



Roxborough Development Corporation
2019 Board of Directors

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Roxborough Resident

Timothy Garrity, *Vice President*
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Roxborough Resident

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Dynamic Advertising Solutions

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The Galman Group

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Ruggiero Plante Land Design

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Jack Wheeler's Hair Company
Roxborough Resident

MESSAGE FROM THE PRESIDENT & EXECUTIVE DIRECTOR

Since the launch of Roxborough 2020 in 2015 to the mark of our latest fiscal year this past June, Ridge Avenue and the Roxborough neighborhood have seen remarkable growth. During the past four years, over 500 residential units have been constructed or permitted within the Business Improvement District (BID). Our commercial vacancy rate of 14% in 2015 has been halved to 7% in 2019. The Roxborough neighborhood now represents Northwest Philadelphia's largest economy with \$642M spent by our residents each year. As Ridge Avenue and Roxborough grow, it creates value for all of our members.

As we near the close of the Roxborough 2020 strategic plan lifecycle we sought out feedback this past April on our work from some of the BID's most invested stakeholders. The Roxborough 2020 Next Steps Workshop set out to reevaluate our organization's accomplishments and current initiatives. Among the feedback we solicited was a desire to encourage and influence a diverse retail mix on Ridge Avenue. To enhance messaging around neighborhood schools, natural assets and successful neighborhood businesses. To advance the physical streetscape environment with a stronger district management plan. It is through these efforts we can continue to reposition Ridge Avenue as a destination corridor while holding true to our roots as a strong service oriented district.

This coming year we look for fresh ideas from all BID members as we reflect and begin to plan ahead for the next five years. On behalf of the Board of Directors thank you for your investment in our organization and the Ridge Avenue commercial corridor. We remain committed to advancing long-term value for all those connected to the heart and hub of the Roxborough community, Ridge Avenue.

Sincerely,

Jo Ann Desper
President

James Harry Calamia
Executive Director

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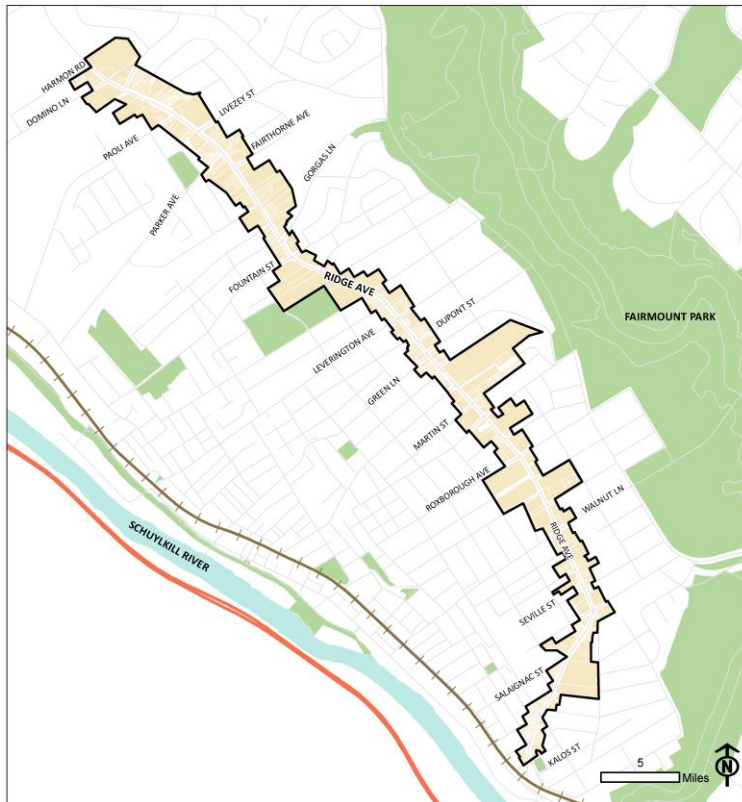
ROXBOROUGH DISTRICT · YEAR ENDED JUNE 30, 2019

SUMMARY

The organization at a glance

Ridge Avenue serves as 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 businesses to expand while recruiting new ones, and marketing the corridor throughout the year.

As one of 13 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 every member of the district.



ROXBOROUGH DISTRICT

Date Established: 2003

Type of BID: Neighborhood Improvement District

Properties: 308

Total Assessment: \$331,989

Governance: 10 Directors

Management Association: RDC

RDC Fiscal Year: July 1 to June 30

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.

PROGRAM INFORMATION

How are we impacting Ridge Avenue?

On June 23, 2015 the 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 and Special Events.

Asset Enhancement Highlights

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

Following a **survey of 650 Ridge Avenue shoppers**, a brewery/brewpub was identified as one of the top eateries most wanted on Ridge Avenue. Via leasehold the RDC secured a group of professional local brewers who are finalizing construction to redevelop the **Allison Building** at 6168 Ridge Avenue into a brewpub. The project broke ground in February 2019 and will house both a **60 seat restaurant and 7 barrel production brewing system**. The brewpub is slated to open in the fall of 2019.



Roxborough's first brewery, New Ridge Brewing Company, pictured above under construction at 6168 Ridge Avenue.



Cesira Ruggiero and David Plante of Ruggiero Plante Land Design with Philadelphia Commerce Director Harold Epps.

The RDC partnered with the **Philadelphia Commerce Department** to organize a Ridge Avenue walking tour with **Commerce Director Harold Epps** and local business owners. The discussion reviewed local business conditions, concerns and local business expansion plans. Following the discussion Commerce Department has been working with RDC to pursue various capital improvement projects for Ridge Avenue.

The RDC is a **Registered Community Organization** for the **Roxborough Business Improvement District**. This status grants the RDC notice for zoning appeals that will have an impact on Ridge Avenue. In the past year, **ten zoning appeals** and a range of by-right projects were reviewed by the organization. Supported projects included **a new co-working space at 6128 Ridge Avenue**, and **an open air dining area at 6802 Ridge Avenue**.



A conceptual rendering of proposed mixed-use building at 5312 Ridge Avenue that has been approved by the Zoning Board of Adjustment.

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 appeal and welcome shoppers year round. We encourage merchants to restore historic buildings and undertake quality facade renovations.

Over **40,000 gallons** of rubbish and debris were removed from Ridge Avenue this past fiscal year. **Graffiti removal services** the RDC employs also improve aesthetics by actively removing graffiti, illegal signage, stickers, posters and yard signs from the corridor. Large graffiti and markings unable to be removed by RDC staff are reported to the **City of Philadelphia's 311 Contact Center**. This past fiscal year, RDC staff filed **86 service requests** with Philly 311 on issues including graffiti, illegal dumping and broken traffic lighting/signage.



Through the RDC's cleaning program we assist property owners with their legal obligation to keep their sidewalks free of litter and debris.



Streets Lighting Division replacing old light fixtures out front of a new mixed-use building at 6161 Ridge Avenue.

The RDC contracted with the **Philadelphia Streets Department** to convert existing street lighting along the Ridge Avenue commercial corridor to LED lighting. The upgrade seeks to enhance safety, visibility and promote the evening economy along Ridge Avenue in Roxborough. Through the partnership, the RDC has provided the city with a grant for the purchase of **67 LED light fixtures** to replace old or dilapidated fixtures on Ridge Avenue from Jamestown Avenue to Hermitage Street.

Approximately **140 street trees**, **75 Pennsylvania Avenue** planters and **50 Basix Collection** planters are maintained by the RDC along the 2.5 mile stretch of Ridge Avenue. **5 miles** of sidewalks were treated to control vegetation as part of the **RDC's Weed Control Program**. Areas treated include all Ridge Avenue sidewalks and curb lines from Main Street to Domino Lane as well as several intersecting streets.



Street trees, planters, and trash cans allow for a safe, clean and green environment on the Ridge Avenue commercial corridor.



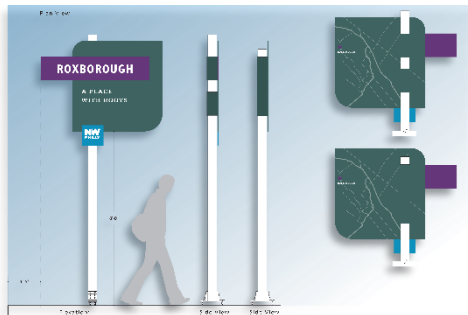
Ridge Avenue beat patrols serve as a highly visible deterrent to crime and are now coupled with private patrols in the evening to supplement efforts by 5th District Police.

In coordination with Philadelphia Police over **125 daytime police beat patrols** have been completed along Ridge Avenue. In October of 2018, the RDC launched a **pilot program to enhance public safety** during the evening hours. The program has contracted uniformed unarmed security officers to complete over **315 security patrols** with highly visible patrol cars to deter crime at locations along Ridge Avenue.

The RDC was awarded a **\$20,000 Corridor Enhancement** planning grant through the **City of Philadelphia's Commerce Department**. The grant funds are being matched with dollars from the **Friends of Gorgas Park** for engineering and grant writing services to complete a streetscape improvement project at **Gorgas Park**. This work will help to advance the aesthetic of Ridge Avenue and the front entry to one of our neighborhood's most beloved recreational sites.



The streetscape project presents an opportunity to better connect the park and its programming with the Ridge Avenue commercial corridor.



Roxborough's wayfinding signage system will include close to 25 wayfinding signs as well as blazes to area parking lots and Ridge Avenue destinations.

As part of a collaboration between **Northwest Commercial Corridors (NWCC)**: Chestnut Hill, Germantown, East Falls, Manayunk, Mt. Airy, and Roxborough have been working to coordinate an **innovative wayfinding system** for Northwest Philadelphia. The program, which is in its final design phase, will connect neighborhoods and their community assets such as parks, parking lots and recreation centers via vehicular signage.

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.

Through **Roxboroughpa.com**, **@RoxboroughPA** social media handles, and **e-newsletter**, we have built a new way to communicate with Ridge Avenue customers. The website, includes a listing of all local businesses, and has received close to **200,000 page views** and over **75,000 users** since its launch in November 2016. As part of Roxboroughpa.com's **Newsroom Section**, RDC staff and special guest writers have authored and published over **75 Newsroom Articles** on local businesses, special events and neighborhood happenings. The **RoxboroughPA E-Newsletter** reaches over **6,000 people** with new business happenings, neighborhood updates and events.



Murphy's Roofing Company was featured in early 2019 on Roxboroughpa.com in a profile that celebrated their 50th year anniversary.

Through the RDC's growing social media channels we continue to engage and shape the online conversation about Roxborough and the Ridge Avenue Commercial Corridor. **@RoxboroughPA's social media channels** are an effective tool to promulgate positive messaging. This past fiscal year we received over **25,000 engagements on Facebook**, **4,100 engagements on Instagram** and **500 engagements on Twitter**. We recently implemented a new set of metrics that will allow us to increase likes, followers, comments and mentions. We will soon also be able to retarget key audiences throughout multiple platforms.



Through targeted campaigns, the RoxboroughPA communication channels have seen notable growth over the past year. Pictured above a local business feature shared via the RoxboroughPA Facebook Page.

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.*



The Roxtoberfest street festival, pictured above, has become a neighborhood tradition attracting both local and regional shoppers to Ridge Avenue.

The **Roxtoberfest** street festival has become one of Philadelphia's premiere family friendly Oktoberfest celebrations. Last year's event featured, beer gardens, children's activities, delectable foods, and has attracted over **20,000 people** to the Ridge Avenue commercial corridor since 2014. Through the **Art Is Life** street festival, we are able to utilize the arts as a tool to engage the community extending the event season on Ridge Avenue into the spring.

The **Happy Holidays From Roxborough** series was organized to bring focus to the Ridge Avenue commercial corridor throughout the holiday season. In addition to corridor wide promotions a series of special events were also organized that brought close to **150 families** to Ridge Avenue through three retail events. Since the RDC began organizing special events, it has leveraged close to **\$250,000 in funding** and attracted over **85,000 visitors** to the district.



The Happy Holidays From Roxborough promotion featured a stop at A Tutti Italian Restaurant at 5154 Ridge Avenue this past holiday season.

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, 2019. A summary of the RDC's Statement of Activities and Balance Sheet are shown below. Income for capital improvement projects, special events and real estate programs are also shown. For the full audit and for more information on our programs visit www.roxboroughpa.com/about/financials.

Statement of Activities Summary

For The Year Ended June 30, 2019

Revenue

Business Improvement District	\$	423,687
Real Estate Programs	\$	154,740
Total Revenue	\$	578,427

Expenses

Business Improvement District	\$	453,516
Real Estate Programs	\$	123,989
Total Expenses	\$	577,505

Balance Sheet Summary

For The Year Ended June 30, 2019

Assets

Total Assets	\$	1,528,356
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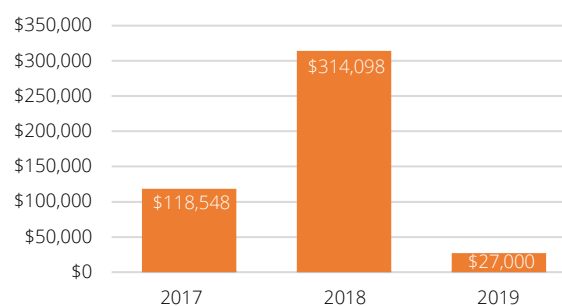
Liabilities & Owner's Equity

Total Liabilities & Owner's Equity	\$	1,528,356
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Asset Enhancement Income



Grant Income



Special Event Income

