



# Center City District Annual Report 2025







# Center City District Annual Report 2025





# Mission

Center City District, partner to property owners and downtown stakeholders, is the steward and advocate for a clean, safe, and thriving Center City Philadelphia.

# Vision

Center City is Philadelphia's heart of **commerce**, **culture**, and **connection**, generating opportunity and prosperity for the entire city and region.

# Values

We are **passionate** about Philadelphia, are **optimistic** about the future of our downtown, and believe strongly that every employee at Center City District can meaningfully improve Center City.

We recognize that we are **trusted** because of our **integrity**, our **responsiveness**, our **visibility**, and our **effectiveness**, and strive to uphold that in every interaction.

We **work collaboratively**, internally and with partners, to scale our impact. We believe in the value of **face-to-face interactions** and **gatherings**, in our office and downtown.

We are **measured** and **analytical**, and we thoughtfully make decisions with data.

We are an **operational** organization yet remain **bold**, **open** and **innovative** when new opportunities (and challenges) arise.

Because Center City is experienced by residents, workers, visitors, and tourists from throughout Philadelphia and throughout the world, we believe our downtown—as well as our organization—should be **inclusive** and **welcoming** to all.

# Center City District

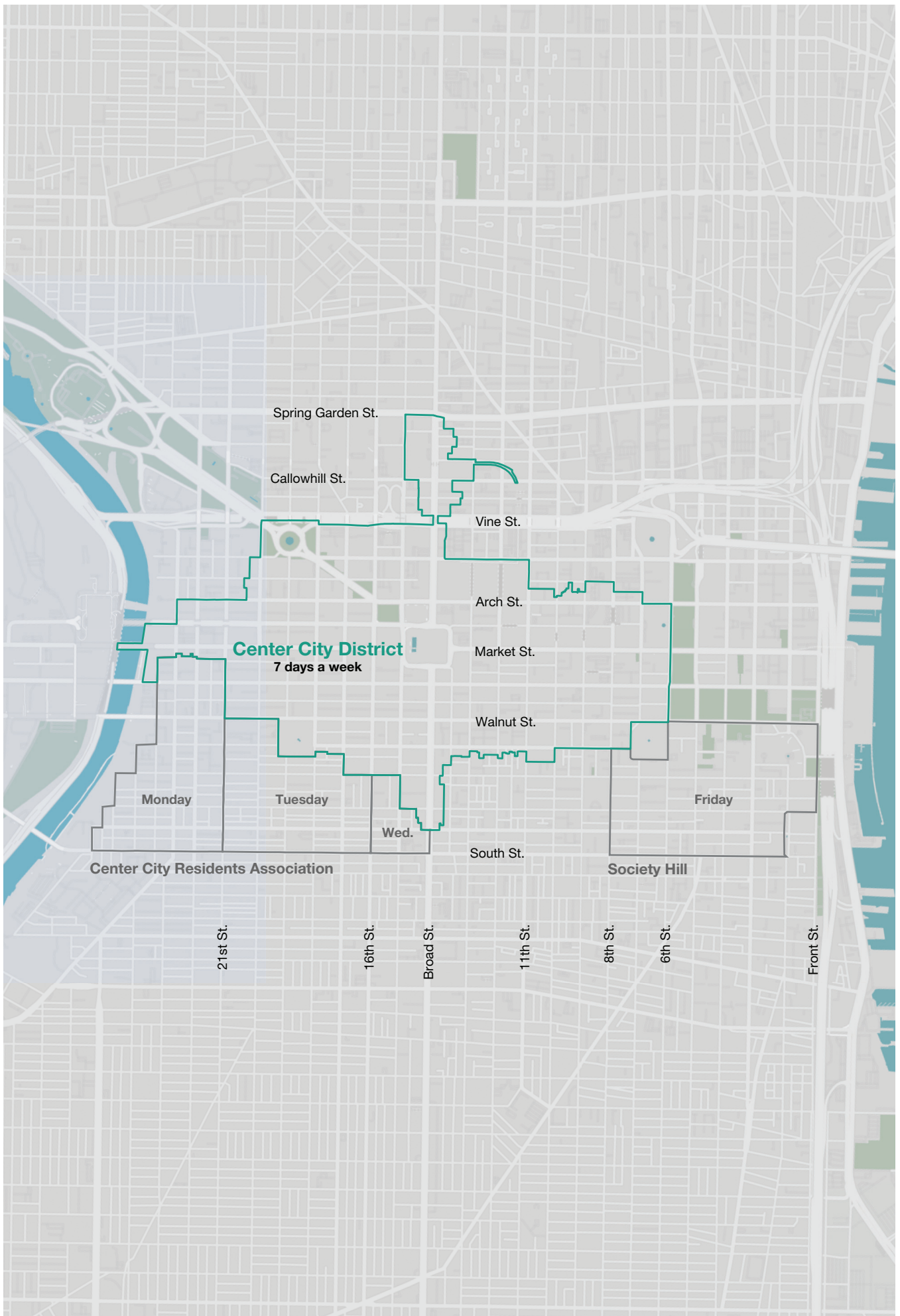
The Center City District (CCD) is Philadelphia's first and largest business improvement district, transforming the heart of the city through operational excellence and efficiency in sidewalk cleaning, community service, public safety, and parks staff; planning and place identity to actively improve both the narratives and street-level experience of Center City; and respected research and thought leadership as a trusted source of data-driven research and valuable content.

A partner to property owners and downtown stakeholders, CCD is a steward and advocate for a clean, safe, and thriving Center City Philadelphia — the heart of **commerce**, **culture**, and **connection**, generating opportunity and prosperity for the entire city and region.

CCD was established in 1990 under the Commonwealth of Pennsylvania's Municipality Authorities Act as a private-sector directed municipal authority. With the approval from property owners within its boundaries and from the City of Philadelphia, the CCD was authorized to provide security, cleaning and promotional services that supplement, but do not replace, the basic services provided by the City of Philadelphia and the responsibilities of property owners.

More than three-quarters of CCD assessment revenues are dedicated to core services ensuring a clean, safe, attractive, and well-managed public environment.

The district encompasses 233 blocks and more than 1,600 properties. A 23-member private sector board of directors governs CCD, representing Center City's major property owners and a wide cross-section of downtown businesses, neighborhood and civic groups, and health care organizations.



# Daily Operational Excellence

## Cleaning & Maintenance

CCD deploys about 100 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 cleaning crews supplement city services in several ways:

- Early morning (6 a.m.) mechanical sweeping to ensure downtown “opens clean”
- Manual and mechanical sweeping three times a day on busy corridors during working hours
- Seasonal evening cleaning in entertainment and dining areas
- Bi-monthly power washing of sidewalks (except winter months)
- Dedicated graffiti removal from streetscape furniture and ground-floor building facades
- Additional fee-for-service cleaning in adjacent areas that creates employment opportunities for disadvantaged workers

## 2024 Operations Staff

100+

Cleaners

20

Landscaping & Horticulture  
(CCD staff & partners)

40+

Community Service Representatives

8

Homeless Outreach  
(CCD staff & partners)

50+

Bicycle Safety Patrol

# 2024 Operations Highlights

**11,500,000 visitors**

to Dilworth Park in 2024

**2,040 visits to businesses**

by CSRs in 2024

**46 miles of sidewalks**

cleaned daily by CCD

**718 graffiti tags & stickers**

removed from public and private property in 2024

**2,000 tons of trash**

removed yearly by CCD cleaners

**236 events**

at Dilworth Park in 2024

**120,000 hours**

worked yearly by CCD cleaning staff

**17 events**

at Center City office plazas in 2024

**57,560 conversations**

between CSRs and pedestrians in 2024

**136 people connected  
to services**

by CCD homeless outreach teams in 2024

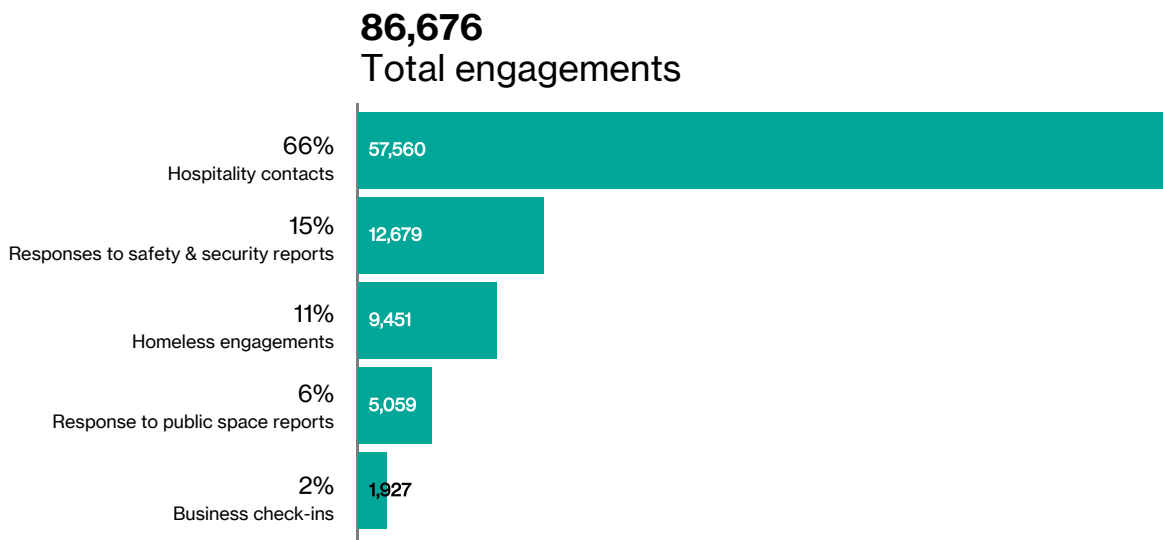
## Safety & Community Service

CCD's multifaceted approach to public safety involves strategic partnerships and diverse personnel:

- Community Service Representatives (CSRs) providing public safety, hospitality, and outreach services on foot beats seven days a week
- CCD homeless outreach specialists, with partners from Project Home and the PPD, build trust through check-ins with unsheltered people six days a week, with the goal of connecting them with personalized case management support, shelter services, and housing options
- Contracted bike patrol providing additional security coverage in two shifts, seven days a week
- Enhanced public safety visibility through a unique collaborative relationship with the Philadelphia Police Department
- Crime deterrence and monitoring services including incident mapping, pattern analysis, and emergency communications

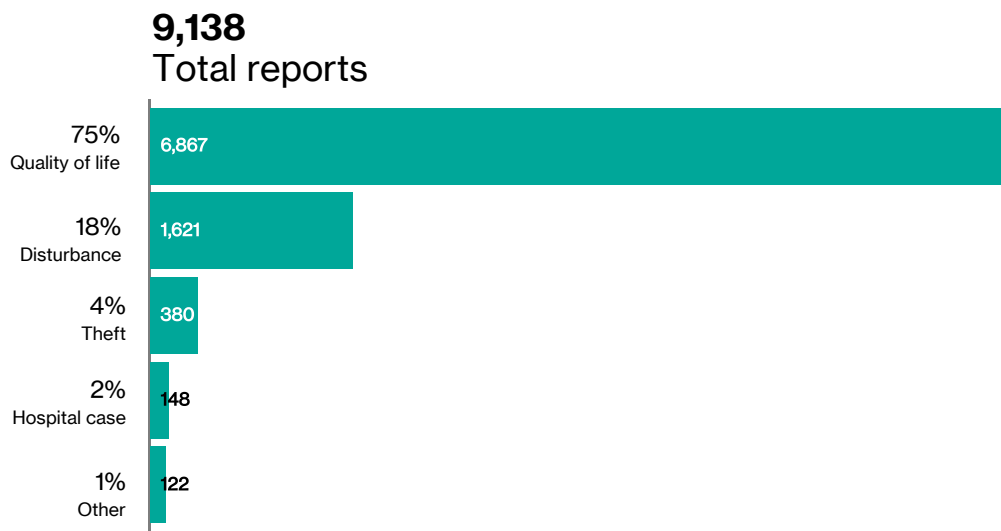
### Total CSR Engagements by Type, 2024

Source: Center City District



### Bike Patrol Incidents by Type, 2024

Source: Center City District





Members of the Center City District bike safety patrol on East Market Street.

# Place Management & Maintenance

CCD has transformed and now manages four beautiful public spaces, via long-term leases of Dilworth Park, Sister Cities Park, and Cret Park, and through its ownership of John F. Collins Park. These parks are maintained year-round by our staff and select partners to provide amenities and generate sponsorship commitments and rental revenues that support ongoing operations. By increasing activations and events, CCD minimizes assessment funds needed for park maintenance.

**CCD transforms public spaces into vibrant, attractive destinations through:**

- Programming and events that animate and beautify parks and streets
- Transit posters and banners that add color and provide visibility for arts and cultural organizations
- Ongoing investment in landscape, streetscape, and public amenities
- Collaborating with property owners to activate office plazas with events for commuters and returning workers

CCD actively improves both the narrative and street-level experience of Center City through strategic planning and placemaking initiatives.

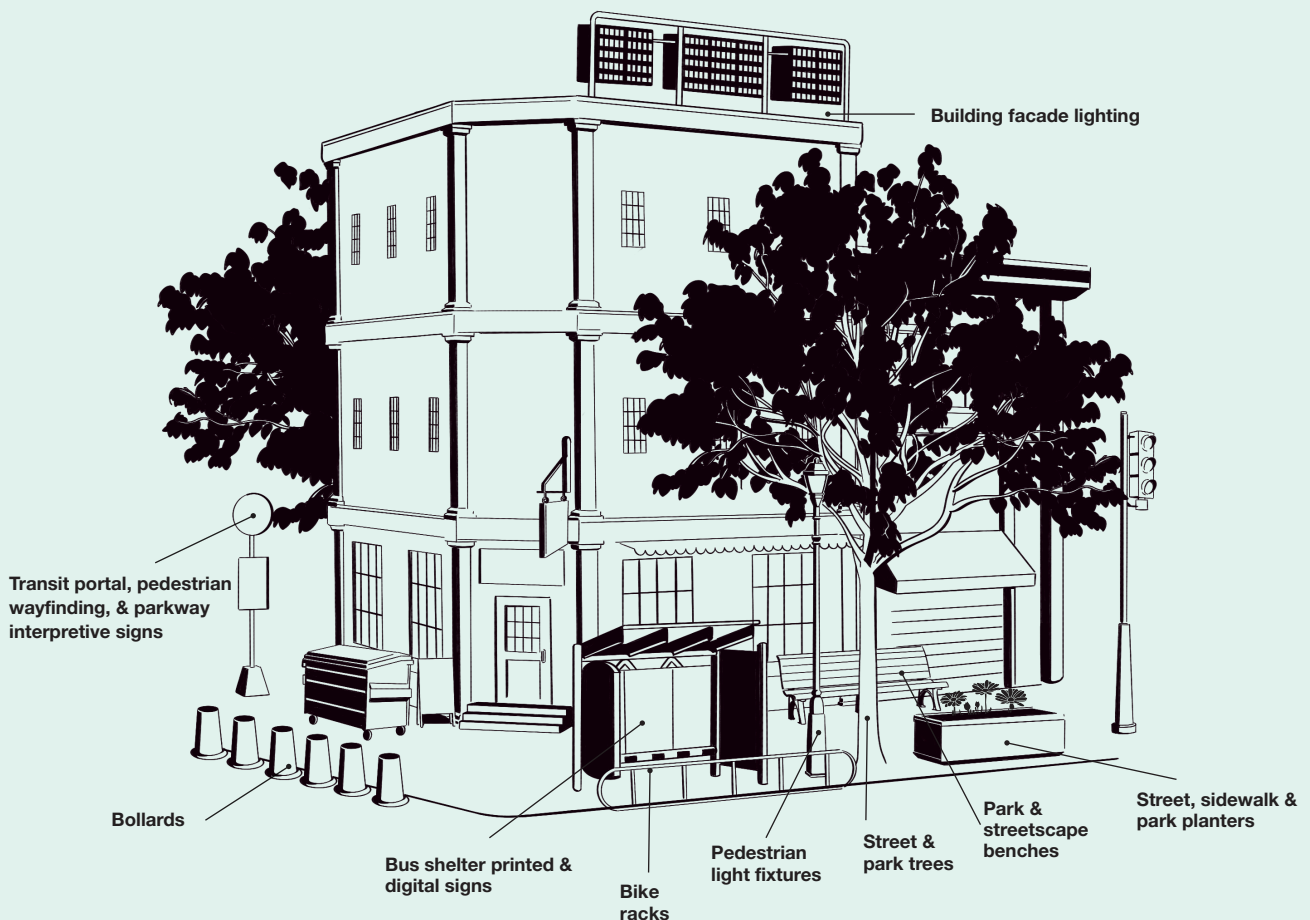


# Creating Distinctive Places

## Strategic Capital Improvements

Over three decades, CCD has financed or secured more than \$160 million for streetscape and park improvements. We manage more than 3,100 assets on-street and in CCD-managed parks, including:

- 240+ pedestrian-scale light fixtures
- 900+ trees on sidewalks and in CCD parks
- 660+ planters and hanging baskets
- 700+ pedestrian signs and maps
- 220+ vehicular and transit signage
- 750+ lights on building facades, public art, underpasses



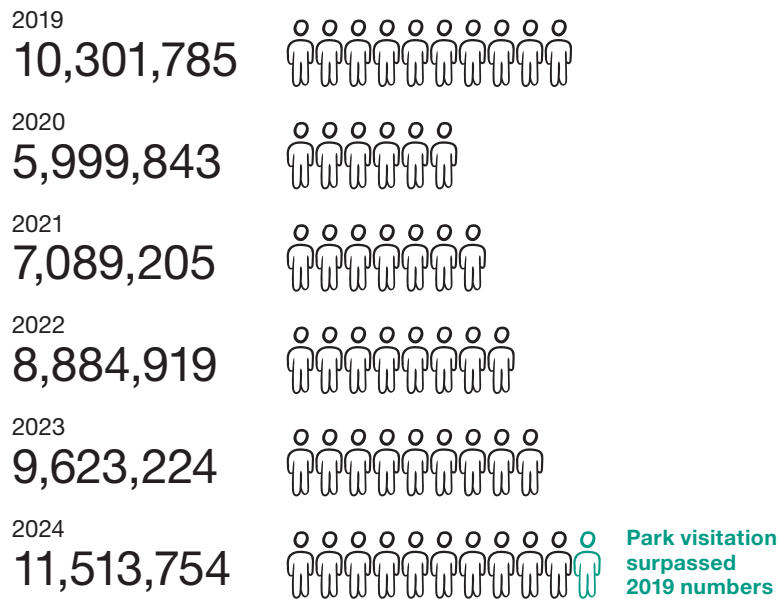


Summer plantings on West Market Street.

### Dilworth Park Annual Visitors, 2019–2024

After a pandemic-related drop, the number of annual visitors reached an all-time high in 2024.

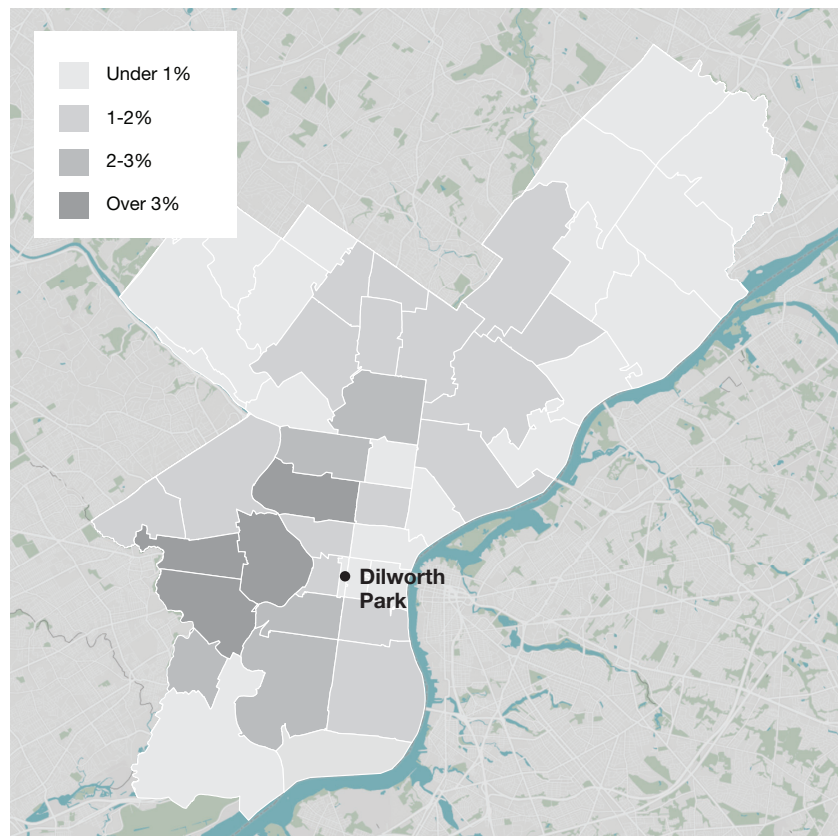
Source: Placer.ai



### Percentage of Visitors to Dilworth Park by Home ZIP Code, 2024

Dilworth Park visitors come from all areas of Philadelphia. The largest percentage of parkgoers live in West and Southwest Philadelphia.

Source: Placer.ai





# Influence & Leadership

CCD serves as a trusted advocate, convener, and source of valuable research and content that supports business attraction and retention in Center City.

## **Economic Development Research and Information**

CCD researches, produces, and distributes comprehensive marketplace information in both print and online formats, covering:

- Office sector data and trends
- Retail market intelligence
- Residential population growth and demographics

## **Strategic Partnerships**

CCD works collaboratively with key stakeholders to strengthen Center City's position:

- Commercial brokers and property owners
- Developers and investors
- City of Philadelphia departments
- Economic development agencies
- Public transit agencies through the Public Space Collaborative

## **External Communications**

CCD utilizes diverse communication channels to reach multiple audiences:

- Management of multiple websites
- Print and email newsletters
- Active social media presence across platforms
- Mobile information kiosks providing on-street assistance at large events
- Text message alerts for significant downtown events

## **Marketing and Events**

CCD positions Center City as a premier regional destination through:

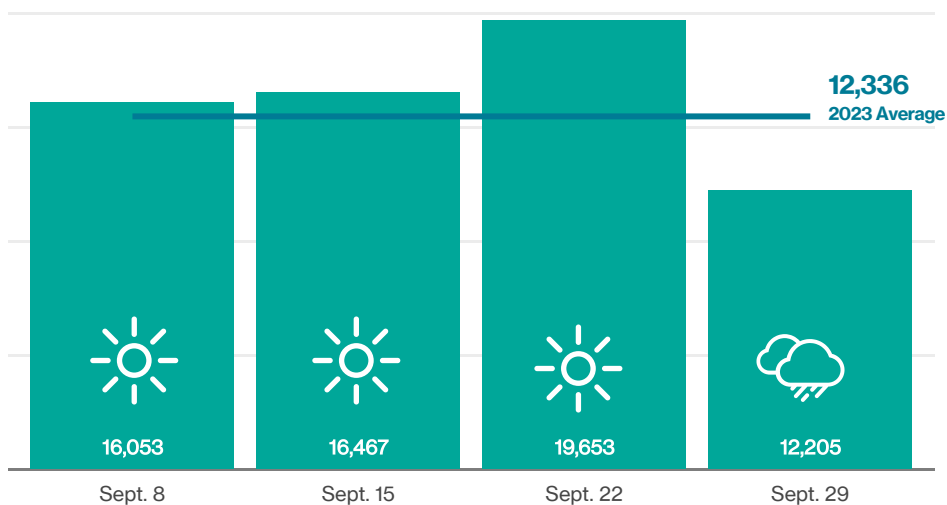
- Center City District Restaurant Week
- Center City District Sips
- Open Streets
- Seasonal programming in CCD-managed parks
- Targeted retail recruitment strategies



Open Streets: West Walnut.

### Foot Traffic During Inaugural 2024 Open Streets: West Walnut, Compared to 2023 Average

Source: Placer.ai



## Sustaining a Thriving and Dynamic Organization

CCD maintains a strong organizational infrastructure that ensures long-term sustainability and effectiveness.

### Financial Sustainability

CCD employs a diversified funding model that includes:

- Property assessments calculated fairly across property types
- Voluntary contributions from tax-exempt properties
- Park-generated revenues (sponsorships, rentals, retail)
- Fee-for-service contracts in adjacent areas
- Management fees from affiliated organizations
- Charitable contributions through the CCD Foundation

### Governance and Management

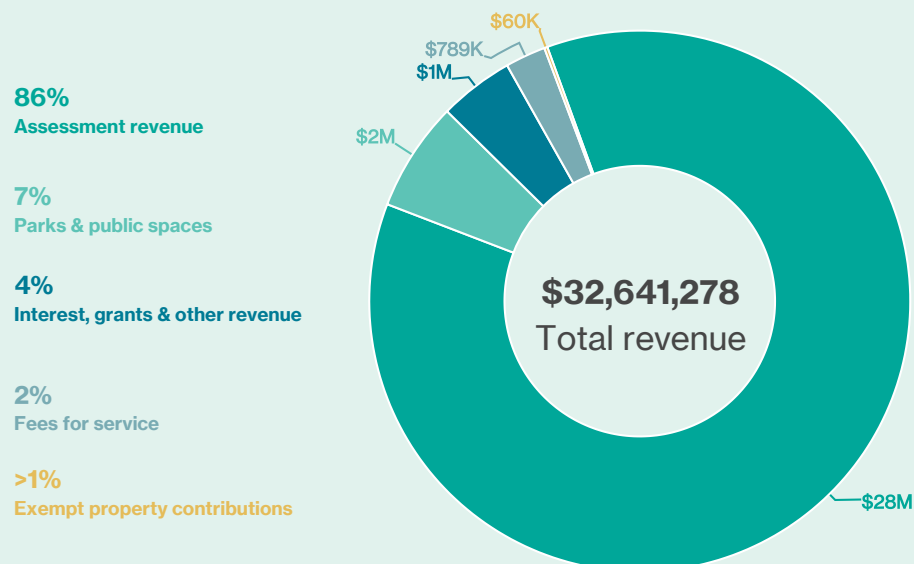
- 23-member private sector board representing major property owners and prominent leaders
- Professional staff focused on delivering visible and effective on-street programs
- Commitment to equality of opportunity in employment and contracting
- Strong financial management and accountability

Community Service Representative assisting in Rittenhouse Square Park.

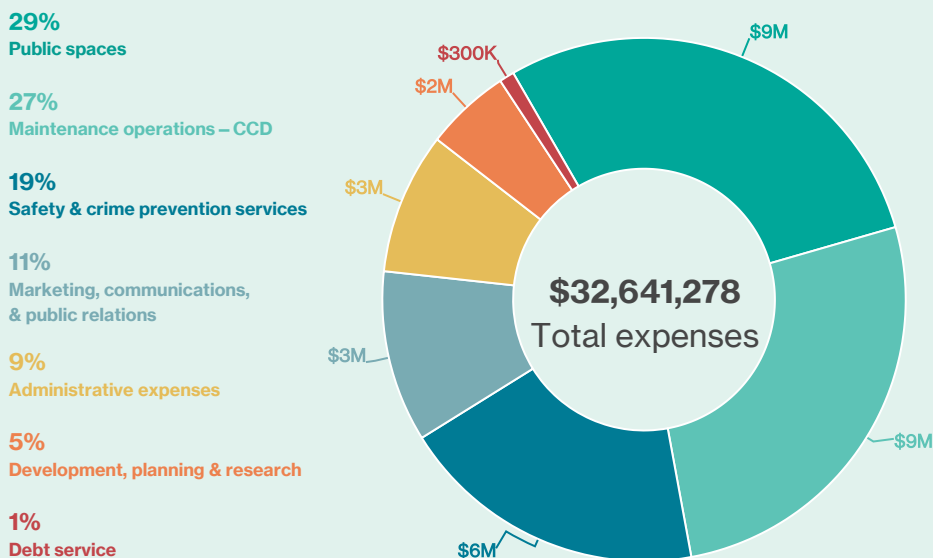


# Center City District by the Numbers

## Where the Money Comes From



## Where the Money Goes



# CCD Capital Programs, 1997–2024

Project	CCD	Federal	City	State	Foundations	Other Donors	Total
Aviator Park		1,750,000					\$1,750,000
City Hall Gates	2,393		1,940,712		50,000	414,717	\$2,407,822
City Hall Lighting	1,168,523		2,409,766	2,085,716	10,000	525,000	\$6,199,005
Cret Park (3 Parkway Plaza)	516,000			1,320,000		492,000	\$2,328,000
Delaware River Trail			250,000		323,000		\$573,000
Dilworth Park	20,435,207	15,020,000	5,750,000	16,373,801	3,881,240	6,259,276	\$67,719,524
Jewelers' Row	1,290,450			500,000			\$1,790,450
John F. Collins Park	75,277				492,400	1,400	\$266,677
Pedestrian Lighting Programs	4,288,424		3,009,520	2,220,000	3,035,000	1,717,965	\$14,270,910
Pedestrian Safety Initiatives	121,382		2,600		1,950,000	70,000	\$2,143,982
Rail Park Phase 1 (completed)	1,487,121		3,550,000	4,125,300	2,480,149	2,540,067	\$14,182,637
Rail Park Phase 2 (planned)	307,543			10,875	2,258,725	164,790	\$2,741,933
Sister Cities Park	273,400	1,505,800		2,489,800	945,600	196,500	\$5,411,100
South Broad Street Lighting				350,000	1,219,000	1,015,900	\$2,584,900
Streetscape Initiatives	21,209,342		13,455,000	312,828		89,778	\$35,066,948
Transit & Bus Signage	146,200			588,738	587,000	514,100	\$1,836,038
Grand Total	51,321,262	18,275,800	30,367,598	30,377,058	17,232,114	14,001,493	\$161,575,325



City Hall lighting completed in 2024 (and glowing green during the Eagles playoffs)

# Senior Staff & Board

Prema Katari Gupta  
President and CEO

Anthony E. Pipitone  
Chief Administrative Officer / Chief Financial Officer

Emrah Ulcay  
Chief Operating Officer

Amy Genda  
Vice President of Strategy & Design

JoAnn Loviglio  
Vice President of Communications & PR

Clint Randall  
Vice President of Economic Development

Adam Robinson  
Vice President of Development & Partnerships

Michelle Shannon  
Vice President of Marketing & Communications

The Center City District Annual Report was designed by Dave Orantes (Art Director) with art created by Miram Singer and illustrations by Cora Levy.

## **CCD Board**

Paul L. Badger Jr., The Badger Group LLC  
Deanna Ballinger, JLL  
Valerija (Rija) Beares, CBRE  
Anna Boni, Parkway Corporation  
John J. Connors, Brickstone Realty Corporation  
Jeffrey DeVuono, Brandywine Realty Trust  
Paige Jaffe, Square Retail Consultants  
Jamal Johnson, Comcast  
Daniel Killinger, National Real Estate Development  
Paul R. Levy, Center City District Foundation  
Gregory B. Muller, SSH Real Estate  
Drew Murray, O'Brien Business Systems  
Randall L. Scott, Coretrust Capital Partners LLC  
H. Hetherington Smith, Savills  
Jack Soloff, Savills  
Christophe P. Terlizzi, Associated Real Estate Consultants LLC  
Angela Val, Visit Philadelphia  
Carol Watson, Kimpton Hotel Palomar Philadelphia  
Tina Byles Williams, Xponance

## **CCD Foundation Board**

John J. Connors, Brickstone Realty Corporation  
Jaimie S. Field, Audacy  
Michael C. Forman, FS Investments  
Thomas J. Gravina, Evolve IP  
Paul R. Levy, Center City District Foundation  
James L. Paterno, Stockton Real Estate Advisors  
Evan Seltzer  
Gerard H. Sweeney, Brandywine Realty Trust  
Richard Vague, Gabriel Investments

## **Photography Credits**

BeauMonde Originals  
Matt Stanley  
We Film Philly



