

"Reinvesting in Philadelphia is everyone's responsibility," says Max Paul (right), with Mayor Ed Rendell.



JOE MISSANELLI

## Helping Philadelphia Clean Up Its Act

A city that's felt the footsteps of national treasures like George Washington and Thomas Jefferson would be expected to set pretty high standards for itself.

So when the city of Philadelphia began to rehabilitate its urban area, city officials were delighted when local business owners offered to pitch in, too.

In a spirit that's true to The City of Brotherly Love, people like Max Paul, owner of Central City Toyota, are turning their places of business into showcases for the city's downtown area.

Paul's renovations included combining a city block full of 70-year-old buildings into a cohesive complex and demolishing five dilapidated duplexes across the street to make room for safe employee parking.

And Paul is getting more than rave reviews about his "home improvement project." Philadelphia Mayor Ed Rendell recently presented Paul with the Clean City Award.

"The community benefits from the improvements Max Paul made without public funds, making Central City Toyota a model for other businesses," Mayor Rendell notes.

Keeping his work space in tip-top shape comes naturally for Paul, winner of his third Toyota President's Award, the highest mark of excellence a Toyota dealership can attain.

Perhaps it's the inspiration of founding fathers that keeps leaders like Max Paul active in their community. Or maybe, The City of Brotherly Love just tends to have that effect on people.

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