



# The Rebirth Project

*Reimagining William Penn High School*



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# Today we will cover:

- ★ Who Capital Rebirth is
- ★ The Project
  - Health & Wellness
  - Entertainment
  - Education
  - Housing
- ★ Costs
- ★ Phased Approach and Timeframe
- ★ Funding



# Who is Capital Rebirth?

# Capital Rebirth, Inc

- ★ 501 (c)(3) nonprofit organization
- ★ Mission: Unify & uplift Central PA by providing community-oriented events
- ★ Goal: Create solutions to the problems within our community
- ★ Core focuses:
  - **Health and Wellness** (Youth Flag Football League, Superhero Day)
  - **Education** (Community Workshops, Panel Discussions)
  - **Entertainment** (Talent Festival, Superhero Day)





# How we got here...

- ★ Simpson's vision to restore the building (2012)
- ★ School went up for sale (2019) = opportunity
- ★ Pitched to a few. Support was resounding.
- ★ Community Outreach
  - Online Community Forums "Town Hall Meetings"
  - Petition = nearly 8,500 signatures
  - Letter of Support from a former Mayor
  - Interviews with local news, papers, & podcasts

We heard the  
community.

Luckily, they're vision aligned with ours.

# The Rebirth Project includes:

- ★ Vocational and Technical Education Center
- ★ Indoor Sports Complex
- ★ Child Care Center
- ★ Community Resource Center
- ★ Medical Facility
- ★ Housing
- ★ Restaurants & Retail
- ★ Community Playground & Dog Park

# Project #1 (Building Restored) \$80-\$100 Million



# Project #2 (Building Restored) \$80-\$100 Million





# Project #3 (Building Demolished) \$70-\$80 Million



# Projected Development Cost

## Building Restored

- ★ Harrisburg School District projection:  
\$80-\$100 Million
  - William Penn is 250,000 sqft: 5.7 acres
- ★ Other phases not included

## Demolished (6 Columns Rebuilt)

- ★ Local Construction Company (25 building samples) \$5 million
- ★ Sports Complex \$25 million (261,360 sq ft) (6 acres)
- ★ Housing 80 Units 1&2 BR \$25 million (100,00 sq ft) (2.2 acres)
- ★ Vocational Training Facility \$7 million (100,000 sq ft) (2.2 acres)
- ★ Medical Center \$5 million (10,000 sq ft)
- ★ Child Care Center \$8 million (21,780 sq ft)
- ★ Resource Center \$ 2 million (25,000 sq ft)
- ★ Restaurants/Retail \$5 million (43,560 sq ft) (1 acres)

**PROJECTED NEW BUILD COST: \$77M**

**12.9 acres developed**

**13.1 acres for Green Space & Parking**

# Funding

- ★ USDA (Community Facilities Direct Loan & Grant)
- ★ Federal grants
- ★ State grants
- ★ Dauphin County
- ★ City of Harrisburg/local grants
- ★ Solar Energy Program
- ★ Private Equity Investors
- ★ Naming Rights
- ★ Sponsorships
- ★ Fundraising
- ★ Donations
- ★ C-PACE Financing
- ★ Building Tours
- ★ EITC (Educational Improvement Tax Credits)
- ★ CRIZ (City Revitalization Improvement Zoning)
- ★ RCAP (Redevelopment Assistance Capital Program)
- ★ Crowd Source Funding
- ★ Keystone Community Program
- ★ Marketing to Attract Tourism
- ★ Pennsylvania Economic Development Financing Authority (PEDFA) Taxable Bond Program:
- ★ Neighborhood Assistance Program:
- ★ TFEC Grants (The Foundation For Enhancing Communities)
- ★ Community Service Block Grant
- ★ PA Department of Aging
- ★ Pennsylvania Housing Finance Agency
- ★ Debt Financing



# Development Phases

## Phases & Buildings

- ★ Depends on Rezoning Area
- ★ Depends on Codes
  
- ★ Phase 1: USDA - Vo-tech/Career Classrooms (3-5 year plan)
- ★ Phase 1: USDA - Medical Facility (3-5 year plan)
- ★ Phase 2: Depends on funding (3-10 year plan)

# Vo-Tech & Career Classrooms

- ★ Adult Education: GED, Certification Programs (electric, plumbing, dry wall, welding, etc.)
  - Operated by local organizations, businesses and individuals
- ★ Company's have location to train (PPL, UGI, Comcast etc.)
- ★ Local colleges and universities can use
- ★ After-school programs: Operated by local organizations, businesses and individuals
- ★ Summer programs
  - Operated by local organizations, businesses and individuals

# Harrisburg School District Vocational School

- ★ Locked into contract with Dauphin County Tech (years to come)
  - (Open to District, once in position, to operate its own DC Tech)
- ★ Staffing, DC Tech Contract End

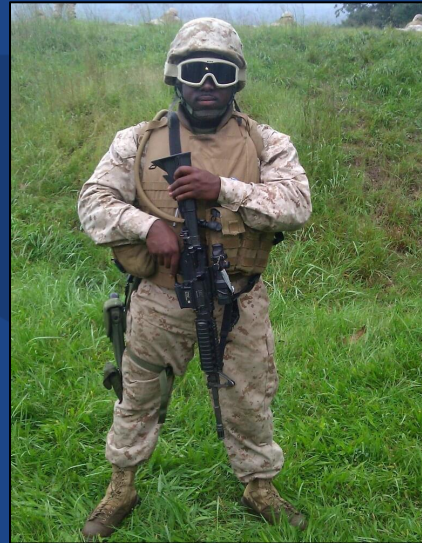
Steele Elementary School (70 staff)

Current Vacancies (98)

Cannot borrow funding until 2035

# Education

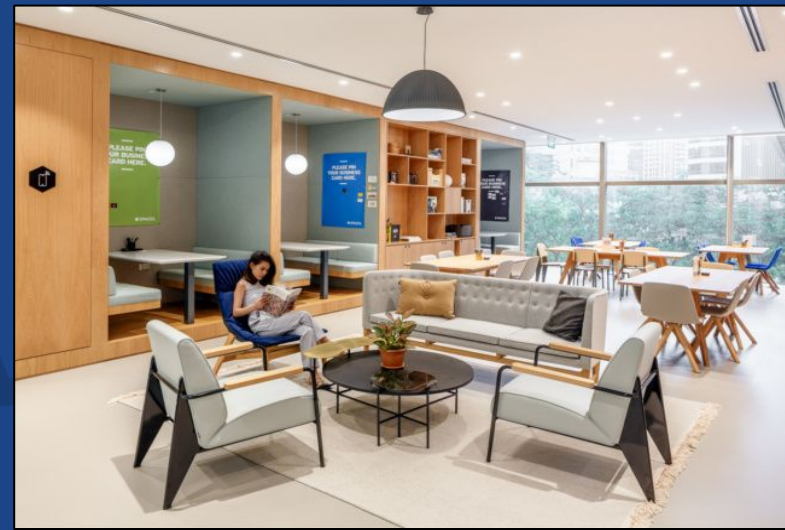
- ★ 16 age + GED Programming
- ★ 16 age + Vocational Trainings
- ★ College Style Lecture Classrooms
  - 8 learning meeting rooms/classrooms
  - Smart Classrooms
- ★ Vocational Education
  - 20 Vocational classrooms
    - 25 career based classrooms
    - 10 Work Space Rooms
- ★ Veteran Vocational Rehabilitation & Employment Services
- ★ Adult Educational Programs
- ★ Enrichment Programs



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# Career Path Rooms

- ★ 25 classrooms dedicated to specific career paths
  - classrooms on 1st floor
- ★ Purpose:
  - Support career & vocational programs
  - Complement school curriculum
- ★ Modernized equipment
- ★ Open to regional companies and organizations



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# 25 Career Path Rooms

## Dentist Office

Dental Hygienist/Careers

## Medical Office/Sim Lab

Medical Assistant/Careers



# 25 Career Path Rooms

## Science Labs

Chemist/Biologist/Careers



## Veterinarian Office

Veterinary Assistant/Careers



# 25 Career Path Rooms

Barber Shop  
Barbers

Cosmetology  
Cosmetologist/Esthetician





# 25 Career Path Rooms

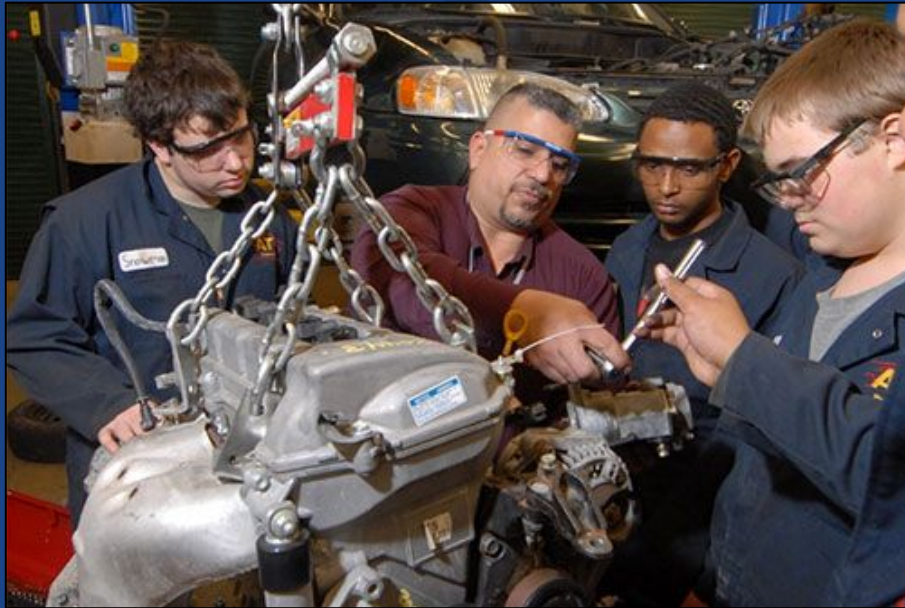
Studio Center/Recording Sets  
Musicians/Engineers

Media Center/Production  
Host/Producers/Crew

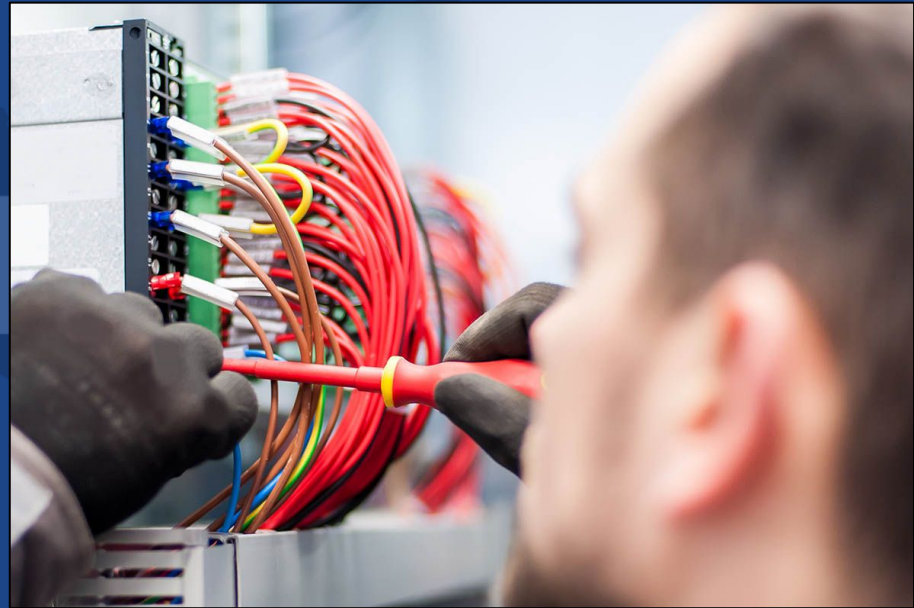


# 25 Career Path Rooms

Automotive Technology  
Mechanics/Engineers/Technicians



Electrical Tech & Maintenance  
Engineers/Construction/Inspectors





# 25 Career Path Rooms

## Court Room

Clerks/Lawyer/Judge/Politics



## Carpentry

Carpenter/Construction Trades



# 25 Career Path Rooms

## Culinary Arts

Chef

## Computer Lab

Coding/Web Design/Graphic Design





# 25 Career Path Rooms

## Agriculture/Horticulture

Landscaping/Aquaculturist /Food Scientist

## HVAC

Mechanics/Installers/Engineers



# 25 Career Path Rooms

Capital Market Room  
Financial Literacy

Life Skills  
Seamstress





# 25 Career Path Rooms

## 10 Workspace Classrooms

Multipurpose Use



# Medical Facility

- ★ Accessible healthcare
- ★ Shorter Waits
- ★ Convenient for residents

# Housing

- ★ Senior Living
- ★ Market Rate (area income)
- ★ Affordable



# Child Care Center

- ★ Provide an addition to HBGSD Pre-K program
- ★ Classrooms for early childhood education
- ★ Recreation Space
- ★ Employ local residents
- ★ Drop-off for parents using the facility



# Fitness Gym

1st Floor of Sports Complex

- ★ Rock Climbing Wall
- ★ Enclosed Overhead Track
- ★ Free Weights/Machine Weights
- ★ Cardio Machines
- ★ Grass Turf Field

➤ *Idea:* The walls will consist of murals highlighting historic Harrisburg landmarks with a sky view ceiling.

- John Harris High School
- The Capitol Fountain
- Italian Lake
- Front Street



# Indoor Track

2nd Floor of Sports Complex

- ★ Indoor 200m Track
- ★ Host local, regional and national events
- ★ Harrisburg sports programs will have access.
- ★ 1 turf field for soccer/football





# Turf Field

2nd Floor of Sports Complex

- ★ Equivalent to Soccer/Football Field
- ★ Youth/Adult Sporting Leagues, Training, Tournaments, and Events
- ★ Youth/Adult Football/Soccer Games
- ★ Local High Schools Practice Site
- ★ Spectator Bleachers
- ★ Scoreboard



# Basketball/Volleyball Courts

1st floor of Sports Complex

- ★ AAU Basketball Tournaments
- ★ Year-round Leagues
- ★ Volleyball Tournaments
- ★ Open for daily recreational play
- ★ Spectator bleachers
- ★ Scoreboard Tables



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# Baseball/Softball Field

2nd Floor of Sports Complex

- ★ Baseball/Softball Training
- ★ Spectator Bleachers
- ★ Batting Cage
- ★ Pitching Cage

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# Restaurant & Retail Space

- ★ Includes Local, Regional & National brands
- ★ Food Desert
- ★ Bring Local Restaurants, Coffee Shops, & other eateries to the immediate area



# Community Resource Center

- ★ Mental Health
- ★ Housing & Shelter
- ★ Employment
- ★ Drug & Alcohol
- ★ Food
- ★ International Services Center





# Benefits of the Project & Community Impact

# Economic Development

- ★ Sports Complex can provide significant economic growth to its surrounding communities.
- ★ Rebirth Harrisburg:
  - Tourism
  - Local Restaurant Sales
  - Hotel Stays
  - Property Value
  - Media Market
  - Etc.



# Spooky Nook →

## Notice the impact down the road

### ★ Economic Impact

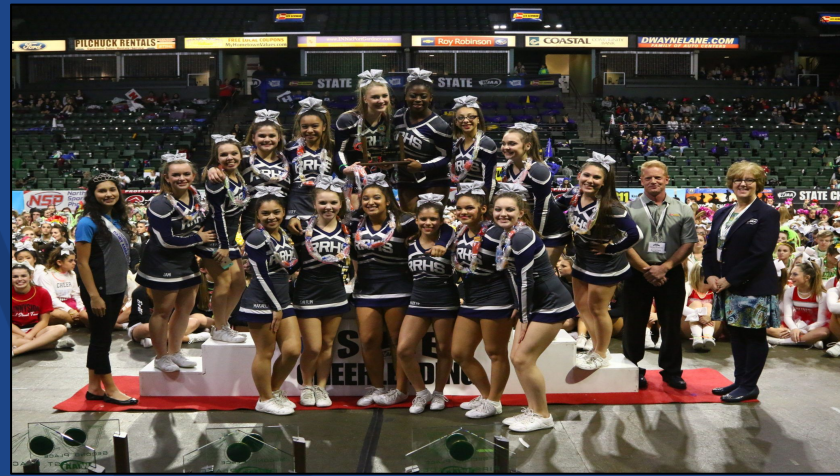
- Based on the numbers from that study as well as the increase in traffic since then, it is estimated that Spooky Nook has created over 13,000 jobs (direct, indirect, and induced) and generated \$379 million in hotel revenue (as of June 2023) for the surrounding area.





# Sports Tourism in PA

- ★ \$766.4 M Generated in PA
- ★ \$98.8 M at Spooky Nook (13%)
- **The Rebirth Project**
  - Extra Benefits
    - Vo-Tech and career education
    - After School & Summer Programs
    - Career Path Learning Rooms





# Employment Opportunities

- ★ Central PA Business Owners
  - Restaurants
  - Fitness Center
  - Summer Programs & After School Programs
  - Entertainment Events
  - Retail Store
  - Child Care Center
  - Medical Facility



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# Parking & Traffic

- ★ Transportation
  - (Walking distance)
    - Zembo Shrine
    - Shopping Center
    - PPI
    - Scottish Rite
  - Potentially partner with shuttle services
    - HACC/Farm Show
    - Downtown, Etc.
- ★ Speed up process of easier traffic flow
- ★ Roundabout at 7th St. & Division
- ★ Connecting walking/driving bridge from shopping center to HACC
- ★ Support residential traffic flow





# Community Improvements

## ★ Shopping Center Improvements

- Filled vacancies
- Attract Business to Uptown

### Shopping Center

- 17 operating shops
- 7 vacant

## ★ Local Business Growth

## ★ Property Value Increased

## ★ Employment

## ★ Hotels

## ★ Restaurants

## ★ Airport



# Top Benefits of Multipurpose Complex

- ★ Improves Education Options
- ★ Promotes Health & Wellness
- ★ Promotes Cultural Diversity
- ★ Creates a Safe Space
- ★ Increases Public Safety & Reduces Crime Rate
- ★ Provides a Natural Disaster/Refuge Center





# Cultural Diversity

- ★ Social interaction through recreation breaks down:
  - Unfamiliarity
  - Fear and Isolation
  - Factors associated with racism
  - Promotes contact between different ethnic groups & broader community.
- ★ A community's strength is increased through recreational activities that allow people to share cultural & ethnic differences.



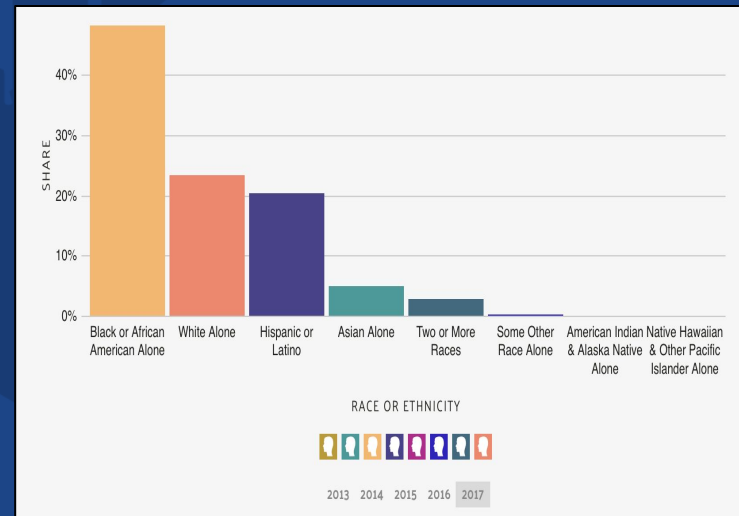
# Safe Space

## ★ Harrisburg, PA's ethnic composition in 2017

- 23.8k African Americans residents
- 10k Hispanic or Latino residents
- 2.4k Asian residents
- 36 American Indian residents
- 22 Native Hawaiian & Other Pacific Islander residents

## ★ Provide respect & emotional security for individuals from historically marginalized groups through:

- Recreation
- Resources
- Counselors
- Services
- Food



# Increased Public Safety & Reduced Crime Rate

- ★ Educational opportunities leads to less crime
- ★ 365 Day Operation = recreational/educational alternatives for residents
- ★ Adults able to further their education & obtain certification that can lead to more financially stable employment.
- ★ Youth has opportunity to explore career paths of their interest.





# Natural Disaster/Refuge Center

- ★ Sports complex can house and accommodate a large number of Harrisburg's residents
- ★ Natural Disaster
- ★ Epidemic/Pandemic
  - COVID-19 Pandemic 2020
    - Overflow center equipped
      - Beds
      - Medical Care
      - Medical supplies
      - Food & Water





# Support

- ★ Elected & Government Officials
- ★ Multiple State Caucuses
- ★ Community Organizations
- ★ Nearly 8,500 signatures





# Cited Sources

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★ **William Penn**

PennLive: End of an era for Harrisburg's William Penn School?

[https://www.pennlive.com/midstate/2010/06/end\\_of\\_era\\_for\\_harrisburgs\\_wil.html](https://www.pennlive.com/midstate/2010/06/end_of_era_for_harrisburgs_wil.html)

★ **Harrisburg School District**

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★ **Spooky Nook**

- <https://www.spookynooksports.com/manheim>
- <https://www.spookynooksports.com/blog/manheim/spooky-nook-sees-record-numbers-in-first-half-of-2019>

★ **Health and Wellness**

- <https://www.pinnaclehealth.org/our-services/bariatric-services/education-and-support/obesity-statistics>
- <https://www.mhanational.org/issues/state-mental-health-america>

★ **Improves Education**

- <https://www.publicschoolreview.com/pennsylvania/harrisburg-city-school-district/4211580-school-district>

★ **Safe Space**

- <https://datausa.io/profile/geo/harrisburg-pa/#demographics>

★ **Increased Public Safety and Reduced Crime Rate**

- <https://dare.org/why-d-a-r-e/>