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All information and statistics referenced in this publication are based on data collected for the 2013 calendar year, unless otherwise noted.
What is the role of a neighborhood improvement organization in a place that has the most active, progressive and dynamic institutional, business and community partners in the region? How does University City District make a difference amidst an unrivaled prosperity that includes $4 billion in new real estate projects, more than 72,000 jobs and a decade-long tripling of median home values?

For UCD, the answer is to continue to work between, among and in concert with incredible partners to change places and to change lives.

We create green and sociable spaces where once there was asphalt. We bring thousands of people to events on once sleepy streets. We create life-changing opportunities for talented community members who once faced more limited possibilities. We produce neighborhood assets from houses that previously were abandoned and lots that were overgrown. We instill vibrancy in storefronts and on corridors that used to be in decline. And we form partnerships to ensure clean and safe streets in places that, in days past, were less inviting.

University City District, like so many of the partners who comprise our organization, is about turning challenges into opportunities, seeing possibilities where others see eyesores and finding talent and promise in places that too often are overlooked.

We think big and small at the same time. We understand that modest, iterative steps test new concepts and allow us to constantly innovate and implement. Yet we realize that the scale of our neighborhood economy requires large leaps forward, with impacts felt throughout the city and across the region.

We are deeply grateful to the stakeholders and supporters who make our work possible, and we are especially thankful for the opportunity to nurture real change every day.

Sincerely,

Matt Bergheiser
Executive Director
University City District
CREATIVE PLACEMAKING

Continuing our reputation as trend-setters, UCD is shaping public space and maximizing its shared value.

The Porch at 30th Street Station

surface parking lot

Philadelphia’s next great public space

16,000 passersby per day

2,000 visitors per day

1,100 attendees for Free At Noon

500 food truck customers per day

"[The Porch] is the best food truck venue in the city!"
-George Bieber, Philadelphia Mobile Food Association Owner, The Sunflower Truck Stop

250 places to sit

& HUNDREDS OF EVENTS PER YEAR!

"The Porch outside of Philadelphia’s 30th Street Station has been an unambiguous success.”
36,000 total square feet of concrete transformed into social spaces by UCD

“[University City District] projects tend to be functional, popular and successful.”

Parklets

underutilized asphalt bustling outdoor cafes

Due to its overwhelming success, UCD’s Parklet program doubled in size in 2013.

40% increase in sales at Honest Tom’s Taco Shop immediately following installation

Baltimore Crossing

foreboding intersection green, safe plaza

50% reduction in pedestrian crossing distances

Looped In

missed connections creating opportunities

“art-meets-functionality”

4040 Locust Street (Hosted by Ramen Bar)
261 S. 44th Street (Hosted by Honest Tom’s Tacos and Lil’ Pop Shop)
4239 Baltimore Avenue (Hosted by Green Line Cafe)
810 S. 47th Street (Hosted by Fu-Wah Market)
4420 Walnut Street (Hosted by Manakeesh Cafe)
4903 Catharine Street (Hosted by Little Baby’s Ice Cream and Hibiscus Cafe)
Our destination events and destination marketing continually attract visitors to the neighborhood, generating sales, tax dollars and jobs, and supporting local businesses. All of this activity helps to build the quality of life in University City.

**Baltimore Avenue Dollar Stroll**

Baltimore Avenue is University City’s iconic commercial corridor with collective potential harnessed for the neighborhood’s biggest street festival.

**35,000**

visitors and patrons from throughout the region

**University City Dining Days**

University City is Philadelphia’s international dining destination with nightly sold-out reservations during UCD’s signature restaurant promotion.

**40th Street Summer Series & The Awesome Fest**

Our green spaces continue to grow into world-class art venues overflowing with crowds.

**4,500**

attendees in 2013

**5,000**

attendees per Stroll
The Skills Initiative helped push out the confidence that was already within me.”

—Joyce Bacon is a 2013 WPSI graduate. She received a job offer from Children’s Hospital of Philadelphia, the nation’s leading pediatric hospital, within 12 hours of completing the program and was promoted within her first six months to a full-time position with benefits.
While the [WPSI-connected] jobs help people leave poverty behind, they ensure that the new wealth created remains in their neighborhoods, helping stabilize these…communities.”

“The New York Times
CLEAN & SAFE STREETS

UCD’s Public Safety Ambassadors and Public Space Maintenance teams partner with Philadelphia Police and university police and public safety departments to provide a secure, welcoming University City for residents, employees, students and visitors.

UCD’s sixty Public Safety Ambassadors serve as a highly visible deterrent to crime, patrolling University City streets each day from 10am to 3am.

Average Change in Rate of Serious (Part 1) Crimes

Excludes homicides due to very low incidents rate

1997 University City District founded.

Source: Philadelphia Police Department Police Statistics, as reported to UCR.

- 120,000 patrol hours
- 4,400 walking escorts provided
- 750 vehicle services performed (lock outs and jumpstarts)
- 34 people transported to shelters
Our twenty-two Public Space Maintenance employees work seven days a week to clean and enhance more than 160 University City blocks.

“Collaboration between community-based groups and police departments can reduce crime, stimulate housing and business activity, and improve the quality of life in lower-income neighborhoods…. An exemplary model for groups nationwide facing similar challenges and opportunities.”

—Dennis White, president and CEO of MetLife Foundation, who presented UCD with its second MetLife Foundation Community-Police Partnership Award.

42 tons of trash collected along 40th Street each year
130,000 bags of trash removed
44,000 hours of cleaning
3,500 graffiti tags removed
PROJECT REHAB & THE DIRT FACTORY

UCD is unlocking the potential of neglected neighborhood real estate and leveraging private investments in their redevelopment.

Project Rehab

“Blighted properties
Neighborhood assets”

“University City program gives new life to shuttered buildings.”

The Dirt Factory

“Neglected lot
A model green facility for all”

“We compost for all the traditional reasons—reduced waste, etc. But the most important reason we do it is because as a business in today’s world, it’s the right thing to do for the community and the greater good of everyone.”

— Jim Lilly, Owner, Metropolitan Bakery

$4.3M financing dollars obtained
$20M total dollars of market value created
21 properties under construction
15 properties sold
8 formerly vacant, now occupied
8 properties rehabilitated

16 tons of food waste composted
270 households participating
1.6% University City households participating
WHAT’S NEXT?

Continual opportunity breeds continual creativity at UCD. Here is one example of how UCD is rethinking public space in 2014.

Transforming the 40th Street Trolley Portal

The Portal presents an unparalleled opportunity and UCD is embarking on a plan to transform it into a vibrant plaza, a lively café, and a safe and verdant place to wait for trolleys, while celebrating the mode of transit that led to the development of much of West Philadelphia.

Right: Current conditions at the 40th Street Trolley Portal.

Below: Rendering of proposed transformation.
MARKETING & COMMUNICATIONS

Everything our Marketing & Communications department does — from developing collateral materials to pitching press contacts and utilizing social media to event production — showcases and elevates the ever-evolving UCD and University City brands.

Press Coverage

Through high-quality content and events, direct pitches, and strong media relationships, our Marketing & Communications team places hundreds of positive stories each year about University City.

Publications

All of our publications are available for download at universitycity.org/publications

Online/Social Reach

Social and online media is an increasingly important part of our marketing and communications strategy as we continue to elevate both the UCD and University City brands. Our social/online tools enable us to instantaneously share news about our projects and services with people that were once out of reach.

20,000 fans and followers

18,900 average monthly website visits

591,395 total website pageviews
UCD FISCAL YEAR 2013 FINANCIAL RESULTS

**FY13 Sources: $8,531,813**

- In-Kind Income: 2%
- Other Income: 1%
- Fee-for-Service Income: 28%
- Board Contributions: 50%
- Grant Income: 18%
- Community Contributions & Sponsorships: 1%

**FY13 Uses: $8,413,392**

- LUCY® Transit Services: 16%
- Development: 1%
- Clean & Safe: 45%
- Administration: 6%
- Planning & Economic Development: 14%
- Marketing & Communications: 10%
- West Philadelphia Skills Initiative: 8%
Thank You

University City District is grateful to the individuals, businesses, foundations and organizations that made our work in FY 2013 possible.

$500,001 & Up
University of Pennsylvania
Drexel University
University of Pennsylvania Health System

$101,000 - $500,000
ArtPlace
The Children’s Hospital of Philadelphia
Philadelphia LISC
University City Science Center
University City Associates
United Way of Southeastern Pennsylvania
University of the Sciences
William Penn Foundation

$25,001 - $100,000
ACE Charitable Foundation
Brandywine Realty Trust
Campus Apartments
INTECH Construction
National Board of Medical Examiners
City of Philadelphia Department of Commerce
PROMED Properties

$5,001 - 25,000
40th Promenade, LP
Bank of America Foundation
Central City Toyota
Citizens Bank Foundation
Connelly Foundation
IBID Associates
International House of Philadelphia
Neighborhood Preservation and Development Fund
The Restaurant School at Walnut Hill College
Patricia Kind Family Foundation
Pennoni Associates
The Wistar Institute
Philadelphia Youth Network
Verizon of Pennsylvania

$1,001 - $5,000
American Kidney Fund
American Law Institute
CKP Communications
Enterprise Car Share

$1,001 - $5,000 (con’t.)
The Enterprise Center CDC
First Round Capital
Narducci Electric
Philadelphia Convention and Visitors Bureau
Philadelphia Ronald McDonald House
Philadelphia Foundation
Philadelphia Suburban Development
Southern Wine & Spirits of PA
PUFFA/Health Promotion Council
VILLA
VIX Emporium
William Schoepe

$250 - $1,000
4511 M&T, Inc.
Atlantic City Alliance
John Barber Jr. and Brenda Barber
Blackbaud
Elizabeth Baumann
Arlene Caney
Min and Paul Chhour
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Mark Wagenveld and Theresa Mond
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Zipcar, Inc.
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Planning and Economic Development

Sharon Thompsonowak
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West Philadelphia Skills Initiative

Steve Walsh
Director, Community and Business Services
University City District (UCD) was founded in 1997 by a partnership of world-renowned anchor institutions, small businesses and residents to improve economic vitality and quality of life. Our primary mission is community revitalization. We work within a place-based, data-driven framework to invest in world-class public spaces, address crime and public safety, bring life to commercial corridors, connect low-income residents to careers, and promote job growth and innovation.

To make a secure, online donation to University City District, please visit www.universitycity.org/donate