



Matt Stanley



INSIDE THIS ISSUE

- 1 Summer in the City
- 2 Employee Profile
- 3 Joint Outreach Program
- 4 CCD Parks
- 6 *Pulse*
- 7 Philadelphia Holocaust Memorial
- 8 Rail Park Completion
- 10 Fall at Dilworth
- 11 Shop Center City



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CENTER CITY Digest

Summer in the City

Center City's sidewalks are bustling with workers, residents and visitors; 433 outdoor seating venues are brimming with customers

while many seek cooler interiors in 450 fine-dining restaurants.

Center City District's four parks (Dilworth, Sister Cities, Cret and John F. Collins) and 400 planters and hanging baskets are bursting with color, while 750 street trees have helped reduce oppressive summer heat. [See pages 4 & 5].

Two more parks are adding to the mix: the first phase of the Rail Park opened on June 14 and CCD is assisting in the remaking of the Philadelphia Holocaust Memorial, opening this fall on the Benjamin Franklin Parkway. [See page 7.]



Meet CCD's Newest Manager

Johnnie Felder, who has worked for Center City District for more than eight years as a Community Service Representative (CSR), has been promoted to CSR Manager.

In his new role, Felder is one of six managers overseeing Center City District's team of 47 CSRs. These on-street ambassadors offer information and directions to pedestrians, serve as "eyes and ears" for the police, engage in outreach services to homeless individuals, and provide a welcoming presence seven days a week for workers, residents, and visitors.

Felder's pre-CCD career included a wide variety of retail experience. He worked at several high-end men's apparel shops (he's a tailor by trade) and he spent several years in banking customer service. He also learned American Sign Language while working at the Pennsylvania School for the Deaf. The common thread: problem-solving and communication skills, which came in handy for Felder as a CSR – and now, as a CSR Manager.

"Working as a CSR was always rewarding for me," Felder says. "It's the kind of job that at the end of the day, you know you've done something positive. Now I will be working to ensure that our CSRs are providing the highest possible quality of service."



Joint Outreach Program

To address the significant increase in panhandling and homelessness on Center City sidewalks in the last several years, the CCD funded and launched on April 23 a six-month, sustained, focused and cooperative outreach program in partnership with Project Home and the Philadelphia Police. By pairing outreach workers and police, the goals are to help more homeless individuals come off the street and secure appropriate services, while ensuring that everyone complies with local ordinances regarding use of public spaces. More than a dozen major office buildings and hotels made significant contributions to support the effort.

Following extensive training concerning the needs of homeless individuals, teams consisting of two Project Home outreach workers (in orange vests), two police officers from the service detail and two CCD Community Service Representatives (CSRs) work each weekday in two shifts: 11 a.m. to 3 p.m. and 3 p.m. to 7 p.m. The teams, which traditionally had worked separately, are now fully coordinated and focused within CCD boundaries, with daily emphasis on recurring

problem areas and individuals in need of help. Teams have engaged in sustained conversation with an average of 35 homeless individuals and panhandlers each day.

Project Home outreach staff makes the first engagement, offering help and services, while CSRs inform homeless individuals and panhandlers throughout the District that outreach teams are on the way and offer to provide transport to facilities for those who accept help. If individuals refuse help, outreach teams return the next day to try again, while the police service detail, following engagement by Project Home staff, also informs them of the provisions of Philadelphia's sidewalk behavior ordinance that places limits on sitting on a public sidewalk or placing obstructing objects on the sidewalk.

Working together, the joint outreach teams have made significant progress in encouraging more homeless individuals to accept services. Through daily contact and relationship building, the joint outreach program has prompted scores of chronically homeless

individuals to accept assistance and transport to facilities geared toward their needs. In the program's first 12 weeks, 71 accepted help and came off the street and there were more than 300 compliances with the sidewalk ordinance and no criminal or civil citations.

The members of the joint outreach teams meet weekly with appropriate city agencies for follow up on those who have chosen the path to recovery to help ensure they don't return to the streets and to discuss strategies for reaching those on the street still unwilling to accept help and needed services. This pilot program continues through November at which time its full impact will be evaluated.

THOSE WISHING TO SUPPORT THIS PROGRAM CAN MAKE A CONTRIBUTION TO THE CENTER CITY DISTRICT FOUNDATION, PLEASE CONTACT KATIE ANDREWS AT KANDREWS@CENTERCITYPHILA.ORG

Dilworth Park



Matt Stanley



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Marisa Fischetti

Sister Cities Park



Interested in hosting an event at one of CCD's parks?

To find out about CCD park rentals, call 215.440.5507 or email rentals@centercityphila.org

Marisa Fischetti

Cret Park



John F. Collins Park



Marisa Fischetti



Chaddsford, Wine Garden

Rail Park



Philly by Drone

A Pulse in the Heart of Dilworth Park



Philly by Air

Thanks to a major grant from the William Penn Foundation, as well as several other generous contributions to the Center City District Foundation (CCDF), the first phase of *Pulse* comes to life in Dilworth Park.

A dynamic and engaging work of public art by Janet Echelman, *Pulse* references the site's history as the location for the city's first steam-powered waterworks in the 18th century, the 19th century legacy of the Pennsylvania Railroad and its 21st century role as a transit hub by tracing the paths trains moving below with colorful ribbons of atomized mist that rise and travel along the surface.

Along with the installation of *Pulse*'s version of the green line – the subway-surface trolleys that connect to West Philadelphia – CCDF has also installed real-time transit screens on the west side of the Dilworth Park Café to notify commuters when all trains and nearby buses are arriving.

With your help, we can complete this interactive art work by installing the Broad Street Line (orange) and the Market-Frankford Line (blue) in the very near future.

YOUR GIFT TO CCDF CAN HELP US QUICKEN THE COMPLETION OF *PULSE*. FOR MORE INFORMATION, VISIT [SUPPORTCCDF.ORG](https://supportccdf.org) OR CONTACT KATIE ANDREWS AT 215.440.5529



Holocaust Memorial

Based on the Center City District's experience in building three parks on the Benjamin Franklin Parkway, the District was approached by the Philadelphia Holocaust Remembrance Foundation (PHRF) in 2015 to help oversee the development of a new improvement plan for the Holocaust Memorial Plaza located at 16th Street and the Benjamin Franklin Parkway.

The Foundation and CCD selected WRT to create a new design that tells the story of the Holocaust, and honors the memories of the victims and survivors, while celebrating the freedoms afforded to citizens in the United States.

Construction commenced in early 2018 with demolition, excavation and the installation of utilities and the concrete base for new

improvements. New white and willow oaks have been planted with new pavers and site furnishings installed this summer.

Through the leadership of PHRF board and fundraising by Fairmount Ventures, the project is aiming at an October completion during the centennial celebration of the Benjamin Franklin Parkway.



LEARN MORE ABOUT
 HOLOCAUST MEMORIAL PLAZA AT
PHILAHOLOCAUSTMEMORIAL.ORG



Mario Oliveto



Melvin Epps

Phase 1 of the Rail Park is Now Open

Center City District, with our partners at Friends of the Rail Park and the city's Department of Parks & Recreation, officially opened Phase I of the Rail Park on June 14 to a crowd of nearly 1,000 people. The ribbon-cutting included performances by the Philadelphia Suns Lion Dance troupe, the Roman Catholic High School band, and The Philly Pops Saxophone quartet.

Park attendance has already surpassed expectations and reviews have been overwhelmingly positive, building momentum for future phases.

Stretching from Broad and Noble streets to Callowhill Street between 11th and 12th streets, the Rail Park offers ample seating, stunning views, and an interpretive wall that

describes the neighborhood's industrial history. Stop by the park for a picnic, a stroll, or a turn on one of the park's bench swings.

Thank you to the nearly 300 donors who enabled the CCD to bring the Chinatown North and Callowhill neighborhoods their first green public space, accessible to over 21,000 residents within a 15-minute walk.



MAJOR BENEFACTORS

\$100,000+

- Commonwealth of Pennsylvania
- City of Philadelphia
- Center City District
- Central Phila. Development Corporation
- A.P. Construction, Inc.
- Forman Family Foundation
- John S. and James L. Knight Foundation
(in partnership with Reimagining the Civic Commons)
- Poor Richard's Charitable Trust
- SEPTA
- William Penn Foundation
- Anonymous

SUPPORTERS

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- The Philadelphia Foundation
- Deborah Pizzi
- Rethinc Real Estate
- H. Hetherington Smith
- John Struble and Michelle Liao
- Spring Garden Lending
- Vince Tseng



FOR MORE INFORMATION ON
 CCD PARKS & EVENTS, VISIT
CCDPARKS.ORG

Fun for All, This Fall at Dilworth Park

This fall at Dilworth Park promises a full calendar of fun, from fitness classes and live music to fabulous food and delicious drinks. Here's just a sampling of what's coming up. For details and a calendar, visit dilworthpark.org

*Interested in hosting an event
 at one of CCD's parks?*

To find out about CCD park rentals, call 215.440.5507
 or email rentals@centercityphila.org

CHECK US OUT AT:
 f /DILWORTHPARK
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Marisa Fischetti



James B. Abbott

SEPTEMBER 4-OCTOBER 16
CENTER CITY FIT
 Mondays and Tuesdays, 6 p.m.

SEPTEMBER 5-OCTOBER 18
 PNC Presents
LIVE@LUNCH
 Wednesdays and Thursdays,
 noon – 1:30 p.m.

SEPTEMBER 5-OCTOBER 10
BLUES, BOOZE & BREWS
 Wednesdays, 5 – 7 p.m.

OCTOBER 17-21
**OCTOBERFEST
 AT DILWORTH PARK**
 October 17-19: 5 – 9 p.m.
 October 20: noon – 8 p.m.
 October 21: noon – 6 p.m.

Shop Center City

Center City District has embarked on a comprehensive marketing campaign that showcases the vibrancy of downtown Philadelphia as a great place to shop. While Philadelphia is already known as a dining destination, CCD's new Shop Center City campaign focuses on Center City's boutiques, national brands, and high-end designs in retail and spotlights the city's thriving business district and all it has to offer.

Shop Center City makes use of social media, its website, advertising and public relations to showcase Center City's dynamic retail scene and the wide array of available brands, as seen through the eyes of "style ambassadors" who share their favorite places to shop, eat and play on Instagram and their blogs. The campaign features the Philadelphia-based ambassadors engaging in their favorite real-life downtown shopping activities. The 14 ambassadors featured to-date vary across backgrounds, neighborhoods and age groups representing the diverse array of Center City residents and workers.

This fall's new ambassadors will be two couples. Philadelphia Film Office executive director Sharon Pinkenson and businessman Joe Weiss are long-time Rittenhouse residents who have contributed to the growth of Philadelphia throughout their prominent careers, and Mayara Pineiro and Etienne Diaz (pictured) are Cuban refugees who have found a new home in Philadelphia as dancers with the Pennsylvania Ballet.

The campaign was created by LevLane Advertising and photographed by Michael Spain Smith.



LEARN ABOUT OUR STYLE AMBASSADORS AND THEIR
CENTER CITY GO-TO STOPS AT **SHOPCENTERCITYPHILLY.COM** OR
@SHOPCENTERCITY ON INSTAGRAM

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.



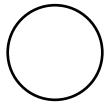
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SUMMER 2018

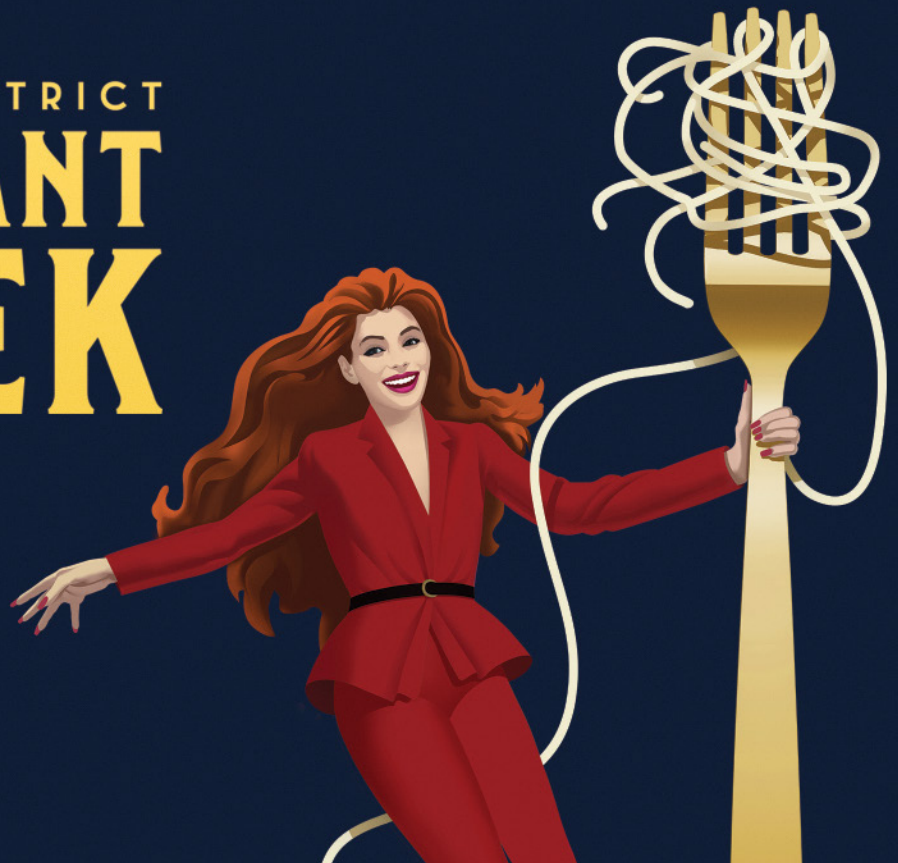
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CENTER CITY DISTRICT RESTAURANT WEEK



[†]Tax, alcohol & gratuity not included. Lunch or dinner only.

SEPTEMBER 23 - OCTOBER 5
— 3 COURSES • \$20 LUNCH[†] • \$35 DINNER[†] —

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