

ANNUAL MEETING - TUESDAY, JAN 16, 2024 7:00 PM AJAX AT THE FILLMORE - 29 E ALLEN ST

FISHTOWN

FISHTOWN DISTRICT ANNUAL REPORT 2023



"A community is a group of people who agree to grow together."

LETTER FROM THE EXECUTIVE DIRECTOR MARC D. COLLAZZO

s we enter 2024, no better quote defines the spirit, purpose, and mission of the Fishtown Kensington Area Business Improvement District. We have all come together to preserve, grow and enhance our commercial corridor, and this union has made our beloved hamlet the envy of the region. Our collaborative spirit, and determined action, has led to unprecedented growth in both residential and commercial density as well as the increase of dynamic dining, hospitality, retail, professional, and entertainment enterprises throughout our entire District. It isn't just the daily services that we provide, such as our award-winning cleaning "crew in blue" from Ready, Willing & Able, and our cherished safety patrols from our Fishtown Ambassadors, that make the Fishtown District stand above all others. It is the privilege of working with each and every one of you to protect, and vitalize your time, talent and treasure that all of you infuse into our neighborhood. By working together, the Fishtown Kensington Area Business Improvement District has secured unprecedent funding to plan develop several capital improvement projects, such as our pedestrian plaza at Front Street and Cecil B. Moore Avenue, our upcoming renovations/improvements to Front Street and Girard Avenue, and gateway activations for Frankford and Lehigh Avenues, respectively. These public space amplifications, along with our Congressional Community Project Funding award of \$750,000.00 for our "Frankford Avenue Connector Project" to connect our neighborhood to

PEARL S. BUCK SAID, "GROWTH ITSELF CONTAINS THE GERM OF HAPPINESS"

the Delaware River Trail will provide design and accessibility to and from our special Fishtown/Kensington communities. Thousands travel to our thriving thoroughfare each day to eat, shop, work, and play, and our work together continues to ensure the long-term success, liveliness, energy, and spirit of our one-of-a-kind locale for decades to come!

As you read, and reflect, through this report, I hope that you share our pride in all that we accomplished in 2023, and share our sentiments that the future of the Fishtown Kensington Area Business Improvement District is as bright as ever! Pearl S. Buck said, "Growth itself contains the germ of happiness", and our caring, compassionate work together has brought about a magnet of optimism that draws many to us.



CAPITAL IMPROVEMENTS

PEDESTRIAN PLAZA - FRONT & CECIL B MOORE

We are proud to announce the Fishtown Plaza officially opened on Tuesday, October 3rd. Fishtown District Executive Director, Marc Collazzo, was joined by many Fishtown District stakeholders, business owners, and residents who came to support this beautiful new addition to the corner of North Front Street & Cecil B. Moore Avenue. We received a Local Share Account grant in the amount of **\$80,500** to help bring this plaza to life.

This concept has come to life by merging a creative utilization of space, with an explosion of vibrant colors. It is a first-of-its-kind pedestrian plaza in this area, that is open for all to come together and enjoy a community space to relax, read a book, sit with family and friends, and appreciate all that the Fishtown District has to offer! This is the first step of activating intersections as part of our approved Vision Plan with ISA Architects.

FRANKFORD & LEHIGH - PLANS IN THE WORKS

The enhancement project at Frankford and Lehigh Avenues is crucial to the long-term development of the Fishtown Kensington Area Business Improvement District. We have used ISA Architects to prepare a Vision Plan to help spur growth and ensure the future vitality of our commercial corridor for decades to come.

FRONT & GIRARD ENHANCEMENTS COMING SOON

The Fishtown District, fresh off of our successful installation and launch of the plaza at Front Street and Girard Avenue, now beings our implementation of the previously awarded Keystone Communities Grant from the Commonwealth of Pennsylvania in the amount of **\$72,750.00**, to improve and beautify the intersection of Front Street and Girard Avenue. Through our collaborative work with SEPTA, the Streets Department, the Planning Commission and the community, we will not only be adding wayfinding signage, artistic creations, and aesthetic lighting, but, more importantly, activate the open spaces underneath the El Stop. Beginning in Spring 2024, we will be building a dynamic kiosk on the East side of the El Stop in order to provide a safe, productive use of the open space.

FRANKFORD CONNECTOR PROJECT

On Monday, June 5th, Congressman Brendan Boyle (PA-02) presented two Community Project Funding (CPF) checks totaling \$1.75 million to the Delaware River Waterfront Corporation (DRWC), which includes **\$750,000** to the Fishtown Kensington Area Business Improvement District (BID) for the connector project. The Fishtown Kensington BID Executive Director, Marc Collazzo, accepted. This funding will enable the DRWC to extend the Delaware River Trail north of Penn Treaty Park past the newly reconstructed Battery development. The trail is a popular recreation destination for many Fishtown and Northern Liberties residents, who use it to bike, run, walk and generally enjoy the natural beauty of the Delaware River.

This funding will also allow the Fishtown Kensington BID to realize their Frankford Connector project, which will make significant improvements to Frankford Avenue between Girard Avenue and the Delaware River Trail by Rivers Casino. Improvements will include beautification efforts along the Avenue, new wayfinding, and enhanced connectivity between the heart of Fishtown and the Delaware River Trail and waterfront.

CONSERVATORSHIP

After our initial successful Act 135 action for 401-05 E Girard Avenue, Fishtown District brought its second petition to the Court of Common Pleas of Philadelphia County under the "Abandoned and Blighted Property Conservatorship Act (Act 135) for the vacant, neglected real property located at 1500 Frankford Avenue (Frankford Avenue and Jefferson Street). 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. The parties hereto will return to Court on January 12, 2024.













CLEANING

CITY OF PHILADELPHIA PRAISES FISHTOWN DISTRICT

The Litter Index is a tool used by the City to track the impact of the TCB program throughout Philadelphia and inform other litter reduction strategies. Every TCB block was visited three times between April 15th and May 12th, 2023 and scored on a scale of 1-4.

OVERALL SCORE – FISHTOWN HAS LITTLE TO NO LITTER

Fishtown Kensington Area BID cleans 30 blocks in total

- The average Fishtown Kensington Area BID block score is 1.45 (the average citywide TCB block score is 1.83)
- 100% of Fishtown Kensington Area BID blocks have a manageable level of litter, with an average score between 1.0-2.0 (76% of citywide TCB blocks have a manageable level of litter)
- 0% of Fishtown Kensington Area BID blocks have an undesirable level of litter, with an average score between 3.0-4.0 (10% of citywide TCB blocks have an undesirable level of litter)

RWA RECAP & TRASH BAG COUNTS



Our dedicated "Crew in Blue" is always there to keep our commercial corridor clean and beautiful! Ready Willing & Able has been doing a tremendous job cleaning up trash and debris in the

Fishtown District. Not only do they regularly clean the corridor of trash and objects left on the street or sidewalk, they are also quick to respond to debris that has accumulated outside businesses along the corridor, as well as weeds and overgrown grass.









LAUNCH OF FISHTOWN COMMUNITY CORP

"NO ONE IS USELESS IN THIS WORLD WHO LIGHTENS THE BURDENS OF ANOTHER."----CHARLES DICKENS

The Fishtown District is pleased to announce the formation of "Fishtown Community Corp." In discussing our concerns of trash, especially in the high-density areas of where our cherished Fishtown Ambassadors patrol, we felt that we needed to give more attention to enhancing quality of life issues, such as afternoon, trash removal, sidewalk sweeping, attending to illegal dumping, emptying Fishtown District trashcans (as needed), and the reporting of graffiti. Starting Monday, November 20, 2023, please keep a look-out for Lamont Johnson (Supervisor, Fishtown Ambassadors) and Chavez Smith (Community Steward), who will be walking along the streets of the Fishtown District providing the aforementioned services, in addition to the regular cleaning services provided by our "crew in blue" from Ready, Willing & Able. This new entity will typify our commitment to cleanliness and safety, with the branded Ambassadors that our community respect and know. The Fishtown Community Corp. follows the statement, "from the community, for the community", and the Fishtown District is proud to create another tool to serve our beautiful, beloved hamlet.







PARKING RELIEF IN THE FISHTOWN DISTRICT

The Fishtown District and Fishtown Neighbors Association have worked tirelessly over the past three (3) years to investigate, and explore ways to bring necessary parking relief to our commercial corridor, as well as to ensure continuous and necessary public outreach and education regarding the same.

In May 2023, the PPA began installing notice signs in the designated areas of Frankford Avenue (Allen to Jefferson Streets), and Girard Avenue (Marlborough to Front Street) that the recommended parking regulations would take effect on April 25, 2023. Please note that possession of a residential parking permit will override the regulations and allow you to park. Since its inception, the rate of parking turnover in the affected areas has drastically improved the ability to find a space in the heart of the corridor

GRANT AWARDS 2023

The Fishtown District announced that the Urban Affairs Coalition awarded us a Philadelphia Activities Fund Grant in the amount of **\$5,999**. The Philadelphia ActivitiesFund was established by the Mayor and City Council "to foster and promote educational values of sportsmanship, the arts, and health to individuals in the City of Philadelphia." As cleanliness and public safety is always a top priority for us, the Fishtown District's successful grant application will be used to purchase, and install, at least fourteen (14) additional trashcans throughout our commercial corridor.

Bike Racks - Thanks to a generous grant of **\$17,000** from the Penn Treaty Special Services District (PTSSD) The Fishtown District, in collaboration with Indego Bicycle

Share and the Office of Transportation, Infrastructure and Sustainability (OTIS), is proud to announce the installation of two (2) news Indego stations at York and Gaul Streets (6/13/2023) and Wolff Court 501 East Girard Avenue (6/20/2023), respectively. Stay tuned for more Indego installations throughout our District. The grant also includes the enhancement of our vigorous corridor cleaning program with the installation of CITIBIN trash lockers at Front Street and Girard Avenue (31 West Girard Avenue), Frankford Avenue and Palmer Street, 2211-17 Frankford Avenue, and 401-05 East Girard Avenue as well as partnered with the 26th District Police Advisory Council (PDAC) for special events throughout our community.

We also thank Penn Treaty Special Services District (PTSSD) for their support, including grants to Fishtown Co. for the Feastivale & Kensington Derby events.

EXECUTIVE DIRECTOR SPEAKS AT "BOOMTOWN" EVENT

On Tuesday, December 5th, Executive Director, Marc Collazzo spoke on a panel for the Philadelphia Business Journal Boom Town series. The discussion centered around Fishtown, Northern Liberties, and the River Wards neighborhoods and how they became Philadelphia's development hot spot and what's next as part of the unprecedented surge of more than 10,000 new

apartments. Panelists included Marc Collazzo – Fishtown District Executive Director, Nancy Gephart – Shift Capital Partner, and Mo Rushdy – The Riverwards Group Managing Partner. The conversation quickly turned to the tremendous growth seen in Fishtown, (including an expected influx of over 10,000 units in 2024-25) while other communities are not seeing the same residential or commercial growth. The advantages to the Fishtown District are the tremendous retail and service businesses that attract both developers and residents. Collazzo spoke about how the Fishtown District has added the Fishtown Ambassadors as well as the Fishtown Community Corp to help keeps the streets safe and clean.







MARKETING & EVENTS

VALENTINE'S ART CRAWL

The Valentine's Art Crawl was held from Feb 9th - 12th with exhibits, including a self-guided stroll through our neighborhood with over 10 exhibits featuring local Fishtown artists. The Fishtown District Art Crawl gave local artists a chance to display their work in their neighborhood, encourage art collecting & shopping small retailers, and build on existing art business momentum to create an event everyone can enjoy!

FISHTOWN DISTRICT – KENSINGTON DERBY

The Kensington Derby was held on May 13th and featured 200+ artists, musicians, performers, food and drinks, as well as a parade of homemade vehicles. This year, like every year the mud-pit was the hit of the show with a fresh rain to make it truly messy. Thank you to the vendors, participants, and residents for another successful event.



Fishtown Feastivale returned to Frankford Avenue on Saturday, September 23rd, and despite the clouds the Fishtown District came out and shined all day long! The end-of-summer food festival & celebration, featured local restaurants and food trucks, Fishtown's favorite cocktails & beer from our great bars and breweries, & many local art & retail vendors. Local DJs played classic rock and funk encouraging our visitors to dance the day away!

MURAL CITY GARDEN KENSINGTON STATION SEASON

The Mural City Garden @Kensington Station was back again this year pouring local wines, PA's finest brews. This year we hosted fun events for the whole family, including Film Films outdoor movie series, live music, storytime, painting at the garden, and a self-defense class. Mural City Garden received the prestigious, Best of Philly (Philly Magazine) 2023 Outdoor Drinking Destination! We thank Mural City Cellars for their partnership.

FISHTOWN SHOWDOWN – NATIONAL BALL HOCKEY LEAGUE

On September 9, 2023, the Fishtown District hosted the National Ball Hockey League (NBHL) for a first-ever tournament and festival called "Fishtown Showdown" at the newly renovated Fishtown Hockey Rink (1202 East Montgomery Avenue). This was a one of a kind international, three-on-three tournament featured twelve teams competing to win the distinguished Fishtown Cup! It was an exciting day filled with thousands of enthusiastic fans and we look forward to bringing the NBHL back to our district. Congratulations to the Lakeland Caribou for winning this inaugural tournament!

FISHTOWN FREEZE WEEKEND

Now entering its 5th year, Fishtown District and Fishtown Co expanded of our annual Fishtown Freeze ice sculpture event into a weekend-long family-friendly extravaganza that brought dozens of custom-designed ice sculptures, holiday shopping spree discounts at over 20 participating area retailers, and more to the streets of Fishtown! Highlights include interactive live ice sculpture carvings throughout the day on December 9, holiday shopping at the area's independent boutiques, photos with Santa at Frankford Hall, food and drink specials at all your favorite restaurants, and even more holiday fun!

FISHTOWN FEATURES

The Fishtown District is filled with dynamic, unique people and businesses....all with a riveting story to tell. This past year, several businesses, including The Main Squeeze, The Stash Spot Mailbox, Elwood Restaurant, Monarch Yoga, Head & the Hand, and Pom Pom spoke with, Executive Director, Marc Collazzo, about their business, goals, and why they chose Fishtown District.













MARKETING & EVENTS

FISHTOWN TAPS

Fishtown TAPS is a district-wide happy hour every Tuesday from 5 - 7 pm throughout the Summer. Participating locations featured a select list of \$5 beers, \$6 wines, and \$7 cocktails, as well as optional appetizer specials. The goal was to bring in new customers on days when business was a little slower. The Fishtown app FYND was used to promote the specials. All reported having a positive response, so look for Fishtown Taps to continue next summer.



NEW BUSINESSES IN 2023

Molto Bene! Ravioli Co. - 2303 Frankford Avenue Forin Cafe - 2525 Frankford Avenue Post Haste - (coming soon) 2519 Frankford Avenue 3 Roosters - (coming soon) 111 East Girard Avenue Wexler Gallery - 1811 Frankford Avenue Van Leeuwen Ice Cream - 1601 Frankford Avenue Cloud Cups - 2311 Frankford Avenue Vessel Coffee - (coming soon) 2401 Frankford Avenue Myrtle & Magnolia - 2222 Frankford Avenue Kissaten - (coming soon) 241 E Girard Avenue Humble Parlor - 530 E Girard Avenue Kratom CBD Fishtown - 1601 Frankford Avenue Kalaya - 4 W Palmer Street Liberty Kitchen (relocated) - 1400 N Front Street Martorano Prime (Rivers Casino) - 1001 N Delaware Avenue Martorano Slice (Rivers Casino) - 1001 N Delaware Avenue Cake & Joe - 2012 Frankford Avenue Dottie's Donuts - (coming soon) 1764 Frankford Avenue Wok Works - 1429 Marlborough Street Sacred Path Herbal Collective - 331 E Girard Avenue Hajimaru Ramen (reopened) - 200 E Girard Avenue Two Robbers - 1221 Frankford Avenue Greenly Plant Co. - 316 E Girard Avenue Kinship Barber Lounge - 600 E Girard Avenue Lot49 Books - 408 E Girard Avenue Guilda Cafe & Market - 300 E Girard Avenue Elma - 431 E Girard Avenue The Princeton Group - 2327 Frankford Avenue







IN THE NEWSOCAL NEWS

FISHTOWN SHINES ON TOP 50 RESTAURANT LIST, Philadelphia Magazine

Philadelphia Magazine created a new list of the 50 best restaurants in the city and by no surprise, Fishtown shined on the list! Highlighting restaurants like Kalaya, Suraya, Middle Child Clubhouse, and Pizzeria Beddia, there is so much to love in Fishtown.

FISHTOWN BREWERIES SHINE ON THE INFATUATION'S TOP BREWERIES LIST, The Infatuation

Evil Genius Beer Co., Philadelphia Brewing Co., and Other Half Brewing all made the list of the top 15 breweries in the city created by The Infatuation! Fishtown is home to some of the best breweries and we love them all!

FISHTOWN ICONS FEATURED IN NEW PHILLY TOURISM CAMPAIGN, Billy Penn

With tourism expected to rebound to pre-pandemic levels by next year, and the spotlight coming to the birthplace of our nation as the country celebrates its 250th birthday, the city's two destination marketing agencies are teaming up. The campaign features Philly's local icons and of course Fishtown's own Harriet's Bookshop and Kalaya!

FISHTOWN SHINES ON VISIT PHILLY'S LIST OF BEST NEW RESTAURANTS, Visit Philly

Visit Philly created a list of the best new restaurants in the city in 2023 and Forin, Gilda Cafe, Kalaya, Tulip Wine Bar, and Two Robbers all made the list for the Fishtown District! Stop by and try them today!

FISHTOWN BAKERIES MAKE THE TOP 22 LIST IN THE CITY, EATER Philadelphia

Philly's is a land of pastry magic, seamlessly blending iconic bakeries that have perfected pound cakes and cannoli over many decades with new shops that turn out rich, butter-free vegan delights and other innovations. Two of the best in the city are right here in Fishtown: Cake Life & Ramona Susan's!

FISHTOWN ONE OF PHILADELPHIA'S 'MOST DESIRABLE' NEIGHBORHOOD, PennLive

HouseFresh researchers listed out the country's 100 most populous cities. After that, they leveraged Zillow data to find current on-sale properties in each location before calculating daily page views. Fishtown was the fourth most desired neighborhood, and it's no surprise why!

NEW YORK TIMES NAMES FISHTOWN A TOP PLACE TO EAT IN PHILLY, The New York Times

The New York Times took a step outside their neighborhood and took a look at us in Philly! When in our city, where are the best places to eat? Fishtown is undoubtedly on their list!

6 ABC HIGHLIGHTS MOTHER DAUGHTER DUO AT DOCK STREET, 6ABC Philadelphia

A mother-daughter duo is running Philadelphia's first craft brewery, and they're calling their product "the mother of craft beer." "Dock Street started a month before I was born," says Renata Vesey, the creative director of Dock Street Brewing Company. "I always say Dock Street is my twin." Now, 38 years later, Vesey runs the brewery with her mom, Rosemarie Certo. Last month they opened up their Fishtown location at 1229 N. Front Street!

INQUIRER HIGHLIGHTS BANK CELEBRATING ITS 150TH BIRTHDAY, The Philadelphia Inquirer

Tioga-Franklin Savings Bank, 320 E. Girard Ave., celebrated 150 years of doing business in the city. John Coleman, Tioga-Franklin's CEO, commissioned local artist Lucas David Aguilera to paint a mural inside the bank's lobby depicting Fishtown's progression from the time Tioga-Franklin was founded in 1873 until present day.

DEFINED HOSPITALITY OWNERS TALK FUTURE IN FISHTOWN, The Philadelphia Business Journal

The Philadelphia Business Journal spoke with the owners of Defined Hospitality about their future endeavors in the Fishtown District! After the chef of one of its concepts recently took home a James Beard Award win, Defined Hospitality is continuing work on its newest concept while eyeing opportunities for future restaurants locally and in other cities.

FISHTOWN DISTRICT TOPS LIST OF 15 BEST HAPPY HOURS, EATER Philadelphia

Philly Eater chose the top 15 places for after-work Happy Hours, Cheu Fishtown, Fette Sau, and Philadelphia Distilling all made the list. Their food and drink specials were hearty and affordable, plus the vibe made it extra fun.

PHILLIES PLAYERS CHOOSE FISHTOWN FAVORITES AS GO-TO RESTAURANTS, The Philadelphia Inquirer

"Zack Wheeler enjoys Cheu Fishtown, an Asian-inspired bar-restaurant when he is after a "chill" experience. Aaron Nola's tastes include Japanese food, as he listed the intimate Hiroki in Fishtown, and noted as well that he also enjoys the sultry Suraya."

RIVERS MAKES ANNUAL DONATION TO LOCAL GROUPS, Star News Philadelphia

Local civics and other nonprofits now have more funding for capital improvements and expanded programming, thanks to the Rivers Casino's annual \$1 million contribution to the Penn Treaty Special Services District.

Through grants the SSD makes to community organizations, the casino funds are used to benefit residents of Fishtown, Northern Liberties, Olde Richmond, and South Kensington. Recipient organizations sponsor neighborhood festivals and community gatherings; make physical improvements to parks, playgrounds, gardens, and other infrastructure; and operate arts, sports, education, and recreation programs.

PHILADELPHIA INQUIRER PRAISES FISHTOWN DEVELOPMENT, The Philadelphia Inquirer

The Philadelphia Inquirer highlighted one of Fishtown's recent development projects as a great example of how Philadelphia's empty buildings and offices can thrive again. They take a closer look at the recent renovation and reuse of the former electrical building by Penn Treaty Park.

OPERATIONS



LETTER FROM THE DIRECTOR OF OPERATIONS **KAE ANDERSON**

The Fishtown District experienced unprecedented growth in 2023 including over 25 new businesses open in our neighborhood and countless construction projects underway. In 2023, we complemented this growth by beginning some of our own capital improvements and construction projects focused on creating inviting pedestrian improvements to targeted intersections in our District. Additionally, we assisted our new and existing property and business owners in navigating through the difficulties of growth by coordinating with various

utilities and city agencies, assisting with Commerce's Storefront Improvement Program, advocating for continued commercial growth through zoning, as well as piloting a new parking program designed to stimulate businesses' foot traffic and parking turnover.

Our organization continued our commitment to creating a clean and safe neighborhood for everyone to enjoy. With over 40% of all revenue collected spent on street cleaning activities and our Fishtown Ambassador programs, these programs have become the hallmark of our organization. The staff who make up these programs are the unsung heroes of our neighborhood and we appreciate their continued efforts. If you see our crew members while you are out and about, please say hello and show them your appreciation!

We plan for additional growth in 2024, with new capital improvements, grants for events, and the recent addition of our Fishtown Community Corp. Fishtown District has had much success since the pandemic with new visitors coming to our corridor for entertainment, food, shopping, and services. We will continue to support these businesses with clean streets, innovative programming, and unsurpassed opportunities.

PLACER REPORT ON RETAIL GROWTH

According to a study by Place.ai the Fishtown District, specifically zip code 19125 has seen a dramatic increase since the 2019 COVID-19 pandemic in foot traffic, domestic tourism, and growth. Tourism has seen a spike of 204% with the greatest shift coming in the spring of 2023. In October of 2023, 19125 continued to see a 173% increase in tourism over 2019. Furthermore, when compared to other areas of Philadelphia they have seen a much

smaller growth averaging closer to 80% in foot traffic since 2019.

Not surprisingly, dining has lead the way with healthcare, spa & beauty, fitness, and groceries seeing a steady increase from 55 - 96%.

The Fishtown District is thrilled with the area progress, and look forward to continued vitality and growth.





CURRENT BOARD MEMBERS Josh Olivo, Chair • Lisa Mazzola, Treasurer • Denise Mayer, Secretary

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