

A PLACE WITH ROOTS



ROXBOROUGH DEVELOPMENT CORPORATION
ROXBOROUGH DISTRICT • YEAR ENDED JUNE 30, 2020



**Roxborough Development Corporation
2020 Board of Directors**

Timothy Garrity, *President*
Copper Hill Real Estate
Roxborough Resident

Joseph DeCandido, *Vice President*
Advent
Roxborough Resident

Matt Belz, *Treasurer*
DiBruno Brothers
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Design Blendz
Roxborough Resident

Andrew Langsam
Dynamic Advertising Solutions

Brian Paule
The Galman Group

David Plante
Ruggiero Plante Land Design

Jack Wheeler, *BIDAC Chair*
Jack Wheeler's Hair Company
Roxborough Resident

MESSAGE FROM THE PRESIDENT & EXECUTIVE DIRECTOR

In our organization's 28-year history, the 2020 fiscal year will be looked back on as one of the most challenging years for the Roxborough District. Despite the burdens brought on by the COVID-19 pandemic, strong conditions prior to the crisis coupled with heightened demand for housing have positioned Ridge Avenue for a rebound. Through your support and with adapted programming, we remain committed to advancing the district's recovery so we can continue to unlock Ridge Avenue's full economic potential.

Immediate needs brought on by the pandemic tested our programs and required us to refocus our core objectives to:

- Promote the well-being of our employees, business owners and community.
- Advocate for relief resources for small businesses and residents.
- Expand our street cleaning and public safety programs during closures.

Strong partnerships have enabled us to go above and beyond our organization's capacity to advance Ridge Avenue with limited resources. While we remain focused on the future, this annual report details much of our work prior to the crisis. The end of our most recent fiscal year marks the completion of Roxborough 2020, a five-year plan highlighted by over \$50 million dollars of investment in the district. These investments present new opportunities to build on as we recover but also newfound problems to address.

We are grateful for your ongoing support through the crisis and view your contributions to the district as an investment we must both earn and leverage. We invite you to explore this report as we reflect on our past work and welcome your feedback into the coming year.

Sincerely,

Timothy Garrity
President

James Harry Calamia
Executive Director

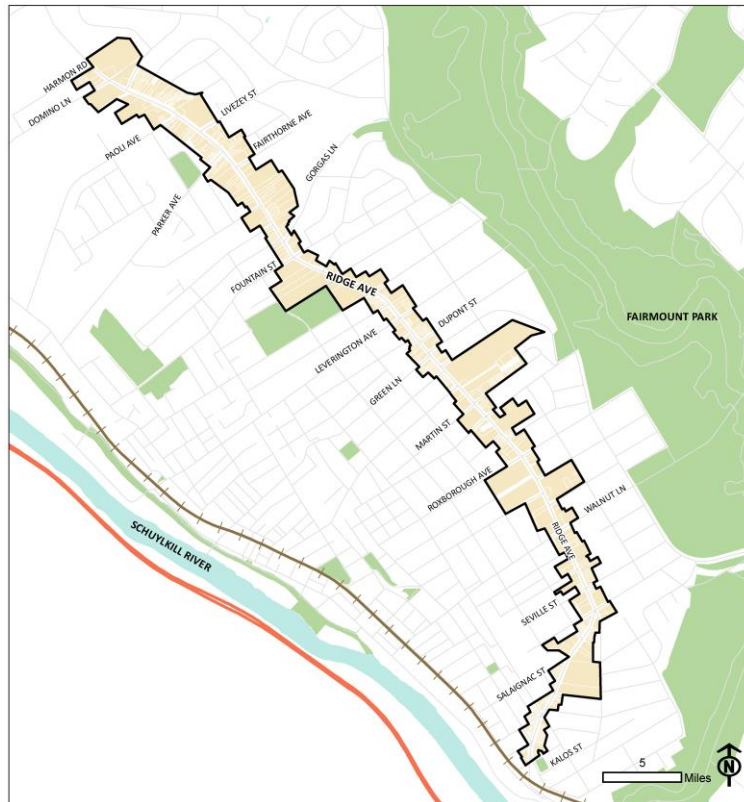


SUMMARY

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 businesses to expand while recruiting new ones, and marketing the corridor throughout the year.

As one of 13 Business Improvement Districts (BIDs) 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: 298

Total Assessment: \$331,989

Governance: 9 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 (BID) is available at www.roxboroughpa.com/about.

PROGRAM INFORMATION

How are we impacting Ridge Avenue?

The RDC seeks to advance Ridge Avenue as the heart and hub of the Roxborough neighborhood where residents find a thriving commercial district. In June 2015 the RDC set out on a very ambitious improvement agenda, Roxborough 2020. To accomplish these improvements the RDC has focused on four primary areas: Asset Enhancement, District Improvements, Marketing and Advertising as well as Special Events.

Asset Enhancement Highlights: *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.*



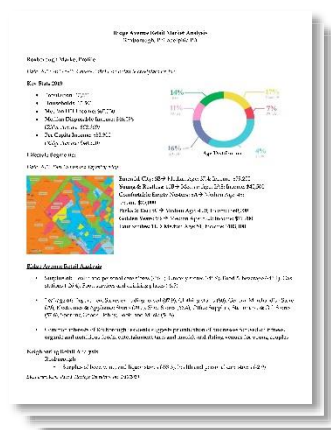
Conceptual rendering of pedestrian improvements proposed at Gorgas Park, 6300 Ridge Avenue.

GORGAS PARK PEDESTRIAN CONNECTION IMPROVEMENT

The RDC and the **Friends of Gorgas Park** submitted a grant application to the Pennsylvania Department of Community and Economic Development's **Greenways, Trails and Recreation Program**. The **\$295,000** grant seeks to fund improvements to parking, accessibility, crosswalk safety and curbs as well as a town square clock at the park. The RDC covered **\$20,000** for initial project engineering and coordinated grant writing, local support and stakeholder meetings. A funding decision is expected by the spring of 2021 with the project constructed in phases including the potential for future lighting upgrades.

ROXBOROUGH 2020 NEXT STEPS

Roxborough 2020 Next Steps sought to recap and reflect on the work of **Roxborough 2020**, which ended June 30, 2020. **Heritage Consulting Inc.** (Heritage) was contracted to review our work, build on the plan's successes and prioritize new planning efforts. Heritage completed three research projects including a review of **ESRI Market Data**, **Roxborough Signature Events** as well as a **BID Property Owner Satisfaction Survey**. These documents will form the basis of priorities for a **Roxborough 2025 Strategic Plan**.



The ESRI Market Data shows demographic trends in Roxborough, such as a growing population of 25-35 year olds in the neighborhood.



Survey responses highlight changing demands for parking.

PARK ROXBOROUGH STUDY

The Roxborough District is growing, and with increased density from residential units and more residents working from home, the demands for parking are changing. **One Nickel Consulting** was commissioned to complete the **Park Roxborough Study** to better understand parking dynamics within segments of the Roxborough District. The analysis included a business owner and resident survey that received over **500 responses**.

NEW CONSTRUCTION IN THE DISTRICT

Since 2015 over **\$50 million dollars** of investment resulting in **300,000 square feet** of new construction projects have been completed or are in progress within the Roxborough District. The construction is composed primarily of mixed-use developments with over **500 dwelling units** being added to Ridge Avenue. In 2019, **111 new construction permits** were issued in Roxborough underscoring the role our region is playing in Philadelphia's construction boom.



Stamm Development Group's proposed redevelopment of the vacant Citizen's Bank site at 5801 Ridge Avenue.

District Improvements Highlights: *The District will be clean and safe thus adding to the neighborhood's quality of life. Our district's canopy and flower displays welcome visitors year-round. We encourage merchants to restore historic buildings and undertake quality facade renovations.*



Over 30,000 square feet of sidewalks were professionally pressure washed during the pandemic.

ROOTS ON RIDGE REOPENING INVESTMENT FUND

Following the ordered closing of non-life-sustaining businesses in March of 2020, members of the Roxborough community stepped up to offer support during an extraordinary time. Through the launch of the RDC's **Roots On Ridge Reopening Investment Fund**, **\$25,000** was raised to advance public realm improvements in the district with an eye toward reopening. 90 days into the pandemic, our operations team pressure washed over **30,000 square feet of sidewalks** and planted over **250 plants and flowers**.



RIDGE AVENUE PUBLIC SAFETY PROGRAM

In partnership with **Philadelphia Police**, over **95 police beat patrols** have been completed in the district in the past fiscal year. The RDC contracted uniformed unarmed security officers to complete over **150 security patrols** with highly visible vehicles to deter crime. During civil unrest in May and June an additional **50 security patrols** were added to prevent vandalism.

No vandalism was reported to RDC due to civil unrest.

ROXBOROUGH STREET TREE & LIGHTING

The **Roxborough Roots ReTree Program** commenced in November 2019 with the planting of **12 street trees** in the Roxborough District. The program maintains or replaces street trees to enhance the corridor's canopy and visual appeal. In May 2020, the RDC also completed PHASE II of the LED Lighting Conversion Project. With the support of a **PECO Green Region Grant** and the **Philadelphia Streets Department**, **25 light fixtures** from Fountain Street to Domino Lane were converted to LED to improve safety and visibility. All lighting fixtures from **Manayunk Avenue to Domino Lane** have now been converted to LED lights.



The Roxborough District contains over 140 street trees that require regular maintenance, upkeep and replacement.



Excessive trash tonnage and city wide trash delays increased demand for our own street cleaning operations.

DISTRICT CLEANING OPERATIONS

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 the Roxborough District. Three months after mandated business closures in March, our operations cleaned **20,000 gallons of trash** including illegal dumps and increased household waste. RDC also coordinated to remove over **100 pieces of graffiti** within the 90-day initial closure period.

ROXBOROUGH PUBLIC ART INSTALLATION

RDC partnered with **Mural Arts Philadelphia**, to create a second mural for the **Roxborough Pocket Park**. World-renowned artist and Roxborough native **Paul Santoleri** was commissioned to design and install the mural, which was funded by the RDC and a grant from the **Pennsylvania Department of Community and Economic Development**. The mural depicts Roxborough's distinctive cityscape and natural environment, including our radio towers and Wissahickon Park's elusive tulip tree.



The mural is the third public art installation by Mural Arts Philadelphia in the Roxborough District.

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



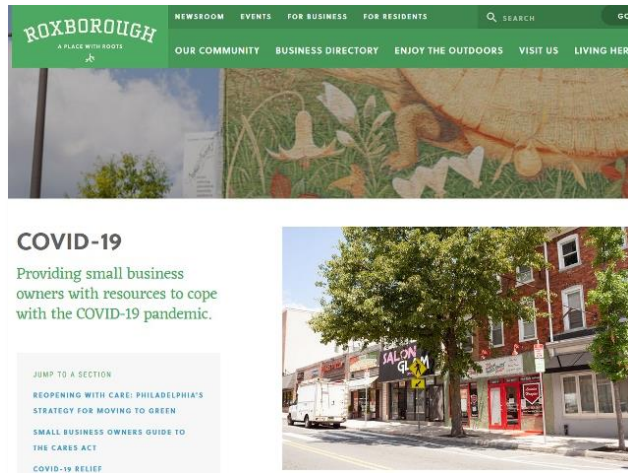
Vaughan Buckley of Volumetric Building Company inside The Vault co-working space located at 6128 Ridge Avenue, as featured on www.roxboroughpa.com.

ROXBOROUGHPA COMMUNICATION CHANNELS

Through the RDC communication channels our targeted messaging continues to reach Roxborough District visitors, customers and residents. Prior to and throughout the pandemic our organization has focused digital communications through www.roxboroughpa.com, **@RoxboroughPA social media handles**, and **Roxborough PA e-newsletters**. Our website which includes a local business directory, has received close to **300,000 page views** and over **118,000 users** since its launch in November 2016.

@RoxboroughPA's social media channels are an effective tool to promulgate positive messaging and reach key demographic audiences. This past fiscal year, over **27,500 people engaged** on our **@RoxboroughPA Facebook** page and we attracted over **8,700 engagements** on our **@RoxboroughPA Instagram** page.

Since 2015 the RDC has secured strategic earned media placements and appearances for the district with **6ABC**, **Fox 29**, **Philadelphia Inquirer**, **Philadelphia Magazine**, **PHL17**, **Roxborough Review**, **Roxborough Patch**, **Uwishunu**, **Visit Philly**, **WHYY** and many others.



Over 300 Roxborough based businesses received Paycheck Protection Program loans below \$150,000.

COVID-19 RESOURCE COMMUNICATION

In response to business closures, the RDC surveyed local business owners and residents to better understand the immediate impacts of the pandemic. Through regular briefings with the **City of Philadelphia Commerce Department** the RDC relayed critical information on closures, relief funding and legislative changes via RoxboroughPA's website, e-newsletter and social media accounts. Our **Open Locally To Support You** page regularly updated a list of businesses opened during the pandemic shutdown.

ROXBOROUGHPA NEWSROOM STORIES

Since 2015 as part of Roxboroughpa.com's **Newsroom Section**, RDC staff and guest writers have authored and published **100 Newsroom Articles** on local businesses, special events and neighborhood happenings. The features included professional photography, interviews by reporters and content to help drive traffic to local stores. In the first months of the pandemic, focus was placed on supporting local businesses safely and making the public aware of essential businesses open on the corridor. As businesses started reopening, messaging shifted to reintroducing businesses to residents and shoppers.



Salon A'Marie, which expanded their salon operations during the pandemic, was featured online.



The RoxboroughPA e-newsletters are emailed to residents and Roxborough District members.

ROXBOROUGHPA E-NEWSLETTER

In addition to web content, the RDC also publishes its monthly **Residential and BID member e-newsletters** with close to **4,000 subscribers**. The e-newsletters are a key method to provide relevant, often exclusive, updates on new developments within the district. The featured stories shared also drive web traffic to local businesses.

Special Events Highlights: *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 annual Roxtoberfest street festival entered its seventh year in October 2019 and has established itself as a regional family-friendly Oktoberfest celebration.

ROXBOROUGH SPECIAL EVENT SERIES

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 food, and has attracted over **25,000 people** to the Ridge Avenue commercial corridor since 2014. While the pandemic has caused our organization to cancel our 2020 in-person event programming we have been working with sponsors on special event offerings in 2021.

HAPPY HOLIDAYS FROM ROXBOROUGH



A mix of small retail events and large street festivals have helped to position Roxborough as a neighborhood of choice.

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 was also organized to bring families to Ridge Avenue through three retail events. Special events have raised close to **\$250,000** in funding and attracted over **85,000** 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 highlights the audit findings for the year ended June 30, 2020. For the full audit and additional information visit: www.roxboroughpa.com/about/financials.

Statement of Activities Summary

For The Year Ended June 30, 2020

Revenue

Business Improvement District	\$	367,857
Real Estate Programs	\$	205,360
Grant Income	\$	77,660
Total Revenue	\$	650,877

Expenses

Business Improvement District	\$	516,364
Real Estate Programs	\$	174,469
Grant Expenses	\$	0
Total Expenses	\$	690,833

Balance Sheet Summary

For The Year Ended June 30, 2020

Assets

Total Assets	\$	1,602,599
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Liabilities & Owner's Equity

Total Liabilities & Owner's Equity	\$	1,602,599
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LEADERSHIP

The RDC is led by a volunteer board of directors and managed by full-time staff.

The RDC's Board of Director's represent the interests of businesses and residents located in Roxborough. To read full board biographies or to get involved visit: www.roxboroughpa.com/about.

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