

CENTER CITY DIGEST

The Next Five Years

For the sixth time since the Center City District was authorized in 1990, we are seeking approval from downtown property owners for a new plan and budget for the period January 2013 to December 2017. The proposal, which was mailed to all property owners and commercial tenants on June 15th, is available on the CCD's homepage at www.centercity-philadelphia.org.

The new plan continues CCD's primary focus on basics, devoting more than 70% of operating revenues to programs that produce a clean, safe, attractive and well-managed public environment. The balance supports capital improvements, research, planning, management and communications strategies that bolster the competitiveness of Center City and facilitate the continuing diversification that has made Center City such an attractive place to work and live. A public hearing is scheduled July 18, 2012 from 12:30 pm to 7:30 pm at Temple University's Center City Campus, 1515 Market Street, Room 306. What follows is a summary of the CCD's new plan and budget.

Cleaning and Maintenance

The CCD deploys 60 highly visible, uniformed sweepers, mechanical equipment operators and supervisors on two overlapping shifts, seven days per week, providing up to 12 hours of services per day. CCD crews supplement the sanitation services of the City of Philadelphia and ensure that Center City's sidewalks and street furniture are clean and graffiti-free. Seasonally, a team of pressure washers blast stains and gum off downtown walkways. The City's Streets Department cleans the streets from curb to curb, empties public trash receptacles and enforces sanitation laws. Through a competitively selected contractor, the CCD assists property owners in fulfilling their



With the third largest downtown workforce in the U.S., the third largest downtown residential population and the highest percentage of residents who walk to work, Center City sidewalks are filled with pedestrians throughout the day.

legal obligation to keep their sidewalks free of litter and debris.

Through fee-for-service contracts, the CCD has expanded the zone of cleanliness with 71 additional staff funded by non-assessment revenues, covering the 3.5 mile underground transit concourse, the two regional rail stations and several adjacent residential neighborhoods.

Safety and Crime Prevention

To enhance safety and public order and to provide information to pedestrians, the CCD deploys 44 supplementary, uniformed Community Service Representatives (CSRs) and 5 supervisors on foot beats, seven days a week. CSRs provide a uniformed, but unarmed, deterrent to crime by serving as the "eyes and ears" of the Philadelphia Police Department through two-way radio communication. CSRs act as goodwill ambassadors by providing information and directions to workers, residents and visitors (see the story on page 7). CSRs are first aid/CPR certified and provide services to those in need. They stand joint roll call with the Philadelphia police officers that staff the CCD's police substation, share information and coordinate deployment. Even with a 95% increase in hotel rooms and guests, a dramatic jump in theater and restaurant patrons, and a 26% growth in downtown residents, there are half as many serious crimes committed downtown than two decades ago.

The CCD also provides computerized mapping and analysis to identify crime trends and patterns and works in partnership with law enforcement and the private sector to develop strategies to reduce crime. The CCD coordinates the Philadelphia Crime Prevention Council that routinely brings together corporate and private security professionals with local, state and federal law enforcement agencies to share information and develop effective strategies. To provide office tenants, building managers, retailers, parking operators, hotels, banks, and cultural institutions with immediate updates on significant events and occurrences, the CCD supports the *Alert Philadelphia* emergency communications network in partnership with the Philadelphia Police.

To respond to the growth of the evening economy and the number of resident dog-walkers and joggers in the early morning hours, the CCD has expanded the levels and hours of service of these basic programs.

Marketing and Communications

In 1992, when Center City was still a 9-to-5 downtown, the CCD pioneered the *Make It a Night* campaign to persuade retailers to stay open just one night a week. Today, as we have become a 24-hour downtown, the CCD promotes restaurants through the *Restaurant Week* and *Sips* promotions (see pages 8 and 9),



In 1991, the streets were empty by 6:00 pm. Today, theaters, hotels and downtown and regional residents keep hundreds of cafes, restaurants and shops busy well into the evening hours.

supports the fashion industry through the *Philadelphia Collection* events and underwrites events of Rittenhouse Row, Midtown Village and the Reading Terminal Market. Through websites and other communications efforts, we help tenants locate available office space, residents find their neighborhood of choice, parents find the best schools and programs for their children and attract national and regional retailers through the Philadelphia Retail Marketing Alliance.

Streetscape Maintenance, Enhancement and Capital Improvements

To supplement required maintenance by property owners of their walkways and to enhance Center City as an attractive place to walk, the CCD has made \$30 million in capital investments that leveraged an additional \$30.8 million in public, private and foundation funding. This \$60.8 million capital investment during the last 15 years has enabled the CCD to install 2,220 pedestrian-scale light fixtures, 1,000 trees, 104 planters, 683 pedestrian signs and maps, more than 250 signs and maps at transit entrances and bus stops, corrals for newspaper boxes and lighting on the facades of 24 buildings in the downtown's two major cultural districts. The CCD continues to maintain and update these improve-

ments, along with 233 signs for motorists throughout the downtown. This summer the CCD is installing additional transit signs as well as lighting at multiple locations downtown.

The CCD also installs banners on light poles and posters in transit shelters to add color and life to the streetscape, while providing a low-cost means for cultural institutions, arts groups and non-profit organizations to communicate their message.

Sometimes residents and businesses ask, "What do you do besides sweep the sidewalk outside my front door?" Our answer is simple: no property is an island. We seek to create overall, a clean, safe, vibrant and well-lit downtown experience that adds value to every benefitted property and business. Despite what may have happened nationally, the cumulative value of Center City properties has gone up every year since the recession began.

Park and Plaza Maintenance

In the last several years, over and above the \$60.8 million referenced above, the CCD has raised another \$50 million from non-assessment revenues to enhance three parks that it now owns or leases on a long-term basis (Collins Park at 1707 Chestnut Street, Three Parkway Plaza on

the 1600 block of the Parkway, Sister Cities Park on Logan Square) and a fourth park, Dilworth Plaza, that will open in 2014. The CCD's new budget includes a plan to expand our services to maintain and program these parks and plazas as first-class amenities for workers, residents and visitors. If you haven't already done so, visit Sister Cities Park in front of the Cathedral on Logan Square to see what can happen when a derelict space is reclaimed.

How is this paid for?

Services are funded by an assessment levied and collected directly by the CCD, based on the assessed value of each property as determined by the Office of Property Assessment, without regard to any abatement.

While all taxable properties pay and most exempt properties make voluntary contributions, the lion's share of the CCD's budget comes from major commercial office buildings and hotels. The top 10 highest-value properties in the District (9 office buildings and 1 hotel) pay 20.1% of current CCD charges. The top 200 properties out of 1,700 carry 79% of our budget. But because assessments are spread over large buildings, the CCD charge is not onerous: on West Market and JFK Boulevard, CCD charges range from just 20 to 30 cents a square foot, on top of average rents of \$27 per square foot. For older office buildings, the charge can be as low as 9 cents per square foot.

For downtown hotels, the CCD charge ranges from 26 to 55 cents per room per night, on top of average room rates of \$170 per night. The new plan and budget proposes, beginning January 2013, to bill condominium buildings as one parcel, as opposed to billing the units individually – and to reduce these charges by 50%.

It's a challenging time. But with the CCD you see what you pay for; and if you don't like what you see, you know who to call.

Paul R. Levy
President
plevy@centercityphila.org



Kieran Timberlake

Become a Friend and Supporter!

There are significant opportunities for sponsorship and naming rights at Dilworth Plaza. Based on the huge success we have experienced with hundreds of people each day being drawn to the improvements at Sister Cities Park, we know that an improved Dilworth Plaza, at the very center of the city, will draw thousands of office workers, residents, visitors and convention attendees.

To become a Friend of Dilworth Plaza and to get a list of high-visibility sponsorship and naming opportunities, please contact Nancy Goldenberg at 215-440-5548 or ngoldenberg@centercityphila.org.

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 Foundation Donors to Construction

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

Friends of Dilworth Plaza

Leading Friends (\$100,000+)

First Niagara

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

The Arden Group

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

Brandywine Realty Trust

Brooks Capital

Commonwealth Realty

The Dow Chemical Company

Liberty Property Trust

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

Barbara and Theodore Aronson

The Cozen O'Connor Foundation

Edward and Karen D'Alba

KieranTimberlake

Pearl Properties, LLC

Roberts Event Group

Heather J. Shaffer



John S. and James L. Knight Foundation is the latest major donor to Dilworth Plaza, announcing on April 23 a very generous **\$400,000** Knight Arts Challenge Grant to support the installation of internationally recognized sculptor Janet Echelman's public artwork, *Pulse*. If you are specifically interested in helping us match the Knight Arts Challenge grant, please contact Nancy Goldenberg at 215-440-5548 or ngoldenberg@centercityphila.org. To view a video about Janet Echelman's art, see www.youtube.com/watch?v=ciwb22iLMoY&lr=1.



Newly Designed Sister Cities Park Quickly Becomes Popular

On May 10, exactly one year after the Center City District broke ground to renovate a newly designed Sister Cities Park, about 150 supporters, friends and members of the press gathered to celebrate the official opening of the 1.3-acre park at 18th Street and the Benjamin Franklin Parkway at Logan Square.

The \$5.1 million renovation of Sister Cities Park offers a Children's Discovery Garden with a winding pathway, meandering stream and boat pond; Milk & Honey Café in a building that also houses a satellite of the Independence Visitor Center; and a plaza that features a fountain commemorating Philadelphia's Sister Cities program that connects Philadelphia with 10 cities throughout the world.

The Memorial Day weekend heat wave that followed the opening made the fountain and pond an instant hit for families with young children.

Among those attending the ribbon-cutting were Mayor Michael A. Nutter; Deputy Mayor Michael DiBerardinis; Pennsylvania Secretary of Transportation Barry Schoch; Pennsylvania Department of Conservation and Natural Resources Deputy Secretary John Giordano; The Pew Charitable Trusts' Don Kimelman, and others who helped make possible the improved park. The Friends Select School Choir offered a musical presentation and students from the Russell Byers Charter School christened the wooden boats for their maiden voyages in the boat pond.

Sister Cities Park is managed and maintained by the Center City District through a long-term lease from the Philadelphia Department of Parks & Recreation. Renovations were made possible by generous funding from The Pew Charitable Trusts,

the William Penn Foundation, the John S. and James L. Knight Foundation, the Pennsylvania Department of Community and Economic Development, the Pennsylvania Department of Conservation and Natural Resources, the State Redevelopment Assistance Capital Program, and the Pennsylvania Department of Transportation.

The design team included DIGSAU architects, Studiobryan Hanes, landscape architect, and Pennoni Engineers, Inc.

Sister Cities Park offers a variety of programs presented in partnership with the Academy of Natural Sciences of Drexel University, the Philadelphia Department of Parks & Recreation and others, including yoga, theater, fitness classes, nature studies, and much more.

For more information on programs, amenities and hours, please go to www.SisterCitiesPark.org.

The Children's Discovery Garden at Sister Cities Park is a popular place for kids to explore and cool off on a hot day.

Follow us
on Twitter
@ccdphila.



Cutting the ribbon at Sister Cities Park are (from left): John Giordano, Deputy Secretary, Pennsylvania Department of Conservation and Natural Resources; Paul R. Levy, President and CEO of the Center City District; Mayor Michael A. Nutter; Deputy Mayor Michael DiBerardinis; Pennsylvania Secretary of Transportation Barry Schoch; and Donald Kimelman, The Pew Charitable Trusts.

Bench Sponsorship Opportunities

Are you searching for an unusual gift for someone special or a unique way to memorialize a loved one? Consider adopting a park bench!

The CCD has five benches available for adoption at Sister Cities Park, 18th Street and the Benjamin Franklin Parkway, with a donation of \$5,000. Donors receive a plaque on the bench of their choosing, engraved with a personalized inscription.

A limited number of curved and flat benches are also available for adoption at John F. Collins Park, 1707 Chestnut Street, for a donation of \$2,500 and \$1,000, respectively.

Thousands of visitors spend time in these beautiful parks in the heart of Center City Philadelphia. Your donation will help endow the maintenance of our benches and the surrounding landscape. Let us know if you'd like to adopt a bench for someone special! For more information, please email us at info@centercity-phila.org, or call 215.440.5500.



Kids and families create artwork by "tree-rubbing" as part of a weekly program hosted by one of CCD's program partners, the Academy of Natural Sciences of Drexel University.

Park Offers Science, Culture, Art and More!

Theater, music, poetry, fitness and yoga; programs about nature and more! These are just some of the activities that are filling the hours at Sister Cities Park this summer. The CCD's partners in these varied offerings include the Academy of Natural Sciences of Drexel University, the Philadelphia Department of Parks & Recreation, the Free Library of Philadelphia and the Philadelphia Wooden Boat Factory.

There's a program for every age and every interest. To help you keep up with all the park has to offer, please go to www.SisterCitiesPark.org.



Visitors to the park enjoy sailing hand-crafted wooden boats. All boat rental proceeds support the maintenance of Sister Cities Park.

Peter Tobia

Distinctive Boats Are Made by Students

The distinctive wooden mini-boats with the red sails, which are available for rent at Sister Cities Park, were made by students at the Philadelphia Wooden Boat Factory (PWBF) in Frankford. PWBF was founded in 1996 by Geoffrey McKonly, who wanted to provide developmental opportunities for at-risk pre-teens and teenagers from Philadelphia. Executive Director Brett Hart coordinated PWBF's partnership with the Center City District (CCD) as it worked to develop programming for the family-friendly Sister Cities Park, which CCD renovated, maintains and programs.

PWBF, whose boatbuilding and on-water programs blend physical strength and endurance with problem solving and academic enrichment, helps students develop the resiliency and tenacity they will need to be successful. PWBF works in partnership with Kensington's El Centro De Estudiantes, a Big Picture school, which strives to help students get back on track after they've dropped out or encountered other problems.

The popular mini-boats used at Sister Cities Park were crafted by PWBF interns Jeliel Bess, Symir Yelverton, James Fernandez and Carlos Cruz, all of whom worked with Tim Harbeson, who designed the boats for the boat pond and is Artist in Residence at PWBF.

For more information, please go to www.woodenboatfactory.org.

Farmers' Market Comes to Two Locations

This summer, Three Parkway Plaza, at 16th and the Benjamin Franklin Parkway, and John F. Collins Park, 1707 Chestnut Street, have a new extra-special offering. King's Dutch Country Goods from Paradise, Lancaster County, is offering its home-grown seasonal produce, beautiful fresh-cut flowers, canned jellies, jams and honey, and fresh-baked goods.

King's Dutch Country goods will be at Collins Park through November 23, selling baked goods, canned jams, jellies and honey on Fridays from 10:30 a.m. to 5:00 p.m.

At Three Parkway Plaza, the market offers a larger selection that includes fresh produce and flowers. The market will be open Thursdays July 5 and 19 and August 2, 16, and 30 from 11:00 a.m. to 8:00 p.m. On alternating Thursdays, July 12 and 26, and August 16, the market will be open from 4:00 p.m. to 8:00 p.m.

Stop by and stock up on fresh and healthy, locally produced food!



Peter Tobia

King's Dutch Country Goods from Paradise, Lancaster County, sells fresh produce, flowers, herbs, canned jams and jellies, honey and packaged breads outside Café Cret at Three Parkway Plaza.

Thanks from a Visitor to Center City

In March, the CCD received the following from a convention attendee:

"Upon leaving the conference I was presented with the problem of getting to the airport and not really knowing where I was going. I approached Mr. John Felder and he provided me with options on how to get to the airport. He even offered to make a phone call for me in order to find out if a shuttle service was available. Ultimately I decided that the train would be the best option and John not only gave me the details about the train, but took the time to personally walk me there so I wouldn't get lost."

Felder joined the Center City District's Community Service Representatives (CSRs) in February 2010, after a career in retail and notes that his assistance to the visitor was just "everyday protocol for us" and not unlike the skills he developed in his previous work: strong customer service and ease in dealing with people.

But the job of CSR also brings surprises. "Just yesterday, we were able to connect an injured pedestrian to a doctor. Everything always happens so fast."

One of the aspects of the CSR job Felder particularly enjoys is the camaraderie he's developed with other uniformed people who work in Center City. The CSRs have a formal working relationship with the Philadelphia Police Department and stand joint roll call twice a day. But the camaraderie also includes other uniformed staff - UPS workers, the Philadelphia Parking Authority and U.S. Postal Service workers. Now Felder has friends all over the city and makes new ones every day.



John Felder has served as a Community Service Representative since February 2010.

'State of Center City, 2012' Available

Printed copies of the full-color, 68-page spiral-bound *State of Center City, 2012* report are still available. The first copy is free; subsequent copies are \$10 each and can be ordered by downloading an order form found at www.CenterCity-Phila.org/socc. The entire report, as well as individual sections, and new online interactive maps and charts can be downloaded at CenterCityPhila.org/socc.



The CSRs have a formal working relationship with the Philadelphia Police Department and stand joint roll call twice a day with the police.



Find the recipe for Chifa Mussels in the new summer edition of *Center City Cooks*.

'Center City Cooks,' CCD's Online Cookbook, Offers New Recipes for Summer's Bounty

Now you can make at home many of the meals you enjoyed during Center City District Restaurant Week Presented by TD Bank.

The Summer 2012 edition of *Center City Cooks* offers a dozen new recipes for appetizers, main dishes, desserts and cocktails, along with other useful cooking information at cookbook.centercity-philadelphia.org. Print them out and collect them all! Make your own loose-leaf cookbook! Or go back again and again to use the searchable database.

Among the new recipes from participants in Restaurant Week, you'll find instructions on how to make a refreshing Summer Cucumber Soup from Bistro St. Tropez; the perfect picnic side dish, Fen-

nel Cole Slaw, from Terra Restaurant; and a light summer main dish or appetizer, Chifa Mussels from Chifa restaurant. And for the perfect cool pitcher of drinks, there's a recipe for Red Sangria, provided by Table 31.

In addition to these outstanding and easy-to-make recipes, you'll also find tips from Philly Homegrown, a program of Greater Philadelphia Tourism Marketing Corporation (GPTMC), founded to promote locally grown food. Philly Homegrown is a partner in *Center City Cooks*.

Chifa Mussels

Chifa
 707 Chestnut Street
 Philadelphia, PA 19106
 215-925-5555
www.chifarestaurant.com

Serves 2

Ingredients:

Coconut Rum Broth:

- 1 clove garlic, roughly chopped
- 1 stalk lemongrass, roughly chopped
- 1 medium shallot, peeled and roughly chopped
- 3/4 cups clam stock
- 1-inch piece ginger, peeled and roughly chopped
- 1/2 ounce white rum
- 4 ounces coconut milk

Mussels:

- 3/4 pound mussels
- 2 tablespoons blended oil
- 2 cloves garlic, finely chopped
- 2 tablespoons ginger, finely chopped
- 1 jalapeño, finely sliced
- 1 lime, for juicing
- 1/4 bunch Thai basil, chiffonade leaves
- Crusty bread (ciabatta, etc.), for dipping

Preparation:

For the Coconut Rum Broth:

In a medium saucepot, gently sauté the garlic, lemongrass, ginger, and shallots until soft. Add the rum and allow to reduce by half. Add the clam stock and coconut milk. Let the broth gently simmer for 15 minutes. Strain through a fine mesh sieve.

For the Mussels:

On medium heat, sauté oil, garlic, ginger, and a couple of slices of jalapeno until softened. Add mussels and toss with sautéed mixture. Add the broth to the mussels and cover. Once all the mussels open, remove the lid and add a small squeeze of fresh lime juice (about 1 tablespoon). Add the Thai basil and toss to incorporate. Season to taste and serve with toasted bread.

Summer Events in Center City

Every Wednesday from 5:00 p.m. until 7:00 p.m., the Center City District is sponsoring the Sips happy hour celebration at 85 bars and restaurants, with \$5 cocktails, \$4 wines, \$3 beers, and half-priced appetizers.

Brand new this summer is the easy-access CCD Sips mobile website, m.CenterCityPhila.org, where you'll find a list of participating bars, their specials and a map of the bars closest to you. And for a little extra anticipation, enter our summer-long contest at CCDSips.com or m.CenterCityPhila.org for a chance to win five \$50 gift certificates — an entire week of happy hours! Center City District Sips is sponsored by Don Q Rum. Follow all the action on Twitter @CCDSips, or go to m.CenterCityPhila.org, or the Center City District website at www.centercityphila.org/life/SipsPartic.

Also every Wednesday from noon to 1:30 p.m., the Center City District Lunchtime Concerts Series Presented by TD Bank will be at a different location offering musical variety from reggae, jazz, and salsa



Patricia King on keyboard and Orlando Haddad on guitar form the duo Minas, at Café Cret, as part of the Center City District Lunchtime Concert Series Presented by TD Bank.

to classic rock, rockabilly and pop. Find your favorite kind of music and the convenient locations at www.centercityphila.org/life/LunchtimeConcerts, and come out and enjoy the music. The series runs through August 29.

For quieter, acoustic concerts every Tuesday and Thursday, visit John F. Collins

Park, tucked just off the sidewalk across the street from Daffy's at 1707 Chestnut Street. Twice a week, from noon to 1:30 p.m., you can enjoy the gentle sounds of a violin, cello or harp. It's the perfect place to bring your lunch and unwind. For more information, please go to www.JohnFCollinsPark.org.



Fashion and Art from Street Banners

The Center City District in collaboration with The Art Institute of Philadelphia and the Philadelphia Animal Welfare Society (PAWS) on June 14 presented "Bannerly Love III: A Fashionable (Dog) Walk in Sister Cities Park."

Fashion and industrial design students from The Art Institute created a variety of clothing items, dogwear, and art installations for a grand exhibit and fashion show at Sister Cities Park, 18th Street and Benjamin Franklin Parkway, at Logan Square. All of the fashion and art was created from recycled street banners that were previously used by the Center City District to promote Philadelphia's arts and cultural institutions, and graced the streetlights all around Center City.

This up-cycle street-banner fashion show was inspired by the Center City District's successful Banner Bag program, which has transformed thousands of street banners into highly fashionable and popular tote bags.

This is the third year the CCD and The Art Institute have worked together on the up-cycle fashion show, but at this year's event, there was a new addition: PAWS provided some four-legged models, and the students outfitted the pooches.

Sarah Gabler (left) models a dress designed by Nina Carrier and a matching umbrella created by Daniel Cappello. The fashions were up-cycled from banners used by Education Nation in 2011 to promote a school-improvement initiative.

CENTER CITY DIGEST

Center City District and
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Philadelphia, PA 19106
www.CenterCityPhila.org

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Inside

- 1 The Next Five Years
- 3 Dilworth Plaza Donors
- 4 Sister Cities Park Quickly Becomes Popular
- 5 Sister Cities Park Activities
- 6 Philadelphia Wooden Boat Factory
New Farmers' Market
- 7 CSR John Felder
- 8 'Center City Cooks'
- 9 Summer in Center City
Fashion and Art from Street Banners

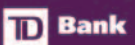


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FOR CONCERT SCHEDULE AND MORE SUMMERTIME EVENTS
VISIT CENTERCITYPHILA.ORG



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.



Thanks to TD Bank
for our yearlong partnership.

