



YEARS

ANNUAL REPORT
YEAR ENDED JUNE 30, 2017

ROXBOROUGH

A PLACE WITH ROOTS





Roxborough Development Corporation
2017 Board of Directors

MESSAGE FROM THE PRESIDENT & EXECUTIVE DIRECTOR

Jo Ann Desper
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Vice President

Thomas Reinboth
Treasurer

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Secretary

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Vaughan Buckley

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Rich Lombardo
District Improvements Chair

Jack Wheeler
BIDAC Chair

On October 15, 1992 the Roxborough Development Corporation (RDC) filed its articles of incorporation as a non-profit organization with the Commonwealth of Pennsylvania. Today, over 25 years later, the corporation has grown from a small volunteer group to five staff members, four committees, 25 active volunteers and an operating budget of over \$600,000.

While the organization, commercial corridor and neighborhood constantly evolve, our focus and commitment to Ridge Avenue remains unchanged. Our ambitious improvement agenda, Roxborough 2020, continues to improve and shape our organization's programs by taking advantage of positive changes in the neighborhood surrounding the commercial corridor.

As you will see in this annual report, we have worked diligently this past fiscal year on communication, marketing and fundraising efforts that are repositioning Ridge Avenue's economic future for years to come. With the opening of over 25 new businesses in the past two years and close to 200 new housing units planned within the district in the next year, we must continue to plan for our future growth. With this growth, however, also comes the challenge to manage and protect against competing demands to our infrastructure and neighborhood character.

We are proud to celebrate and share our past accomplishments through the highlights detailed in this report. We view your ongoing support of the Roxborough District as an investment we must both earn and leverage. We look forward to working with you to achieve our vision to advance Ridge Avenue as the heart and hub of the Roxborough community where residents find a thriving commercial district.

Sincerely,

Jo Ann Desper
President

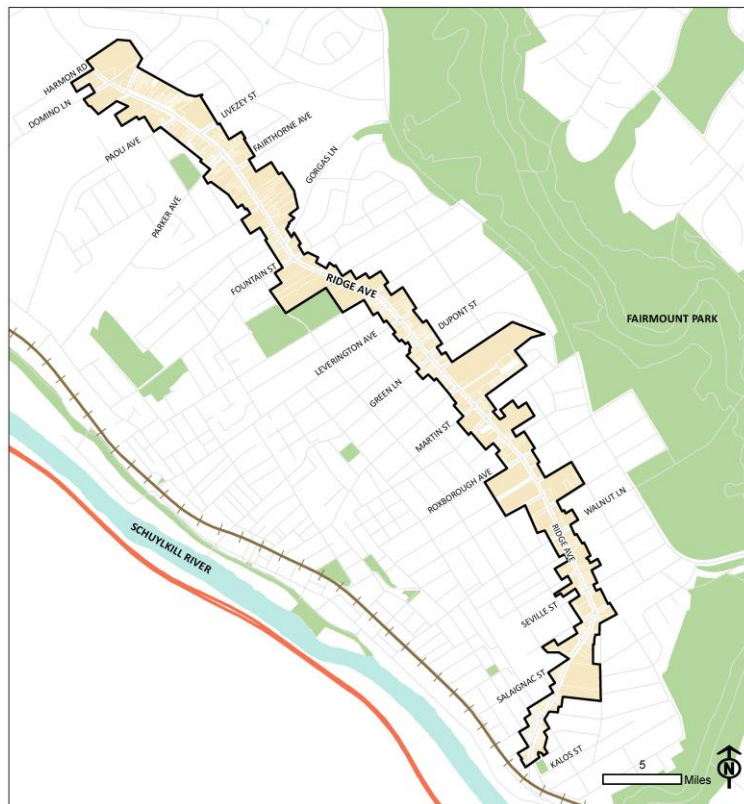
James Harry Calamia
Executive Director

SUMMARY

The organization at a glance

Ridge Avenue is the neighborhood commercial corridor for the Roxborough community. The Roxborough Development Corporation's (RDC) Board, volunteers, and staff have been working hard since 1992 to enhance Ridge Avenue by promoting special events, beautifying and cleaning, helping existing business to expand while recruiting new ones, and marketing and communicating about the corridor and the organization throughout the year.

As one of 14 Business Improvement Districts (BID) in the City of Philadelphia, since 2003 the RDC has collected a yearly assessment from property owners to pay for additional services that benefit everyone in the district.



ROXBOROUGH DISTRICT

Date Established: 2003

Type of BID: "NID law"

Properties: 323

Total Assessment: \$312,000

Governance: 9 Member Board

Management Association: RDC

The RDC's mission is to provide Roxborough residents with high quality shopping, dining and entertainment experiences. More information on the RDC and the Roxborough Business Improvement District is available at www.roxboroughpa.com/about.

PROGRAMMATIC INFORMATION

How are we impacting Ridge Avenue?

On June 23, 2015 the Roxborough Development Corporation (RDC) adopted its five-year strategic plan Roxborough 2020. By 2020, the RDC seeks to advance Ridge Avenue as the heart and hub of the Roxborough neighborhood where residents find a thriving commercial district. To accomplish this vision the RDC will focus in four primary areas: Asset Enhancement, District Improvements, Marketing and Advertising as well as Special Events.

Asset Enhancement Highlights

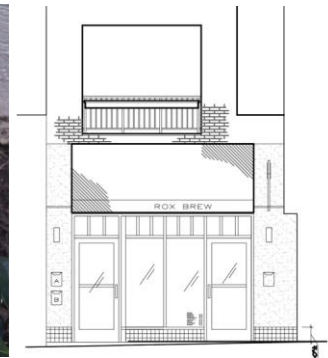
***Roxborough 2020 Goal:** The RDC seeks to encourage a diverse business mix on Ridge Avenue working to stimulate the expansion of existing business and recruit new business to locate here.*

Leverington Avenue Shoppers' Parking Lot is a 94 stall parking lot that was in need of major repairs after being neglected for over 10 years. The RDC developed an improvement plan and secured \$215,000 for improvements through the **Office of Councilman Curtis Jones Jr.** Parking lot renovations included repaving, fencing, plumbing as well as pedestrian scale lighting. Improvements were recently completed and the RDC is currently finalizing a long-term lease agreement with the lot's owner, the City of Philadelphia, to properly manage the site.

The RDC partnered with the **Philadelphia Folksong Society (PFS)** to lease the **Forster Building** located at 6156 Ridge Avenue. PFS's vision for the space includes year round retail sales of folk festival merchandise, group and one-on-one music lessons, open mic nights, song circles, sings and jams as well as presented concerts. The RDC developed a lease agreement for the space and completed historic renovations to the building including fixed operable doors to allow for sidewalk music performances, as well as a new main entrance door and lighting.

The **Roxborough Pocket Park** project at 6170-72 Ridge Avenue promises a transformation of the site for pedestrian access and passive recreation. To date, the RDC has completed a mural installation at the site in partnership with the **Philadelphia Mural Arts Program**. The project is expected to be completed in February 2018 and is funded through the **CDC Tax Credit Program, Pennsylvania Horticultural Society, PECO** and the **Pennsylvania Department of Community and Economic Development**.

The RDC began conversations with a group of professional local brewers regarding their interest in the RDC's **Allison Building** located at 6168 Ridge Avenue. The brewing company's vision for the space includes a 50 seat space to house a 7 barrel brewery and restaurant. The RDC developed a lease agreement for the space and the tenants plan to begin construction in the spring 2018.



District Improvements Highlights

Roxborough 2020 Goal: Ridge Avenue will be clean and safe thus adding to the neighborhood's quality of life. Our district's canopy and seasonal flower displays add visual interest and welcome shoppers year round. We encourage merchants to restore historic buildings and undertake quality facade renovations.

The **Storefront Improvement Program** for the Ridge Avenue Commercial Corridor was secured by the RDC through the **Philadelphia Department of Commerce**. The program reimburses owners of commercial buildings and businesses up to 50% of the total cost of facade improvements, for a maximum reimbursement of \$10,000 for a single commercial property or \$15,000 for a multiple address or corner business property. In the past fiscal year **iDropped, McGill Real Estate, Mina's Restaurant, Opus Piano, Philadelphia Folksong Society, Santucci's Pizza** and **White Yak Restaurant** took advantage of the program and were awarded over \$50,000 in funding.

140 street trees, 80 Pennsylvania Avenue planters and **50 Basix Collection** planters are maintained by the RDC along the 2.5 mile stretch of Ridge Avenue to add visual interest to the corridor. This year 50 new Basix Collection planter shells were installed to replace older fading planters along the Ridge. To advance services of the **Philadelphia Department of Parks & Recreation** the RDC also contracted to have 24 street trees pruned and elevated in the **Central & Lower Ridge Avenue Commercial Corridor**.

Street cleaning efforts by the RDC were expanded through the hiring of a seasonal street sweeper and a local high school student through **North Light Community Center's WorkReady Program**. These employees helped to assist the **Ridge Avenue Ambassador, Anthony Cleveland**. The RDC's cleaning efforts assist property owners with their legal obligation to keep their sidewalks free of litter and debris. During the past fiscal year, over **60,000 gallons** of rubbish and debris were removed from Ridge Avenue. In addition, the RDC also organized the **Roxborough Spring Cleanup** and the **5th District Police Beautification Project** leveraging grant funding and volunteers to clean and green the corridor.

Graffiti Removal Services the RDC improves the aesthetic of Ridge Avenue by actively removing graffiti, illegal signage, stickers, posters and yard signs. Large graffiti and markings unable to be removed by RDC staff are reported to the **City of Philadelphia's 311 Contact Center**. The RDC installed seasonal holiday wreaths, garland, ribbon and decorations for the holiday seasons as part of the **Happy Holidays From Roxborough** promotion. Holiday lights were also distributed to all Ridge Avenue storefronts to encourage a festive and decorative feel during the holidays. Another placemaking project during the year included the installation of 11 **Bigbelly Trash Receptacle Wraps** designed by "World On A Turtle" mural artist Dennis Haugh with grant funding through the **Schuylkill River Greenway Association**.

The RDC also serves in partnership with local civic associations as **Ridge Avenue's Registered Community Organization**. This status grants the RDC a voice to provide input regarding zoning decisions that have an impact on the commercial corridor. In the past year the RDC **reviewed six zoning appeals** in addition to a range of by right projects.



Marketing & Advertising Highlights

***Roxborough 2020 Goal:** Aggressively communicate good news about the Ridge Avenue commercial district as the heart and hub of the Roxborough neighborhood using traditional and social media.*

The RDC has secured the www.roxboroughpa.com website, @RoxboroughPA social media assets, and developed the RoxboroughPA brand during the past fiscal year. The new website includes a listing of all local businesses and was launched in November 2016 and to date has received close to **75,000 page views** and over **25,000 users**. As part of Roxboroughpa.com's **Newsroom Section** RDC staff and special guest writers have authored and published over **30 Newsroom Articles** on local businesses, special events and neighborhood happenings. In addition to the launch of the new website the RDC has also redesigned its monthly **Residential and BID member e-newsletters** with close to **4,000 subscribers** to date.

Through partnership with a public relations consultant the RDC has secured strategic media placements and appearances for the corridor with **6ABC, Fox 29, Philadelphia Inquirer, Philadelphia Magazine, PHL17, Roxborough Review, Roxborough Patch, Uwishunu, Visit Philly and WHY?** The RDC has developed a strong partnership with Philadelphia's #1 radio station **WBEB-FM More 101.1** securing over **110 On-Air Promotional Announcements, 16 @MoreFMPhilly Social Media Posts, and 4 MoreFM Station Events** in the neighborhood representing a **Minimum Promotional Value of \$59,000**. Through the RDC's growing social media channels during the past fiscal year we have received over **27,000 engagements on Facebook, 140 retweets on Twitter and 5,700 likes on Instagram**.

Special Events Highlights

***Roxborough 2020 Goal:** Maintain our year-long calendar of fun retail and special events to drive customers into stores. We work closely with our partners to add appropriate shopping components to their events.*

In partnership with **The Food Trust** the RDC was successful in securing the **2016 & 2017 Night Market Roxborough** events which brought a total of over **50,000 people** to the Ridge Avenue Commercial Corridor. The event highlighted the positive changes taking place on Ridge Avenue and showcased the neighborhood as one of Philadelphia's best places to live.

The RDC also organized the **Art Is Life** and **Roxtoberfest** street festivals as well as the **Roxborough Solstice Music Festival** in collaboration with the **Friends of Gorgas Park**. These special events connect local residents and the Roxborough business community, grow our digital influence and attract millennials and families to the commercial corridor. The **Happy Holidays From Roxborough** series was also organized and brought close to **150 families** to Ridge Avenue through three retail events. Since the RDC began organizing special events it has leveraged close to **\$200,000 in funding** and attracted over **80,000 visitors** to the district.



FINANCIALS

The numbers, gauging the organization's financial health

The RDC's financial statements are independently audited and submitted to Local, State and Federal representatives. The following summary provides highlights from the audit findings for the year ended June 30, 2017. A summary of the RDC's Statement of Activities and Balance Sheet is shown below. For the full audit and additional information on our programs and initiatives visit www.roxboroughpa.com/about/financials.

Statement of Activities Summary

For The Year Ended June 30, 2017

Revenue

Business Improvement District	\$	431,248
Real Estate Programs	\$	61,720
Grant Income	\$	118,548
Total Revenue	\$	611,516

Expenses

Business Improvement District	\$	472,097
Real Estate Programs	\$	113,351
Grant Expenses	\$	2,500
Total Expenses	\$	587,948

Balance Sheet Summary

For The Year Ended June 30, 2017

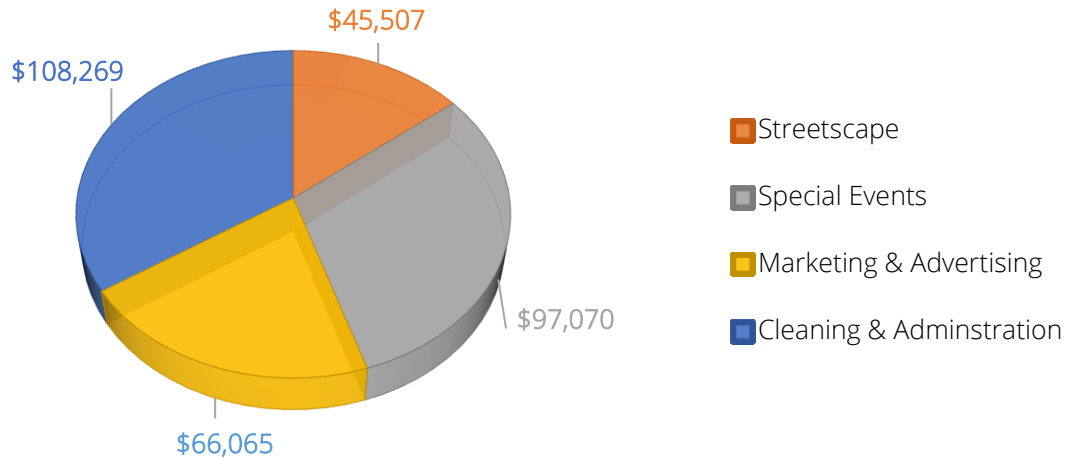
Assets

Total Assets	\$	1,249,062
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Liabilities & Owner's Equity

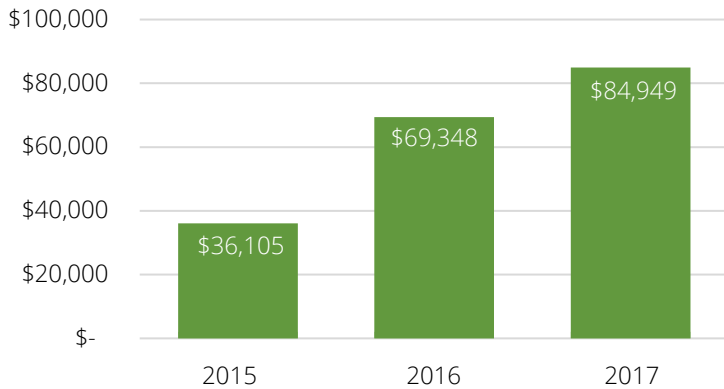
Total Liabilities & Owner's Equity	\$	1,249,062
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Major BID Program Expenses

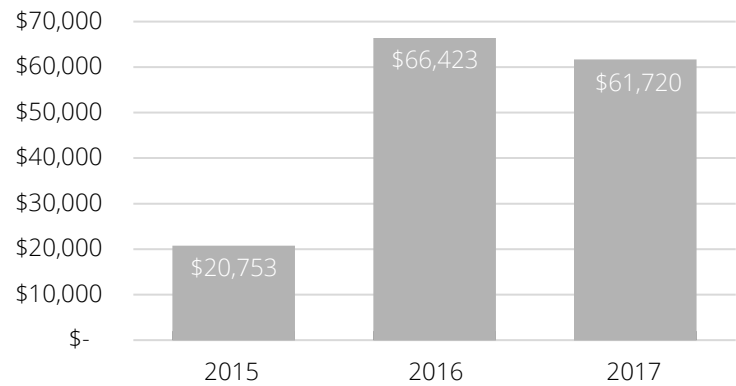


The RDC leverages Business Improvement District funding to grow additional income for capital improvement projects, special events and real estate programs that improve the Ridge Avenue Commercial Corridor.

Special Event Income



Asset Enhancement Income



Grant Income

