

# New Frankford Developers, LLC

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## The New Frankford Community Center Project

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### The Need

Without this Community Y being opened many people in the community will have to travel outside the area for many of the services provided by the New Frankford Community Y. The City of Philadelphia due to budget constraints closed the nearby pool at the Simpson's Playground and now the community is left without a pool including local schools. There is no daycare, after school care, and night care facilities in the community that can provide onsite swimming, fitness center, and computer training all on one site. There are 24 rehabilitation group homes in the 19124 zip code area of Philadelphia, Pennsylvania that need access to the Community Y and therefore clients are will have a chose not to hang in the streets. Lastly, the 19124 zip code area of Philadelphia has over 63,000 individuals living in the community that will be left with no community Y.

### **Startup Costs**

The Frankford Developers, LLC plan to use \$1,266,999 to begin operations of the Frankford Community Y buildings, hire workers to complete renovations, pay for professional services, to purchase 2 vans for transporting children from schools to center, and 1 for transporting supplies.

#### Breakdown of Costs:

A. Working Capital	\$ 100,000
B. Construction	\$1,000,000
C. Architect:	\$ 20,000
D. Attorney:	\$ 10,000
E. Project Manager	\$ 40,000
F. Purchase 3 Vans	\$ 75,000
G. Administration	\$ 21,600
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	\$1,266,999

### **The Work will address the issues of the New Frankford Community Y by opening its doors to the community.**

The bottom line is that the New Frankford Community Y is completely closed and becoming a debris gathering ghostly looking building. The following positive effect will take place in the Frankford Community when the center is reopened.

1. A desolate site will become vibrant again.
2. The gymnasium, pool and other fitness activities will assist with health and wellness by allowing individuals in the community to get fit as well as clients of Health Partners and Mercy Health Corporations who used The New Frankford Community Y to allow access for their clients.
3. The Daycare center that was housed in the New Frankford Community Y is licensed for up to 99 children from ages 2-1/2 to preschool. The Daycare center will open its doors again to become caregiver and learning center to those in the community that are in need of daycare. We will expand the centers hours to also provide night care for children of parents who work at night.
4. Many schools in the area used the New Frankford Community Y's pool because these area schools do not have a pool inside the school. With the receipt of the MacArthur Foundation funds, these schools can again have access to swimming in the neighborhood. The City of Philadelphia closed its pools this past summer of 2009.
5. Lastly, there are 24 rehabilitation programs within 1-10 minutes from the New Frankford Community Y. Some of these programs do not have enough activities for the clients and they are hanging in the streets and on corners. By opening the New Frankford Community Y again, we will work with these 24 rehabilitation programs to provide food, fitness, computer classes, and their participation in sports games, and assist them to be proactive in the community.
6. There are many Apartment buildings nearby including two that sit on both sides of the New Frankford Community Y that are home to more than 100 tenants. These buildings do not have access to a gym, pool, and other fitness activities in the area. We will work with the managers of all nearby apartment buildings in the Frankford area to provide

fitness, daycare, food, computer technology, as well as assist with bringing people of many races together under one roof to become an avenue where all can learn to work together in sportsmanship, learning, and care.

**How do the issues relate to the New Frankford Developers, LLC and why are we qualified to undertake the project?**

The New Frankford Developers are real estate developers and property managers that specialize in residential multi-dwelling housing for people of all races and backgrounds. We take buildings that have been run down and bring these back to life. We have specific goals for our tenants. First, to make them feel at home and secondly to someday be able to teach them how to own their own home and support this goal financially. Many of the people have an array of problems from drugs, mental instabilities, loss of jobs, single family homes, some speak a language other than English, and some are just looking for a better place to live running from some type of slum lord. Many of the individuals can benefit from a healthy environment such as the New Frankford Community Center. We are the threshold to residential living, organizers of building, and caring individuals.

What will qualify us to open the doors of the New Frankford Community Y is that we open doors everyday by renovating, communicating with people, and showing them respect. We are experienced at taking on large building projects in our management of multifamily apartment buildings. Our present and future staff is experienced at doing building and community services from government, non-profit community work, children services, building renovations, and strong administration. Our staff for the center will be a former Community Center President, Mr. Terrance Tobin, who will run the center has a BA in Business Administration and Masters in Engineering, a former Administrative Officer of the United States Court of Appeals, Ms. Felicia Richardson performed executive level administration and facilities management for the judges at the United States Courts, a former juvenile probation officer, Mr. Anthony Bannister, provided counseling services to youth, a Pastor, Pastor Jeffrey Tate, is an Assistant Pastor, certified counselor in family services, and we have experienced property managers, current day care providers, one whose center teaches kids to read by the age of 2 1/2, and algebra by age of 5, a certified fitness trainer, and many maintenance crew that are already on staff that make a living at bringing buildings to life and keeping these vibrant. We hire individuals who are not just interested in a pay check, but are interested in truly helping people.

**The Geographic Area where work will take place**

The New Frankford Community Center is located at 4700-04 Leiper Street, Philadelphia, Pennsylvania 19124(see map below). This is the northeast area of Philadelphia, Pennsylvania, which is in the United States. The main streets nearby are Arrott Street, Foulkrod Street, Frankford Avenue, and Oxford Avenue. There are 63,131 people living in the 19124 zip code of Philadelphia, Pennsylvania according to the 2000 Census. The races in this area are majority white at 38,224, blacks at 17,278, Asians at 2,968, and other such as Hispanic, American Indian, Hawaiian and other Pacific Islanders which is 8,956, which in this total a large number being some other race at 8,356. The area of Frankford is quite a salad bowl of people from many walks of life; hence this project will bring many of these people from different backgrounds

together. The majority of households make below \$10,000 per year (4,158 households). The median income is only \$28,574. As far as work force according to the 2000 Census, there are 45,357 people 16 and over in the work force, 2,947 unemployed and 19,783 not in the work force. In today's economy, the unemployment level is even higher. With 19,783 not in the work force and over 2,947 unemployed, the New Frankford Community Center is very needed to help simulate these individuals and give them a creative avenue to filter their energy.

**Who will be helped by or interested in work and how we will communicate with them?**

**We will help as many of the 63,131 individuals living in the 19124 Frankford area of Philadelphia, Pennsylvania as well as all who will like to be a part of the Community Center. The people who will be interested in the Center being opened are the 8 area public and private schools, companies offering wellness program benefits, nearby tenants of local apartment buildings, the 24 rehabilitation programs, the 679 children under 18 years old, the 203 individuals in nursing homes, the over 19,000 people who are not in work force, the Elizabeth Wright Company which is a property management company, and the New Frankford Developers, LLC. Lastly, this project will help to support the Frankford area goals in creating a stronger community, creating a unified community, assist low income individuals, and supporting a real estate investment of a company that is interested in the welfare of the people.**

**We will assign an administrative person to public relations. This person will organize effective communication with individuals as explained in this section and evaluate the effectiveness of such communication by providing statistical data to the Director.**

**We will communicate with these individuals by network marketing, visits to the rehabs and apartments buildings, internet advertisements, attending local community associations, historical society, parent teacher, and business association meetings, provide flyers at local library, and to flyers to local homes, and schools, as well as place advertisement on local radio and television stations, and newspapers. We will also advertise jobs and activities with the Pennsylvania Career Link Workforce Development Center and Welfare to Work Programs. We will also register our Community Center with the City so that anyone in Philadelphia can know we are available for services as well as the Daycare Resource Center and the Philadelphia Housing Authority located at 641 Broad Street, Philadelphia, PA. We have already been contacted by the local Frankford Newspaper to do a before and after story on the reopening of the Center. Please be advised that our communication will be a continual process not just for opening the doors. The New Frankford Community Center is a vital part of the Frankford Community and we will make sure that community is a key part of our continual process.**

**In Closing**

**We will help to bring a whole community of 63,131 people forward, unite the people of Frankford area of Philadelphia, PA, put children in a safe and constructive developmental environment, help to promote better health, and give individuals of 24 rehabs a place to be**

stimulated. We believe that it “does take a village to raise a child,” but moreover its takes everyone to really build a community. **Thanks for being part of the re-building.**