



The Smart Spot

City Avenue Special Services District
One Belmont Avenue, Suite 304
Bala Cynwyd, PA 19004
CityAve@CityAve.org



please send comments, suggestions or submissions to:

Dayna Tolbert, Layout & Design
daynatolbert@CityAve.org

City Avenue Special Services District
One Belmont Avenue, Suite 304
Bala Cynwyd, PA 19004
Phone: 610.747.0811
Fax: 610.747.0816

We would like to thank EY Productions for sponsoring this newsletter



Database Solutions
Laser Printing / Mailing Services
11 Union Avenue
(610) 667-3980
EYProductions.com

Philadelphia Insurance Companies Upgrades Website

Congratulations to Philadelphia Insurance Companies (PHLY) for taking the initiative to improve their website to benefit individuals with sensory and other disabilities. Although its not mandatory, PHLY decided to be consistent with the federal guidelines under Section 508, which refers to the 1998 Congressional amendment made to the Workforce Rehabilitation Act of 1973 which states federal agencies need to make their websites and other technology fully accessible for people with disabilities. These upgrades are so monumental because people with sensory, physical, and/or speech disabilities that were previously barred access to the website now have total ability to participate and gain the necessary information that would otherwise have been unavailable to them. PHLY is the leading property and casualty insurance company for non-profits and other niche markets in the area. For more information on the improvements done by PHLY, go to www.phly.com.



California Pizza Kitchen Caters to the Taste Buds

Simplify your party planning for large parties, events, and business luncheons! California Pizza Kitchen, located at 4040 City Avenue in the Target Shopping Plaza now offers an extensive catering menu that is both delicious and can fit any budget. CPK's combos and lunch boxes are neatly packaged and utensils and napkins are also supplied upon request. With small combos that serve 8-10 to large combos that can serve up to 20 people, there is something for everyone with the new CPK catering menu. For larger parties, from corporate to private events, contact the catering department at catering@cpk.com. There is also the option to order online for the ease and convenience to pick up lunch or dinner in a hurry. By choosing your menu items online, proceeding to checkout and then submitting the order, CPK makes dining with them as easy as 1, 2, 3! No matter what the occasion, CPK makes dining an adventurous and satisfying experience! Check out www.cpk.com, call (215) 473-7010, or visit www.CityAve.org for more details.



It's almost time for the Third Annual City Avenue Spring Fling...don't miss the excitement!



City Avenue locals live, shop, dine and work here, and thanks to the Annual CityAve Spring Fling, everyone can play here, too! Join in the fun and live it up at the 2011 CityAve Spring Fling on Wed., May 18, 2011 from 5 to 8 p.m. at 555 City Avenue (outdoors). The CityAve Spring Fling features samplings from some of the best local restaurants, live music, special guests from 6abc/WPVI-TV and NBC10, 16 radio stations on Radio Row, prizes and more! Best of all, this event is FREE! Thanks to the Crowne Plaza Philadelphia West, parking is complimentary. Just cross the CityAve Bridge to eat, dance and

enjoy an evening of fun filled surprises! RSVP on Facebook (search "3rd Annual Spring Fling 2011") or to daynatolbert@CityAve.org.

The Third Annual CityAve Spring Fling is presented by the City Avenue Special Services District in cooperation with many businesses within the CityAve District.

The CityAve Spring Fling brings together professionals and residents of the District to enjoy great music, tastings of neighborhood restaurants, networking and more to demonstrate why City Avenue is a great place to work and live.



City Avenue Special Services District Board of Directors

Honorable Louise Williams Bishop*
Pennsylvania State Representative

Mr. Paul Blake
Greater Media Philadelphia

Mr. Gary Brandeis
FB Capital Partners, LP

Mr. Neil Cain
Federal Realty Investment Trust

Honorable Lita Cohen*
Ret. Pennsylvania State Representative

Honorable Pamela DeLissio*
Pennsylvania House of Representatives

Mr. James Ettelson, Esq.*
Thorp Reed & Armstrong LLP

Honorable Michael Gerber*
Pennsylvania House of Representatives

Ms. Janet Giuliani
Tishman Speyer

Mr. George Goldstone
Herbert Yentis & Company Realtors

Commissioner Brian Gordon, Esq.*
Lower Merion Township

Mr. Richard Gottlieb
Keystone Property Group

Honorable Vincent Hughes*
Pennsylvania State Senate

Councilman Curtis Jones, Jr.*
City of Philadelphia

Ms. Jill Hyman Kaplan, Esq.
Manko, Gold, Katcher & Fox, LLP

Mr. Robert Kennedy
Corporate Realty Solutions, Inc.

Honorable Daylin Leach*
Senate of Pennsylvania

Mr. James Maguire, Jr.
Philadelphia Insurance Companies

Commissioner George Manos*
Lower Merion Township

C. Brian McGuire*
Lower Merion Township

Ms. Susan McKee
165-171 Associates, Inc.

Mr. Bernie Prazenica
6abc/WPVI-TV/DT

Commissioner Liz Rogan*
Lower Merion Township

Dr. Matthew Schure, Ph.D.
Philadelphia College
of Osteopathic Medicine

Mr. Michael Woodward
Woodward Properties

Mr. Howard Wurzak
Hilton Philadelphia City Avenue

*Ex-Officio

Inside Foley's Head

PERSISTENCE PAYS OFF

The Smart Spot

I am extremely grateful for the support our elected officials have given the District. Recently, through the persistent efforts of State Senator Vincent Hughes, we have been able to complete funding for the 63rd Street Streetscape Project. In doing so, Senator Vincent Hughes gained support for the funding effort from Councilman Curtis Jones, Jr. and Mayor Nutter.

Projects like these are made possible through the hard work, dedication and perseverance of our political leaders.

We are also grateful for the support from State Senator Daylin Leach, Former State Representative Kathy Manderino, State Representative Mike Gerber and Commissioner George Manos and their efforts in securing the funding for the Bala Avenue Streetscape Project.

TF

City Avenue Special Services District Announces Board Changes

The City Avenue Special Services District (CASSD) has recently adopted a full slate of executive officers according to the by-laws of CASSD. The new officers were chosen at the annual meeting by members of the Board. This year's annual meeting was held on January 14, 2011. The CASSD Board of Directors approved Bernard A. Prazenica to serve as Board Chairperson. He was previously the Vice Chairperson. Mr. Prazenica is the President and General Manager of 6abc/WPVI-TV. Dr. Matthew Schure, Ph.D. will serve as Board Vice-Chairperson. He

was previously the Board Chairperson. Dr. Schure is the President & CEO of the Philadelphia College of Osteopathic Medicine. Michael Woodward will serve as the Treasurer and Susan McKee will serve as the Secretary. Mr. Woodward is President and owner of Woodward Properties and Ms. McKee is a local property owner. All appointments will be effective through January 30, 2012 and/or until a successor has been duly elected.



CityAve District Launches Facebook Page



CityAve District is pleased to announce their introduction into the world of social media with the recent launch of a Facebook page. Utilizing social media is an essential way to reach new and existing customers on a personal level, to share information about businesses, special events, breaking news, and other pertinent information. By "Liking" City Avenue Special Services District on Facebook, business executives will be able to converse with one another as well as talk to current and prospective customers through the use of the Facebook "wall." Since Facebook is a visual medium, there is also an opportunity to view photos, videos, and add comments about the great events presented by the CityAve District you attended. Please visit Facebook and "Like" City Avenue Special Services District to start the communication process today!

63rd Street Streetscape Project Enhancements Underway

Thanks to the funding efforts of Pennsylvania State Senator Vincent Hughes, Philadelphia City Councilman Curtis Jones, Jr. and Mayor Nutter the 63rd Street Streetscape Project to enhance the vitality of 63rd Street is underway.



(Left to right) Kevin Maurer, President of Overbrook Farms Club; Terrence Foley, President and CEO of CityAve District; Pennsylvania State Senator Vincent Hughes; Stephanie Kindt, Director of Overbrook Farms Club; and Philadelphia City Councilman Curtis Jones, Jr. previewing 63rd Street Streetscape Project.



CityAve District Revitalizes 50th Street and City Avenue



This year hardscaping and planting are taking place at 50th Street and City Avenue.



City Avenue District Receives Funding for Bala Avenue

Good News! The City Avenue Special Services District has received funding through the Pennsylvania Community Transportation Initiative (PCTI) to improve the walkability and safety on Bala Avenue. Many communities petitioned to get these grants from the Pennsylvania Department of Transportation (PennDOT) but only 41 community-led planning and construction projects were awarded grants, with CityAve District as one of the commu-

nities chosen. These funds will be used for the Bala Avenue Streetscape project along with grants from the Commonwealth's Redevelopment Assistance Capital Program obtained through the efforts of Pennsylvania State Senator Daylin Leach and former Pennsylvania State Representative Kathy Manderino. Additional funding will be provided by the Township of Lower Merion, thanks to the efforts of Commissioner George Manos, and the CityAve District.

Business Person on the Spot



Michael Monsell

What's your history with CityAve?
I joined the CityAve Marketing Committee in 2007, and I have also served on the Annual Spring Fling planning committee since its inception in 2009.

What made you want to take a more active role in the CityAve District?
Under Terry Foley's leadership, I've seen the positive effects our efforts have made on the District. The CASSD improves the work and life-style environment for our employees, and that's important to us at 6abc.

What do you think is the CityAve District's best feature?
I think CityAve District is unique because it's the hub of the Philadelphia media market.

The future of the District:
I'd like to see us continue to strengthen CityAve's brand identity.

Tell us what Mike is all about:
I love spending time with my wife and two boys. I wish I had more time for camping, fishing, and golf.

On success:
Measuring success is tricky. In sports, wins and losses are the barometer. But in marketing, success is often more of a concept. Not every effort will produce your desired outcome, but the learnings are valuable assets for future endeavors. Give a 100% effort, show your passion, be respectful, and success will find you.

The Smart Spot