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A Man on a Mission of Renewal and Revival: **Terrence Foley** **President and CEO of the CityAve District**

Philadelphia, PA (October 10, 2007) - Terrence Foley, President and CEO of City Avenue Special Services District, has quickly become the regional spokesperson for the dynamic and ever-expanding community that is the CityAve District. With an extensive background in marketing and development, coupled with his enthusiasm for the District's unlimited potential, Foley's passion for the District is unmistakable in all aspects of his work.

Foley came on board with CityAve District in March of 2006 and worked quickly to create an open and welcoming policy within the District offices. With the goal of energizing current board members and attracting new ones, Foley worked to involve area commercial and industrial property owners, bringing them on board to help lead the CityAve District into a promising future.

In addition to gaining support from the local community, Foley's other main goal was to create a more pedestrian-friendly environment throughout the District. "It was important to me to create a community where people could live, work, play, and learn," Foley explained. "I didn't want people to just come here for work and go right home at the end of the day. We need to create vitality within the District." The new Pedestrian Light program does just that. Working together with Target management, Foley was able to implement the first stages of the Pedestrian Lighting program within the new Target complex. The District is currently partnering with St. Joseph's University and the Brickstone Companies to create a demonstration of the Pedestrian Lighting Project along 54th Street and City Ave to be completed in October.

Along with the addition of pedestrian lighting, further contributions to a more foot-friendly environment along City Avenue by Foley have been the open glass structures of the new Chipotle and California Pizza Kitchen. By opening the restaurants to the street instead of building a plain brick wall, the area becomes more lively and active, helping to slow traffic along the Avenue.

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Before joining the team at the CityAve District, Foley served as Senior Director of Real Estate Development for Amtrak, managing the entire real estate portfolio for Amtrak's Northeast Corridor. Prior to joining Amtrak, Foley worked for the Port of Philadelphia and Camden, Inc. as the Director of Business Development and was the Director of Marketing at the Philadelphia Regional Port Authority. From 1979 to 1988, Foley also held a variety of management positions at ARAMARK. He received his MBA from Temple University in 1988, and a Bachelor's degree in 1979 from The Wharton School of Commerce and Finance at the University of Pennsylvania. Foley current lives in Chestnut Hill with his wife and three children.

The City Avenue Special Services District is a multi-jurisdictional business and special services district serving the needs of industrial and commercial property owners. In a rare collaboration, the City of Philadelphia and the Township of Lower Merion combine efforts to enhance the public and private sectors of the region extending west on City Avenue from the Schuylkill Expressway to 63rd Street and Wynnewood Road. For more information about the District, please call 610-747-0311 or visit www.cityave.org.

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