



June 2, 2009

Paul R. Levy
President & CEO
Center City District
Central Philadelphia Development Corporation
Public Ledger Building
660 Chestnut Street
Philadelphia, PA 19106

Dear Paul,

It is with confidence that the Philadelphia Convention & Visitors Bureau and its board of directors support the plans put forth by Central Philadelphia Development Corporation and Center City District to transform Dilworth Plaza into a vibrant civic space that will only enhance the centerpiece of Philadelphia – historic City Hall.

Dilworth Plaza is an under-developed space that does not provide a welcoming message for residents or visitors to City Hall and Philadelphia because of the barriers that stand in the way – trees, walls, etc... What this project proposal presents is a wonderful public space that creates a new energy around City Hall. When implemented, it is destined to become THE gathering place for everyone who comes to Philadelphia, including a place for civic and social events but also casual lunchtime meetings.

With expansion of the Pennsylvania Convention Center well underway along North Broad Street, the bustle along South Broad Street, the Barnes Foundation coming to the Parkway, and the many developments along Market Street, it is critical that City Hall and Dilworth Plaza rise to the occasion by creating a safe activity center and walkway between these critical tourism neighborhoods. Also, by activating the outside of City Hall, more and more people from around the world will be interested in coming here to discover the gems that sit inside historic City Hall.

In addition, as the organization that markets Philadelphia internationally, we are excited this project will create a “gateway to transit” as we see in other major international cities. This is a key to improving Philadelphia’s offerings to international visitors who love to explore the city and region using public transit and want to easily access trains from the street level.

We strongly support this project to turn Dilworth Plaza into a marvelous civic space bustling with activity, and know it will make a positive impact on the people who live, work and visit Philadelphia.

Thank you,

A handwritten signature in black ink, appearing to read "Tom Muldoon".

Tom Muldoon
President