"I am excited about what’s going on and what’s coming to East Parkside. You guys at the Centennial Parkside CDC are doing great work...stay encouraged."

These words shared by an East Parkside resident express the sentiment in the neighborhood these days. They are the words of hope, trust, and resilience that keep us coming to work every day to support our neighbors in their progress towards a revitalized East Parkside. The foundational year we experienced in 2017 with the hiring of our first staff members and the opening of our office quickly transitioned into great progress in 2018. This year we increased our capacity, deepened our community engagement, and expanded our programming all while laying the groundwork for new levels of economic development in East Parkside.

We started 2018 with the news that we had been selected by Brandywine Realty Trust to serve as a co-developer for the initial phase of Schuylkill Yards. As the lone CDC working on this project, we are tasked with creating community connections to Schuylkill Yards so that all West Philadelphia residents have the opportunity to share in the economic progress exemplified by this project.

The ribbon cutting at the Parkside Edge, the first phase of the Centennial Commons project in Fairmount Park, marked another important milestone for East Parkside. This new civic asset in our community has allowed us to expand the work of our Clean and Green Ambassadors and grow our outdoor programming to include multiple movie nights, storytelling for kids, an expanded Parkside Fresh Food Fest, and a series of workshops on the Green Economy. And our new partnership with the Pennsylvania Horticultural Society Tree Tenders Program has resulted in the planting of over 20 trees in East Parkside!

The residents of East Parkside have shown their commitment to finding innovative solutions to rebuilding their local economy from the ground up. We at the Centennial Parkside CDC feel so lucky to support this commitment and are excited to share the stories behind this great progress in the pages that follow.
1. Please Touch Museum
2. Letitia House
3. Parkside Fresh Food Fest
4. North Star Park
5. Clayborn & Lewis Playground
6. Philadelphia Zoo
7. Philadelphia Museum of Art

- 10 minutes to SCHUYLKILL YARDS
- 15 minutes to FISHTOWN
- 15 minutes to CENTER CITY
- 15 minutes to PHILA INTERNATIONAL AIRPORT
The CDC partnered with the Philadelphia Department of Parks and Recreation, Fairmount Park Conservancy and the Philadelphia Water Department in opening the Parkside Edge portion of the Centennial Commons Project on June 13. The Edge Project is a $5.4 million dollar renovation of West Fairmount Park along Parkside Avenue, stretching from 41st Street to Belmont Avenue. The project brings six new rain gardens to beautify the park and manage stormwater running off of Parkside Avenue as well as traffic calming elements, new lighting, and seating to the area. Prior to these changes, the edge of Fairmount Park was a poorly lit grassy area with a few large trees and nowhere to sit or congregate. Now the park area has over 60 new trees, rain gardens, upgraded lighting, walking paths and a porch system with unique wooden swings that were modeled after benches used at the Centennial Exhibition. The CDC has taken the lead in programming this area for the local residents in a way that reflects the values of the local neighborhood.

We envision an equitable, revitalized and growing East Parkside. A premier place to live, work, and play. We have the opportunity to serve as a shining example for other Philadelphia communities who are also on the cusp of really BIG things.

2018 has been a momentous year for us, working as a team to help realize the vision of East Parkside residents by working to create a prosperous and enjoyable place to live.

Our Team

Board Members
Left - Juanita McFadden, Joyce Smith - Vice President, Christopher Scott - President, Ronald Coleman - Treasurer, Chris Spahr - Executive Director, Lorraine Gomez, Jennifer Mahar, Alexandra McFadden - Secretary, Brannon Johnson, Nancy Boyd

Photo courtesy of Tashia Rayon
Clean streets, attractive open spaces, and well-maintained buildings and roads all contribute to a high quality of life and allow East Parkside to thrive. This year our Ambassadors cleaned and enhanced more than 150 East Parkside residential and commercial blocks. The Centennial Parkside CDC Clean and Green team services supplement City services. The Ambassadors sweep sidewalks, remove billpostings, maintain vacant lots, distribute information to residents, and assist with neighborhood events. In addition, the Clean and Green Team was contracted by the Fairmount Park Conservancy and the Philadelphia Water Department this year to maintain the new Parkside Edge rain gardens and seating areas.

"I really like my job because I love cleaning up the neighborhood. Having the opportunity to do good work and work with good people makes this job great. It helps keep money in my pocket and has helped me to learn to work effectively with people."

Quentin Drew, Clean and Green Team Supervisor

The Parkside Fresh Food Fest is our healthy food event series that seeks to build community, utilize common public space, and provide fresh food access to the East Parkside neighborhood. The Food Fest was a partnership between the CDC, the Fairmount Park Conservancy, and the Reading Terminal Market and was held in the newly renovated Parkside Edge this summer and fall. It consisted of a six-event series that provided healthy food shares at an affordable rate. Each food share included fresh fruit, vegetables, locally-sourced eggs and dairy products, and a selection of other grocery items. In addition to receiving these healthy food shares prepared by lovine Brothers, Halteman Family Meats, Kaufman’s Lancaster County Produce and Carousel House, visitors experienced food demonstrations from acclaimed local chef, Tess Connors and Vetri Mobile Teaching Kitchen. Attendees at the Food Fest also experienced live performances and fun activities and resources for families. The CDC added a storytelling activity this year and this has truly become an intergenerational event. We are grateful to the Knight Foundation for supporting this event.

Photo courtesy of Tashia Rayon

Photo courtesy of Albert Yee
An inclusive green economy is one that improves human well-being and builds social equity while reducing environmental risks and scarcities. The CDC has been conducting a series of Green Economy Chat ‘N Chews, with support from the Lindy Institute for Urban Innovation and Philadelphians Organized to Witness, Empower, and Rebuild (POWER). Workshops have occurred in different neighborhood locations including playgrounds and green spaces where members of the community can gather to share their stories from the past, experiences from the present, and dreams for the future. Topics of conversation have included the local production of solar energy, tree planting, reusing discarded materials such as wood and tires to create community boards and curbside planters, urban agriculture, stormwater management, and homeownership. Through innovative thinking, residents of East Parkside are discovering new ways to create jobs and build wealth through the resources that we find outside our own front doors.

In partnership with the Pennsylvania Horticultural Society (PHS), three community members received scholarships to be trained as Tree Tenders where they learned about various types of trees, how to plant and care for trees, as well as how to get trees planted in East Parkside. Even though we are right beside Fairmount Park, only 3% of our homes have on-street tree coverage. On-street trees lead to cooler sidewalks in summer, cleaner air, better water drainage during rainstorms, and cooler porches and front rooms due to tree canopies. Unlike trees planted decades ago that pose a risk for overhead wires, homes, and pipework, PHS trees are much shorter, skinnier, and are easier to care for. The Tree Tenders organized two community tree plantings, one on June 2nd and the other on November 17th 2018. In total, 22 trees were planted throughout the East Parkside community.

Photo courtesy of Marvin Dozier

Photo courtesy of Tashia Rayon
In January, Brandywine Realty Trust selected the CDC as a co-developer for the initial phase of Schuylkill Yards, which will include the development of Drexel Square, a 1.3-acre community park at the corner of 30th and Market Streets, and the reimagining of the Bulletin Building. The 20-year, $3.5 billion mixed-use, master planned project, developed by Brandywine Realty Trust on land owned by both Brandywine and Drexel University, will bring to Philadelphia a next-generation innovation community defined by thoughtful place-making, civic engagement, and quality execution.

As part of Brandywine’s Neighborhood Engagement Initiative and ongoing commitment to the surrounding community, Brandywine selected the CDC in a competitive process to provide co-development services on the Drexel Square and Bulletin Building projects. The CDC is working as an integral part of the team helping to create community connections to Schuylkill Yards so that all West Philadelphia residents have the opportunity to share in the economic progress exemplified by this project.

Schuylkill Yards

by the NUMBERS

22 Trees planted
150 Blocks cleaned
500+ trash bags collected
100+ bags of Produce Distributed
80% Board members that are residents
1,250 hours cleaning streets and public spaces
### Income - 2018

- **$200,000+**
  - SPARK THERAPEUTICS
- **$100,000+**
  - BRANDYWINE REALTY TRUST
- **$50,000+**
  - KNIGHT FOUNDATION
- **$50,000-$9,999**
  - PHILADELPHIA WATER DEPARTMENT
- **$10,000+**
  - DREXEL UNIVERSITY
  - POWER
- **$1,000-$4,999**
  - CHRISTOPHER SCOTT
  - CLIMATE AND URBAN SYSTEMS PARTNERSHIP
  - PHILADELPHIA ZOO
  - PENNSYLVANIA HORTICULTURAL SOCIETY
  - U3 ADVISORS
- **$50-$999**
  - JOYCE SMITH
  - JUANITA MCFADDEN
  - NANCY BOYD
  - SPIROS RESTAURANT

### Expenses - January 2018 to November 2018

- **PROGRAMMING**
  - 21%
- **OPERATIONS**
  - 27%
- **COMMUNITY ENGAGEMENT**
  - 14%
- **CLEAN AND GREEN TEAM**
  - 19%
- **ADMINISTRATION PAYROLL**
  - 19%
A Huge Thank You to all of our Partners!

Brandywine Realty Trust
Christ Community Baptist Church
Citizens Planning Institute
Climate and Urban Systems Partnership
Councilwoman Jannie Blackwell
Drexel University Lindy Institute for Urban Innovation
East Parkside Residents Association
Ebony Suns Enterprises, LLC
Fairmount Park Conservancy
in•site collaborative
Knight Foundation
Parkside Association of Philadelphia
Parkside Journal
Pennsylvania Department of Community and Economic Development
Pennsylvania Horticultural Society
Pennsylvanians Organized to Witness, Empower, and Rebuild

As a 501 (c) 3 non-profit organization, we depend on the generous donations of our supporters to continue the work we are doing. We have grown significantly since our founding in 2015 but there is much more work to do. We expect 2019 to be a big year for the East Parkside Community. But our accomplishments depend on your help.

Remember that by making a tax-deductible donation to Centennial Parkside Community Development Corporation you are making an investment in your neighborhood and to an organization that is on the cutting edge of community development innovation. It’s easy to donate. Please go to our website www.centennialparkside.org and click on “Giving” or mail a check to:

Centennial Parkside CDC
P.O. Box 28050
Philadelphia, PA 19131

Your tax-deductible contribution of $5, $10, $15, $20, $25 and more will be appreciated.

Please support today!