

EXHIBIT B

CULTURAL & COMMERCIAL CORRIDORS BOND

I. Cultural Corridors Program Outline

A comprehensive strategy to achieve the City's goals in positioning arts and culture as a part of Philadelphia's identity is based on addressing the capital needs of the cultural community. Investment in capital and infrastructure projects will increase both the visibility and accessibility of the City's major cultural corridors, preserve and strengthen the City's arts and culture organizations and leverage private and public funds to support these efforts.

1) **Cultural Corridors:** Cultural Corridors serve as a foundation for cultural organizations and activities. An investment in these districts supports the creation of a critical mass and is consistent with the City's investment in promoting Philadelphia.

- a) **Capital and Infrastructure** projects within the following corridors:
 - i) **Avenue of the Arts** (Potential projects include but are not limited to: Freedom Theater; Uptown Theater and Avenue improvements)
 - ii) **Benjamin Franklin Parkway** (Potential projects include but are not limited to: The Philadelphia Museum of Art and Parkway improvements)
 - iii) **Centennial District** (Potential projects include but are not limited to: The Mann Center for Performing Arts; the Philadelphia Zoo; Please Touch Museum and the 5K Loop)
 - iv) **Historic District** (Potential projects include but are not limited to: African American Museum and Independence National Historic Park)
 - v) **El Centro de Oro** (Potential projects include but are not limited to: Taller Puertorriqueño)
- b) Funding will go primarily towards city-owned buildings and infrastructure and to selected other institutions within the corridors that significantly promote City objectives.
- c) Funding will be based on demonstrated capacity, ability to leverage funds and project readiness.

Process: For organizations on sites not owned by the City, projects will be based on the above criteria and identified using an interagency process including the Office of the City Representative and Director of Commerce, the Office of the Director of Finance, the Managing Director's Office and the Mayor's Office.

2) **Capital funding for other cultural organizations.** These organizations are defined as organizations that are dedicated to creating, preserving and/or exhibiting visual, literary and performing arts, architecture, science and history. The majority of the organization's activities or budget must be arts related. Funding will be available to organizations City-wide (including those within the targeted corridors). The purpose of this funding is to support capital projects that are necessary, yet traditionally more difficult to fund. Project funds will not exceed \$250,000; however, cultural organizations with operating budgets over \$1,000,000 may be considered for funding up to \$500,000.

- a) Application process based on the following criteria:
 - i) **Leadership** (administrative capacity, board involvement, history in meeting goals, etc.)

- ii) **Financial Capacity** (analysis of Form 990, active capital campaign, matching funds, etc.)
 - iii) **Planning** (master plan, project readiness, etc.)
 - iv) **General Eligibility** (nonprofit status, artistic excellence, Philadelphia residency, etc.)
 - v) **Organizational Existence** (must have been in existence for at least 3 years)
- b) Administered through the Commerce Department; a panel may be chosen to advise the Department.

Process: The Commerce Department will request an expression of interest from Philadelphia based cultural organizations and will be responsible for creating a committee comprised of interagency representatives and experts to recommend grantees based on the above criteria.

II. Commercial Corridors Program Outline

The Cultural and Commercial Corridor Bond will be a primary source of funds for the City's ReStore Philadelphia Corridors program. ReStore Philadelphia Corridors implements the Economic Development Blueprint Objective of "Sustaining Advances in Neighborhood Economic Development" by revitalizing neighborhood commercial corridors throughout the City and re-establishing their historic roles as central places to shop, to work and to meet neighbors. The ReStore Philadelphia Corridors program will increase attention to and investment in neighborhood commercial corridors. The program will be funded through a portion of the Cultural and Commercial Corridor bond proceeds, as well as federal CDBG funds, state funds and General Fund dollars.

In order to make corridors more welcoming to residents and businesses, ReStore will direct significant funds to streetscape enhancements and capital improvements to neighborhood commercial corridors. The program will be carried out through three main strategies:

- 1) **Focus planning and data analysis on strengthening corridors.** Corridors will be analyzed on the basis of existing conditions, neighborhood trends and the level of planning and resources available, according to current research.
- 2) **Align and leverage community economic development resources.** Interventions such as design plans, market studies, business organizing, and technical assistance will assist organizations working on commercial corridors to create a viable corridor revitalization strategy and to access federal and/ or state funding and other resources. Corridors with viable plans and secured state and/or federal resources will receive bond proceeds to leverage these resources.
- 3) **Develop a system to attract and retain businesses on corridors.** The City will work with partners from the private and public sector to design a strategy for business attraction and retention on commercial corridors.

The Cultural and Commercial Corridor Bond will fund the following ReStore Philadelphia Corridors activities:

- 1) **Streetscape enhancements and capital improvements:** Fund enhancements and improvements, including but not limited to: street lighting; pedestrian lighting; underground utility placement; street paving and striping; public signage and wayfinding; sidewalks;

curbs; crosswalks and curb cuts; bump-outs; greening and trees; pedestrian “furniture” (benches, bike racks, etc.); public art; planning; design; architecture; and engineering studies.

2) **Acquisition pool:** Enable the City to acquire key blighted properties on corridors for commercial, mixed-used, or open space development.

3) **Targeted demolition on Commercial Corridors:** Remove blighted properties and help create parcels for commercial, mixed-used, or open space development.

4) **Targeted Redevelopment Grants:** Fund pre-development and development activities for commercial, institutional and cultural facilities that will draw people to the neighborhood commercial corridor.

5) **Acquisition Pool for Non-profit Entities:** Enable non-profit entities to acquire properties on commercial corridors for commercial or mixed-use development.

6) **Business Support:** Fund façade renovations to store fronts; fit-out expenses for commercial tenants and energy conservation improvements to commercial properties on corridors; equipment for corridor security programs.

7) **Technology Improvements:** Enable the City to upgrade information systems to collect and manage data on commercial corridor characteristics, and to evaluate the benefit of City investments on commercial corridors.

Activities funded through non-tax-exempt bond sources will include a Small Business Loan Guarantee Pool designed to improve access to mainstream financing for small businesses on corridors by providing a guarantee, as well as technical assistance to small businesses and neighborhood corridor management.

Bond funding for the first three program categories (“Streetscape Enhancements and Capital Improvements,” “Acquisition Pool,” and “Targeted Demolition on Commercial Corridors”) will be directed towards selected corridors throughout the City, based upon analysis of existing conditions, neighborhood trends, and the existence of resources and plans. The type of data that the City will evaluate when making such decisions will include, but will not limited to, the following:

Existing Conditions	Neighborhood Trends	Resources + Plans
Condition of public infrastructure	Traffic and transit volume, if available	Existence of community or corridor plans and design guidelines
Size and density of commercial area	Presence of social, cultural and economic anchors	Funding commitments for planned corridor improvement projects
Condition of commercial buildings	Recent change in neighborhood demographics	Existence of corridor management organizations and business associations
Level of vacancy	Quality of Market conditions	Pending public improvement projects
Access to parking and transit		Pending private development projects

Bond funding for the remaining categories (“Targeted Redevelopment Grants”; “Acquisition Pool for Non-Profit Entities”; “Business Support,” and “Technology Improvements”) will be allocated based upon demand. Some project categories, such as the Acquisition Pool for Non-Profit Entities, may be managed by non-City entities in order to provide the most effective administration.

Process: The Mayor’s Office will coordinate an inter-agency process including the Commerce Department, City Planning Commission, Managing Director’s Office, and Office of Housing and Neighborhood Preservation to recommend appropriate projects. This strategy will be based upon the criteria above. The City will not make any expenditures within the budget categories of “Streetscape Enhancements and Capital Improvements,” “Acquisition Pool” and “Targeted Demolition on Commercial Corridors” without the prior written approval of the District Councilperson elected from the district in which the money is to be spent.

All expenditures for the Program will be made pursuant to the following budget categories in amounts not in excess of the aggregate amounts set forth below.

Cultural & Commercial Corridors Bond Program Budget	Total Program Funding
Philadelphia Cultural Corridors	
Cultural Corridors Capital Improvements	\$ 60 million
Avenue of the Arts	
Benjamin Franklin Parkway	
Centennial District	
Historic District	
El Centro de Oro	
Capital Funding for Other Cultural Organizations	\$ 5 million
Subtotal	\$65 million
Philadelphia Commercial Corridors	
Streetscape Enhancements & Capital Improvements	\$ 34 million
Acquisition Pool	\$ 4 million
Targeted Demolition on Commercial Corridors	\$2 million
Targeted Redevelopment Grants	\$8.5 million
Acquisition Pool for Non-profit Entities	\$ 4 million
Small Business Loan Guarantee Pool	\$ 6 million
Business Support	\$ 4.5 million
Technology Improvements	\$ 2 million
Targeted Demolition on Commercial Corridors	\$ 2 million
Subtotal	\$65 million
Other Costs	
Other Cultural and Commercial Corridor Projects	\$ 15 million
Administrative Fees	\$ 5 million
	\$ 150 million