



FISHTOWN DISTRICT

Fishtown District Annual Report 2021

**FISHTOWN DISTRICT ANNUAL
STAKEHOLDERS MEETING**
THURS., JANUARY 20, 2022 - 6PM
<https://us02web.zoom.us/j/89567802844>

There are 4 board positions open and elections will be held at the meeting. All nominations need to be sent to Marc@Fishtownbid.org by, Wed. Jan. 19, 2022

Letter from Executive Director, Marc D. Collazzo, J.D.



As we entered 2021 still facing the restrictions and hurdles laid before us by the pandemic, I made sure to remind me how the current adversity would lead to future prosperity.

Through our collaborative mission, we have not only survived the restrictions but pushed forward on plan that has led to nationally renowned businesses, such as, but in no way limited to, Izakaya by Yanaga, Other Half Brewing, Middle Child Clubhouse, Jeni's Ice Cream, Kismet Bagels, the Fin, Source Brewing, and the Brooklyn Bowl, calling the Fishtown District home.

Please know that we take nothing for granted, and the Fishtown District continues to plan for our continued achievements by planning for the future with the creation of a Master Plan from ISA Architects, that will not only lead to enhanced beautification, lighting, and pedestrian safety amplification, but also to magnify connectivity and accessibility for the thousands of people who come to our commercial corridor every day. In addition, our government advocacy as caused

significant improvements to the way people live, shop, work and play in our District, including, but not limited to, increased economic funding, safer business operations, parking solutions, and the creation and permanent enactment of legislation for sidewalk cafes and streeteries. We also ensured that the Fishtown District continued to be the mecca for meeting by holding unique, dynamic events, such as our June Grand Re-Opening Celebration, Meet Me on Martha, Under the El Bazaars, "Back to the Future Day", and Fishtown Freeze and Winter Wonderland, that brought a myriad of families and friends to our thriving passageway.

Finally, we never lost sight on what was most important...the people that make our District

conservator of the longstanding vacant and blighted property located at 401-05 East Girard Avenue, so that we can not only stabilize the existing structure but return it to productive use. It is only by working together, can we create the world that we want to see.

We will be expanding our street cleaning programs with increased staff, pursuing initiatives to increase physical and emotional safety, building our growing hospitality and retail industries, bringing technological tools and apps to better navigate our district, and hosting even grander events that will bring patrons from all over the country. You all have my respect and gratitude for making our commercial corridor great, and when thinking of you, I am reminded

"Hope is a good thing, maybe the best of things. And no good thing ever dies." (Shawshank Redemption, 1994).

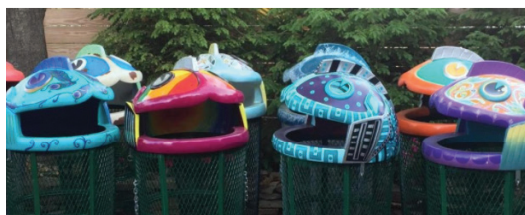
their home. Living by the mantra that we must make tomorrow better, our staff, Board of Directors and stakeholders selflessly gave their time to holding community clean-ups, hosting our "Sips for Students" events for educational sponsorships for our youth, and hosting a series of educational seminars to create a safer community. Moreover, the BID was appointed

of a quote from President Ulysses S. Grant, "The friend in my adversity I shall always cherish most. I can better trust those who helped relieve the gloom of my dark hours than those who are so ready to enjoy with me the sunshine of my prosperity." It is that brilliant light within all of you that will always shine our way forward!

Fishtown Grants & Corridor Cleaning

Over the past year, the Fishtown District was awarded several grants from the City of Philadelphia Commerce Department and Penn Treaty Special Services District (PTSSD).

The Fishtown Kensington Area Business Improvement District was awarded a contract renewal under the City of Philadelphia's "TCB Clean Corridors Program" for \$75,000.00 per year to clean the areas in and around Front Street and Girard Avenue for FY22 (July 1, 2021 to June 30, 2022). It a reflection of the hard work and diligent effort by our cleaning crew from Ready, Willing & Able, to keep this highly trafficked intersection clean and safe for our stakeholders, workers, residents, and patrons, respectively. Finally, special thanks to our District Council members, Darrell Clarke, Mark Squilla, and Maria Quinones Sanchez for their continued support and advocacy on our behalf to continue this necessary funding.



TARGET AREA

Fishtown Kensington Area Business Improvement District will provide sidewalk cleaning services within the Front and Girard, and Frankford Avenue commercial corridors. The area(s) to be served include:

1. Front Street from Poplar to Montgomery
2. Frankford Avenue from Delaware to Lehigh
3. Girard Ave from Front St to I-95

CREW COMPOSITION

The Fishtown Kensington Area Business Improvement District PHL TCB Clean Corridors cleaning crew will consist of:

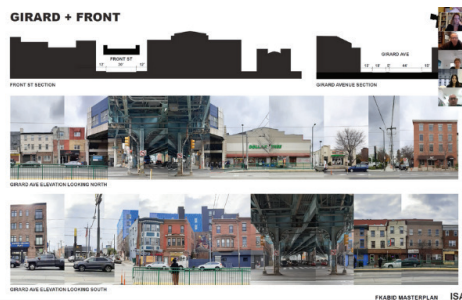
- 6 Cleaning Ambassadors working 40 hours per week, and
- One Cleaning Supervisor working 40 hours per week

The Fishtown District works tirelessly to ensure that we have a clean, and safe, commercial corridor for all to enjoy. We are pleased to announce that we received a generous grant award of \$11,776, from the Penn Treaty Special services District (PTSSD) to enhance our "Feed the Fish" trashcan program with the installation of 20 new refuse receptacles at locations throughout our community. We thank our 20 business/property owners for agreeing to host and manage these new waste cans, as well as our partners at the Fishtown Neighbors Association (FNA) and East Kensington Neighbors Association (EKNA) for their time and effort in continuing this great program. Finally, this initiative would not be possible without the support of the Board of Directors of PTSSD. The Fishtown District, through the advocacy of Senator Nikil Saval and Representative Mary Isaacson, received a Commonwealth of Pennsylvania "Blight Remediation Planning Grant" of \$14,000 to prepare and coordinate commercial corridor efforts to identify problem real estate parcels, bring them back to productive use.

Masterplan Update for Fishtown District

The Fishtown District hired ISA Architects to develop a corridor “Vision Plan” to beautify, enhance connectivity and accessibility and provide public safety relief, which includes the installation of additional lighting.

The Fishtown Kensington Area Business Improvement District (FKABID) engaged ISA to create a Vision Plan for the Fishtown-Kensington neighborhood in 2020. The goal of the plan is to direct BID resources toward highlighting, amplifying, and expanding the existing cultural, creative, and commercial personality of the neighborhood. World-class innovation and creativity across retail, food, and nightlife are what make the Fishtown District noteworthy, and this plan aims to extend that trajectory with a renewed sense of purpose, focus and inclusion.



The Fishtown District draws energy from Philadelphia’s highly connected urban fabric, linking Fishtown and Kensington with Northern Liberties, Port Richmond, and other neighboring communities. As the heart of Fishtown expands it is becoming a regional urban center. FKABID member businesses are located along segments of three arterial streets – North Front Street, Frankford Avenue and East Girard Avenue – and while the BID’s primary aim is to support and invigorate existing businesses, its broader mission includes outreach to potential new businesses, both from within and outside the neighborhood’s diverse voices. This plan therefore includes recommendations targeting the immediate needs of BID corridors alongside the future economic health of the broader neighborhood. The Fishtown District looks forward to bringing these plans to life in 2022 and beyond.

VIRTUAL & IN-PERSON TRAININGS & SEMINARS CRITICAL INCIDENT, CRISIS PREVENTION AND MANAGEMENT OF PATRONS

Early in 2021, Fishtown District hosted an informational meeting about the Pfizer and Moderna COVID-19 vaccines and their plan for inoculating Philadelphia residents.

The Philadelphia Department of Public Health was working to roll-out vaccines to Philadelphia Residents in a Phased Approach. The purpose of this Forum was to gather information from individual Philadelphia Residents about their interest in receiving COVID-19 vaccination within Philadelphia County.

The Fishtown Kensington Area Business Improvement District hosted a FREE Lunch and Learn on Sept 15th for the owners

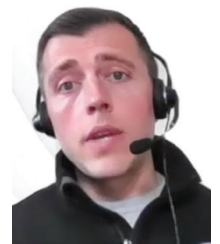
and staff of our restaurants, taverns, and businesses on proper de-escalation techniques to deal with unruly patrons, and how to safely deal with, and remove them, from their establishments.

The free event was held at Feast Your Eyes Catering located at 1750 N Front Street.

The Fishtown District engaged the services of Diana Sorrentino, Ph.D. who provided our business owners with the necessary skills, tools and techniques to de-escalate a heightened or difficult situation in their establishment.



FEMA



FISHTOWN DISTRICT EVENTS & CELEBRATIONS

Over the past 12 months the Fishtown District was able to return to hosting events that show the vitality, strength and community that makes Fishtown & Kensington so special. In June, we held the “Re-Grand Opening Celebration” where customers, neighbors, and tourists could venture out again and celebrate after living under the COVID restrictions. The party featured live music, drink and food specials, street vendors, and a live recording of the WWBD radio show, “Find it in Fishtown Live.”



FISHTOWN DISTRICT EVENTS & CELEBRATIONS



Fishtown District continued to host outdoor events, including the Under the El Bazaars with Evil Genius Beer Company, First Friday with Philadelphia Barber Co, Back to the Future Day, Inside the Birds Draft Party, the Ew Dallas Pep Rally for the Eagles opening game, Meet Me on Martha Street, and Small Business Saturday Shopping. We also sponsored National Night Out, Music in the Parks, several Job Fairs, Blood Drives with the American Red Cross, and a Spring Clean Up with SEPTA and the 26th Police District.

Earlier in the year, Fishtown District hosted a series of virtual events to raise awareness for the Liguori Academy and area businesses with Sips for Students. Guests were invited to a zoom wine tasting with Fishtown Social and a beer and cheese with Evil Genius. The events were an overwhelming success.

The year finished off with the 3rd Annual Fishtown Freeze and Winter Wonderland on Saturday, December 11. Families enjoyed 20+ custom ice sculptures throughout Fishtown, 3 live ice sculpture carvings, entertainment, and free refreshments at the Winter Wonderland in the outdoor extension of The Fillmore, and an ice bonfire as the grand finale! The event was FREE for residents, stakeholders, families, and friends. In addition, children of all ages posed for pictures with Santa & Mrs. Claus. Fishtown District Businesses filled 10 boxes with donations for the Toys for Tots program this year. It was the perfect way to cap off the year in the Fishtown District.



Message from Marketing Manager, Randi Sherwood

After 2020 and the pandemic, Fishtown District was ready to go with new marketing ideas, campaigns, and events. We certainly didn't disappoint. We never stopped working to promote the Fishtown District through television commercials on Fox29, the live radio show on WWDB "Find it in Fishtown Live," and the virtual events such as the SIPS for students, but we really kicked things into overdrive with the Grand Reopening Celebration and never took our foot off the throttle. We produced the "Fishtown Sizzle Video" with local production company Circle Square Studios, to capture the true essence of Fishtown's food, history, arts and so much more. We also introduced our directory maps of the businesses, which show visitors all the exciting things the district has to offer, and they are available in the stores throughout the corridor. For the holidays we sponsored the very popular B101 Christmas Station with regular radio spots starting in November and running through New Year's Day.

We also continue to grow our social media, featuring each of the businesses as well as highlighting the events and share our stakeholders posts.

In 2022, we are excited for the future and looking to expand our marketing footprint by attracting tourists and new visitors to discover all that Fishtown & Kensington have to offer.

FISHTOWN DISTRICT TRANSPORTATION AND PARKING UPDATE



The Fishtown District understands the parking difficulties in our thriving community and is taking steps, along with Council President, Darrell Clarke & Philadelphia Parking Authority to find reasonable solutions for parking turnover in our district as well as avoiding patrons parking in the neighborhoods. We look forward to continuing to lead and work with the community participants and elected officials to bring these to fruition.

The Fishtown District wanted to ensure that our stakeholders, business owners, their employees, residents and patrons are aware of all parking and travel issues, initiatives and projects being discussed for our commercial corridor and therefore held two virtual meetings this year.

On December 14, 2021, we held our second Parking and Transportation Update. We were joined by a distinguished panel from the Philadelphia Parking Authority, the Philadelphia Streets Department, the Office of Transportation, Infrastructure, and Sustainability (OTIS), PennDOT, SEPTA, the Philadelphia Planning Commission, the Bicycle Coalition, Pennsylvania State Representative, Mary Isaacson (175 Legislative District), and our elected officials who shared information pertaining proposals and projects within our District. Stakeholders and residents were given time to ask questions and provide their input.

On February 19, 2021, we held our first transportation and since this meeting occurred, the PPA conducted the attached Parking Study (with recommendations) for parts of Girard and Frankford Avenues, respectively. The Philadelphia Parking Authority On-Street Analysts (OSA) were tasked with conducting a comprehensive parking survey of all types of parking in the business corridor of the Fishtown neighborhood of Philadelphia, commencing on April 27, 2021 and concluding on May 15, 2021. A comprehensive parking survey is used to gather as much data as possible in order to analyze parking trends. The report as well as video of the virtual meetings can be found on our website at www.fishtowndistrict.com.

Businesses Have Successfully Completed Several Upgrades Thanks To The Storefront Improvement Program

Several businesses, including XYZ have taken advantage of the Philadelphia Department of Commerce Storefront Improvement Grant.

Examples of eligible improvements:

- Masonry/brick pointing
- Exterior painting
- Windows/glazing
- Exterior doors
- Exterior facade lighting
- See-through security grills
- Signage and awnings
- Cornices

The program can reimburse up to 50 percent of the cost of eligible improvements to a maximum of \$10,000 for a single commercial property, or up to \$15,000 for a multiple-address or corner business property.

In 2021, the Fishtown District assisted the following businesses in applying for and completing their Storefront Improvement:

319 E Girard

254 E Girard

256 E Girard

1317 Frankford Ave

533 E Girard - in progress

251 E Girard - in progress

202 E Girard Ave

**2509 Frankford Ave -
in progress**

1871 Frankford Ave

**2220 Frankford Ave -
in progress**

2223 Frankford Ave

1501 N Front St

529 E Girard

**2415 Frankford Ave -
in progress**

2006 Frankford Ave



For more information or assistance in applying, please contact Kae Anderson, Director of Operations at Kae@fishtownbid.org.



FISHTOWN DISTRICT ADVOCATES FOR THE EXTENSION OF OUTDOOR DINING

Executive Director, Marc Collazzo, represented the Fishtown Kensington Area Business Improvement District before the Streets' Committee of Philadelphia City Council regarding the extension/permanency of sidewalk cafes and streetery licenses not only for the Fishtown District, but for the entire City. Philadelphia City Council unanimously approved a bill that makes the outdoor dining structures permanently legal in certain parts of the city, and most importantly the geographic parameters of the Fishtown Kensington Area Business Improvement District.

Under the measure, introduced by Councilmember Allan Domb, eateries located outside of those boundaries would need a district Councilmember to introduce an ordinance and the full Council to approve the measure, keeping intact a longstanding practice known as councilmanic prerogative, which gives lawmakers considerable control over activity in their districts.

We thank our District Council Members, President Darrell Clarke, Maria Quinones Sanchez and Mark Squilla, for their time, consideration, collaboration and support. It was quite clear to the Fishtown District, our colleagues and Council members that outdoor dining is something the public wants as a staple in our City. It was imperative that these outdoor dining options continue, with considerations for safety, design, boundaries, reporting and enforcement.



We will continue to work with our elected officials, Municipal Department Representatives, Stakeholders, Residents, and Community Partners to ensure the continued growth and vitality of our commercial corridor.

FISHTOWN DISTRICT FIGHTS NEIGHBORHOOD BLIGHT

On Monday, November 15, 2021, the Honorable Ann Butchart of the Court of Common Pleas of Philadelphia County granted the Fishtown District's petition to be appointed Conservator under the Blighted and Abandoned Properties Conservatorship Act, after holding and evidentiary hearing, of the vacant real property located at 401-05 East Girard Avenue. We thank our partners, Scioli Turco, <https://www.caringpeoplealliance.org/our-programs/scioli-turco/>, for all of their hard work and dedication to improving the quality of life in our commercial corridor, and the Fishtown District looks forward to commencing the work necessary to bring this troublesome, neighborhood "eyesore" and returning it to a productive, thriving mix-use building with a dynamic commercial space and upper-level housing units (including affordable apartments). Scioli Turco and the Fishtown Kensington Area BID will return before Judge Butchart on January 21, 2022 at 10:30 a.m. to provide a status of our collective rehabilitative efforts.

Despite the continued growth of our commercial corridor, the effect of vacant, dilapidated buildings adversely affects the fabric of this neighborhood. The Abandoned and Blighted Property Conservatorship Act, also known as Act 135, was put in place to ensure that residents and property owners in a community are able to report substandard or abandoned buildings in order to prevent potential risks or hazards. If there is a blighted or abandoned building in a community, an organization like the Fishtown District can take legal action to mitigate risks and protect the well-being of our citizenry.



Fishtown District partners with Goldmark Benefits

Fishtown District members now have the advantage of using Goldmark Benefits as their Preferred Broker for competitive, affordable health insurance coverage.

Call Mark Goldstein (610) 674-0990 for employee benefit details
mark@goldmarkbenefits.com www.goldmarkbenefits.com

Fishtown District Creates Insurance Benefits Plan

In January 2021, Fishtown District announced its new insurance partnership with Goldmark Benefits to provide competitive affordable healthcare options for our businesses, their families, and employees. Several businesses in the district have offered their employees personalized comprehensive benefits. Through this arrangement with Goldmark, the Fishtown District business receive savings on their plans and assessment relief for all.



FIND IT IN FISHTOWN LIVE ON WWDB-AM RADIO & PODCAST

In March of this year, the Fishtown District launched its “Find it in Fishtown Live” radio show at 8am every Wednesday morning on WWDB-am, live on Facebook and replayed on the iHeart app. Hosts, Marc Collazzo and Kae Anderson come together with some of the most influential people in Fishtown, Kensington, Philadelphia, and Pennsylvania, including local business owners, elected officials, local musicians, advocates, and developers. The program is witty and informative with both Marc and Kae talking about events happening in the Fishtown District, new business openings, local artists and so much more. Guests have included the General Manager of Fabrika, Michael Sobolewski; Lutheran Settlement House’s, Erica Zaveloff Director of Development and Communications and David Chiles; Executive Director, Pennsylvania Restaurant & Lodging Association (PRLA), Ben Fileccia, Directory of Operations and Strategy; entrepreneurs from Kismet Bagels; comedians from Punchline Philly; and Eagles sportswriters from Inside the Birds podcast. Each and every show features the culture, entertainment and examples of the thriving community of Fishtown.



COMMERCIAL REAL ESTATE VIRTUAL OPEN HOUSES

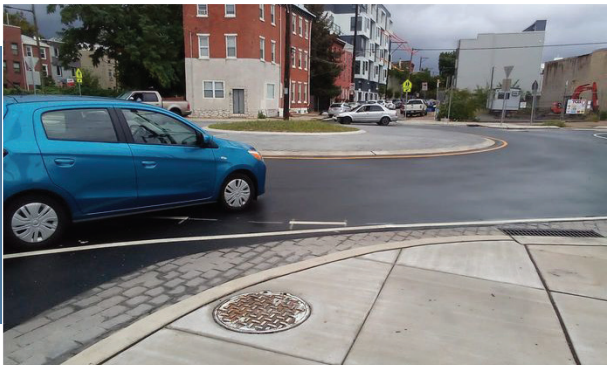
Throughout the year, the Fishtown District held several Virtual Open Houses to bring together real estate developers, brokers, and businesses to discuss opportunities within the Fishtown and Kensington communities. These open houses were held via Zoom and resulted in identifying new businesses looking for available space and owners who had properties that would fit the demands. As we come out of the COVID restrictions, the executive team is discussing the option of a combination of in-person meetings and virtual to aid in the continued growth of our bustling corridor.



FISHTOWN DISTRICT MONTHLY
“COMMERCIAL PROPERTY OPEN HOUSE”
VIRTUAL MEETINGS

This Thursday at 11am

<https://tinyurl.com/y6hgrrqp>



Fishtown District Opens York Street Circle

The Fishtown District is known throughout the region for its innovation in business, technology, and now, transportation. The City of Philadelphia completed the Frankford Avenue Roundabout (at its intersection with York Street) on, September 23, 2021, it officially opened to traffic at York Street, Trenton and Frankford avenues.

FIND WHAT YOU ARE LOOKING FOR IN FISHTOWN DISTRICT’S DIRECTORY MAPS

The Executive Team at the Fishtown District put together several directories and maps for the different business categories in our bustling corridor. These include Services, Retail, Health & Wellness, and Food & Drink. Each directory features a list of all the businesses within the District and their address, as well as a corresponding map which helps visitors plan their route through the stores, shops, taverns, and entertainment venues. Each of the businesses were given directories for various categories and encouraged to hand them out to customers to promote shopping throughout the corridor. You can also find these maps and business directories on our website at FishtownDistrict.com



FISHTOWN DISTRICT IN THE NEWS

JANUARY 2021 – HARRIETT'S BOOKSHOP MAKES OPRAH'S LIST

Oprah Magazine highlights our own, Harriet's Bookshop in her list of 125 Black-Owned Bookshops in America!! Oprah Winfrey knows what we know..... when you want the best, you can always "Find it in Fishtown"!

FEBRUARY 2021 – PHILLY VOICE SAYS MARTHA HAS ON OF THE BEST PLANT-BASED CHEESESTEAKS

Martha Kensington, a bar/restaurant on the border of Fishtown and Kensington, is known for its cocktails, hoagies and backyard patio.

MARCH 2021 – MURAL CITY WINES FEATURED ON FOX29 AND PHILLY EATER
FOX29 reporter, Jen Frederick visited Mural City Cellars in Kensington as they sell their wine to help the community around them and the Mural Arts Program in the city. Plus, Philly Eater said, Mural City is bringing affordable wines to every table.

APRIL 2021 – VINCE'S PIZZERIA OPEN IN FISHTOWN

On April 30, 2021, Vince's Pizzeria opened its doors to Fishtown pizza-lovers.

MAY 2021 – SIXERS AND RED BULL TEAM UP WITH GARAGE FOR MATISSE THYBULLE MURAL

If you've been through Fishtown in the past few months, you've seen the Matisse Thybulle mural painted on the side of Garage.

The artwork was done by Philadelphia artist Gloss Black and celebrates Thybulle's impact on and off the court. It also came paired with a charitable campaign, where the Sixers teamed up with Red Bull to donate \$250 to the Philadelphia Parks and Rec department for every steal Matisse logged this season.

With 105 steals during his sophomore campaign, the charitable donation totaled \$26,250.

JUNE 2021 – GARDEN OASIS TERRASSA OPENS AT FABRIKA

Philly Grub featured, a story on Fabrika, the acclaimed Fishtown restaurant/cabaret and entertainment venue, unveiled a new concept underneath a plexiglass-covered outdoor space attached to the converted former ice cream machine factory.

JULY 2021 – ELWOOD RESTAURANT FEATURED ON FOX29 YOU GOTTA TRY THIS

On July 16, 2021 "You gotta try this" with Fox29 Good Day's Mike Jerrick was at Fishtown District's Elwood Restaurant! Mike joined Elwood owner, Adam Diltz, to taste some of his traditional Pennsylvania delicacies, such as venison scrapple served on actual antlers and catfish and waffles. He describes both dishes as fantastic and coins Elwood Restaurant "Small but Mighty!"

AUGUST 2021 – FABRIKA'S TERRASSA ON FOX 29 GOOD DAY

Alex Holley and Mike Jerrick of Fox29 Good Day Philadelphia, were visited by Executive Chef, Shain Wancio from Terrassa, which is opened in Fishtown District at the fabulous Fabrika.

Chef featured their signature folded flatbread sandwiches and pastrami fried chicken.

SEPTEMBER 2021 – BROOKLYN BOWL OPENING IS ANNOUNCED

It was announced that a new concert venue was opening in the Fishtown section of Philadelphia. The Brooklyn Bowl, a partnership between Brooklyn Bowl and Live Nation, which opened on November 4 next to the

Fillmore Philadelphia and Punch Line Philly. Brooklyn Bowl Philadelphia hit the ground running with a multi-genre initial lineup of more than 30 shows including Philly's own DJ Questlove

OCTOBER 2021 – EVERYONE IS TALKING ABOUT FISHTOWN DISTRICT'S NEWEST HOT SPOT – LMNO

Philly Mag boasted that Stephen Starr hasn't opened a new restaurant in Philly since 2017, until now...LMNO, and everyone is talking about it. You can eat in the bookshop, listen to music in the dining room, look at the art pretty much everywhere. "It's a dynamic space," Starr says. "Beyond a laid back, authentic dining experience, [it] lends itself to live music, art exhibits, DJ sets, workshops, cooking classes, and anything collaborative."

NOVEMBER 2021 – TOILE WEDDING GOWN COLLECTION FEATURED ON FOX29

FOX 29's Jenn Fred has the latest on the wedding gown collection with Toile owner, Bianca de Pietro. Bianca explains that she created a custom line of bridal gowns where you can choose from some foundation pieces to compliment your personal style and have a totally unique dress for your big day.

DECEMBER 2021 – HEAD & THE HAND BOOKSHOP AND PUTTERY GOLF COMING TO FISHTOWN DISTRICT

After a long journey, Head and the Hand signed a multi-year lease at 2230 Frankford Avenue and they are moving their bookstore to Fishtown in spring 2022! The Phila Business Journal reported, a Dallas-based leisure and entertainment business operator is bringing an expansive golf concept to Fishtown. Puttery Philadelphia will boast three themed, nine-hole putting courses and multiple bars, featuring food and cocktails.

SPECIAL HIGHLIGHTS!

In November 2021 Philadelphia legend, Will Smith, stopped by our own, Harriet's Bookshop, to promote his new autobiography and celebrate the great work being done by store owner/operator, Jeannine Cook.



Philly native and popular comedian, Kevin Hart surprised guests at the Punchline



Comedy Club on Sunday night. Here to try out some new material and entertain the crowd, Hart was welcomed by roaring laughter and applause.

BRINGING LAW ENFORCEMENT, BUSINESSES AND RESIDENT TOGETHER

SPRING CLEANUP - On Saturday, April 10th, volunteers, including Fishtown businesses, Rivers Casino, 26th Police District Advisory Council (PDAC), officers of the 26th Police District, and residents assisted in the Fishtown District Spring Cleanup. The teams swept away dirt and debris and picked up trash along Girard Avenue, down N. Front Street, and on Frankford Avenue.

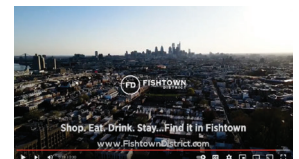
TRASH COLLECTION DAY - On Saturday, July 23, Fishtown District along with the 26th Police District held a successful summer neighborhood cleanup.

CRIME AND PERSONAL PROPERTY SAFETY

- Throughout the year, officers from 26th District Crime Prevention alerted businesses, patrons and residents to a rise in package and bicycle thefts and provided helpful suggestions to keeping property safe.

FISHTOWN DISTRICT SIZZLE VIDEO

In 2021, Fishtown District worked with local video production company



Circle Square Studio, to create a commercial that truly captured the art, culture, fun, and sizzle of Fishtown & Kensington. The video can be seen on the Fishtown District YouTube channel.



For the holidays, Fishtown District sponsored the B101

Santa Tracker on Christmas Eve and aired commercials starting right after Thanksgiving through December.

FISHTOWN DISTRICT 2020 AUDIT AND 2021 ASSESSMENTS

The Fishtown District, like all businesses was hit by the pandemic, but we have managed to continue to provide services such as street cleaning, public safety, marketing, adding new businesses to our beloved corridor, and growing our commercial corridor in positive ways.

A financial audit was completed by John E. McGovern & Associates and submitted on September 14, 2021. To see the audit please visit fishtowndistrict.com.



The Fishtown District staff have been actively engaging with stakeholders. We appreciate the time, talent, and treasure you have provided to our dynamic hamlet, and we thank our businesses for their timely payment by doing so you have aided in the capital improvements, corridor cleaning, marketing, public spaces and greenery measures, constituent services, and public safety.



TRASH COLLECTION

Trash collection and street cleaning in the Fishtown District is no small task, but our partners at the New Kensington Community Development Corporation (NKCDC) and the team at Ready Willing & Able (RWA), and the help of a \$75,000 Corridor Cleaning Grant from the Philadelphia Department of Commerce we were able to expand out cleaning crews to 6 days a week throughout the district.

Collected by NKCDC

Jan 1 – Nov 30, 2021 - 6,767 bags

Collected by RWA

Jan 1 – Nov 30, 2021 - 3,972 bags

TOTAL BAGS

10,739 bags

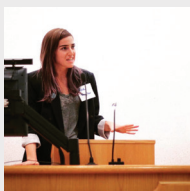
“CLOSE AT HAND INNOVATIONS” PROVIDES FLOWERS/PLANTS AFOR FISHTOWN DISTRICT OFFICE

Thank you to our friends at Close at Hands Innovations, urban gardenscaping and fabrications, for adding some beautiful potted flowers outside our Fishtown District Offices. They certainly brighten up every day!

Should you wish to beautify and enhance your property, please visit their website at CloseatHandInnovations.com.



LETTER FROM KAE ANDERSON, DIRECTOR OF OPERATIONS



With uncertainty brings opportunity, or at least that's what 2021 has preached to us here at the Fishtown District. As the newest Business Improvement District here in Philadelphia, the pandemic brought with it unique challenges that we never thought we would face in our first two years of operation. While 2021 was not without challenges and restrictions, it would be characterized as a year of opportunity, growth, and resiliency.

While our businesses were reckoning with their own revenue issues, so to were the many governmental agencies and foundations who typically fund our efforts and improvements to the area. Even through these funding insecurities, the

Fishtown District was able to maintain a healthy and secure financial position and with support from the Department of Commerce and Penn Treaty Special Services District.

We also began to move forward with some of the initiatives identified from our 2020 Public Safety Strategic Plan to create a safe and welcoming Fishtown. We supported the 26th District Police as a fiscal sponsor for their series of community events with aim to create more positive non-emergency interactions between our residents and police, as well as hosted trainings for local restaurant and bar staff with private security experts around safety best practices for the industry. In 2022, we will continue to build on these efforts through more entertainment and restaurant staff safety support trainings, security camera installations, and regular safety information updates for our area.

Our district is not an amorphous entity, but a sum of all of the individuals who live, work, and create their lives here. Throughout 2021, the Fishtown District had a chance to highlight these individuals and the stories that lead them to Fishtown through a weekly morning AM radio show and podcast, Find It In Fishtown Live, which also provided useful content for businesses to reuse on their own social media channels. In 2022, we look forward to increasing our marketing efforts, by continuing to share and support your stories, openings, and events, as well as bringing back some of the signature Fishtown and Kensington street festivals, like the Kensington Derby & Arts Fest.

As we continue to build and grow as a neighborhood, the Fishtown District is here to serve you, the people who create and cultivate everything that makes Fishtown unlike anywhere else.