



# The Smart Spot

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please send comments, suggestions or submissions to:

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## You work here...now you can play here! Third Annual CityAve Spring Fling



Thank you to all who stopped by the Third Annual CityAve Spring Fling event held on Wed., May 18th, making it a huge success! A great time was had by all who attended. This event brought together professionals and residents of the District to enjoy great music, games, delicious food samplings and drinks from neighboring restaurants, and fantastic door prizes donated by many businesses within the District. The

presence of 6abc and NBC 10 personalities and staff added a little pizzazz to the event. Radio row, with over 15 radio stations, entertained guests with exciting games, activities and giveaways. Music was enjoyed by the live band, Love Seed Mama Jump (loveseed.com). We were also proud to help the Colon Cancer Alliance, who was present at the event, raise awareness about colon cancer and register guests for the Annual Undy 5000 Philadelphia 5K Run/Walk Race (scheduled for Sept. 10, 2011). We look forward to an even greater Spring Fling in 2012!

Like "City Avenue Special Services District" on Facebook, click on "Photos", and select "3rd Annual CityAve Spring Fling" to view more event photos, vendor details, door prizes and winners, and make sure to give us your feedback so we can make this event an even bigger success next year!



## Famers' Markets at Both Ends of the District!

With summer finally here, it's time to celebrate the season with some delicious farm-fresh foods. Thanks to two great Farmers' Markets located right here in the CityAve District, you can't miss the opportunity to get your weekly fill of fresh strawberries, cheese, yummy desserts and more through November - Rain or Shine!

### Overbrook Farms Farmers' Market

Located at the southern end of the District, Overbrook Farms Famers' Market provides affordable farm-fresh, locally raised fruits, vegetables, breads, meats and more for workers and residents of the City Avenue community on Saturdays from 9 a.m. - 1 p.m.



This year the market is located in the Overbrook Presbyterian Church lot, 6376 City Avenue (at the corner of Lancaster and City Aves.). Ample parking is available. Overbrook Farms Farmers' Market now accepts PA Access cards, Philly Food Bucks, and FMNP Vouchers! For more information, visit [foodtrustmarkets.org](http://foodtrustmarkets.org). To view vendor details and products, Like "City Avenue Special Services District" on Facebook, click on "Photos" and select "Overbrook Farms Farmers' Market".

### Bala Cynwyd Farmers' Market

After a long day at the office, make sure to swing by The Bala Cynwyd Farmers' Market, located at 1 Belmont Avenue (in the GSB Building lot corner adjacent to Belmont Avenue and St. Asaphs Road). Open Thursdays from 3pm - 7pm, workers and residents can purchase nutritious, locally grown vegetables, fruits, dairy products, fresh flowers, delectable desserts and more! Ample parking is available. To view more details about vendors and products, Like "City Avenue Special Services District" on Facebook, click on "Photos" and select "Bala Cynwyd Farmers' Market".



## 2011 Philadelphia Undy 5000 A Brief Annual Run to Fight Colon Cancer



Registration for the Undy 5000 has begun! Created by the Colon Cancer Alliance ([ccalliance.org](http://ccalliance.org)), this unique, family-friendly

5K Run/Walk fundraiser encourages participants to run in their boxers to bring attention to the area affected by

Colon Cancer. This annual event also stimulates colon cancer conversations. Getting people to talk about this disease saves lives. This year's Undy 5000 is scheduled to take place on Sept. 10, 2011 on Martin Luther King Drive (next to the Art Museum of Philadelphia). Awards will be given to teams and individual runners as well as participants wearing the best costumes. Come out to support this great cause and help the Colon Cancer



Alliance community "race" their way to a cure.

Like "City Avenue Special Services District" on Facebook to get further details, updates, and direct links to event registration. You can also learn more at [undy5000.org](http://undy5000.org).



facebook

Want to stay current with all things CityAve? Like "City Avenue Special Services District" on Facebook!

Got a Smartphone? Scan this QR code to visit our page and Like us instantly!



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## Inside Foley's Head

We are grateful for all the hard work that our Community Service Representatives (CSRs) do for the District. The District currently employs eight full-time and several part-time CSRs who patrol the District on bicycles and Segways from 12 noon to 8 p.m. Tues. through Fri. and from 10 a.m. to 6 p.m. on Sat.

While patrolling the 2.8 mile district, in the past year CSRs have given directions to more than 900 patrons of the District, contacted 218 retailers on various issues, handled 36 accident reports, assisted the Lower Merion Township and Philadelphia police departments 28 times, aided motorists in distress and other miscellaneous duties. Since the first CSRs hopped on their bikes in Sept. of 1999, crime has been reduced in the District by more than 60 percent.



## Small Business Administration Commercial Real Estate Financing Supports Revitalization of CityAve District

Seedcopa, Southeast Economic Development Company of Pennsylvania, has created a new partnership with the Philadelphia Industrial Development Corporation (PIDC) to market the U.S. Small Business Administration's two commercial real estate financing programs in Philadelphia.

The 504 and 7A programs can help businesses purchase, expand, renovate or construct new buildings, make improvements, add machinery and equipment and acquire working capital at below market interest rates. Qualified borrowers can acquire up to 90% financing. While these sources of funding have existed for over 25 years, Seedcopa has infused them with a new energy through a user friendly loan

packaging service all done by Seedcopa and a new fast track, streamlined approval process that can take a company from signed application to closing in as little as 45 days.

With the vitality and growth of businesses in the City Avenue District, Seedcopa sees the opportunity for helping local firms expand by bringing the SBA's 504 and 7A programs to them. Local businesses can also take advantage of this opportunity to renew their property, giving their businesses a new lease on life, which also supports the District's revitalization endeavors. For more information or to discuss a project, contact Harry H. Pennewell, Business Development Officer of Seedcopa at (215) 496-8114 or e-mail hpennewell@seedcopa.com.

## Business Person on the Spot



TD Bank Richard Platt

**What's your history with CityAve?**  
I have worked for TD Bank for the last 10 years, nine years at the City Avenue store.

**What made you want to take a more active role in the CityAve District?**  
City Avenue has always been a special place for me, not only for the working experience, but the friends I've made too! Being involved, I'm able to give a little back to both.

**What do you think is the CityAve District's best feature?**  
The atmosphere, shops, restaurants and the easy access from all areas are CityAve's best features.

**The future of the District:**  
Let's bring in more trees and keep it "green".


**Tell us what Rich is all about:**  
Having fun with my family and enjoying a great cigar on the patio.

**On success:**  
Success is never easy and you never stop working for it!


**\*Editor's Note: Richard Platt has also served on the City Avenue Special Events Committee where he has played a very active role in planning the Annual CityAve Spring Fling since its inception in 2009.**

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## Business After Business A Great CABA Event at Executive House Apartments



A fabulous night of networking was had by all who met at the City Avenue Business Alliance (CABA) event on Thurs., April 14th at Executive House Apartments. Guided apartment tours were given to guests where they could provide feedback to management on the spot. Free massages were graciously donated by one of the residents, Frank Goebel of Life 4orce Touch (Life4orceTouch.com). Representatives from many of the businesses in the CityAve District were there, including Richard Gottlieb of Keystone Property Group, Dominic Folino of State Representative Michael Gerber's Office, Russell Peskin of Crowne Plaza Philadelphia West, Richard Platt of TD Bank City Avenue, Becky Talbot of Tishman Speyer, Sally Conchewski of American Executive Centers, Jean Hippensteel of California Pizza Kitchen, Mirtha Altman of University City Housing, Terri Falbo of Ronin Acquisitions Inc., Arnold Machles, Esq., and Michael Hughes of Citizens Bank.



Located at 6100 City Avenue, Executive House captures the serenity of the suburbs and the sparkle of the city, giving you the best of both worlds with reserved parking, spacious floor plans, modern amenities, and spectacular views of the Philadelphia skyline and suburbs. To learn more about what Executive House has to offer visit BerkshireApartments.com.



California Pizza Kitchen Catering, a new, budget-friendly CPK program that simplifies party planning, provided delicious hors d'oeuvres for all in attendance to enjoy while mingling. For more information about CPK Catering visit CPK.com/Catering, call (215) 473-7014, or stop by CPK (located at 4040 City Avenue - in the Target Center). Check out our City Avenue Business Alliance page on Facebook and Like us to view more CABA hosted and catered by Executive House and California Pizza Kitchen photos and details.

Be on the lookout for information about our next networking event at American Executive Centers (americanexecutivecenters.com) in September! Like "City Avenue Special Services District" on Facebook for event details and updates!



## Third Annual CityAve Spring Fling



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