

Philadelphia's Vital Neighborhoods: Taking a Closer Look at Why Middle-Income Markets are Critical to Our City's Future

February 5-6, 2009
Center for Architecture, 1218 Arch Street, Philadelphia, PA

Agenda

Thursday, February 5, 2009

- 3:00 p.m. **Registration**
- 3:15 p.m. **Opening Remarks – Why this Roundtable, Why this Topic?**
Beverly Coleman, Executive Director, NeighborhoodsNow
Kevin Dow, Deputy Director, Commerce Department, City of Philadelphia
- 3:30 p.m. **Session I: Innovative Neighborhood Stabilization Tools**
A conversation with local practitioners about promising methods for improving neighborhood quality that could be implemented on a broader scale in Philadelphia.
- Panelists:**
Sandy Salzman, Executive Director, New Kensington CDC
Gabriel Mandujano, Executive Director, Enterprise CDC
Elaine Griffin, Project Manager, Rhawnhurst NORC
Moderator: Tom Ferrick, contributing writer for WHYY's "It's Our City," former columnist and reporter for *The Philadelphia Inquirer*.
- 4:30 p.m. **Break**
- 4:45 p.m. **Welcome and Introductions**
Community Development in a Changing Market
Beverly Coleman, Executive Director, NeighborhoodsNow
Marian Tasco, Councilwoman, Ninth District, City of Philadelphia
Andrew Altman, Deputy Mayor for Planning and Economic Development, City of Philadelphia
- Keynote Introduction**
Paul Brophy, Principal, Brophy and Reilly LLC
- 5:00 p.m. **Keynote Address**
Market-Based Approaches: Dynamic Neighborhood Taxonomy
Robert Weissbourd, President, RW Ventures LLC and
Member, President Obama's Transition Team
- 6:00 p.m. **Closing Remarks**
Thom Webster, Board Chair, NeighborhoodsNow
- 6:00 p.m. **Reception**

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Friday, February 6, 2009

- 8:15 a.m. **Registration and Continental Breakfast**
- 8:45 a.m. **Opening Remarks**
Goals and challenges of launching a Vital Neighborhoods Strategy in Philadelphia.
Beverly Coleman, Executive Director, NeighborhoodsNow
Kevin Dow, Deputy Director, Commerce Department, City of Philadelphia
- 9:00 a.m. **Session II: Characteristics of Vital Neighborhoods**
What we know about them, their residents and their role in Philadelphia's economic health.
- Panelists:**
Kevin Dow, Deputy Director, Commerce Department, City of Philadelphia
Ira Goldstein, Ph.D., Director, Policy and Information Services, The Reinvestment Fund
Moderator: Thomas Burns, Managing Director, Urban Ventures Group, Inc.
- 10:10 a.m. **Session III: Lessons from Baltimore, MD**
How a thoughtful neighborhood stabilization strategy is yielding results for neighborhoods and the city.
- Panelists:**
Mark Sissman, President, Healthy Neighborhoods
Anna Custer, Executive Director, Live Baltimore
Timothy Armbruster, Ph.D., President & CEO, Goldseker Foundation
Moderator: Paul Brophy, Principal, Brophy & Reilly, LLC
- 11:20 a.m. **Session IV: A Successful Philadelphia Preservation Story**
Results and lessons of the West Oak Lane area strategy.
- Panelists:**
Dwight Evans, State Representative, 203rd Legislative District
Marian Tasco, Councilwoman, Ninth District, City of Philadelphia
Interviewer: David Fair, Vice President of Community Impact, United Way of Southeastern PA
- 12:30 p.m. **Lunch**
- 1:15 p.m. **Session V: Powerful Financing Tools for Neighborhood Stabilization**
A discussion of area wide Tax Increment Financing Districts and other innovative financing tools for financing development and revitalization in Vital Neighborhoods.
- Panelists:**
Stephen Mullin, Senior Vice President & Principal, Econsult Corporation
Michael Harris, Associate Vice President, University of Pennsylvania
Alan Mallach, Nonresident Senior Fellow, The Brookings Institution
Moderator: Peter Kelsen, Partner, Blank Rome LLP
- 2:25 p.m. **Wrap Up**
Beverly Coleman, Executive Director, NeighborhoodsNow
Kevin Dow, Deputy Director, Commerce Department, City of Philadelphia