

Reinventing Our Communities

TRANSFORMING OUR ECONOMIES



**Philadelphia Low-Cost Strategies
to Improve Quality of Life Tour**

Welcome to Philadelphia!

We are pleased to welcome you to the Philadelphia Low-Cost Strategies to Improve Quality of Life tour. On this tour, you will be introduced to leading-edge organizations in Philadelphia that are working to integrate arts, culture, and the environment to improve the quality of life for the communities they serve.

We have an exciting agenda for you today and hope you walk away with some actionable ideas you can take back to your communities. The tour speakers will share information about their programs and, more important, how these programs have created positive changes in their community. On this tour, we will visit a community garden, an arts and cultural center, and a seasonal pop up gathering space as well as hear about the innovative LandCare program, a nationally recognized model of landscape treatment and urban revitalization.

If you have any questions along the way, please don't hesitate to ask. Thank you for your time and interest in the Philadelphia Low-Cost Strategies to Improve Quality of Life tour and the 2016 Reinventing Our Communities conference.

Your tour hosts,

Tesia Lemelle and Noelle Baldini
Federal Reserve Bank of Philadelphia

Philadelphia Low-Cost Strategies to Improve Quality of Life Tour

September 21, 2016 | 9:00 a.m.–11:30 a.m.

8:30 a.m.–9:00 a.m. Participants board the bus at the Hilton Philadelphia at Penn's Landing
Bus will depart promptly at 9:00 a.m.

9:00 a.m.–9:25 a.m. Narrated driving tour of the Pennsylvania Horticultural Society's (PHS) LandCare program

Tour Guide: Jeff Barg, Associate Director, Planning and External Policy Relations, Pennsylvania Horticultural Society

The PHS LandCare program cleans, greens, and stabilizes vacant lots to help return them to productive use. On this driving portion of the tour, you will view treated lots and learn more about the results from this nationally recognized model of landscape treatment that addresses the issue of land vacancy.

9:25 a.m.–10:00 a.m. Stop 1: Norris Square Neighborhood Project

Tour Guide: Justin Trezza, Executive Director, Norris Square Neighborhood Project

On this tour, you will visit an urban community garden and learn about an organization that promotes positive change through youth education, community leadership, green spaces, the arts, and the celebration of Latino culture.

10:00 a.m.–10:50 a.m. Stop 2: Taller Puertorriqueño

Tour Guide: Dr. Carmen Febo San Miguel, Executive Director, Taller Puertorriqueño

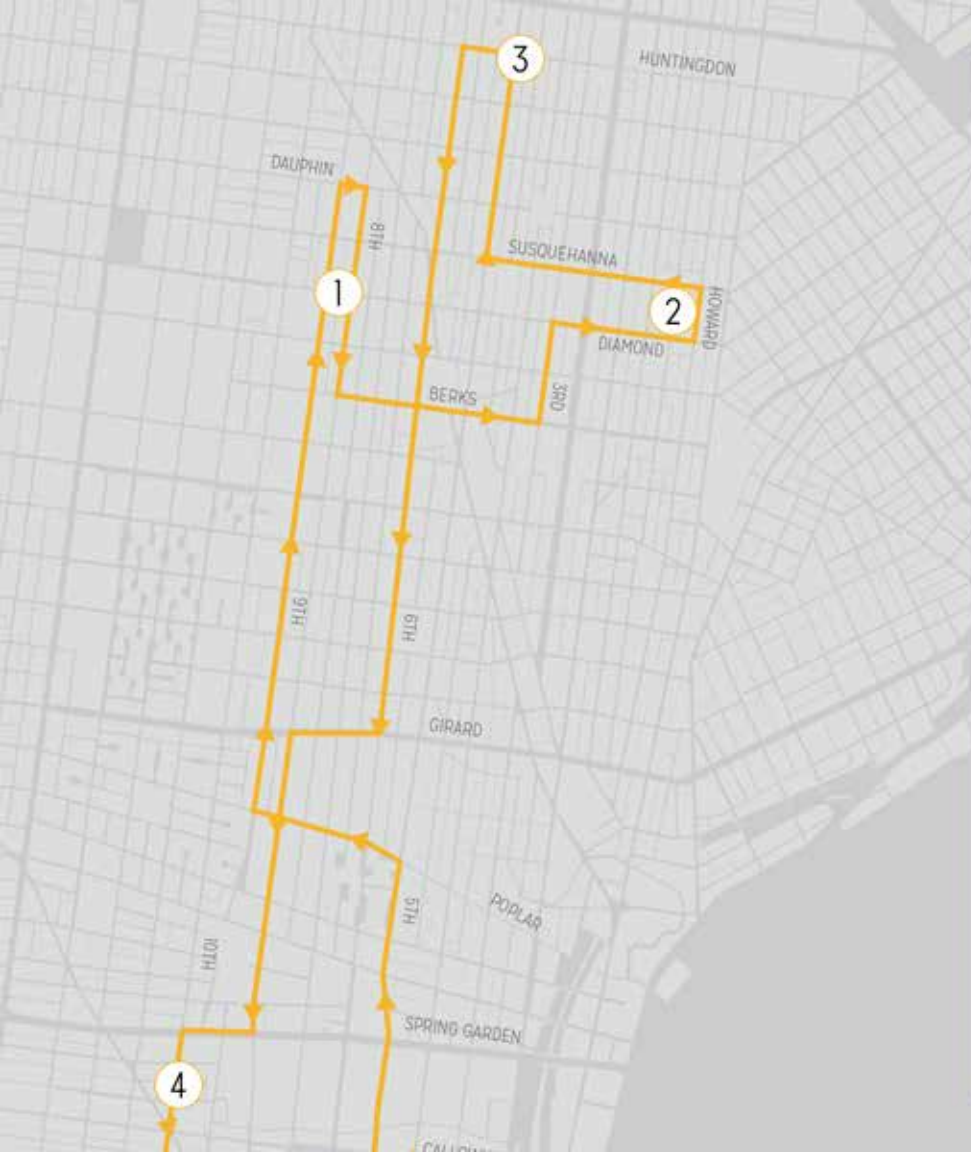
Taller Puertorriqueño is a community-based organization that seeks to elevate and preserve Puerto Rican and Latino culture. On this tour, you will hear about how the organization uses the arts and culture in its outreach programs to bring communities together.

10:50 a.m.–11:20 a.m. Stop 3: PHS Pop Up Garden at the Viaduct Rail Park

Tour Guide: Jeff Barg, Associate Director, Planning and External Policy Relations, Pennsylvania Horticultural Society

Since 2011, PHS Pop Up Gardens have been transforming underused or vacant city spaces into exciting urban oases. On this final tour stop, you will view how a garden transformed an unlikely space into a community gathering place. The inspiration for this pop up garden was the merging of the Viaduct Rail Park with an urban green space.

11:20 a.m. Return to the Hilton Philadelphia at Penn's Landing



Points of Interest

- 1 Pennsylvania Horticultural Society LandCare Program Sites
- 2 Norris Square Neighborhood Project
- 3 Taller Puertorriqueño
- 4 Viaduct Rail Park Pop Up Garden



Speaker Biographies



Noelle St. Clair Baldini joined the Community Development Studies & Education Department of the Federal Reserve Bank of Philadelphia in October 2014. In her role as community engagement associate, she organizes outreach meetings and represents the Reserve Bank with Third District stakeholders to promote community development in low- and moderate-income communities. Prior to joining the Bank, Baldini worked at UpLift Solutions, a nonprofit organization that partners with a variety of stakeholders to bring healthy food, affordable financial services, convenient health care, and other needed services to underserved communities. She was formerly a licensed securities agent at the Calvert Foundation, an impact investing pioneer whose Community Investment Note channels capital from investors to organizations and social enterprises conducting community development globally. Baldini has a B.A. in economics and philosophy from the Schreyer Honors College at the Pennsylvania State University.



Jeffrey Barg is associate director of planning and external policy relations at the Pennsylvania Horticultural Society. His work includes planning and implementation of pop up gardens; government affairs; policy and research related to the organization's work in community gardens, vacant land management, tree planting, and stormwater management; and more. Barg previously spent seven years as a writer

and editor for *Philadelphia Weekly*. He has a master's degree in urban planning and a bachelor's degree in American history, both from the University of Pennsylvania.



Carmen Febo San Miguel, MD, became the executive director of Taller Puertorriqueño in 1999 after serving for 14 years as board chair. In addition to her leadership at Taller Puertorriqueño, she continued to serve the community part-time as a physician until June 2012. Dr. Febo San Miguel is deeply committed to Taller's goals and mission to educate about and disseminate the rich cultural heritage of the Puerto Rican, Latino, and related cultural groups, including African Americans. Dr. Febo San Miguel also served as a board member of the Philadelphia Foundation, Congreso de Latinos Unidos, the Philadelphia AIDS Consortium, and Centro Guayacán, among others. She graduated magna cum laude from the University of Puerto Rico and subsequently attended medical school.



Tesia Lemelle is the program manager for Partnership for Progress, a Federal Reserve Board of Governors program for minority banking institutions across the country. Prior to joining the Federal Reserve in 2014, Lemelle spent 10 years in banking and financial services. Her past work experiences took her from North Carolina to Philadelphia, and allowed her to work in several diverse markets and to take on equally diverse roles from management and sales to operations and risk management. Lemelle has an M.S.A in general administration from Central Michigan University and a B.S. in business administration from East Carolina University.



Justin Trezza is the executive director of the Norris Square Neighborhood Project (NSNP). He has worked in the nonprofit world, nationally and internationally, for more than 10 years. Prior to joining NSNP in 2013, Trezza worked as the program director for Sustainable Harvest International (SHI), an international organization working to promote agroecology and sustainable solutions to slash and burn agriculture in Central America. For more than five years, Trezza oversaw SHI's four-country programs in Central America (Belize, Honduras, Nicaragua, and Panama), developed and managed an online monitoring and evaluation system to assess short- and long-term impacts, and contributed to grant writing efforts. Trezza honed his management and agroecological skills with Greenpeace USA and as a Peace Corps volunteer in Honduras. He has a B.A. from George Washington University in international affairs and anthropology as well as certificates in permaculture and sub-award management.



Since its founding in 1974, Taller has provided quality Latino arts and cultural programming to its community and the city at large, now coalescing in the realization of a beautifully designed state-of-the-art El Corazón Cultural Center, a beacon of hope, pride, and promise.

Taller Puertorriqueño (Taller) is a community-based cultural organization whose primary purpose is to preserve, develop, and promote Puerto Rican arts and culture, grounded in the conviction that embracing one's cultural heritage is central to community empowerment. Taller is also committed to the representation and support of other Latino cultural expressions and our common roots.

Through Taller, 100,000 annually participate in its comprehensive services and activities:

- 360 children and youth from the immediate community participate in after school and summer programs and classes at collaborating organizations during the highest-risk out-of-school time.
- Over 5,000 students each year participate in workshops and residencies as part of the Visítenos program, supplementing school curriculum and filling a void of Latino-focused arts programming.
- 15,000 adults from Philadelphia and the region attend exhibitions, festivals, lectures, and performances, bringing foot traffic as well as additional economic participation to the area.
- Over 80,000 adult audiences have access to Taller's art exhibited at off-site locations, such as Congreso de Latinos Unidos.

Taller's primary area of influence comprises some of the poorest sections of Philadelphia (area codes 19133, 19140, 19124, 19134, and 19125). In Taller's census tract, 60 percent of residents live below the poverty line, and violent crime, low high-school graduation, teen pregnancy, abandoned buildings, and other symptoms of long-term poverty burden these primarily Latino neighborhoods.

In the last 10 years, the Latino population of Philadelphia grew from 9 percent to 13 percent, about 200,000. Similarly, the region's population grew from 350 to about 500,000. Taller has chosen to embrace a path of expansion to meet the needs of this dynamic community.

But, while the Latino community has an expanding presence in the region, the community experiences very limited opportunities to partake of the arts, particularly of its own production. Taller fills this gap with programs that build community by focusing on the Latino cultural heritage and experience. This work will be greatly enhanced when El Corazón Cultural Center opens. Ten-years in the making, the project is supported by Taller's strategic plans, feasibility and marketing studies, a solid business plan, and the successful completion of an \$11.5 million campaign. When it opens in October, Taller's new building will be the first of its kind in the region.

This open, bright, state-of-the-art facility is where organizations and individuals will host meetings and celebrations; enjoy exhibits, lectures, and performances; and meet friends. It is where children and adults will learn new skills and explore many cultures. The building will support double the number of tours, triple the number of afterschool participants, quadruple the number of events, and increase total audiences into the tens of thousands. Staff will increase from 13 to 30.

With the arts at its core, Taller will nurture commerce, tourism, exposure, and cultural opportunities to attract, retain, and develop increased circulation from inside and outside the neighborhood, which positively impact the entire community.



Norris Square Neighborhood Project

OUR MISSION

Norris Square Neighborhood Project promotes positive change through youth education, community leadership, green spaces, the arts and the celebration of Latin@ culture.

WHO WE ARE

Norris Square Neighborhood Project is a bilingual community center that serves youth and community members, providing arts and gardening programming through the lens of Latin@ culture.

Through our Gardens & Culture youth programs, we preserve green spaces and educate youth about gardening, food justice, and nutrition through the arts and Latin@ culture including dance, video production, and silk screening.



OUR PROGRAMS

Our **Gardens & Culture After School and Summer Programs** use performing arts, videography and silkscreening to learn about culture and explore social justice issues

The **Food and Landscape Program** preserves NSNP's six Puerto Rican gardens and grows organic culturally-relevant produce for our weekly seasonal farmstand.

The **Garden Explorations Program** hosts educational tours for youth and adults of our garden spaces themed around sustainability, urban agriculture, and Latin@ culture.



CONTACT US

To learn more, email us at info@myneighborhoodproject.org or call (215) 634-2227 opt2.

Norris Square Neighborhood Project * 2141 N. Howard St. Philadelphia, PA 19122 * www.myneighborhoodproject.org

PHS: Job Creation and Re-Entry



Cleaning up vacant land means more than just more green space—it means green jobs, particularly for many of Philadelphia's neediest. PHS works with multiple city departments and agencies to remediate vacant land with the help of community organizations, returning citizens and more.

Stats



16 Million

Square feet of land managed by Philadelphia LandCare – equivalent to 100 city blocks. Research shows that well-maintained parcels increase neighboring property values, decrease crime, and improve health and safety.



4.5 Million

Square feet of vacant land cleaned and mown through Community LandCare, which funds 18 community organizations to employ 100 neighborhood residents throughout the city.



109

Roots to Re-Entry graduates since 2010, 84 of whom found employment. The recidivism rate among graduates – who receive training in landscaping, horticulture, job readiness and more – is less than half of the citywide rate.



40

Returning citizens placed in jobs with contractors and community organizations in the first season of the LandCare Re-Entry Initiative.



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