

Daniel Marsh Comments:

Thank you John and Mayor Courtright.

Good Morning, it is a pleasure to be here today to join with the Mayor and John to announce this exciting public/private partnership.

I am Daniel Marsh EVP of NDC and President of NDC Housing and Economic Development Corporation.

Some of you are probably asking who NDC is and why are they leasing and operating our public parking?

NDC is a national nonprofit corporation whose work and mission grew out of the civil rights movement of the late 1960's. Although many of us were very young, or as I look around, not even born in 1967. The inner city riots that gripped our nation in the summer of that year, and the tragic assassinations of Dr. King and Bobby Kennedy in 1968, led a group of socially conscious folks to take action, and with a fledging nonprofit as their vehicle, set out to address and attempt to correct the social and economic inequities of the time. Today, almost 50 years later, NDC's mission remains unchanged. We work to increase the flow of capital for

investment in low income areas for homes, jobs and community.

Although many of you may not know it, the National Development Council over the years has played a small, but ongoing role in Scranton's revitalization. Many years ago, we worked with the City to secured federal funding for the original Steamtown Mall financing, and more recently have provided a number of small business loans to Scranton entrepreneurs, such as Northern Light Espresso Bar and Main Street Tents. So, we are not strangers, but acquaintances hoping to become lifelong friends. We know this community, its spirit and in the face of some adversity, the great strides forward it continues to make.

Today we are deepening our commitment to the City's ongoing revitalization. The National Development Council is excited to be partnering with the City and Steamtown 300 to create even more opportunities for growth by modernizing the City's parking assets. The garages will be upgraded, well maintained, safe and reasonably priced with more convenient payment options available to patrons. Overtime, new technology will be introduced to the on-street system to

improve efficiency and maximize the availability of spaces for patrons of Scranton's many small businesses.

One of the most important, yet often overlooked, aspects of community revitalization is the availability and condition of the City's underlying public infrastructure. Parking is a critical driver of housing, business and urban lifestyle amenities, such as restaurants, cafes, theaters and shopping. It might not seem obvious, but parking does indeed drive economic development.

Partnering with the City and the private sector, our investment along with John's will modernize the downtown garages. There are more than 5,000 garage spaces, including almost half of those in the Steamtown Mall garage, and more than 1,400 metered spots. As the City's and Steamtown 300's partner, we will ensure the garages are safe, well maintained and reasonably priced. We will also make sure that metered street parking is efficiently serving the local retail and service economy. Shops, cafes and other small businesses rely on the availability of on-street parking so customers can get in and out of their shops conveniently.

As a non-profit partner, NDC reinvests in the communities we work with. To that end, we will be working with the City and the community to reenergize the ground-floor retail spaces in the parking garages. The retail spaces in the Adams Avenue garages, for example, have struggled. Our investment will make these spaces viable for shops, as well as arts and culture organizations, pop-up events, cafes and other amenities. This will bring even more foot traffic downtown and help existing businesses.

Since 1969, the NDC has been working with communities on all aspects of community-based economic development: affordable housing, small business loans and real estate redevelopment. We are excited to bring this expertise to Scranton at a critical time in its economic recovery. Working together, the City, Steamtown 300 and NDC will give the Electric City a real JOLT.

Thank you