



**University City District**

3940 Chestnut Street  
Philadelphia, PA 19104  
215-243-0555  
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## REQUEST FOR PROPOSALS PARTNERSHIP PROGRAMMING FUND THE PORCH AT 30TH STREET STATION

University City District is accepting proposals for cultural programming at The Porch at 30th Street Station through a Partnership Programming Fund, which is made possible through the generous support of the William Penn Foundation.

In November 2011, University City District unveiled The Porch at 30th Street Station. Adjacent to the nation's second busiest train station with 37,000 daily passengers, The Porch is at the heart of the University City's eastern end within a 5-minute walk of 17,000 employees and is a key regional gateway. Since then, The Porch has emerged as a national model for an economical and efficient creation of public space. A critical component of UCD's placemaking strategy at The Porch has been programming the site - farmers markets, yoga and other fitness classes, musical performances and concerts of different scales including an XPN Free at Noon concert, food truck rallies, and a beer garden, to name a few - in order to bring users to the site. To date, the vast majority of UCD's programming at the site has been produced internally.

UCD is now seeking partners to provide cultural programming for The Porch. UCD will provide financial and marketing support, as well as the use of the site and electricity. The goals of the Partnership Programming Fund are simple; UCD is looking for partners to produce programming that will (1) impactfully activate and animate the space; (2) attract new users to the site or meaningfully engage existing users; and (3) showcase innovative "al fresco" cultural programming. UCD is open-minded about other aspects of proposals, including scale and contribution, though at this time, UCD is only accepting proposals from Philadelphia nonprofits.

RFP Release Date	Friday, April 19, 2013
Questions Due	Friday, May 10, 2013 to <a href="mailto:theporch@universitycity.org">theporch@universitycity.org</a>
Responses to Questions/Clarifications	Posted to <a href="http://universitycity.org/request-proposals">http://universitycity.org/request-proposals</a> by Friday, May 17, 2013
Proposals Due	Friday May 31, 2013 by 4pm to <a href="mailto:theporch@universitycity.org">theporch@universitycity.org</a>

The fund totals \$150,000 and will be deployed in three rounds: (1) August 2013-October 2013; (2) April 2014-June 2014; and (3) July 2013-October 2014. At this time, UCD is accepting proposals for the first round. Compelling winter programming proposals will be considered in this round, though UCD has a strong preference for programming that will occur between August 2013 and October 2013.

Proposals should include:

1. The organization's name and a primary contact person;
2. The organization's most recent 990;
3. A written description of the proposed programming, in no more than 250 words;
4. (Optional) audio visual materials no longer than 2 minutes, supporting the written description of the proposed programming;
5. The amount of assistance sought from the Porch Partnership Programming Fund as well as the amount that the organization is willing to contribute (if applicable);
6. The organization's proposed efforts to market the proposed programming, in less than 100 words; please include any new audiences that will be drawn to The Porch;
7. Preferred time(s), date(s), and location at The Porch, though respondents should be advised that UCD expects to work with selected partners on scheduling and placement to maximize impact and complement existing programming.

**All proposals must be received via email by 4pm on May 31, 2013 to [theporch@universitycity.org](mailto:theporch@universitycity.org).** Email attachments must not exceed 20 MB. If necessary, supplemental materials may be sent or delivered to:

Lori Klein Brennan  
Director of Marketing and Communications  
University City District  
3940 Chestnut Street  
Philadelphia, PA 19104

No party, including any respondent to this RFP, is granted any rights hereunder. UCD is not liable for any costs associated with the preparation of any response to this RFP. UCD reserves the right to amend or otherwise modify this RFP at any time and to reject responses that, in UCD's sole judgment, are not responsible or responsive proposals. UCD reserves the right to request that some or all of the respondents modify proposals based on UCD's review and evaluation.





# a brief history of how **THE PORCH** came to be south of



right at the **front door** to the city



## university city district

clean & safe  
marketing  
commercial vitality  
destination events  
business partnerships  
in 2.4 square mile-area  
of University City



## spotted an opportunity

[PennDOT's rehabilitation of six bridges adjacent to the station]



so PennDOT laid the foundation [55' x 500']  
and UCD layered on top, creating **MASSIVE**  
improvements with **MODEST** investments [\$275k]

**INVENTING** a public space, **INCREMENTALLY**



# THE PORCH: *a signature public space...*



*Lunch Spot*



*Photo Op*



MARKET PLACE



PERFORMANCE SPACE



Playground



Waiting Lounge



Tasting Room



*Garden in Bloom*

# THE PORCH: *a signature public space...*



*Rush Hour*



Lunch Hour



*Children's Hour*



HAPPY HOUR!



Comfortable



*Whimsical*



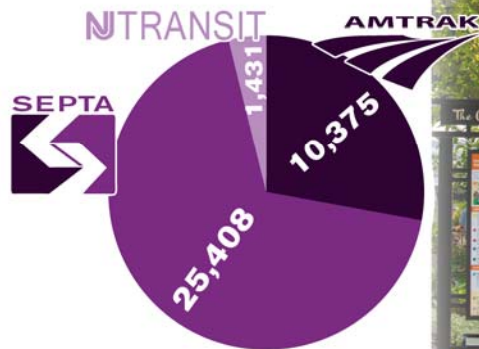
Interactive



EVOLVING...



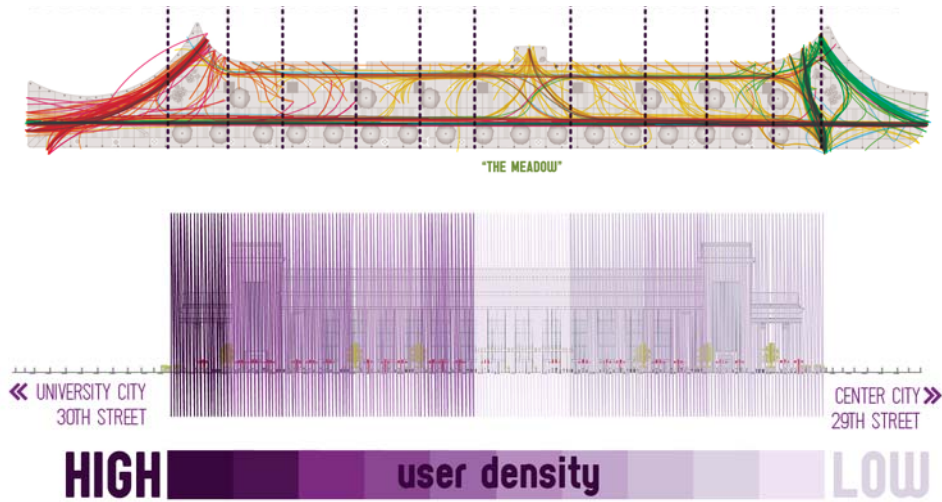
# THE PORCH: *a gateway to the city...*



**MORE THAN**  
37,000  
passengers / day



what we **LEARNED** about the *population* of **THE PORCH**  
 ... and the ways people **INHABIT THE SPACE**



*the weather* **GREATLY** affects usage of **THE PORCH**

**IN GENERAL,** THE PORCH grew in popularity & usage over the course of the summer

