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CENTER CITY Digest

Looking Back on 2017

Center City District (CCD) completes its 26th year of providing services that make Center City clean, safe and attractive. This issue of

Digest provides just some of the highlights from 2017, along with details about what's to come and how you can help CCD expand its efforts in 2018.

DECK THE HALL LIGHT SHOW

Dilworth Park's new addition this winter is the Deck the Hall Light Show, presented by

Independence Blue Cross in partnership with 6abc. The light show, designed by Klip Collective and synchronized with music, is projected onto the West Market Street portal of City Hall. It joins popular holiday attractions at Dilworth including the Rothman Institute Ice Rink and Cabin, America's Garden Capital Maze, and the Made in Philadelphia Holiday Market.

PETER TOBIA



MATT STANLEY

SIDEWALK CLEANING

The CCD engages 130 uniformed workers to keep Center City's sidewalks, CCD parks and SEPTA Regional Rail stations clean and graffiti free. Working seven days a week, in two shifts, cleaners manually sweep and mechanically clean all sidewalks at least

three times daily. Pressure washing crews are deployed in warm weather months. Through a contract with SEPTA, CCD maintains the two regional rail stations in Center City and through contracts with surrounding civic associations, clean many residential sidewalks once a week.



STREETSCAPE ENHANCEMENTS

In addition to maintaining 746 street trees, 130 park trees, 52 hanging baskets and 325 planters throughout Center City, CCD also made enhancements this year to Market East planters, added 26 pairs of hanging baskets and replenished 17 pairs of hanging baskets along West Walnut Street. In cooperation with adjacent property owners and tenants, CCD also installed and now maintains 24 large planters on the southeast corner of 16th and JFK Boulevard, matching similar planters installed during the summer at Cret Park.

COMMUNITY SERVICE REPRESENTATIVES (CSRs)

CSRs are Center City's roving goodwill and public safety ambassadors whose roles range from providing directions, rendering first aid and contacting police. In 2016, CSRs recorded 153,949 sustained customer contacts, averaging more than 421 per day. This fall, CSR Manager Terrence Keene (in inset at left) was named by the Billy Penn website to its "Who's Next: Tourism" list for his dedicated efforts to return an international tourist's lost wallet.



MATT STANLEY





BIGBELLY IMPROVEMENTS

The Streets Department of the City of Philadelphia deployed new solar trash compactors with foot pedals to supplement handles. Some will replace malfunctioning older models, while manufacturer BigBelly Inc. will be repairing and restoring some of the older handle-only compactors to like-new condition. Throughout 2017, CCD removed graffiti and grime from BigBellies within the boundaries of the District, but the Streets Department will now arrange to have a contractor clean and maintain them.

Restaurant Week

Each fall and winter, Center City District Restaurant Week enables diners to enjoy specially-priced dinners and lunches at 120 participating restaurants. Restaurant Week is popular with the public – a total of 422,000 diners participated in 2017's Restaurant Weeks -- and the restaurants, which overwhelmingly categorize the events as successful for their businesses. The first CCD Restaurant Week of 2018 happens January 14-26. Visit centercityphila.org/restaurantweek for more information.



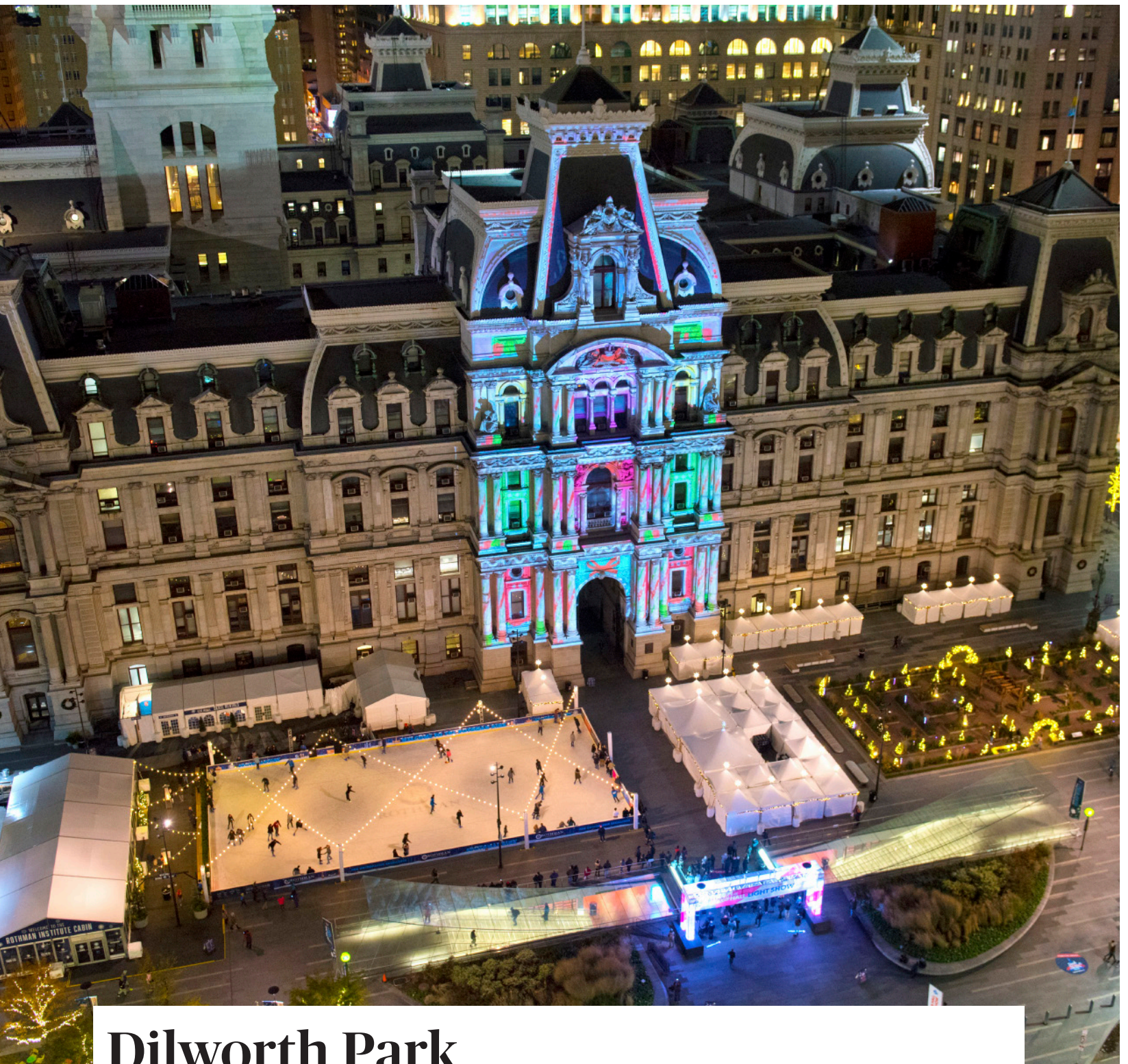
STEVE LEGATO



MATT STANLEY

Center City Sips

CCD Sips is Center City District's happy hour on Wednesday nights at participating bars and restaurants all summer long, with specially priced drinks and appetizers at more than 90 participating establishments throughout Center City. A summertime institution for more than a decade, Sips is a popular event for downtown workers and for the businesses that take part each year.



PETER TOBIA

Dilworth Park

In just three years, Dilworth Park has been transformed from a desolate plaza at the foot of City Hall into a welcoming meeting place visited by 30,000 people each day, rising to 60,000 per day in the holiday season. In addition to cleaning, safety and landscape maintenance on Dilworth Park every day of the year, CCD creates a diverse calendar of events and programming to enjoy year-round.

Dilworth Park currently hosts the popular **Wintergarden**, which has added new features every holiday season since the park's opening in September 2014. This year's Wintergarden includes the **Rothman Institute Rink** and **Rothman Institute Cabin**, the **America's Garden Capital Maze**, and this year's new **Deck the Hall Light Show presented by Independence Blue Cross**. Festively lighted

tents dot the plaza as part of the **Made in Philadelphia Holiday Market**, where area artisans sell their goods to holiday shoppers and tourists. To learn more, visit dilworthpark.org/wintergarden.



The park is filled with activity throughout the year, thanks to a wide-ranging calendar of events including: the **PNC Presents Live @ Lunch** summer series of music and dance performances; movie nights on the Albert M. Greenfield Lawn; and the five-day **Octoberfest** fall festival with games, entertainment, a beer garden, and local maker's market.



CHECK US OUT AT:

f /DILWORTHPARK

🐦 @CCDPARKS



PETER TOBIA

TO LEARN MORE, VISIT
[SUPPORTCCDF.ORG/PULSE](https://supportccdf.org/pulse).



PULSE

Dilworth Park's evolution will continue with the addition of *Pulse*, a new work of public art created by internationally recognized artist Janet Echelman. *Pulse* will animate the park's 11,000-square-foot programmable fountain, tracing the path of trains traveling on the three lines below in real time, with colored mist columns associated with each transit line.

You can help the Center City District Foundation make *Pulse* a permanent part of Philadelphia's public landscape and a defining element of the Dilworth Park experience.



Help Build the Rail Park

On October 13, the Center City District Foundation (CCDF) welcomed 100 volunteers from Timberland to the Rail Park for a daylong service project to install approximately 25,000 square feet of new landscaping that includes 1,100 trees, plants and shrubs.

CCD is overseeing fundraising and construction for the transformation of a portion of former Reading Railroad Viaduct into Philadelphia's first elevated green space. Nearly all of the structural renovation of the former train bridges has been completed

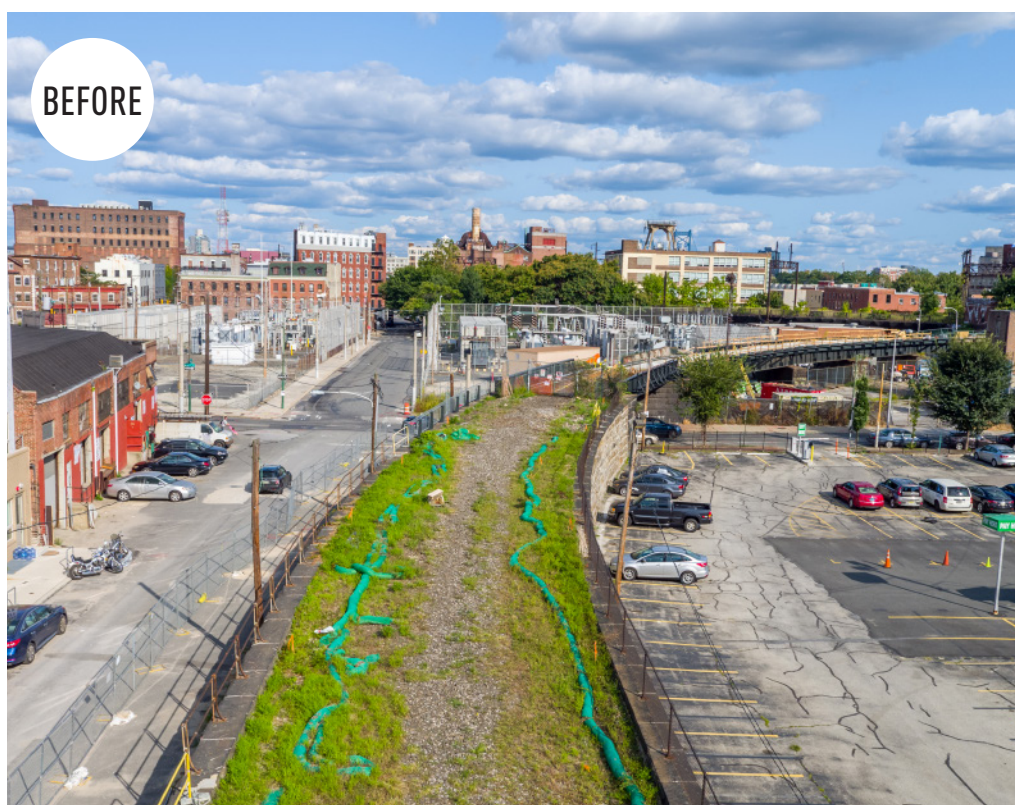
and contractors are installing park benches, swings, and walking paths. The park will open in early 2018.

In addition to State, City and Foundation funding, several major companies have made contributions to the Center City District Foundation for the renovation of the Rail Park. In addition to the Timberland volunteers who significantly advanced the park's construction, the outdoors apparel and footwear company also has made a financial contribution to CCDF.

This innovative project will foster new investment in the Callowhill neighborhood and will be an anchor for a diverse, mixed-use, mixed-income, live-work neighborhood unlike any other in Philadelphia. Your contribution before year's end can help us reach our goal. There are still several remaining naming opportunities.



AFTER



BEFORE

CHRISTOPHER KAO

PLEASE VISIT OUR WEBSITE
SUPPORTCCDF.ORG
 TO LEARN MORE ABOUT THIS IMPORTANT
 INITIATIVE AND TO MAKE A DONATION.



Sister Cities Park

This summer, CCD dedicated the newest addition to the Sister Cities Park World Fountain, recognizing Frankfurt am Main, Germany as Philadelphia's 11th sister city.

A re-dedication event was held in June at the park at which Frankfurt Mayor Peter Feldmann, Philadelphia Mayor Jim Kenney, and Councilman Al Taubenberger all spoke about the relationship between our two cities.

In 2012 CCD transformed a derelict patch of land on the eastern side of Logan Square into new children's park, adding a new café, visitor information center and the World Fountain. With Philadelphia at its center, the fountain now has 11 water spouts, each representing one sister city and positioned noting their distance from Philadelphia. But for two-year-olds who can't read yet, it's a great summertime spot to play and to cool off.

At the southern end, Sister Cities Park hosts the AMOR sculpture and at its north end, the park includes the Discovery Garden, a child-friendly space with winding "mountain" paths and native plants, as well as a summertime wading pond. In cooler weather, the pond is drained and becomes the Imagination Playground, an interactive play space made possible by Beneficial Bank. New in 2017 is a library cart supported by Lindback. Additional improvements to the park in 2018 will be made possible through a major contribution from Brandywine Realty Trust.



Collins Park

John F. Collins Park is an urban oasis owned by the Center City District Foundation through the generosity of the William Penn Foundation, which funded the park's original construction in the 1970s and its renovation by CCD in 2010.

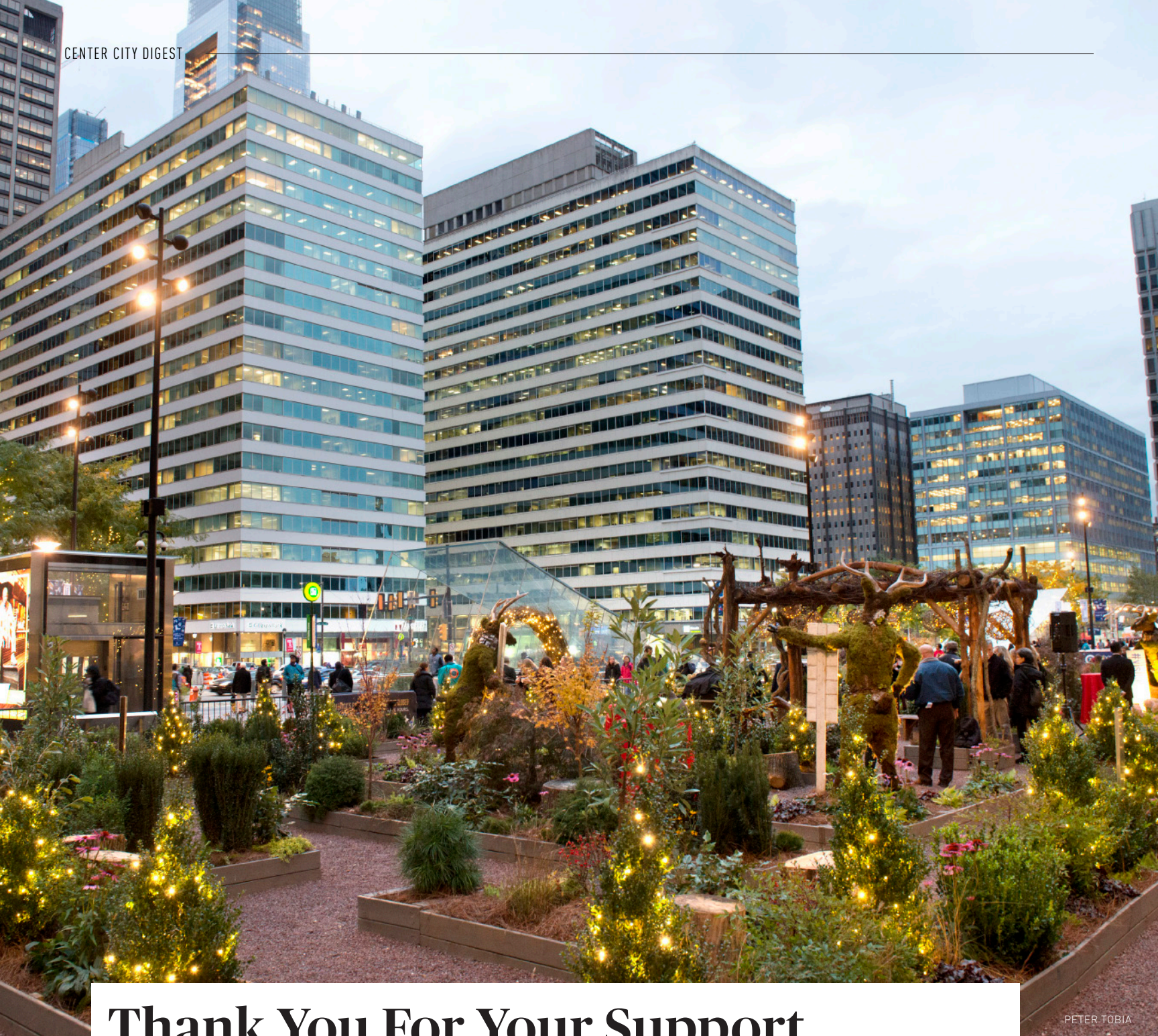
A garden sanctuary tucked away in the middle of Philadelphia's lively retail and office district, the park is a welcome respite for workers seeking a break from the daily bustle as well as a cozy spot for Center City District programs that include after-work wine tastings in the warmer months.



JORDAN BRIAN

John F. Collins Park is a beautiful and convenient location for hosting intimate cocktail parties, receptions and wedding ceremonies.

FOR INFORMATION ABOUT CCD PARK RENTALS, CALL 215.440.5507 OR EMAIL RENTALS@CENTERCITYPHILA.ORG.



PETER TOBIA

Thank You For Your Support

The Center City District (CCD) accomplished a great deal in 2017, thanks to those who pay CCD assessments, sponsor events and contribute to the Center City District Foundation (CCDF).

In June, the Sister Cities World Fountain was updated to include Frankfurt, Germany, whose mayor, Peter Feldmann, traveled to Philadelphia for a dedication ceremony. Also new this year at Sister Cities are an upgraded Imagination Playground sponsored by Beneficial Bank and a book cart supported by Lindback, while a major contribution from Brandywine Realty Trust will fund improvements throughout the park in 2018.

In July, CCD launched the Wine Garden at John F. Collins Park in partnership with Chaddsford Winery. Major improvements were made to the park, including lighting in the trees, painting the walls, cleaning and conserving the gates, and new furnishings.

In October, 100 volunteers from Timberland planted 1,100 shrubs and perennials at the Rail Park, a transformational project that will bring a much-needed green amenity on the northern edge of Center City when it opens in spring 2018.

In November, we opened Dilworth Park's Wintergarden, supported by the William

Penn Foundation and Temple University and our partners Greater Philadelphia Gardens. Joining the Rothman Institute Ice Rink, Rothman Institute Cabin and America's Garden Capital Maze is the new Deck the Hall Light Show presented by Independence Blue Cross and supported by 6abc.

As we celebrate these improvements, we also know that there is much more to do. We are thankful for each and every one of our supporters, and look forward to your continuing support as we plan for 2018 and beyond. Sponsors and donors listed here represent commitments made before November 30, 2017.

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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.

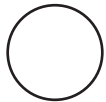


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