



City Avenue Special Services District
One Belmont Avenue, Suite 304
Bala Cynwyd, PA 19004

www.CityAve.org



The Smart Spot

Inside this Issue:
CABA Gathering
WPVI-TV, Channel 6 Expands
Students Solve Problems for CityAve
and More

please send comments,
suggestions or submissions to:

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"I live in and practice law within the City Avenue Business District. Two weeks ago, I attended a networking event that focused on web site maximization and I learned that a good web designer can position your site for maximum exposure without demanding an expensive monthly fee. This was an eye-opener for me."

Robert B. Gidding, Esq.
Bala Cynwyd, PA



"Making connections."



"Jack Pressman of Minuteman Press and Terry Foley of the District talk business...or maybe football."



"Jaret Lyons of W.B. Mason Co., Inc. and Robin Kaplan of Group Dynamics"

cityave
news
summer 07

This Buildings Got Style, Purpose, History, and Good Karma *continued from page 3*

agreed to sell WPVI-TV an acre and a half of land. The proceeds from that sale will be used to for PCOM scholarships. "That's what a true partnership and being neighbors is all about," said Rebecca Campbell. "Without Matt Schure and his Board, we'd be moving off CityAve." Now everybody's happy. Look for ground breaking in August and project completion in spring of 2009. Twizzlers all around!



CABA Members Learn About PPC and CTR TCFW!

If you missed the last City Avenue Business Alliance (CABA) event you really missed out. Ellen Thompson, founder and CEO of 4Walls.com and 4Marketshare.com shared all of her internet marketing secrets with the eager attendees. Ms. Thompson provided comprehensive, usable and some might say, exciting information. She used real-life examples, providing District business-folks with examples of how they could improve their own online marketing efforts. Because Ellen Thompson was such a crowd pleaser, CABA hopes to invite her back again later this year so that those who missed the opportunity to absorb her knowledge will have another chance.

The Hosts, Group Dynamics, treated CABA members to a lovely buffet and great facilities. Group Dynamics, a top-rated focus group and video conferencing facility, has called City Avenue home for two decades. A huge thank you to Group Dynamics for welcoming their neighbors and business associates so warmly.

To learn more about award-winning Ellen Thompson visit www.4marketshare.com. To find out what Group Dynamics has to offer, visit www.groupdynamics.com.



"Speaker, Ellen Thompson of 4Walls.net and salesman, Carlos Boothe, Sr. of Heritage Business Systems, Inc. exchange web marketing stories."

CABA is on summer-break. Woo hoo! Pass the sunscreen! Please visit www.caba-online.com later this summer to find out about fall events. By the way, TCFW is too cool for words, but you knew that.



The Smart Spot

City Avenue Special Services District Board of Directors

Inside Foley's Head

I have been thinking a lot about perception versus reality. On City Ave we have a perception versus reality predicament. Our Statistics show that crime has dramatically decreased in The District over the last five years. The recent decline in crime isn't quite as dramatic simply because there isn't much crime left to reduce. So, if fact proves reality, where does perception come in? The facts, the numbers that is, say that the City Ave District is safe. If we were in a safety contest with some other nearby business district we'd win! Yet, when we surveyed the folks that live and work here, more than 50% of you rated City Ave as just somewhat safe or not very safe. That makes my problem not just improving the safety of the District (although we will continue to do that) but communicating to our community the good news. I've got a pretty full to-do list as you'll see come to fruition over the next 12-18 months but I'm going to move *Communicating the Good News About the District's Very Low Crime Rates* up towards the top. Here's to a safe and happy summer. See you on City Ave.

TF

Mr. Dennis Bianchi
NBC-10

Honorable Louise Williams Bishop*
PA State Representative

Mr. Neil Cain
Federal Realty Investment

Ms. Rebecca S. Campbell
WPVI-TV / 6abc

Honorable Lita Indzel Cohen*
Former PA State Representative

Mr. Rodney Dix
Avis

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

Honorable Michael Gerber*
PA State Representative

Ms. Janet Giuliani
Tishman Speyer

Mr. George Goldstone
Herbert Yentis & Co. Realtors

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Mr. Brian O'Neill
The O'Neill Companies

Commissioner Bruce Reed*
Lower Merion Township

Commissioner Liz Rogan*
Lower Merion Township

Dr. Matthew Schure, PhD.
Philadelphia College of Osteopathic Medicine

Mr. H. James Tollett III, CPM
Winther Investment

Honorable Constance H. Williams*
PA State Senator

Mr. Michael Woodward
Woodward Properties

Mr. Howard Wurzak
Hilton Philadelphia City Avenue
*Ex-Officio

Board Member Spotlight Meet Rodney Dix



Rodney Dix, owner and operator of Avis Rent-A-Car at One Belmont Avenue, is our newest Board Member. Never short on enthusiasm, we are sure that Rodney will add a lot of energy to our Board's efforts.

What is your history with the District?

In 2004, we entered into the car rental industry with Avis Rent-A-Car to diversify our business portfolio into a retail sector where we could make a difference and make a difference in the community. As we researched the region and our knowledge of the City Avenue corridor we felt the District would be a natural. The support and enthusiasm from the business community led us to open Avis Rent-A-Car in the GSB Building on July 1, 2004. We subsequently have received tremendous support from the District and the communities surrounding it.

What do you think is CityAve's best feature?

City Avenue has many, including its proximity to 1.4 million people and thousands of businesses and institutions within a 7 mile radius, the diversity of the communities surrounding it, the proximity to I-76, Center City, Amtrak, and Septa bus and rail lines.

The Special Services District also is a huge feature and asset with its vision to develop and maintain a viable business, institutional, and residential community. In our inaugural year we were immediately greeted by the staff at the District with open and extended arms. They provided us with tons of information on the District from demographics,

to security, to marketing.

What do you hope for the future - in terms of the area, the organization, your involvement etc.

My vision of the District is 1) to continue to improve the infrastructure development with the leadership of a talented Board of Directors, Executive Director Terrence Foley, and the staff. 2) Take the City Avenue Business Alliance to the next level inclusive of the business, institutional, and residential communities of which it serves.

Tell us what Rodney's about...

My family provides me with a great source of pride and inspiration. My 6 year old son, Donovan, is my greatest source of inspiration and joy. His infectious smile born out of his spirit brightens my life and motivates me to be a better person and father everyday.

On success...

We are blessed to have a good staff who are good people and the support from Avis Rent-A-Car corporately. Our family atmosphere spills over often with our loyal customers, many who have been with us since opening day!

CSR Brandon Crumpton Gets Promoted

New Neighbors Making A Great Impression

Welcome Target!

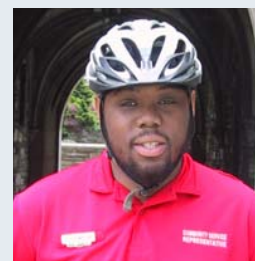
Not only do we get *Targaayyyy* fashions and flat screen tvs and toys and bikes and groceries but we also get a fantastic partner in City Ave's mission. Target has been onboard since day one -- agreeing to work with our new lighting scheme, address traffic concerns, discuss building style and much more.

Target is known for its commitment to community and the CityAve store is no exception. A conversation with Team Leader Mike Visco revealed that there are many exciting and worthwhile plans being discussed regarding how Target will benefit the community in unique ways.

This Target is 165,000 square feet and will employ about 300 team members. The store will carry a full complement of both frozen and refrigerated groceries, have an in-store pharmacy and one hour photo services and, drumroll please, a Starbucks for all the tired shoppers.

As if you could miss it -- Target is located on the southeast corner of City and Monument Aves where the Adam's Mark use to be.

Brandon Crumpton has been a Community Service Representative (CSR) with the District since February of 2005. He survived his first winter on bike and continues to contribute his talent and dedication to the organization. Crumpton is responsible for patrolling his designated area, and checking in with merchants in the District. He helps pedestrians and commuters with directions, keeps an eye out for suspicious activity and reports any dangerous conditions. As a CSR Supervisor his duties will expand to include ensuring that the policies and services that the District has in place are conscientiously carried out. He will be in contact with other



Brandon Crumpton, new CSR Supervisor

security agencies and will advise staff on any current issues. He and his co-supervisor communicate regularly and deploy and manage all of the CSRs in different parts of the District.

"Brandon has distinguished himself in our organization and I offer him sincere congratulations on his promotion. We're proud of his, and all of our CSRs contributions that keep CityAve safe," said Pete Herzog, Director of Operations and Public Safety. The CityAve CSRs patrol the District six days a week. Questions or comments about a CSR? Email CityAve@CityAve.org.

This Building's Got Style, Purpose, History and Good Karma

The renovations underway at WPVI-TV, Channel 6 at City Ave and Monument are so exciting it's hard to know where to begin. Plans began with a need to modernize and expand. And from that need, a thoughtful renovation was hatched. Because of its long history as a CityAve landmark and a Channel 6 icon, the first two floors of the round building will remain and be repurposed as a garage for WPVI-TV's Action News vans. A green roof will add to its aesthetic and environmental appeal. The new building will be built parallel to Monument Ave. and will provide office space, studio space, and additional parking for employees, something that iconic round building just couldn't do. The new building materials, glass, zinc and limestone, are both modern and classic, just like WPVI-TV. In addition, WPVI-TV planners worked to save a beautiful old tree. Horticulturists told them that the tree had 140 years of life left in it so that tree will live on in the new WPVI-TV Courtyard.

As good as all of this sounds, it gets even better. This is also a story of good neighbors, good deeds and karma. In order to meet the needs of their large organization and still stay on CityAve, WPVI-TV really needed additional land. When Rebecca Campbell, president of WVPI-TV Channel 6, walked over to meet with her neighbor and friend, Matthew Schure, president of Philadelphia College of Osteopathic Medicine she was just exploring her options (and maybe hoping for a Twizzler from the big barrel he has in his office). In the end, Matthew Schure and PCOM

continued on back

Penn Problems Study Team Tackles CityAve

A team of graduate students from the Department of City and Regional Planning of the University of Pennsylvania chose the CityAve corridor as a topic for a work shop and planning study.

Board members Michael Woodward, George Goldstone, Janet Giuliani, Joe Manko, George Manos, James Tollett, Lita Cohen, Bruce Reed and Neil Cain, CityAve CEO Terrence Foley, and two board members from the Neighborhood Club Of Bala Cynwyd, Mark Kocent and

Serge Nalbantian, met with the team to provide background and information. After extensive research and strategy development, the Penn students delivered a comprehensive strategic plan for CityAve. They call it "Anchoring the Ave."

"As we move forward with our streetscape plans and work with developers and stakeholders I am certain we'll refer to the thoughtful and interesting suggestions made by the team from Penn," said Foley. "I was very impressed with their insight into our challenges."