

SANTO NAPOLI

202 N. Broad St Allentown, PA 18104 · (484) 955-1194

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A seasoned entrepreneur operating successful small businesses for over 23 years in downtown Allentown and also managing a real estate portfolio of commercial and residential properties in Allentown and Reading, PA.

EXPERIENCE

NOVEMBER 2014 – PRESENT

OWNER, ASSEMBLY88

Realized a void in the Men's market so I created a Men's shop in Downtown Allentown catering to downtown workers, residents and many customers from the surrounding suburbs. Winner of "Best Mens shop of the LV" for 4 years and based on customer feedback a Women's version of the store is slated to open July/August 2023 which will also be in Downtown Allentown.

JUNE 1999 – DECEMBER 2018

OWNER, NEW YORK URBAN INC / THE ARCHIVE

Grew a retail store catering to neighborhood families to 4 locations including 2 on Hamilton Street, Reading and Easton, PA. Created over 300 jobs mostly from nearby neighborhoods. In 2014 created a school uniform division which became a top supplier of school uniforms to ASD families, charities, and ASD schools. Proud to have mentored many employees who created small businesses of their own and have achieved success in Allentown.

JANUARY 2011 – PRESENT

CO-OWNER, NAP PROPERTIES, LLC

Professionally manage a portfolio of 47 residential and commercial properties in Reading and Allentown, PA. Ranked the #5 landlord in Reading by the Reading Eagle newspaper and have developed working relationships with Reading Housing Authority, Berks Coalition to End Homelessness, Valley Youth House, and Ripple Community Inc.

JULY 1996 – FEBRUARY 1999

CO-OWNER, SNEAKER ZONE, INC

Started a family sneaker and sporting goods store at Tilghman Square Allentown and grew the business to a 2nd location in Downtown Easton, PA. Developed partnerships with local youth sports organizations and athletic departments from local school districts to supply merchandise.

EDUCATION

DECEMBER 1994

B.A. IN MARKETING, ALVERNIA UNIVERSITY

SKILLS

- Budgeting/Fiscal Responsibility
- Adaptability based on changing needs
- Maintaining a growth mindset
- Bridge Builder
- Leadership
- Communication

VOLUNTEERISM

APRIL 2013 – PRESENT

CHAIR, DOWNTOWN ALLENTOWN BUSINESS ALLIANCE

Began volunteering in 2013 to help promote the small businesses in Downtown Allentown. In 2015 I was named volunteer of the year and in 2016 I was chosen to chair the program. I developed the AMP Downtown Gift Card Program which have sold over \$325,000 over that time and all gift cards must be used with downtown merchants. During Covid, DABA worked with all the downtown merchants to assist with grant programs and business building workshops.

JUNE 2018 – PRESENT

MEMBER, ALLENTOWN PARKING AUTHORITY

Appointed by Mayor O'Connell to bring my experience as a merchant relating to parking and how to improve the experience for visitors and customers coming downtown. Worked together with Mayor O'Connell and Craig Messinger to move street sweeping downtown to overnight to not impact visitors and customers who were receiving parking tickets during the day. Base on merchant feedback on 7th street we helped create a plan for a surface lot to add parking and alleviate double parking. Currently involved in the development of delivery zone parking and also a new initiative to create more surface lots in the densest neighborhoods in center city.

MAY 2019 – PRESENT

MEMBER, ALLENTOWN CHAMBER OF COMMERCE

Work with business owners and individuals throughout Allentown to stimulate economic activity within the City of Allentown. It is the ACC's mission to create, maintain and expand an environment conducive to the economic growth and benefit both the ACC's members and the City of Allentown as a whole.

SEPTEMBER 2022 – PRESENT

MEMBER, BLIGHTED PROPERTY REVIEW COMMITTEE

Review Blighted Properties to first determine they meet at least one of the 12 Blight criteria and then again officially certify them blighted. Once a property is certified blighted, the redevelopment authority can take the properties through eminent domain.

SEPTEMBER 2015 – DECEMBER 2019

MEMBER, MUHLEBERG COLLEGE BOARD OF ASSOCIATES

The purpose of the Muhlenberg College Board of Associates (BOA) is to serve as community ambassadors for Muhlenberg College and to generate support for its strategic initiatives. I was an ambassador for Downtown Allentown merchants and small businesses to engage with the college student population along with faculty and alumnus.

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DEAR ALLENTOWN CITY COUNCIL MEMBERS;

I respectfully am applying for the open Allentown City Council seat.

We live in a special place. Allentown is full of talented, passionate, and diverse residents who care about our city and want to see it thrive for everyone.

My 25+ years of experience managing and growing small businesses and a real estate portfolio have provided a skill set that I believe is very valuable for a position such as City Council. Attributes like problem-solving, adaptability, communication, fiscal responsibility, and partnering with community organizations have helped me grow professionally and personally.

I ran as a candidate in the 2021 Primary because I felt someone like myself could add to the diversity of Allentown City Council. The small business community is a vital and diverse part of our city and they need a voice on Council. I'd like to pursue equitable economic development in all neighborhoods citywide and create more local job opportunities. It's also imperative we inspire and encourage entrepreneurship and small business with our younger residents who will become stakeholders in their communities and inspire the next generation.

Improving the quality of our housing stock is pivotal to providing a better quality of life for Allentown residents and our neighborhoods. Holding landlords accountable and protecting city residents from substandard housing conditions and absentee landlords is paramount. This also includes identifying vacant blighted properties and after renovations selling them to local families plus getting them back on the tax rolls. Landlord engagement must also be improved for our tenants citywide. I'd like to inspire other professional landlords to work with community organizations to help at risk residents get back on their feet.

We may come from all walks of life but we all have one thing in common – we love our city and we want to see it grow and prosper for everyone. I believe we can connect our community better and jobs and housing are pivotal to reaching our goals. My experience and desire to help is why I believe I would be a great choice for Allentown City Council.

Sincerely,



Santo Napoli

STATEMENT OF FINANCIAL INTERESTS

PLEASE PRINT NEATLY

01 LAST NAME FIRST NAME MI SUFFIX

N	A	P	O	L	I													S	
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02 ADDRESS office (business or governmental) or home City State Zip Code Area Code Phone

202 N Broad Street Allentown PA 18104 (484) 955-1194

NOTE: IF YOU ARE INCLUDING ATTACHMENTS, DO NOT INCLUDE ANYTHING THAT BEARS YOUR SOCIAL SECURITY NUMBER OR FINANCIAL ACCOUNT NUMBERS.

03 STATUS Check applicable box or boxes, more than one box may be marked. (See instruction page)

A Candidate (including write-in) C Public Official (Current) D Public Employee (Current) E Check this box if you are filing as a solicitor Check this box if you are amending an original filing

B Nominee C Public Official (Former) D Public Employee (Former)

04 PUBLIC POSITION OR PUBLIC OFFICE (administrator, member, Commissioner, job title, etc.) seeking hold held

A Allentown City Council seeking hold held

B

05 POLITICAL SUBDIVISION in which you are/were an Official, Employee, Candidate or Nominee (e.g., dept, agency, authority, borough, board, commission, county, school district, twp, etc.)

A Allentown City Council

B

06 OCCUPATION OR PROFESSION (This may be the same as block 4) 07 YEAR SEE INSTRUCTIONS.

Self-Employed Information in blocks 8-15 represents disclosure for the calendar year listed here: 2022

08 REAL ESTATE INTERESTS (See instruction page) If NONE, check this box.

09 CREDITORS (See instruction page) If NONE, check this box.

Name:	Address:	Interest Rate

10 DIRECT OR INDIRECT SOURCES OF INCOME including (but not limited to) all employment. (See instruction page) If NONE, check this box.

(OFFICIAL USE ONLY)

Name: New York Urban Inc dba assembly88 Address: 544 Hamilton St Allentown PA 18101

Rental Income 202 N. Broad St Allentown PA 18104

11 GIFTS (See instruction page) If NONE, check this box.

Source of Gift	Value of Gift

Address of Source of Gift Circumstances (including description) of Gift

12 TRANSPORTATION, LODGING, HOSPITALITY (See instruction page) If NONE, check this box.

Source (Name and Address)	Value

13 OFFICE, DIRECTORSHIP, OR EMPLOYMENT IN ANY BUSINESS (See instruction page) If NONE, check this box.

Business Entity (Name and Address) Position Held (i.e., officer, director, employee, etc.)

Name: Allentown Parking Authority Address: 603 W. Linden St Allentown PA 18101 Treasurer

14 FINANCIAL INTEREST IN ANY LEGAL ENTITY IN BUSINESS FOR PROFIT (See instruction page) If NONE, check this box.

Name and Address of Business Interest Held (i.e., 5%, 10%, etc.)

New York Urban Inc dba assembly88 and Sandman Properties, LLC 100%

15 BUSINESS INTERESTS TRANSFERRED TO IMMEDIATE FAMILY MEMBER (See instruction page) If NONE, check this box.

Business (Name and Address)	Transferee (Name and Address)	Interest Held	Relationship	Date Transferred

The undersigned hereby affirms that the foregoing information is true and correct to the best of said person's knowledge, information and belief, said affirmation being made subject to the penalties prescribed by 18 Pa.C.S. §4904 (unsworn falsification to authorities) and the Public Official and Employee Ethics Act, 65 Pa.C.S. §1109(b).

Signature  Enter Current Date 12/13/2022

THIS FORM IS CONSIDERED DEFICIENT IF ANY BLOCK ABOVE IS NOT COMPLETED. MAKE A COPY FOR YOUR RECORDS.

