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CENTER CITY Digest

JIM ABBOTT

Building on Success

For 26 years, the Center City District has enhanced public spaces, reinforced private investment and supplemented municipal services with a simple, but ambitious vision: a clean, safe and attractive Center City. Every five years, we present a new plan and budget to District property owners, tenants and residents providing an overview of our programs, services, funding and proposed new initiatives to enhance Center City as a competitive place for business and an

EVERY FIVE YEARS, THE CCD PRESENTS A NEW PLAN AND BUDGET TO DISTRICT PROPERTY OWNERS, BUSINESSES, TENANTS AND RESIDENTS. THIS MONTH THE CCD HAS RELEASED ITS NEW PLAN FOR THE PERIOD 2018 TO 2022.

attractive setting to work, live and visit. You can download our proposed 2018-2022 Plan and Budget at www.centercityphila.org.

EXPANDING THE BASICS:

Today, more than 80 uniformed sidewalk cleaners and supervisors work seven days a week, manually and mechanically cleaning

sidewalks and CCD-managed parks to ensure that Center City opens clean each morning, while remaining clean throughout the day and early evening. Specially trained crews remove graffiti from the ground floor of building façades, light poles, signs and street furniture. With increased pedestrian activity and a growing residential population, CCD will expand these services, covering more of the



prime entertainment and dining zones during our early evening shift in warm weather months.

Complementing cleaning crews, the CCD deploys 50 uniformed Community Service Representatives (CSRs) who work in partnership with the Philadelphia Police Department seven days a week to deter crime. CSRs also provide a welcoming presence for workers, residents, and visitors and engage in outreach services to homeless individuals. These public safety ambassadors stand joint roll call with the Philadelphia police officers who staff the CCD's police substation. They coordinate deployment and share information based on computerized crime-mapping analysis by CCD staff. CSRs are first aid/CPR

certified and provide services to those in need. Since the CCD commenced operations, both serious crimes and quality-of-life crimes have been dramatically reduced, though aggressive panhandling remains a challenge we are committed to addressing in partnership with City government and downtown businesses.

Overall, the visibility of uniformed CCD personnel is essential to our mission: sidewalk cleaners working throughout the day and evening hours send the reassuring message that someone is responsible for the management of public spaces. CSRs provide information and directions to pedestrians. They serve as "eyes and ears" for the police, report a broad range of other quality-of-life problems to the responsible public agencies, and follow up so problems get addressed.

the Arts and maintains 74 light fixtures that illuminate 20 sculptures on the Benjamin Franklin Parkway. Through our new plan and budget, CCD will install more landscape enhancements, add more pedestrian-scale lighting, upgrade existing fixtures and expand façade lighting on the Avenue of the Arts. In 2016, CCD also installed 3,785 banners, 289 transit shelter posters, and 179 digital signs as a reliable and affordable means for arts, cultural and civic organizations to communicate to their audiences.

GREAT CIVIC SPACES:

CCD renovated, manages and programs four Center City parks that are within a half-mile walk for half of downtown's workforce and a quarter of Greater Center City's residential population. On any given day, you can see office workers and shoppers eating lunch in John F. Collins Park, visitors and medical students enjoying a cup of coffee or a drink after work at Cret Park, and children playing in Sister Cities Park. Sitting atop the city's subway and trolley lines and a short walking distance from Regional Rail, Dilworth Park has become a major destination for residents and workers from across the city and region, with both winter and summer attractions. CCD provided nearly 200 public events in 2016 and Dilworth Park averaged 35,000 visitors a day, with peak volumes during summer and winter holidays reaching almost 60,000 pedestrians a day. Transforming a space no one cared to visit into a place where everyone wants to be: that is the essence of the CCD's mission across the entire downtown.



MATT STANLEY

STREETScape ENHANCEMENTS:

The CCD maintains nearly all of the \$146 million in capital investments in streetscape and public space enhancements we've made in the last 20 years, routinely cleaning, updating and refurbishing an inventory of 674 pedestrian and vehicular directional signs, 258 diskmaps, 240 transit portal signs at 84 portal entrances, 66 bus shelter map signs and 55 interpretive signs along the Benjamin Franklin Parkway. The CCD maintains trees, planters, hanging flower baskets and 260 of the 2,189 pedestrian light poles we installed since 1996 (the remainder are maintained by the Philadelphia Streets Department). CCD programs the 446 light fixtures we installed on 12 building facades along the Avenue of

CCD continues to upgrade its parks, making major improvements to both Cret Park and Dilworth Park in 2017. Working through our non-profit, fundraising affiliate, the Center City District Foundation (CCDF), we are planning to add innovative play equipment for children and new amenities for office workers at Sister Cities Park, make further enhancements to John F. Collins Park and install in Dilworth Park a permanent work of performance art, *Pulse*, by internationally-known artist Janet Echelman, www.supportccdf.org.

Just north of Vine Street, CCD is managing construction of the first phase of the Rail Park. When completed in early 2018, the Rail Park will become the city's newest elevated public park with a distinctive design that celebrates Philadelphia's industrial past and cultural heritage and helps define a thriving, mixed-use neighborhood. Through our new proposed plan and budget we will expand our services in partnership with the City and a local friends group to ensure the high quality maintenance of the completed Rail Park, www.centercityphila.org/ccd-services/streetscape/the-rail-park.

The CCD produces several District-wide events each year.

MARKETING AND COMMUNICATIONS:

To position Center City as a competitive business location, the primary regional destination for dining, culture, entertainment and shopping and to enhance the downtown as a premier place to live, the CCD produces and distributes office, retail and residential marketplace information both in print and on-line. The CCD communicates to diverse audiences through a wide range of media, managing multiple websites, one print and five email newsletters, as well as social media platforms such as Facebook, Twitter, Instagram and Flickr.

The CCD produces several District-wide events each year designed to promote Center City's restaurants and retailers, including Center City District Restaurant Week and Center

City District Sips, and provides programming and special events in CCD-managed parks. This year, given the growing interest from businesses moving into Center City, we've expanded our website with new content to support business attraction, www.centercityphila.org/doing-business/why-center-city. All of this is made possible by the property owners, businesses and residents who support the CCD.

Center City in 2017 – a vibrant, mixed-use, 24-hour downtown – is light-years away from conditions we confronted in 1991. But complacency and celebration of the status quo are never hallmarks of successful cities. Most downtowns are thriving and changes at the national and state level could challenge Philadelphia even more, requiring greater efforts locally to manage and enhance our competitive assets to ensure more robust and inclusive growth. CCD's 2018-2022 Plan and Budget is our contribution to that larger task.

Paul R. Levy
President
plevy@centercityphila.org



2018-2022

Plan and Budget for the Center City District

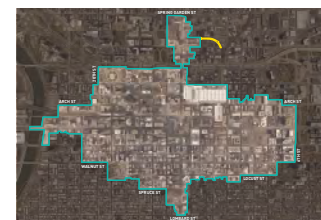
The mission of the Center City District (CCD) is to provide a clean, safe, well-managed downtown to Philadelphia can successfully compete as an attractive location for business, education and health-care institutions, for tourism, arts and entertainment, dining and shopping and as the fastest growing residential area in the city. The CCD was established in March 1991, under the Commonwealth of Pennsylvania's Municipalities Act as a private-sector directed municipal authority. With the approval from property owners within its boundaries and from the City of Philadelphia, the CCD was authorized in November 1993 to provide security, cleaning and promotional services that supplement, but do not replace, both basic services provided by the City of Philadelphia and the responsibilities of property owners.

City and private funding to make \$144 million in streetscape, public space and park improvements since 1996.

Center City is the largest employment center in the region. With the diversification of property types within the District, walkways are now animated day and night with workers, residents, tourists, students and patrons of retail, restaurants, outdoor cafes, hotels and cultural institutions. To support this increased activity, the CCD has expanded the levels and hours of service to all District property owners. The new plan and budget sustains and expands these enhanced services, keeping annual cost increases in line with the rate of inflation for commercial property owners, while reducing charges to all residential owner-occupants by 25% and limiting their share of costs to no more than 5% of total CCD assessments.

The CCD commenced operations in 1991 and, in 1994, 1995, 2000, 2003, 2007 and 2012, property owners and the City of Philadelphia approved subsequent revised plans and budgets that authorized the CCD's existence through 2049 and approved expanded authority to finance and implement streetscape, public area and park capital improvements. This enabled the CCD to continue all its operating programs and services and to leverage more than \$100 million in federal, state, foundation,

This plan and budget for the period 2018-2022 keeps the CCD's primary focus on the basics, devoting more than 70% of assessment revenues to programs for a clean, safe, attractive and well-managed public environment. The balance of revenues supports capital improvements, research, planning, management and communications strategies that bolster the attractiveness and competitiveness of Center City.



Center City District includes 230 blocks and more than 1,000 commercial properties within its boundaries. The proposed plan and budget includes a \$144 million streetscape, public space and park improvements program over the next 30 years. The CCD will continue its partnership with Philadelphia's Department of Public Works to manage, maintain and improve the streetscape of the Rail Park. The proposed program, operations and services are approved by the CCD to 10%.

The full details of the CCD's proposed plan and budget for 2018-2022 can be downloaded from our website at www.centercityphila.org.



MATT STANLEY

2017 Budget Details

The top 15 properties pay 23% of total program cost, with an average charge of

\$277,187

The top 200 properties pay 80% of total program cost, with an average charge of

\$72,767

The typical Market Street West office building pays

\$173,413

The average hotel pays

\$75,884

The average Chestnut Street property pays

\$3,906

The average Walnut Street property pays

\$4,834

The average commercial property pays

\$28,231

The average retail property pays

\$2,308

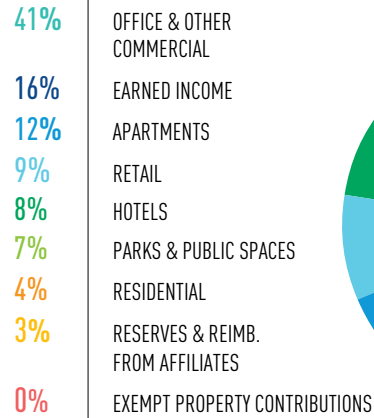
The average residential property charge is

\$227

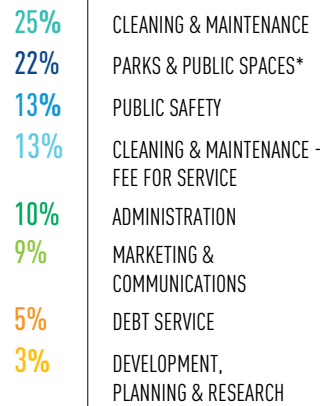
The average for all property types is

\$3,233

WHERE THE MONEY COMES FROM



WHERE THE MONEY GOES



*Approximately half of the cost of supporting parks is generated within the parks from non-assessment revenues.

TOP 10 PROPERTIES BY BILLING AMOUNT IN 2017

RANK	PROPERTY NAME	2017 BILLING AMOUNT
1	Centre Square	\$414,562.98
2	1735 Market Street	\$390,353.51
3	Comcast Center	\$356,659.27
4	One Liberty Place	\$348,624.81
5	Philadelphia Marriott Hotel	\$341,937.59
6	Two Commerce Square	\$299,142.60
7	One Commerce Square	\$285,497.44
8	1818 Market Street	\$285,326.75
9	1717 Arch Street	\$263,021.58
10	1700 Market Street	\$238,984.65
TOTAL		\$3,224,111.18



CSR Christopher M. Johnson

‘The stars were in place’

Last year Christopher M. Johnson was on his way home from Philadelphia International Airport, where he had taken a job after years of working as a cook. He decided to stop at Dilworth Park and relax a few minutes. It’s a decision, he says, that changed his life.

He looked up and saw a CCD Community Service Representative (CSR) and it suddenly occurred to him that being a CSR could be an interesting job.

“I said ‘hey man, let me ask you a question. How do I get your job?’”

The CSR told Johnson that he was in luck, the CCD was indeed hiring at the moment. Johnson had a resume with him and immediately walked to CCD offices at Seventh and Chestnut Streets to apply for the job. Then he went home to look up the Center City District to see what it was all about and was convinced this would be a good fit for him.

The next day he got a call. “The stars were in place,” Johnson says.

After 15 years of cooking and not talking to anyone, just concentrating on getting the

food out, the chance to be outside and talk to people was the change he was looking for, “the best job I’ve had,” he says.

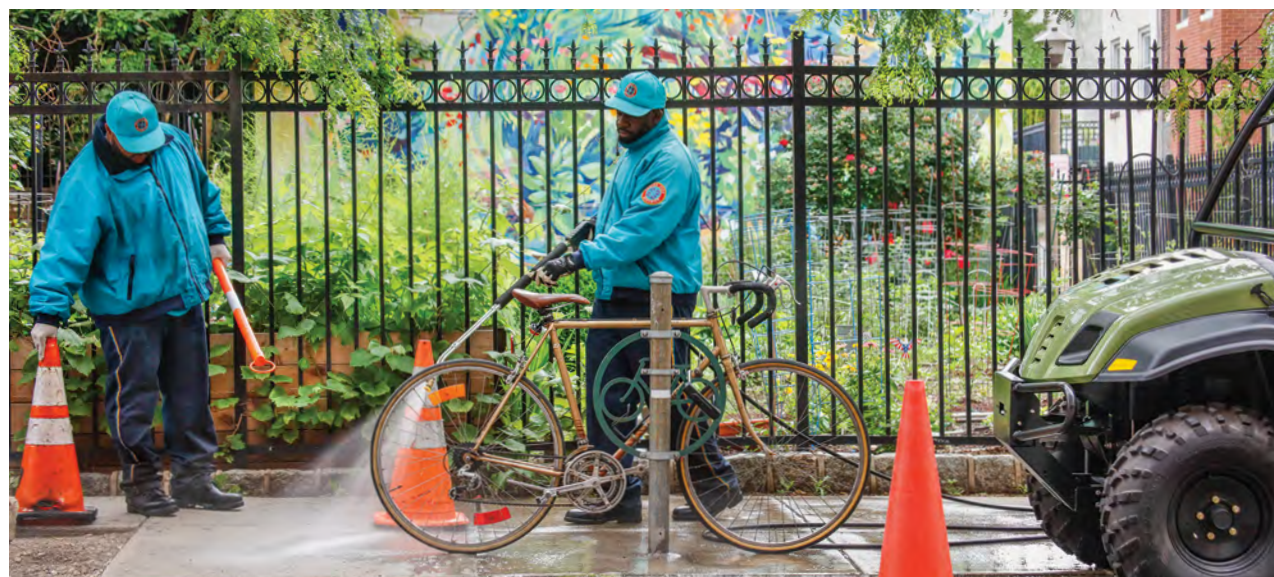
After classes and training provided by the CCD, Johnson was ready to interact with the public; it happened to be the first day of the Democratic National Convention. Johnson got the opportunity to help visitors, assist them in finding places to eat and make them feel as welcome as possible.

He’s met people from Brazil, Portugal, Germany and France. “Talking to people is my favorite part,” Johnson says. He also enjoys the teamwork when he works in Dilworth Park. It’s a four-person team and each person is assigned to a different part of the park, but they also need to keep a close eye on the partners’ areas as well, he notes.

Johnson, who grew up in Mount Airy and still lives there, comes from a family of musicians, and that’s his serious hobby as well. He plays keyboard and percussion and has several keyboards at home. And, he likes to DJ as well.

Johnson works on the CSR day shifts, which leaves his evenings open for making music, a dream schedule for him.

“Everything really fell into place for me,” Johnson says.



JIM ABBOTT

PRESSURE WASHING DURING WARM WEATHER MONTHS

Power washing sidewalks throughout the Center City District occurs during warm weather months, five days a week from 5:00 a.m. to 1:30 p.m.

The Center City District Foundation: A Strong Start

The Charity of Choice for those who love downtown Philadelphia



MATT STANLEY

The Center City District Foundation (CCDF) provides a means for individuals and businesses to participate directly in enhancements to downtown by making charitable contributions.

Since its launch last year at the 25th anniversary of the CCD, the Center City District Foundation (CCDF) has provided a means for individuals and businesses to participate directly in enhancements to downtown through charitable contributions that build upon the successes of the CCD.

Last fall, Governor Wolf and Mayor Kenney kicked off construction of one of the most long-awaited public amenities, the conversion of the defunct Reading Viaduct into a new green Rail Park. State, City and foundation money helped launch this project. But through the CCDF's efforts, contributions from hundreds of residents and businesses have helped close the gap. We need to raise just \$300,000 more by December 2017 to meet our \$10.3 million goal. In early 2018, the public will be able to enjoy the first quarter-mile of this new elevated park, curving northwest from Callowhill to Broad Street, as new flower beds, hanging planters and trees

burst into bloom. Benches, swings and trees can all be underwritten through our Rail Park Benefactor Program, www.supportccdf.org/railparkbenefactor. If we exceed the \$10.3 million goal, we can create additional amenities.

Similarly, Sister Cities Park at Logan Square, which opened in 2012, has enjoyed many improvements, thanks to many private and public supporters. The vibrant blue Library in the Park Book Cart presented by TD Bank, with additional support from the Lindback Foundation, encourages reading. In addition, landscape and other improvements have been supported by Beneficial Bank and the Dolfinger-McMahon Foundation. Frankfurt am Main, Philadelphia's newest sister city, has been added to the park's World Fountain, thanks to contributions received from John and Gina Moore; Johnson, Kendall & Johnson; and PWC.



STUDIO | BRYAN HANES



MATT STANLEY

With your support we can provide even more play opportunities for children and amenities for office workers.

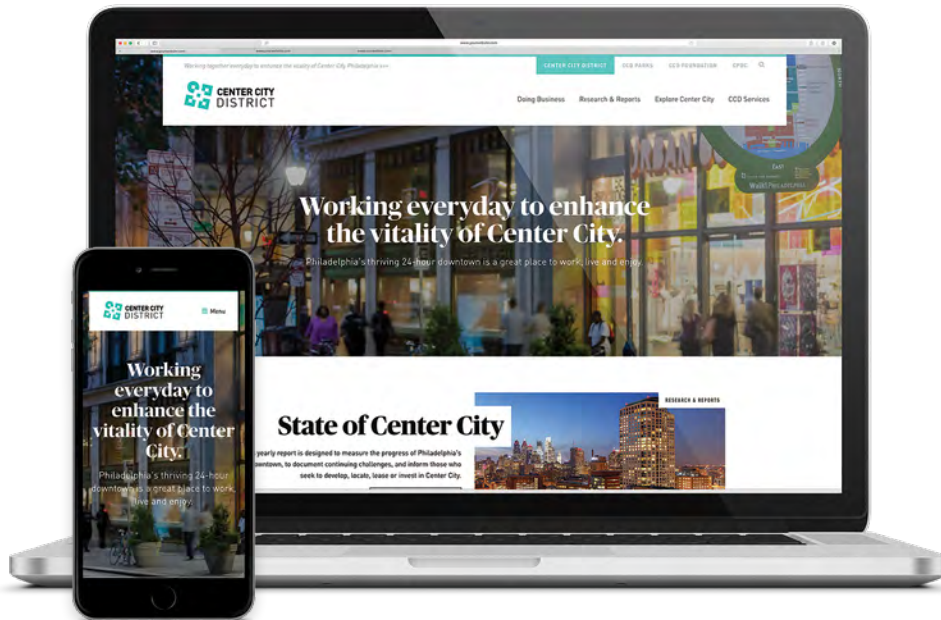
Since opening in 2014, Dilworth Park at City Hall has steadily been improved by major new amenities such as America’s Garden Maze, made possible by a grant from the William Penn Foundation and by the addition of 79 flowering planters. But even as children fill up the fountain, a remarkable work of permanent performance art, *Pulse*, is yet unrealized. Designed by internationally-recognized sculptor Janet Echelman, her dynamic piece draws inspiration from the site’s historic association with water and transportation,

tracing with curtains of colored mist across the fountain the movement of trains beneath the surface. This unique installation, which recently received approval of a \$20,000 grant from National Endowment for the Arts Chairman Jane Chu, provides donors with a major naming opportunity for Dilworth’s fountain.

Downtown has come a long way in the last 26 years, yet there’s so much more to do. Led by a strong board, the Center City District Foundation is providing a new way to make an impact for a growing number of people and businesses who care passionately about the future of Center City.

PLEASE VISIT OUR WEBSITE
SUPPORTCCDF.ORG

TO LEARN HOW YOU CAN CONTRIBUTE,
 OR CONTACT NANCY A. GOLDENBERG,
 EXECUTIVE DIRECTOR, AT
 NGOLDENBERG@CENTERCITYPHILA.ORG
 OR 215.440.5523.



New Website Combines Multiple Functions

Since spring 2016, the Center City District and Central Philadelphia Development Corporation have been transforming their on-line presence, integrating the messages of District services, park programs, business membership and fundraising through the Center City District Foundation (CCDF).

The CCD competitively selected local web development firm P'unk Ave, who conducted an extensive discovery and research process and then worked to integrate different components of websites that have significantly evolved during the last five years, as programs and services have expanded and diversified.

Redesigned CCD and CPDC sites launched in February 2017. Parks followed in May and the CCDF re-launched in early June. The result is a user-friendly, visually compelling website that carries a broad range of content, displaying pages attractively across a range of devices – desktop, laptop, smartphone or tablet.

Visitors to the new website can access recent research and reports, get the schedule for events in CCD parks, learn about CPDC membership benefits, CCD Restaurant Week participants and make contributions on-line to the Center City District Foundation. There's also a new "Doing Business" section with all the information companies large and small need to know to make a decision to locate in downtown Philadelphia.

VISIT CENTERCITYPHILA.ORG TODAY TO LEARN ABOUT ALL THE INITIATIVES AND PROGRAMS THAT ARE DESIGNED TO ENHANCE THE COMPETITIVENESS OF CENTER CITY PHILADELPHIA.

'STATE OF CENTER CITY, 2017'

State of Center City, 2017, a 75-page report prepared by the staff of Center City District and Central Philadelphia Development Corporation, provides a comprehensive overview of the downtown marketplace, highlighting strengths and challenges. Based on original research and industry specific reports, the publication provides a detailed look at all major Center City employment sectors, housing and cultural amenities and serves as a report on the annual accomplishments of the Center City District.



To read or download the report in full, or by individual chapter, please go to CenterCityPhila.org/socc/. Also available is *Center City Philadelphia Developments, 2017*, a compilation with map and full-color photos or renderings of 81 development projects completed, underway, or proposed in 2016.

MATT STANLEY



Dilworth Park Is the Place to Be This Summer

The Center City District, with generous support from partners, has planned a broad range of activities throughout the summer at Dilworth Park.

On Wednesdays in June and July, from noon to 1:30 p.m., enjoy midday music with PNC Presents Live @ Lunch. A variety of local talents will entertain each week. The PNC Terrace in front of the café is the perfect perch to listen to this weekly live entertainment.

On Wednesday evenings through August 30, from 5:00 p.m. to 7:00 p.m., stop by and cool off with Sips at Dilworth Park, presented by Effen Vodka and Bud Light. The Dilworth Park Café provides a convenient meeting place for you and your friends, with outdoor seating, \$3 beer, \$4 wine and \$5 Effen Blood Orange or Green Apple cocktails. Also sponsored by Temple University, Sips at Dilworth Park includes a DJ who spins tunes throughout the happy hour and music continues until 8:30 p.m.

Lyft is the official Rideshare partner for all events at Dilworth Park. Download the Lyft app to get an affordable ride in minutes. New users can enter the code **SIPS2017** to unlock ride credit, and existing users should keep an eye out for ride discounts headed your way from Lyft Philadelphia.

CHECK US OUT AT:

f /DILWORTH PARK

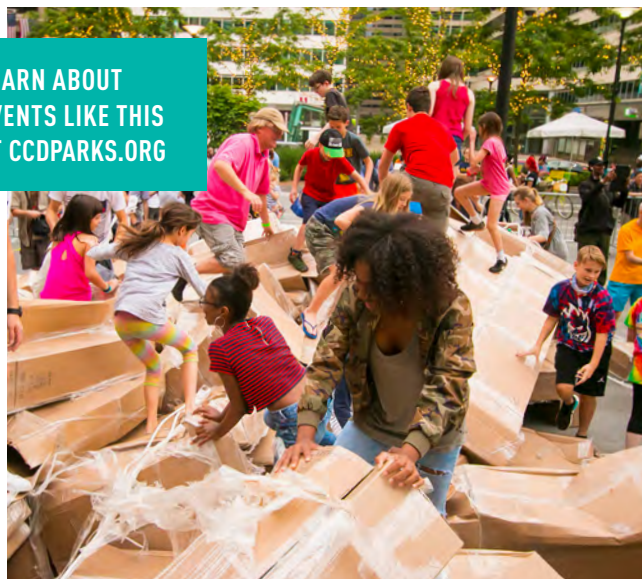
t @CCDPARKS

On Fridays at 8:30 p.m., from July 21 through August 25, bring a chair or blanket and enjoy a series of Hollywood adventures on the big screen with Pictures in the Park.

All events are powered by Live Nation.

For up-to-date information on all the activities at Dilworth Park, including hours for the Dilworth Park Café and Air Grille, please visit DilworthPark.org.

LEARN ABOUT
EVENTS LIKE THIS
AT CCDPARKS.ORG

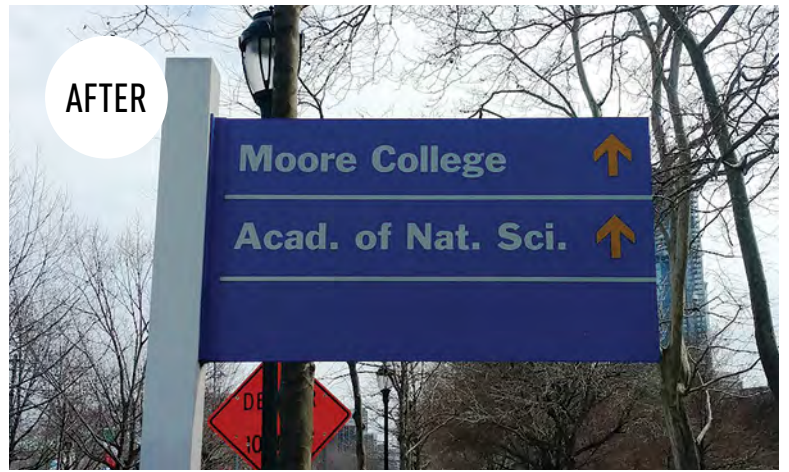


CREATIVE OUTFIT FOR THE KIMMEL CENTER



THE PEOPLE'S TOWER AT DILWORTH PARK

On Saturday, June 3, and Sunday, June 4, in Dilworth Park, the public helped build and demolish a temporary *People's Tower* made from cardboard boxes and packing tape, designed by French visual artist Olivier Grossetête – his first project in the U.S. It was part of the Preview Celebration for the Kimmel Center's Philadelphia International Festival of the Arts (PIFA), which takes place June 1-10, 2018.



JIM ABBOTT

Streetscape Improvements and Repairs

Through the new plan and budget, CCD will be able to install more landscape enhancements, along with other improvements.

The CCD routinely cleans, updates, and refurbishes signs and planters that are part of the \$146 million in capital investments in streetscape and public space enhancements the CCD has made in the last 20 years. Above (upper), keeping signs free of graffiti are just part of the work CCD does to keep signs in good repair. Above (lower), The Walk! Philadelphia sign (left) is part of the 674

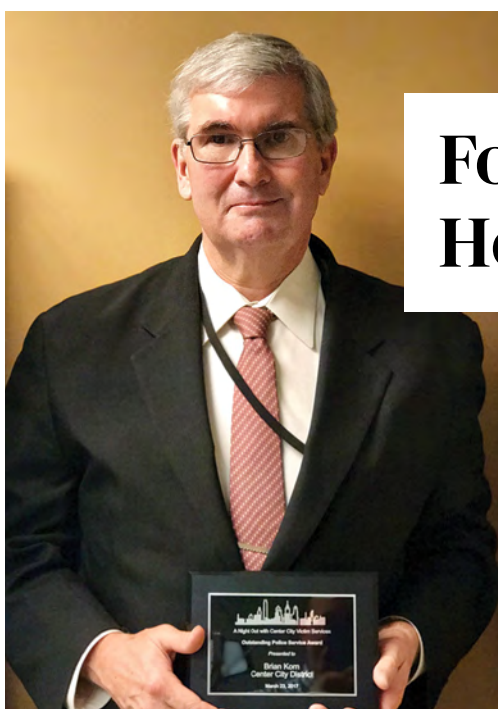
pedestrian and vehicular directional signs in the CCD's inventory. At right, CCD maintains dozens of hanging planters that add nature's beauty to Center City's streets.



Friends Select Students Help Prepare for Spring at Sister Cities Park

On April 27, students from the upper school at Friends Select, located just two blocks from Sister Cities Park on the Benjamin Franklin Parkway, volunteered to help prepare the park for spring. Above, students help transplant a variety of plants and small shrubs recycled from America's Garden Capital Maze, which enhanced Dilworth Park for three months

during the winter. Halford Welch, Senior Director, Capital Projects at CCD (second from left), coordinated the project. At right, students also cleaned the benches throughout the park.



Former Police Captain Brian Korn Honored for Outstanding Service

At the annual awards and fund-raising event for Center City Crime Victim Services, Brian Korn, who served 20 years as Captain of the Philadelphia Police Department's 6th District, was honored with the Outstanding Police Service Award and recognized by "peers and community partners as a leader in community service." Korn retired from the Philadelphia Police Department in May 2016 and joined

the CCD in the same month, as Director of Community Service Representatives.

The awards ceremony was held on March 23rd at the St. George Greek Orthodox Cathedral, 256 South Eighth Street.

CENTER CITY Digest

The Center City Digest is a publication of the Center City District (CCD), a private-sector-sponsored municipal authority committed to providing supplemental services that make Philadelphia's downtown clean, safe and attractive; and of Central Philadelphia Development Corporation (CPDC), with 60 years of private-sector commitment to the revitalization of downtown Philadelphia.



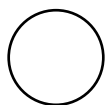
CENTER CITY
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