At University City District (UCD), we change places and we change lives. The achievement of this simple mantra is often substantiated through metrics like the $20 million of real estate market value created by Project Rehab, the 36,000 square feet of concrete we’ve reclaimed as verdant public space and the $5 million in wages paid to formerly unemployed West Philadelphians through the Skills Initiative.

But we believe that our story is actually best told through the eyes and words of others – those whose lives and livelihoods have been impacted by UCD’s work. For even in the midst of an unprecedented acceleration of economic activity – in a neighborhood where 82% of all new office construction in the entire region took place last year on just 0.02% of the region’s land mass – it’s the individual stories that really matter in University City.

We hope you enjoy the anecdotes that follow, and we’re deeply grateful to our partners, stakeholders and supporters who help make this work possible.

Sincerely,

Matt Bergheiser
Executive Director
University City District
The Porch at 30th Street Station continues to function as one of Philadelphia’s premier public spaces, serving as a concert, performance, & market venue, an outdoor dining destination, and a distinct landing spot for thousands of passengers who travel into and out of the station each day.

“BalletX was delighted to have the opportunity to perform at The Porch. Our current audience was thrilled to see us in a new space, and we have heard stories of new audiences coming to the show and running home to subscribe. We attribute our growing subscription rate in part to the visibility we received on The Porch stage.”

Christine Cox
ARTISTIC & EXECUTIVE DIRECTOR OF BALLET X
40th STREET TROLLEY PORTAL

University City District, in partnership with SEPTA, the City of Philadelphia, and a committee of neighborhood leaders and stakeholders, worked tirelessly in 2014 toward its goal of transforming the Trolley Portal at 40th and Baltimore from a blighted and unsafe place into a new hub of activity at the heart of University City. The Portal will transform into a vibrant and social space, featuring a bosque of trees, movable tables and chairs, native horticulture, artful lighting, and boulders for creative play.

“For years, many of us in the neighborhood despaired over the appearance of the Trolley Portal at 40th and Baltimore. This entrance to our living space was nothing more than a concrete slab with crisscrossing trolley tracks... until the current leadership team at UCD took up the challenge... A landscaped and illuminated trolley portal will fulfill the dreams harbored by many of us West Philadelphians and would have been impossible if not for UCD’s involvement and persistence.”

Barry Grossbach  TROLLEY PORTAL NEIGHBORHOOD COMMITTEE

“I believe in creating a sense of place and a destination that will help strengthen connections and relationships. It is very important to me that we build a community with nice amenities that allow people to walk and bike, rather than to drive... As someone who has been part of the Trolley Portal planning process since the idea originated nearly ten years ago, I feel we have arrived at a transformational moment for the neighborhood and community.”

Andrew Wheeler  TROLLEY PORTAL NEIGHBORHOOD COMMITTEE
University City District supports commercial corridors throughout the neighborhood by offering technical assistance and other incentives related to business recruitment, retention and public relations. We work closely with property owners and real estate brokers to recruit businesses for their vacant properties. We’ve helped existing businesses obtain much-needed funding that made critical improvements possible.

“Through my 21 years as a small-business owner and a part of this community, I have always... dreamed that one day I would be able to change the appearance and the first impression of my business. Through the support of (University City District), I was able to change this old corner-store on Baltimore Avenue... to become a much more open, welcoming cornerstone for the community and for visitors alike... The overwhelming support that I have received from University City District has given me strength to continue my work at Lee’s Deli, and for that, I am forever grateful. I believe in the power of small businesses to positively impact the community in which they serve, and I believe that change is always more doable when people work together.”
Since 2008, I have been proud to be a part of University City at Distrito. All year long, this vibrant neighborhood brings together a wealth of people and cultures from all over Philadelphia and beyond... Dining Days is an especially exciting time for us, because it offers first-time guests an approachable, affordable way to visit Distrito. And of course, we always look forward to seeing our returning guests and welcoming them back for... a chance to enjoy another great meal together.”

“University City Dining Days has been a great success for Pod Restaurant since the inception. Dining Days gives Pod the opportunity to draw in new business. The resources that University City District puts into their promotional and marketing efforts, along with the visibility that our restaurant gains, means that Pod nearly sells out every night during Dining Days. We are very thankful to UCD for all they do.”

Chef Jose Garces
CHEF & FOUNDER, GARCES GROUP

Laura Martin
GENERAL MANAGER OF POD
Building Community

Baltimore Avenue Dollar Stroll

University City District executes many community events to help bring neighbors and businesses together, from farmers’ markets and festivals, to movie screenings, to concerts and other free events. One of the most popular and successful of these initiatives is the Baltimore Avenue Dollar Stroll. Thousands of people flock to the area to sample $1 specials from local businesses and enjoy free entertainment.

“The Dollar Stroll was an exciting event for the newly opened Greensgrow West on Baltimore Avenue. It was a great opportunity to share our passion for plants, community greening and urban gardening with our neighbors. Both the spring and fall events allowed our neighbors to get a chance to become acquainted with our new location, and we are looking forward to participating in 2015.”

Jennifer Foster  Retail Manager, Greensgrow West

“The Dollar Stroll is such a great event for all the businesses on the avenue, especially during the quiet months in the summer. We receive a great response from our customers. Vientiane is excited to see more events in the future and hope to keep the lines coming.”

Sunny Phanthavong  Owner, Vientiane Cafe
THE DIRT FACTORY

In 2012, University City District transformed a vacant property on Market Street into a free community composting facility and education center. Since then, The Dirt Factory has made a significant difference in the community through organic waste collection and community education. The compost created from fallen leaves and food scraps has been used in community gardens and landscaping projects all around University City.

“The Dirt Factory has been such a wonderful resource to help us teach children about sustainable living. A group of preschoolers and teachers have been visiting regularly as part of The Parent Infant Center’s own composting initiative. While there, they get to see, smell and touch the various stages of compost and are amazed that the final product doesn’t smell bad! It is through this kind of hands-on experience that children will begin to understand how to care for our planet and build a better world.”

Debbie Green
EXECUTIVE DIRECTOR OF PARENT INFANT CENTER
In 2014, University City District’s West Philadelphia Skills Initiative (WPSI) continued its successful run of connecting employers seeking talent with unemployed residents seeking opportunity, and worked with notable companies such as Children’s Hospital of Philadelphia (CHOP), Drexel University, AlliedBarton Security Services, ValleyCrest Landscaping, and more.

“My experience with the program was wonderful. Now I have the tools to get almost any job I want. Reaching my goals has been essential to me and I am confident, motivated and ready.”

**Nykirah Hatchett**  
WEST PHILADELPHIA SKILLS INITIATIVE GRADUATE  
CHILDREN’S HOSPITAL OF PHILADELPHIA INPATIENT CLERK

“Children’s Hospital of Philadelphia is proud to be an employer partner for the great work the Skills Initiative is producing. Our HR team and clinical supervisors can’t say enough about how the ‘UCD talent’ is so well prepared, and how impressed they are with their contributions to patient and family care at CHOP.”

**Kim Delaney**  
RN, BSN, MANAGER, THE CAREER CENTER FOR NURSING AND PATIENT SERVICES, CHILDREN’S HOSPITAL OF PHILADELPHIA
Accomplishments to Date

- **89%** of WPSI graduates placed
- **142** total job placements
- **$12.78** average hourly wage at placement
- **97.9%** participant satisfaction rate

“Many of our members have received top-notch training and found employment because of West Employment Advancement Retention Network’s partnership with WPSI. Their success is proof that the Skills Initiative is a wonderful and effective means to help West Philadelphians obtain good, career-ladder jobs.”

Meredith McCarthy  
DIRECTOR, WEST PHILADELPHIA EARN CENTER, AN OPERATION OF EDSI

“AlliedBarton’s commitment to having the best security services workforce in the City of Philadelphia is reflected in our relationship with UCD’s West Philadelphia Skills Initiative. We are pleased with the quality and determination of the candidates who have made the transition from the WPSI classroom to employment positions with AlliedBarton. They come from WPSI prepared to add immediate value to our organization.”

Gesi McAllister  
VICE PRESIDENT OF OPERATIONS, ALLIEDBARTON
University City District is dedicated to improving the neighborhood. Our public space maintenance crews work seven days a week to clean and enhance more than 160 University City commercial and residential blocks. Our safety ambassadors patrol University City streets each day from 10am-3am, and provide walking escorts, vehicle lock-outs, and transports to homeless shelters.

Why I am a UCD Safety Ambassador

“I work at UCD because as someone who grew up in the neighborhood I’ve seen the way things have improved. People feel safer because of the ambassadors—Baltimore Avenue used to be dangerous and now it’s one of my favorite spots to hang out. I love that I get to help people in the community, and I get to know them, too.”

Tuhran Freeman
UCD SAFETY AMBASSADOR
Thank you so much for sending the UCD representative today to remedy the damage from the graffiti on Pearl Street. The gentleman was extremely helpful and kind and he restored our block quickly!

Helma Weeks

I am often in the University City area visiting both of my daughters and their families. I greatly appreciate the presence of the ambassadors. I know I could call on them if I feel the need for an escort. Thank you to these dedicated people.

Diane Goeke

For the patrol officers that are on bikes in the neighborhood I would just like to say thank you to all of those dedicated people who make me feel safe every night! Thank you for the work that you do!

Jenny Gaus
University City District’s Project Rehab works with property owners to transform derelict, abandoned, and underutilized properties into neighborhood assets and works creatively to unlock the economic potential of these resources.

“UCD was instrumental in helping me through the process when I had no one else to turn to. This... is a much needed service in the community.”

Pansy Clarke  
NEIGHBORHOOD PROPERTY OWNER

**PARKLET PROGRAM**

University City District introduced Parklets, temporary seating platforms that replace one or two parking spaces with a small vibrant park, to Philadelphia in 2011. In 2014, we created & maintained 5 parklets.

“Since the Parklet first arrived on 44th Street in 2012, we anticipate its arrival each spring as it is such a boon to our business & neighborhood. Not only does it provide extra seating, but an atmosphere of community engagement. It is such a pleasure to witness all of the folks enjoying the Parklet while eating & relaxing with the diverse food options on 44th Street... We always feel a twinge of sadness when the Parklet is tucked away for the winter.”

Jeanne Chang  
OWNER, LIL’ POP SHOP
**UCD Fiscal Year 2014 Financial Results**

**FY14 Sources: $8,812,984**

- In-Kind Income: 6%
- Fee-for-Service Income: 28%
- Board Contributions: 49%
- Grant Income: 15%
- Community Contributions & Sponsorships: 2%

**FY14 Uses: $8,787,001**

- Clean And Safe: 43%
- LUCY® Transit Services: 16%
- Planning & Economic Development: 12%
- Events, Marketing & Communications: 14%
- West Philadelphia Skills Initiative: 8%
- Development: 2%
- Administration: 5%
I serve on the board at University City District because UCD represents the ultimate in collaboration among diverse University City stakeholders, who recognize and appreciate that the whole is greater than the sum of the parts.

Craig Carnaroli, Chairman
EXECUTIVE VICE PRESIDENT, UNIVERSITY OF PENNSYLVANIA
"Living and working in University City means walking my daughter to preschool each morning along bustling sidewalks, before heading to the office where I get to work with a community of deeply invested institutional partners and residents to create a more livable neighborhood. Afterwards, I can stop at the farmers’ market, and then pick fresh vegetables from our community garden, passing trolleys as I walk down lovely tree-lined streets. How could I live and work anywhere else!"
Thank You to Our Donors!
University City District is grateful to the individuals, businesses, foundations and organizations that made our work in FY 2014 possible.

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

$101,000 – $500,000
ArtPlace
The Barra Foundation
The Children’s Hospital of Phila.
Philadelphia LISC
The Science Center
University City Associates
University of the Sciences
William Penn Foundation

$25,001 – $100,000
Brandywine Realty Trust
Campus Apartments
Citizens Bank Foundation
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The Pew Charitable Trusts
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Why I Donate to UCD
“...It’s hard not to notice all of the positive changes in University City. Walking around the campuses and the neighborhood, you can feel the energy, the revitalization and rediscovery of an area on the move... Your organization is providing the leadership and catalyst for much of the physical changes, but I also know that the University City District has a strong commitment to providing training and development opportunities for the economically disadvantaged in the community... To help support the fantastic work and programs of the University City District, I’m enclosing a donation. Keep up the good work!”

Jonathan D. Shain
UCD DONOR
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 in Philadelphia’s University City. 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 UCD, please visit: www.universitycity.org/donate

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