

HARRY J. OXMAN, ESQ.  
ANTHONY PALIMORE  
MILLER PARKER  
REV. JOSEPH PATTERSON  
TRACY PINSON  
THELMA PRUITT JACKS  
DEBORAH PUGH  
YOLANDA PURDY  
JEANEEN RAY  
GEORGE REEVES  
SAM RHOADS  
CAROL ROBINSON  
JENNIFER RODRIGUEZ  
MICHAEL ROEPEL  
WILL RUSSELL  
PRE SEEBADRI  
OLUSOLA SERIKI  
MELONEASE SHAW  
MICHELLE SIMMONS  
DIANE SINGLETARY  
ISABELLE SMITH  
WILLIAM SMITH  
ROSLYN SPELLER

DR. H. AHADA STANFORD  
JAMES STANLEY  
BARONESE STOKES  
KRISTEN SZWAJKOWSKI  
ALAINE TAYLOR  
RON TAYLOR  
DAVID THOMAS  
KIM THOMPSON  
LENORA THOMPSON  
LEE TOLBERT  
FRANCES WALKER  
HERBERT WETZEL  
JEREMIAH WHITE  
JAMES WILSON  
AL WILLIAMS  
CAROL A. WILLIAMS  
VANESSA WILLIAMS-CAIN  
BEVERLY WOODS  
EDWARD WRIGHT

#### ORGANIZATIONS

AFRICAN AMERICAN CHAMBER OF COMMERCE	MAVEN, INC. PIO
BAKER & COMPANY, LLC	PUBLIC AFFAIRS STRATEGIES
DUANE, MORRIS, ETAL.	STARFIELD & SMITH
FIRST AMERICAN TITLE	THE ENTERPRISE CENTER
FT. WASHINGTON ABSTRACT	THE REINVESTMENT FUND
INTEGRA	WOLF BLOCK,ETL
KLEHR, HARRISON, ETAL.	
LANGAN ENGINEERING	
MANKO GOLDMAN KATCHER	



# Groundbreaking Celebration

April 11, 2007

10:00 AM

## WesGold, LLC

A partnership between West Philadelphia Financial  
Services Institution & The Goldenberg Group



*"Celebrating a New Beginning in the  
Community"*



### **Background**

WesGold, LLC is a joint venture development between the West Philadelphia Financial Services Institution (WPFSI) and The Goldenberg Group. The project will cost approximately \$50 million and comprise 340,000 square feet of retail on 30 acres and be located in a Federal Empowerment Zone (EZ) and a Keystone Opportunity Zone.

Park West Town Center is simply the most exciting and meaningful retail development project to ever come to West Philadelphia. It combines a unique public-private partnership to bring forward significant community transformation in the form of new commerce, redevelopment, community partnerships, and city, state and federal support. This project first started nearly nine years ago when WPFSI accepted the responsibility to develop a retail center located at 52<sup>nd</sup> and Jefferson Streets. Soon after, The Goldenberg Group was selected as WPFSI's development partner through an RFP process. After more than six years of unsuccessful attempts to attract a local supermarket anchor, even with significant incentives, the team completely reconfigured the project, by tripling its size and scope to attract a national retailer, and using them as leverage to attract other regional and local retailers. When completed, the project will be anchored by a Lowe's Home Improvement, the City's largest Shop-Rite, Wachovia Bank and McDonald's.

**Park West Town Center was created to be the "engine" of change that will revitalize the Empowerment Zone neighborhoods of West Philadelphia**

### **INDIVIDUALS**

KENNY CORBIN	LUCINDA HUDSON
STEVEN CORLEY	NATALIE JACKSON
EDWARD COVINGTON	HESHIMU JARAMOGI
FRED COSENZA	GEORGE JOHNSON
MACEO CUMMINGS	REV. DAMON JONES
ROBERT COUSAR	NEEKA JONES
THOMAS DALFO	WILLIE JORDAN
WANDA DARDEN	JEAN KEMP
BRIAN ECKERT	ROSE KING
DENISE EVANS DAVIS	JEANNE KLINGER
ROBERT FARMER	BRAD KRAUSE
HECTER FERRER	JOYCE KYLE
ELLA FRANCIS	REGGIE KYLE
EILEEN FRAZIER	MICHAEL KOONCE
LORI FLYNN	DAVID LAFONTAINE
ANTHONY FULLARD	KEN LAWRENCE
GLEN GALLAGHER	HERBERT LOCKINGS
EVA GLADSTEIN	PETER LONGSTRETH
ELEANOR GREEN	KIMBERLY LUDTKE
DONNA GRIFFIN	JOSEPH LUNDY
LARRY GRIFFIN	LORINA MARSHALL BLAKE
JAY GOLDSTEIN, ESQ.	STARR MARSHALL CASH
STUART GROSS	DERRICK MASON
BLONDE GRAYSON-HALL	CLYDE MASON, JR.
BOB GUERRA	LAWRENCE MCCOMIE
MARLA HAMILTON	CATHERINE MINNIS
KEVIN HANNA	LUIS MORA
BERVERLY HARPER	AISAMAH MUHAMMAD
JIM HARTLING	JOHN MURRAY
CASSANDRA HAYES	MICHAEL NUTTER
SHAUN HIGGINS	MARJORIE OGILVIE
HAKIM HUDSON	ALISA ORDUNA SNEED

STATE OF PA & AGENCIES

GOV. EDWARD G. RENDELL

SEN. VINCENT HUGHES

REP. LOUISE BISHOP WILLIAMS

REP. THOMAS BLACKWELL

REP. DWIGHT EVANS

REP. KATHY MANDERINO

DEPT. OF COMMUNITY AND ECONOMIC DEVELOPMENT

DEPT. OF ENVIRONMENTAL PROTECTION

SCHOOL REFORM COMMISSION

US GOVERNMENT & AGENCIES

REP. CHAKA FATTAH

HEALTH & HUMAN SERVICES

HOUSING & URBAN DEVELOPMENT

INDIVIDUALS

ALIA ABDUR-RASHIED

MICHELLE ANDERSON

TIMOTHY ANSTINE, ESQ.

GWENDOLYN AUSTIN

CAROLYN BARRY

LARRY BELL

KEITH BELL

MICHAEL BELL

MATTHEW BERGHEISER

CLIFTON BOGGS

LAUREEN BOLES

JAMES BRAME

PHIL BRANDT

DARREN BROWN

J. HOLLAND BROWN

JEFFREY BROWN

PAT BROWN

ROYAL E. BROWN

DUANE BUMB

ROBERT BIRON, ESQ.

LORRAINE CALIEN

RUTH CAMPBELL

THOMAS CARTER

JULIA CHAPMAN

MARGARET COBB

BRIAN CONLON

*~ Program ~*

*Continental Breakfast /Music*

*Welcome*

James R. Burnett, WesGold, LLC

*Opening Prayer*

Pastor Kenneth Walker, First Born Church of God and Christ

*Remarks*

Leslie A. Smallwood, WesGold, LLC

Ken Goldenberg, WesGold, LLC

Earl Boyd, WesGold, LLC- Presentation/Introduction of Jim Wilson

*Musical Selection*

Millennium Baptist Church Mass Choir

*Remarks*

Lucinda Hudson-PAP, Frances Minnis-CPA, J. Holland Brown-CPCC,

Geraldine Poaches, Marjorie Ogilvie-BAWP

Eva Gladstein, NTI

Mayor John F Street

US Representative Chaka Fattah

Councilwoman Carol A Campbell

PA State Senator Vincent Hughes

Brian Eckert, DCED

Peter Longstreth, PIDC

Kevin Hannah, OHCD

*Special Thanks & Recognition*

Leslie A. Smallwood

Lois Braxton representing PA Representative Kathy Manderino

Former Councilman Michael Nutter

Lowe's

Jeff Brown, Shop Rite

Ed Covington, Wachovia Bank

*Musical Selection*

Millennium Baptist Church Mass Choir

*Groundbreaking*

*Closing*

## *Our Sincerest Thanks*

### WPFSI STAFF

### WPFSI BOARD

EARL BOYD

JEANNE FIELDS

DENNIS LEE

DIANE MARSHALL

FRANCES MINNIS

JOEY MITCHELL

P. AFEefa MURRAY

GERALDINE POACHES

BERNARD SAVAGE

IVAN TANCREDI

VANESSA WILLIAMS

### THE GOLDENBERG GROUP STAFF

### EMPOWERMENT ZONE

### NEIGHBORHOOD ORGANIZATIONS

WEST PHILADELPHIA COMMUNITY TRUST BOARD

CARROLL PARK COMMUNITY COUNCIL

CATHEDRAL PARK ASSOCIATION

MEN OF MILL CREEK

MILL CREEK PLAYGROUND

PARKSIDE ASSOCIATION

### EMPOWERMENT ZONE

### BUSINESS ASSOCIATIONS

BUSINESS ASSOCIATION OF WEST PARKSIDE

LANCASTER AVENUE BUSINESS ASSOCIATION

LANCASTER AVENUE WEST BUSINESS ASSOCIATION

WEST PHILADELPHIA COALITION OF NEIGHBORS & BUSINESSES

## RELOCATED FAMILIES

ALLEN

BESS

BURTON

CASH

DRUMMOND

ELLIS

FELMING

FULTON

GOLATT

HALL

HARDY

HANNAH

JONES

MARSHALL

MCGHEE

NORMAN

PARKER

SAVAGE

SIMMONS

SPRAGLEY

STEVENS

STUBBS

WAHEED

WARREN

WIGGINS

WILLIAMS

WRIGHT

YATES

## CITY OF PHILADELPHIA & AGENCIES

HON. JOHN F. STREET

HON. JANNIE BLACKWELL

HON. CAROL A. CAMPBELL

CITY COUNCIL

MINORITY BUSIENSS ENTERPRISE COUNCIL

NEIGHBORHOOD TRANSFORMATION INITIATIVE

OFFICE OF HOUSING & COMMUNITY DEVELOPMENT

PHILADELPHIA WATER DEPARTMENT

PHILADELPHIA INDUSTRIAL DEVELOPMENT CORPORATION

PHILADELPHIA GAS WORKS

REDEVELOPMENT AUTHORITY