

Philadelphia

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2024



City Ave

# WELCOME TO CITY AVE DISTRICT!

Guide for New Businesses



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# WELCOME, ENTREPRENEURS!

Let us be the first to welcome your business to the 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.

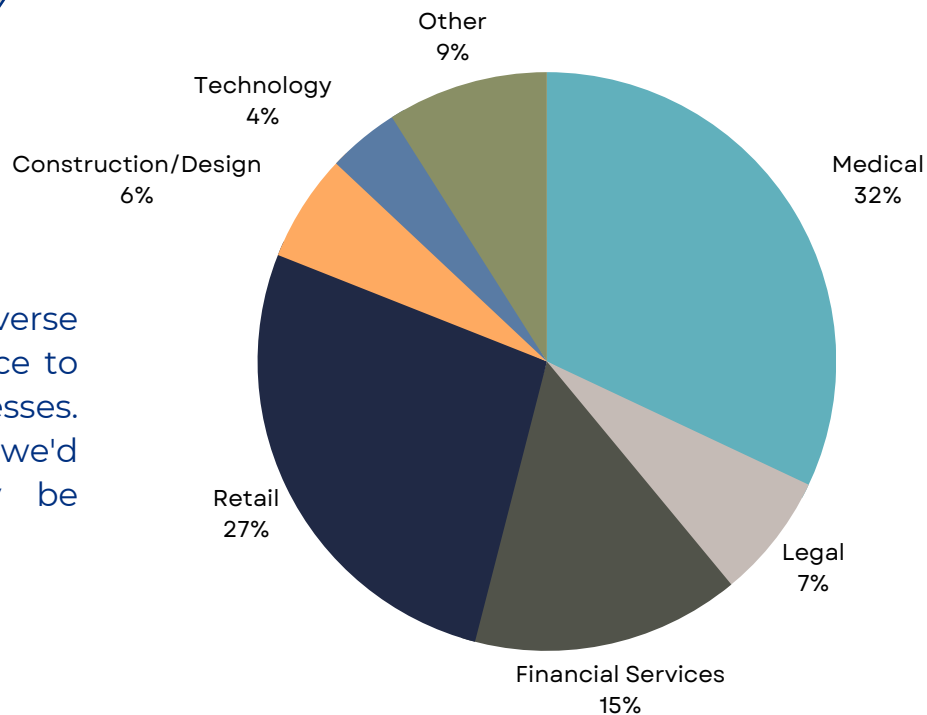


## City Ave District Fast Facts

- 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/)

## Business Security Camera Program

The Department of Commerce's Business Security Camera Program is designed to encourage businesses to purchase and install exterior cameras on commercial properties in order to increase safety for shoppers, residents, and employees. There are two options for enrollment:

- Citywide funding: Businesses citywide can receive up to 75% of the total eligible costs, as much as \$3,000 for a single commercial property.
- Targeted Commercial Corridor funding: Businesses located in certain areas can receive up to 100% of the total eligible costs.

## Storefront Improvement Program

The Storefront Improvement Program is available for Business and property owners to receive grant money for storefront improvements. Eligible improvements include Masonry/brick pointing, Exterior painting, Windows/glazing, Exterior doors, Exterior facade lighting, and Signage and awnings. The program can reimburse up to 50 percent of the cost of eligible improvements to a maximum of \$10,000 for a single commercial property, or up to \$15,000 for a multiple-address or corner business property.

## Instore Forgivable Loan Program

The InStore Forgivable Loan Program helps existing businesses expand and new businesses become established on targeted commercial corridors.

InStore Loan details include:

- \$15,000 to \$100,000 to purchase equipment or fit out a commercial property
- No payments, no interest for 5 years
- Forgiven after five years if the business remains open and operating at the location

## Quality Jobs Program

The Quality Jobs Program (QJP) is a fund that invests in eligible businesses creating new full-time employment opportunities that pay a living wage and include health insurance benefits for Philadelphia residents. The City is committed to making Philadelphia more economically competitive while driving inclusive growth to build a vibrant economy that benefits everyone.

The Quality Jobs Program is a pilot program of the [Department of Commerce](#). The goal is to attract, retain and help businesses grow in our city while incentivizing employers to hire Philadelphia residents in jobs that pay family-sustaining wages.



# 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

**Philip Green, Program Manager, Corridor Improvement**

**City of Philadelphia Office of Business Services**

(215) 683-2106

philip.green@phila.gov

**The Enterprise Center**

(215) 895-4000

Info@theenterprisecenter.org

**SCORE Philadelphia**

(215) 231-9880

philadelphia@scorevolunteer.org

**City of Philadelphia Business Resource Finder**

[www.Phila.gov/commerce/business-resource-finder/](http://www.Phila.gov/commerce/business-resource-finder/)

**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.