



"How Urban Arts Big and Small Drive Real Estate and Economic Development"

Thursday, February 16th, 2012 ~ 8:00-10:00am 190 N. Independence Mall (offices of DVRPC), Philadelphia

The arts are the leading catalyst for urban development and redevelopment, leading to neighborhood creativity and jobs. Get the "inside story" on how the arts are impacting business development with valued urban infill. Hear from experts on specific deals such as the Suzanne Roberts Theater on South Broad Street, how the Pennsylvania Ballet's new location will help revitalize North Broad Street, the grassroots transformation of a blighted street into sustainable art studios, and how and why the City of Philadelphia is encouraging the arts/business nexus through a new development-oriented creative asset mapping tool.

Gary Steuer, Chief Cultural Officer for the City of Philadelphia, will moderate a panel featuring **John Gattuso**, Senior Vice President and Regional Director, Liberty Property Trust, and Chair of the Pennsylvania Ballet Building Committee; **Carl Dranoff**, President of Dranoff Properties, who put the theater in Symphony House and is now developing Two Center Street in partnership with Newark's New Jersey Performing Arts Center; **Andrew Jevremovic**, founder of Octo Enterprises, which has revitalized an abandoned Point Breeze street into a safe clean oasis by and for artists; and **Moira M. Baylson**, Deputy Cultural Officer, who works on arts-based development for the City's Office of Arts, Culture and the Creative Economy.

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- **Mail** ULI Philadelphia, PO Box 418363, Boston MA 02241-8363
- **Overnight** ULI Philadelphia, 1025 Thomas Jefferson St., NW, #500 West, Washington DC 20007

REGISTRATION FEES:

All fees increase by \$15 after February 10.

Circle One	Member	Non-Member
Private	\$40	\$55
Public	\$30	\$45
YLG	\$35	n/a
Students	\$25	\$35

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