

CENTER CITY Digest



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Full Return: Fall 2021



BeauMonde Originals

30 Years of Commitment to Center City

The full revival of economic activity and vitality depends not only on everyone getting vaccinated, but also on confidence in a public environment that is clean, safe and attractive. CCD's on-street teams have worked year-round to achieve that result. As office workers and visitors continue to return to the downtown, our founding mission from 30 years ago is even more essential than ever.



BeauMonde Originals



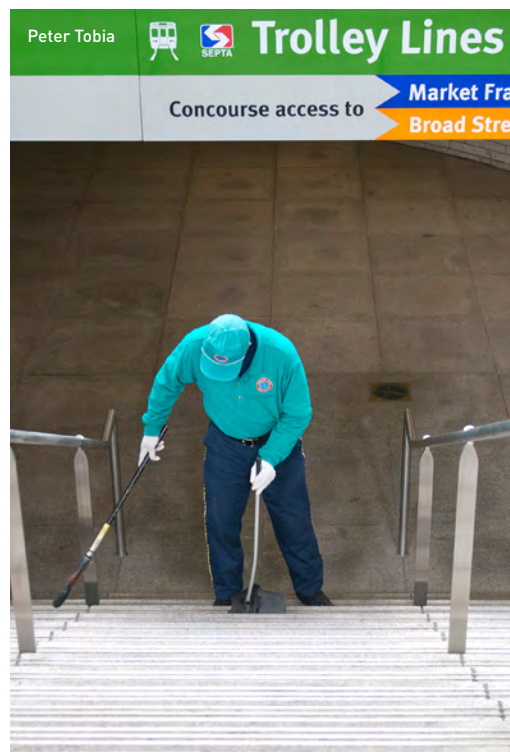
Peter Tobia



Peter Tobia



BeauMonde Originals



To assist with recovery, CCD added new bike patrols, expanded our partnership with the Philadelphia police, hosted a vaccination event in Dilworth Park sponsored by the City of Philadelphia and Jefferson Health, while sidewalk sweepers were supplemented with expanded graffiti removal services.



Kudos from Doctor who Witnessed CSRs Responding to Medical Emergency

A young woman who suffered a seizure, fell and hit her head on July 2 at 16th and Chestnut streets was provided quick assistance including first aid and translation help from a team of three Community Service Representatives, whose efforts were witnessed by a doctor who contacted CCD to offer praise for the work of the trio.

CSRs Oscar Truitt and Annette Baxter worked to administer first aid and contact emergency dispatch, and CSR Samir Kachito served as interpreter to facilitate communication between the woman's Arabic-speaking parents and responders, providing details about the incident and the woman's medical history. She was taken with her family by ambulance to Children's Hospital of Philadelphia, where she was an established patient.

CSR Baxter, a 25-year CCD employee, radioed emergency dispatch to respond to the scene. CSR Truitt, a 20-year employee, was nearby

and went to the scene after hearing the radio call. As they provided water to the woman and applied ice to her head, CSR Kachito, a 5-year CCD employee, translated for her family and the EMTs and a doctor who came upon the scene and was offering assistance.

"They were amazingly helpful and made a tremendous amount of difference."

Dr. Abigail Kay, a psychiatric physician at Thomas Jefferson University who was at the scene, contacted CCD to relay what she witnessed and praise the CSRs for their efforts.

"It really felt like I was working with a team, as if they were three people I've worked with for years," she said. "They were amazingly helpful and made a tremendous amount of difference. Because of (CSR Kachito) being able to communicate with the family, and remaining incredibly calm, it was really reassuring for them and this young woman was able to get the optimal care."

CSR Kachito took it in stride, saying, "It's our job. It's what we do."

Community Service Representatives start with three weeks of classroom training that includes first aid – for which they undergo recertification every two years – as well as customer service and hospitality training and a thorough orientation to Center City. From there, each trainee spends another three weeks on patrol with a veteran CSR before beginning to patrol independently.

"It's all about the training," CSR Truitt said.



CCD continues to program its parks with music, performing arts, movies and programs for families with children



BeauMonde Originals



Ambassadors of Hope outreach program now in its 4th year

The Ambassadors of Hope, CCD's homeless outreach program, resumed this spring for a fourth year. This CCD-funded partnership with Project HOME and the Philadelphia Police Department, with assistance from the city's Department of Behavioral Health and Office of Homeless Services, consists of two teams, each comprised of a Project HOME outreach worker, a specially trained CCD Community Service Representative, and a crisis intervention trained police officer, covering the entire footprint of the District, Monday through Friday, 8:30 a.m. to 3:30 p.m.

In 18 weeks, the outreach teams have engaged with an average of 60 unsheltered individuals daily, 65 individuals have accepted services offered by the joint outreach teams and were physically transported from the street to a site appropriate for their needs. Three individuals received placement/treatment through the 302-mental health commitment process for a total of 68 individuals receiving placements.

This year's program is scheduled to continue until December 10.

For more on the Ambassadors of Hope program, visit centercityphila.org/foundation/our-work/outreach



Center City District Foundation

Matt Stanley

During the past 19 months, Center City District employees have not missed a single day in our efforts to improve quality of life and support economic recovery. Our team of essential workers have ensured Center City sidewalks are clean, safe, and attractive. As parks and outdoor activity became a lifeline for businesses and families, we worked to create safe activities in our four parks, provide opportunities for performing arts groups and support outdoor dining for restaurants.

We need your help to continue offering this level of inclusive, high-quality programming, maintenance, and service in Center City Philadelphia. By supporting the Center City District Foundation, your gift contributes to the vitality and economic recovery of our great city and directly benefits residents, workers and visitors through initiatives like:

AMBASSADORS OF HOPE

An innovative program, in partnership with Project HOME, which offers individualized services and transportation to those experiencing homelessness. In the last year, more than 350 individuals have come off the street and connected with services and housing because of this important alliance.

Your contribution to the Center City District Foundation will provide educational activities in our parks for children and young learners; it will provide for the maintenance of street trees and planters throughout our District; and it will underwrite arts and cultural performances in Dilworth Park, bringing art to everyone at no cost, and supporting institutions that are the fabric of Philadelphia's rich cultural community.

PARKWAY PALS AT SISTER CITIES PARK

An enriching program for children in partnership with institutions on the Benjamin Franklin Parkway that offers interactive storytelling, nature-inspired crafts, science lessons, and creative movement that spark imagination and encourage creativity. Over 2,500 caregivers and children have benefited from this program this year.

PLANT CENTER CITY

An initiative that promotes a robust green canopy and colorful sidewalk planters throughout the downtown, cleaning the air, reducing the heat-island effect, and combating global warming. We have planted over 200 new trees in the past two years and we maintain 385 planters.


OUTDOOR MUSIC AND ENTERTAINMENT

CCD offers programs for adults and families with children year-round in our four parks. This past summer, we served over 3,000 people through our popular *Arts on Center Stage* series.

The Center City District Foundation supports CCD programs and is the charity of choice for those who seek to sustain and enhance downtown Philadelphia's vitality, economy and attractiveness.



A gift to the Center City District Foundation is a gift to all Philadelphians. Please use the enclosed envelope to make an impact today or give online at supportccdf.org



Get back to a work-life balance that's actually balanced.

YOUR CENTER CITY WORKDAY IS WAITING. GET RE-CENTERED.

CENTERCITYPHILA.ORG/GETRECENTERED

in f @ @CENTERCITYDISTRICT @CCDPHILA #GETRECENTERED

Get Recentered

This fall, come to the center of it all. For culture, cuisine, cocktails and so much more, Center City is the place to be.

Center City District is continuing the #GetReCentered campaign that kicked off earlier this year with a revised focus for fall that complements our efforts in promoting the downtown's returning performing arts scene and the season's unique shopping experiences, as well as encouraging office workers and residents to support local eating and drinking establishments for lunch and at happy hour.

The #GetReCentered campaign ads will appear in print brochures and postcards, at bus shelters, on outdoor and office lobby digital screens, and in online banner and targeted social media.



Find out more at centercityphila.org/get-recentered



Shop Center City Saturday Expands to 5 Saturdays this Fall

Support while you shop: September 18 & 25; October 2, 9 & 16

One day isn't enough! This fall, Shop Center City Saturday is expanding from one Saturday to five.

This special event, now in its fourth year, delivers a boost for Center City businesses while providing limited-time perks to shoppers. Dozens of retailers and restaurants will offer curated in-store events, exclusive deals and special giveaways.

Participating Center City businesses during this five-week event are located in the retail

districts of Rittenhouse Row, Midtown Village, Jewelers Row and East Market, along with the Kimmel Center, Shops at Liberty Place and many more locations.

Support the businesses and people who help create Center City's unique shopping, dining and social experiences as you enjoy five full days of specials, events and excitement at retailers and restaurants throughout Center City.

Did you know?

40 new retailers opened in Center City in 2020

36 more opened from January through July of 2021

At least 23 more have plans to open by year's end



Philly Works

For office & culture. Work & life. Home & away. Hustle & flow.

CCD is launching Philly Works, a new business attraction campaign, focused on informing companies beyond the Philadelphia region about everything downtown Philadelphia has to offer.

Center City companies benefit from all the advantages of doing business in a dense, accessible downtown at a fraction of the cost of other peer cities. From high-performance office and coworking space, to a creative and highly educated workforce, to a vibrant downtown and unparalleled connectivity to the region and the world, Philly Works for businesses and their employees.

Philly Works will include print ads in regional newspapers, magazines, digital ads at regional transit locations and on social media. It also includes a new website with the latest demographic data and a wealth of connections for out-of-town businesses with office brokers, property owners and developers, as well as an exhaustive list of resources for financing and incentives available to companies looking to move, expand or grow jobs in Philadelphia.

Visit phillyworks.com

for much more about how Philly Works.

Fall fun for everyone at CCD parks

The coming season includes plenty of outdoor activities at Center City District parks, including free fitness classes, family activities and live music, plus a fall festival with food and drink, crafts, a hay maze and a local makers market.

Dilworth Park

PHILADELPHIA MARKETPLACE

Through October 2

Fridays & Saturdays, noon-6 p.m.

Rothman Orthopedics presents

CENTER CITY FIT

Through October 12

Mondays (Zumba) &
Tuesdays (Boot Camp), 6-7 p.m.

PNC presents

LIVE @ LUNCH

September 8 – October 14

Wednesdays & Thursdays, noon-1 p.m.

Dunkin' presents

HAY MAZE ON THE GREENFIELD LAWN

October 1-10

Fridays & Saturdays, 9 a.m.-9 p.m.

HARVEST WEEKEND &

MADE IN PHILADELPHIA FALL MARKET

October 8-10

Friday & Saturday, noon-8 p.m.

Sunday, noon-6 p.m.

Sister Cities Park

LIVE AT SISTER CITIES PARK

September 10-24

Fridays, 5:30-7:30 p.m.

PARKWAY PALS FAMILY SATURDAYS

September 11-October 16

Saturdays, 11 a.m.-noon

Cret Park

JAZZ ON THE PARKWAY

Through September 26

Sundays, 4-6 p.m.



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

For info about CCD park rentals,
email rentals@centercityphila.org



CHECK US OUT AT
CCDPARKS.ORG

Matt Stanley

New Reports from CCD/CPDC

Monitoring Philadelphia's Economic Recovery

is a snapshot of current conditions updated monthly and based on key economic indicators, commercial office and housing market trends, construction activity, local tax revenues, transit ridership, parking volumes and pedestrian activity in Center City. Read or download the 10-page report at <https://centercityphila.org/research-reports/monitoring-philadelphia-s-economic-recovery-august-2021>.

A Small Down Payment on Growth

looks at how the City's tax policy shapes opportunity and equity, and specifically examines how investments in economic development funded by the American Rescue Plan can be combined with long-recommended changes to Philadelphia's tax structure to prompt faster and more equitable citywide job growth. Read or download the 10-page report at centercityphila.org/research-reports/a-small-down-payment-on-growth.

Planning Your Return: Back to the Office, Returning to Transit, Rethinking Our Streets

was the subject of a presentation and panel discussion at a virtual meeting of the Central Philadelphia Development Corporation (CPDC) on June 25. The meeting was led by a summary and presentation by CCD President Paul R. Levy and a discussion moderated by CCD Vice President of Parks and Public Realm Prema Katari Gupta with panelists Michael A. Carroll, Deputy Managing Director, Office of Transportation, Infrastructure and Sustainability (OTIS), City of Philadelphia; and Leslie A. Richards, General Manager, SEPTA. The meeting is featured on our YouTube channel at youtube.com/centercitydistrict.

Also Available:

*State of Center City 2021:
Restoring, Returning, Reanimating*

*Greater Center City Housing:
Building on Resiliency*

*Ready for the Return of Customers:
Center City Restaurants and Retail*

*Business Density and the Role of Black
and Minority Owned Businesses*

FOR MORE CCD/CPDC REPORTS, VISIT
centercityphila.org/research-reports



Follow us!

Center City District's social media presence has been revamped and streamlined! We've consolidated our 16 social accounts to five. These changes came after we surveyed our social media users and email newsletter recipients, and the goal is to make information on parks, events, research reports, shopping, dining and business support all in one convenient place.

If you haven't done so already, please give us a follow. Show us how you enjoy Center City by using #CenterCityDistrict and #GetRecentered in your posts!



@centercitydistrict



@centercitydistrict



@centercitydistrict



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@ccdphila

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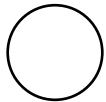


SEPT 2021

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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CENTER CITY DISTRICT Restaurant Week

September 18 – 30

**THREE COURSES:
\$25 LUNCH, \$40 DINNER***

Restaurant Week returns this fall with two great prices and too many bites to count. To see all restaurants and menus, or to make reservations, visit **CCDRESTAURANTWEEK.COM**.



@CENTERCITYDISTRICT #CCDRW

*Tax, alcohol and gratuity not included