



SPECIAL EDITION

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Matt Stanley

CENTER CITY Digest

Ready to Rebound in 2021

From the time the stay-at-home order went into effect in March, the Center City District has not missed a beat. Our on-street staff were designated “essential workers.” We staggered shifts to preserve social distance in locker rooms, provided crews with safety equipment and, until retailers started to reopen in June, provided lunch to all on-street crews. They remain hard at work, keeping sidewalks clean and serving as a visible, reassuring safety presence.

We removed graffiti from building facades and street furniture, painted over it and decorated boarded up storefronts with art. We planted street trees and park flowerbeds; installed vibrant and cheerful banners designed by local artists, and increased our graffiti removal cleaning teams. Effective November 1, a new CCD bike patrol and security vans were deployed afternoons and evenings, seven days per week, supplementing the role of the Community Service Representatives. Operating for a full year in 2019, our homeless outreach teams persuaded almost 200 individuals to come off the street and find shelter. Since June of this year, teams have assisted another 100 individuals to come off the street.

Boarded up retail shops decreased from 276 in June to 56 at the end of September. They spiked again in early November but are now down to less than two dozen; 79% of retail and restaurant establishments are now open. In late September, we sponsored a successful Restaurant Week that promoted outdoor dining, takeout options and observance of all safety protocols. With tightened health safety protocols back in place, we are promoting open businesses, encouraging takeout from restaurants and reminding people across the region about the unique shops and boutiques in Center City.

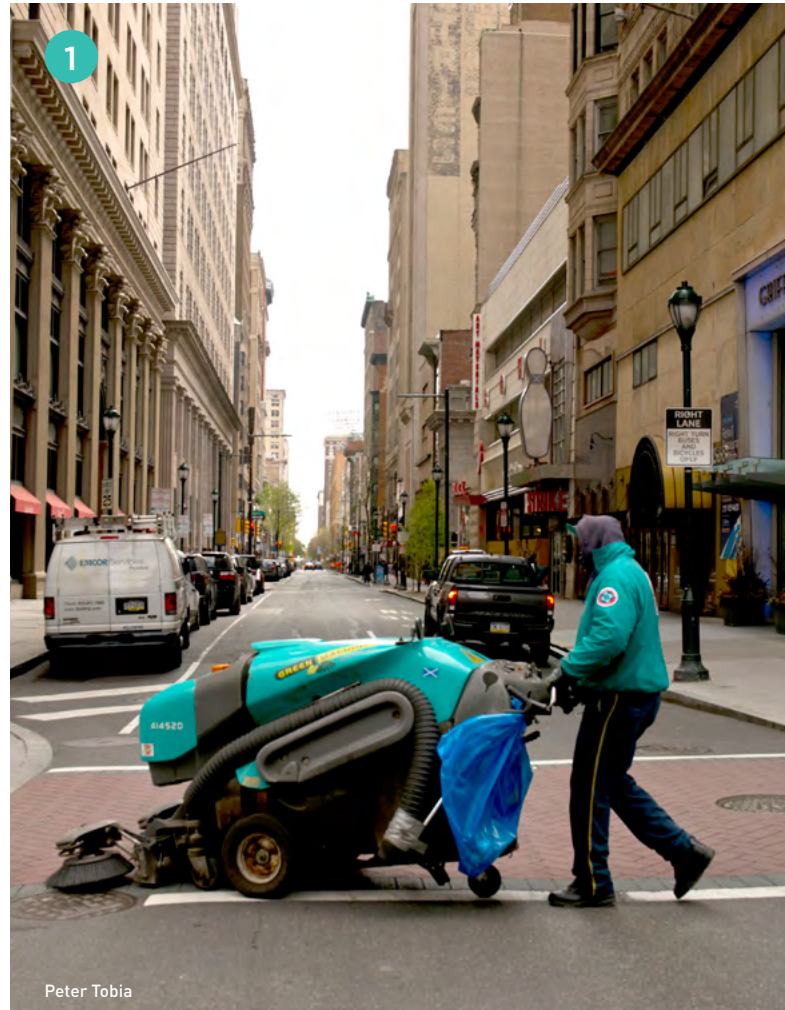
Because well-managed parks and public spaces are more essential than ever, we restored activity to Dilworth Park and cautiously reopened an expanded Children’s Discovery Garden in Sister Cities Park. The park now includes delightful new elements, including a play net, a “hiding” nest, a stream dam and push-button operated water jets. For the winter, a giant climbing log has replaced water in the pond. Mask requirements and health protocols are in place in all our parks – but it is important to underscore that safe

outdoor spaces are essential for our families, for mental health and to rebuild confidence in the public environment.

In these challenging times, it takes substantial resources to maintain public spaces and parks to high-quality standards. Assessments from property owners have remained very strong, but if you are able, please contribute; it is more important than ever. Your support enables us to remove more graffiti, plant more street trees, enhance and program our parks, provide more play opportunities for young children and hire more disadvantaged workers. Your contribution supports Philadelphia’s recovery, helps enable businesses to remain open and keep Philadelphians working. Please consider giving today to ensure a strong rebound in 2021.

Paul R. Levy
President
plevy@centercityphila.org

Sidewalk Cleaning, Graffiti Removal



Peter Tobia



Peter Tobia



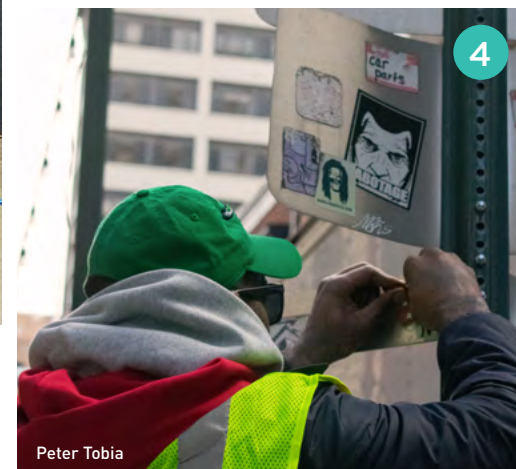
1. Daily sidewalk cleaning

2. Powerwashing sidewalks and street furniture

3. Painting over boarded storefront graffiti

4. Removing stickers from directional signs, PPA kiosks, BigBelly receptacles

CCD on-street teams never stopped working

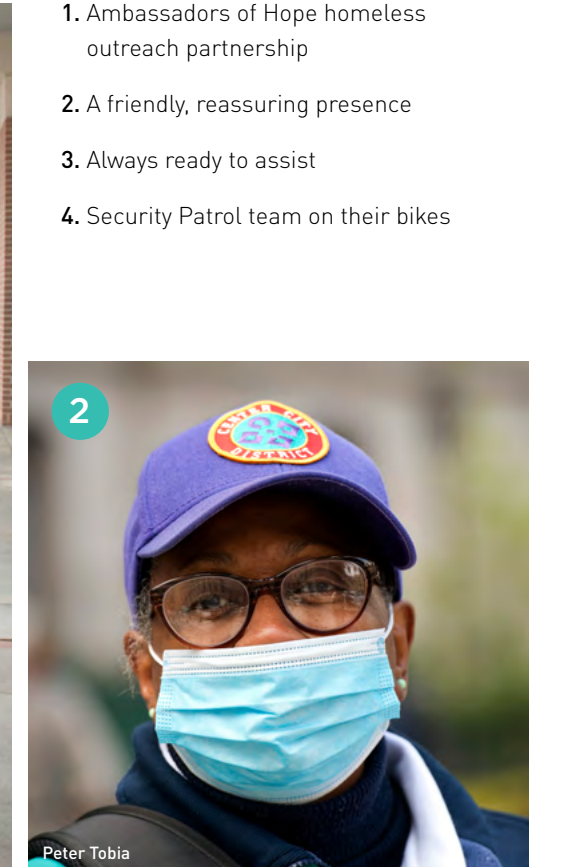


Peter Tobia

Enhanced Public Safety, Homeless Outreach



Peter Tobia



Peter Tobia

- 1. Ambassadors of Hope homeless outreach partnership
- 2. A friendly, reassuring presence
- 3. Always ready to assist
- 4. Security Patrol team on their bikes

Every day, CCD's essential workers continued their important work



Peter Tobia

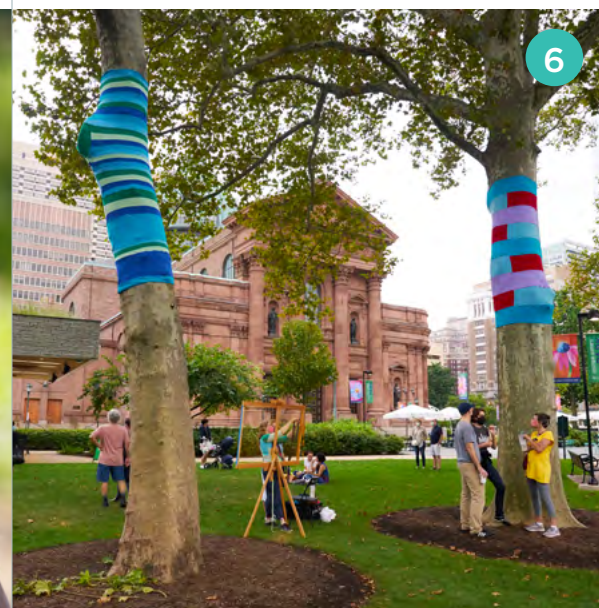


Peter Tobia

Community Service Representatives never stopped patrolling

Parks with Safe Events

- 1. Dilworth Park Wintergarden, opened October 2020
- 2. Sister Cities Park play log, repurposed from a fallen 150-year-old maple tree, debuted November 2020.
- 3. Pumpkin painting at Sister Cities, October 2020
- 4. New play elements at Sister Cities' Discovery Garden, debuted July 2020
- 5. Hay maze at Dilworth, October 2020
- 6. Color Under the Canopy, an installation by local artist Janell Wysock, at Sister Cities Park, debuted September 2020





Matt Stanley

1. Winter at Dilworth Park, opened November 2020 with a reconfigured Wintergarden on the Greenfield Lawn, reimagined Deck the Hall Holiday Lights, open-air Rothman Orthopedics Cabin, and Rothman Orthopedics Ice Rink time limits, reduced capacity and online-only ticketing.

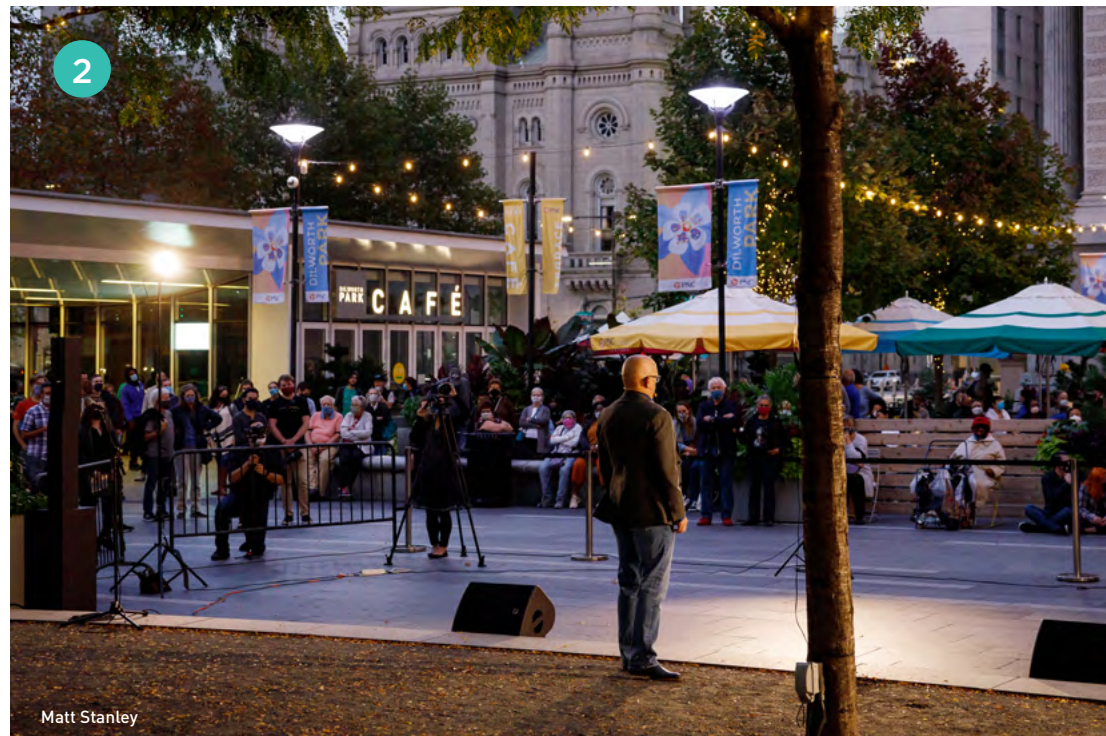
2. Dinner at Dilworth restaurant takeout promotion presents Opera Philadelphia, October 2020

3. Bubble magic at Sister Cities, September 2020

4. Made in Philadelphia Fall Market at Dilworth Park, September 2020

5. Socially distanced seating and a low water level fountain at Dilworth Park, May 2020

6. Cret Park in bloom with some of the 33,000 flowering perennials planted in 370 planters and four CCD-managed parks, April 2020



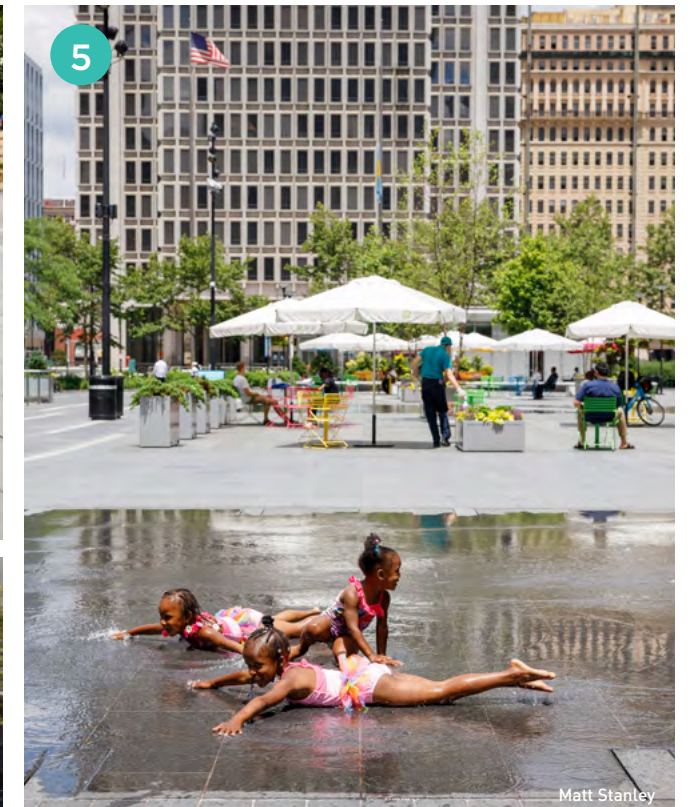
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Thank you for your support

These accomplishments would not have been possible without assessments from property owners, corporate partners and sponsors and generous contributions from so many individual donors who care about the recovery of Philadelphia and the vibrancy of Center City. Sponsors and donors listed on the next page represent gifts of \$125 or more made between November 1, 2019 and October 31, 2020.

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Or contact Katie Andrews, Director of Development,
at kandrews@centercityphila.org

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CCD Partnerships



1



We Film Philly



3

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2



4

- 1. Philly Shines Blue for essential workers, with BOMA and Parkway Council, April-May 2020
- 2. Street closures for outdoor dining in Midtown Village, in partnership with the City of Philadelphia and retail associations, debuted June 2020
- 3. Street closures for outdoor dining on Sansom Street, in partnership with the City of Philadelphia and retail associations, debuted June 2020
- 4. Storefront Artwork Initiative, with Mural Arts, debuted May 2020

Streetscape



1



2



3



4



5



6

- 1. CCD-commissioned banners by local women artists, debuted June 2020
- 2. Walnut Street planters, May 2020
- 3. Plant Center City, May 2020
- 4. Local artist banners added to storefronts, June 2020
- 5. Birch trees and greenery on South Broad Street, May 2020
- 6. Storefront Artwork Initiative, debuted May 2020

Business Support



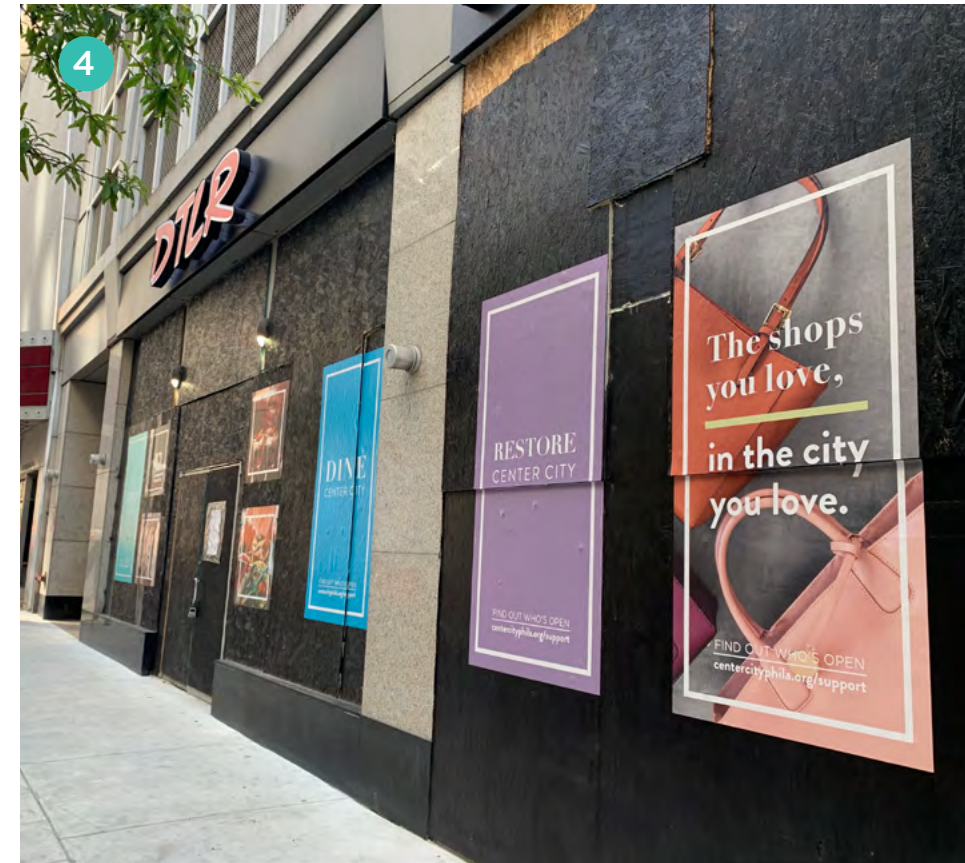
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Matt Stanley



Hughe Dillon



Hughe Dillon

1. CCD Restaurant Week promoting takeout and outdoor dining, September 2020
2. CCD Restaurant Week
3. Shop Center City Saturday, September 2020
4. Support Center City Businesses social media and ad campaign, debuted April 2020
5. Shop Center City Saturday

Research & Reports

2020 Reports from CCD/CPDC

Business Density and the Role of Black and Minority Owned Businesses,
August 2020

Restaurant and Retail Recovery: Slow, Steady, but Fragile,
October 2020

Reopening Office Buildings: The Tenant Perspective,
July 2020

Monitoring Philadelphia's Economic Recovery,
debuted September 2020



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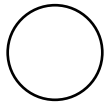


WINTER 2020

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 more than 60 years of private-sector commitment to the revitalization of downtown Philadelphia.

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