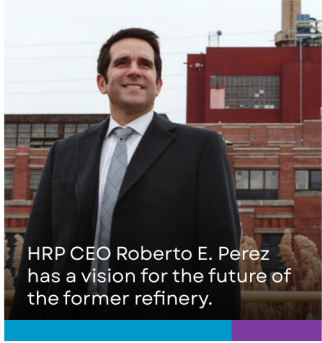


The Bellwether District Dispatch



HRP CEO Roberto E. Perez has a vision for the future of the former refinery.

A Message From HRP's CEO:

A Name That Captures Philadelphia's Potential

Dear Neighbors,

To us a name is more than a moniker, it's the sum of everything we say and do as an organization, helping clarify who we are and what we stand for. The new brand and identity for the former refinery in South Philadelphia reflects a transformative vision for Philadelphia's economy, community, and environment. **The Bellwether District** will become an economic engine for Philadelphia, driving change and bringing thousands of jobs through future tenants in life sciences, e-commerce, and logistics.

The new brand and identity will reaffirm Philadelphia's role as an innovator and achiever of many firsts for the country – from the nation's first library, hospital, and medical school to the birth of the nation itself.

Continued on page 2

What's In A Name: How The Bellwether District Came To Be

Hilco Redevelopment Partners (HRP) has announced a new brand and identity for the former refinery in South Philadelphia. The 1,300-acre property will now be called The Bellwether District, the result of extensive research and collaboration with key stakeholders including local civic leaders, elected officials, and dozens of Philadelphians.

A bellwether is an indicator or predictor of the future. Philadelphia has been an American bellwether, laying claim to many of the country's firsts. We believe this project will be another bellwether—of a new sustainable, economic force for the region and the country. The Bellwether District's strategic access to sky, rail, and highways for optimal mobility, in addition to its proximity to some of the country's top universities and one of the most vibrant pharma and biotech hubs, requires a brand on-mark with America's post-industrial economy, one where human capital is the cornerstone of success.

With a tagline of, "Next Starts Here," The Bellwether District will uphold high standards of sustainability and write the next chapter in the history of what for 150 years served as a refinery. Once home to a refinery that produced 16% of all Philadelphia's greenhouse gasses, The Bellwether

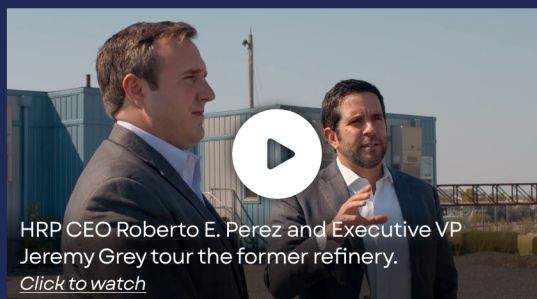
District will support businesses, generate an estimated 19,000 permanent jobs and millions in tax revenue, and prepare hundreds of students for their future careers.

We anticipate an updated master plan will be made publicly available in 2022. The Bellwether District's first vertical construction is planned



A look inside the current HRP Philly site, seen during the tour with CAPP. [Click to watch](#)

to occur by 2023. In the meantime, we will be responsible stewards of this property and good neighbors, continuing our commitment to the community in addition to offering training and apprenticeship programs that seek to create new opportunities and jobs for Philadelphians.



HRP CEO Roberto E. Perez and Executive VP Jeremy Grey tour the former refinery. [Click to watch](#)

Take A Tour of The Bellwether District

Follow along with HRP CEO Roberto E. Perez and Executive Vice President Jeremy Grey as they take us on a tour of the former refinery and share their plans for The Bellwether District over the next decade and beyond.



Message from the Team continued from page 1

The Bellwether District strives to bring new life to the former refinery, transforming this post-industrial property into a cleaner, greener, and more sustainable site that will benefit and be enjoyed by the entire community. Through smarter, more socially conscious development, we are focused on lessening pollution, creating new jobs, and investing in our local economy.

To HRP, these 1,300 acres were never just a place. This place is a promise. A starting point for what's to come - where people, communities, and businesses can become more connected, more responsible, and more prosperous. The Bellwether District is an invitation to lead change. It's a re-imagination

of a piece of Philadelphia's history, an unexpected transformation from what was to what's next.

As always, the community is top of mind in everything we do. HRP is committed to building meaningful and lasting partnerships now and in the future.

Welcome to The Bellwether District. Next starts here.

Roberto E. Perez

Roberto E. Perez

CEO, Hilco Redevelopment Partners

Boo on the Breeze!

HRP Unveils The Bellwether District in the Heart of Point Breeze

The Bellwether District is proud to support community initiatives that promote the safety, well-being, and quality of life for local residents.

Marking The Bellwether District's official community debut, we teamed up with State Representative Jordan A. Harris (Democratic Whip, 186th), Councilmember Kenyatta Johnson, and the 17th Police



District to sponsor Boo on the Breeze!, a beloved Halloween tradition in the heart of Point Breeze.

On Saturday, October 30, 2021, the 1400 and 1500 blocks of Point Breeze Avenue were filled with music, mazes, and more as Philadelphians of all ages donned their best Halloween costumes. Candy and resources were distributed by community leaders,

small businesses, local police, and social service agencies.

Hilco Redevelopment Partners' employees were on-site to enjoy the fun, handing out hard hats, tote bags, and treats from The Bellwether District branded SEPTA bus. Thanks to everyone who made HRP's first Boo on the Breeze! an event to remember.



The Bellwether District Donates 1,000 Turkeys to Local Families

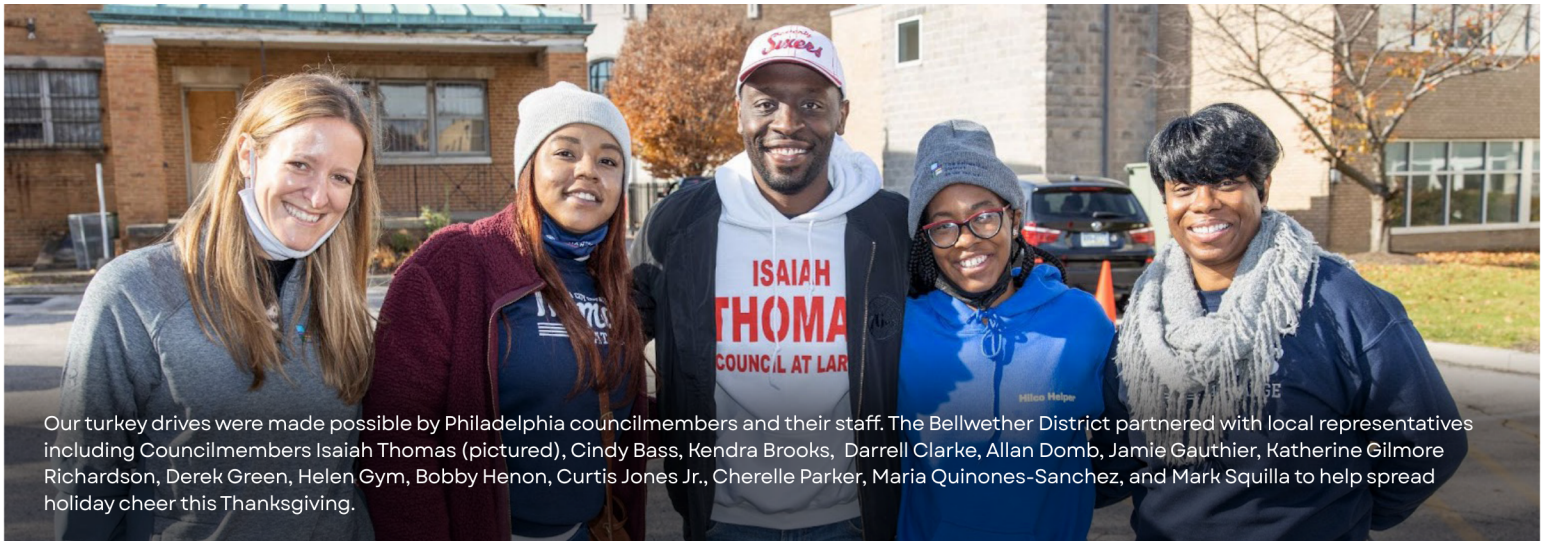
This Thanksgiving, Hilco Redevelopment Partners partnered with members of City Council and local supermarket entrepreneur Jeffrey Brown, of Brown's ShopRite, to distribute over 1,000 turkeys to families across Philadelphia.



HRP's Jasmine Sessoms and Mia Fioravanti pictured with Councilman Isaiah Thomas' Chief of Staff Dom Miller.



Members of The Bellwether District team pose with Councilmember Kendra Brooks as turkeys are handed out to families for Thanksgiving festivities.



Our turkey drives were made possible by Philadelphia councilmembers and their staff. The Bellwether District partnered with local representatives including Councilmembers Isaiah Thomas (pictured), Cindy Bass, Kendra Brooks, Darrell Clarke, Allan Domb, Jamie Gauthier, Katherine Gilmore Richardson, Derek Green, Helen Gym, Bobby Henon, Curtis Jones Jr., Cherelle Parker, Maria Quinones-Sanchez, and Mark Squilla to help spread holiday cheer this Thanksgiving.

This holiday season, HRP partnered with Toys for Tots to bring holiday joy to families in need in our communities.





Bellwether Buzz

“The Bellwether District sounds nothing like Philadelphia Energy Solutions – and that’s likely on purpose. The name is the latest change to the refinery complex.”

Councilmember **Kenyatta Johnson, Bisnow**

“HRP renamed the property The Bellwether District after extensive research and the role Philadelphia has played as an innovator and achiever of many firsts for the county from the first library, hospital, medical school, and to the birthplace of the nation.”

CBS3 Staff

“HRP has settled on a name for its ambitious redevelopment project at the former Philadelphia Energy Solutions refinery site in South Philadelphia. The 1,300-acre site will be dubbed The Bellwether District, an homage to what HRP calls ‘Philadelphia’s role as an innovator and achiever of many firsts for the country.’”

Ryan Mulligan, Philadelphia Business Journal

“(The Bellwether District) is going to be monumental and visionary because of the difference between what it will be and what it was.”

Community Member



Stay up-to-date on The Bellwether District

 [instagram.com/thebellwetherdistrict](https://www.instagram.com/thebellwetherdistrict)

 [facebook.com/thebellwetherdistrict](https://www.facebook.com/thebellwetherdistrict)

 twitter.com/bellwetherdst

 [linkedin.com/company/thebellwetherdistrict](https://www.linkedin.com/company/thebellwetherdistrict)

The Bellwether District is proud to have the support of community groups and leaders throughout Philadelphia. Visit [thebellwetherdistrict.com](https://www.thebellwetherdistrict.com) to hear what our constituents have to say about the project and its positive impact on the region.

Jasmine Sessoms

Senior Vice President of Corporate Affairs
215.339.2183 | JSessoms@hilcoglobal.com



The Bellwether District

AN HRP PROJECT