

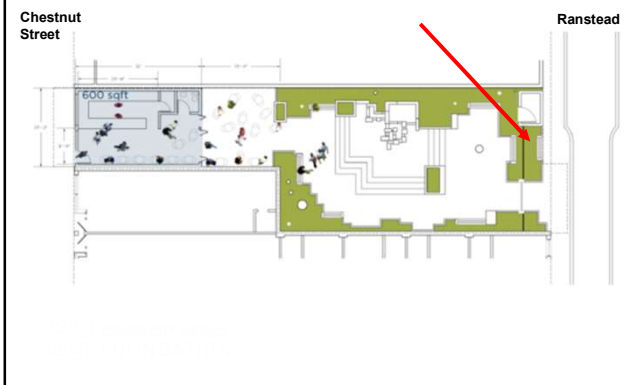
Collins Park Update: Prema Gupta



Partnership with Wine Garden West



New bathroom: located in the rear of the park
Support events; eliminate need for rentals
Lower costs for clients



Adjacent to existing shed



Looking north, under-construction



Looking west: only for event use



Katie Andrews: Example of broad-based public appeals Valentine's Day Eblast—Adopt Tulip Bulbs in CCD Parks



Forward to a Friend

Let Your Love Grow This Valentine's Day

Looking for a unique Valentine's Day gift that will last longer than a dozen roses? Adopt bulbs for your sweetheart, a gift that will bloom in late March, beautifying Center City District's Dilworth Park at City Hall, and East and Sister Cities Parks on the Benjamin Franklin Parkway. Your gift will delight thousands of others who enjoy our parks throughout the spring.

A tax-deductible donation starting at \$25 (for 25 bulbs) will sustain the Center City District's landscape program—supporting jobs for those who keep our parks fresh and vibrant.



Recipients will receive a personalized ecard to notify them of this gift.

BUTTERBIS



DILWORTH PARK

EAST AND SISTER CITIES PARK

You may choose the Center City District managed park where you would like to adopt flowers, but specific locations for plantings cannot be specified. Whenever you see blooms in one of CCD's parks, you will know that yours are among them.



Center City District Foundation
and Chamber of Commerce
Philadelphia
www.ccd.org
www.ccd.org/adopttulips

Valentine's Day Eblast—Adopt Tulip Bulbs in CCD Parks



Happy Valentine's Day

Vance,
Your wife Ruth adopted
25 flower bulbs
in Sister Cities Park

In your honor this Valentine's Day,
we will bloom in late March. Your
gift will support the Center City District's
landscape program, keeping downtown
Philadelphia a cool and pretty place all year long.

Happy Valentine's Day!
Looking forward to a walk to
see the tulips!



Happy Valentine's Day

Niamh and Family,
Your friend Rebecca adopted
25 flower bulbs in Dilworth Park
in honor of her Valentine's Day,
which will bloom in about 4-6 weeks time.

Your gift will support the Center City District's
landscape program, keeping downtown
Philadelphia a cool and pretty place
all year long.

Dear Niamh and Family,
This spring, a bouquet of tulips
will brighten the city in memory
of Jamie's life and life.
Love, Rebecca Lovenberg



Allocation of Recovery Funds in 2021: Katie Andrews



CCDF Recovery Funding

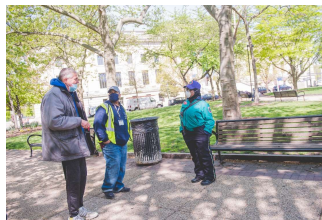
In 2020, \$325,000 in funds raised by CCDF were dedicated to the following initiatives in 2021:

- **Ambassadors of Hope: \$100,000**
- **Plant Center City: \$100,000**
- **Park events for families with children \$50,000**
- **Wintergarden construction in Dilworth Park: \$25,000**
- **Capital project preparation/grant readiness, \$50,000**
(held for projects to be presented later in agenda)



Ambassadors of Hope \$100,000

CSR Costs: \$115,000
Project Home Agreement: \$100,000
Police Expenses: \$245,000
Total Budget: \$460,000



Plant Center City \$100,000



Center City's bustling West Walnut retail corridor was dressed up for the holidays with 81 large planters that line both sides of Walnut Street from Broad Street to 18th Street.

Maintenance cost funded by owners & brokers



Plant Center City

CCDF dedicated additional Plant Center City funds to refresh and revitalize planters along the Avenue of the Arts that are typically maintained by Avenue of the Arts, Inc, but sustained a funding gap in 2021.



CENTER CITY DISTRICT FOUNDATION

Park events for families with children \$50,000

CCD provided 50 programs funded by CCDF in 2021:

- Storytime in the Wintergarden (spring 2021)
- The Arts on Center Stage (summer 2021)
- Butterfly Exhibit Opening in Sister Cities Park (spring 2021)
- Parkway Pals (summer & fall 2021)
- Hula hoop installation in Dilworth Park (summer 2021)

Funds were used for stipends for both artists and performers.



Storytime in the Wintergarden



Parkway Pals at Sister Cities Park

CENTER CITY DISTRICT FOUNDATION

Both Arts on Center Stage at Dilworth & Parkway Pals at Sister Cities routinely drew more than 100 people each event.

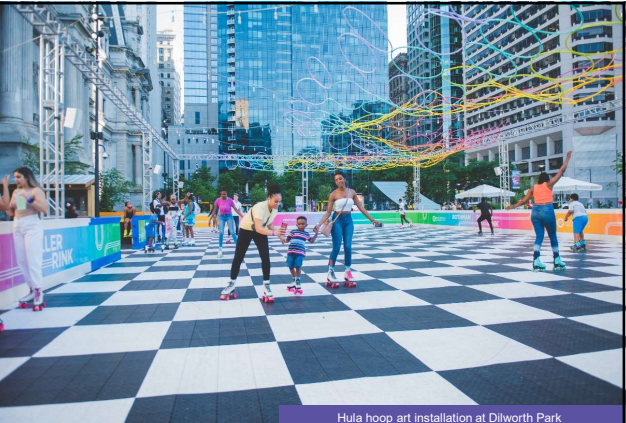


The Arts on Center Stage at Dilworth with the Philadelphia Ballet



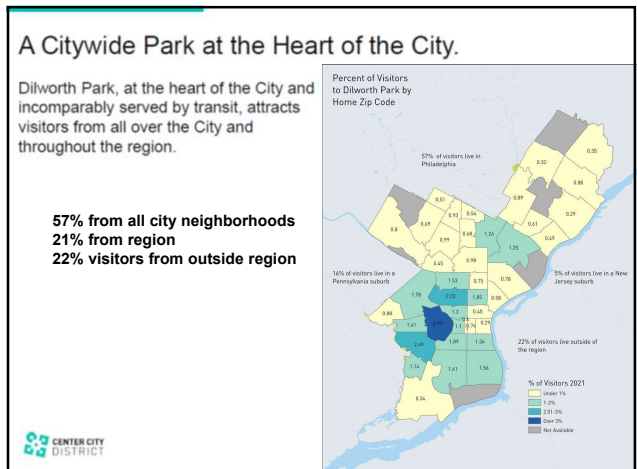
The Arts on Center Stage at Dilworth with Philadelphia

CENTER CITY DISTRICT FOUNDATION



Hula hoop art installation at Dilworth Park

CENTER CITY DISTRICT FOUNDATION



2022 Net Revenue Allocation Proposal (Prema Gupta) Additional revenues from appeals after February 2021 board allocation

- **Ambassadors of Hope (\$70,000)**
 - Continue to defray Project HOME staffing costs + new mental health outreach worker from Pennsylvania Hospital's Hall-Mercer Community Behavioral Health Center
- **Plant Center City (\$50,000)**
 - Support for new planters on Market Street and existing planter maintenance
 - Street tree maintenance and replacement tree planting
- **Parks Programming: 2022 (\$40,000)**
 - Storytime in the Wintergarden, Dilworth Park (\$250)
 - Family Saturdays, Dilworth Park (\$10,000)
 - Arts on Center Stage, Dilworth Park (\$20,000)
 - Parkway Pals, Sister Cities Park (\$4,750)
 - Little Free Library, Sister Cities Park (\$5,000)
- **Art installation, Dilworth Park: 2022 (\$20,000)**
 - Whimsical installation by Lucky Dog Studio over the roller skating rink
- **Un-programmed (\$25,000)**
 - Will allow for quick funding of creative ideas or design efforts to explore new projects
 - + Unspent 2021 capital project preparation/grant readiness, \$50,000

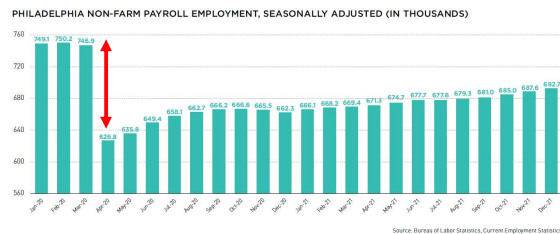


Accelerating recovery, Paul R. Levy

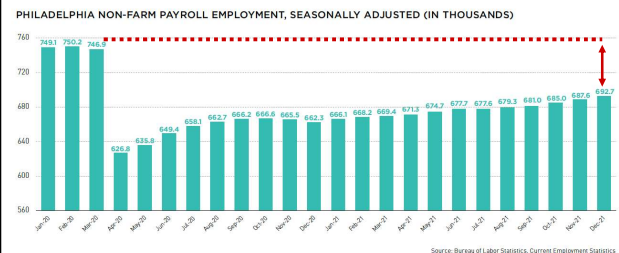


CENTER CITY DISTRICT

Lost 120,000 jobs at start of the pandemic Regained 65,900 jobs from April 2020 to December 2021



A very slow but steady recovery Still 57,500 jobs below February 2020 Regained 53% of jobs lost in first two months of the pandemic, 11-county region regained 78%; nation has regained 84%.



CENTER CITY DISTRICT

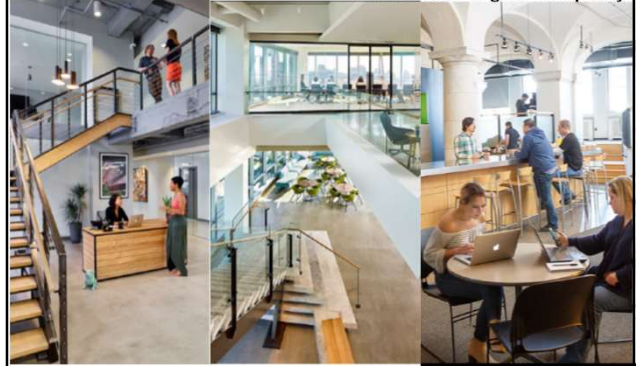
**Biggest losses: Leisure, hospitality & restaurants down 28%
Education down 10%; Health Care -4.5% Office sector -4.4%**

CITY OF PHILADELPHIA EMPLOYMENT BY INDUSTRY (IN THOUSANDS)

	FEB. 2021	APRIL 2020	% CHANGE FEB. 2020 APRIL 2020	NOV. 2021	DEC. 2021 (PRELIMINARY)	% CHANGE NOV. 2021 DEC. 2021	% CHANGE FEB. 2021 DEC. 2021	DEC. 2021 A2 & L10P FEB. 2021
All Industries	750.2	626.8	-16.4%	688.8	692.7	0.6%	-7.7%	92.3%
Mining, Logging and Construction	11.4	6.8	-40.4%	10.9	10.6	-2.8%	-7.0%	93.0%
Manufacturing	18.9	14.4	-23.8%	17.6	17.6	0.0%	-6.9%	93.1%
Wholesale Trade	14.5	12.4	-14.5%	13.7	13.8	0.7%	-4.8%	95.2%
Retail Trade	48.4	36.2	-25.2%	47.6	48.6	2.5%	0.4%	100.4%
Transportation, Warehousing and Utilities	30.4	25.5	-16.1%	28.1	28.8	2.5%	-5.3%	94.7%
Information	16.2	15.0	-7.4%	16.5	16.5	0.0%	1.9%	101.1%
Financial Activities	43.0	41.2	-4.2%	40.3	40.5	0.5%	-5.8%	94.2%
Professional and Business Services	106.4	96.2	-9.6%	108.4	101.7	-6.2%	-4.4%	95.6%
Professional, Scientific and Technical Services	61.7	58.6	-5.0%	61.3	62.6	2.1%	2.1%	101.3%
Educational Services	78.1	72.5	-7.2%	72.6	70.3	-3.2%	-10.0%	90.0%
Health Care and Social Assistance	172.5	159.1	-7.7%	165.4	164.8	-0.4%	-4.5%	95.5%
Healthcare	58.7	57.4	-2.2%	57.0	57.1	0.2%	-1.7%	97.2%
Leisure and Hospitality	34.5	29.2	-15.4%	33.7	34.3	1.8%	-17.1%	92.2%
Accommodation and Food Services	61.9	27.1	-56.2%	66.4	64.2	-3.3%	-28.6%	79.4%
Other Services	29.0	19.2	-33.8%	26.7	26.8	0.4%	-14.5%	89.3%
Government	101.1	105.6	4.5%	107.3	107.3	0.0%	0.2%	100.2%
Federal Government	31.0	31.1	0.3%	31.7	31.7	0.0%	2.3%	102.2%
State Government	10.9	10.6	-2.8%	10.5	10.5	0.0%	-3.7%	96.3%
Local Government	60.2	63.9	6.2%	65.1	65.1	0.0%	-0.2%	99.8%

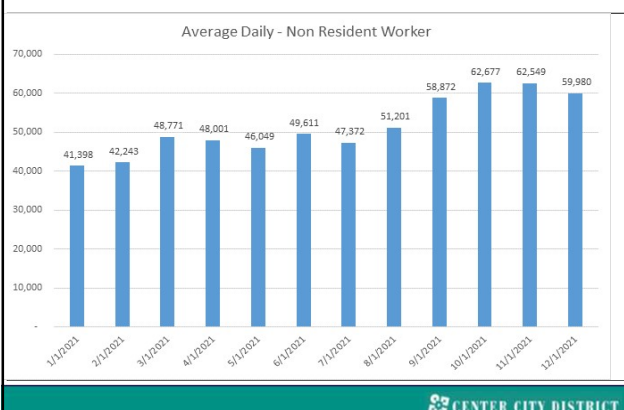
CENTER CITY DISTRICT

**While office workers continue work remotely & firms pay rent
Actual office occupancy about 35-40%
Smaller firm = higher occupancy**



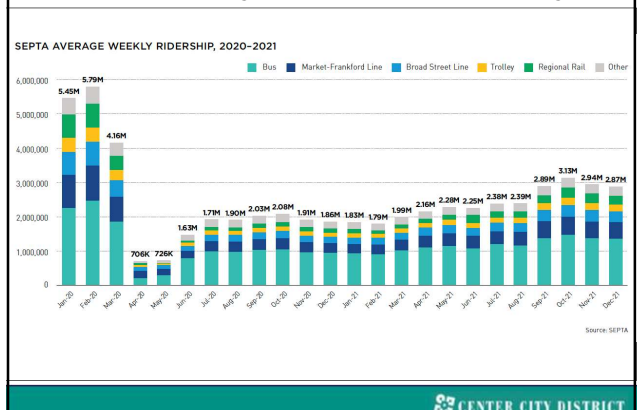
CENTER CITY DISTRICT

**Office workers were steadily returning to Center City:
Up 32% from July- October 2021; tapered off December**

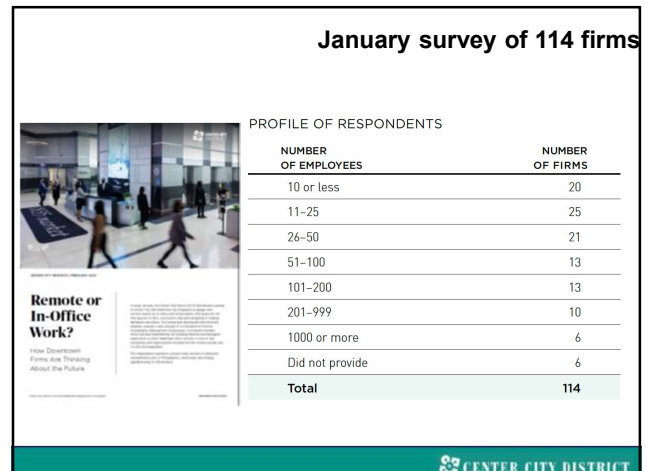
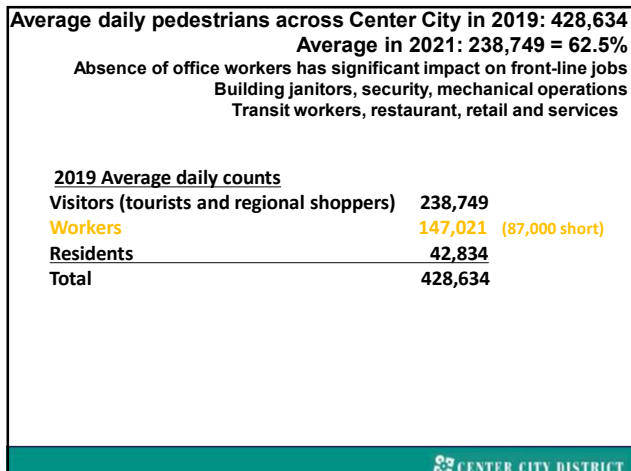
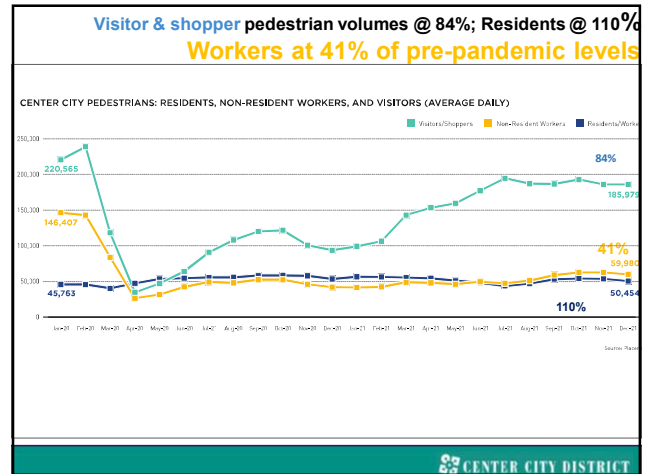
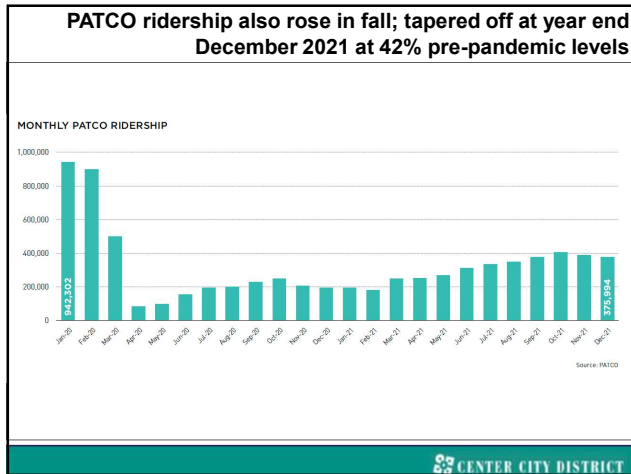


CENTER CITY DISTRICT

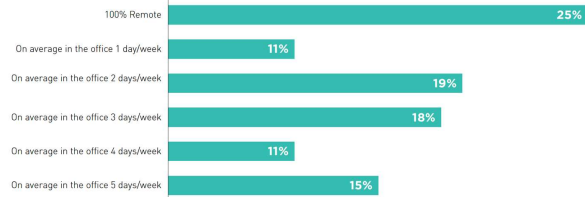
**SEPTA ridership up 31% August-October;
Tapered off at year end to 50% of February 2020**



CENTER CITY DISTRICT



What is your office's current pattern of work?



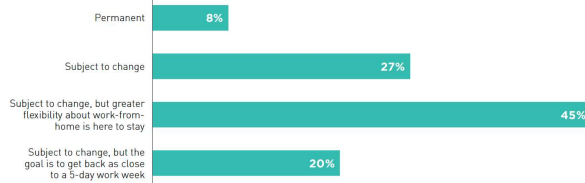
 CENTER CITY DISTRICT

During the first quarter of 2022, what is your planned stance regarding in-office work?



 CENTER CITY DISTRICT

Are you considering these changes as permanent or subject to revision in the coming year as conditions change?



 CENTER CITY DISTRICT

Major factors for continuing remote

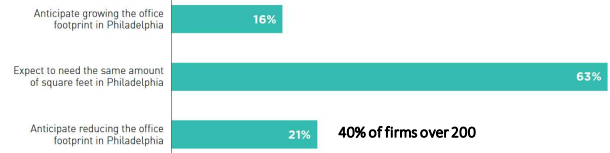
	RANK	WEIGHTED AVERAGE
Continuing health safety concerns due to COVID-variants	1	3.7
Ability to retain existing employees and attract new ones	2	3.1
Continuing uncertainty about schools and child-care for parents	3	3.0
Concerns about public safety and quality of life in Philadelphia	4	2.8
The ease at which staff adapted and made use of virtual technologies	5	2.6
Concerns the business climate/business friendliness in Philadelphia	6	2.3
Flexibility enjoyed by senior management with remote work	7	2.2
Time and cost saved through greater use of virtual meetings	8	2.2

 CENTER CITY DISTRICT

Major advantages of in-office work

	RANK	WEIGHTED AVERAGE
Value of face-to-face meetings for collaboration with colleagues	1	3.6
Better ability to supervise and mentor staff & convey company culture	2	3.2
Professional development for all staff	3	3.1
Face-to-face meetings with clients	4	2.8
Ability to focus on work, fewer distractions than at home	5	2.3
Access to technology and IT staff for troubleshooting	6	2.0
Variety of restaurants available nearby for informal staff & client meetings	7	1.7

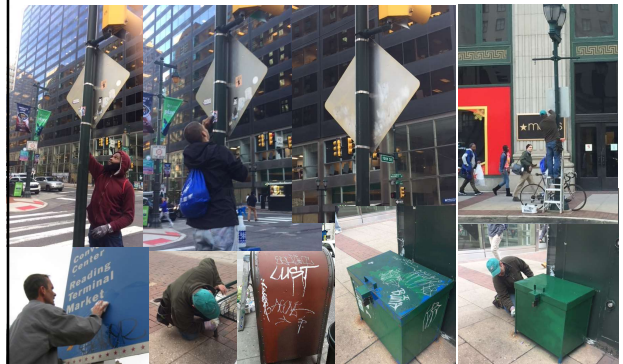
Based on your anticipated workplace location policies for 2022, what are your expected needs regarding real estate in Center City or University City Philadelphia?



CCD role: visible presence on street 3-shifts, 7 days/week
Clean & safe 148 staff



Added cleaners to take on additional graffiti removal functions
Returning citizens; recovering homeless



Ambassadors of Hope: CCD funds Project Home & CIT trained police
108 individuals accepted services & came off street in 2021
Average 61 interactions & conversations each day + compliance
 Added one mental health professional Penn Medicine at Hall Mercer



CENTER CITY DISTRICT

Added a new CCD Bike Safety Patrol

Support return of office workers with visible uniformed safety officers during lunch and heavy presence during evening rush hours.

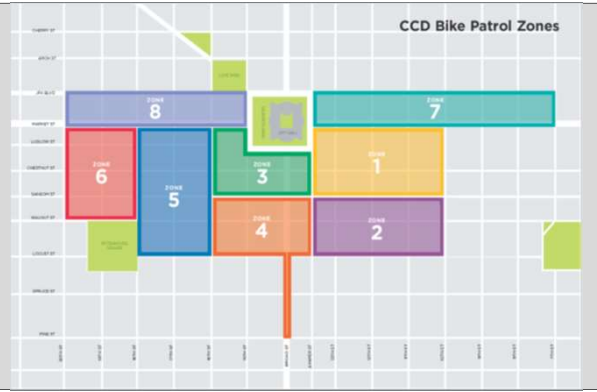
Overall goal: improve the perception & reality of safety within the district.



CENTER CITY DISTRICT

Eight defined patrol beats

CCD Bike Patrol Zones



CENTER CITY DISTRICT

15 bike officers, 7 days/week
11 am to 7pm



CENTER CITY DISTRICT

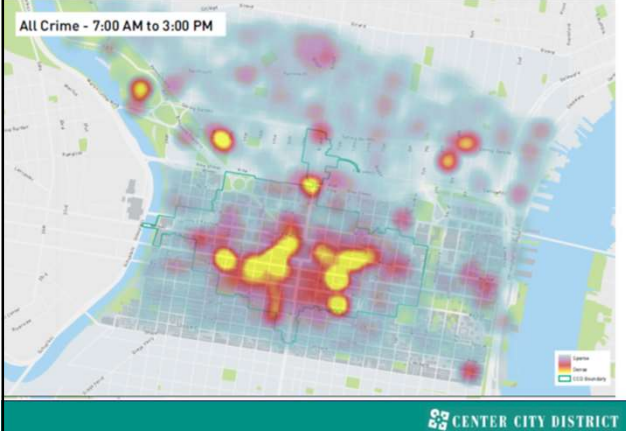
**Closely coordinated with additional police deployment:
Bikes, new foot patrol beats, return to community policing**



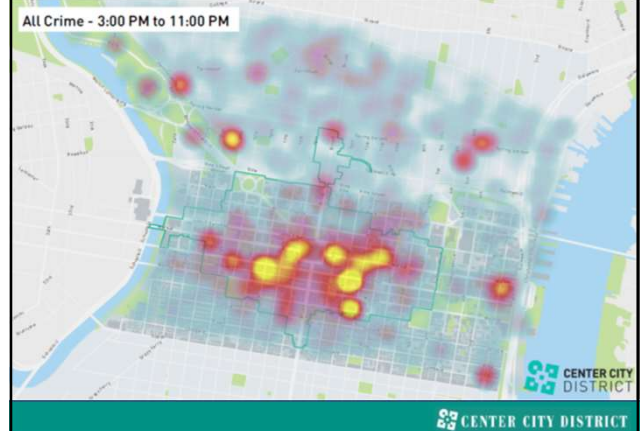
New foot beats coordinated with pedestrian counts



Crime mapping



Crime mapping



Increased & coordinated public safety presence



CENTER CITY DISTRICT

Funded projects in the pipeline Greening the office district: 15th to 20th Street



CENTER CITY DISTRICT

Enhance existing bike lanes

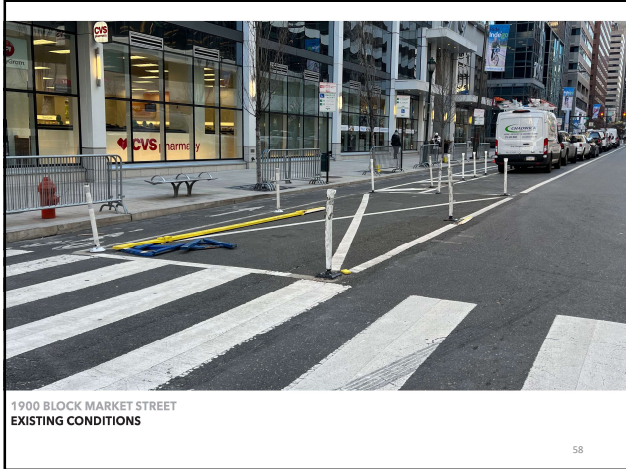


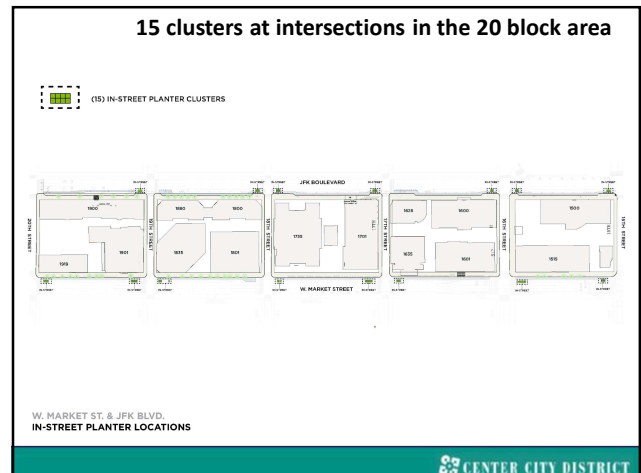
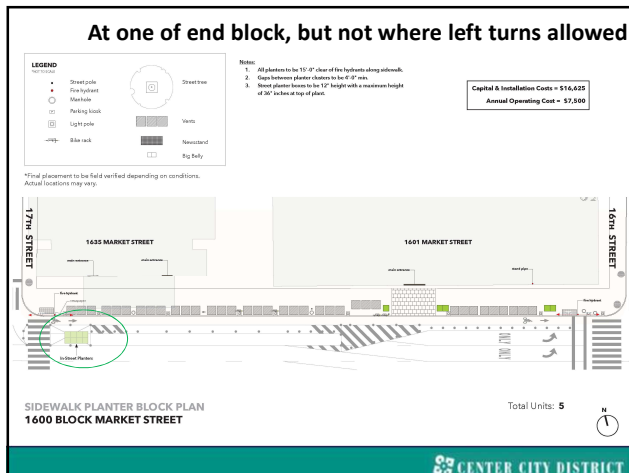
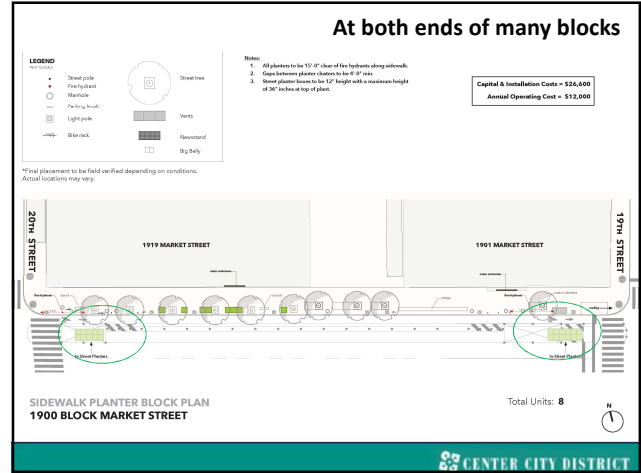
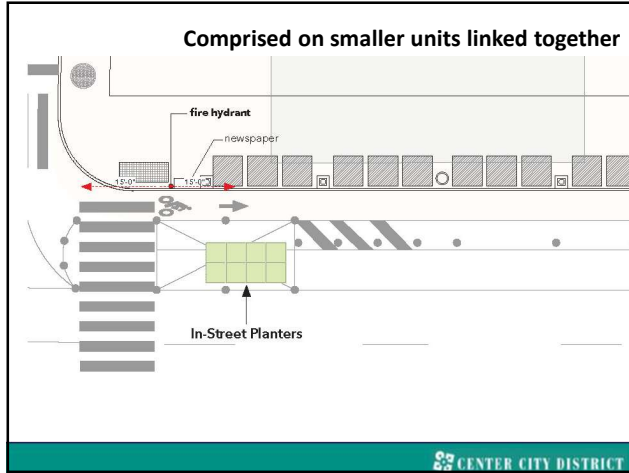
1700 BLOCK JFK BLVD.
EXISTING CONDITIONS



1700 BLOCK JFK BLVD.
PROPOSED IN-STREET PLANTERS

57

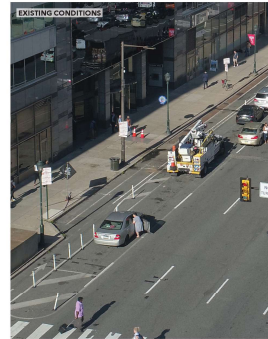




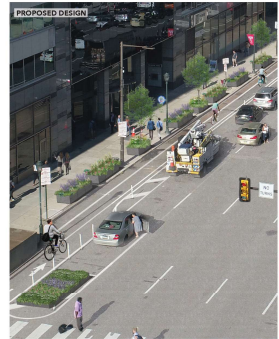
CCD will cover capital & operating costs for maintaining the planters in the roadway at CCD's expense for the next five years, supported by our annual assessment.

Operating costs will include 3 seasonal plant changes, watering, litter and graffiti removal.

Match with sidewalk planters



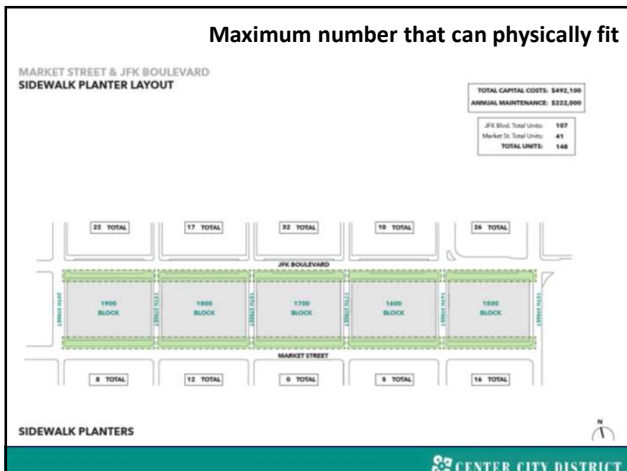
1500 BLOCK JFK BOULEVARD
AERIAL VIEW - PROPOSED IN-STREET PLANTERS



1900 BLOCK MARKET STREET
VIEW A: EXISTING CONDITIONS



1900 BLOCK MARKET STREET
VIEW A: PROPOSED SIDEWALK PLANTERS



Property owners have been asked to cover the one-time capital cost for as many sidewalk planters as they select.

\$1,825 (planter)
+ \$1,500 (ballast, soil & material)
\$3,325/planter

CCD will cover operating costs for maintaining sidewalk planters as well as those in the roadway at CCD's expense for next 5 years, supported by annual assessment + CCDF.

Operating costs will include 3 seasonal plant changes, watering, litter & graffiti removal.

June 2022 installation

CENTER CITY DISTRICT

Penn Center transit entrance enhancements



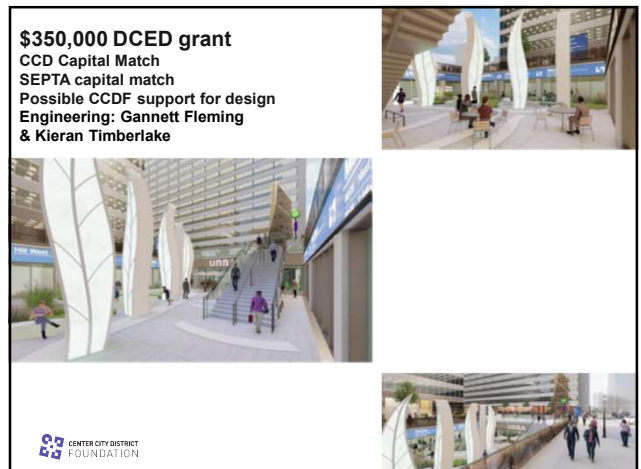
Full concept for Federal Raise grant

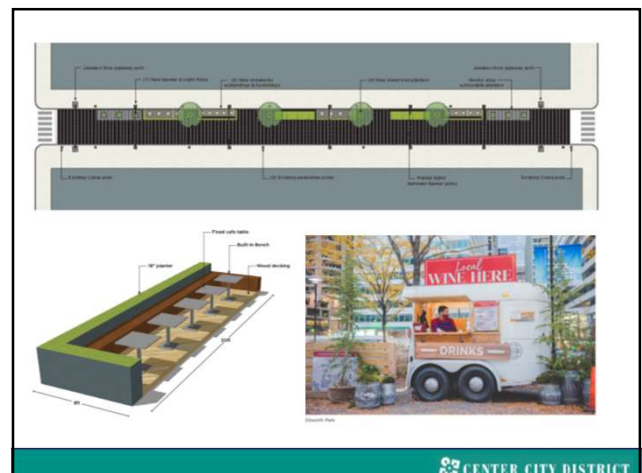
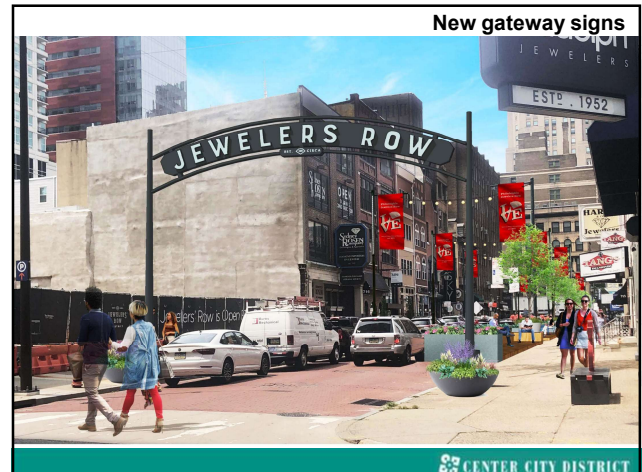


**Proceed in partnership with SEPTA and Two Penn Center
For just north opening & new stairway**



\$350,000 DCED grant
CCD Capital Match
SEPTA capital match
Possible CCDF support for design
Engineering: Gannett Fleming
& Kieran Timberlake





**Banner poles with LED lighting: 600 block of Sansom;
Connect to Independence Hall**



**Two potential new projects
Building façade lighting on South Broad Street**



Add more buildings & enhance others



**Recreate synchronized sound & light show from 2008
Mounting wireless speakers on 61 light poles: permanent**



15 minutes before curtain call at each theater



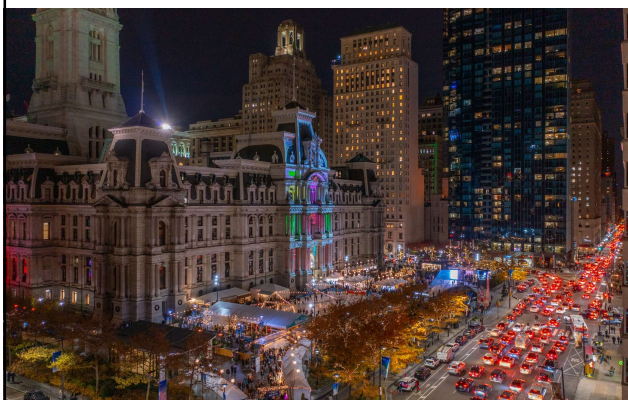
CENTER CITY DISTRICT

\$750,000 to \$1 million



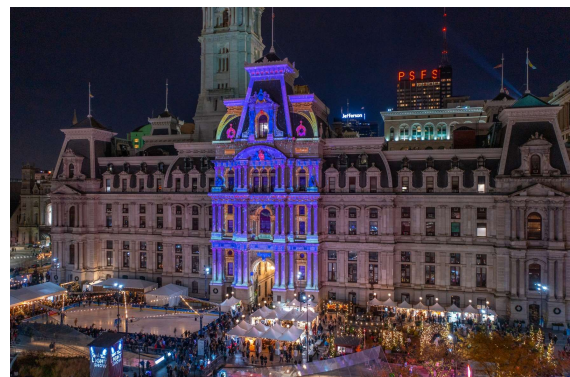
CENTER CITY DISTRICT

Expand City Hall lighting: physically & potential for 12 months



CENTER CITY DISTRICT

Currently we light center portion for 6 weeks
Supported by IBX & 6ABC: \$470,000



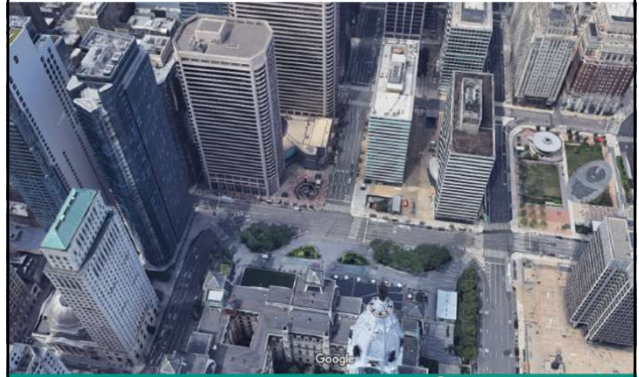
CENTER CITY DISTRICT

Klip Collective; rental of projection; construction of lighting tower



CENTER CITY DISTRICT

Exploring year-long illumination with laser projectors from roof of adjacent buildings



CENTER CITY DISTRICT

Moment Factory from Montreal: Illuminated Canadian Capital for 150th



CENTER CITY DISTRICT

Global firm: Cathedrals, casinos, sports events & concerts



CENTER CITY DISTRICT

Told story of Canada's history through voices & faces of residents



<https://momentfactory.com/work/all/all/mosaika-canadian-parliament>



Opportunity for America's 250th anniversary in 2026?



\$35,000 feasibility study: \$2.5-\$3.5 million for permanent installation

