



State Representative

Dwight Evans

203rd Legislative District



SPRING 2010

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Evans' Fresh Food Financing Initiative goes national

First Lady Michelle Obama praises Pa. for leading the fight against childhood obesity

Pennsylvania's Fresh Food Financing Initiative, a pioneering public policy program conceived and created by Rep. Dwight Evans, and lauded by Harvard University, major foundations and leading members of the press, is now the model for the Healthy Food Financing Initiative, a signature piece of First Lady Michelle Obama's "Let's Move" campaign to fight childhood obesity.

In just five years, the Fresh Food Financing Initiative has gone from a simple idea to one of the most talked about public policy efforts in the country. The goal of the FFFI is simple: develop grocery stores in underserved urban and rural communities where access to quality fresh fruits, vegetables and meats is limited.

In the last several months, White House interest in the FFFI has grown and earlier this year, as part of the federal budget proposal, President Obama included \$400 million in funding for expanded supermarkets, farmers markets and other food stores. Then on Feb. 19, First Lady Michelle Obama visited Philadelphia to laud the program and talk about "Let's Move," a comprehensive national effort to combat childhood obesity.

The Pennsylvania Fresh Food Financing Initiative is a public/private partnership seeded with \$30 million from Pennsylvania that was leveraged by The Reinvestment Fund to create a \$120 million initiative for Commonwealth grocers. Other partners in the statewide program are The Food Trust and the Greater Philadelphia Urban Affairs Coalition.

As of September 2009, FFFI committed \$59.7 million in

PHOTO CREDIT: Bonnie Squires



First Lady Michelle Obama, Mayor Michael Nutter and Rep. Evans at the Fairhill Elementary School in February. The first lady is leading the fight nationwide against childhood obesity.

grants and loans to 78 food market projects across the state, ranging in size from 1,000 to 69,000 square feet. In total, these projects are expected to preserve or create 4,860 jobs and more than 1.5 million square feet of fresh food retail space across Pennsylvania.

In addition to Philadelphia, FFFI has been used to support grocery stores in 26 additional counties across the state.



The Philadelphia Center for Arts and Technology:

A model of innovation and achievement

The Philadelphia Center for Arts and Technology (PCAT) offers youth and young adults the opportunity to develop the academic, work and life skills they need to thrive in the 21st century.

PCAT is a high-tech, state-of-the-art learning space, where teens and young adults receive academic instruction, explore careers and ready themselves for skilled positions in the fields of the arts, science, technology and emerging “green” trades.

Program Offerings

Orchestrating Leadership: This musically based leadership course introduces students to symphonic music while teaching communication, team building and time management skills.

Music Means Business: Students learn the business side of the music industry and the recording process from industry experts and artists, explore related careers and use professional tools to mix music, produce radio shows and create webisodes.

Mural Corps: Participants explore a variety of media and techniques in the visual arts and mural making in Philadelphia, the mural capital of the world.

Technology Is Power Seminar (TIPS): Young people build marketable technology skills through hands-on computer training and eventual certification in Microsoft Office programs.

Seeds for Learning in Northwest Philadelphia: Through this novel urban farm, marketplace and community lunch program, students acquire essential academic, business and citizenship skills.

To learn more about PCAT call 267-297-6231 or e-mail pcat@foundationsinc.org. PCAT is a collaborative, community-based initiative spearheaded by the office of state Rep. Dwight Evans, the Ogontz Avenue Revitalization Corp., and Foundations Inc.

It's work creating jobs, but it's worth it

As a legislator whose background is rooted in education and job training, Rep. Dwight Evans believes creating jobs is the single most important effort this nation can put forth if we are to move forward as a country and a world economy.

President Obama put the issue of jobs at the forefront of his domestic agenda with a White House Summit, a visit to Allentown, and new federal job-creation strategies. His call for smaller summits across the country is the catalyst for raising the level of dialogue and stimulating public discourse at the grassroots level.

In Philadelphia, Rep. Evans answered the president's call and more than 100 people gathered for a Regional Jobs Summit to talk about creating jobs in Southeastern Pennsylvania. The participants represented business, industry, labor, education and government.

Rep. Evans said he was encouraged so many citizens embraced this exercise and the discussions continue in Philadelphia, in other regions of the state, and most importantly, at the state Capitol in Harrisburg where the Appropriations Committee held a statewide Jobs Summit on Feb. 28.

As the conversation gets louder across the state, Rep. Evans hopes that we build on the key themes that emerged from the Philadelphia Regional Jobs Forum. Foremost is the need to be active, not passive. America's financial crisis is as much of a civic crisis as it is an economic crisis. The collective willpower of government, business, industry, education, labor and our civic institutions must work together as we forge a new path to prosperity. This is a community conversation.

We can't operate in a vacuum. Business and industry need to work in tandem with our educational institutions to insure the pool of applicants is appropriately skilled for the jobs that are created. In our region, the manufacturing jobs of yesterday have given way to the hospitality and bio-medical jobs of tomorrow and our training programs need to reflect this new reality.

Finally, we all need to understand that government cannot create jobs, but it can create policies – for example, government-backed loans – that take the pressure off banks and encourage small business to keep workers and add more. We must learn to support entrepreneurs by creating an environment that rewards risk and innovation.

It will be a challenge, no doubt. But we really don't know what we can do until we stand up and try.



When President Obama issued a call for job summits around the country, Rep. Evans was first on board. Following a regional summit in Philadelphia, the House Appropriations Committee hosted a statewide summit in Harrisburg. Here Rep. Evans talks with two of the participants, Thomas Morr, President & CEO of Select Greater Philadelphia and Roseann Rosenthal, President and CEO of Ben Franklin Technology Partners Southeastern Pennsylvania.

FARM-CITY WEEK

Kickoff brings agriculture to West Oak Lane and Center City

Rep. Evans was pleased to participate in the state's first kickoff of National Farm-City Week, Nov. 20-26, a national effort to strengthen the relationship between farm families and urban residents.

Farm-City Week provides the chance to highlight the essential link between producers and consumers. After spending the week at West Oak Lane Charter School, the Friends of Agriculture Foundation's Mobile Ag Education Science Lab was moved to City Hall to provide consumers an interactive look at production agriculture. The 32-foot mobile trailer contained work stations where students could complete hands-on experiments relating to science and agriculture.

The Agriculture Department invited additional industry partners – both agricultural and urban – to help visitors learn firsthand about Pennsylvania's dairy, beef, pork and poultry industries, horticulture and the veterinary industry. Visitors also had the opportunity to share one-on-one conversations with farmers at the event.

One of the best ways consumers can support Pennsylvania agriculture is through the PA Preferred branding program. Created in 2004, PA Preferred helps consumers know they are purchasing products grown or processed in the Commonwealth. To find a list of PA Preferred members or products, visit www.papreferred.com.

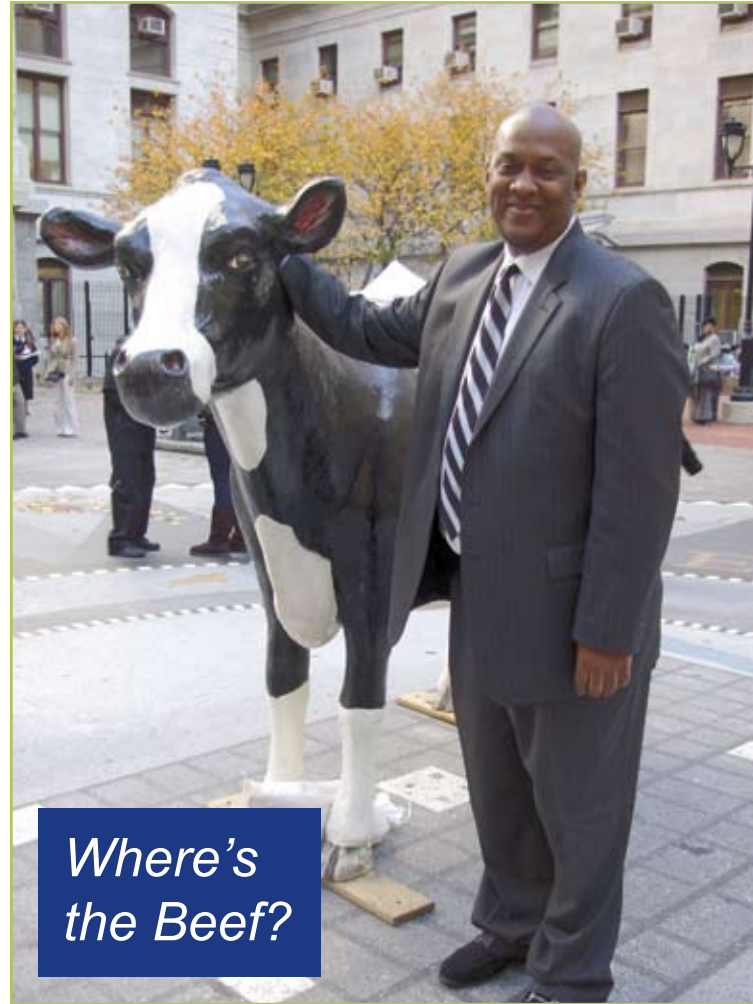


Photo Credit: Pennsylvania Department of Agriculture



Rep. Evans meets with Philadelphia Arts and Technology (PCAT) students during the Community Open House event.




Rep. Evans joins with state Sen. Shirley Kitchen (near left), Secretary of Agriculture Russell Redding (left), Dr. Debera Peoples-Lee, West Oak Lane Charter School CEO, and students from WOL Charter School during National Farm-City Week.



Nearly 400 volunteers gather at Martin Luther King High School for the annual MLK Day of Service activities organized by the office of state Rep. Dwight Evans.

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District Office

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Satellite Offices

Salvation Army
5830 Rising Sun Avenue
First Friday of every month 9 a.m. to 12 p.m.

Olney Recreation Center
6001 "A" Street
Last Thursday of each month
1 p.m. to 5 p.m.

On the Web

www.pahouse.com/Evans or
www.hacd.net

Social media

Follow me on Twitter at
<http://twitter.com/RepDwightEvans>

West Oak Lane Jazz and Arts Festival

The Ogontz Avenue Revitalization Corp. (OARC) will celebrate its 7th Annual West Oak Lane Jazz and Arts Festival on June 18, 19, and 20! This year, festival attendees can look forward to enjoying an all jazz lineup and a New Orleans theme. The event will kick off with a festive New Orleans style parade lead by The Royal Brass Band. Some of the musical acts featured will be The Dirty Dozen

Brass Band, Preservation Hall Jazz Band, Diane Reeves, David Sanborn with Joey De Francesco, the George Duke Trio featuring Al Jarreau, and many more. The African American Museum of Philadelphia is partnering with OARC and producing the festival's Congo Square themed Art Pavilion. Please call 215-754-0014 to see how you can get involved.



UPCOMING EVENTS

April 30 – May 1	Dwight Evans Civic Leadership Summit
May 8	Summer Youth Expo
May 18	Primary Election Day – Get out and vote!
June 18, 19 & 20	West Oak Lane Jazz and Arts Festival
July 17	Taking it to the Street
August 3	National Night Out
September	203rd Legislative District Town Meetings
October	Living the Dream Homebuyers Conference