

Vision of the Future

a unique advertising opportunity





- 1) Introduction and proposal
- 2) History
- 3) Future - The Frazier Center
- 4) Philadelphia Overview
- 5) Philadelphia - Demographics
- 6) Average Daily Traffic figures for North Broad Street
- 7) Local Public Transport Overview
- 8) Amtrak - Ridership figures
- 9) The Joe Frazier's Gym - Current Building & Artist's Impression
- 10) Artist's Impression - from railway bridge
- 11) Artist's Impression - Front of Building
- 12) Artist's Impression - Overall Building
- 13) Artist's Impression - Overall from above.
- 14) Ground plan including North Broad St. & Railway
- 15) Blueprint - first floor
- 16) Blueprint - second & third floors
- 17) Blueprint - fourth floor and penthouse.
- 18) Contact details



Introduction

Vision of the Future
A Vision of the Future

The following proposal offers your company a unique and extremely high profile advertising opportunity, one that not only will provide well in excess of 20 million actual visual impacts per annum to local Philadelphians and those travelling between NYC and Washington DC, but also immeasurable national and international exposure, as the project in question is none other than Smokin' Joe Frazier's Gym which will include the Joe Frazier Boxing Museum in the near future.

It is planned to completely renovate the entire building inside and out, and in addition to the current boxing gym it will include a full fitness gym, physical therapy center, a life needs counselling and drop-in neighbourhood center (catering for local community needs including Community Educational Training Programs) and the aforementioned Joe Frazier Boxing Museum.

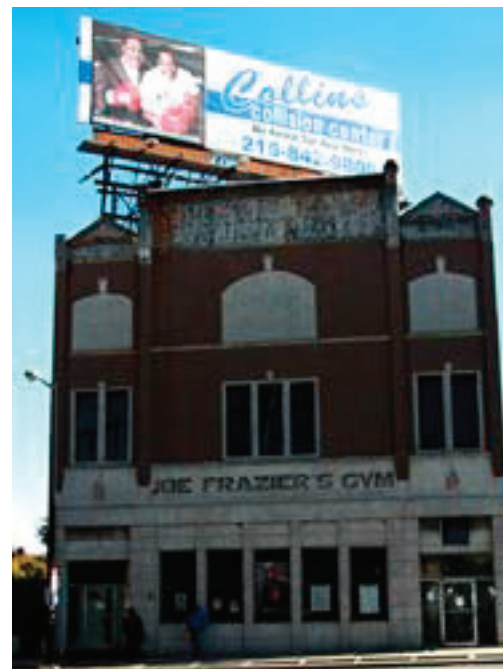
The unique and high profile advertising opportunity we are offering uses the exterior of the whole building, which would carry your companies message, not billboard style, but intergrated within the planned design - your corporate colours could also be used if preferred to the shown colour scheme.

Also available are sponsorship packages for internal elements as well as certain community programs including the Joe Frazier's Junior Boxing Team.

Due to the sheer size of the building and its high profile location - it is the final building in the Extending the Vision for North Broad Street project* which is currently restoring the once grand area to its former glory - on North Broad Street at the junction of Glenwood Avenue, Philadelphia as well as being right next to the the busy Amtrak Washington DC to New York City route, it is already a 'landmark' location but when renovated will become a truly outstanding building of national interest and an actual landmark, a beacon to the local community as well as those passing through Philadelphia whether by road or rail.

** 'Extending the Vision for North Broad Street reports on Philadelphia's cultural and institutional corridor, north of City Hall and presents a vision for the future of this important regional asset. As a companion to earlier planning efforts for South Broad Street, this report focuses on the northern portion of the Avenue, - 'Avenue of the Arts' as both North & South Broad Street are also known - a three-and-one-half mile section between City Hall and Amtrak's North Philadelphia rail station just above Glenwood Avenue which is directly opposite Smokin' Joe Frazier's Gym on North Broad Street.'*





Formerly a Ball Room Dancing venue, complete with raised viewing gallery

The sounds and moves on the dance floor changed dramatically in 1968 when the property was purchased by Cloverlay - a company set up by Mr Frazier's personal investors - instead of melodic orchestral sounds and elegantly dressed young things dancing the nights away the walls reverberated to a different kind of 'music' as Smokin' Joe punched out a rhythmic war beat on a variety of heavy bags and speed balls and his 'dance' a pugilistic ritual as he danced in the ring sparring with a succession of willing partners

In 1973, after the fight with George Foreman, Joe Frazier bought out the other partners in Cloverlay and The Joe Frazier's Gym as we know it today was born.

Under the direct guidance of Joe Frazier - and later along with his son Marvis - many great amateur and professional fighters owe their successful careers directly to them and the Smokin' Joe Frazier's Gym such as: James Shuler, Tyrell Biggs, Meldrick Taylor, Marvis Frazier, Pinklon Thomas, Duane Bobick, Marvin Stinson, Randall "Tex" Cobb, Terrance Cauthen, Smokin' Bert Copper, Willie "The Worm" Monroe, Jacquelyn "Sister Smoke" Frazier-Lyde just to name a few



The Future - The Frazier Center

Vision of the Future
A FRAZIER FAMILY INITIATIVE

The Frazier Center is the Frazier family vision for the future; their intention - to revive a once vibrant neighbourhood. and in so doing creating a true 'Beacon to the Community', right in the heart of North Philadelphia.

Philadelphia is a truly magnificent historic city with great potential. Among all the cities in the USA, Philadelphia has the strongest boxing tradition reaching back to the very roots of the sport; Joe Frazier is just one of a long list of boxing heroes that hail from this great city. We hope to attract people from all over the world to experience boxing and learn more about it's history at the Joe Frazier Center. We expect that this will generate further economic opportunities for the city in promoting many sports by drawing focus to Philadelphia as a world-class venue for top events and bringing boxing back to it's spiritual home.

Whilst the boxing gym will always remain the most important and the heart of the new project it is intended that the 'Gym' will also include a full state-of-art fitness and conditioning facility covering some 9500 square foot on the second and third floor that will be available for those from all parts of the community young or old, whether looking for sports conditioning or just to get fit.

The gym will remain in location at the front of the building as the redevelopment takes place as all work will be from back to front and top to bottom - when project starts to reach it's conclusion the positioning of the boxing gym will be moved to the second floor to an all newly equiped 4200 square foot state of art 'Boxing Center' designed by Joe and Marvis Frazier.

Replacing the current gym area will be a 3980 square foot Boxing Museum and 'interactive' exhibition center. The museum will be a world class boxing musueum focusing on fighters from all over the country and the world. An exhibit will be allocated to show Philadelphia's unique role within the international boxing scene. This exhibition venue will hold events to showcase new talent or special media presentations such as awards.

The Frazier Center will offer sports and other activities targeted towards youths since the Frazier family feel that the best way to improve the opportunities for the community as a whole in North Philadelphia is to engage in programmes designed to divert the youth from engaging in drug culture and/or criminality. Whilst boxing as a career is clearly not suitable for everyone, there is a lot to be learned from the discipline and self-respect engendered by the training and culture.

The centre will provide a secure and friendly environemt where youths can be exposed to mentors from diverse careers to learn how they succeeded in life. The 'Life Lessons Clinics' will provide a base for mentor programs. In addition sports and other activities will teach team work and focus. The Frazier Center will also provide other health benefits to all comminity member with programs for nutrition, counselling and physical therapy.

Because fitness for life comes from more than just exercise and a healthy diversion from antisocial activities, it will also offer nutritional advice available both to the athletes as well as the wider community at this facility. In short, The Joe Frazier Center will be dedicated to creating 'life Champions' and supporting the regrowth of the North Philadelphia neighbourhood for all Philadelphians.





Philadelphia is home to over 80 degree-granting institutions, such as the Temple University - which is located about one mile from Frazier's gym - University of Pennsylvania and Villanova, as well as various pharmaceutical headquarters and some of the top medical institutions in the world. Philadelphia continues to grow as a convention destination.

Philadelphia is one of the top destinations for international travelers. With the introduction of a 500 million dollar expansion project at the Philadelphia International Airport, and the planned building of three major casinos in the area by HSP Gaming, LP (Sugarhouse Casino) and Philadelphia Entertainment and Development Partners, LP (Foxwoods Casino) as well as the planned Joe Frazier Boxing Museum, the city is becoming a hotspot for travelers from all over the world. Philadelphia offers visitors a historic and cultural blend of some of the most extraordinary museums, theatres, shopping districts, restaurants and nightclubs around.





Philadelphia - Demographics

General Information 2006 Census Estimates

DMA Rank

4

DMA Population (Adults 18+)

5,963,618

Population Change from 1990-2006 (%)

10

Population Per Square Mile (Population Density)

964

Median Age

38

Average Household Income (\$)

\$69,682

Average Number of Vehicles per Household

1.7

Total Vehicles

5,064,138

Race Distribution & Ethnicity 2006 Census Estimates

%

Caucasian

73

African American

18

Asian

4

American Indian

0

Hawaiian

0

Multi-Race

2

Other

3

Hispanic (Ethnicity)

8

Market in Motion

%

Drive to Work Alone

74

Carpool

10

Commuters Driving 30+ Minutes to Work

23

Average Commute to Work (in Minutes)

23

Research Profiles 2006 Scarborough

%

Traveled 500 or more total miles (month)

34.1

Household plans to buy new vehicle (year)

10.2

Visited a casino (year)

44.4

Plans to buy or switch wireless/cellular service (year)

7.3

Attended live theater (year)

28.9

Golfed (year)

11.4

Purchased something through Internet (year)

48.7

Usually see movie on opening weekend (year)

7.1

Did not read daily newspaper(s) (yesterday)

42.6

Access to Internet (work or home)

66.6

Average Daily Traffic Figures



The Smokin' Joe Frazier Gym stands in a prominent position between the major junction of North Broad Street & Glenwood Avenue and the Amtrak Bridge/North Philadelphia Station. The building is visible for a minimum of 20 seconds (add another 30 seconds when traffic signals are on red) to all traffic heading away from City centre, and for City bound traffic the top half of building is in view for about 10 seconds before being obstructed by the bridge. The Building is also in view for traffic travelling both ways on Glenwood Avenue. The East bound traffic receives the longest viewing time of around 20 seconds (plus another 20 seconds if signals are on red) whereas the West bound is only around 5-8 seconds as the view is partially blocked by the local Fire Station.

TRAFFIC VOLUME

Broad Street (PA Route 611) intersects with US Route 1 just north of the study area and PA 309 farther north, as well as with I-676 in Center City. These connections make Broad Street a route for regional trips into the city, as well as an alternate route in the event of an incident on one of the expressways. Broad Street also serves as a main route for truck deliveries to the city.

On North Broad Street, daily volume generally is highest at the northern end of the corridor and decreases steadily south. Two-way Average Daily Traffic Volume (ADT) on Broad Street is 50,000 at Erie Avenue**, 40,000 at Girard Avenue** and 38,000 in the vicinity of Ridge Avenue. Broad Street volume drops south of Spring Garden Street, to 29,000. Volume decreases again south of Vine Street to 24,000.

15th Street and 16th Street in the area from Race to Vine each carry 18,000 vehicles daily, due to the connections with the Vine Expressway ramps. North of Girard Avenue, 15th and 16th Streets carry in the range of 4,000 vehicles per day, and 12th and 13th Streets each carry about 2,000 vehicles daily.

** Frazier's gym is approximately half way between Erie Avenue and Girard Avenue

Information above from NORTH BROAD STREET TRANSPORTATION & ACCESS STUDY
VEHICLE TRANSPORTATION FINAL DRAFT July 2007



Local Public Transport Overview



North Broad Street is well served by a variety of bus, light rail, rapid transit and commuter rail lines. The primary transit component or spine of the system is the Broad Street Subway, which consists of ten stations in the study area. The line is a four-track rapid transit system and offers both local (Fern Rock to Pattison) and express (Fern Rock to Walnut-Locust) services on Broad Street, as well as the Broad-Ridge Spur that operates between Fern Rock and 8th and Market Streets. The stop pattern for all three services is depicted on SEPTA's Broad Street Line map. In addition, a limited stop 'special' service also operates during sporting and special events at the sports complex.

The north bound exit from North Philadelphia subway station is opposite Joe Frazier's Gym as is the entrance/exit for the Amtrak North Philadelphia Station

The Route C bus operates along Broad Street, with its travel market and ridership oriented to shorter trips since bus stops are spaced every block or two. It is sometimes questioned whether SEPTA's Route C bus service along Broad Street duplicates the Broad Street Subway service which operates beneath it. However, this is simply not the case. The Broad Street Subway and the Route C bus serve two distinct segments of the transit market. The subway provides trips that are typically longer in terms of distance, while the bus route serves as a local collector/distributor along Broad Street. The bus route also serves many locations between stations that the subway simply bypasses. Route C has two large branches and several service patterns utilizing varying terminals at all times of operation. Perhaps most importantly, the Route C bus is accessible to the disabled, which is not the case for every station along the subway line. Many senior citizens find it easier to utilize the bus service given the fact that not all Broad Street Subway stations are equipped with elevators or escalators.

Both the city bound and city exit bus stops are directly outside and opposite Joe Frazier's Gym

Information above from NORTH BROAD STREET TRANSPORTATION & ACCESS STUDY
VEHICLE TRANSPORTATION FINAL DRAFT July 2007





Amtrak - Ridership Figures

As the main Washington DC - New York City Amtrak route passes directly past Frazier's gym at low speed, the building is in view for all passengers in both directions for around 10 seconds - although the current best overall view is on trains heading towards NYC - the front of the building and roof mounted billboard are in full view for some 8 seconds - the passengers on the Washington bound trains have a clear and unobstructed view of the upper half of the North side of the building for longer and as such when liveried and spotlighted would produce a visual reference point for travellers approaching Philadelphia's 30th Street Station both day and night.

Amtrak Corridor Ridership (mill.), FY 1993 and FY 2003

1993

2003

% change

Metroliner/

Acela Express

1.980

2.937

+ 48%

NortheastDirect/Regional

5.970

5.975

+ 0%

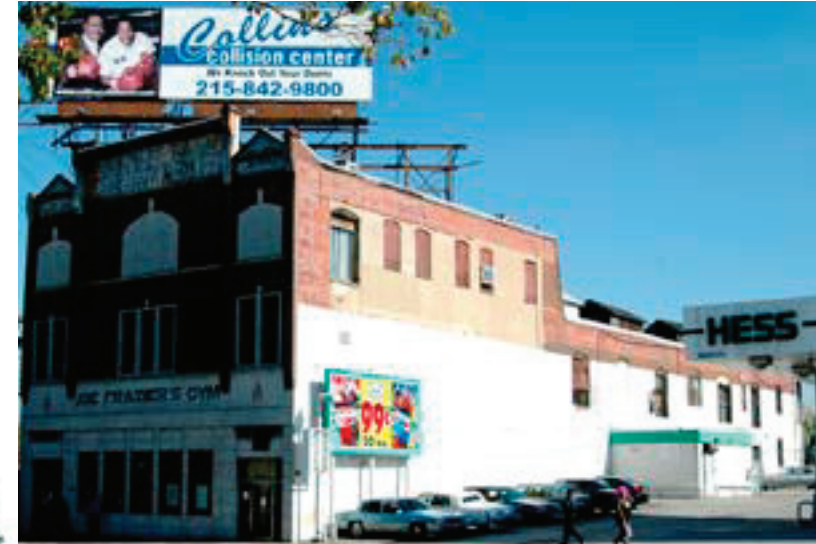
Above figures from October 2, 2003 - Senate Commerce written record, passenger rail reauthorization statement of Ross B. Capon, Executive Director, National Association of Railroad Passengers
Submitted to the Committee on Commerce, Science and Transportation U. S. Senate



The Joe Frazier's Gym - Building

The artists impression of Joe Frazier's Gym below show the exterior changes that will be undertaken - creating a 'Cathedral to Boxing' look.

Also note the boxing murals - Philadelphia is famous for it's mural artwork on prominent buildings - those that will be created for this project depict famous scenes from Joe Frazier's boxing career.



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Artist's Impression

Vision of the Future
CONCEPTUAL ARTIST



The artist's impression above shows how the building is viewed from the opposite side of the Amtrak Railway Bridge. It also expresses the view those travelling city bound, whether by road or by railway, would have of the building.



Artist's Impression

Version of the Future
A PLACE OF YOUR OWN



The above view clearly shows the architectural changes to the front of the building - this view is in sight for around 8 seconds for those travelling towards NYC by Amtrak and on north bound local Septa trains.



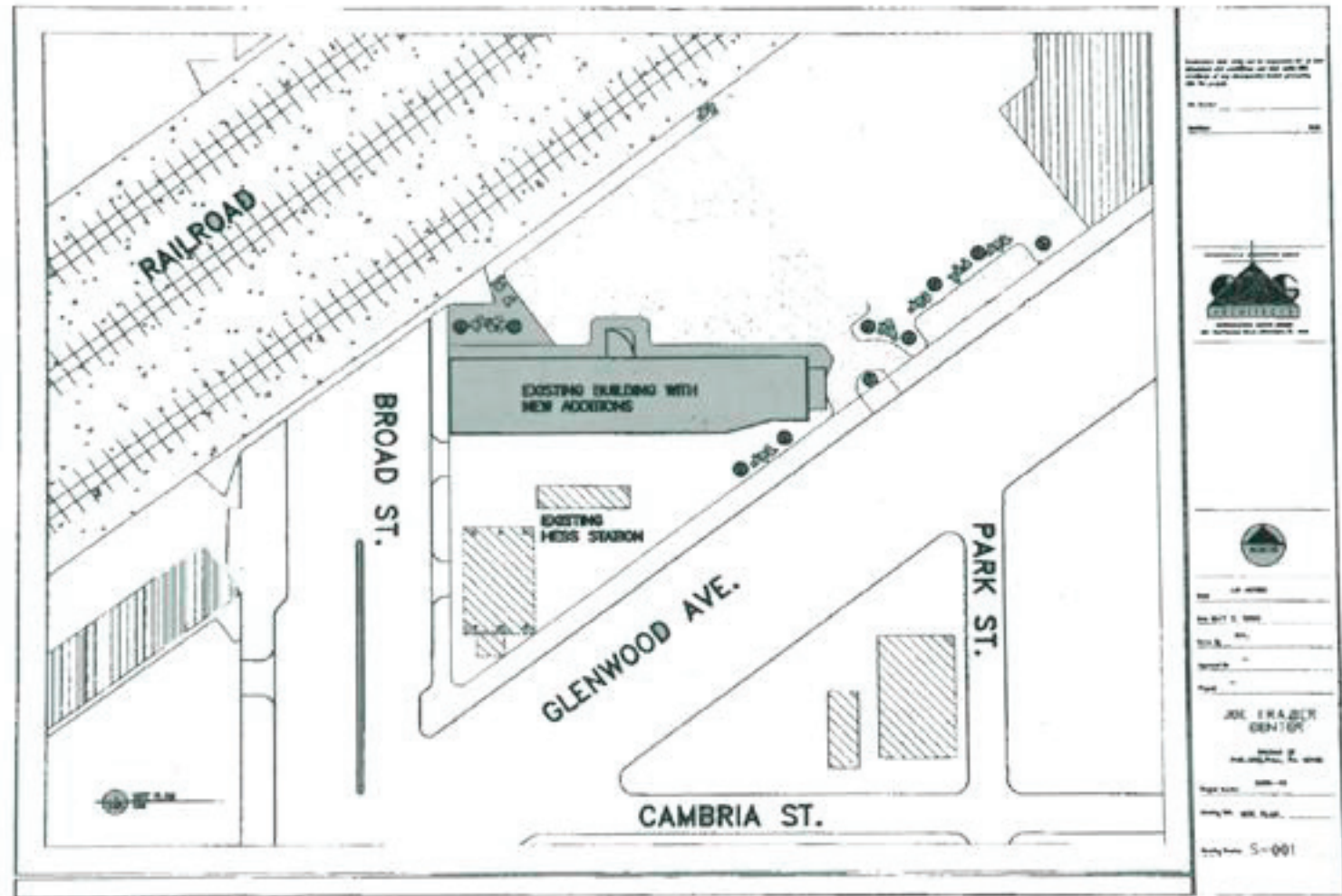
This is also the view as seen by all road traffic travelling away from city center.



The above shows a less detailed but more of an overall impression of the architectural changes and also conveys the ‘Cathedral’ type proportions of the building.

Ground Plan

Vision of the Future
A Vision of the Future



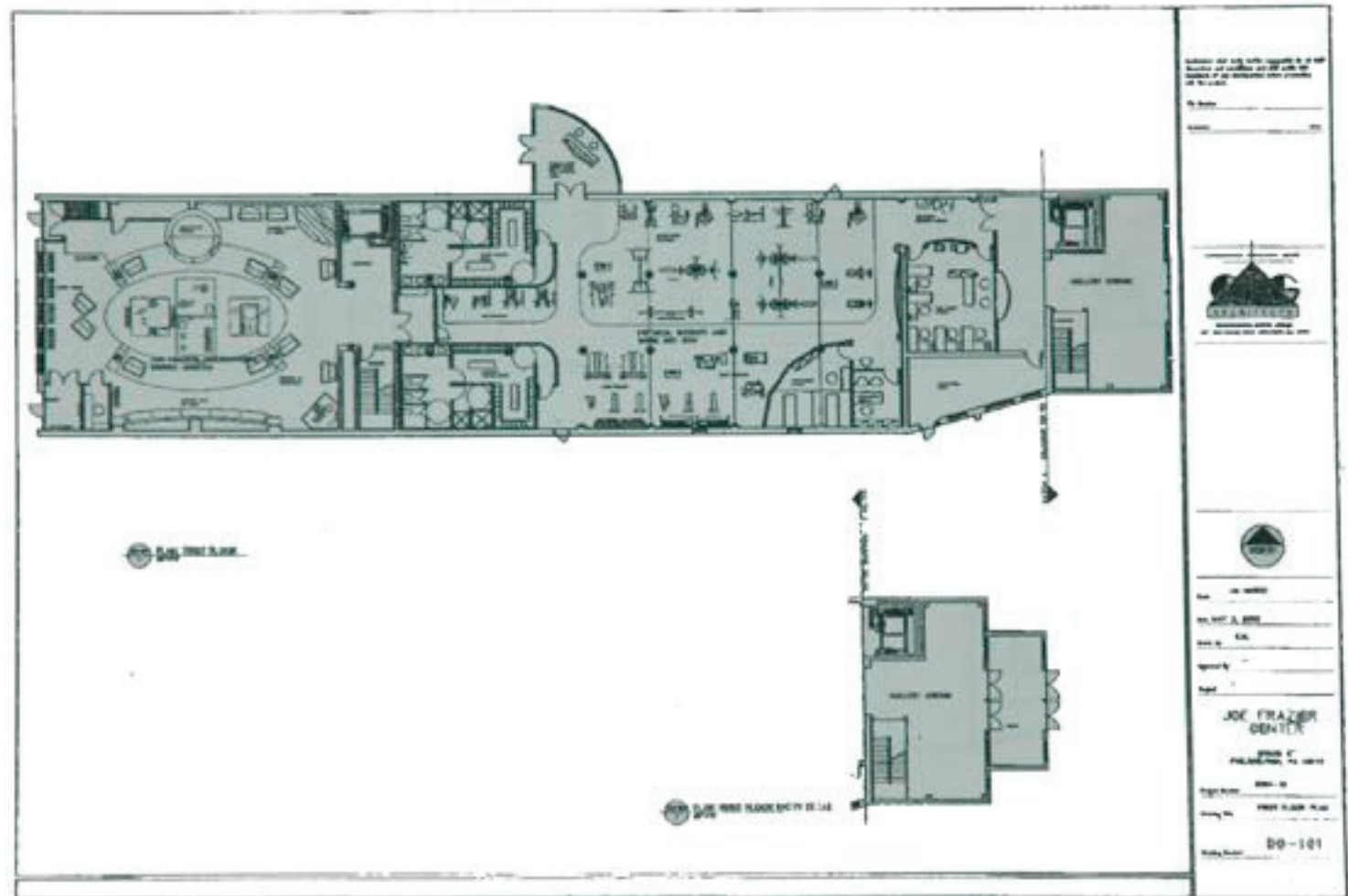
Located at the junction of North Broad Street and Glenwood Avenue, alongside the Washington DC to NYC Amtrak and local SEPTA railway lines, the impressive dimensions - some 43,210 square foot - of the building make this the perfect 'landmark' building for North Philadelphia.

The building is fully visible to all travelers on Amtrak, Acela and local route trains from both directions as well as the main roads - when refurbished it would become a true landmark in every sense of the word.



Blueprint - 1st Floor

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A PLACE OF YOUR OWN

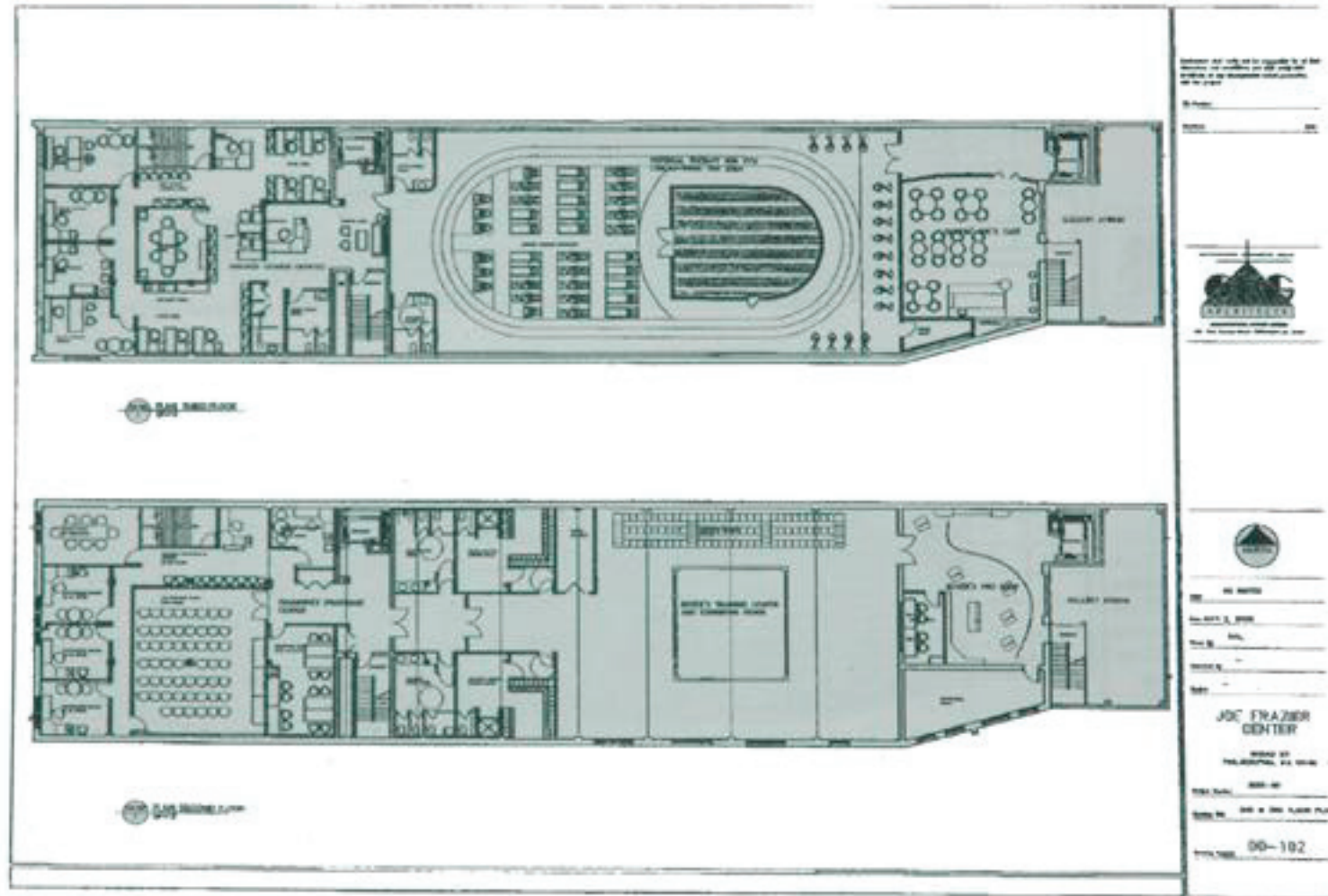


FIRST FLOOR

The main parts of the first floor are the visitors centre & boxing museum., physical therapy area , workout gym, resistance & free weights and the gallery atrium



Blueprint - 2nd & 3rd Floor



SECOND & THIRD FLOORS

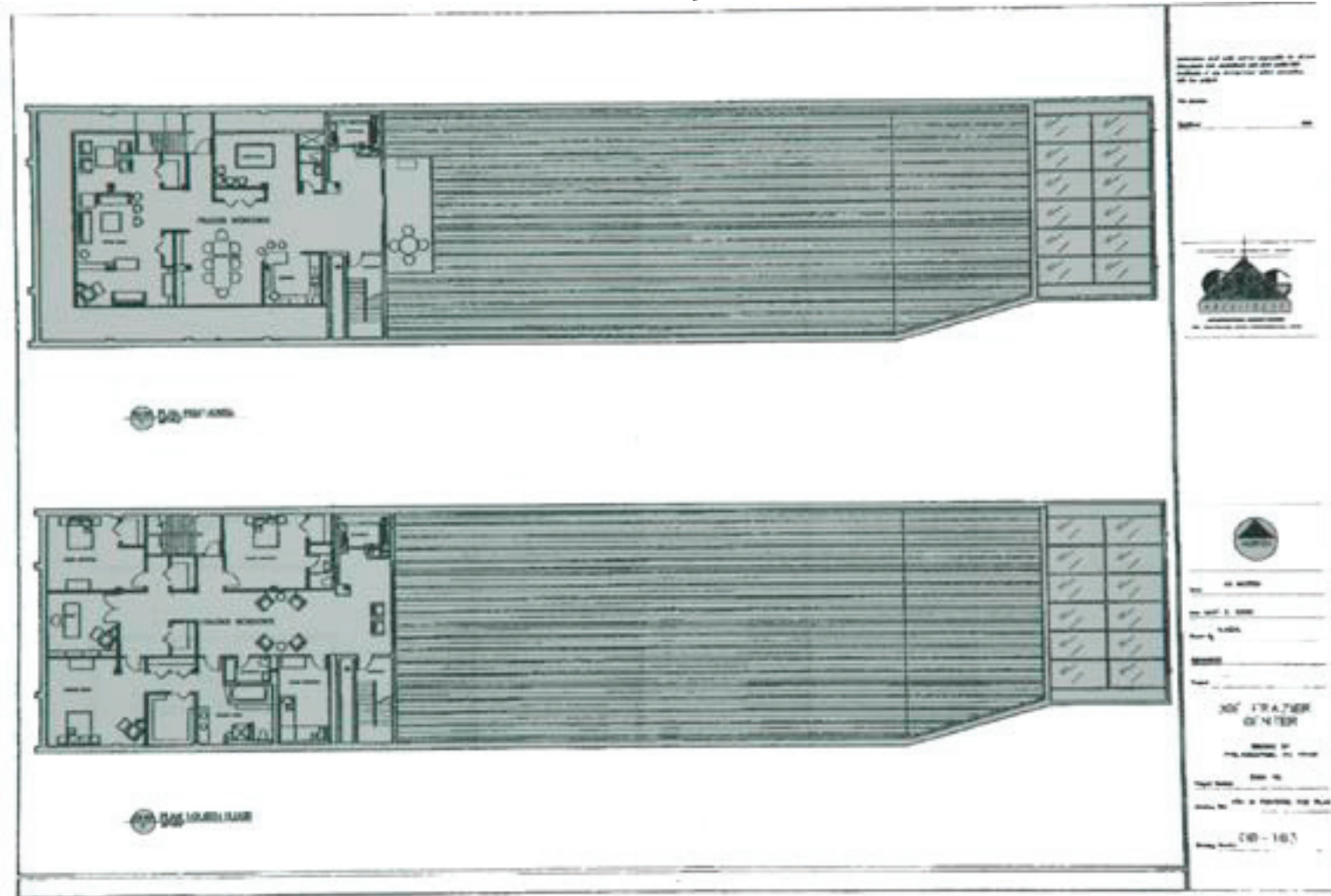
2nd floor - community programs center, boxing training center an dexhibition venue, boxers pro shop and gallery atrium.

3rd floor - Frazier center offices, physical therapy, gym cardio workout area, Smokin' Joes Cafe and gallery atrium



Blueprint - 4th Floor & Penthouse

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FOURTH FLOOR AND PENTHOUSE

Frazier family residence.





Marvis Frazier or Gianluca (Rio) Di Caro

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