



# Annual Report

2023

ROXBOROUGH DEVELOPMENT CORPORATION

ROXBOROUGH BID  
YEAR ENDED JUNE 2023





# Message from the President & Executive Director

I am pleased to share with you the Roxborough Development Corporation's 2023 Annual Report, marking another significant milestone in our ongoing journey. Fiscal Year 2023 saw the continuation and expansion of our efforts to support and strengthen the Ridge Avenue commercial corridor, particularly in the aftermath of the pandemic.

Building upon the foundation laid in the previous year, the RDC actively supplemented City cleaning and trash collection services, demonstrating our commitment to maintaining a clean and inviting environment for businesses and residents alike. We also dedicated our efforts to planning corridor improvements, ensuring that the infrastructure aligns with the evolving needs of the community. In addition to physical improvements, we took strides to elevate the overall experience by enhancing events through new sponsorships. This not only added vibrancy to the corridor but also fostered community engagement and collaboration.

2023 saw the successful reauthorization of the Business Improvement District (BID), strategically positioning us to sustain and expand our services and improvements. This move enhances our ability to better serve our businesses and community. The RDC's journey has been defined by unwavering commitment, propelling us towards the creation of a thriving business corridor along Ridge Avenue. This commitment remains central to our mission, and we look forward with enthusiasm to the opportunities that lie ahead.

I invite you to explore our accomplishments, initiatives, and impact through the 2023 Annual Report. Your continued support has been instrumental in our success, and we look forward to the future with optimism and determination. Thank you for being an essential part of the RDC community.



**Jo Ann Desper**

President of the RDC



**Jax Cusack**

Executive Director of the RDC





# SUMMARY

## The organization at a glance

Ridge Avenue is the neighborhood commercial corridor for the Roxborough community. The Roxborough Development Corporation (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.

The Roxborough Business Improvement District (Roxborough BID) is one of sixteen business improvement districts in the City of Philadelphia. Since 2003, the RDC has collected a yearly assessment from property owners in the Roxborough BID to pay for and leverage additional services that benefit every BID member.





# Roxborough BID

**Date Established:** 2003

**Type of BID:** Neighborhood Improvement District

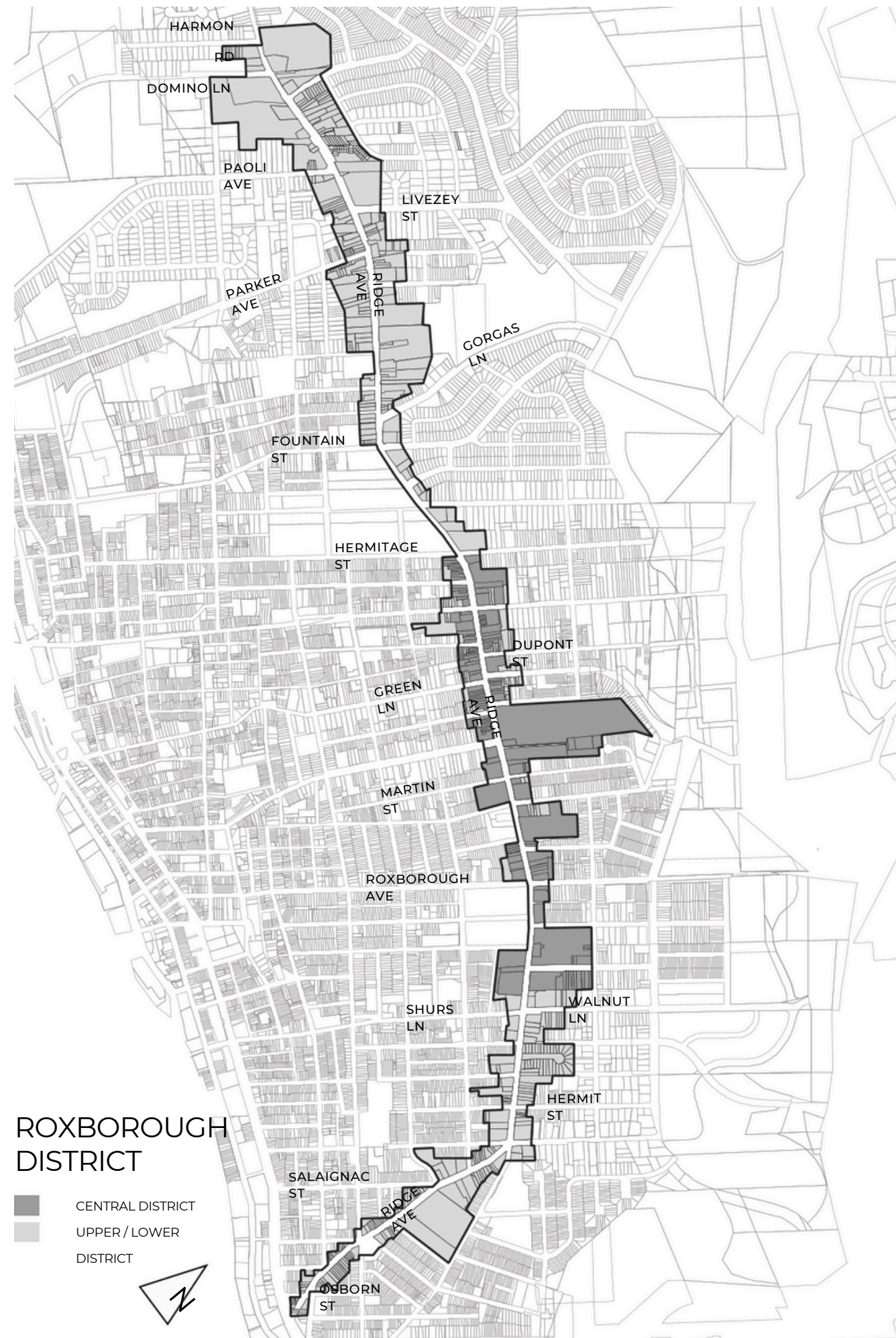
**Properties:** 319

**Total Assessment:** \$352,207

**Governance:** Board of Directors

**Management Association:** RDC

**RDC Fiscal Year:** July 1 to June 30



## 2023 Board of Directors

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

Jo Ann Desper, *President*  
Roxborough Resident

H. Burton Piper, *Vice President*  
Roxborough Memorial Hospital

Franco Siciliano, *Secretary*  
Café Roma

Matthew Belz, *Treasurer*  
Roxborough Resident

David Plante  
Ruggiero Plante Land Design

Brian Paule  
Altman Managment Company, LLC

Kay Sykora  
Roxborough Resident



# RDC Mission & Program Information

The mission of the Roxborough Development Corporation (RDC) is to provide Roxborough residents with high quality shopping, dining, and entertainment experiences.

The RDC focuses on the following **four program areas** to advance the Ridge Avenue commercial corridor as the heart and hub of the Roxborough community:

**ASSET ENHANCEMENT:** Encouraging a diverse business mix on Ridge Avenue by helping existing businesses expand and recruiting new businesses.

**DISTRICT IMPROVEMENTS:** Keeping the district clean, attractive, and safe to add to neighborhood quality of life.

**MARKETING:** Communicating good news about the Ridge Avenue commercial district through traditional and social media channels.

**SPECIAL EVENTS:** Maintaining a yearlong calendar of fun retail and special events to drive customers into shops and restaurants.



# Asset Enhancement Highlights

## NEW BUSINESSES IN THE BID

**9 new businesses** opened or prepared to open in the Roxborough BID during FY 2023. Newly opened businesses included Kids at Play, Lil' Filmmakers, Rally House, Lucky's Roadside Stand, Sunshine Sandwich Shop, The Biscuit Lady, The Natural Xpression, and Unity Java.



*The Natural Xpression*



*Lil' Filmmakers*



# District Improvement Highlights

## BID Reauthorization

In 2023 the Roxborough Development Corporation went through the process of reauthorization of the Business Improvement District. This reauthorization will enable the RDC to continue its important work revitalizing Ridge Avenue, providing property owners and businesses with commercial corridor services, and offering Roxborough residents more local shopping, dining, and entertainment options.

## TAX CREDIT PROGRAM FUNDING

State and local tax credit programs provide an incentive for corporations to support BIDs and CDCs by offering a break on business-related taxes. In FY 2023 the RDC entered Year2, in its CDC Tax Credit Partnership with the City's of Philadelphia, which provides \$100,000 in operating funds annually over 10 years. Penn Beer committed \$85,000 and Ridge Holdings LLC committed \$15,000 through this partnership.



*Operations Director Linda Dottor provided assistance to Fountain Street Auto Service for a Storefront Improvement Grant.*



# District Improvement Highlights

## PA DCED Community Economic Assistance Program Grant Award

The RDC received a \$75,000 grant from the PA Department of Community and Economic Development. This grant will enable us to prune overgrown street trees, prepare locations for new trees, repair dangerous sidewalks, seal and restripe our parking lots, repair parking lot lighting, and refresh the Dupont Street parking lot entrance.



*R.Clark Concrete lays the groundwork after the tree removal leading the way to Gorgas Park.*



# District Improvement Highlights

## Public Landscapes

The RDC continued to brighten the Ridge Avenue commercial corridor with dragonfly begonias for the summer and fresh-cut greens, red ribbons, and wreaths for the holidays. Our public landscape services also kept Ridge Avenue's curbs and sidewalks weed-free, mulched 100 street trees, and maintained the Roxborough Pocket Park.



*Spring clean up in the Pocket Park.*



*Seasonal planters bring festive cheer to Ridge Avenue.*



# District Improvement Highlights

## BID BEAUTIFICATION & CLEANING PROGRAM

RDC maintains a 2.5-mile neighborhood commercial corridor with five miles of curb and sidewalk, an active pocket park, and two public parking lots. It also provides information and aid to the over 250 businesses and hundreds of weekly visitors in the BID. Cleaning, hospitality, and public safety are critical to cultivating a positive perception of Ridge Avenue among businesses, residents, and shoppers.



**60 Tons**  
of Trash Removal



**50 Public Trash Cans**  
Maintained



**110 Incidents**  
Of Over-sized Items/ Dumping Removal



# District Improvement Highlights

## BID BEAUTIFICATION & CLEANING PROGRAM

The RDC maintains sidewalk planters, street trees, public landscapes and decorates Ridge Avenue for the holidays. Shade, flowers, and inviting green spaces are critical to a walkable commercial corridor that connects the community to shopping, dining, and parks and trails.



**100+ Street Trees**  
Maintained



**100 Sidewalk Planters**  
Cultivated and Maintained



**5 Miles of**  
Sidewalks and Curbs Kept Weed-free



# District Improvement Highlights

Part of the Beautification and Cleaning Programs includes visibility on the streets and interactions with the community and visitors. Over **600 interactions** with our team were recorded in FY 2023.



*Ridge Avenue's curbs and sidewalks, trash receptacles, and busy parking lots and bus stops are kept clean and safe thanks to Greg Thurman, the RDC's Cleaning Operations Leader.*



*The Roxborough Pocket Park is always a hub of activity and great place to interact with our community.*



*Holiday decor helps create magic along the Central Ridge Avenue Corridor.*



# Marketing Highlights

The RDC consistently shares news about the Ridge Avenue commercial corridor and the Roxborough community. In FY 2023 the RDC increased its reach on social media and worked to create vibrant content for our businesses. For FY 2024, the RDC will continue this outreach and engage a public relations consultant to increase our media presence.

## ENGAGEMENT:

- 462 Facebook Posts
- 305 Instagram Posts
- 500 + Instagram Stories
- 24 Newsletters
- 11 Articles written featuring BID Businesses and Organizations

### R. Clark Concrete: Homegrown in Roxborough

BY STACIA FRIEDMAN FOR ROXBOROUGH DEVELOPMENT CORPORATION

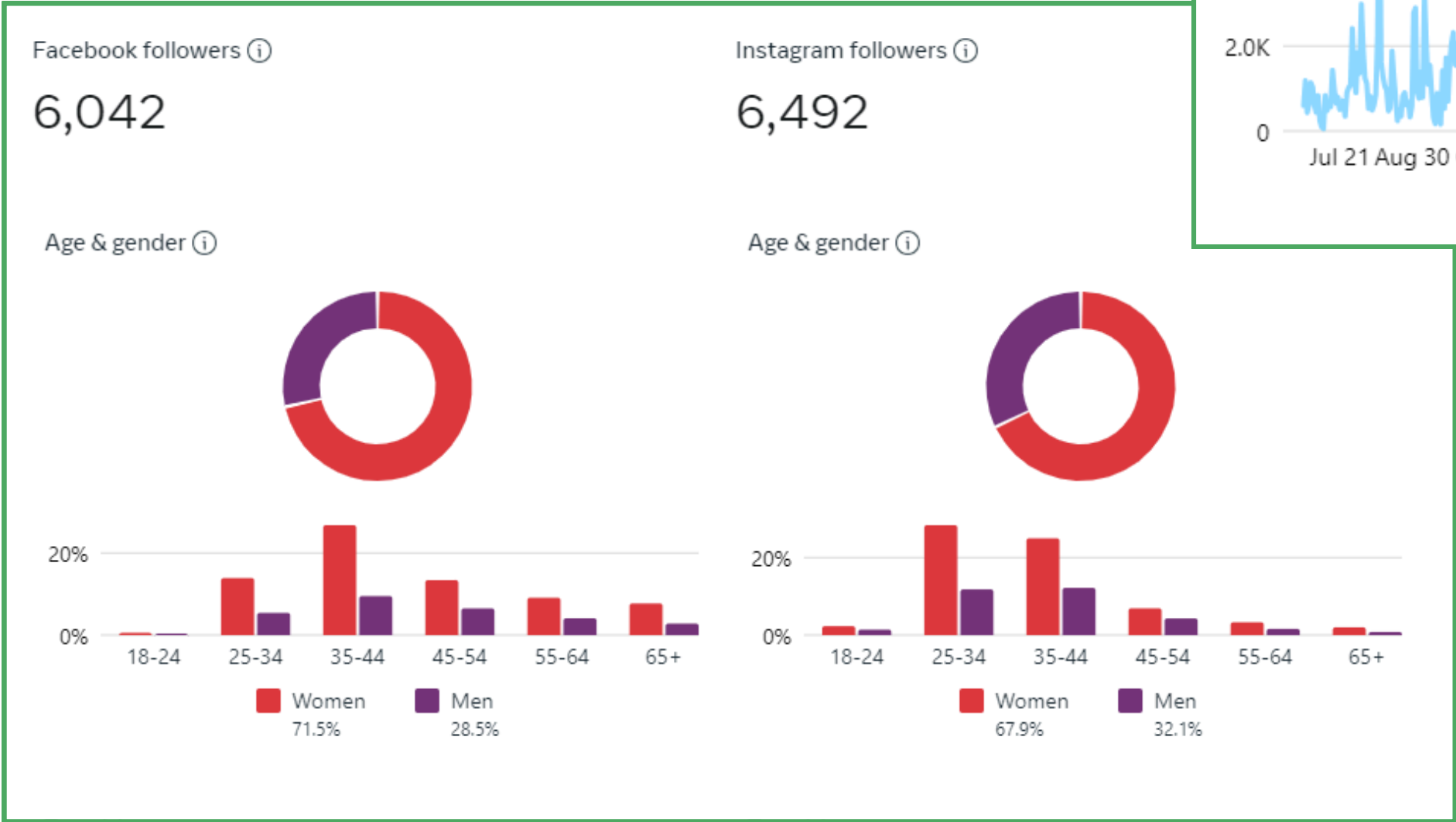
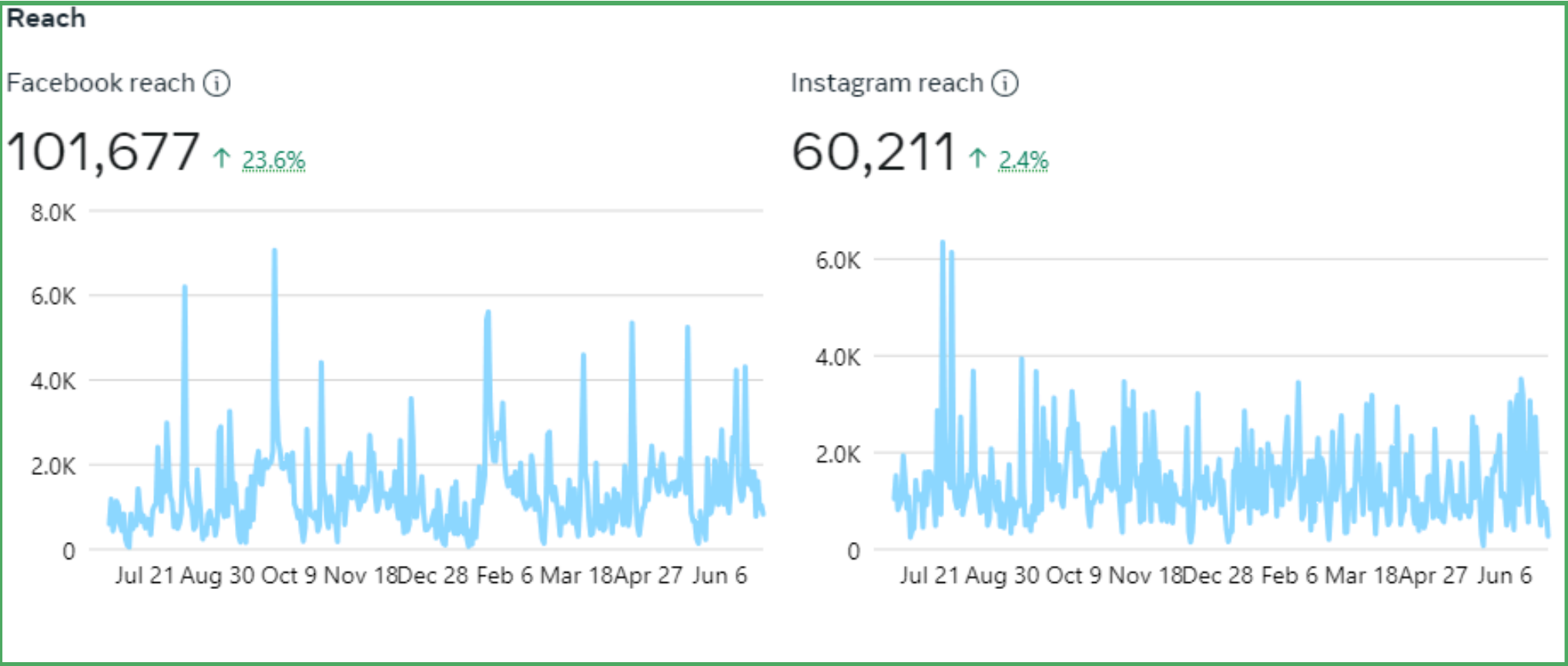


*One of 11 articles written on behalf of businesses and organizations in Roxborough.*



# Marketing Highlights

## Social Media Analytics



Collage of Instagram posts/reels through the year.



# Special Event Highlights

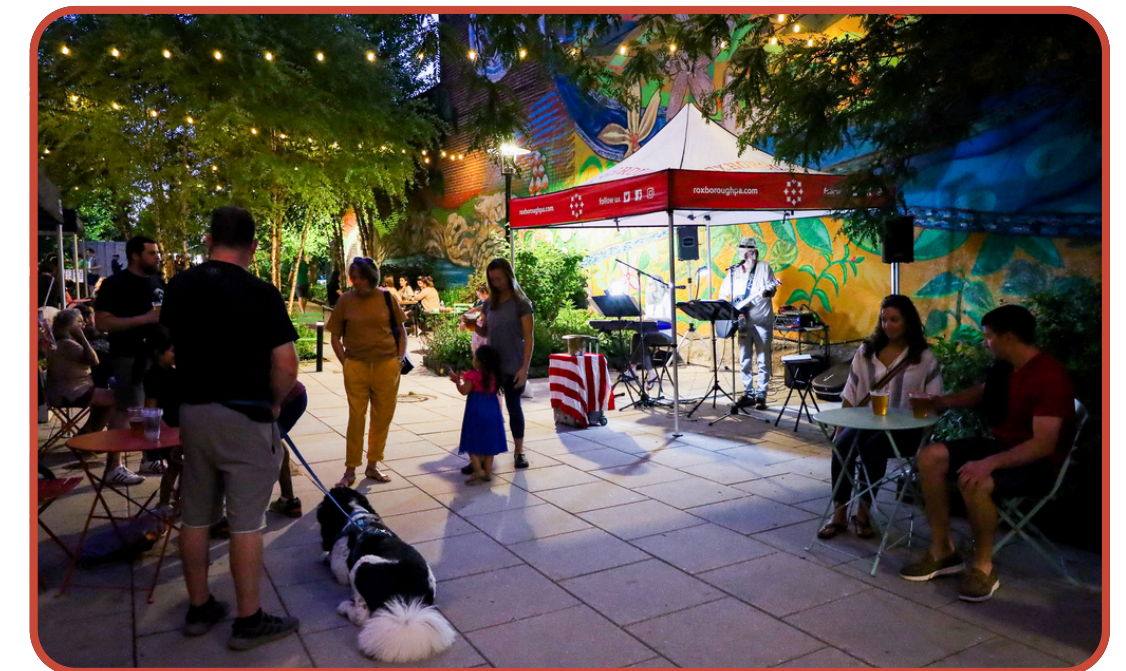
The RDC produces a number of special events and festivals throughout the year. All special events are produced through sponsorship monies and vendor fees. In FY 2023 RDC raised \$58,385.

## EVENTS INCLUDED:

- Roxborough Pocket Park Community Events
- First Fridays in the Pocket Park
- Spring Fest
- Roxtoberfest
- Happy Holidays
- Arctic Wonderland



*Live music at the Main Stage of Spring Fest 2023.*



*First Fridays in the Pocket Park.*



# Special Event Highlights

## FIRST FRIDAYS & SUMMER POCKET PARK EVENTS

The RDC hosted 30 events in the Roxborough Pocket Park in FY 2023. Events included:

- First Fridays
- Live Music
- Movie Nights
- 3 Events held by New Ridge Brewing Company
- \$10,626 in sponsorships



*Magic by Ed performs at Kids Night in the Pocket Park.*



*June 2022 First Friday in the Pocket Park.*



# Special Event Highlights

## SPRING FEST 2023

The RDC celebrated the advent of the warmer season with over 75 local crafters and community organizations, food, drinks, live music, and activities.

- 89 vendors
- 6,000 attendees
- 100+ student art submissions
- \$16,570 in sponsorships



*View From the Main Stage Spring Fest 2023.*



*Flyleaf the Book Fairy at Spring Fest 2023.*



# Special Event Highlights

## ROXTOBERFEST

The RDC celebrates the spirit of fall at Roxtoberfest, where the community gathers to enjoy seasonal delights and revel in the vibrant atmosphere.

- 76 vendors
- 8,500 attendees
- 14 musical acts
- Costume and pet costume contests
- \$22,889 in sponsorships



*Epic Church hosts Pumpkin Smashing at their tent during Roxtoberfest.*



*Stein Holding Contest at Main Stage at Roxtoberfest 2023.*



# Special Event Highlights

## HAPPY HOLIDAYS

The RDC endeavors to share the magic of the holidays with our cherished community. Happy Holidays infuses the season with warmth, joy, and community spirit.

- 29 vendors
- 1,500 attendees
- 125 letters to Santa
- Local business digital coupons
- \$3,880 in sponsorships



*The RDC events committee works to decorate the Holiday Trees prior to the Happy Holidays kickoff.*



*Writing and sending one of the 125 letters Santa received during Happy Holidays.*



# Special Event Highlights

## ARCTIC WONDERLAND

To break up the winter lull, the RDC produced Artic Wonderland for the first time in 2023, working with local artist Ice Sculpture Philly.

- 6 vendors
- 350 attendees
- 14 ice sculptures
- \$4,420 in sponsorships



*Local business BlacOak with their 2023 Ice Sculpture.*



*Ice Sculpture Philly impressed the crowd with a live ice carving in the Pocket Park at the Arctic Wonderland event.*



# Special Events - Looking into the Future

The RDC is growing the events to highlight Roxborough, Ridge Avenue, and local businesses. Here are some initiatives already underway:

## Pop Up Markets

- RDC held it's first 3-Day Pop Up Market for Happy Holidays in an unused retail space and within the Pocket Park. Over 30 vendors and 2,500 people attended.



*Inside the 3-Day Pop Up Market during Happy Holidays 2023.*

## New Stories & Public Relations

- In 2023 RDC contracted Aversa PR to help promote special events along the Business Improvement Corridor. Roxtoberfest was the inaugural event with Aversa PR, resulting in:
  - 51 print/digital mentions
  - 2 radio mentions
  - 1 TV Spot
- Partnerships with local students and writers to create articles, photos and highlight reels for local businesses.



*State Representative Tarik Kahn, presenting the first ever Roots of Roxborough Award to owner of Stanley's Hardware, Mark Jaconski, for 70 years of service.*



# Financials

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, 2023. For the full audit and additional information visit: [www.roxboroughpa.com/about/financials](http://www.roxboroughpa.com/about/financials).

## Statement of Activities Summary

For the Year Ended June 30, 2023

### Revenue

Business Improvement District	\$344,610
Real Estate Programs	\$249,210
Grant Income	\$27,785
Tax Credits	\$100,000
Events	\$71,453
Interest/Reimbursements	\$327
Total Revenue	\$793, 385

### Expenses

Business Improvement District	\$383,754
Real Estate Programs	\$227,744
Grant Expenses	\$18,585
Tax Credits	\$100,000
Events	71,453
Interest/Reimbursements	\$0
Total Revenue	\$801,536





# CONNECT WITH US



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