

# 2024 By the Numbers

## Footprint Stats

29,186

Total Residents\*

1.78M

Total Visitors\*

10,289

Total Higher Ed Students

25,204

Total Employees\*

\*Data Source: Placer.ai

## Public Safety & Cleanliness Efforts



23,726

Community Service Reps Visits



80

New Banners Installed



1,385

Trash Bags Collected



4,654

New Plants and Trees Planted



11

New Trash Cans

## Major Events & Initiatives



53  
Total Events

Free Movie Night, Black Business Showcase, Bala Avenue Art Walk, Women's Empower Hour, Networking Happy Hours, Free Coffee- Pop-ups, Farmers Market

## Organizational Growth

1/

New Streetscape Associate

2/

New Community Service Representatives (CSRs)

## Economic Development Impact

### REAL ESTATE DEVELOPMENT AND INVESTMENTS

Federal Realty Investment Trust - Bala Cynwyd on City Avenue:

**\$170MM** / Shopping center upgrades and 5-story mixed-use building replacing the former Lord & Taylor.

**16K** / Sq ft of retail and restaurant space



### SUPPORT FOR SMALL BUSINESSES AND LOCAL ECONOMY

**10** / Monthly Business Owner Calls

**12** / **New Businesses:** Mr. Wish, Suya Suya, Hangry Joe's Chicken, beaut. Wax Studio, PSR Galleria, Aurora-Christine School of the Arts, Main Line Surgical Center, B Positive, Mobility Fitness, Studio Eight Four & Seven, Funkadelphia Records, Men's Wearhouse



## Marketing & Rebranding Efforts

Uniforms



Trash Cans



Banners



Vehicles



Learn about the District's 2025 initiatives at [cityave.org](http://cityave.org).



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