



news
summer 08

CityAve District Crime is down



Super Safe City Ave Latest Numbers In—Both Thumbs Are Still Up

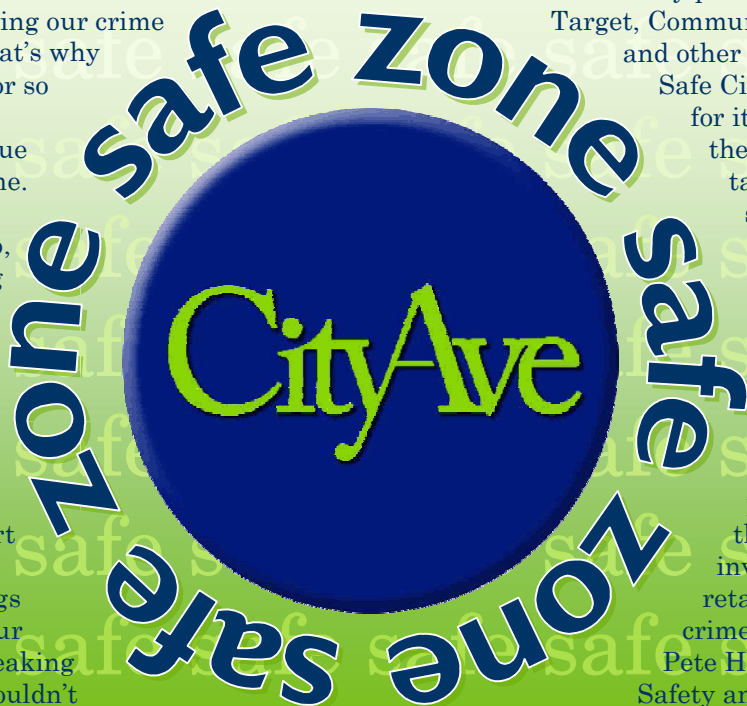
Here at the District offices we have decided to stop trying to reduce crime. Because simply put, crime is not a problem on City Avenue. We'll never stop fine tuning and growing our crime prevention initiatives - that's why crime has stayed so low for so long - but quite honestly, crime is low on City Avenue and has been for some time. Since the District set up shop about nine years ago, crime is down a whopping 60%. Today on City Avenue, of the small number of crimes that do occur, more than 70% are preventable crimes. That means crimes like theft from auto and retail theft. You can do your part by being sure to put GPS systems, laptops, handbags and other valuables in your trunk. That way, even breaking the window of your car wouldn't

make your valuables accessible to a thief. We're also helping to address retail crime by partnering with



Target, Community Organizations

and other retailers to participate in the Safe Cities Program. Target, known for its aggressive and successful theft prevention programs has taken a leading role. It makes sense. In order to keep prices low (and all of us shoppers happy) they need to prevent loss by preventing theft. By participating in the Safe Cities Program we will have the resources and support needed to educate retailers and visitors to the area about preventing crime. "We believe this participation will be invaluable in educating District retailers and individuals about crime prevention techniques," says Pete Herzog, Director of Public Safety and Operations for the District.



The Smart Spot



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Inside Foley's Head

If you know me you know I am fiscally conservative... or careful with money That may be an understatement but we'll leave it at that I understand that you want your money to stay in your pocket and I think you'll be pleased to know that one of the biggest benefits of the development along City Avenue is just that Assessments drop for other property owners and your money stays safe and sound with you From Target to California Pizza Kitchen to the Mansion at Bala every time CityAve grows we all benefit As development occurs property assessments generally spread out across the diversified CityAve District Assessments drop crime drops even more with the added activity and City Avenue becomes more and more appealing to businesses and consumers The new zoning overlay that is in works will be a huge positive on many levels Look for an explosion of energy to pop on City Avenue over the next few years Take Care

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The Smart Spot

News From Around the District

Construction has commenced on The Mansion at Bala Apartments on the former site of Bala Presbyterian Home located at 4700 City Avenue. The initial phase of this development will consist of 276 high-end apartment homes along with a parking garage that will be wrapped with the new

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Overbrook Farms Farmer's Market to Open Summer '08



Ginny Duerr is part dreamer, part neighbor, part garden designer, part community leader and pretty darn excited.

As Chair of Volunteers for the Farmers Market in Overbrook Farms she has put her heart and soul into this project. And this summer Overbrook Farms will proudly be home to their very own weekly Farmer's Market on 63rd Street.

The group partnered with Farmer's Market veteran, The Food Trust. The Food Trust works to increase access to healthy food by managing and supporting 26 farmer's markets throughout the region, including the Headhouse Farmer's Market in downtown Philadelphia.

This hardworking group of neighbors is also very smart. They have enlisted the support of Philadelphia Mayor Michael Nutter, Congressman Bob Brady, Councilman Curtis Jones Jr., the CityAve District and St. Josephs' University Food Marketing Department.

Nutrition education is a mission of The Food Trust and with the help of the volunteer team, they will also be reaching out to schools in Overbrook Farms, Wynnefield, Overbrook and surrounding neighborhoods to build educational programs for neighborhood families. A Farmers Market in Overbrook Farms is an opportunity to accomplish many goals with one bold stroke - a bustling market will support our effort to revitalize the 63rd Street commercial corridor; it bolsters the concept of regionalism, working to bring diverse communities up, down and across City Avenue together. And of course - fresh, nutritious, locally produced and affordable food for healthier children and families - the ultimate prize in this project." says Duerr. All of this enthusiasm is enough to make you hungry... for farm fresh food that is!

What You Need to Know...

What: Overbrook Farms Farmer's Market

Where: Parking lot of the Juvenile Justice Center, 2079-2085 North 63rd street (plenty of on-site parking!!!)

When: Opening Day is Saturday, July 12th at 10 a.m.

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Cosi Hosts Delicious CABA Event

A big thank you to Cosi for a lovely CABA event. It was a beautiful night and the party spilled out onto the outdoor terrace in front of Cosi's storefront - the big window opens up to the outside and you'd bet you were downtown at some chic little bistro. CABA attendees were treated to a great buffet showing off what Cosi has to offer - wonderful salads and sandwiches and out of this world cookies. The free parking lot behind Cosi's made CABA members feel even more cozy. A \$125 catering gift certificate was awarded to a lucky raffle winner, Ray Gough of Main Line Protection. "It's events like this that remind me that we are fortunate to be a part of such a vibrant business community. It's a great way to connect with

old friends and meet new business contacts," said Barbara Raynor, Assistant Vice President and Branch Manager of Commerce Bank on City Avenue. "I had never attended a CABA event before. What a great idea! It's exciting to see so much energy on City Avenue," said Nino Vanin, Director of Sales & Marketing, Saint Joseph's University Athletics.

CABA typically takes a summer hiatus but we might squeeze one more in before it's officially summer so keep an eye out for an invitation. We look forward to seeing you soon!



Media Neighbors ❤️ City Ave

It may not be Hollywood but the entertainment industry is alive and kicking on City Avenue. Home to a large number of radio stations and two major TV stations, City Avenue is bustling with energy. We are lucky to have Mike Monsell, Vice President of Creative Services at 6abc on our Marketing Committee. Mike gathered neighbors including, Lynn Bruder, Vice President and General Manager of Wired 96.5, Manuel Rodriguez, President and Market Manager of Clear Channel Radio, Natalie Conner, Vice President and General Manager of 92.5 WXTU-FM and Paul Blake, Greater Media Philadelphia's Director of Sales at a luncheon at Chops hosted by the District. Many interesting ideas were discussed and it was agreed that partnering to build awareness about the CityAve District is a priority. Keep an eye out for collaborative



From left to right: Mike Monsell, 6abc Vice President/ Director of Creative Services; Natalie Connor, Vice President & General Manager, WXTU-FM; Terrence Foley, President & CEO of CityAve Special Services District; Lynn Bruder, Vice President & General Manager, WRDW-FM; Paul Blake, Vice President, Sales, Greater Media Philadelphia; and Manuel V. Rodriguez, President and Market Manager, Clear Channel Radio, Philadelphia.

efforts sure to come as a result of this gathering. "It was great to have all of these dynamic media industry people together brainstorming about CityAve. I am looking forward to some excellent partnerships in the future," said Terry Foley, CEO, CityAve District.

Saint Joseph's University Bookstore Open to All Read all about it... there!

Dying to pick up Jodi Piccoult's latest on your lunch hour or looking for the latest issue of your favorite magazine? No need to leave the District my friend. CityAve has its very own bookstore. The Follett bookstore at Saint Joseph's University is not just for students. It's a full scale bookstore just like Borders or Barnes and Noble. Located at 2461 54th Street, right by Cosi at Hawk's Landing, it's convenient to all CityAve businesses with plenty of free parking in the lot behind Follett's. And while you are there, feel free to pick up a SJU tee to wear to the next basketball game.

CityAve

The Smart Spot

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www.CityAve.org



please send comments,
suggestions or submissions to:

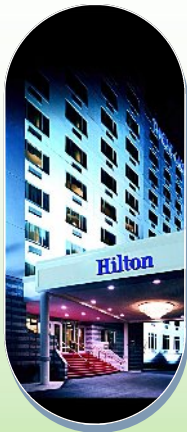
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We would like to thank EY Productions
for sponsoring this newsletter

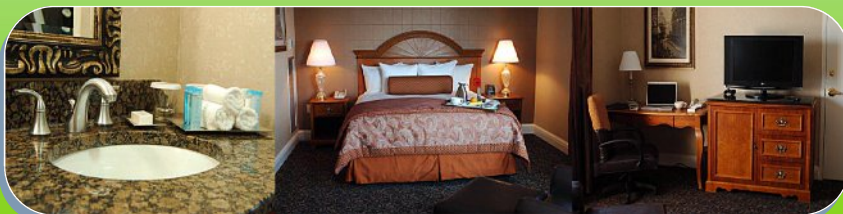
Hilton City Ave Stunning Renovations



Luxurious is the only way to describe the Hilton's recent renovations. Perhaps sophisticated, lovely or traditional would work too but luxury is the over-all feel of the renovated Hilton. Catering

especially to business travelers, the hotel has an awesome concierge floor that provides upgraded amenities such as continental breakfast, afternoon tea, happy hour and dessert in the concierge level lounge. Rooms are well appointed with

leather wall treatments that you can't help but touch, flat screen tvs, sleep comfort beds and bathrooms that feel like home. Well, if you live on Park Avenue they feel like home. Hilton City Avenue is an active member of City Avenue business community. They currently have about 100 negotiated accounts with area businesses. The Hilton is also a fantastic location for events and meetings. Top-notch catering and beautiful facilities are standard. For more information about a corporate account with the Hilton or to plan a weekend getaway with your significant other, contact Kirsten Bryant at Kirsten.Bryant@Hilton.com.



Cosi Tasting Program Cosi Catering Wants You to Try Their Food for Free!

The Cosi Tasting Program was created to introduce the business community to Cosi's excellent catering program. If you'd like your organization to have an opportunity to try out Cosi's Catering email trizzo@sju.edu.



CityAve District Supports the Hawks! Get FREE SJU Basketball Tickets



We're big Hawks fans at the District and not just because Saint Joseph's University President Father Lannon is President of our board!

The Hawks are also fans of the District and to demonstrate that support they are giving away two pairs of tickets to the first Fall '08 Men's

Basketball game at the Palestra. The first two people to e-mail CityAve@CityAve.org with a reason why CityAve is great each get a pair of tickets. Run to your keyboard! Run! For more info about Hawk's Athletics and to buy tickets visit www.sjuhawks.com.