



**A SUBSIDIARY OF THE  
Wynnefield Overbrook Revitalization Corporation**

5600 City Avenue  
Philadelphia, PA 19131  
610-660-1241  
[wynnebrook.org](http://wynnebrook.org)

## **About Wynnefield Overbrook Revitalization Corporation (WORC)**

The **Wynnefield Overbrook Revitalization Corporation (WORC)** was created by a coalition of community leaders led by Mayor Michael Nutter (then the 4<sup>th</sup> District Councilman), Congressman Robert Brady, members of the Wynnefield and Overbrook communities, and Saint Joseph's University. This economic and community development nonprofit works to leverage the socio-economic power of local anchor institutions and strong community assets, creating innovative collaborations for mutual benefit.

Our accomplishments include:

- Assisted in the coordination of the Wynnefield Place at 54<sup>th</sup> & Columbia
- A thorough Marketing and Strategic Analysis Report of the 54<sup>th</sup> Street business corridor
- Annual Back-to-School Backpack Giveaway
- Financial support to community organizations
- Assisted in the conversion of Triangle Park from a trash-strewn lot to a beautiful park

## **About Wynnefield Business Association (WBA)**

The **Wynnefield Business Association (WBA)** was created in February 2011 and is a subsidiary of WORC. It evolved from five individuals; William Butts of Butts Barbershop, Morgan Cephas, formerly of Councilman Jones' office, Gerald Murphy of the Wynnefield Overbrook Revitalization Corporation and NazAarah Sabree, City of Philadelphia, Department of Commerce. This group came together to revitalize, develop and implement strategies that would stimulate economic development in the Wynnefield area and the 54<sup>th</sup> Street commercial corridor.

The association's purpose is to provide members with the support needed to help build strong and lasting businesses. The WBA intends to accomplish this by keeping members alert to community issues, connecting them to necessary resources that develop and expand their businesses, as well as provide marketing strategies for customer growth and educational opportunities for personal growth. *The WBA is the place where members come to invest in themselves and their success.*

Our accomplishments include:

- Partnering with Commerce Department to secure funding for external improvements for various businesses.
- Installation of BigBelly trash cans along the 54<sup>th</sup> Street Corridor
- Septa bus shelters installed on 54<sup>th</sup> Street Corridor
- Business Workshops
- Planting of Trees

We look forward to a great and bright future together.

Please review the information, complete the attached forms and either mail to

**WORC**

**5600 City Avenue, Philadelphia, PA 19131**

or

**scan and email to [gmurphy01@sju.edu](mailto:gmurphy01@sju.edu)**

## Membership Package

### PLEASE NOTE:

*For the year 2015 the membership will be \$0. However, starting in 2016 an undetermined annual fee will be associated with membership in order for WBA to continue to provide ongoing services.*

### This package includes:

- ✓ **Full Listing on WORC website**  
*This includes: Name, Address, Telephone #, Email, Website Address*
- ✓ **Business Funding and Growth Assistance**  
*WBA will partner with you to help identify various funding sources, such as loans and grants that provide assistance with improving the internal and external appearance of your location. In addition, WBA will identify other educational resources that equip entrepreneurs with the knowledge needed to run a successful business.*
- ✓ **Quarterly Business Development Breakfast**  
*These meetings are designed to inform you of neighborhood issues, as well as provide speakers and topics that discuss how to market and drive customers into your establishment.*
- ✓ **Business Specials & Deals**  
*These specials & deals are developed by each business member on a monthly basis to help promote your business by encouraging customers to visit your establishment.*
- ✓ **Member-to-Member Discounts**  
*These discounts are incentives for fellow WBA members to visit and purchase items/services from each participating business.*
- ✓ **WBA Event Acknowledgment**  
*Each year, in partnership with various government and community organizations, WBA hosts at least 2 events. Your WBA membership qualifies you to be acknowledged as a participating business.*

**Wynnefield Business Association**  
**Membership Application**  
Please PRINT Clearly

Date: \_\_\_\_\_ Owner/Applicant Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Website Address: \_\_\_\_\_

Facebook/Instagram/Twitter Address: \_\_\_\_\_

Home-Based Business: (Please circle your response)      Yes                  No

**Hours of Operation:**

Monday: \_\_\_\_\_ Tuesday: \_\_\_\_\_ Wednesday: \_\_\_\_\_ Thursday: \_\_\_\_\_

Friday: \_\_\_\_\_ Saturday: \_\_\_\_\_ Sunday: \_\_\_\_\_ As Needed: \_\_\_\_\_

**Business Description: (1-2 sentence description of your business):**

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**Your Business Type:**

*Please check any/all of the below categories that would reflect your type of business. This is how it will be categorized on our website. If none of the categories apply, please feel free to provide an additional type in the **Other** section*

Arts & Entertainment	Food & Drink
Automotive	Health & Pharmacy
Beauty & Hair	Home Improvement/Maintenance
Clothing and Shoes	Professional Consulting
Dry Cleaning & Laundry	Real Estate
Financial Services	Specialty Shops
<b>Other:</b>	

**Your Member-to-Member Discount Offer:**

*This could include a specific percentage off purchases/services for employees of member businesses; discounts on certain days, etc.*

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\_\_\_\_\_  
Your Signature Here