

# Center City District Foundation

## Board of Directors Meeting September 22, 2020



1. Welcome
  - Approval of the February 25, 2020 Board Meeting Minutes\* (Jerry Sweeney)
2. Project updates and priorities (Paul Levy and Prema Gupta)
  - CCD Operations
  - Ambassadors of Hope
  - Plant Center City
  - Dilworth Park Winter/Wintergarden
  - Sister Cities Park
  - Collins Park rental revenue
3. CCDF operations and activities (Katie Andrews)
  - Fall solicitation plan
4. CCDF financial report (Anthony Pipitone)
  - Statement for the period ending June 30, 2020
5. Discussion (all)
  - Vacant board seat



## Modest repositioning of Foundation for 2020-2021

- CCD's financial position is strong: collected 93% of assessment revenues, compared to 97% same time last year. In April, we adjusted budget for assumed 90% collection rate as opposed to 98%
- Cash reserves strong; preparing conservatively for 20% drop in assessed values for 2021, based on appeals that must be filed by October 2020. Reserves can be used to sustain basic services in 2021, as well as for capital projects to signal & leverage improvements.
- In response to crisis, CCD has ramped up basic cleaning & security expenses & is preparing to do significantly more.
- Quality of life amenities, services & parks are essential part of sustaining momentum in downturn and in supporting the recovery.
- Can Foundation be specifically positioned for fall 2020 and 2021 with that goal & message to donors?



## CCD operations update





March 17<sup>th</sup>: We confirmed that our on-street staff...



Were considered essential personnel



Our core mission remains: *clean & safe sidewalks*  
Restoring confidence in public environment



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Serving as a friendly reassuring presence

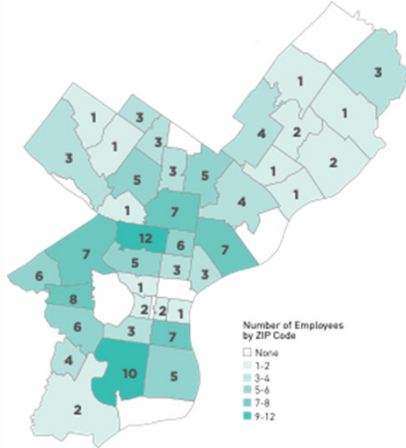


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## We have 148 on-street staff, working 3-shifts, 7 days/week Come from every neighborhood in Philadelphia

TOTAL CCD EMPLOYEES BY HOME ZIP CODE  
IN PHILADELPHIA



**172 (91%) of CCD employees**  
live in the City of Philadelphia.



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## We kept everyone working



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## Pressure washing with sanitizers



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## After stay at home order: significant increase in graffiti



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## Stepped up efforts to remove graffiti from building facades



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## We continued all CSR sidewalk patrols

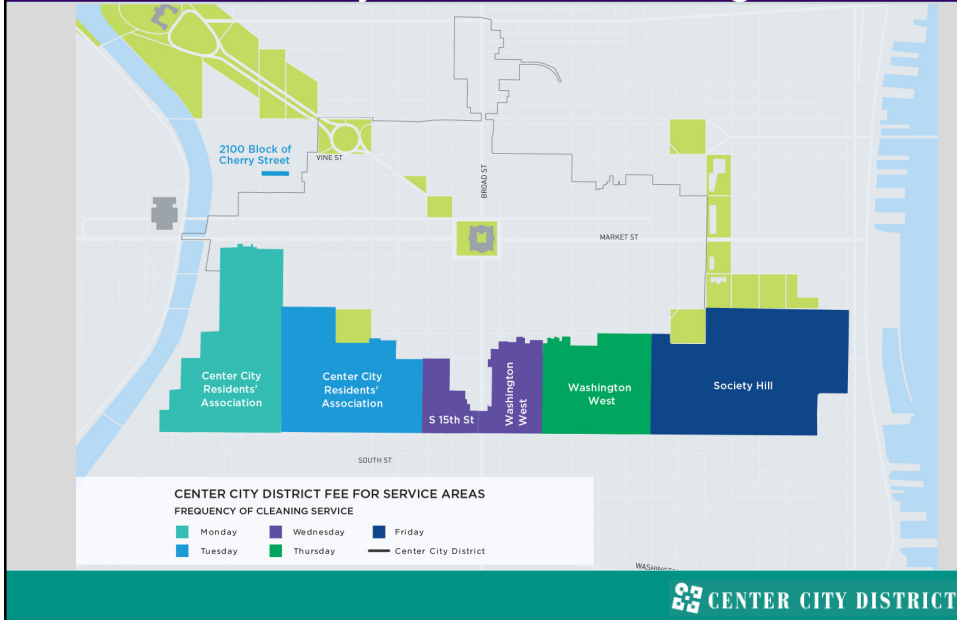


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**Because so many customary lunch places closed  
We entered into contract with WAWA to provide lunch  
For all our employees at CCD's expense**



**We've continued fee-for-service cleaning contracts  
With adjacent residential neighborhoods**





**Expanded contract with Graffiti Removal Experts**  
Hire formerly homeless individuals &  
Returning citizens to remove graffiti from publicly owned street furniture



**When graffiti appeared on boarded storefronts**



**We painted over it at 56 locations downtown**



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**Partnered with Mural Arts, contracted with 11 artists  
To make a virtue of necessity**



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## At two dozen locations in the District



## Creating an outdoor art gallery



## Retained 6 women artists to design banners



## Deployed throughout Center City





**Used same designs for 20 more boarded storefronts**



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**Continued homeless outreach: restarted in June**



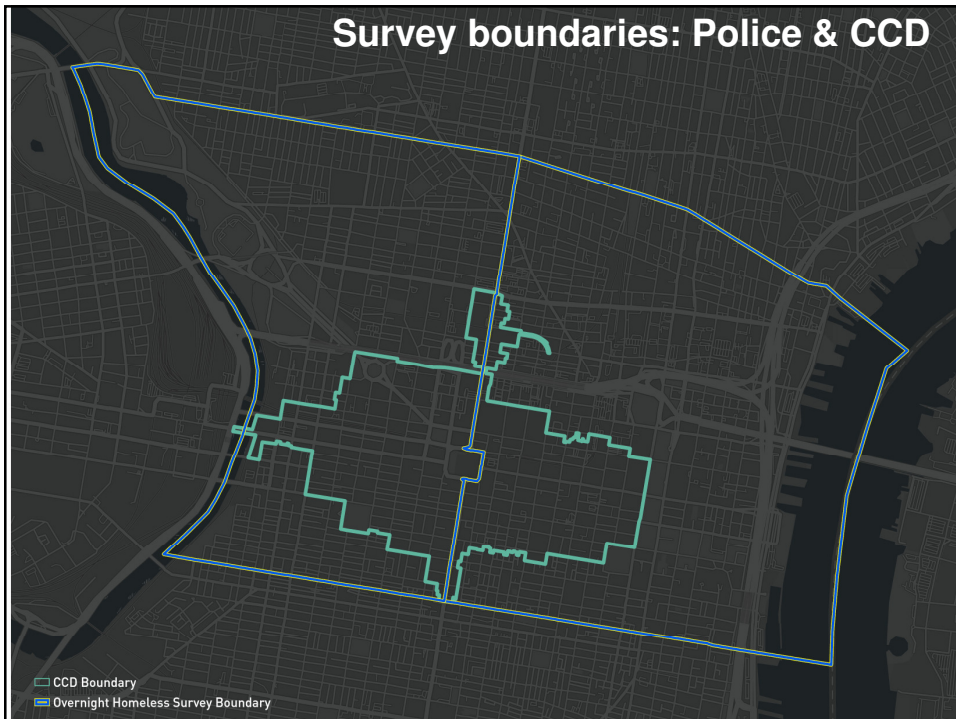
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## Panhandling had increased 114% from 2015-2019 Down due to the pandemic within CCD

Month	2015	2016	2017	2018	2019	2020	2019-2020 % Change	2015-Most Recent % Change
January	21.50	13.50	29.40	44.80	48.80	38.25	-22%	78%
February	20.75	24.75	31.00	63.75	56.75	31.75	-44%	53%
March	25.40	30.20	26.33	55.75	64.75	45.80	-29%	80%
April	25.00	33.75	35.00	55.25	60.20	30.50	-49%	22%
May	34.75	35.20	31.40	69.20	59.00	24.00	-59%	-31%
June	28.40	33.25	34.00	81.50	71.50	45.33	-37%	60%
July	29.75	35.50	42.00	74.00	60.00	33.00	-45%	11%
August	31.75	43.80	47.60	86.75	54.60	38.50	-29%	21%
September	28.40	48.75	77.25	70.75	71.25			151%
October	27.00	48.25	60.40	79.60	62.00			130%
November	33.00	39.20	54.00	56.75	50.25			52%
December	24.00	39.25	53.75	59.67	37.75			57%
Yearly AVG	27.48	35.45	43.75	66.48	58.07	35.89	-39%	57%

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## Survey boundaries: Police & CCD



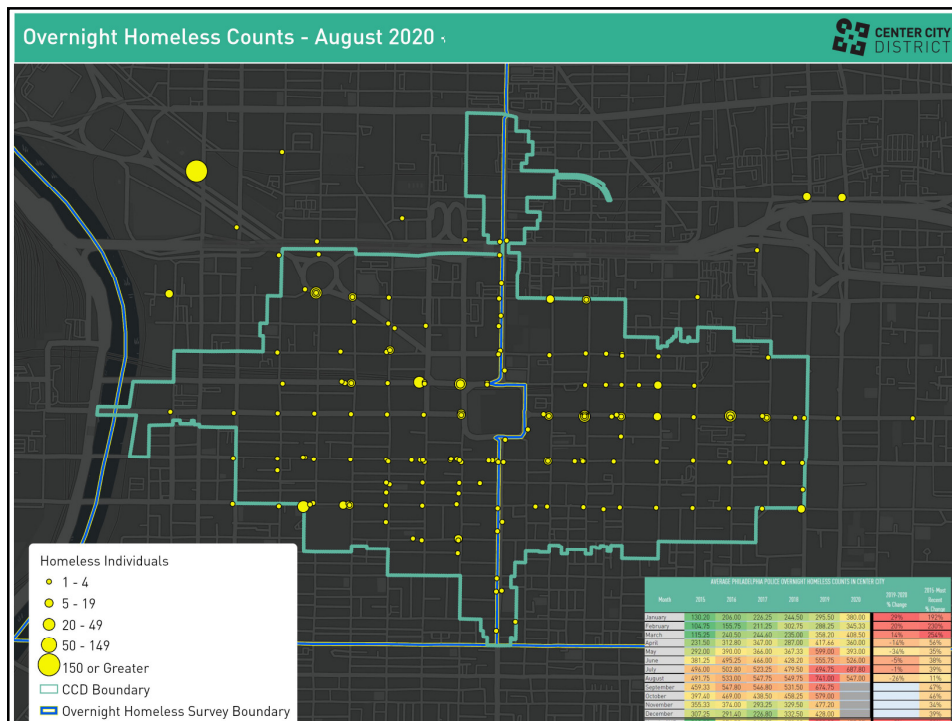


## Overnight homeless increased by 63% 2015-2019 Down due to the pandemic

AVERAGE PHILADELPHIA POLICE OVERNIGHT HOMELESS COUNTS IN CENTER CITY


Month	2015	2016	2017	2018	2019	2020	2019-2020 % Change	2015-Most Recent % Change
January	130.20	206.00	226.25	244.50	295.50	380.00	29%	192%
February	104.75	155.75	211.25	302.75	288.25	345.33	20%	230%
March	115.25	240.50	244.60	235.00	358.20	408.50	14%	254%
April	231.50	312.80	347.00	287.00	417.66	360.00	-14%	56%
May	292.00	390.00	366.00	367.33	599.00	393.00	-34%	35%
June	381.25	495.25	466.00	428.20	555.75	526.00	-5%	38%
July	496.00	502.80	523.25	479.50	694.75	687.80	-1%	39%
August	491.75	533.00	547.75	549.75	741.00	547.00	-26%	11%
September	459.33	547.80	546.80	531.50	674.75			47%
October	397.40	469.00	438.50	458.25	579.00			46%
November	355.33	374.00	293.25	329.50	477.20			34%
December	307.25	291.40	226.80	332.50	428.00			39%
Yearly AVG	313.50	376.53	369.79	378.82	509.09	455.95	-2%	88%

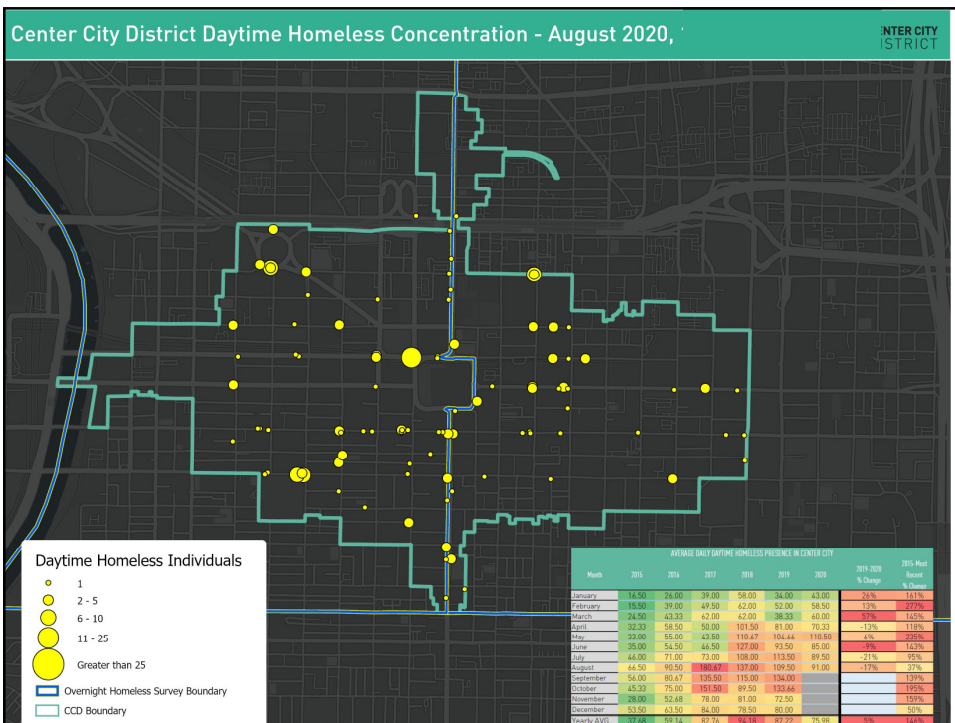
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## Daytime homeless increased 135% from 2015-2019 Down due to the pandemic

Month	2015	2016	2017	2018	2019	2020	2019-2020 % Change	2015-Most Recent % Change
January	16.50	26.00	39.00	58.00	34.00	43.00	26%	161%
February	15.50	39.00	49.50	62.00	52.00	58.50	13%	277%
March	24.50	43.33	62.00	62.00	38.33	60.00	57%	145%
April	32.33	58.50	50.00	101.50	81.00	70.33	-13%	118%
May	33.00	55.00	43.50	110.67	104.66	110.50	6%	235%
June	35.00	54.50	46.50	127.00	93.50	85.00	-9%	143%
July	46.00	71.00	73.00	108.00	113.50	89.50	-21%	95%
August	66.50	90.50	180.67	137.00	109.50	91.00	-17%	37%
September	56.00	80.67	135.50	115.00	134.00			139%
October	45.33	75.00	151.50	89.50	133.66			195%
November	28.00	52.68	78.00	81.00	72.50			159%
December	53.50	63.50	84.00	78.50	80.00			50%
Yearly AVG	37.68	59.14	82.76	94.18	87.22	75.98	5%	146%

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**Ambassadors of Hope:  
Combined outreach: CCD staff + contracts with  
Project Home & Police service detail**



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**Persuaded 191 individuals to come off street in 2019  
Sidewalk behavior ordinance; no arrests or citations (55 in 2020)**



**CCD** CENTER CITY DISTRICT



**Added evening security patrols: 6pm to midnight  
with Allied Universal vans in retail districts  
Shifted in August to 6 pm to midnight**



**Planted new trees**





### Outdoor seating & street closures

CENTER CITY REPORTS

# Restaurant Recovery: Safe Outdoor Dining

AUGUST 2020  
CENTER CITY DISTRICT,  
CENTRAL PHILADELPHIA DEVELOPMENT CORPORATION  
FIND MORE REPORTS AT:  
[CENTERCITYPHILA.ORG](http://CENTERCITYPHILA.ORG)

MATT STANLEY

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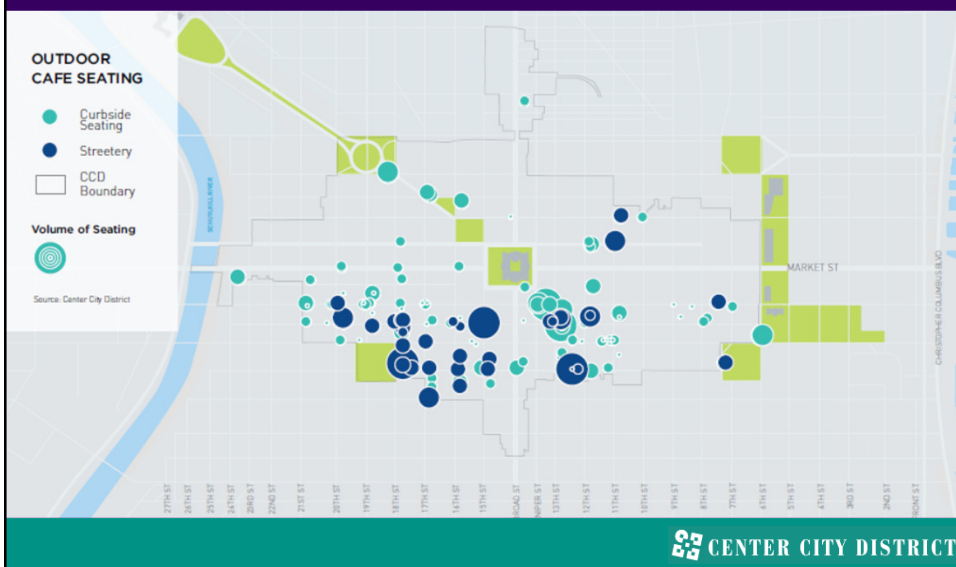


At beginning of 2020, restaurants, food service & retail provided 39,600 jobs, 13% of all jobs in Greater Center City

Citywide, these sectors provided 103,946 jobs, accounting for 15% of the total employment in Philadelphia.



July 2020: 146 restaurants with outdoor seating  
77.6% of those with outdoor seating in 2019  
*Retail & restaurant survey updated this week*



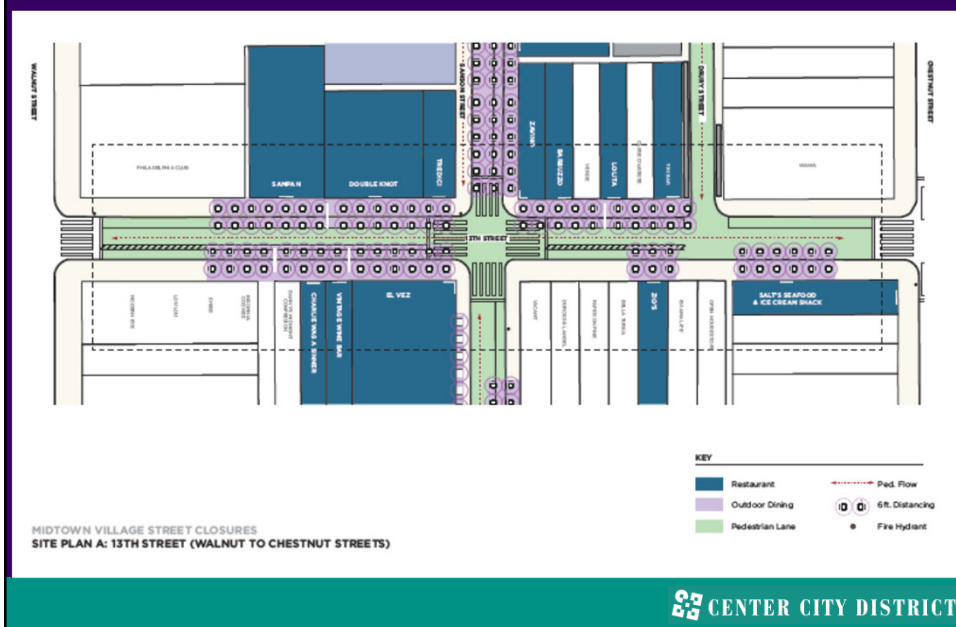


## Assist with street closure planning & applications



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## Created detailed plans in partnership with restaurants



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## 18<sup>th</sup> street Walnut St to Sansom Street



## 1500 Sansom Street





# 13<sup>th</sup> Street



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# Website & social media

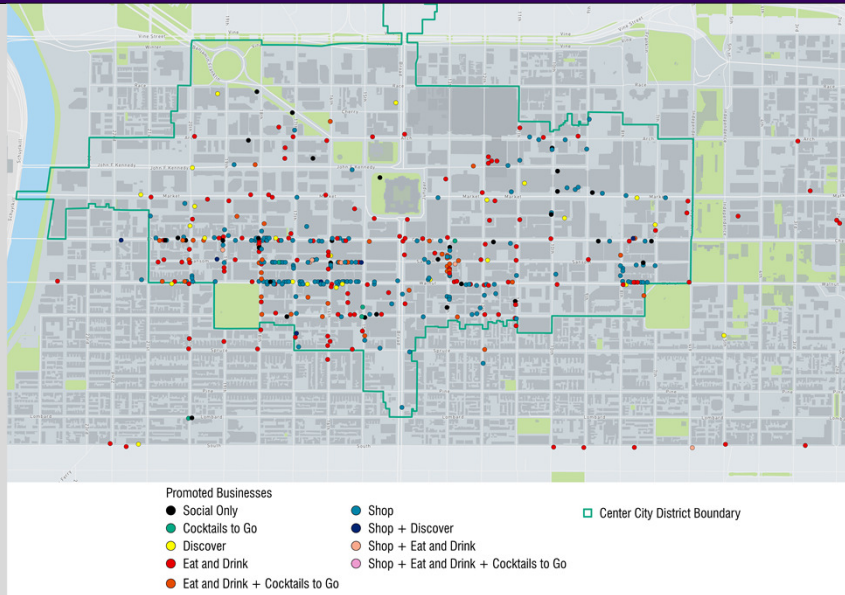
## Support Center City Businesses

This master list will keep you connected to Center City businesses still offering services at this time.



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## 442 restaurant & retail businesses promoted



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## Restaurant Week: until September 25th



Center City District Restaurant Week returns September 13 through September 25, with increased health and safety protocols. Participating restaurants are offering multi-course prix fixe menus for \$50 lunches and \$35 dinners (excluding tax, gratuity, and alcohol) to dine out, or for the first time, to take home. Many restaurants are offering not only sidewalk seating, but dining outdoors on weekends on closed streets. Some will have limited indoor dining.

Be a Responsible Customer. Dining out is different this year. Protect yourself, the wait staff and others. Wear a mask, keep your distance, keep your hands clean and if you feel sick, stay home.



**Take Home Restaurant Week**  
Whether you feel most comfortable dining out or enjoying your meal at home, you can still enjoy Restaurant Week. View the list of more than 70 participating restaurants.

[LEARN MORE](#)



**Make a Reservation**  
We're proud to partner with OpenTable to offer a convenient way to find your table for CCD Restaurant Week. Book your reservation today!

[LEARN MORE](#)



**Cocktail Recipes**  
Find CCD Restaurant Week featured drink recipes to create signature Maker's Mark Bourbon and Hennessy Tequila cocktails at home.

[LEARN MORE](#)

**Discounted Parking**  
Parking discounts have gone digital! While enjoying CCD Restaurant Week, park for \$6 or less at participating facilities from 4:45 p.m. – 1:00 a.m.

[LEARN MORE](#)

Center City District Restaurant Week is made possible with generous support from:

**Maker's Mark**

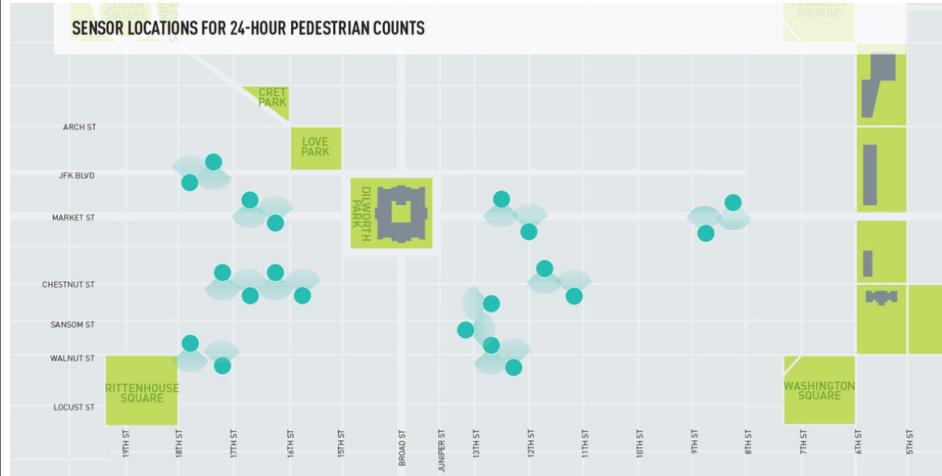
**HORNITOS**

**OpenTable**

**CDL**

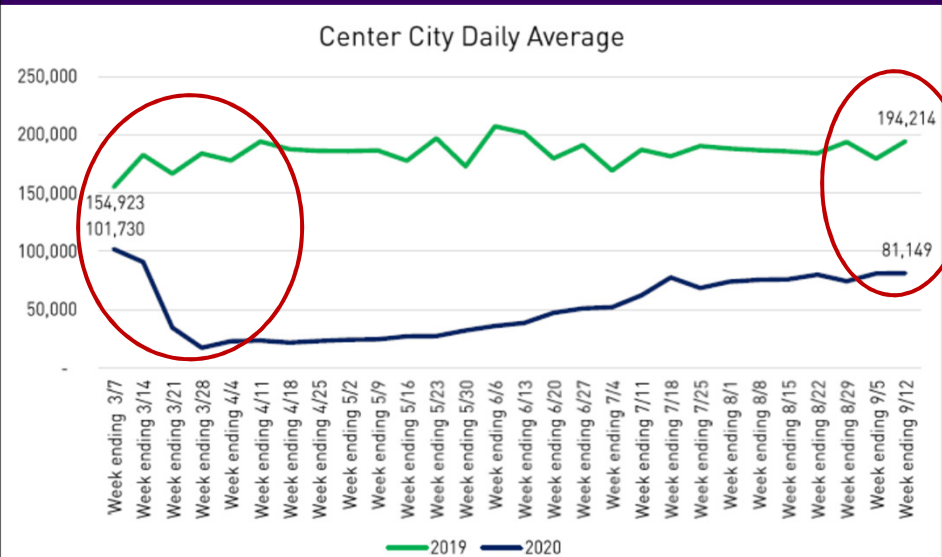
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## 20 pedestrian counting camera locations



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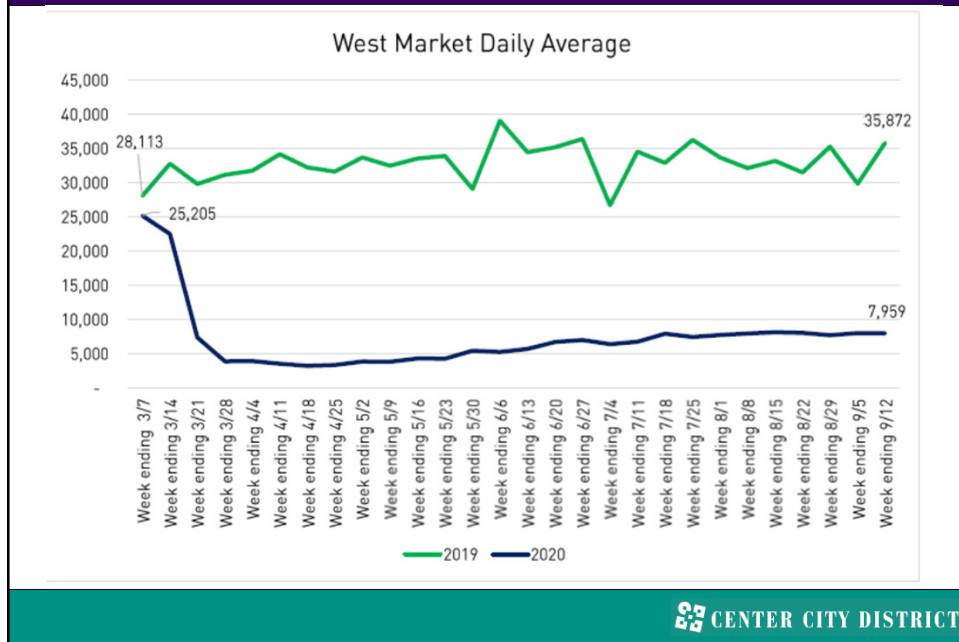
## Pedestrian volumes dropped dramatically Rose to 33% of August 2019; since Labor Day 41%



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## But West Market/JFK at 22%



## The Restoration of Dilworth Park





## Dilworth Park: Damage & Repairs = \$3,109,212



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## Initially reopened without the fountains



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North café reopened June 29<sup>th</sup> with plywood panels



Glass restored two weeks ago





## Café operational with health safety barriers



## Socially distanced chairs & tables



## High level of cleaning & maintenance



## Reopened Airstream







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Turned the fountains on in July  
Initially with very low water jets



Slowly turned them up





## Create a low-key gathering place



## Clearly posted health guidelines



## Attracting modest number of kids





**People of all ages**



**Installed sculpted ice in the heat wave**







**Restore central civic space for everyone**





## Restarted PNC's Live at Lunch



## Deliberately low-key entertainment



## Center City Fit – sponsored exercise class



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## Mid August: Dine Out with Takeout



**August 19 - October 7**  
**Wednesdays & Thursdays, 5-9 p.m.**  
**Live Music, 6-8 p.m.**

Center City District  
660 Chestnut Street  
Philadelphia, PA 19106  
215.440.5500  
[centercityphila.org](http://centercityphila.org)



# Dinner at Dilworth Park

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Tables separated



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Market lighting



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## Partitions & barriers



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## Generous landscaping



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Provide music from 6 to 8pm



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Draw modest crowds; background music



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## Opera Philadelphia Chorus September 30th

Dinner at Dilworth Park with the Opera Philadelphia Chorus  
Wednesday, September 30 | 5:00–9:00 p.m. The  
performance is from 6:00–8:00 p.m.  
Dilworth Park FREE



'Belle nuit, ô nuit d'amour, souris à nos ivresses'  
(Lovely night, o night of love, smiling on our joys)  
-The Barcarolle from The Tales of Hoffman

Missing your hometown opera company and the thrill of live performance? Join the Opera Philadelphia Chorus for an evening of operatic favorites and dining under the stars at Dinner at Dilworth Park. Bring your favorite takeout and support city restaurants, or purchase dinner directly from the Dilworth Park Café or the Air Grille while hearing beloved opera arias, musical theater selections, and choruses like the Barcarolle, Brindisi (La traviata), and the Habanera (Carmen).

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## Cocktails to go



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## Turned Pulse back on



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## Magnet for kids



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## Starbucks will reopen in December



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## Damaged headhouses – structurally sound



## Despite deliberate vandalism



**Reopened: temporary shoring; rebuild late winter**



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**Dilworth has come back to life**



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**Pedestrian volumes 40% of same time last year**



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**Deciding how much winter programming we can do**  
**Approval from Health Department; discussions with sponsors**



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## Timed skating: Rothman prime sponsor



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## Reduce the size of crowds



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Winter garden at southern end



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Topiary animal sculptures



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**Very popular attraction**



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**\$175,000: TD Bank \$30,000**



DILWORTH PARK | ROB CARDILLO

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**Chaddsford Wine Garden: \$18,000**



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**Need to fund \$127,000**



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## Potentially reduced number of market tents



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## Deciding if we can do Holiday Light Show



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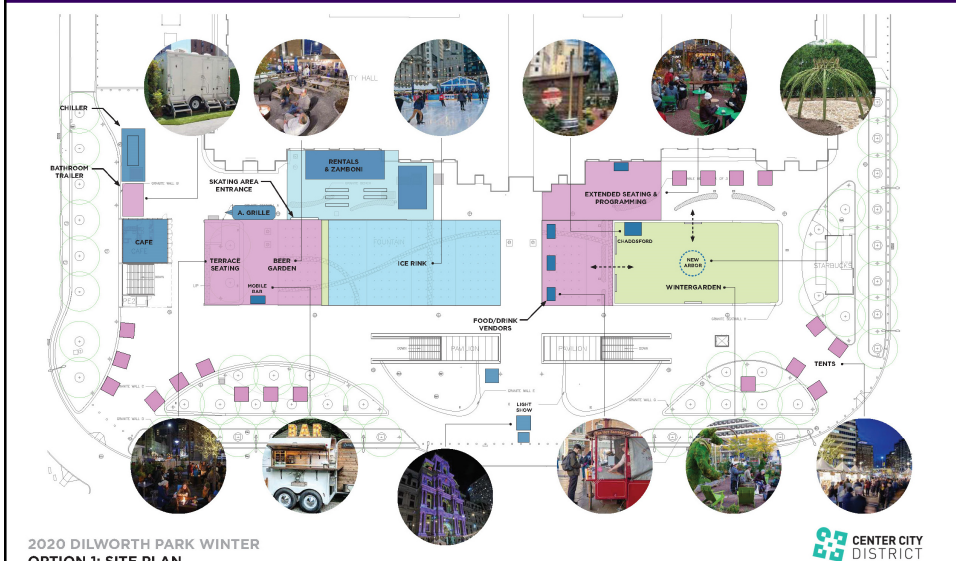


**IBX & 6ABC defray most of \$375,000 cost  
May need to fund \$100,000 or more**



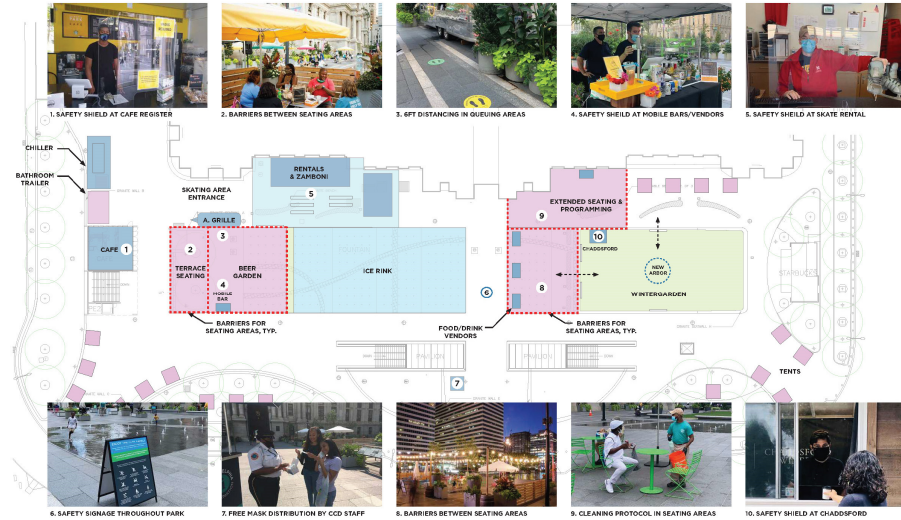
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## Winter plan



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## Safety protocols

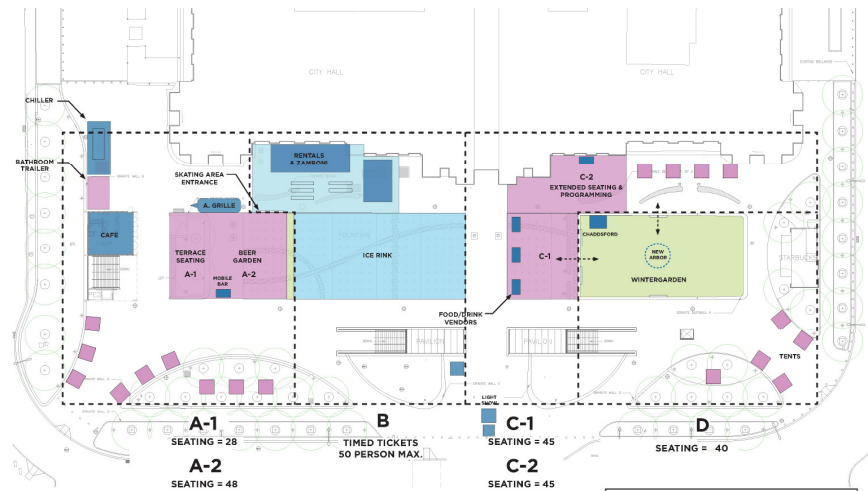


2020 DILWORTH PARK WINTER  
OPTION 1: SAFETY PROTOCOL



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## Preliminary winter layout All seating areas under 50 seats



2020 DILWORTH PARK WINTER  
OPTION 1: CAPACITY



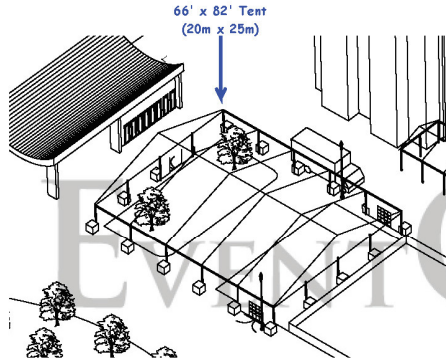
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## Open-sided tent



2019 ENCLOSED TENT



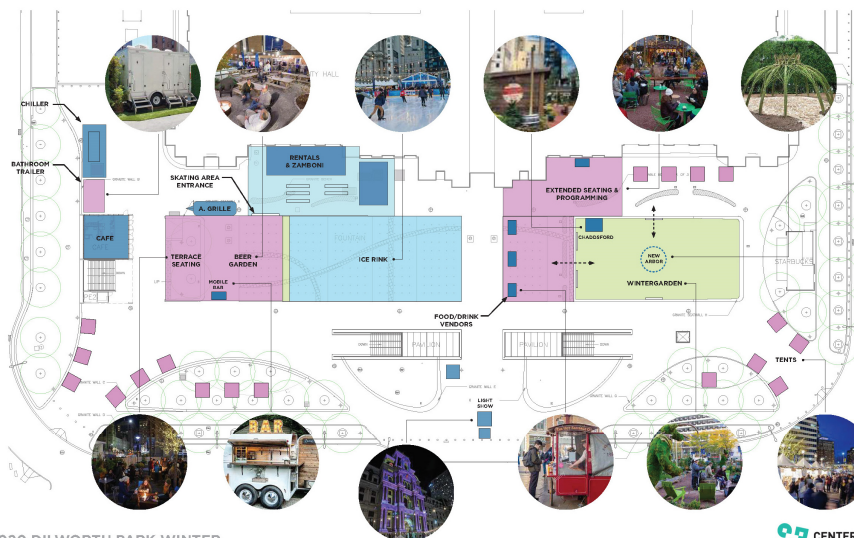
PROPOSED 2020 OPEN-SIDED TENT

2020 DILWORTH PARK WINTER  
TENT COMPARISON



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## Preliminary winter layout approved by Health Dept



2020 DILWORTH PARK WINTER  
OPTION 1: SITE PLAN



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## Collins Park: Wine Garden West events



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## Sister Cities Park



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Turned the fountain back on in late June



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Reopened the café in July



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## Expanded Discovery Garden in northeast corner



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## Construction in early spring



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## Added new attractions



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## At the top of the mountain



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**Now limit volume of children**



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**Gate with attendant with counter**



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## Still have the climbing rocks & stream



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## Added a new dam in the stream



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## Added new hiding nest



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Push button water jets



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Climbing net at the top



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Also good for jumping



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And rolling



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## Added appeal to older children



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## Soccer Shots for young children



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## Programming focused on younger children



## Partner with Parks & Recreation









**Library Cart sponsored by TD Bank, \$5,000  
Potential naming if TD does not renew**



**Stocked with children's books**



**Parkway cultural partners:  
Stipends for programming in 2021 = \$40,000**

**Academy of Natural Sciences**

**Fabric Workshop**

**Free Library**

**Franklin Institute**

**Philadelphia Museum of Art**



**Summary of potential fundraising initiatives  
Katie Andrews**

- Wintergarden (\$175,000) \$127,000
- Deck the Hall Light Show (\$375,000) \$100,000
- Ambassadors of Hope – (\$345,000) \$130,000
- Graffiti Removal Experts \$196,000
- Plant Center City \$50,000.
- Educational programs in Sister Cities Park \$40,000

**Total Goal = \$643,000**

