

**FOR IMMEDIATE RELEASE**

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**North Broad Street Coalition Formed to Engage on Casino Application**

A coalition of neighborhood, community, small businesses, academic and faith-based institutions has formed to engage in the discussion regarding proposed casino development impacting the North Broad Street neighborhoods. The North Broad Community Coalition (NBCC) will serve to speak to the Provence/Hard Rock Casino, Gaming Control Board, and elected officials.

The members of the NBCC are concerned with the effect ambitious casino driven development will have on the quality of life for its members and the positive organic growth which has occurred over the past several years.

The Coalition has retained the services of Kevin Greenberg to serve as its counsel with the expectation of protecting its legal rights during the application process. Mr. Greenberg has substantial experience with the process having served with the City Law Department as its representative during the initial competition for licenses in Philadelphia.

The NBCC will be looking at the effect of the proposed Provence/Hard Rock Casino project on quality of life issues including traffic, street crime, schools, as well as the ability of local businesses to survive and whether the corridor's dynamic residential and mixed-use growth will continue. The coalition hopes that Provence/Hard Rock Casino will seek its input throughout the time period leading up to the Gaming Control Board's final decision.

Though there is no question regarding the investment Provence/Hard Rock Casino wants to make in its proposed casino development, the investment of the community over the last several years must also be taken into consideration. And that investment cannot only be translated in dollars, but in a sweat equity commitment to an area where only a few short years ago, there was little or no interest. Development along North Broad Street must be structured so that it nurtures, rather than squashes the hard-won residential, small business, faith-based, academic, cultural and public safety momentum for which so much effort has been expended.

Provence/Hard Rock Casino has a vision for North Broad Street which has been developed over the last few months and spurred by the availability of a casino license. The NBCC also has a vision for our area which has evolved in some cases over the last several years, and in many, over decades. It is the compatibility of these visions which will serve as the foundation for the discussion.

The membership of the NBCC is continuing to expand as more learn of the various proposals. More members will be added after their boards hold an official vote. At this time, the members include:

- Callowhill Neighborhood Association
- West Popular Community Development Corporation
- Community Land Trust Corporation
- The Reading Viaduct Project
- VIADUCTgreene
- Vetri Family (inc. Osteria, Alla Spina, Vetri Foundation)
- Friends Select School
- Mathematics, Civics and Sciences Charter School
- Parents United for Better Schools
- Arch Street United Methodist Church
- The Church of Jesus Christ of Latter Day Saints
- Congregation Rodeph Shalom
- Greater Exodus Baptist Church