

CITATION

Honoring the life of Ron Rubin and his visionary leadership in Philadelphia which transformed the city into the vibrant, world-class destination it is today and whose impact will be felt for generations.

WHEREAS, Ron Rubin, CEO of PREIT and founder of the Center City District, passed away after a lifetime of remarkable achievements for the city of Philadelphia on April 12, 2021; and

WHEREAS, Mr. Rubin was born in Philadelphia in 1931. He attended West Philadelphia High School and matriculated to the Pennsylvania State University. He dropped out and later worked at a sweater factory before coming to work for his family's small real estate firm; and

WHEREAS, Having joined his father's real estate firm in 1953, Mr. Rubin successfully developed more Center City space than anyone, first as CEO of the Rubin Organization, which his father founded, and then as the CEO of PREIT after a merger with the Rubin Organization in 1997. In 2001, Ron would go on to become the Chairman of PREIT's Board of Trustees and establish the company as a well-known leader in the real estate industry; and

WHEREAS, PREIT is a publicly traded real estate investment trust that has delved into the lifestyle and retail sector of the real estate market focusing on overall entertainment as well as dining; and

WHEREAS, His signature projects include the redevelopment of the Bellevue and development of Mellon Bank Center, and he also contributed to the redevelopment of Cherry Hill, Plymouth Meeting, and Willow Grove Park malls; and

WHEREAS, Ron also excelled in redevelopment projects such as the purchasing of Gallery at Market East to create a retail destination coined as the Fashion District Philadelphia. Other notable projects of Mr. Rubin's included the redevelopment of the Lowes' Hotel building and the BNY Mellon center, and he is credited with the development which revitalized south Broad Street into the Avenue of the Arts we have today; and

WHEREAS, Mr. Rubin noticed the need for an organized business and retail organization in Center City in the late 1980s. He worked with other civic leaders and then Mayor Wilson Goode Sr. to establish the Center City District which allowed Center City to become the world class shopping and dining destination it is now; and

WHEREAS, Mr. Rubin was always been actively involved with Philadelphia local organizations, including serving as a past director for the Regional Performing Arts Center, The Franklin Institute, and the Philadelphia Orchestra, while also serving as a director of PECO Energy company; and

WHEREAS, He maintained a connection to his heritage by taking on roles such as co-Chairman of the National Museum of American Jewish History, as well as the director of the United Jewish Appeal and former President of the Jewish Federation of Greater Pennsylvania;

Now, therefore, be it cited, THAT THE COUNCIL OF THE CITY OF PHILADELPHIA, Does hereby honor and recognize the career and legacy of Ron Rubin and his visionary leadership in Philadelphia which transformed the city into the vibrant, world-class destination it is today and whose impact will be felt for generations, and that an engrossed copy of this Citation be presented to Mr. Rubin as evidence of the sincerest respect and admiration of this legislative body.