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2024



City Ave

# WELCOME TO CITY AVE DISTRICT!

Guide for Starting Your New Businesses



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# WELCOME, ENTREPRENEURS!

Let us be the first to welcome your business to City Ave District! You are now a member of a vibrant tapestry of businesses and residents that make this commercial corridor one of the best for doing business. The work that you do is vital to our collective success, and we are so thrilled you have chosen to invest in us. Let this brochure serve as your guide as you begin outlining this process.

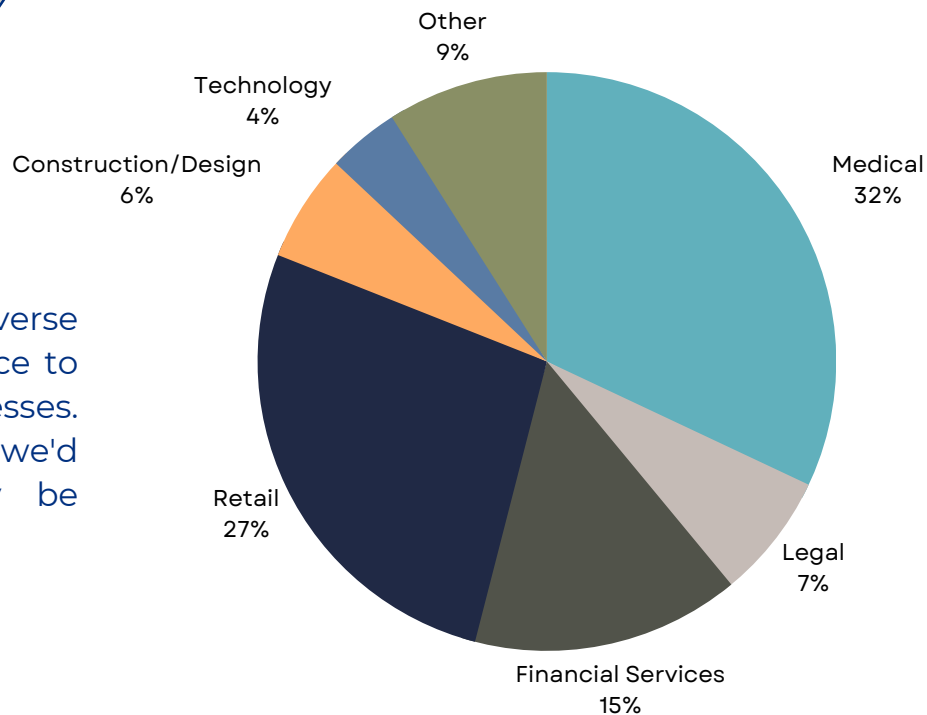


## City Ave District Fast Facts

- 2,800+ residents
- 9,500+ students
- 3,000,000 sq ft of office space
- 800 unique businesses
- 1.6 million visitors in 2022
- 80,000 residents within a 10 minute drive

## Meet Your New Neighbors!

City Ave District is home to a diverse assortment of industries which coalesce to form a unique, vibrant quilt of businesses. As a new member of that community, we'd like to show you who you may be interacting with in the district.





# OPPORTUNITIES AVAILABLE TO YOU

The following programs are offered for businesses across Philadelphia by the City's Department of Commerce. For more information on any of these offerings, please visit [www.Phila.gov/departments/departments-of-commerce/](http://www.Phila.gov/departments/departments-of-commerce/)

## City Avenue Special Services District

City Ave District is one of five business associations officially recognized by Lower Merion Township. In addition to receiving both local and state grant funding, City Ave District has been empowered through an act of the Commonwealth of Pennsylvania to levy an assessment tax on all commercial properties in within the confines of the improvement district. These funds are used for:

- small business counseling and support
- public space improvements
- transportation and pedestrian infrastructure

## Lower Merion Township/Montgomery County

Lower Merion Township offers a number incentive and resource programs for its small businesses through the Building/Planning and Finance Departments. Please view their [Business Welcome Letter](#). For additional questions, please email Jillian Dierks at [JDierks@lowermerion.org](mailto:JDierks@lowermerion.org). The Montgomery County Commerce Department is another terrific resource for businesses. You can visit their website or fill out their [Assistance Request Form](#).

## Chambers of Commerce

Businesses in Lower Merion are about to utilize resources from two separate Chambers of Commerce: The Greater Philadelphia Chamber of Commerce and the Main Line Chamber of Commerce. Member to either organization offers your business unique opportunities for networking, workforce expansion, and business growth expertise. Visit them online to learn more.

## Local Colleges and Universities

Many of our local colleges and Universities offer small business development programs.

- Villanova University offers an Innovation Fund, which offers new businesses, products, and organizations. It offers six different application windows over the course of the year.
- St. Joseph's University offers a unique entrepreneurship training program for veterans. Since 2015, the program has supported over 200 veterans in starting their own business.
- Temple University's Small Business Development Center offers tailored workshops, mentorship programs, and training courses for small business.



# KEY CONTACTS

Here are some useful contacts and offices for you as you begin your business in the City Ave District.

**Alec Hersh, Economic Development Manager**

**City Ave District**

(610) 747-0311

Ahersh@cityave.org

**Jillian Dierks, Senior Planner, Lower Merion Township**

(610) 645-6119

JDierks@lowermerion.org

**Xenia Scott, Director of Member Services, Main Line Chamber of Commerce**

(484) 253-1108

XScott@mlcc.org

**Temple University Small Business Development Center**

(215) 204-7676

SBDC@Temple.edu

**Women's Opportunities Resource Center**

(215) 564-5500

Info@worc-pa.com

## ABOUT CITY AVE DISTRICT

The City Ave District, was formed in 1999 to increase safety and secure its future. Featuring a unique partnership between the City of Philadelphia and the Township of Lower Merion, City Ave District paved the way for improved zoning and renewed safety that have ignited unprecedented growth. Resembling a small metropolis in and of itself, today's City Ave District is brimming with new residents, shopping options, pedestrians, cyclists, and eateries not only along the main thoroughfare, but throughout the district's six neighborhoods.