriate departments. Eventually the West Parkside manufacturer will be able to move that product into that foreign market.

In other cases we may help a business in West Parkside find out what a certain marketplace is like. Or, we may handle direct calls from businesses abroad interested in establishing relationships with a particular kind of business.

How do these activities create jobs in the Philadelphia community?

Some of it is slow to come together and most of the job creation is on the international front, yet we do know that at some point, our activity does result in more work and job creation.

For example, we did a trade mission to Korea several years ago to visit a business we knew was interested in entering the US marketplace for producing trains. We took people with us who could say whether or not that company could compete in the American marketplace. We determined that they could. Their people came back here on a mission to look at where this production might take place and they wound up bidding on a SEPTA contract. If they win that contract, the work will create 400 jobs in this area. That is one of the most direct ways for us to assess how our activities help create jobs.

Have you worked with any businesses in West Parkside, and if so, what have been the results?

I don't know of any West Parkside businesses who have requested to trade internationally, but if, for example, the Business Association of West Parkside has a new emphasis on international prospects, then the BAWP should arrange a meeting with

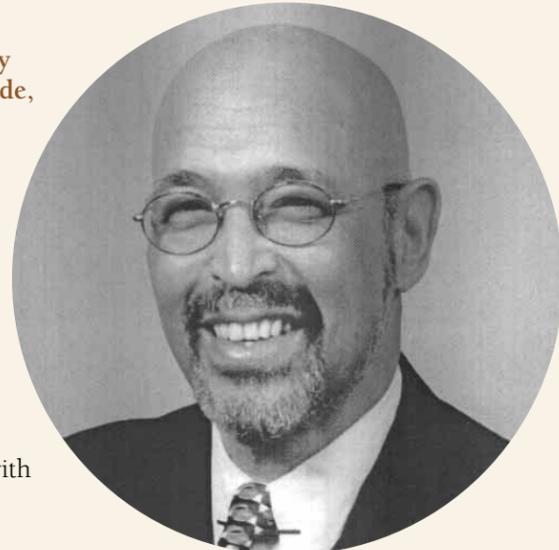
us. In fact, I'm hoping this article will lead to such a meeting.

Is there anything else you'd like to say to the business community of West Parkside?

If there are businesses in West Parkside interested in international activity, of course we want to hear from them and we'll help them into the international marketplace. On the other hand, we can also help identify things people need from the international market. But don't forget we're primarily here to assist them with business they're already doing in the US so when it comes to finding loans, getting help with expansion or moving, or help with repairing their facades and providing security, we have programs to accommodate those needs. We're always interested in talking to them about those things.

For more information, call Mjenzi Traylor at 215.683.2109.

Our primary charge is to help small and mid-size businesses in pursuing their interests.



FIRSTTRUST ADDS PERSONAL TOUCH TO BUSINESS BANKINGS

Nanci Miller takes business banking personally. The Community Office Manager for Firsttrust Bank who's become a fixture at Business Association meetings grew up in a small business environment (her father owned a Maryland Crab House in Kensington) so she understands the needs and concerns of small business owners which is why she works hard to help small businesses in West Parkside make the best impression when applying for bank loans.

Miller explains, "We sit with them and tell them, anything they can get us backers, supporters, people who would maybe sign on their behalf. We're also interested in who they know. Name-dropping counts, it's what separates us from larger banks." Firsttrust is particularly looking for low-risk, family-owned operations that have been in business for at least three years and have favorable credit. From there, Miller continues, "We do everything we can to make them look more attractive (to lenders)."

Citing a West Parkside business that was interested in obtaining

another building, renovating and selling it, Miller helped the company put together a stronger package by visiting the proposed site ahead of the lenders, looking for details such as the building condition and whether there's a diversity of homes vs. businesses in the area. Miller observes that businesses in West Parkside benefit from Empowerment Zone and PIDC efforts, but where the city leaves off, she says, "hopefully we can pick up that other piece for them."

Firsttrust is a third-generation, family-owned business with ties to West Philadelphia. The father of current president, Richard Green, was a West Philadelphia native and the bank continues to support this community with loans to small businesses and donations to charitable organizations. "Internally, we promote a spirit of volunteerism, telling our



Richard Green

employees to get to know the communities they serve," says Green. "Nanci Miller happens to be a perfect example of that, having truly been our liaison with West Parkside and providing opportunities for businesses in that community."

Green also points to support of City Year, a non-profit organization that provides an opportunity for young people to offer volunteer service for a year of their lives. Firsttrust has a team based in West Philadelphia schools, for example, helping students with tutoring, as well as park and school cleanups. According to Green, a sponsorship proposal for the Philadelphia Stars Negro League Memorial Park is still under consideration.

Meanwhile, Nanci Miller continues to attend BAWP meetings and enjoys being able to help businesses and other members of the group. She's excited about what's going on in West Parkside and even tells friends and family to invest in the area, adding "I like being on the ground floor of things and seeing neighborhoods that are struggling come around."

GREATER USABILITY IS VISION FOR FAIRMOUNT PARK

Fairmount Park may be the largest urban park in the country, but according to Park Commissioner Bob Nix, it's not getting used enough.

"We have a great park," he says, "but there's not a whole lot you can do." Nix is hoping that will change, pending implementation of a strategic plan being announced this month to make the park more usable and accessible to more people. That means encouraging more activity, from picnicking and sunbathing to baseball and volleyball.

Nix laments the park's limited budget, which is affected by Philadelphia's own financial difficulties, and essentially keeps the park from becoming what it could be. The realization is that "the park is going to have to be a revenue-generating source in order to

maintain itself," he says. "But that means this current commission can step out of the box a bit more. I'm not satisfied with the time it takes to get everything done," says Nix, "but I'm very happy with where we're going."

The future of Fairmount Park may see some important new tenants, but Nix's ultimate vision is of a park that is 50-60% natural lands and the rest designated for active recreation. "The park should be an open space for everyone to go in and enjoy, but everyone's definition of recreation is different," he says. "That's why we're really trying to demographically lay out the activities. If people in your neighborhood (near the park) are big on soccer, we want people in your neighborhood to be able to go out and play soccer. If it's basketball,

then we'll put in basketball courts."

Nix sees his vision hitting West Parkside faster than anywhere else. "I'd say to the West Park area, hang in, you're going to be the first to see what Fairmount Park's going to be like in the future."

