

CENTER CITY DIGEST

SISTER CITIES PARK

18th Street and Benjamin Franklin Parkway

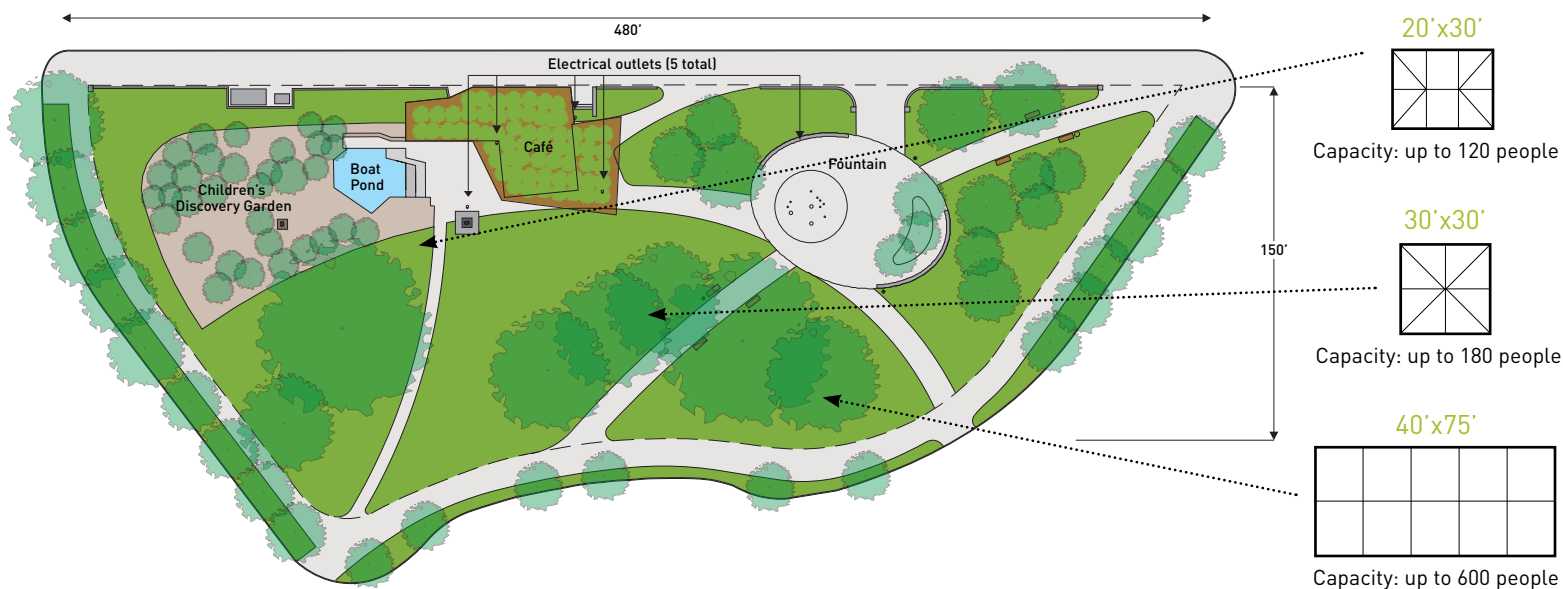
CCD Parks Are the Perfect Site for Your Next Party or Event!

Center City District's parks aren't just for children. John F. Collins Park, a secluded garden space with fountains at 1707 Chestnut Street, is a great lunch location for workers and a resting place for busy shoppers. Sister Cities Park at 18th Street and Benjamin Franklin Parkway serves office workers, local residents and visitors to Parkway institutions. In fall 2014, an all new Dilworth Plaza will be ready for the entire city to enjoy.

Now the CCD has organized a new way to use these beautiful, well-maintained, outdoor spaces for your next special event, during the day or after hours. From small gatherings, parties and weddings to large receptions, corporate and convention meetings, we're staffed to meet your every need from catering to tents. For bookings, please contact the Center City District at [215.440.5507](tel:215.440.5507).

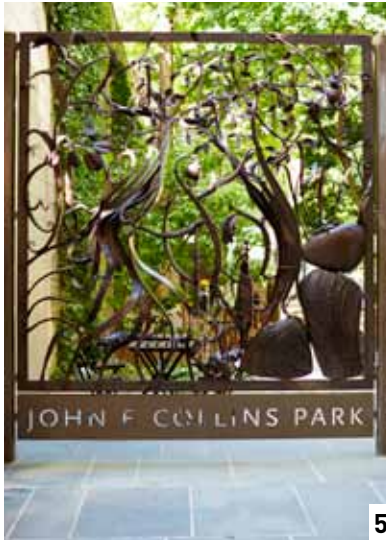


This green, 1.3 acre park has large lawn areas and more than four dozen trees offering shade. It offers extraordinary views of the downtown skyline, the Cathedral Basilica of Saints Peter and Paul, and Swann Fountain in Logan Square. In addition to a café building, there is ample space for tents of varying sizes (see map below), numerous places for wedding receptions, corporate events, and children's birthday or family-oriented parties. Professional catering is available for whatever event you want to host at Sister Cities Park.

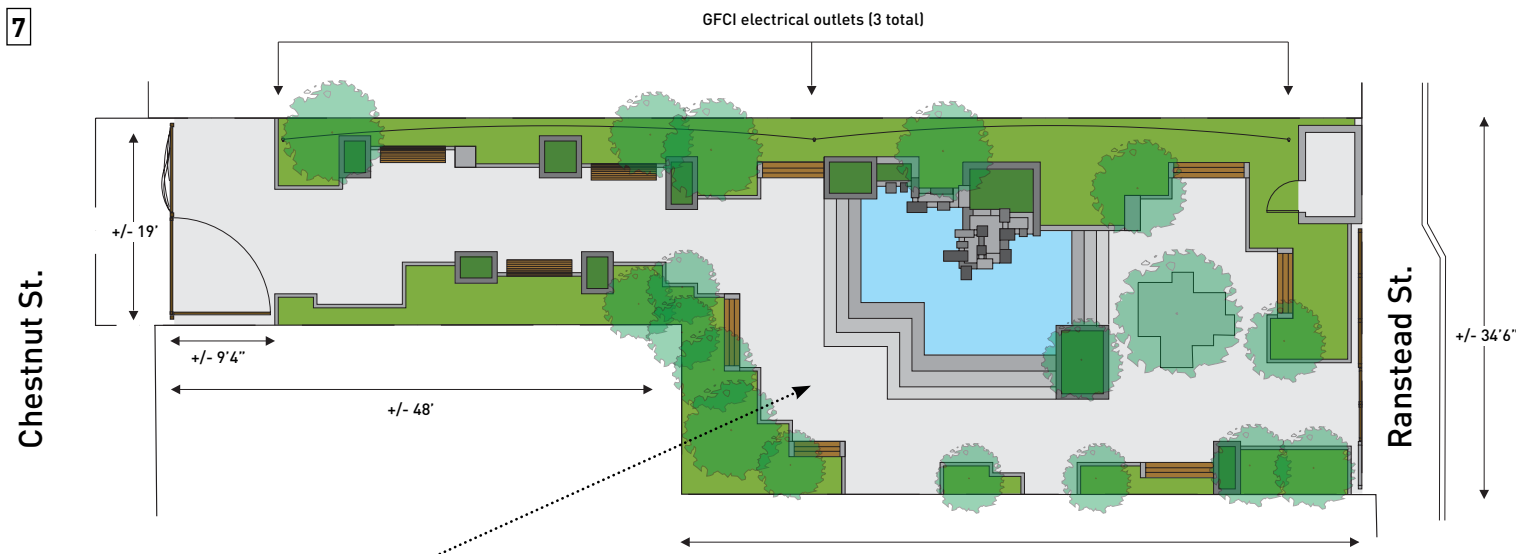


JOHN F. COLLINS PARK

1707 Chestnut Street



This delightful oasis tucked between the stores of the downtown's main shopping district is easily recognized by the dramatic sculpted iron gates created by artist Christopher T. Ray, featuring trees and wildlife indigenous to the Wissahickon and Delaware Valleys. The gates provide access to the park from Chestnut and Ranstead Streets (Photos 1 & 5). The park's fountain, landscaping, and benches make this space a lush location for cocktail parties, small gatherings, or intimate receptions (Photo 1). With small tables set up for your guests, the park can accommodate about 50 people (Photos 3,4,5 & 6). The park's elongated shape makes it easy for up to 150 party-goers to mingle, surrounded by elegant design and nature's beauty (Image 7).



CAPACITY

Reception: 150 people
 Wedding seated: 40 people

DILWORTH PLAZA (OPENING IN 2014)

West Side of City Hall



1



4

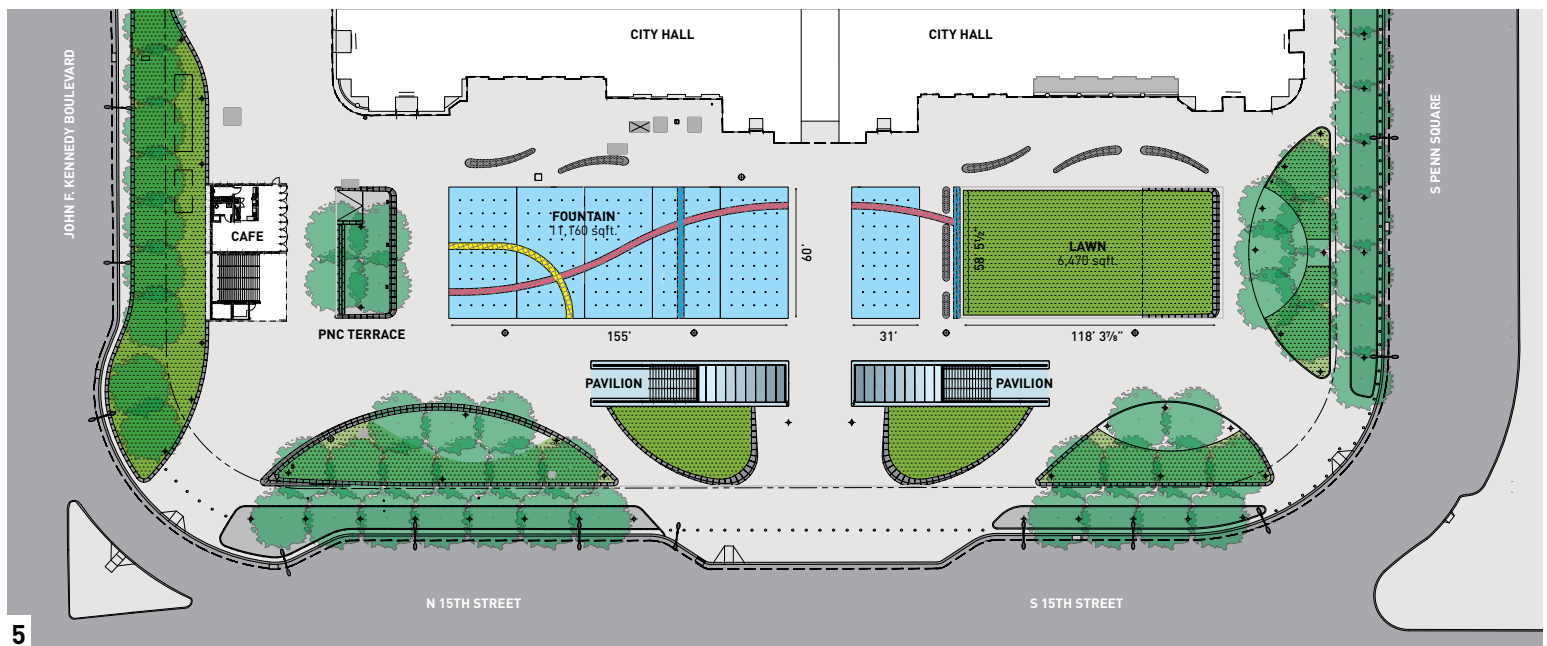


2

The new Dilworth Plaza in William Penn's original Center Square will offer a spectacular venue for events large and small. At the crossroads of the Avenue of Arts, Benjamin Franklin Parkway, the convention center and business districts, the site on the west side of City Hall provides extraordinary vistas up the Parkway and close-ups of 250 Calder sculptures that adorn this National Historic Landmark (Rendering 1). Dilworth Plaza will have capacity for tents of various sizes when the plaza opens in September 2014. The new Dilworth Plaza will feature a grassy lawn, fountain that can easily be turned off (Rendering 3), and café with adjacent PNC Plaza (Rendering 2). Catering will be available for all styles of entertaining, from concerts to weddings to corporate receptions (Photo 4). There are many locations on the plaza that would be perfect for your gathering (Image 5)!



3



5



KieranTimberlake

Double Your Gift to the Dilworth Plaza Project

You or your company can help create a new Dilworth Plaza – and your gift can have double the impact! Thanks to a generous challenge grant from the William Penn Foundation, gifts and pledges from individuals and corporations will be matched, dollar for dollar, by the Foundation – but only through December 2013.

There are significant opportunities for naming rights and sponsorship at Dilworth – tree groves, a fountain featuring Janet Echelman’s kinetic piece of public art, and iconic glass headhouses to the transit concourse. You can help to create a great civic space at the center of the city that will draw hundreds of thousands of office workers, residents, visitors and convention attendees each year.

Be part of creating Philadelphia’s new Center Square by making a tax-deductible contribution to the Center City District Foundation. Please visit our website, centercityphila.org, or contact Jean Tickell at CCD (jtickell@centercityphila.org or 215.440.5529). Become a Friend of Dilworth Plaza and help to meet the William Penn Foundation challenge!

Major Public Donors to Dilworth Plaza Construction

City of Philadelphia	\$5 million
Commonwealth of Pennsylvania	\$15.5 million
Federal Transit Administration	\$15 million
SEPTA	\$4.3 million

Major Donors to Construction

The Albert M. Greenfield Foundation	\$125,000
John S. and James L. Knight Foundation, Knight Arts Challenge	\$400,000
PNC	\$300,000
William Penn Foundation	\$1.2 million

Friends of Dilworth Plaza

Leading Friends (\$100,000)

First Niagara
Richard W. Vague

Leslie Miller and Richard Worley
Pennsylvania Real Estate
Investment Trust
ShootersINC

Founding Friends (\$50,000 to \$99,999)

The Arden Group / Gencom
The Dow Chemical Company
The Horace W. Goldsmith Foundation
Market Street East
Improvement Association
McLean Contributionship
PECO

Good Friends (\$5,000 to \$19,999)

Aqua America, Inc.
Barbara and Theodore Aronson
Avenue of the Arts, Inc.
The Cozen O’Connor Foundation
Edward and Karen D’Alba
Electronic Ink
KieranTimberlake
Malcolm Lazin
Midwood Investment
Pearl Properties, LLC
Roberts Event Group
Heather J. Shaffer
Thomas Properties Group

Steadfast Supporters (\$20,000 to \$49,999)

Blank Rome LLP
Brandywine Realty Trust
Brooks Capital
Commonwealth Realty
Liberty Property Trust



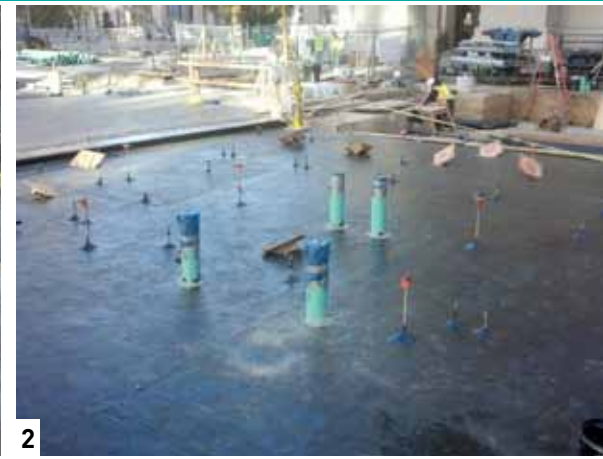
In Nine Months, the New Dilworth Plaza Will Be a Reality

The construction of Dilworth Plaza continues to progress, as the systems that will operate the fountain are installed, impermeable membranes are placed between layers of concrete, and preparations are being made for the granite pavers that will make the plaza an elegant public gathering place next to City Hall.

Great public spaces define great cities. The new Dilworth Plaza is a transformative investment that will make Center Square the true center of the city. A first-class gateway to transit will provide residents, workers, and visitors easy access to the Sports Complex, to University City, to Temple University's campuses to the north, and to the entire city and region.



1



2



3

(Photo 1) A test panel of granite pavers; more than 27,000 pieces of granite will be used to create the surface of Dilworth Plaza.

(Photo 2) The protruding pipes are part of the system that will operate the fountain at Dilworth Plaza. This thin sheet of water with playful jets will be programmable and can be turned off for events. Each piece of the structure is waterproofed with a seal around its base.

(Photo 3) Workers install a waterproof membrane that will protect the transit station below the plaza from any water infiltration. More concrete will be poured over the membrane to form the base for the granite pavers that will create the surface of the plaza.

Fall Family Fun Days at Sister Cities Park

This year October brought a brand new way to enjoy Sister Cities Park at 18th Street and the Benjamin Franklin Parkway. Each Saturday during the month, hundreds of people – children, parents, grandparents, as well as visitors to Parkway institutions, stopped by the park to celebrate the joys of autumn.

Every week there were music, crafts, and a variety of other activities, such as a Baby Loves Disco Dance Party, a fire truck visit from the Philadelphia Fire Department, a scavenger hunt, and Halloween costume parade. In addition, Urban Jungle set up shop with pumpkins and other seasonal decorations.

Throughout the park for the entire month, the Scarecrow Festival was on exhibit presented by the Philadelphia Parks & Recreation after-school program. The new Imagination Playground™ offered the opportunity for some old-fashioned unstructured play.

Fall Family Fun Days at Sister Cities Park was produced by the Center City District, and sponsored by KidsInCenterCity.com, Philadelphia Parks & Recreation, 92.5 XTU, and Baby Loves Disco, in partnership with the Independence Visitor Center.

Other program providers were The Franklin Institute, University City Arts League, Greener Partners, and The Academy of Natural Sciences of Drexel University.

More events are scheduled for December in Sister Cities Park. For information any time, check out www.SisterCitiesPark.org. To become a sponsor for one of these many events, please call Laurie Heinerichs at **215.440.5547**.

Fall Family Fun Days at Sister Cities Park offered a variety of activities each Saturday in October. More events are planned for December. Credit: Peter Tobia



Jacqueline Ashburn: 'A Great Role Model'



Jacqueline Ashburn has been a Community Service Representative with the Center City District since 2000.

Jacqueline Ashburn, a Community Service Representative for the Center City District, loves greeting the conventioners who come to Center City. While she directs people to all types of shopping and restaurants, she says there is one question they always ask:

"Where is your famous cheesesteak?"

"I really, really enjoy it," Ashburn says. "I like dealing with people who come in from all over the world."

So when they ask the number-one question, Ashburn replies, "Which way are you headed?" and she tells them about many other things they can do as well.

Ashburn joined the CCD on May 8, 2000, just in time to be greeting attendees to the Republican National Convention, which began on July 31 of that year. It remains one of her favorite conventions, though the recent International Association of Chiefs of Police Conference in October brought an equally diverse group of people, she says.

People in the hospitality industry appreciate the friendliness that the CSRs

offer visitors to the city, and especially Ashburn's joyous enthusiasm.

Andre Osborne, a director at the Philadelphia Downtown Courtyard by Marriott, recently wrote to the CCD, saying, "Jackie is a Great Role Model for how we all should treat everyone we meet. Thank you for a job well done!!"

Another favorite part of the job for Ashburn is working in Sister Cities Park at 18th Street and Benjamin Franklin Parkway. The parents love the park, and so do the kids, she said.

On a recent Sunday in November, even though the weather had turned chilly, the park was filled with children, she said.

A little girl who came to the park with her mother, sister and brother, came up to her and said: "Thank you for letting me come here."

Ashburn takes seriously her role as ambassador for the city. "I go out there and do it. You are an ambassador. Be it. Do it. Show it."

Banners Make Center City's Streets Interesting and Lively

The Center City District (CCD) hangs more than 3,000 banners annually on more than 1,000 light and banner poles across the downtown to highlight Center City's arts and cultural institutions and numerous civic events.

Among the many institutions and events whose banners enliven Center City streets throughout the year are major destinations like Philadelphia Museum of Art, the Rodin, The Barnes Foundation and the Pennsylvania Academy of the Fine Arts, as well as the Odunde Festival and the Pennsylvania Bible Society. The institutions pay the costs of the banners and their mounting and secure sponsors, while the CCD manages the scheduling and installation.

The banners, generally four feet by nine feet, are made of a nylon-type fabric that stands up to the elements, and are printed locally. Graphic designers and ad agencies from across the city are engaged by the institutions to create their artwork. The CCD asks for orders to be placed 10 weeks in advance, though exceptions can be made for unique events.

One of the more popular banners was for the Art Museum's Salvador Dali exhibit, which ran February 16, 2005 - May 30, 2005. The Army Navy game banners, however, are a close second, according to KellyAnn Farrelly, CCD Manager of Banners/Art in Transit Programs.

The record number of banners requested by one organization dates



back to 2000, when the Republican National Convention (RNC) brought thousands of people to town and the RNC mounted more than 400 banners.

If you are interested in banners for your organization's event, please contact KellyAnn Farrelly at [215.440.5527](tel:215.440.5527).

The Philadelphia Collection Celebrates Fourth Year

This year's Philadelphia Collection hosted a record number of out-of-town press and showcased just how much Philadelphia has to offer the fashion world. From September 18 through September 25, the city's vibrant fashion scene offered runway shows, designer showcases, preview trunk shows, beauty events, and lots of style.

This annual event is designed to drive retail sales and shine a regional and national spotlight on Philadelphia's retail/fashion scene.

Among the highlights was Macy's Fall Fashion Show on September 19, when Macy's presented its five favorites for fall and offered a sneak peek of the Spring 2014 Philadelphia Fashion Incubator collections from the designers-in-residence.

Also popular was the Rittenhouse Row Fall Fashion Crawl with its combination of fashion and mixology. The crawl began at Sephora at 1714 Chestnut Street, where guests picked up their

wristbands, then moved from store to store along Rittenhouse Row, where the fashionistas were treated to designer drinks and dazzling deals.

New this year was an event called Styled at The Oval, The New Shape of Fashion, which offered fashion shows, themed-movie screenings, local fashion vendors, food trucks, and a wine garden, at Eakins Oval.

"Now in its fourth year, The Philadelphia Collection has truly become a significant platform for the fashion and style community to not only spotlight their products and talent, but form creative collaborations and partnerships," said Michelle Shannon, Vice President of Marketing and Communications for the Center City District, and co-chair of The Philadelphia Retail Marketing Alliance. "Each year's continued growth and success of The Philadelphia Collection is a reflection of the consumer's positive response to Philadelphia's fashion offerings. It's extremely satisfying to see

our goal of highlighting Philadelphia's fashion and retail talent come to fruition."

Main sponsors and supporters of The Philadelphia Collection 2013 include the City of Philadelphia, Center City District, Philadelphia Retail Marketing Alliance, Immaculata University, Greater Philadelphia Tourism Marketing Corporation, the Kimmel Center for the Performing Arts, UBER, Philadelphia Style Magazine, Philadelphia Magazine, Benjamin's Desk, and 3rd Ward.



Macy's fashion show

Banners Recycled Into Stylish, Colorful Tote Bags

Once the colorful street banners displayed through the Center City District's street banners program come down, organizations often donate them to the CCD for their second life. District staff works with two nonprofit, work-rehabilitation programs to recycle the banners into Banner Bags. The lightweight tote bags are perfect for groceries, books, to take to the beach, or just about anything – including holiday gifts!

Used banners are first laundered by Philacor, a vocational training program of the Philadelphia Prison System. Philacor then delivers the cleaned banners to the manufacturer, Baker Industries, a non-profit, work rehabilitation program in Kensington employing people with disabilities, those in recovery, parolees, and the homeless.

Currently, Banner Bags are available at:

- Logan Square Café at Sister Cities Park, 18th Street and the Benjamin Franklin Parkway;
- Pennsylvania Academy of the Fine Arts, 128 North Broad Street, or the PAFA online store;
- Blendo, 1002 Pine Street;
- AIA Bookstore and Design Center, 1218 Arch Street, and Seventh and Sansom Streets;
- Open House, 107 South 13th Street;
- PA General Store in the Reading Terminal Market;
- Café Cret, 16th Street and the Benjamin Franklin Parkway.

For more information about Banner Bags, or to inquire about selling them in your store, please contact KellyAnn Farrelly, CCD Manager of Banners/Art in Transit Programs, at [215.440.5527](tel:215.440.5527).



CENTER CITY DIGEST

Center City District and
Central Philadelphia
Development Corporation
660 Chestnut Street
Philadelphia, PA 19106
www.CenterCityPhila.org

Standard Mail
U.S. Postage
P A I D
Philadelphia, PA
Permit No. 2545

Inside

- 1 CCD Parks Are the Perfect Site for Your Next Party or Event!
- 4 Dilworth Plaza Donors
- 5 In Nine Months, the New Dilworth Plaza Will Be a Reality
Fall Family Fun Days at Sister Cities
- 6 Jacqueline Ashburn:
'A Great Role Model'
Banners Make Center City's Streets Interesting and Lively
- 7 The Philadelphia Collection Celebrates Fourth Year
Banners Recycled Into Stylish, Colorful Tote Bags



RESTAURANT WEEK

JANUARY 19-24 & 26-31

3 Courses

\$35 DINNER† \$20 LUNCH†

#CCDRW

Produced by Center City District
Sponsored by:



†Tax, alcohol and gratuity not included. Lunch or dinner only. For reservations, call restaurants directly or book online at CenterCityPhila.org. DISCOUNTED PARKING at participating Philadelphia Parking Association and Philadelphia Parking Authority facilities from 5:00 PM - 1:00 AM with a voucher from participating restaurants.



Media Partners:



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 50 years of private-sector commitment to the revitalization of downtown Philadelphia.