

**12/10/25**

Hi everyone,

A few quick updates and some fun recapping from last week!

### **Tree Lighting + 1900 Block Open Streets Recap**

Thank you to everyone who came out for the Tree Lighting on 12/4 — attendance was huge for both the lighting and open streets. The fake snow was a hit and the outdoor vending around Mifflin Triangle made the whole event feel extra festive. Big thanks to Fuel for providing complimentary hot chocolate and keeping everyone warm!

We also had an extremely successful Open Streets on the 1900 block — thank you to the 1900 block businesses and to South Fellini for popping up. Events are only as good as businesses make them, and the creativity out there that night was next-level. I've heard from a number of you along the Ave that business felt busy that evening, which is always great to hear — but as always, I'm interested in more feedback if you have it!

You can find photos from the night [here](#). We also received coverage from Fox29, CBS and ABC, which is fantastic visibility for the Avenue.

### **Deck the Ave Loyalty Cards**

Deck the Ave loyalty cards were handed out to anyone who said they wanted them that night — if you run out, just let us know and we'll restock you.

### **Events & Promotions Form Update**

A few updates on our [Events and Promotion Form](#) to keep things running smoothly:

- Events are now due **by the 25th of each month** to be included in the events roundup on socials on the 1st of the following month. Hoping this process feels more doable and streamlined for everyone
- We will continue highlighting **up to two events** per business for Instagram, but you are welcome to submit as many as you'd like for the newsletter.

### **WHYY Article**

Sharing again in case you missed it — WHYY ran a great piece about Small Business Saturday and highlighted the community vibe on the Avenue. The story was pitched by us, and huge thanks to Bill from Philly Typewriter, Kristina from August Moon, and Christina and Alex from A Novel Idea for chatting with the reporter.

Article can be found here:

<https://whyy.org/articles/east-passyunk-philadelphia-small-business-saturday/>

### **A Message from the Clean Air Council**

The Clean Air Council is organizing a press conference on **Dec. 18 at 10am at City Hall** around energy rate hikes and their impact on Philadelphians during the holiday season. They would love to have the voice of a small business owner represented. If any of you would like to testify, let me know and I'll put you in touch with their outreach person!

Thanks everyone!

Katie

**11/26/2025**

Hey everyone,

Squeezing in a lot in this last email before the holiday!

### **Burglary on 1700 Block**

There was a burglary on the 1700 block early Monday morning. POS system tablets were stolen. Officer Kelly (whose number is **267-225-5192**) wants me to remind everyone to please follow the following safety precautions:

- Lock all windows and doors when leaving your building for the evening
- Put away cash registers and any electronics whenever possible
- Do not leave cash in drawers when possible
- Make sure any security cameras are on and plugged in

If you want specific safety tips for your business, please reach out to Officer Kelly directly. Again, his number is **267-225-5192** and his email address is [james.a.kelly@phila.gov](mailto:james.a.kelly@phila.gov).

### **East Passyunk is Back Open!**

Anyone with eyes can see EPA is back open at Morris St! Big thanks to the Water Department for working extra quickly to make sure things were paved up by Black Friday and Small Business Saturday. I guess sometimes being super annoying and hounding them incessantly works :-)

John, the senior engineer for the project, informed me that Verizon is finishing up some utility work on 12th St that should be finished by next week and paved soon thereafter. There will be a brief disruption to traffic when the crosswalk stripes are painted in the coming weeks. Please let me know if anyone is having residual issues related to the work and I will help you get them resolved!

### **Submit December Events by December 1st!**

Pushing back the deadline for December events to give you all (and us!) a little more time to prep. Please submit to our [Events and Promotions Form by 12/1](#) to be included in our IG post, newsletter and website!

## **Sidewalk Cafe Seating Letter of Support**

Cm Rue Landau's office is attempting to pass a Bill that will make permits for sidewalk cafe seating easier and more accessible to obtain for businesses across Philadelphia. Thankfully, EPA is zoned for sidewalk cafe seating "by-right"; however, the process is still arduous and overly complicated. This Bill aims to address that, among other things.

I have attached a fact sheet to this email for you to peruse. If you are in favor of this Bill, please sign this [Letter of Support!](#)

## **Bag Charge Bill Passes**

Bill No. 250773, introduced by Cm. Squilla, passed City Council recently in an effort to reduce reliance on single-use bags.

- This bill requires retailers to **charge customers \$0.10 per paper bag** used at check-out.
- **Bags used for food delivery, drive through or prepared take-out orders are exempt.**
- Retailers are **prohibited from refunding the fee** back to customers, this in hopes that more shoppers will get into the habit of bringing their own reusable bags.
- This law goes into effect **January 2026**

Let me know if you have any questions about the above!

## **From the Economy League of Philadelphia: Help Us Understand the Impact of Immigration Policy on Philly's Small Businesses**

The Economy League is launching a citywide survey to capture how recent immigration changes are affecting staffing, compliance, and customer demand. Your input will shape data-driven solutions to support our local business community. [Register for the survey and make your voice count!](#)

Have a great Thanksgiving and killer Black Friday + Small Business Saturday :)

Take care,  
Katie

**11/18/2025**

Hi everyone,

Important holiday stuff in this email, **especially for retailers!** Please read!

## **1900 Block Open Streets - Retail Pop-Up Opportunity**

We are putting the finishing touches on programming for the Open Streets on the 1900 block from 6-9pm on Thursday, December 4th and have an important announcement for non-1900

block Avenue retailers! We are offering **5 (five) 10x10' spots** to pop up outside during the Open Streets block. Here are some details about the opportunity:

- **Retailers only!** We unfortunately cannot accommodate food sales but welcome both BID and ABM retailers/servicers with products to sell.
- **First come, first served.** We have 5 spots available, so claim them fast!
- **BYO table and tent** - The Open Streets goes from 6-9. Please bring whatever you need to make your pop-up a success (including warm clothes!)
- **Inclusion in our Open Streets "Passport":** to get people to stick around and enjoy the Open Streets for as long as possible, we are putting together a "passport" that will list all of the special things happening on the 1900 block. If you pop up, you will be included!

Please respond to this email with your interest by **5pm tomorrow, 11/19** at the latest. Let me know if you have questions in the meantime!

#### **Other things:**

- Reminder that **ornaments are due to us by November 20th.**
- For those of you who ordered wreaths - we will be coming around with those soon, ideally sometime next week. Keep your eyes peeled for email updates!
- Please submit December events to our [Events and Promotions form](#) by **Monday, November 23rd** to be featured in our IG events roundup for December.

More holiday things coming soon!

Katie

**11/11/2025**

Hi everyone,

Happy Veterans Day! Some important updates below.

#### **PWD Work Update**

Finally connected with John Cahill, the senior engineer of the project at 12th and EPA. Here are some updates he sent along regarding the work they're doing this week:

- PWD we will be finishing up the pipework by the end of the week, and today will be the last scheduled water shutdown (if all goes well). All affected customers have been notified.
- PGW is also completing new service line installs on 12th St.
- Verizon will be installing new duct work, across the sewer trench, and rebuilding the Utility Hole at 12th and Morris.
- Our goal is to begin backfilling and grading the sewer and water main trenches in the area of Passyunk and Morris/12th st by the end of this week.

If you have any questions, **please contact him directly at [john.e.cahill@phila.gov](mailto:john.e.cahill@phila.gov) or 215-520-7885**. He said they are doing their best to get everything done by Thanksgiving. Fingers crossed!

### **Safety Tips for Dealing with Customers**

I have received a number of reports lately about a specific customer on the Ave whose behavior has ranged from odd to disturbing. I have been told that he will often talk aggressively to himself, hang around stores for hours, and make extremely large purchases at a time. He has been seen in at least 10 stores up and down the Ave. He is a white male, presumably in his 30s, with a large brown beard and mid-length brown hair.

I have spoken with Officer Kelly about this, and because he has not technically done anything illegal, there is nothing the PPD can do other than monitor the situation. If you have a negative interaction with this man, please let both myself and Officer Kelly know by phone or email. Our contact info is below:

- Katie Hanford, 267-225-1920, [director@visiteastpassyunk.com](mailto:director@visiteastpassyunk.com)
- Officer James Kelly, 267-225-5192, [james.a.kelly@phila.gov](mailto:james.a.kelly@phila.gov)

If you encounter this customer or any customer making you uncomfortable, here are some tips Officer Kelly shared to handle the situation “delicately”:

- **If alone:** call into the back to pretend that someone is there. Something like “Hey Katie, make sure you don’t forget to xyz”
  - Text a nearby friend or neighbor (or Officer Kelly) to come hang out at the shop with you until the customer leaves.
- **Pretend you have to close up early.** Good excuses can include: “I forgot to pay my parking meter”, “I have to do inventory”, “I need to go pick up a package before the Post Office closes”, etc.
- **If things escalate, please call 911!** Even if no laws have been broken, it is best to make a report so there is a paper trail on the person causing discomfort.

Please let me know if you have questions about the above or concerns about any behavior happening on the Ave.

Thanks all!  
Katie

**11/8/25**

Hi everyone!

Sending one final reminder that the [Deck the Ave Survey](#) (including information about the Gift Guide, loyalty cards, Tree Lighting, Small Business Saturday, etc.) is due **Monday, November 10th** by the end of the day. **Hard deadline, especially for the Gift Guide!**

If you indicated you needed assistance with photographing your item, we will reach out to schedule a time to come by and take some pics.

If you indicated you would like to add an ornament to our tree, please drop them off at the office by **Thursday, 11/21**. The office is open from Tuesday-Friday 10am-4pm. Danielle and I are sometimes in and out, so please shoot me a message before you swing by to make sure we're there to receive you at 267-225-1920!

Anyone interested in **Deck the Ave sponsorships** should submit interest by **Wednesday, November 12th**. You can find the one sheet with prices attached.

Have a great rest of the weekend! I'll be working from home Monday and around to answer any last minute questions folks have about Deck the Ave stuff.

Katie

**11/4/25**

Hi everyone,

More holiday information and reminders!

**Fresh Holiday Wreaths for \$35 - REPLY BY FRIDAY, NOVEMBER 7th!**

Extending the deadline to grab a wreath! The Beautification Committee wants to offer Avenue businesses a fresh holiday wreath (with bow and hook) to spruce up their front doors for the holiday season. Wreaths will be hand delivered to folks' doors sometime in late November/early December. Each wreath will be \$35.

**Please reply to this email by Friday, November 7th if you are interested** so we can get a headcount!

**Deck the Ave Info + Survey**

Please remember to fill out the [Deck the Ave Survey](#) by **Monday, November 10th**. It includes information on:

- Small Business Saturday promotions on 11/29
- The Tree Lighting and 1900 Block Open Streets on Thursday, 12/4

- The 2025 Gift Guide + advertising add-on options
- Any community orgs you are partnering with for the holidays
- Other holiday promotions

**If you would like to donate a new ornament to the EPA tree, please have it dropped off to the office by Thursday, 11/21!**

### **Deck the Ave Sponsorships**

Deck the Ave sponsorships are now available! This is a great way to give your business a little boost across the entire holiday season. Lowest-tier sponsorship options include your logo on our Deck the Ave materials, which will be promoted for 5 weeks throughout the holiday season.

You can read more on the attached one-sheet!

See you back in your inboxes tomorrow 😊

Katie

Important Info - Aggressive Man on the Avenue, please be aware

**11/3/25**

Happy Monday! Just some external housekeeping stuff in this email.

### **Visit Philly 2026 Badge Highlights**

From [Becca](#) at VisitPhilly:

I hope you are all enjoying your [2026 badge decals](#)! Visit Philly would love to feature businesses that have their 2026 badges in their windows/displayed in their stores on our social media channels. This is a great opportunity for small businesses to get noticed before 2026, so please send us as many businesses as you'd like and we'll share them with our social media team for their consideration.

If you have photos of the badge on display feel free to send them. Otherwise, our team will be dropping by to feature some businesses on our social media channels. If you could also include the business' name and their social media handles/websites so we can tag them, that would be great.

Let me know if you have any questions regarding submissions or the 2026 badge:  
[becca@visitphilly.com](mailto:becca@visitphilly.com)

### **“The For Better Project” Community Map**

[The For Better Project](#) is a nonprofit initiative launching in November. Their interactive map will help shoppers find small businesses in Philly and beyond that have pledged to invest in

community safety and connection. And you're invited to join the map! It's 100% free, and the earlier you join, the more opportunities you'll have to be featured in press and social media promotion. The map will launch on **November 12th, 2025**. Help the For Better Project by [signing up today](#), then [nominate](#) a fellow business owner or two using their nomination form!

If you want to learn more about the research behind this project, please see attached.

**11/1/25**

I hope everyone had a lovely Halloween! Don't forget to give us feedback on [Fall Events here](#). Jumping right back into the holiday stuff today:

### **Deck the Ave Info + Survey**

Please remember to fill out the [Deck the Ave Survey](#) by **Monday, November 10th**. It includes information on:

- Small Business Saturday promotions on 11/29
- The Tree Lighting and 1900 Block Open Streets on Thursday, 12/4
- The 2025 Gift Guide + advertising add-on options
- Any community orgs you are partnering with for the holidays
- Other holiday promotions

**[Fill out the Deck the Ave Survey here!!](#)**

### **Fresh Holiday Wreaths for \$35**

The Beautification Committee wants to offer Avenue businesses a fresh holiday wreath (with bow and hook) to spruce up their front doors for the holiday season. Wreaths will be hand delivered to folks' doors sometime in late November/early December. Each wreath will be \$35. **Please reply to this email by Wednesday, November 5th if you are interested** so we can get a headcount!

**10/31/25**

What a week! So fun seeing the Avenue so vibrant for such a variety of events, despite the massive hole in the middle of EPA.

### **Fall Events Recap**

[Please fill out this brief \(1-2 min\) survey](#) to let us know how the Witch Craft Crawl and Fall Fest impacted your businesses. We sold **575 tickets** for Witch Craft Crawl this year - 200 more than last year, making it the **biggest year ever** for this event! I'll share photos from both Witch



Craft and Fall Fest soon. Thank you to everyone who participated and made them both incredible events. Big ups to Elissa for programming an excellent Fall Fest! Not an easy feat!

### **EPA Water Department Project at Morris and EPA - 4-6 More Weeks of Work**

Speaking of that hole - I finally heard back from the Senior Engineer of the project ([john.e.cahill@phila.gov](mailto:john.e.cahill@phila.gov)), who did inform me they have **4-6 more weeks of work**, including paving. I reached out to Commerce to get some "Open for Business" signage to put on the street closure signs and will let you all know when I hear back about that (thanks to Kristina for the push on that!). We are posting on IG about being "Open for Business" on Monday and will continue to push that message on socials for the duration of the work.

If anyone has begun facing profit losses from the closures, please consider applying for [The Merchant Fund's Emergency Grant](#). Let me know if you have questions about it! Happy to help anyone through the application process.

Happy Halloween! I am DIYing my Squonk costume and will share photos (if it turns out well).  
Katie



**10/24/25**

Third time's a charm! Sorry for all the emails this week, just a lot of info to pass along.

## **Town Hall Recap**

Thanks to those of you who came out to our Town Hall last Tuesday, October 14th! We had a really excellent presentation from Erin Houston at NextChapter Designs regarding setting up online sales and Ecommerce marketing. I've attached her presentation to this email. Feel free to reach out to her directly with any questions at [erin@nextchapterdesigns.co](mailto:erin@nextchapterdesigns.co)!

You can read the full recap notes here: [Town Hall 10.14.25 Notes](#)

## **Annual Meeting Recap + 2024 Annual Report**

We held our Annual Meeting to recap the BID's 2024 year on Monday, October 20th. Thanks to Jack McGovern from CPA Philly for reviewing the audit!

You can watch the recording here: [Annual Meeting 10.20.25](#)

Danielle and I spent the last few weeks gathering data and information about the 2024 year, compiling it into the **EPABID's 2024 Annual Report**. The report is attached to this email. Please let me know if you have questions about it!

Thanks all! Have a great weekend and Fall Fest tomorrow 😊

Take care,  
Katie

**10/23/25**

So many emails this week. Bear with me! All of the info below is related to **Deck the Ave**. Please [fill out the survey here](#)! Responses due by **Monday, November 10th**.

## **Tree Lighting + 1900 Block Open Streets - Thursday, 12/4**

Switching it up a bit for the holidays this year! Because of potential construction at the Singing Fountain, we will be hosting the Tree Lighting at the **Mifflin Triangle** at the corner of Mifflin and East Passyunk Ave. This is also where the Tree will live for the season. The event will run from 5:30 - 7pm, with speeches from our elected officials as well as a performance from the Coppin School Band.

After speaking with a few businesses on the 1900 block, we have decided to extend the Tree Lighting by adding an **Open Streets** along the 1900 block from 5:30-9pm! Similar to the Passeggiata Open Streets over the summer, the BID will lightly program the streets with **live music and decorations**. 1900 block businesses are encouraged to pop up in the street, whether that means tabling outside, adding seating or engaging the street with live entertainment, specials and more. Let us know what you're doing in the [Deck the Ave Survey](#)!

## **EPABID Gift Guide 2025**

We're bringing back the Gift Guide! Check out [last year's here](#). Our goal is to have it posted by **Tuesday, November 26th**, so be sure to get your entry in early! You can sign up via the [Deck the Ave Survey](#).

Once more for good measure:

**[Fill out the Deck the Ave Survey here!!](#)**

I think that's all for now... next email (likely tomorrow) will have the Town Hall and Annual Meeting recaps in it.

Take care,  
Katie

**10/22/25**

Hi everyone!

I wanted to reach out about the Water Dept work happening on 12th St that is impacting the 1600 and 1700 blocks of the Avenue. I have been chatting with the PWD rep and am waiting to hear back about more concrete dates for the project. At the moment, the overall project end date is **November 26th**. You can track details on their [general online portal](#) and on the [specific project page](#).

In the meantime, I wanted to share about the **Merchants Fund's Emergency Grants** for Small Businesses. These grants are for up to **\$20,000** in support for disruptions caused by natural disasters, utility failure and **highly disruptive public works projects**. Some necessary qualifications:

- Businesses must have annual revenues of **less than \$1.5M**, with highest priority going to those making \$500,000 or less annually
- They must be **independently owned and operated**
- Businesses must be able to demonstrate **financial need** for the grant, meaning a **demonstrated month or so of losses** during the disruption. Even if you are not noticing a downward trend at the moment, please start tracking sales just in case!

More information can be found at [merchantsfund.org/grants/emergency-grants/](https://merchantsfund.org/grants/emergency-grants/) and questions can be emailed to [grants@merchantsfund.org](mailto:grants@merchantsfund.org). Feel free to reach out to me if you want assistance filling out the application! I am more than happy to help.

I will let you all know once I hear back from the PWD about a more defined timeline for the project.

Take care,  
Katie

**10/20/25**

Hi everyone,

Just a quick reminder that the EPABID Annual Meeting is **tonight on Zoom from 6-7pm**. It will include a presentation from Jack McGowan of CPA Philly regarding our 2024 audit, as well as brief walkthrough of our 2024 Annual Report from myself. This meeting is intended as a high-level overview of EPABID's 2024 year.

Instructions to join are below. See you there!

Katie

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Katie Hanford (East Passyunk Ave BID) is inviting you to a scheduled Zoom meeting.

Join Zoom Meeting

<https://us02web.zoom.us/j/3807631007?omn=89643070711>

Meeting ID: 380 763 1007

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One tap mobile

+13052241968,,3807631007# US

+13092053325,,3807631007# US

Join instructions

<https://us02web.zoom.us/join/89643070711/invitations?signature=0nc8bPC-SS6eoGFCvk6osQ1bi1gTYMJUiu2G1YCMSJk>

*P.S. - keep your eyes peeled for more emails from me this week re: Town Hall recap notes, lighting project updates, Fall events information and (hopefully) updates from the PWD regarding street work affecting the Avenue.*

**10/6/25**

Hi all,

Logistics abound today! Let me know if there are questions.

### **Board Applications Are *Still* Open**

The EPABID Board has **2 board seats** opening this month. These seats are open to any property or business owner, but the Board is hoping to fill these seats with a person who currently owns or operates a restaurant on the Ave.

Please submit applications here: [Fall 2025 EPABID Board Application](#)

### **Recycling Cans - Best Practices**

Ahead of trash and recycling day this week, the Beautification Committee would like to ask folks to put their address numbers on their recycling cans to help keep track of stray cans and ensure the Ave stays clean and beautiful! Stray cans attract non-recyclable trash that can get strewn all over the place.

## **EVENTS**

### **Upcoming Ave Events**

Fall Fest is **Saturday, October 25th** and the Witch Craft Crawl is **Wednesday, October 29th**. Let us know if you're participating by **filling out our Fall Events Survey!** Please have the survey completed by **Wednesday, October 1st** (but the earlier the better!).

**[\*Fill out the Fall Events survey here!\*](#)**

### **Next Town Hall - October 14th, 4-6pm at SHDA**

We are holding our next Town Hall at Society Hill Dance Academy (1919 EPA) on Tuesday, October 14th from 4-6pm! We will have a short presentation from [Next Chapter Designs](#) regarding how to set up ecommerce/online sales platforms ahead of the holiday season. Light refreshments will be served.

### **Annual Meeting - October 20th, 6-7pm via Zoom**

Everyone is invited to attend our Annual Meeting on Monday, October 20th, 2025, from 6:00–7:00 PM on Zoom. You can join at the Meeting ID (380 763 1007) or at the following link: <https://us02web.zoom.us/j/3807631007?omn=89643070711>.

This meeting is an opportunity to hear about the organization's fiscal status for 2024, presented by our CPA, as well as a review of neighborhood data and key updates from the past year! Following the presentations, there will be time for questions and discussion.

### **Theater Exile Open House - October 18th**

Denise from Theater Exile reached out to let me know they are having an Open House on October 18th from 3-6pm. You can find more details and RSVP [here](#)! All are welcome.

Thanks all!  
Katie

**9/30/25**

Hey all,

All about events today! More information about housekeeping things coming later this week.

### **Upcoming Ave Events**

Fall Fest is **Saturday, October 25th** and the Witch Craft Crawl is **Wednesday, October 29th**. Let us know if you're participating by **filling out our Fall Events Survey!** We already have 100 tickets sold for the Witch Craft Crawl, so be sure to get in on the action :) Please have the survey completed by **TOMORROW, Wednesday, October 1st**.

**[Fill out the Fall Events survey here!](#)**

### **Next Town Hall - October 14th, 4-6pm at SHDA**

We are holding our next Town Hall at Society Hill Dance Academy (1919 EPA) on Tuesday, October 14th from 4-6pm! We will have a short presentation from [Next Chapter Designs](#) regarding how to set up ecommerce/online sales platforms ahead of the holiday season. Light refreshments will be served.

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This meeting is an opportunity to hear about the organization's fiscal status for 2024, presented by our CPA, as well as a review of neighborhood data and key updates from the past year! Following the presentations, there will be time for questions and discussion.

## **Commerce Department - Succession Business Planning**

The Commerce Department and FUSE Fellowship are launching an exciting new program, in partnership with LA21 CDC called **Are You Ready to Pass the Torch?** On 10/7/2025 we will host a hybrid workshop to provide attendees with foundation for understanding how to create a successful business succession plan. Hear from panelists about the benefits of having a solid succession plan and learn about trusted resources to help you accomplish these goals.

In this workshop, you will:

- See examples of business owners planning for their future
- Celebrate local success stories
- Learn from expert panelists

**We ask our corridor and business support partners to spread the word to small businesses who could be starting to think about retirement or other transitions.** This workshop is the first of several around the city- which will be pilot sessions for a cohort based training, online learning materials and one on one technical assistance program for business succession planning and execution. The goal is to maintain business continuity, support neighborhood economic health and wealth building for small business owners and their families. With a coming "silver tsunami" of business owners age 55+ this partnership aims to provide services and supports for those business owners and their families, workers, or other would be entrepreneurs looking to buy a running business.

[Businesses should register here:](#)

In person location: Bok Building, use 821 Dudley Street entrance staff will guide participants to the meeting space.

Zoom Link:

<https://us02web.zoom.us/j/85196460549?pwd=XyQWlhoDaUT3cFirm7L7JgvEzv0R8h.1>

Thanks all!

Katie

**9/12/25**

Hi everyone,

Some technical stuff in here today. Let me know if there are any questions and have a great weekend!

**Bike Safety on EPA**

I have received a few reports of attempted (and successful) bike theft on the Avenue as of late, especially if bikes are left out overnight. Please remind tenants/neighbors to take their bikes inside overnight if possible, and if not to use heavy-duty U-locks or heavy bike chains.

### **Square \$10,000 Grant**

This grant is designed for Square users. You can read more about it [here](#). Some stipulations:

- Applicants must have at least 6 months of Square transactions
- Gross annual revenue under \$2,000,000
- Fewer than 20 employees
- Legal US resident
- Not in bankruptcy or a defendant in a lawsuit

Let me know if you want help applying!

### **Updates from Dept of Revenue about the BIRT Exemption Rollback:**

Hello,

The City of Philadelphia is committed to helping businesses that are transitioning to filing the [Business Income and Receipts Tax](#) (BIRT) after being exempt from it. The City has clarified that it would treat businesses filing their first BIRT in 2026 as "new businesses" [to ease their tax burden](#). Here's what you need to know:

#### **Do I have to pay estimated taxes in 2026?**

Short answer: The City won't [require businesses that have not filed a BIRT return in the past to make estimated payments in 2026](#). You have the option to just pay for your 2025 business activity and defer your 2026 estimated tax payment to April 2027.

The [Department of Revenue](#), like most taxing agencies, typically requires businesses to pay estimated taxes for the following year when they file. But we also know the transition from not having a BIRT filing obligation to being required to file will be hard. So we're doing everything we can to help. On August 5, the City clarified that it would treat businesses filing their first BIRT return in 2026 as "new businesses". This allows you to skip or defer your first estimated payments.

#### **Here's a summary of the City's policy clarification:**

If you didn't have a BIRT filing requirement in the last three years, meaning your Philadelphia sales were under \$100,000, you are not required to make an estimated payment when you file your first return in 2026.

This isn't a new policy, but an extension of one that's been around since 2018. It lets new businesses skip their first estimated payment if they've never filed a Philadelphia tax return.



### Here's how it works

If your business was exempt from filing a BIRT return since 2022, because your Philadelphia sales were too low, you aren't required to make an estimated payment when you file your taxes in 2026. You'll only have to pay for your 2025 business activity.

When you file your next return in 2027, you'll have the option to pay the second-year estimated tax in quarterly installments or in full. By April 2028, when you file your return, you will have already paid estimated taxes on your business activity for the prior year. This is when you'll have to pay your full estimated tax towards the 2027 business activity. We've [published a full blog post with a complete breakdown of how it works](#).

### Upcoming Ave Events

Fall Fest is **Saturday, October 25th** and the Witch Craft Crawl is **Wednesday, October 29th**. Let us know if you're participating by **filling out our Fall Events Survey!** Please have the survey completed by **Wednesday, October 1st** (but the earlier the better!).

[\*\*\*Fill out the Fall Events survey here!\*\*\*](#)

**9/10/25**

Hi everyone! Lots of important stuff today - please read everything!

### Board Applications Are Now Open

The EPABID Board has **2 board seats** opening this month. These seats are open to any property or business owner, but the Board is hoping to fill these seats with a person who currently owns or operates a restaurant on the Ave.

Please submit applications here: [Sept 2025 EPABID Board Application](#)  
**Applications close on September 30th.**

### Next Town Hall - October 14th, 4-6pm at SHDA

We are holding our next Town Hall at SHDA on Tuesday, October 14th from 4-6pm! We will have a short presentation from [Next Chapter Designs](#) regarding how to set up

ecommerce/online sales platforms ahead of the holiday season. Light refreshments will be served.

### **Upcoming Ave Events**

Fall Fest is **Saturday, October 25th** and the Witch Craft Crawl is **Wednesday, October 29th**. Let us know if you're participating by **filling out our Fall Events Survey!** Please have the survey completed by **Wednesday, October 1st** (but the earlier the better!).

**[Fill out the Fall Events survey here!](#)**

While you're in the survey mood, please take a moment to let us know your thoughts about this year's **Passeggiata** and **Open Streets Passeggiata** events! You can find the **[Passeggiata survey here](#)**.

Thanks all!

Katie

**9/5/25**

Hi everyone!

Information gathering time! We have a lot going on in the Fall and need to know who is going to be participating in what. **Please fill out our Fall Events Survey to let us know what your plans are for October!** Please have the survey completed by **Wednesday, October 1st** (but the earlier the better!).

**[Fill out the Fall Events survey here!](#)**

While you're in the survey mood, please take a moment to let us know your thoughts about this year's **Passeggiata** and **Open Streets Passeggiata** events! You can find the **[Passeggiata survey here](#)**.

We are working on a Town Hall for October! More details to come about that in the next few days.

Thanks all! Please let me know if there are any questions.

Katie

**9/4/25**

Hi everyone,

Just sharing some information about the Christmas Village and a hospitality symposium put on by Visit Philly in October. Be on the lookout for Fall Events information coming in an email tomorrow!

**Christmas Village Grant Program Apps Due 9/16 - Commerce Dept**

Dear Partners,

We're excited to share that the application for the 2025 Christmas Village Grant Program is now officially live! As a reminder, this grant is designed to support low-to moderate-income vendors based in Philadelphia by covering the cost of vendor booths at the Christmas Village in Love Park.

Eligible non-profit organizations are invited to apply. Selected grantees will:

- Manage a booth during the Christmas Village
- Identify and partner with qualified Philadelphia businesses
- Oversee booth setup, merchandising and daily operations

**Apply Now:** [2025 Christmas Village Market Grant Application - Formstack](#)

**Application Deadline:** September 16, 2025 at 5:00pm

Join us for a briefing to review the application process, eligibility criteria and to answer any questions you may have.

**Briefing:** September 5, 2025 at 10:00am

Join Zoom Meeting:

<https://us02web.zoom.us/j/84574397053?pwd=Hj0PVMVuctTnLPdr0ZUASzn3jripJB.1>

Meeting ID: 845 7439 7053

Passcode: 576221

**Philadelphia Hospitality Symposium on 10/27 - Get Discounted Tickets!**

The Philadelphia Hospitality Symposium will be taking place on October 27th, at Convene 30 S 17th Street, and we are hoping that you can help us spread the word to your constituents! This full-day event will feature expert-led workshops from Visit Philadelphia and our partners. These workshops will focus on boosting customer service and sharpening marketing techniques. The Hospitality Symposium also offers attendees the opportunity to network with other hospitality professionals and share best practices.

This year, we are hoping to see more small businesses in attendance as Philadelphia gears up to host a wave of visitors next year. Tickets for this event are usually \$75 each, however we realize that this may be a barrier to entry for small business owners, so we are willing to give anyone interested in attending a coupon code for \$50 off their ticket (\$25 total). **Please see the “Save the Date” attached to this email for more information!**

Katie

**8/28/2025**

Hi everyone,

Peep the cute pictures Shannon took of Open Streets! What a fun night, truly.

### **Open Streets 8/21 Recap**

Another successful Open Streets in the books! Thank you to all of the 1600 block businesses and guests who popped up and elevated the street feel. It's interesting to test these events in a variety of weather conditions - even a slightly chillier/more moody day did not keep folks away from enjoying car-free streets.

I've attached some of my favorite photos, but you can find the [full album here](#). Please credit Shannon Pepe / Kscope Philly if utilizing any of the photos!

This is likely it for Open Streets events for 2025, but I do plan to bring them back in the spring/summer next year. Passeggiata + Open Streets survey coming in the next email!

### **“Buy Philadelphia” Fair - Apps Due Sept 12th**

We're excited to share an opportunity for Philadelphia and regional businesses to part of the first-ever Buy Philadelphia Fair on Tuesday, September 30, 2025. This event will connect local businesses directly with the decision-makers behind PHL Food & Shops, the food and retail concessions program at Philadelphia International Airport.

The Buy Philadelphia Fair is designed to highlight and strengthen the presence of local and regional businesses within the airport through a structured networking event. Approved applicants will gain exposure and the chance to meet face-to-face with concession operators and buyers who oversee food, beverage, and retail at PHL. The focus is on building relationships, starting conversations, and increasing visibility for businesses from across the region in one of Philadelphia's most high-profile environments.

### **Why Apply**

- Network directly with concession operators and buyers who oversee food, beverage, and retail at PHL
- Build relationships that can open doors for future business opportunities
- Increase the visibility of your products with leading hospitality and retail companies in the region
- Play a role in strengthening the presence of Philadelphia and regional businesses in the airport environment

### **How It Works**

- Submit your application using the link below
- Applications must be fully completed to be considered
- MarketPlace PHL will review each submission to confirm businesses are prepared for the airport environment
- Approved applicants will be invited to attend the Buy Philadelphia Fair and will receive event details and session time in advance

### **Apply Today**

Applications are open now and must be submitted by 5 p.m., Friday, September 12<sup>th</sup>, 2025.

<https://www.phlfoodandshops.com/buy-philadelphia-fair-business-application/>

### **L&I Focus Group Sessions**

From the L&I newsletter (we will likely be attending the one on 9/11!):

## **L&I Focus Group Sessions**

It's that season again, and we want to hear from you! If you're interested in helping us improve how L&I operates, you're welcome to join an upcoming focus group session. These sessions provide a platform for you to share feedback on our performance and suggest areas for improvement. Anyone who has previously applied for a license or permit can participate, including homeowners, business owners, property owners, property managers, contractors, architects, engineers, attorneys and expeditors. All sessions will be conducted via Zoom.

If interested in participating, please register for one of the sessions below:

Tuesday, September 9,  
2025 10 a.m. to 11 a.m.

Thursday, September 11,  
2025 10 a.m. to 11 a.m.

Cheers!  
KT

**8/25/2025**

Hi everyone,

It's been a while! Just a few things today.

**Happy Hour in Celebration of Joe Marino - THIS Wednesday, August 27th from 4-6pm at Pistolas**

Casey and Adam at Pistolas Del Sur are hosting a happy hour in honor of Joe Marino on Wednesday, August 27th from 4-6pm. Come chat with your colleagues and friends about your favorite Joe memories, qualities and catch phrases. I can't think of a better way to celebrate Joe's impact on the Avenue than with drinks and food!

**Events Roundup for September Instagram Post Due by Wednesday, August 27th**

It's that time of the month! If you have an event in September you want highlighted via EPABID channels, please submit it to our [Events and Promotions Form](#). Some notes:

- **Please submit by Wednesday, August 27th to be included in our social media roundup post.** Events submitted after this deadline can still be included in our biweekly newsletter and our website calendar!
- **Due to space constraints, we are only able to highlight 1-2 of your events in the monthly IG roundup.** Feel free to submit all of them for inclusion in our other channels!
- **For September's roundup only: Fringe!** If you are participating in the Fringe Festival, please submit 1-2 of your favorite events you'll be hosting to our Events and Promotions form.

**Last Passeggiata This Thursday**

Thanks to everyone who came out and participated in the Open Streets Passeggiata this past Thursday! A full recap with pictures will be coming soon. Thanks for a great summer of Passeggiatas! We'll be back at it next year. Expect a survey to come soon about Passeggiata in general/the Open Streets pilots in specific.

### **Save the Dates - Fall Events**

Fall is always a busy time on the Ave! Please save the following dates for our annual events:

- Saturday, October 25th - Fall Fest
- Wednesday, October 29th - Witch Craft Crawl

More to come!

That's all! Hope to see many of you at Joe's HH on Wednesday.

Cheers,  
Katie

**8/7/2025**

Hi everyone!

I think this is the first nice weather we've had for a Passeggiata this summer...! ALSO - remember to check out the [Business Owner Portal](#) (pw: epabid2002) for resources, updates and more! You can find all of my email communications there as well. I've added it to my signature so you always have the link :)

### **Open Streets August 21st - 1600 Block**

Thanks to those of you on the 1600 block who have submitted your specials/activities to us! If you have not yet done so, please let us know what you'll be doing that day.

**For everyone else:** pedestrian counts from the July 24th open streets show a **20% increase** in pedestrians **along the entire Avenue**. So, even if your block isn't closed, please consider setting up a table outside or activating the sidewalk in some way! (and of course, let us know what about it so we can promote!)

**Happy Hour in Celebration of Joe Marino - Wednesday, August 27th from 4-6pm at Pistolas**

Casey and Adam at Pistolas Del Sur are hosting a happy hour in honor of Joe Marino on Wednesday, August 27th from 4-6pm. Come chat with your colleagues and friends about your favorite Joe memories, qualities and catch phrases. I can't think of a better way to celebrate Joe's impact on the Avenue than with drinks and food!

### **Virtual Board Meeting This Month**

The EPABID board meeting will be virtual next week on Tuesday, August 12th at 9am. Please click this [Zoom link](#) to join. I will be out of the office next week and off from Wednesday-Friday, but Danielle will be in her normal Tuesday-Thursday hours.

### **Recycling Collection Reminder**

For business and property owners - please remember to let tenants and staff know that recycling pickup only occurs **once per week** on your scheduled pickup day (Wednesday/Thursday). **Second pickup is for trash only.**

I'm having a surfy day in honor of heading to the beach next week. Check out [this deep cut](#) from one of Creation Records' few US bands, Further.

- KT

## **Email Drafting - 7/29/2025**

### **Open Streets 7/24 Recap**

THANK YOU to the 1800 block and all of those who helped make our pilot Open Streets Passeggiata a huge success! We had great crowds and some awesome live music thanks to DaVinci and Stogie's. The event naturally wound down around 8:30.

What I love about events like these is that businesses are able to make it their own. It would not have had such a festive feel without all of the folks who popped up outside, including N.R.S. Boutique, Passyunk Pilates, Tat215ive, Meister's Barbershop, Souk, Frame Fatale, Grow Beautiful, My Darling, Tildie's Toy Box, Sunny Scoop, DaVinci & Yu and Stogie Joe's, as well as many others. **For my 1600 block folks** - I can't wait to see how you activate your block on August 21st! Get outside and get creative!

I've attached some pictures here (credit to Shannon Pepe of Kscope) with a full folder found [here](#). Please credit Shannon if you plan on using any of the photos!

### **Submit to Events and Promotions Form for August Events**

Do it ([here](#))!!



## **EPABID Committee Meetings Cancelled In August, Will Resume in September**

Everyone is away next month so we are taking a break from Committee meetings! Please email me if you need anything and check out the Business Owner Portal calendar for the September meeting dates. They will be uploaded by the end of this week!

Bye!!

KT

## **Email Blast - 7/22/2025**

Hi everyone,

### **Burglary on the 1900 Block**

I was informed that there was a burglary early Monday morning on the 1900 block. Thankfully, the suspect only took an empty cash drawer, and the business was able to contact the authorities and begin the investigation with little disruption to the scene. Officer Kelly wanted me to remind everyone that following these procedures helps reduce future burglaries on the Avenue!

### **Visit Philly EPA Neighborhood Page Is Live!**

ICYMI - I got an email from Visit Philly that the [East Passyunk Neighborhood page is live](#) on their website! It's a really nice writeup and features a lot of EPA businesses. Thank you to the Marketing Committee for giving their input to Visit Philly for this!

### **First Ever Passeggiata Open Streets This Thursday!**

It's finally here! Our first ever Passeggiata Open Streets is happening on the 1800 block of EPA on Thursday, July 24th.

Not on the 1800 block? Feel free to deck it out a little more than usual, as we are letting folks know the crawl continues both north and south of the closed block. Let's activate those sidewalks for what is looking like a beautiful summer day for a packed EPA!

### **Water Department Work on 12th Street**

I received a notice that construction is starting on the Water Department's project on 12th Street between Tasker and Morris. You can follow along for updates [at this link](#).

That's it for now. To those reeling from the Ozzy news... [I feel you](#).

Take care,  
Katie

## **Email Blast - 7/18/2025**

Hi all,

### **Recycling Delays**

Since we all have eyeballs, it will come as no shock to you that recycling pickup is behind! I spoke with CM Squilla yesterday and he told me they were backed up a day. For many of us, it has now been two days. I will continue to monitor the situation and let you know if I hear of any updates, but in the meantime, please keep an eye on your recycling and put any loose items into their own containers if you can.

### **BIRT and U&O Exemption Rollback Notes**

The BID Alliance received a presentation from the Dept of Revenue regarding the BIRT and U&O Tax Exemption rollbacks. [I took some notes](#) but plan on having them come chat with you all at the next Town Hall in the fall (there will be more information about increased small business programming from Commerce by then too!). Town Hall date TBD - keep an eye out!

### **EPABID Happy Hour Recap - Thank You to Barcelona!**

I wanted to give a big shout out to Barcelona (Malcolm, Jamie and the rest of the staff) for hosting the EPABID Summer Happy Hour this past Thursday. Please come out to the next one if you couldn't make it this time!

That's it! Stay cool this weekend (and happy [Alex G day](#) to all who celebrate!)

Katie

## **Email Blast - 7/11/2025**

Hi all,

Below are some updates from EPA/local businesses about events happening that they would love for you to be a part of!

### **ADTV Show Filming on EPA July 24th (during Passeggiata)**

Sharing a note from Capri Dessecker, who organized this TV feature! More details here:

Hi there! Capri from RE/MAX at 1842 East Passyunk Ave here. My husband, Neil Dessecker, and I have been selected to host the Emmy-nominated show American Dream TV, where we highlight our favorite parts of Philly in short episodes streamed on various platforms—and sometimes even HGTV or the Travel Channel!

We'll be filming during Passeggiata on the evening of July 24th. It will be a quick overview of the entire event. If your business is doing something special and you'd like to be featured—or if you'd prefer not to be included—please let us know by reaching out to [capri@capricloses.com](mailto:capri@capricloses.com). Anyone on camera will be asked to sign a release.

Episodes are taped every other month, and we're excited to showcase our favorite neighborhood. We'd love to collaborate on future South Philly segments—reach out if you're interested! Every taping will include a common theme for example, women-owned, dive bars, oldest tenancy, top-shops, etc.

### **South Philly Food Co-Op's Harvest Jawn - Vendors and Sponsors Welcome!**

From Ash at SPFC -

South Philly Food Co-Op is hosting its second Fall block party event, Harvest Jawn! The event features music, food, craft fair, community group tables, and kids activities. This is a free, fun and family friendly community event open to everyone in the neighborhood to cultivate good will and neighborly vibes. Last year's event totaled about 1,000 attendees!

**Harvest Jawn will take place September 21st from 12PM-4PM on Juniper St. Between Snyder & McKean.**

Sponsorships are available starting at **\$100**. Sponsor logos and names will be listed on promotional materials, flyers, online posts, email blasts and merchandise for the event. SPFC has 9,600 followers on Instagram and almost 5,000 on Facebook, as well as over 4,000 subscribers to our email newsletter. Flyers for the event with your logo will be posted around the South Philadelphia area. Vendor spots are an additional **\$50**.

**Deadline to sign up is August 8th! You can sign up using this link: [Harvest Jawn Sponsorship Form](#).** Please reach out to [ashley.gonzalez@southphillyfoodcoop.org](mailto:ashley.gonzalez@southphillyfoodcoop.org) if you have questions.

### **Sip and Stroll by Les Dames d'Escoffier Philadelphia - Wednesday 7/30**

From Chef Jacquie and Maria of StrEATs of Philly Food Tours -

Les Dames d'Escoffier Philadelphia is hosting a Stroll & Shop event on **Wednesday, July 30th**. Les Dames is a nonprofit supporting women in the food, beverage, and hospitality industries.

This event is a chance to showcase your business, connect with new customers, and support a great cause. Participating businesses will:

- Offer all-day shopping promotions or specials
- Have the option to donate a portion of proceeds to the Les Dames Scholarship Fund
- Be featured in event promotions and outreach as well as Stroll & Shop all day

There will be a Happy Hour from 6:00–7:30 PM at Le Virtu

If you are interested in participating, please send an email to Maria Campbell at [maria.anna.campbell@gmail.com](mailto:maria.anna.campbell@gmail.com) so we can include your business in the promotions. Attached is a flyer you're welcome to share on social media or post in your shop!

That's all! If anyone else has things that you want shared with the EPA business community, please send them my way.

Take care,  
Katie

## Email Blast - 7/9/2025

Hi everyone! Three things today:

### Passeggiata Open Streets Closure: August 21st on the 1600 Block

Congrats to the **1600 block** on getting the second-most participants for Passeggiata! You will be our next block chosen for Open Streets on **Thursday, August 21st** from 5-9pm :) "Open Streets" means that programming is light and businesses should be able to use the street as they wish. Here are some details for the evening:

- The block will be closed from 4-9ish. We will post No Parking signs a few days before and will be towing any cars left to the Municipal lot behind the Acme. Please tell your customers to move their cars!
- All businesses will be able to set up in the street **in front of their businesses** until the halfway point. Use your best judgment and please let me know what kind of programming you have in mind!
- We will have some sort of live performance/entertainment and will be decorating with an Italian Riviera/beach theme in mind. The rest is up to you!

Danielle will be reaching out to you all in a few weeks to get a sense of what you want to do for the event. If you know you'll be participating and/or what you'll be doing, please **reply to this email!**

**REMINDER: EPABID Happy Hour NEXT TUESDAY July 15th from 4-6pm at Barcelona!** Be there!

### Street Closure Permit Maps

Tired of getting caught up in unexpected street closure traffic? The City actually has resources you can check to see what's coming to the neighborhood by way of street work and closures.

- [Streets Department Sidewalk and Street Closure Permit Map](#)
- [Philadelphia Water Department Construction Map](#)

Because it's the City, the accuracy of the maps are... so/so. I will do my best to keep up with relevant closures and notify you all about them. Speaking of:

**Coming up:** PWD is doing work on the 1600 block of S. 12th St (between Morris and Tasker) starting sometime in July and completed by September. Although this is not on the Avenue, it might impact your business. You can stay up to date with this project via [this link](#).

Katie

## Email Blast - 7/7/2025

Hi! I hope everyone had a good holiday weekend!

### EPABID Board Meeting - Location Change

The EPABID Board Meeting will be held at **Century 21 Forrester (1608 EPA)** tomorrow at 9am to accomodate a presentation about Main Street designation. As always, board meetings are open to the public to attend. You can also attend virtually by clicking [this link](#).

### Visit Philly Tour - 7/23 from 12pm-4:30pm

Visit Philly is coming for a tour of East Passyunk on Wednesday, July 23rd from 12pm to 4:30pm! They have about **20 people** from the organization coming to take a look at East Passyunk in order to update their neighborhood page about our area and continue to highlight everything we have going on.

I have a few draft itineraries going and would love to have as many businesses involved in the tour as possible. **Please reply to this email to let me know if you'd like to be featured on the tour!** Please keep in mind this tour is meant to be catered to tourists, so folks that would be visiting from out of town and spending 2-3 hours on the Avenue. Because their group is so large, there are only certain spaces that might be able to accommodate stop-ins; however, if you'd like to pop in to one of the programmed stops to say hello and speak a bit about your business, that is also an option! If you cannot make it this time, please know there will be other opportunities like this coming very soon!

That's all for today! Keep an eye out more emails this week re: community events, resources and other happenings.

Take care,  
Katie

## Email Blast - 6/25/25

Hi everyone,

Two quick things today!

### July Events and Promotions in by July 1st

Please have any July events and promotions that you want shared in our roundup (to be posted on July 7th) in by **July 1st**. You can submit your events or specials to [this form](#).

- Ideas for events/promotions to submit:
  - National hot dog day (7/14)
  - Any specials for our first Open Streets Passeggiata (7/24), especially if you are located on the 1800 block!
  - Anything for Disability Pride Month
  - Any new items or goods you have stocked for the summertime!

### Facade Improvement Grants

As many of you already know, the EPABID has a Facade Improvement Grant program that allows both business and property owners to get up to 50% of a facade improvement project reimbursed, up to \$2,000! We recently got a grant from the State **doubling the number of projects we can take on**, so if you were thinking of upgrading your storefront, now is the time!

[Apply here today!](#)

Have a great weekend and I will see you all next week!

Katie

## Email Blast - 6/23/25

Hi everyone,

Do you all think we'll ever get a Thursday that isn't over 90 degrees or storming? Yeesh!

### EPABID Happy Hour on July 15th

I wanted to reach out to remind everyone about the **EPA Happy Hour** happening at Barcelona on **Tuesday, July 15th** from **4-6pm**. I'll start the happy hour with a very quick EPABID update,

but the goal for this is for folks to mingle and catch up. Light refreshments will be provided, thanks to Barcelona! **Please reply to this email if you plan on attending so I can get a rough headcount.**

In other news, I will be out of town from Thursday, June 26 through Tuesday, July 1. Danielle will be in the office on Thursday and possibly Tuesday while I'm out, so if you need anything feel free to chat with her! You can email her at [info@visiteastpassyunk.com](mailto:info@visiteastpassyunk.com). Otherwise I'll get back to you all when I return on July 2nd. The BID office will also be closed for the 4th.

Thanks all!  
Katie

## Email Blast - 6/18/25

Hi everyone,

With the Mayor's budget and tax changes passing recently, I wanted to make sure you're aware of the end of two tax exemptions: the BIRT and Usage & Occupancy Exemptions are both going away in the coming year. [Read more here.](#)

Starting with **Tax Year 2025 (due April 2026)**, the City is eliminating the BIRT and Usage and Occupancy tax exemptions due to some legal issues they've been facing regarding these exemptions specifically.

- **BIRT Exemption Ending:** The \$100,000 gross receipts exemption under the Business Income & Receipts Tax (BIRT) will be eliminated.
  - Businesses earning \$100,000 will now owe about **\$141.50/year**.
  - Those earning \$500,000 will see their BIRT bill increase by the same amount, from \$566 to \$707.50.
  - If you haven't filed BIRT in the past, you may now be required to.
- **Use & Occupancy (U&O) Exemption Ending:** The \$2,000 U&O exemption will end on **January 1, 2026**.
  - Most storefront businesses will see an increase of **\$140–\$200/month**, or **\$1,600–\$2,400 annually**, depending on property value.
  - These costs will be primarily placed on the property owner. If you lease your space, these costs may be passed on by your landlord.

The Department of Revenue is planning some upcoming seminars to help clarify the changes, filing requirements, and what support is available. Stay tuned for details and feel free to sign up for [Dept of Revenue emails at this link](#).

I know this is a lot to take in and a frustrating change for small business owners everywhere, especially in the current economic climate. The Parker administration has said they will commit \$30 million to assisting small businesses with legal aid, bookkeeping and tax prep to try to offset these new costs, although I personally do not feel that is enough. The BID Alliance is meeting with the Dept of Revenue in mid-July to discuss these changes and see if there is any other assistance we can get for you all.

If you have urgent questions, feel free to let me know or reach out to the Department of Revenue directly at [Revenue.Outreach@phila.gov](mailto:Revenue.Outreach@phila.gov).

Take care,  
Katie

## Email Blast - 6/17/25

Hey everyone,

We have created a business + diversity survey to gather updated contact information and identity information for all owners and/or managers of businesses on our corridor. The identity portion is entirely optional but encouraged.

You can take the 5-minute survey here: [EPABID Business Survey](#)

*Why should I take this survey? I'm too busy as it is! We have our reasons (as follows):*

1. **It helps me reach you** and keep you up to date on relevant City policies, neighborhood updates, event happenings and other EPA/BID-related things.
2. **It will help me figure out which grant and business opportunities I should pass along.** A lot of grants have an identity component, and understanding how you identify will help me send more relevant opportunities to the right folks! Keeping you all informed of opportunities like this is something I want to ramp up in the months ahead.
3. **It will help us apply for relevant grants to supplement our budget and do more stuff!** I know you're all tired of hearing "the BID has no money." This is a free way to help us get more of it from sources that are not you!
4. **It will inform our marketing strategy for things like heritage months and other identity-oriented celebrations.** Again, we cannot do this right without understanding how you identify. Guessing is not an option!
5. **It takes five minutes!** Less if you skip the non-required questions, which is fair but a bummer.

Okay, I'm off my soap box. Please fill it out if you have not already and remind your neighbors! We will keep bugging you via email and in person if not :)



Cheers and thanks for your help! Katie

## Email Blast - 6/10/25

Hi all,

Trying something new here with a "TL;DR" section for easier reading:

- **Passeggiata:** [sign up](#) and [check on your special](#). Let me know if you want to revise!
- **Counterfeit \$100 bills:** keep an eye out. This batch has rendered the pen ineffective.
- **Informative Posters from El Comite:** members of the org are planning to come to the Avenue to hand out posters with information for small businesses about their rights and the rights of their employees related to ICE.
- **Community fundraiser** for Sgt Mundrick's family.
- **South Philly Optical Moving Sale:** free showcases - need to be gone by June 15th.

### Passeggiata Updates

First week down, 11 weeks to go! If you have not signed up and want to, I'm going to reopen the application for the next two weeks. [Sign up here!](#)

Now is also the time to [check on your special](#) and let me know if you want to change it! It is easy to update the website and I want to make sure what you say you'll be doing and what you are actually are doing matches :)

### Counterfeit \$100 Bills

I was told of another instance of counterfeit \$100 bills being presented on the Avenue last week. **In this batch, apparently the pen marked them as OK but the bank rejected them**, which means these bills were likely "washed", a process that removes the ink on a lower denomination bill and replaces it with a higher denomination. If you do not have a bill scanner, I recommend telling anyone attempting to use a \$100 for a low-cost item that you do not have the proper change and cannot accept the bill. I will work with Officer Kelly to think of better solutions to these issues.

### El Comite Posters

El Comite is a local organization comprised of "immigrant workers organizing for safe, just restaurants. Centering womxn, we fight exploitation, build power and heal." This organization work with restaurant workers and owners to provide trainings on preventing sexual harassment and ensuring employees know their rights as workers in Philly.

They got in touch with me and said they will be coming around with posters for businesses. The posters are two sided with the outside facing side showing "welcome" in several different languages. On the inside it has information for the small business about their rights and the rights of their employees related to ICE. It offers guidance about what business owners are required to comply with and offers guidance on how to make a safety plan. If you would like more information, please let me know and I can put you in touch with folks at the org!

### **Sgt Mundrick Fundraiser**

Officer Kelly asked me to send around notice about a fundraiser the 3rd District is having for the family of Sgt Mundrick, who passed away suddenly last month. Please see attached for more information.

### **South Philly Optical Moving Sale**

South Philly Optical is moving down the block and is trying to get rid of some of their showcases! [Here is the link](#) to some free showcases, which need to be taken on 6/15.

### **Other Upcoming Events + Holidays**

#### ***Planned BID Events***

**Passyunk Passeggiata** - Thursdays from June 5th-August 28th

**Open Streets Passeggiata** - Thursday, July 24th (1800 block)

**EPA Happy Hour** - July 15th at 4pm at Barcelona

#### ***Upcoming Holidays***

**LGBTQ+ Pride Month** - June

**Father's Day** - June 15th

**Juneteenth** - June 19th

**Disability Pride Month** - July

**Independence Day** - July 4th

### **Email Blast - 6/6/2025**

Hey everyone,

I'm trying out sending more frequent, shorter emails as I've gotten some feedback that previous emails have been too long to digest. Apologies if your inbox feels spammed! Also looking into SMS messaging blasts for the urgent stuff (deadlines for event sign-ups, street work, etc.).

On to the rest!

## **Passeggiata Updates**

### Open Streets Closure on July 24 on the 1800 Block

Congrats to the 1800 block on getting the most participants for Passeggiata! You will be our first-ever pilot Open Streets on Thursday, July 24 from 5-9pm :) "Open Streets" means that programming is light and businesses should be able to use the street as they wish. Here are some details for the evening:

- The block will be closed from 4-9ish. We will post No Parking signs a few days before and will be towing any cars left to the Municipal lot behind the Acme. Please tell your customers to move their cars!
- All businesses will be able to set up in the street **in front of their businesses** until the halfway point. Use your best judgment and please let me know what kind of programming you have in mind!
- We are thinking of setting up some sort of live music/performance, but otherwise will keep it relatively simple. If you have ideas please let me know or come to our next Events Committee meeting next Wednesday at 9am!

As always, let me know if there are questions! Although the idea itself is not new, it is new to EPA so I'm flexible in how it's carried out.

### Raffle to Raise Money for Lighting on the Ave

As many of you have probably heard me talk about, we are trying to 1) fix the current string lights (happening soon!) and 2) extend them up the Avenue (happening as soon as we have the budget!). We are awaiting word on a grant from Commerce, but in the meantime will be running a 50/50 raffle during Passeggiata to raise funds for the light installation. Similar to the raffle for Flavors, I will be making laminated sheets with a QR code to pass out to businesses. If you are willing to place it near your register during Passeggiata (or all the time, up to you), that would be so helpful!

Katie

## **Email Blast - 6/4/2025**

Hey everyone,

I hope everyone had a great kick-off weekend for Pride! We are so grateful for the community-led Pride initiatives and events happening throughout the month of June. **We recognize the BID's decision to shift away from producing a Pride event has caused some folks to feel frustration and a lack of trust in the BID's support of the community.**

## **We want to reconfirm and recommit our support of LGBTQIA+ identities on the Avenue and beyond.**

Here are some things the BID is currently doing, as well as some projects we have planned, to further support businesses of all identities and demographics moving forward, especially leading into 2026:

- **NOW:** We've partnered with Kscope to put together a LGBTQ+ resource guide ([available here](#)), which we plan to share with the greater community by posting and pinning to the @eastpassyunk Instagram.
- **NOW:** The BID is producing and providing window postcards, free of charge, that businesses may use to identify as safe spaces and signal gender-neutral bathrooms. These will be available to any business who wants them in the District and ABM program. We will be walking around with these in the coming weeks, but please let me know in advance if you definitely do want one!
- **Work In Progress:** You may have seen us on the street! We are conducting a [contact and demographic survey](#) to know how to best reach you all and better represent our businesses. We are hoping to gather this information by **June 15**. The identity portion is optional but encouraged. Through this information, we aim to build a detailed infrastructure that will give us the ability to support and celebrate businesses, from openings to anniversaries and identity-related spotlights such as Pride and heritage months.
- **Work in Progress:** Communication guidelines to help people who are interacting with and within the BID feel respected and heard, with professionalism at the center of all communications.

As always, I welcome feedback on any of the above, via email, text, phone call, or in person visits. I am also going to do my best to do more in-person outreach moving forward! Lots going on always means it can be hard for me to leave my desk, but I understand face-to-face contact is important. I also never want to interrupt your busy days!

Thanks and take care,  
Katie

## **Email Blast - 5/27/2025**

Hi everyone!

Lots to discuss today. As a reminder, many of these updates and forms are available on the [EPABID Business Owner Portal](#) (pw: epabid2002).

## **Security Update**

Someone attempted to use a counterfeit \$100 bill in one of the businesses today. The owner did not accept it and did not take the bill from the suspect. Some notes from Officer Kelly to remember during counterfeit attempts:

- It is not usually the same person trying the bill in the same day - typically a group of people will work together.
- Have working pens near the cash register! You can purchase them for a few dollars.
- Be smart and safe: if people are using a \$100 bill for an item that is less than \$10, it is wise to question it!
- Possible things to say to avoid taking the bill in question:
  - "I can't accept that"
  - "I don't have change to break that bill"
- **If you feel comfortable**, please do report any instances of attempted use of counterfeit bills to Officer Kelly or the PPD in general.

### **Flavors Recap Survey**

[Please fill this out!](#) Feedback helps us improve. Collecting responses until 5/31 and one respondee will get their Flavors participation fee waived next year!

### **Passeggiata Starting June 5th**

Thank you to everyone who has signed up to participate in Passeggiata! We sent out the press release today. We're very excited for the first one on **June 5th**. Anyone interested in a TV spot for the event should fill out their availability for the week of June 2nd via this [Doodle Poll](#). Posters to come by the end of this week!

Still interested in participating? [Sign up here](#).

### **Queers on the Avenue (QOTA) - month of June**

If you are hosting a pride-oriented event in June, please submit it to the regular [Events and Promotions Form](#). Please note somewhere in the form if the event is meant to celebrate Pride, or shoot me an email to let us know. We will include all of these events on the [calendar online](#) and on social media! Finally, Sarah from Kscope put together this [LGBTQ+ Resource List for EPABID Biz](#) for folks to peruse. It ranges from places to promote LGBTQ+ events, organizations to support and more. Take a look and let us know if it's missing anything!

### **Walking Cleanup Club on EPA**

We're launching a weekly Walk Club cleanup on Sundays to help keep the Avenue looking its best—and we're inviting our fitness and service-based businesses to co-sponsor the effort. Sponsorship helps cover the cost of branded shirts ("pinnies") and paying a trainer to lead the walk, with all sponsors featured on social media and club gear. Fitness businesses are also invited to nominate a staff member to lead a session (paid), and all businesses can help by spreading the word and encouraging participation.

Questions? Please reach out to myself or Greg Schumann ([greg@ontrackfitness.com](mailto:greg@ontrackfitness.com)) for more information or to express interest in sponsoring.

### **Free Legal Seminar - June 3rd, 9:30-10:30am**

Join us for a free legal seminar from David Wisniewski, Esq. David is a PA licensed attorney and has over 20 years of experience in civil litigation and employment law. He will be covering a few topics, including commercial leases, tenant/landlord issues and other aspects of employment law.

Feel free to join us in person at the EPABID office or online via Zoom [using this link](#). Come with specific questions or general curiosity about the topics at hand!

### **E-Commerce Assistance from Next Chapter Designs**

Many of our businesses have mentioned wanting to expand their ecommerce platforms but not having the bandwidth/knowhow to do so. I was contacted by Erin from Next Chapter Designs recently about doing a free seminar for EPABID businesses on how to get an ecommerce platform started and will be working with her to find a good time to host this (likely this summer).

In the meantime, she is offering Passyunk-located businesses \$1,000 off their first project (now through August 31) - no minimum required. If you are interested, email Erin at [sayhi@nextchapterdesigns.co](mailto:sayhi@nextchapterdesigns.co) and mention the offer. I will keep you all posted with when that seminar is coming!

### **Facade Grant Reminder**

We recently received a state grant of \$20,000 for the EPABID's Facade Grant! This means we are able to assist at least double the number of businesses this year in their facade upgrades. Please take a look at our application (attached) and let me know if you have any questions! We are able to provide reimbursements for up to 50% of the project's total cost up to \$2,000. **Please note:** the state requires you to submit COIs from any contractor you use for your project.

### **Other Upcoming Events + Holidays**

#### ***Planned BID Events***

**Queers on the Avenue (QOTA)** - June (marketing push of EPABID business events)

**Passyunk Passeggiata** - Thursdays from June 5th-August 28th

#### ***Upcoming Avenue-Wide Events\* and Holidays***

*AAPI Heritage Month - May*

*Jewish Heritage Month - May*

*Memorial Day - May 25th*

*LGBTQ+ Pride Month - June*

*Father's Day - June 15th*

*Juneteenth - June 19th*

*Independence Day - July 4th*

## Email Blast - 5/23/2025

### Events + Neighborhood Info

#### **Philly Pride 365 Flag Unveiling**

Bill Egan from Philly Pride 365 reached out about the Philly Pride flag unveiling happening next Friday, May 30th. From Bill:

Philly Pride 365 is excited to present their second year of Pride Across the City—a citywide celebration happening on Friday, May 30, 2025, where their 600-foot Philly Pride flag travels through neighborhoods across Philadelphia. Here is a [recent article discussing the event](#) (which is still in development) and a [great video from Visit Philly from 2024 on Instagram](#) \*\*\*THIS VIDEO IS A GREAT VISUAL OF WHAT THE EVENT IS\*\*\*

Here are the details:

- Philly Pride needs about 20-60 volunteers to hold the 600-foot Pride flag - LGBTQ+ Business Owners, Neighbors and Allies
  - The flag is divided into three 20' x 200' sections, with an option of just unveiling one section
  - Each section requires approximately 20 volunteers
  - This opportunity has been shared with both PSCA and EPX, as well as Scout and the Bok Building community
- Optional celebration elements like music, speakers, or decor
- Local promotion (e.g., Facebook Event + Eventbrite—like Manayunk did in 2024 with great success)

Philly Pride 365 provides:

- The 600-foot Pride flag
- Parade coordination team to manage timing and support your volunteers
- Visit Philly media team to capture video and photos at each stop, and other media outlets

Publicity:

- All confirmed stops will be announced in Philly Pride 365's social media and press releases
- Participating organizations are encouraged to promote locally and tag us to boost visibility

Confirmed Anchor Stops:

- 9:00 AM – Philadelphia Museum of Art (Kickoff)
- 2:00–3:00 PM – City Hall

- 8:00 PM – Gayborhood (Finale)

Pride across the City @ East Passyunk: tentative time frame would be between 3-4pm (time is flexible). The event would last about 15 minutes. It would likely be located on the 1700 block of EPA or in front of the Singing Fountain.

The link to volunteer to hold the flag [can be found here](#). Let me know if you have any questions!

### **Queers on the Avenue (QOTA) - month of June**

If you are hosting a pride-oriented event in June, please submit it to the regular [Events and Promotions Form](#). Please note somewhere in the form if the event is meant to celebrate Pride, or shoot me an email to let us know. We will include all of these events on the [calendar online](#) and on a social media post coming out **Wednesday, May 28th**, so get those events in!

### **Other Upcoming Events + Holidays**

#### ***Planned BID Events***

**Queers on the Avenue (QOTA)** - June (marketing push of EPABID business events)

**Passyunk Passeggiata** - Thursdays from June 5th-August 28th

#### ***Upcoming Avenue-Wide Events\* and Holidays***

*AAPL Heritage Month - May*

*Jewish Heritage Month - May*

*Memorial Day - May 25th*

*LGBTQ+ Pride Month - June*

*Father's Day - June 15th*

*Juneteenth - June 19th*

*Independence Day - July 4th*

### **Email Blast 29 - 5/15/2025**

Hiiiiiii,

Lots of events, as always.

#### **Last Call for Passeggiata!**

Last call for Passeggiata sign-ups! As a reminder, we are asking restaurants to offer **\$6 beer, \$7 wine and \$8 cocktails and apps** (you can price them for less if you want, but no more than these prices, please!) and for retailers to stay open later (ideally until 7 or 8pm).



As an added incentive, on Thursday, July 24th, we will be **closing down one block** of EPA for a pilot “Open Streets” style of Passeggiata! From 5-9pm, we will program some live music and lawn games, but otherwise the street is open for businesses on that block to use. The block with the largest number of participating businesses will be closed, so chat with your neighbors and submit to our form by **EOD today!** We will likely be doing another open street block in August - more info to come.

Finally, participants can express interest in any TV spots we get related to Passeggiata by filling out their availability via this [Doodle Poll](#).

**[If you are interested in participating, please fill out this 1-2 minute survey!](#)**

### **Queers on the Avenue (QOTA) - month of June**

If you are hosting a pride-oriented event in June, please submit it to the regular [Events and Promotions Form](#). Please note somewhere in the form if the event is meant to celebrate Pride, or shoot me an email to let us know. We will include all of these events on the calendar online and on social media! If you want to be included in the print version of the calendar, please have your event submitted by May 22nd. We will be accepting events on a rolling basis for the online calendar, so keep submitting into June! Resource list coming soon 😊

### **Walking Cleanup Club on EPA**

We're launching a weekly Walk Club cleanup on Sundays to help keep the Avenue looking its best—and we're inviting our fitness and service-based businesses to co-sponsor the effort. Sponsorship helps cover the cost of branded shirts ("pinnies") and paying a trainer to lead the walk, with all sponsors featured on social media and club gear. Fitness businesses are also invited to nominate a staff member to lead a session (paid), and all businesses can help by spreading the word and encouraging participation. Questions? Please reach out to myself or Greg Schumann ([greg@ontrackfitness.com](mailto:greg@ontrackfitness.com)) for more information or to express interest in sponsoring.

### **Free Legal Seminar - June 3rd, 9:30-10:30am**

Join us for a free legal seminar from David Wisniewski, Esq. David is a PA licensed attorney and has over 20 years of experience in civil litigation and employment law. He will be covering a few

topics, including commercial leases, tenant/landlord issues and other aspects of employment law.

Feel free to join us in person at the EPABID office or online via Zoom [using this link](#). Come with specific questions or general curiosity about the topics at hand!

### **Committee Meeting Times on the [Business Owner Portal](#)**

Check them out and get involved! The new 2026 Committee is in need of new members and meets at 10:30 on the second Tuesdays of each month at the BID office.

### **Next EPABID Happy Hour: Tuesday, July 15th from 4pm - 6pm at Barcelona**

Drink and be merry in the sweltering Philadelphia heat! Back at Barcelona by popular demand (thanks Malcolm)!

### **Other Upcoming Events + Holidays**

#### ***Planned BID Events***

**Queers on the Avenue (QOTA)** - June

**Passyunk Passeggiata** - Thursdays from June 5th-August 28th

#### ***Upcoming Avenue-Wide Events\* and Holidays***

*AAPI Heritage Month* - May

*Jewish Heritage Month* - May

Mother's Day - May 11th

Memorial Day - May 25th

*LGBTQ+ Pride Month* - June

Father's Day - June 15th

Juneteenth - June 19th

Independence Day - July 4th

I am off tomorrow, so have a great weekend everyone!

Katie

### **Email Blast 28 - 5/8/2024**

Hi all,

Just a few things! And a quick note: all of this information is on our [Business Owner Portal](#) (pw: epabid2002). I'm trying to make it the one-stop shop for all questions BID-related, so please do check it out!

### **Town Hall Recap**

Thanks to all of you who came to the Town Hall this past Tuesday. Keep your eyes out for our next meeting in July - thinking it will be a coffee chat/happy hour this time around. If anyone wants to host, let me know!

You can find the [notes here](#) and a [video recap here](#). We discussed Flavors feedback and how we will improve next year. Speaking of...

### **Flavors Recap Survey**

[Please fill this out!](#) Feedback helps us improve. Collecting responses until 5/31 and one respondee will get their Flavors participation fee waived next year!

### **Passyunk Passeggiata**

We are bringing back Passeggiata again this year! Reminder that this event runs every Thursday (from 5pm until ??) from June to August. We ask restaurants to offer **\$6 beer, \$7 wine and \$8 cocktails and apps** (you can price them for less if you want, but no more than these prices, please!). Responses are due by **Monday, May 12th**.

[If you are interested in participating, please fill out this 1-2 minute survey!](#)

### **Queers on the Avenue (QOTA) - month of June**

This year, instead of hosting a QOTA event, the BID will be making a stylized calendar featuring all of the pride-oriented events hosted by EPA businesses throughout the month of June. We will also be circulating a list of resources to help businesses with event planning and promotion.

If you are hosting a pride-oriented event in June, please submit it to the regular [Events and Promotions Form](#). Please note somewhere in the form if the event is meant to celebrate Pride, or shoot me an email to let us know. We will include all of these events on the calendar online and on social media! If you want to be included in the print version of the calendar, please have your event submitted by May 22nd. We will be accepting events on a rolling basis for the online calendar, so keep submitting into June!

### **Commerce Dept Resources**

In addition to the new Catalyst Fund, you can find a full list of Commerce Dept resources attached to this email. In addition, [Javier Mojica](#) from the Mayor's Business Action Team is available to assist with any questions or needs you might have. He is our direct connection to the Commerce Dept and the rest of City gov - use him!

That's it! Enjoy the sun!

Katie

## Email Blast 27 - 5/2/2024

Hi everyone,

What a weekend! From initial counts, this was the biggest Flavors we've had. I'm waiting on some other pedestrian reports, but thank you to everyone who worked so hard to make it happen.

As is the case in BID world, on to the next! Lots of info and questions in here re: our upcoming events, so please read through and let me know if there are questions.

### **Events + Neighborhood Info**

#### **Flavors Recap**

Relive the day with [photos from KScope](#) and the [TV segment that aired on Fox29](#) Saturday morning, featuring Human Robot and A Novel Idea. I know there were some snags (including permitting confusion for some food vendors, trash pickup issues and more), all of which I will address at the Town Hall on Tuesday.

To make sure we make next year's event even better, **please fill out this Flavors recap survey**. By filling out the form, business owners will be **entered to win one comped Flavors participation fee** for next year's festival! Flavors feedback is due by May 31st.

***[Fill out the Flavors recap survey here!](#)***

#### **Mother's Day - LAST CHANCE for social features**

Put them in the [Events and Promotions Form](#) by EOD today to get featured next week!

#### **Town Hall - Tuesday, May 6th from 11am-1pm at Insomnia Cookies (833 Wharton St.)**

Here is our loose agenda:

- **11:00am - 11:30:** Presentation from Leslie Acosta from the Commerce Dept about the Catalyst Fund
- **11:30 - 11:45:** Security presentation from Officer Kelly
- **11:45 - 12:00pm:** BID updates:
  - Events (Flavors recap, upcoming events including Passeggiata and QOTA)
  - Marketing (Flavors recap, upcoming)
  - Business Development (BIRT tax exemption rollback, facade grant funding increase)
  - Beautification (new banners, pole lights removed, upcoming lighting projects)
  - BID stuff (contact information survey incoming)
- **12:00 - 1:00pm:** Q&A

This meeting will be in person, with an option to watch [via Zoom](#) (Passcode is **epabid**). I will also record the meeting.

**NOTE:** due to tech restraints (i.e. my laptop being not the best), I can't offer virtual participation beyond observing at this time. Working on changing that for the future! You are always welcome to email me with comments before or after the meeting.

### **Passyunk Passeggiata**

We are bringing back Passeggiata again this year! Reminder that this event runs every Thursday (from 5pm until ??) from June to August. We ask restaurants to offer **\$6 beer, \$7 wine and \$8 cocktails and apps** (you can price them for less if you want, but no more than these prices, please!). Responses are due by **Monday, May 12th**.

[If you are interested in participating, please fill out this 1-2 minute survey!](#)

### **Queers on the Avenue (QOTA) - month of June**

Thank you to all who came to the meeting to discuss QOTA! As decided at the meeting, this year, instead of hosting a QOTA event, the BID will be making a stylized calendar featuring all of the pride-oriented events hosted by EPA businesses throughout the month of June. We will also be circulating a list of resources to help businesses with event planning and promotion.

If you are hosting a pride-oriented event in June, please submit it to the regular [Events and Promotions Form](#). Please note somewhere in the form if the event is meant to celebrate Pride, or shoot me an email to let us know. We will include all of these events on the calendar online and on social media! **If you want to be included in the print version of the calendar, please have your event submitted by May 22nd.**

### **BID Info + Housekeeping**

#### **BIRT Exemption Rollback**

As some of you have likely heard, Mayor Parker's new budget has proposed cutting the BIRT tax exemption for businesses who make less than \$100,000 in gross revenue annually. [From WHY?](#)

"Since the 2020 tax year, businesses with less than \$100,000 in revenue have not been required to file a Business Income and Receipts Tax, or BIRT. Typically, businesses within city limits pay taxes on both gross receipts and net income in addition to a net profits tax. Parker's proposal would cut business taxes under BIRT for gross receipts, net income and the city's wage tax."

I know this likely does not impact Ave businesses, but Councilmembers Kendra Brooks and Nicolas O'Rourke have proposed an alternative tax plan that would double the threshold of the exemption to the first \$200,000 of business revenue. They are looking for businesses who are interested in making public comments against Mayor Parker's proposed BIRT exemption cut. If this is you, let me know and I can put you in touch!

#### **EPABID Stuff**

At the last board meeting, board members voted to allow business owners to sit on multiple committees at once. If you are interested in attending a committee meeting, please check the calendar on the [Business Owner Portal](#) (password: epabid2002) for the meeting times. We recommend consistent attendance to make sure your points are taken into consideration!

Finally, meeting minutes for both March and April have been posted [on the website](#).

If you have made it this far, thank you and have a great weekend!  
Katie

PS (added after email got sent out - sorry!)

### **Other Upcoming Events + Holidays**

#### ***Planned BID Events***

**Queers on the Avenue (QOTA)** - June

**Passyunk Passeggiata** - Thursdays from June 5th-August 28th

#### ***Upcoming Avenue-Wide Events\* and Holidays***

*AAPI Heritage Month - May*

*Jewish Heritage Month - May*

Mother's Day - May 11th

Memorial Day - May 25th

*LGBTQ+ Pride Month - June*

Father's Day - June 15th

Juneteenth - June 19th

Independence Day - July 4th

### **Email Blast 26 - 4/14/2025**

Hi everyone,

Long one today with lots of attachments. Bear with me!

### **Events + Neighborhood Info**

#### **Flavors on the Avenue - Sidewalk Sales**

Flavors is less than two weeks away! If you have not signed up to be in the footprint but plan on doing something on your sidewalk that day, **please let us know** so we can add you to the website.

#### **Queers on the Avenue (QOTA)**

Come to the next Events Committee to talk about June's QOTA! FYI: the meeting was moved to **April 18th at 11am** to accommodate some schedule shifts. [Add it to your calendar here](#) or let me know if you're interested in attending and I'll send the invite.

#### **Passyunk Passeggiata**

We are bringing back Passeggiata again this year! Reminder that this event runs every Thursday (from 5pm until ??) from June to August. We ask restaurants to offer **\$6 beer, \$7 wine**

**and \$8 cocktails and apps** (you can price them for less if you want, but no more than these prices, please!).

[If you are interested in participating, please fill out this 1-2 minute survey!](#)

### **Second Sundays at Spellbound**

Spellbound Studios is continuing their Second Sundays market every month through the summer! If you are interested in vending at their store or participating in a special for the day, please reach out to Randi Kampen at [randijunehair@gmail.com](mailto:randijunehair@gmail.com).

### **LoMo South Philly HS Park Naming Contest**

LoMo and the Friends of South Philadelphia High School (SPHS) Park would like to invite members of the East Passyunk community to contribute creative ideas for naming South Philly's newest park! The suggestions of community members will be essential in shaping the permanent identity of this valuable South Philly space. South Philadelphia High School Park encompasses the green space along South Broad Street between Snyder Avenue and Jackson Street and lies on the former site of the original high school that was built in 1907. The chosen submission will win a \$100 gift card to the South Philly Food Co-op. Submissions can be made [through this form](#).

### **EPX - City Year Gala and Auction**

Bruce Benjamin (president of EPX Civic Association) asked me to send along information about the City Year Red Jacket Gala:

City Year Philadelphia is excited to celebrate another year of making a difference in the lives of students in the Philadelphia school system with the Red Jacket Gala on **Thursday, May 8**. You may have noticed the City Year mentors in their red jackets at Southwark School. This event will feature a live and silent auction. The Silent Auction includes items like gift baskets and gift certificates from area merchants and restaurants.

Each year City Year Student Success Coaches dedicate a year of service to work alongside teachers in schools across the city, with a focus on school attendance, behavior, and course performance in math and English. These coaches build relationships with students and help them develop the skills needed to succeed in school and beyond.

The Red Jacket Gala will attract over 500 guests from the Philadelphia business community and champions of the organization. We depend on the generous contributions of our friends and contacts in the business community for support. I hope you will join us with a donation to our auction as we celebrate City Year Philadelphia's service to our community. Together, we can support City Year Philadelphia and its efforts to build a better tomorrow for thousands of school students. Thank you in advance for anything you can do.

Please see the attached donation form if you are interested in participating in the auction.

## **BID Info + Housekeeping**

### **Financial Literacy Help from Fulton Bank**

As an official sponsor for Flavors, Steve at Fulton Bank asked me to send over some financial literacy documents to help small business owners and entrepreneurs navigate their finances. Please see attached for more info.

### **L&I Signage Webinar**

The Dept of Licenses and Inspections just posted a webinar that walks through the (quite convoluted) process of adding new signage to the facade of your building and other sign-related processes. [You can watch it here](#). IMO, this is one of the better walkthroughs of this process I've seen!

### **Commerce Dept Programming**

Please see attached for information on the Storefront Improvement Program, Catalyst Fund and general resources for entrepreneurs.

## **Other Upcoming Events + Holidays**

### ***Planned BID Events***

**Flavors on the Avenue** - April 27th, 11am-4pm

**Queers on the Avenue (QOTA)** - June

**Passyunk Passeggiata** - Thursdays from June 5th-August 28th

### ***Upcoming Avenue-Wide Events\* and Holidays***

Easter - April 20th

Earth Day - April 22nd

*Arab American Heritage Month - April*

*AAPI Heritage Month - May*

*Jewish Heritage Month - May*

Mother's Day - May 11th

Memorial Day - May 25th

*LGBTQ+ Pride Month - June*

Father's Day - June 15th

Juneteenth - June 19th

Independence Day - July 4th

## **Email Blast 25 - 4/4/2025**

Hi all,

Short and sweet, but some critical info in there.

## **Events + Neighborhood Info**



### **Queers on the Avenue (QOTA)**

Come to the next Events Committee to talk about June's QOTA! FYI: the meeting was moved to **April 18th at 11am** to accommodate some schedule shifts. [Add it to your calendar here](#) or let me know if you're interested in attending and I'll send the invite.

### **Passyunk Passeggiata**

We are bringing back Passeggiata again this year! Reminder that this event runs every Thursday (from 5pm until ??) from June to August. We ask restaurants to offer **\$6 beer, \$7 wine and \$8 cocktails and apps** (you can price them for less if you want, but no more than these prices, please!).

[If you are interested in participating, please fill out this 1-2 minute survey!](#)

### **Commerce Dept. "Commerce and Coffee Event"**

The Department of Commerce is hosting the Coffee and Commerce event April 24th, 2025, 9:00 am to 12:00 pm at 1301 S Columbus Ave 19147 (Sheet Metal Workers Local 19).

Theme: Safety and Crime prevention for businesses in Philadelphia.

Topics include:

- Crime response tips (burglary, robbery, or flash theft)
- Impact of crime against businesses
- Business Crime costs/Business security
- Community Policing
- Overcoming barriers and challenges that may prevent businesses from participating in crime prevention
- Police - Business partnerships
- Trauma-informed care resources

### **BID Info + Housekeeping**

#### **EPABID Committee Meeting Times**

Want to join an [EPABID Committee](#)? We are still working on getting all of the Committees to set a standard meeting time, but we have determined a few. Add them to your calendar by clicking the links below!

- **Business Development Committee:** [second Thursdays at 9:30am](#)
- **Events Committee:** [third Fridays at 11:00am](#)
- **Beautification Committee:** [first Tuesdays at 11:00am](#)
- **2026 Committee:** second Tuesdays at 11:00am (calendar invite forthcoming)

- **Marketing Committee:** TBD
- **Finance/Sponsorship Committee:** TBD

### **Commerce's What is a BID Guide**

The Commerce Department just published their first-ever guide detailing what BIDs are, what they do and how to start one. You can find it [here](#), as well as posted to the Business Owner Portal. Please take a look at your leisure to find more information about what BIDs have the power to do, how assessment rates are determined, BID organizational setups around the city and more!

### **BIRT Exemption Update**

Some of you may have heard about the Mayor's upcoming budget and how it might get rid of the BIRT Tax Exemption for **businesses making less than \$100,000 per year**. If this passes, the Mayor's Office would use the newfound funds to bolster Small Business Services for low- and moderate-income businesses. I will keep you all posted with updates as I hear of them. Feel free to read more [here](#).

See you all out and about for some jazz tomorrow!

Katie

## **Email Blast 24 - 3/27/2025**

Hi!!!

### **Events + Neighborhood Info**

#### **Queers on the Avenue (QOTA)**

At the last Events Committee meeting, we discussed how we want to keep QOTA going to support our queer business owners, customers and neighbors. However, there is currently no queer representation on the Events Committee, which makes planning an EPABID Pride celebration for June feel disingenuous. We still want to highlight queer pride on the Avenue, which we're hoping to do by supporting you all in planning your own events! This could look like the following:

- **Guiding you through street closure paperwork** if you want to host a block party
- **Helping develop a marketing plan** for an indoor event in your shop
- **Creating a dedicated "QOTA Pride Calendar"** on the EPABID website and socials

- **Holding a brainstorming session for Pride events** at the next Events Committee meeting, held at 9:30am on Thursday, April 10th at Capri Dessecker RE/MAX (1842 EPA)

If you already have ideas for what you want to do for Pride, I want to hear about them! Feel free to email, call or swing by the office.

### **Passyunk Passeggiata**

We are bringing back Passeggiata again this year! Reminder that this event runs every Thursday from 5-7pm from June to August. We ask restaurants to offer **\$6 beer, \$7 wine and \$8 cocktails and apps** (you can price them for less if you want, but no more than these prices, please!). I'll be sending out a survey soon to gather specials from those of you who are interested in participating, so keep an eye out for that.

### **Other Upcoming Events + Holidays**

#### ***Planned BID Events***

**Flavors on the Avenue** - April 27th, 11am-4pm

**Passyunk Passeggiata** - Thursdays from June 5th-August 28th, 5-7pm

#### ***Upcoming Avenue-Wide Events\* and Holidays***

EPA Jazz Crawl\* - April 5th

Easter - April 20th

Earth Day - April 22nd

*Arab American Heritage Month - April*

*AAPI Heritage Month - May*

*Jewish Heritage Month - May*

Mother's Day - May 11th

Memorial Day - May 25th

*LGBTQ+ Pride Month - June*

Father's Day - June 15th

Juneteenth - June 19th

Independence Day - July 4th

### **BID Info + Housekeeping**

#### **Spring Cleanup**

Friendly reminder from our Beautification Committee to please clean up any flower beds and landscaping you have in front of your stores as we prepare for spring warmth (and Flavors!!!). [Carolyn Zinni](#) has offered to help folks on the 1700 block with their plantings, if needed.

### **EPABID Committees**

Interested in joining an EPABID Committee? You can find full descriptions of Committee duties and leadership [here](#)! Regularly occurring meeting times to come within the next two weeks.

### **Sponsor Sourcing Help**

Kristina G. (August Moon Boutique) recently sent out a notice to folks to think about what contacts they might have who might be interested in sponsoring EPABID events and/or programming. Please feel free to share our [Sponsorship Packet](#) with your networks!

Will Flavors kill me? Stay tuned!

Katie

## **Email Blast 23 - 3/17/2025**

### **Town Hall Recap + Board Updates**

As a reminder, our next Town Hall will be May 6 from 11am-1pm at Insomnia Cookies. We will have a short (10-15 minute) presentation about the City's new [Catalyst Fund](#) before we dive into the latest in BID updates and whatever else is on your mind!

We are looking into alternative ways to share information among board members (i.e. WhatsApp, Discord, etc.). I will also be sending out a calendar next month with standing Committee meeting days and times. Stay tuned for more on this!

### **Board Updates**

The Board held elections for its Executive Committee and new members at the board meeting last Tuesday. Here are the updates:

#### **Incoming Executive Committee**

- **Board Chair:** Elaine Johnson, Frame Fatale
- **Secretary:** Capri Dessecker, Capri Dessecker RE/MAX
- **Treasurer:** Michael Giangjordano, Century 21 Forrester Real Estate

#### **New Board Members**

- **Marc Faletti**, Latchkey
- **Jimmy Gastner**, Community Member
- **Bill Rhoda**, Philly Typewriter
- **Greg Schumann**, On-Track Fitness

I also wanted to give a huge shout out to our outgoing board members, **Marlo Dilks, Adam Geer, Michelle Gillen-Doobrajh** and **Amanda Rucker**. They dedicated countless hours of their time and expertise to leading this organization and I am incredibly grateful to have worked with all of them!

## **Events + Neighborhood Info**

### **Women Mean Business Recap**

Thank you to our panelists and attendees for making last week's WMB event such a success! We had a full house and heard a lot of inspiring stories and helpful tips from our panelists. You can find photos from the evening [here](#).

### **Upcoming Events + Holidays**

I received a recommendation to remind folks of important holidays on the horizon to help us plan out our marketing calendar and get ideas rolling. Here are some upcoming events and holidays to keep in mind as you're planning your next few months:

#### **Planned BID Events**

Flavors on the Avenue - April 27th

Passyunk Passeggiata - Thursdays from June 5th-August 28th

#### **Upcoming Avenue-Wide Events\* and Holidays**

EPA Jazz Crawl\* - April 5th

Easter - April 20th

Earth Day - April 22nd

Arab American Heritage Month - April

AAPI Heritage Month - May

Jewish Heritage Month - May

Mother's Day - May 11th

Memorial Day - May 25th

LGBTQ+ Pride Month - June

Father's Day - June 15th

A note: we're still figuring out what to do about Queers on the Avenue (QOTA) this year! If you have ideas, feel free to come to the next Events Committee meeting on **April 10th at 9:30am** at Capri Dessecker RE/MAX.

### **March Anniversary Roundup**

Do you have an anniversary in March? Let us know so we can add it to our anniversary post coming out later this week!

**Coffee and Commerce Meeting: March 27th at 9:30am**

The next Coffee & Commerce event is March 25th at the Venice Island Performing Arts Center (7 Lock Street Phila, PA 19127). The topic is “bookkeeping” and the program agenda is as follows:

- 9:00am-9:30am Breakfast
- 9:30am-10:00am Introductions and Welcome
- 10:00am-11:00am Workshop/Q&A
- 11:00am-12:00pm Resource Table/Breakout sessions

## **BID Info + Housekeeping**

### **Officer Kelly Out of Town this Week**

Officer Kelly is off this week. He will be back on the Avenue on **Tuesday, March 25**. In the meantime, if you have an emergency, please dial 911. Officer Ung will be on the beat while Officer Kelly is away. If you have a non-emergency question, feel free to email Officer Kelly at [james.a.kelly@phila.gov](mailto:james.a.kelly@phila.gov).

## **Email Blast 22 - 3/6/2025**

Hi everyone,

Thank you to those who came out to our Town Hall on Tuesday. If you couldn't make it, feel free to check out the notes [here](#).

Support was given and critiques were made! From what we heard, folks are looking for more transparency and follow-up to ensure their ideas are taken into consideration. We'll be discussing how to best do this in the coming weeks, but in the meantime, let's start with the protocols and systems we already have in place:

- **To make sure your events are added to our calendar, newsletter and social media roundup...** fill out the [Events and Promotions Form](#). To better understand EPABID's approach to social media, please check out the [EPABID Social Media Standards](#) document.
- **To keep up with what's going on at the BID...** check out the Bulletin Board on the [Business Owner Portal](#) (password: epabid2002) for the latest, and keep scrolling to see a ton of other resources.
- **To follow along with EPABID in the News...** check out our new press hits page, [EPABID in the News!](#)
- **To make your ideas heard...** join a committee! Committees meet monthly and are where the “idea magic” happens. They help define EPABID strategy across five main buckets: Events, Marketing, Business Development, Beautification and Sponsorships. **If you are interested in joining a Committee** (or swinging by a meeting to check it out), please let me know and I'll send along the next meeting date and time.

Danielle recently updated the [BID's Welcome Packet](#) for new businesses. It's a great resource to understand how the BID works and find necessary information. Please take a look and let us know if there's anything glaring missing!

**Our next Town Hall will be Tuesday, May 6th from 11am-1pm at Insomnia Cookies. [Add it to your Google Calendar by clicking here!](#)**

I'll be back in your inboxes with more information about the above (and other things) next week.

Take care,  
Katie

## **Email Blast 21 - 2/24/2025**

### **Events + Neighborhood Info**

#### **Flavors on the Avenue**

Applications are live and due **March 1st!** BID members are automatically accepted, so this is mostly an interest form. Still incredibly important to fill it out, so please do!

**As a reminder:** Businesses will only be charged to participate if you **plan on popping up in the footprint** (i.e. in the street, as a vendor). Putting out a rack or small card table on the sidewalk in front of your shop is up to you and will not be assessed for a fee.

The fee structure for BID businesses\*\* is as follows:

- **Food and Alcohol Vendors:** \$175 (bars and restaurants with food and drink for sale in the event space)
- **Food and Beverage Vendors (no alcohol):** \$100 (restaurants with savory, made-to-order food for sale, but not selling alcohol OR bars not selling food)
- **Retail and Specialty Food Vendors or Services/Experiential Vendors:** \$50 (any retail, craft or food product that is not being cooked on the street, like crafts, baked goods, premade sauces, etc. or service-oriented businesses wanting to sell merch, give things away, host a game, etc.)

\*\*ABM prices are listed in the application below!

**If you are interested in participating, please fill out the [Flavors on the Avenue 2025 Application](#).**

**Women Mean Business**

WMB is back on March 13th at SHDA! You can find more information about the events and the ticket link [here](#). We're very excited to welcome panelists **Lulu Calhoun**, **Deborah Scipione**, **Alexa Fanelli** and **Madison Signore**, as well as **Ashley Haak** as a special guest!

### **Town Hall at Insomnia Cookies on March 4th from 4:00 - 5:30pm**

Our next town hall will be at the Insomnia Cookies Cookie Lab (833 Wharton St) on March 4th from 4:00 to 5:30pm. Come by for light refreshments, drinks and discussions of what's going on on the Avenue!

### **EPA Jazz Crawl on April 5th**

RittenHop, a local non-profit jazz organization, is partnering with the EPABID to put on a Jazz Crawl on Saturday, April 5th from 12pm to 6pm! Here's the list of participating businesses so far:

- Nutmeg
- Latchkey
- Stogie Joe's
- Manatawny
- Milk Jawn
- A Novel Idea
- Barcelona Wine Bar
- Philly Typewriter
- Remax
- Singing Fountain (we will close down EPA between 11th and Tasker St. for crowds to gather to watch the show)

We are so excited for this event and will follow up with more information as it comes in! The poster is attached below.

### **BID Info + Housekeeping**

#### **The Merchant's Fund Stabilization Grant Opening March 1st**

The Merchant Fund is once again offering [Stabilization Grants](#), which are grants of up to \$10,000 made to Philadelphia small businesses looking to overcome an obstacle that limits their ability to operate at full capacity. The applications will be open from March 1st to March 31st.

#### **Who should apply?**

Businesses must be based in Philadelphia, independently owned, and operate out of a storefront or publicly-accessible, commercial location. They require that businesses be at least 2 years old and have an annual revenue between \$50,000 and \$750,000. If you've *applied* for a stabilization grant in the last 12-months or *received* a stabilization grant in the last 24-months, you cannot apply for this round. Please [check the website](#) for a detailed list of eligibility requirements.

Applying is easy but they will ask for a few things, including:

- A clear request and explanation of how a grant would benefit your business.



- Previous year's personal and business tax returns, a profit and loss statement, and a debt schedule. Tips on preparing these can be found in [our FAQs](#).
- Depending on your request, you will need to upload additional documentation related to the cost of your ask. Looking to purchase equipment? You'll need a quote or price list. Interested in repairs or improvements to your space? Be prepared to upload an estimate.

#### Application Process

Applications must be submitted through our online portal before March 31st. The portal can be found on TMF's website, navigate to the [Stabilization Grant website](#) and click "Apply Now" (beginning March 1st). Applications are screened for eligibility and then evaluated by a team of reviewers. If further information is required, there may be follow up questions or a scheduled site visit. **If you want help with your application, please let me know!** I would be happy to review and edit applications for you all.

#### **Fulton Bank x Enterprise Center Early Stage Capital Grant**

Fulton Bank and The Enterprise Center have launched an Early-Stage Financing Program to support emerging small businesses in Philadelphia, offering \$10,000 awards and advisory services. To apply, businesses must be based in Philadelphia County, have annual revenues under \$200,000, and support a revenue-generating activity or purchase of a productive asset. Applicants must submit a short video pitch explaining how the award will help their business grow. Awardees will also receive financial counseling and business development services, with the requirement to report on fund usage and business progress within six months. You can find the application link [here](#). Again, if you are interested in applying and would like my assistance, let me know!

Take care,  
Katie

#### **Email Blast 20 - 2/13/2025**

Hi all,

GO BIRDS! I've been reliving the game all week. Have fun at the parade tomorrow! I have some information about how that impacts the Ave in the email below.

If you read any of my emails this year, read this one! Lots of important information.

#### **Events + Neighborhood Info**

##### **Flavors on the Avenue**

The moment you've all been waiting for - Flavors is back on April 27th from 11am to 4pm! Because of high costs for programming events, the EPABID is charging participation fees this year for all vendors, regardless of BID membership. We are the last BID in the city to not charge these fees for our own members, and while I'd love to keep that legacy going, it's just not possible.

**What counts as “participating”?:** Businesses will only be charged to participate if you **plan on popping up in the footprint** (i.e. in the street, as a vendor). Putting out a rack or small card table on the sidewalk in front of your shop is up to you and will not be assessed for a fee.

The fee structure for BID businesses\*\* is as follows:

- **Food and Alcohol Vendors:** \$175 (bars and restaurants with food and drink for sale in the event space)
- **Food and Beverage Vendors (no alcohol):** \$100 (restaurants with savory, made-to-order food for sale, but not selling alcohol OR bars not selling food)
- **Retail and Specialty Food Vendors:** \$50 (any retail or food product that is not being cooked on the street, like crafts, baked goods, premade sauces, etc.)

\*\*ABM prices are listed in the application below!

**If you are interested in participating, please fill out the [Flavors on the Avenue 2025 Application](#).**

**Please note:** While we will open up the application to the general public in about a week, BID businesses are still the priority for this event! Participation fees for non-BID affiliated businesses will be double those of BID businesses. You can find more information in the application above.

**Sponsorships:** Want to sponsor Flavors and get your brand out in front of 25,000 people? Let me know! You can find the [BID One-Sheet](#) for sponsorships here. As always, we are flexible and able to fit whatever sponsorship needs you have for your business.

### **Social Media Shares + Events and Promotions Form**

A reminder to everyone: please submit any specials you want featured on EPABID Instagram, Newsletter or Website to the [Events and Promotions Form](#)! Tagging us on socials can work, but the inbox is always wild and messages can be missed. **The E+P form is the only guaranteed way for us to see your content!** And although it might not feel like it, we do keep track of who is shared and aim to be equitable with content mentions.

### **Burglary in 1300 Block of Dickinson St.**

Officer Kelly alerted me of a burglary at a business in the 1300 block of Dickinson St. early Wednesday morning. Although this is not on the Avenue, I wanted to let you all know as a safety reminder. The suspect took the ATM. For privacy reasons, I cannot name the business, but please let me know if you want tips from Officer Kelly about staying safe and secure.

### **BID Info + Housekeeping**

#### **Trash Pickup and Eagles Parade Information**

As we prepare for the parade tomorrow, please take your recycling and trash bins inside so they don't gather more trash. Alex from PARC let me know their crews will be pausing trash

collection tomorrow because of street closures, but will resume pickups on Saturday. Finally, Broad St. closures will begin at 7:30am tomorrow.

Take care,  
Katie

## **Email Blast 19 - 1/31/2025**

Hi everyone,

A mix of fun and business today. Let me know if there are any questions!

### **Events + Neighborhood Info**

#### **Save the Dates - Spring Events on EPA**

- [Women Mean Business](#): 3/13 at SHDA\*
- [Flavors on the Avenue](#): 4/27 from Broad St. to Dickinson St. We're closing off the intersections this year to make it one contiguous event! Start thinking about whether or not you're interested in participating. There will be participation fees this year.

#### **Call for Sponsors for Upcoming Events**

Are you looking to get your business a little extra boost? Consider sponsoring one of EPA's upcoming events! Pre-set rates and offers can be found on our [BID One-Sheet](#), but sponsorships are always flexible. Let us know what you need and we can make it happen!

Do you have a connection to a business off the Avenue who might be interested in becoming a sponsor? Feel free to send them our [Sponsorship Package for Flavors on the Avenue](#).

\*We are looking for women-owned business sponsors for this event in particular.

#### **Marketing Asks - Upcoming Events**

We have some posts planned for upcoming events, like the **Super Bowl and Valentine's Day**. Do you have events coming up for these days? Let us know via email or by tagging/DMing us on Instagram (@eastpassyunk)

### **BID Info + Housekeeping**

#### **Immigration Resources for Businesses**

Here are some resources which may be helpful for any business that faces concerns with immigration enforcement:

- The National Restaurant Association and the Restaurant Law Center have prepared a quick memo for operators, which can be [found here](#). A webinar will be hosted on **February 10th at 2pm ET** to learn more – registration and details for that can be [found here](#).
- The American Hotel and Lodging Association provided this flyer titled [5 steps for employers](#) regarding immigration enforcement. I have also heard the Commerce Dept is

working with the Office of Immigration Affairs to develop a resource guide specifically for small businesses. I'll keep you all posted.

I will share more information with you all as I receive it.

### **Reminder About the Business Owner's Portal**

Your one-stop shop for all info re: the BID is on our website! Visit <https://www.visiteastpassyunk.com/business-owner-portal> (password: epabid2002) to review the latest surveys, information about grants and other resources.

### **Small Business Survey from PHL Commerce Dept**

A message from Commerce: "As a Philadelphia business owner, your experiences and ideas are essential to shaping how we support the local business community. We invite you to participate in a brief 5-minute survey: Department of Commerce Small Business Survey. Your feedback can help shape how City of Philadelphia government enhances the design of programs and allocates funding to meet the real needs of businesses. You will continue to receive announcements about upcoming grant opportunities and other resources that may benefit your business. Your anonymous responses will be used to guide our efforts. We truly appreciate your time and input, which are invaluable to creating a stronger, more vibrant business environment in our city."

A quick note - I know there are a lot of questions about large-scale changes happening across many levels of government right now. I am monitoring these and plan to share out about any relevant information to our business community. If there is a way I could be better supporting or informing you all on local and national matters, please let me know!

Take care,  
Katie

## **Email Blast 18 - 1/16/2025**

### **Events + Neighborhood Info**

#### **East Passyunk Restaurant Week - Final Day of Sign-Ups is TODAY**

Last chance! FYI: menus aren't due until 1/21. All we need to know right now is 1) what price point you plan on using, 2) if you'll be serving lunch, dinner or both and 3) if you'll be serving food, beverages or both. You can find more details at the form below.

**[Sign up for EP Restaurant Week here!](#)**

#### **EPA Holiday Party 1/21 at Flannel (soon to be DaVinci and Yu)**

Come celebrate a few weeks late with your EPA peers (and check out the new and improved DaVinci & Yu) on Tuesday, January 21 from 5-7pm!

## **“Police & Community United for Action” Meeting Tonight from 6-8pm at George E. Nebinger School**

Police Commissioner Kevin Bethel is hosting a meeting to address community concerns and discuss upcoming events, such as the inauguration. This meeting is being held at George E. Nebinger School (601 Carpenter St) from 6-8pm.

## **BID Info + Housekeeping**

### **Board Applications Open Until 1/22**

Are you interested in becoming more involved with the EPABID? Consider joining the board! Applications are live and can be found on the [EPA Business Owner's Portal](#) (pw: epabid2002) or at this link: [EPABID Board Member Application 2025](#)

### **Call for Sponsors for Upcoming Events**

Are you looking to get your business a little extra boost? Consider sponsoring one of EPA's upcoming events! Pre-set rates and offers can be found on our [BID One-Sheet](#), but sponsorships are always flexible. Let us know what you need and we can make it happen!

### **EVENTS**

- East Passyunk Restaurant Week: 2/24-3/7
- Women Mean Business: 3/13 at SHDA\*
- Flavors on the Avenue: 4/27 from Broad St. to Dickinson St.

\*looking for women-owned business sponsors for this event in particular

## **Email Blast 17 - 1/6/2025**

## **Events + Neighborhood Info**

### **Restaurant Week Sign-Ups - Early Bird Discount Ends TOMORROW!**

Lock in a discount by signing up today! Details to remember:

- Early bird sign-ups end on **1/7** - if you know you're participating, sign up now to save some \$\$ on your participation fee!
- Menus aren't due until 1/21. All we need to know right now is 1) what price point you plan on using, 2) if you'll be serving lunch, dinner or both and 3) if you'll be serving food, beverages or both. You can find more details at the form below.

**[Sign up for EP Restaurant Week here!](#)**

**Holiday Party at DaVinci & Yu on 1/21!**

Come celebrate a few weeks late with your EPA peers (and check out the new and improved DaVinci & Yu) on Tuesday, January 21 from 5-7pm!

### **Love Notes 4 Philly Discount Code**

SHDA and ePOP are teaming up for the fourth and final installment of Love Notes 4 Philly on 1/11. Shana and Katrina have offered all Ave business owners and employees a discount to tickets. If you are interested in attending, click on this [Eventbrite link to get tickets](#) and use the code EPOPFRIENDS25 for a 25% discount.

### **BID Info + Housekeeping**

#### **Board Applications Opening Soon**

Are you interested in becoming involved with the BID? Have you considered applying to be a board member? The EPABID has a few board spots opening up soon. Stay tuned for more information on this process and let me know if you have any questions in the meantime!

### **Email Blast 16 - 12/30/24**

Hi all,

Two quick reminders -

#### **PLEASE READ - Trash Protocol for Holiday Weeks**

The city rolled out twice-weekly trash collection about a month ago, which seems to be going well! However, this means we all have to be extra vigilant about changes in the trash pickup schedule due to holidays. For twice-weekly areas, **trash will only be picked up on the original trash day** when there is a holiday that week. This means the next trash pickups on EPA will be **Thursday, January 2nd and Friday, January 3rd**. If you put trash out over this past weekend, please bring it inside until later this week and help us keep the Avenue clean!

#### **EPA Restaurant Week**

ICYMI - sign-ups for Restaurant Week (2/24-3/7) are live! Here are two things to know:

- Early bird sign-ups end on **1/7** - if you know you're participating, sign up now to save some \$\$ on your participation fee!
- Menus aren't due until 1/21. All we need to know right now is 1) what price point you plan on using, 2) if you'll be serving lunch, dinner or both and 3) if you'll be serving food, beverages or both. You can find more details at the form below.

[\*\*Sign up for EP Restaurant Week here!\*\*](#)

Have a great New Year!

Katie

## **Email Blast 15 - 12/27/24**

Happy holidays, everyone!

### **Events + Neighborhood Info**

#### **Menorah Lighting: 12/29 at 5:30pm**

Dasi from Shteibel asked me to reach out to restaurants and bars to see if anyone has an interest in hosting any post-Menorah lighting specials. If this is you, let me know!

#### **RESTAURANT WEEK: February 24 to March 7, 2025**

Restaurant Week on EPA is back! Here are the details:

**WHEN:** Monday, February 24th - Friday, March 7, 2024

**\*\*Sign-up Deadline: Tuesday, January 14th, 2025\*\***

**\*\*Menu Deadline: Tuesday, January 21st, 2025\*\***

**WHAT:** Restaurants along East Passyunk Ave offer a special 3-course prix fixe lunch and/or dinner at a set price point (**\$20, \$40, or \$60 per customer**).

#### **PARTICIPATION FEES:**

- Early Bird Rates (**available until 1/7**): \$135 Food & Beverage Businesses; \$80 Food-Only or Beverage-Only Businesses
- Normal Rates (**available until 1/14**): \$150 Food & Beverage Businesses; \$90 Food-Only or Beverage-Only Businesses

#### **WHAT YOU GET:**

- **Website:** EPABID will build a specific landing webpage for EPRW, attracting up to 100,000 web visitors. All participating businesses, menus, and a link to your business and/or reservation site will be listed on our restaurant week website.
- **Announcement:** A press release & social media announcement will be published on Tuesday, January 21, 2025.
- **Graphic and Branding Support:** We will provide a branded menu template/flyer and logo representation on EPRW graphics.
- **Event Marketing:** Participating businesses will receive custom Restaurant Week artwork; Menus received by Monday, January 20th will be featured as "sneak

peeks" for RW offerings; collaborations with online outlets, media, and influencers will also be offered! And more TBA!

**[Sign up for EP Restaurant Week here!](#)**

### **Dry January Promotion**

Bars and restaurants - do you have a mocktail program? Would you be interested in doing one for Dry January? Let us know! We're interested in doing a specific Dry January social media promotion to keep people on the Ave throughout the month.

### **EPA Holiday Party - Tuesday, 1/21 from 5-7pm**

Come celebrate the holidays with your fellow EPAers, three weeks late! Location TBD, snacks provided.

### **EPABID 2025 Events (so far) - Save the Date!**

- **Restaurant Week:** February 24th to March 7th
- **Women Mean Business:** March 13th
- **Flavors on the Avenue:** April 26th or 27th (TBA soon)
- **QOTA Pride Event:** June (date to be chosen after Philly Pride is announced)

### **BID Info + Housekeeping**

#### **Social Media Event Roundup**

Our next social media event roundup post will be on **January 9th!** Please submit any planned events to our **[Events and Promotions Form](#)** so we can make sure they are featured.

#### **Singing Fountain Holiday Light Issues**

As many of you have probably noticed, our holiday lights at the Fountain have been going in and out. There is an issue with the breaker box - Alex from PARC is on it, though! They ordered a part that will hopefully be here soon. In the meantime, if you see they are off and want to be a hero, head over to the outlet to the left of the tree and press the button that has lit up yellow. Everyone around you will "ooh" and "ahh" when the lights come back on. It's pretty fun.

That's all for now! Stay tuned for more announcements in the New Year.

Take care,  
Katie

### **Email Blast 14 - 12/16/24**

Hi everyone,

Just a few things this week.

### **Events + Neighborhood Info**



### **Town Hall Planning for the New Year**

I have heard from a number of you about your interest in having more Town Halls for business owners to ask questions about the BID and other Avenue-related topics and get to know/share knowledge with each other. I'm hoping to have one for each type of business on the Avenue (service, retail and food/restaurant) in the **first quarter of 2025**. So... survey time again!

**[Please fill out our Town Hall + Workshop Survey here!](#)**

(it's also on the Biz Owner Portal)

### **Holiday Specials and Menorah Lighting**

The South Philadelphia Shtiebel is hosting their annual Menorah Lighting at the Fountain again on **Sunday, December 29th**. Dasi (their Rabbi) asked me to reach out to you all to see if you'll be doing any Chanukah specials for that day.

In general, I would love to know **if anyone is doing a holiday special of any kind** so we can promote it! This could be foods, special products, or extra promotion of any kind. Let me know!

### **BID Info + Housekeeping**

#### **Punch Card Refills**

Are you out of punch cards? Let me know! You can swing by the office or Danielle or I can drop them off. We have more now so I can give you a bigger stack!

#### **Free Legal Help from Penn Carey Law**

Penn Carey Law is accepting applications on a rolling basis for their pro-bono legal services! Final decisions will come in by the **second week in January**. Examples of the potential work include: drafting and negotiating contracts, filing IP applications, researching patentability, and counseling over privacy rights and data ownership, and so much more, all pro bono! The link to the application can be found [here](#)!

We are also in the process of planning a free legal seminar. Again, please let me know if there are any topics you all would specifically like to have covered!

#### **Job Posting Form is Up!**

The job posting form is live! Are you a business on the Avenue looking to fill a position within your business? We're here to help! Please complete the form below to provide us with details about the job opening. We will share your listing on our job board and feature it in our bi-weekly newsletter, reaching a wide audience of potential candidates. You can find it in the [Business Owner Portal](#) on our website (pw: epabid2002), but [here is the link for your convenience](#).

Take care,  
Katie

## Email Blast 13 - 12/9/24

Hi everyone,

It's officially the holiday season! Hope everyone is feeling the excitement in the air.

### **Events + Neighborhood Info**

#### **Tree Lighting Recap**

Thank you all for such a lovely tree lighting last week! We had a great turnout (don't have the numbers yet but it looked similar to last years'), excellent entertainment and jolly vibes all around. Check out some B-Roll from the event [here](#)! We got featured on all the live news broadcasts the next morning, too >:)

#### **Holiday Events Roundup**

We have an events roundup grid post scheduled for tomorrow. If you are having anything fun around the holidays, please submit it to our beloved [Events and Promotions Form](#) by **EOD today** so it can be included!

#### **Punch Card Refills**

Are you out of punch cards? Let me know! You can swing by the office or Danielle or I can drop them off. We have more now so I can give you a bigger stack!

#### **Business Owner Portal on EPABID Website**

Just a reminder to check out our [Business Owner Portal](#) (password: *epabid2002*) for updates, resources and more. I'm also going to post our latest PR hits and the Google Doc where I draft all of these lovely emails, so you can read back without digging through your email inbox. I'm going to start transitioning more updates and information to this page instead of including them in emails, so please get used to using it!

### **BID Info + Housekeeping**

#### **Wreaths for Your Front Door**

On behalf of the Beautification Committee, Carolyn Zinni has graciously offered to purchase wreaths with a bow from Home Depot in bulk and come install them for folks! The total cost would be **\$22** for the wreath and hook for your door. Please let myself or Carolyn ([carolyn@carolynzinni.com](mailto:carolyn@carolynzinni.com)) know if you are interested in this.

#### **From PHL Commerce Dept: Philadelphia Business Lending Network**

Some of you might already be familiar with this resource, but a colleague at Commerce recently highlighted the [Philadelphia Business Lending Network \(PBLN\)](#) to me. This is a free service that allows business owners to express interest in financing through a single, streamlined form that connects them with nonprofit lenders, for-profit lenders, and other funders. I'll add this to the BID's Business Resources doc, found on the EPABID Business Owner's Portal!

Thanks all! Stay warm out there.

Katie

## **Email Blast 12 - 11/26/24**

Real quick updates about punch cards and ornaments!

### **Punch Cards**

Many of you should have received your EPA Loyalty Punch Cards! **If you did not receive cards and want them for Saturday**, visit the following shops to pick up your set:

- Frame Fatale
- Good Buy Supply (closed Friday but open Saturday)
- Headhunters Hair Design
- Latchkey

If you run out, shoot me an email/text and we will replenish next week! Do you need a hole puncher? If so, let me know and I can order some.

### **Ornaments**

The tree is up at the Singing Fountain! If you want to hang an ornament on it, go for it. Just let me know so I can list your business online!

I'm off from Thursday-Sunday, but will likely be bopping (and shopping) around the Avenue on Saturday. If you need anything urgent, please shoot me a text at 267-225-1920 and I'll do my best to get back to you!

More to come about a toy drive, funding applications from Commerce, etc. in my email next week.

Have a great holiday and sell lots of stuff!!!

Katie

## **Email Blast 11 - 11/22/24**

Hi everyone,

Just a few updates this week, but they are important so please read!

### **BID Info + Housekeeping**

**Town Hall Recap: Social Media, Safety and EPABID Updates**

Thank you to everyone who came out to our Town Hall at Ember and Ash on Tuesday! You can find detailed notes recapping the information shared attached to this email, or found [here](#). Some highlights to consider:

- Review your cameras periodically for functionality. Use tip jars that are bottlenecked (like a vase) to deter stealing.
- When using the Events and Promotions form, please write descriptions and names **exactly as you would like them to be used** on socials, in a newsletter and/or on our website. This limits mistakes and misprints! Click through to the notes for specific details on how best to do this.
- Before giving feedback on posts, please consider:
  - EPABID strategy is different than those used by individual businesses. Take a moment to think about how the post is serving the entire Avenue!
  - Leading with respect and solutions instead of complaints
  - Joining the Marketing Committee to really get your ideas heard!

### **Social Media Contractor Shift: Welcome KScope!**

After working with Dearest Media for a few months, they have decided to take their company in a new direction. We are grateful for the work they did making the Avenue socials more consistent in our brand and beginning a more holistic approach in showcasing the Ave.

While we figure out a permanent solution for social media management, our PR contractors KScope have offered to step in and assist me in creating content and managing our social media pages! They have years of experience managing BID socials for the Headhouse District and other local businesses in and around South Philly. Despite the shift in management, our general requirements will not change much: please continue using the **Events and Promotions Form** to submit your events and expect story reshares and featured grid posts multiple days each week. If you have ideas for how you want our social media strategy to look, please join the Marketing Committee! They meet monthly and are my trusted consultants on all things marketing for the Avenue.

### **Events + Neighborhood Info**

#### **Please Submit Events for our December Roundup**

Submit to the [Events and Promotions Form](#) for all your December happenings!

#### **Deck the Ave: Ornaments, Punch Card and SBS/Fall First Friday**

Please get your ornaments to me by **Monday, 11/25** at the absolute latest! We're decorating the tree on Tuesday morning if anyone would like to assist.

Our **loyalty punch cards** are here! They follow a similar format from years' past - \$10 spent at participating businesses earns a punch, and 10 punches allow the customer to enter to win a gift/gift card each week. We have two main differences this year:

- Instead of customers submitting cards wherever their last punch was given, we are asking them to drop their cards at the **EPABID Office** or at **Latchkey Records** once

completed. They can come into the office/store or slip them through the mailslot/into the mailbox.

- There is a QR code on the back for customers to track their purchases. **Please encourage them to do so!** It's another opportunity for them to win a raffle prize *and* (more importantly) will help us kickstart a longer-term loyalty program, as well as learn more about spending habits on the Ave.

We'll be dropping them off early this week and next week. **Please let me know if you'd like to donate a small gift for the raffle!**

Finally, please let me know if you are participating in Small Business Saturday (11/30) or our last Fall First Friday (12/6) by filling out our [Deck the Ave survey!](#)

I think that's it! Have a great weekend.

Katie

## Email Blast 10 - 11/11/24

Hi everyone,

Hope you all had a relaxing, rejuvenating weekend. Also, happy Veteran's Day!

### Events + Neighborhood Info

#### **Deck the Ave Survey**

Please take some time to fill out our [Deck the Ave survey!](#) It covers participation interest for all of our holiday events, our Gift Guide submission ask and more. It should take no longer than 10 minutes to finish.

**Please complete the survey by November 15th** so we have ample time to put everything together.

**[Fill out the Deck the Ave Survey here!](#)**

While you're in survey mode, [let us know how the Fall events went](#). It helps! A lot! Here is some of the [Fall Fest B-Roll](#) KScope captured - feel free to take a look and use it for your social if you'd like.

#### **Fall First Friday - Last Call for Sponsorships**

If you'd like to sponsor the last Fall First Friday on December 6th, please complete the following steps **by 10am tomorrow:**

1. Submit a payment of \$35 [via Paypal link](#)
2. Submit a high-resolution .jpg or .png of your logo for the poster (titled with the name of your business) [here](#)

## **Deck the Ave Sponsorships**

We are still looking for both fiscal and in-kind sponsorships for Deck the Ave this holiday season. Check out our [BID-oriented sponsorship package here](#). We are flexible! Let me know what you are looking for and we can find an approach that works for all.

## **BID Info + Housekeeping**

### **Business Owner Portal**

Danielle and I have been working on a password-protected Business Owner portal on the EPABID website - an easy, one-stop-shop for all things BID-related. For now, it has 5 elements:

- Office schedule and open hours
- Events and promotions form
- Job postings for an EPABID job board
- Resource doc for funding sources and recommended contractors for a variety of needs
- 311 form so we can all hound the city to make changes together!

Some of these elements still need to be built, but feel free to check it out at <https://www.visiteastpassyunk.com/business-owner-portal>. The password is **epabid2002**

### **Free Legal Seminar for Ave Businesses**

I was recently contacted by a local attorney named David Wisniewski who is interested in hosting a free legal seminar for BID business owners. Here are some topics he could cover:

- **Employment:**
  - PA State and Federal Anti-Discrimination laws (including ADA, FMLA, etc.)
  - Medical Marijuana
  - Hiring/Firing
  - Wage/Hour (minimum wage, overtime, classification/independent contractor/employee, etc.)
  - Employee Handbooks
  - Non-Compete Agreements
  - Non-Disclosure Agreements
  - Severance Agreements
- **Premise Liability** (slip and fall, etc.)
- **Landlord Tenant/lease issues**
- **Commercial Contracts**

If we are planning for a seminar in early 2025, which 1-2 topics would you most like to see covered?

That's all! (she says after yet another information-dense email)

Katie

## **Email Blast 9 - 11/4/24**

Hi everyone,

## **Election Security Update**

Here are the highlights from an Election Security briefing I attended last week:

- From a Homeland Security perspective, there is a "heightened security threat" nationally for unrest today through this week, but no specific concerns for our region at this time. I'll let you know if that changes.
- **Certain businesses (especially those in Center City) have opted to hire extra security for today** to make their employees feel safer. Many of these businesses suffered losses during the unrest in 2020, which is the primary reason they opted for extra security. They have not hired extra security beyond today.
- Public transit is expected to remain accessible and uninterrupted, barring major changes or events.

More locally, Officer Kelly let me know he's working overtime today to cover the polls and any potential issues that arise. He may be moving in and out of our district. If you run into a specific issue today or this week, I would recommend calling him first but calling 911 if you do not get an immediate response from him. He will be extra busy until further notice.

I will alert everyone via email if I hear of any further security interventions for today or this week.

### **Deck the Ave Survey**

If you need a little distraction from the events of today, please take some time to fill out our [Deck the Ave survey](#)! It covers participation interest for all of our holiday events, our Gift Guide submission ask and more. It should take no longer than 10 minutes to finish.

**Please complete the survey by November 15th** so we have ample time to put everything together.

[\*\*Fill out the Deck the Ave Survey here!\*\*](#)

Let me know if you have any questions about the above, or just need to vent. Take care of yourselves today and **go vote!!**

Katie

## **Email Blast 8 - 10/29/24**

### **Events + Neighborhood Info**

What a week! So fun seeing the Avenue so vibrant for such a variety of events.

### **Fall Events Recap**

When you get a chance, [please fill out this brief \(1-2 min\) survey](#) to let us know how the Witch Craft Crawl and Fall Fest impacted your businesses. We sold **376 tickets** for Witch Craft

Crawl this year, making it the biggest year ever for this event! Preliminary pedestrian counts are saying Fall Fest brought **nearly 12,000 people** to the Avenue on Saturday. Yay for the drought...?

Finally, congrats to Elaine at **Frame Fatale** for winning our window dressing contest and to Nancy and her **Headhunters** crew for winning the Costume Contest! Thanks to all of you who decorated your windows - the Ave looks spooky and I love it.

Our PR company KScope shared their photos from the events - [check them out here](#) and feel free to use whatever you want! Just credit Shannon Pepe if you do.

**[Fill out the Fall Events Recap Survey Here! PLEASE!](#)**

### **Deck the Ave Survey Incoming**

Early next week, I'll be sending out another survey asking about:

- **Small Business Saturday (11/30)** specials/programming
- **EPABID Gift Guide:** What will you be submitting, if anything? We will need: name, price and a short description, as well as a high-quality photo of the item.
- **Caroling:** Do you want to pay for EPOP to perform at your store?
- **Other ideas for holiday programming**

### **Events and Promotions Form**

As always, please submit any upcoming events to our [Events and Promotions Form](#). It helps us promote you on our website, newsletter and socials! Also, please be sure to tag us on Instagram when you post about your own events.

### **Safety and Social Media Workshop: 11/19 from 4-6pm upstairs at Ember and Ash**

Please join us for a town hall + workshop series covering 1) safety tips for the holidays from Officer Kelly and 2) social media tips and tricks from our very own Dearest Media. More details and a full itinerary coming soon, but please save the date!

### **Street Work on EPA Between Dickinson and Tasker Starting This Week**

That's what I heard from the Streets Dept! It should be done by early November.

### **EPABID Has COVID Tests**

They don't expire until September 2025. Let me know if you need any!

### **BID Info + Housekeeping**

### **Deck the Ave Sponsorship Packet + EPABID Sponsorship One-Sheet**

Are you planning big things for the holidays and want a little extra promotion? Or are you a new business seeking to establish your foothold in South Philly? With a multi-decade history of stewarding and promoting East Passyunk, look no further than a partnership with the EPABID.



In conjunction with the EPABID's Sponsorship Committee, I've developed a sponsorship package designed for both external partners and for EPABID businesses to get the best bang for your buck. The more money the BID can fundraise, the more we can do to promote economic vitality on the Avenue through events, business development, capital improvements and more.

Our packages are fully customizable. Let me know if you have questions!

- [External Sponsorship Package](#) (with Deck the Ave asks)
- [EPABID Business Sponsorship One-Sheet](#)

### **VisitPhilly Hospitality Symposium**

Philadelphia is gearing up to host a wave of visitors in the coming years, and we want you to be fully prepared to welcome them! [The Philadelphia Hospitality Symposium](#) is your ticket to perfecting top-notch hospitality in our dynamic city.

This one-day event on Monday, November 4 is filled with expert-led workshops focused on boosting customer service, sharpening marketing techniques and expanding your understanding of Philadelphia as a leading, welcoming and inclusive destination. It's free to attend, but space is limited. [Register today!](#)

## **Email Blast 7:**

Happy Friday everyone!

### **Events + Neighborhood Info**

#### **Fall Events**

- [Witch Craft Crawl](#)
  - Wednesday, October 23rd from 6pm-10pm. If you are participating, we will be dropping off your stickers and signage later today.
- [Fall Fest](#)
  - Saturday, October 26th from 11am-4pm. 1500-1600 blocks of EPA. Reminders:
  - **MOVE YOUR CARS, PLEASE!** We will begin towing between Morris and Dickinson and from the PPA lot at **6am on 10/26**.
  - **What are your specials, if any?** Respond to this email to let me know.
  - **Trick or treating:** please purchase your own candy to get started! We will come around with extra candy between 12-1pm.
- [Fall First Fridays](#)
  - New posters incoming. **If your special for 11/1 will change from what's listed on [this page](#), let me know!**

## Deck the Ave

Look out for a survey regarding December "Deck the Ave" events in an email next week. For now, please save these dates:

- **Small Business Saturday:** November 30th
- **Tree Lighting:** December 4th from 5-7pm at the Singing Fountain
- **Santa:** December 14th and December 19th
- **Live entertainment** throughout the month!

## Events Submissions

Friendly reminder to please submit any November events to our [Events and Promotions form](#) by **Sunday, October 27th** to be eligible for a grid post highlight. If you miss that deadline, no sweat - newsletter and website inclusion is on a rolling basis. Also, tag us in posts for your event so we can do a story reshare and pin!

## CCD Open Streets Takeaways

[An article came out in BillyPenn](#) about the business benefits of Center City District's Open Streets in September. Here are the highlights and what they might mean for EPA:

- Of retailers surveyed, **79% reported an increase in sales** when streets were closed
  - Those businesses saw **sales increase by an average of 68%**
- They saw a **36% increase in foot traffic** (which is about the same increase we see on successful Passeggiata and First Friday evenings)

**However**, closing the street is costly. This was not listed in the article, but I have heard through the grapevine that each street closure cost nearly \$15K in first responder, insurance and personnel fees. And this is without heavy programming!

Let me know if Open Streets is something you all are interested in, or if you have other thoughts!

## BID Info + Housekeeping

**Officer Kelly's new number** is 267-225-5192. Save it! Learn it! Love it!

## Associate Business Membership Program

In order to expand our community and incorporate more of the East Passyunk neighborhood, we are rolling out an Associate Business Membership program to brick-and-mortar businesses in the neighborhood. **The benefits ABM members receive would be a tier below the benefits Avenue rate-payers (like you all) receive.** More information is attached to this email and here is a [map of eligible businesses](#). If you know of business owners within the boundaries that would be interested in this program, please send along the flier or connect them with me!

## Business Resources Page

Forever a work in progress, but ICYMI, here is our [Business Resources page](#). I'm working on a calendar of grant/funding opportunities that will send reminders when applications are due. If you know of open grants or funding sources that aren't on this list, please send them my way!

Ok, that's it! If you made it this far, thank you. I'm working on brevity, I promise.

Katie

P.S. [Happy Homeshake day!](#)

## Email Blast 6:

### ***EPABID Updates: Fall First Friday Marketing Sponsorship & Feedback, Social Media + PR Guidelines, other Fall Events***

Hi all,

Mostly events-oriented this week. Unrelated, but I cannot get enough of that new [MJ Lenderman album](#). So good!

#### **BID Info + Housekeeping**

##### **Contractor Communication + Introductions**

I am excited to introduce Sarah and Shannon of [KScope](#) as EPABID's PR for the rest of 2024! They have experience working for the Headhouse District BID and other local small businesses. They will be focusing on Avenue events but are here to pinch-hit and really put EPABID on the map for the holidays. They are CC'ed on this email in case you want to send them any nice photo assets you have of your businesses or the Avenue!

**This brings me to an important reminder about the BID's contractors and their role on the Avenue.** We are grateful to have such a broad reach into the community and beyond, via both our reputation and our social media and PR presence. I know there have been a lot of changes lately, but the ultimate goal of our shift in strategy is to get people to the Avenue and make sure each business gets their time in the spotlight. This strategy was outlined through much deliberation and thoughtfulness on behalf of the board, myself and our contractors.

However, if you have feedback on how things are being handled, that **should be directed toward myself and our Marketing Committee**, as it is our job to work with our contractors to ensure the best strategy is developed and carried out. Email, call, text or swing by the office - I will be here to hear you out and carry that feedback forward, if it's applicable to our guiding principles. If you need to reach out to contractors to ask questions about guidelines, ask for help with photos/assets or check to make sure your event has been uploaded properly, go for it. If it's anything else, send it to me!

If you need a reminder of the updated Events and Promotions submission guidelines, you can find them [here](#).

**TL;DR: our social media and PR contractors are excellent, and they are new.  
Let them cook!**

#### **Events + Neighborhood Info**

### Fall First Fridays

First one down, two to go! I'd love your feedback - how did it go? Were people out and about? Did they buy anything? Was it fun?

- The next two are **November 1st and December 6th** from 5-9pm. Here's what I need from you all:
  - **If you are interested in the marketing sponsorship for Nov 1st and/or Dec 6th:**
    - Pay \$35 for one event or \$70 for both: [click this link to pay](#)
    - Submit a high-resolution .jpg or .png of your logo for the poster (titled with the name of your business) - [submit logo here](#)
    - Let me know what you'll be doing for November's event **only if it's different than what you offered for October**. It's Day of the Dead, so hop on that theme if it suits you!

### Witch Craft Crawl

Wednesday, October 23rd from 6pm-10pm. Posters are en route!

- **Last call for participants:** email me back with your special if you haven't already. Everyone who submitted to me is up on the website if you need to double-check.
- **For those participating:** look out for another email from me with instructions and a specialized sign for your specials to hang inside/on your window.

### Fall Fest

Saturday, October 26th from 11am-4pm. 1500-1600 blocks of EPA. Window dressing contest interest has closed, but we still encourage you to decorate!

**MOVE YOUR CARS, PLEASE!** We will begin towing between Morris and Dickinson and from the PPA lot at **6am on 10/26**. The street will be closed until at least 7pm that evening. Tell your neighbors! And the tenants living upstairs!!

If you haven't already told me, I need to know:

- **Are you interested in participating in trick-or-treating?** We have some candy but businesses will be expected to purchase some of their own too.
- **What lunch specials/other things will you have going on that day?** We want to drive folks up and down the Avenue!
- **Interested in volunteering to clean up the Avenue before Fall Fest day?** We will have a Avenue-long cleanup on **Friday, 10/25**. Email me if you want to participate!

**Tree Lighting:** Wednesday, 12/4 from 5-7pm at the Singing Fountain.

- If you want to make/buy an ornament that represents your shop for the tree, let me know!

That's all for now. Apologies if I missed anything - brain is foggy today.

KT

## Email Blast 5: Week of September 16th

Hi everyone,

It's finally fall! I am professionally very excited because of all of the events and other fun things we have coming up, but mostly I'm just happy to be able to start wearing sweaters again. I am not a fan of the heat.

Lots of fun neighborhood things going on this week in addition to EPABID activities!

## **Events + Neighborhood Info**

### **FALL EVENTS**

Upcoming events as follows:

- **The Enterprise Center Curbside Assistance**: THIS Thursday, September 26th from 10am-2pm. They will park in the 1600 block. There for all of your business needs! Go say hi!
- **Fall First Fridays**: October 4th, November 1st, December 6th from 5-9pm. **If you are interested in the marketing sponsorship for Nov 1st and/or Dec 6th**, [click this link to donate](#). If you are participating in the event on Oct 4th (regardless of sponsorship), let me know what you're doing by replying to this email! I want to put everyone's activities up on our website.
- **Witch Craft Crawl**: Wednesday, October 23rd from 6pm-10pm. Getting the graphic up shortly!
- **Fall Fest**: Saturday, October 26th from 11am-4pm. 1500-1600 blocks of EPA. Window dressing contest interest has closed, but we still encourage you to decorate! If you haven't already told me, I need to know:
  - **Are you interested in participating in trick-or-treating?** We have some candy but businesses will be expected to purchase some of their own too.
  - **What lunch specials/other things will you have going on that day?** We want to drive folks up and down the Avenue!
  - **Interested in volunteering to clean up the Avenue before Fall Fest day?** We will have a Avenue-long cleanup on **Friday, 10/25**. Email me if you want to participate!

### **VISIT PHILLY EVENT SUBMISSION FORM**

I met with Cassie Tomkins at Visit Philly a few weeks ago, and she asked that I share these resources with all of you:

- **Visit Philly Content Submission Form**: have an event coming up? Share it to a wide audience for free via Visit Philly! Their team reviews these weekly, though as a disclaimer submission does not guarantee coverage.
  - While you're at it, submit to the EPABID [Events + Promotions Form](#) too! Give us a two-week leadup if you'd like your event to be eligible to post on our Instagram grid or in our newsletter.
- **Google Listing Office Hours**: See the attached postcard for businesses to sign up for Visit Philly's Google listing office hours and virtual program. It has the links via QR codes where businesses can access the free resources.

### **PHILADELPHIA OPEN STUDIOS TOUR**

The 25th Anniversary of the Philadelphia Open Studio Tours (POST), a program of The Center for Emerging Visual Artists (CFEVA), is Philadelphia's largest self-guided tour, featuring over

180 artist studios and creative workspaces. Philadelphia artists working in all visual media are invited to participate and anyone can attend the event free of charge. Learn more at [cfeva.org/philaopenstudios](http://cfeva.org/philaopenstudios).

- **PHILADELPHIA OPEN STUDIO TOURS DATES:**

- Studios Open West of Broad > October 19 + 20, 2024 from noon-6pm
- Studios Open East of Broad > October 26 + 27, 2024 from noon-6pm

## **PHILADELPHIA CHAMBER OF COMMERCE ANNUAL MEETING**

This year it will be held on **October 25th** at Convention Center. [Register here!](#)

## **BID Info + Housekeeping**

### **REMINDER: TRASH PICKUP GUIDELINES**

Let's all do our part to keep East Passyunk clean! PARC, Leroy and the whole cleaning crew do an excellent job on the Avenue 6 days a week, but it's up to everyone to follow trash-pickup guidelines to make the cleaning lift a little easier. Some reminders:

- **Trash pickup is every Wednesday morning.** Trash can be set out anytime after **4pm** the previous day. On weeks with federal holidays, pickup will be **Thursday mornings**.
- **Recyclables must be put in a plastic receptacle.** Putting recyclables out in a paper bag means items will often fly out, tip over or disintegrate in the rain. Make sure recyclables and trash are put out **next to each other** and not on top of each other so our sanitation workers know what to grab. You can get a receptacle at one of the [city's sanitation centers](#).
- If someone has left out a big piece of furniture, extra trash or anything the City and/or PARC cannot haul, please call 311 or [file a report online](#).

### **PANBO: THE SMALL BUSINESS MOSAIC**

A group of recent Wharton grads is putting together a very cool project to support small, local businesses. They are interested in piloting their program here on East Passyunk! I'm going to meet with them this week to see what that entails, but for now, check out their [Small Business Mosaic](#), "a digital space where Philadelphia's businesses can share their stories and where shoppers can explore local business corridors, all while understanding the positive, community-wide impact of supporting them." Check out the attachments for more info and let me know if you have thoughts or questions I should direct to them!

### **PECO WAYS TO SAVE PROGRAM**

PECO offers a program designed for small businesses to reduce their carbon footprint and shrink energy costs across platforms. Their [small business solutions](#) program provides turnkey service for small businesses that want to upgrade lighting, HVAC and other systems at their business. Through this program, PECO provides:

- No Cost Energy Analysis - Free on-site analysis of your business, with a custom report detailing the estimated energy savings of potential upgrades.
- Direct Install - Installation of energy-saving items.

- Incentives -Savings off the cost of energy efficiency upgrades, including interior and exterior lighting, refrigeration and hot water measures.

Links to programs can be found below:

- [Link to PECO Ways to Save](#)
- [Link Small business solutions website](#)
- [Link to our Instant discount solutions](#)
- [Link to our find a Contractor tool](#)
- [Link to additional Financial Resources page](#)

## HOMELESS SERVICES FLIER

If you see someone in need of services or sleeping outside, please reference the attached flier or visit the [Homeless Services help page](#) to figure out what to do next. The system is not perfect, but it is the one we have.

Thanks all! Reach out if you need anything.

Katie

## Email Blast 4: Week of September 2nd

Hi everyone,

Hope you all had a nice holiday weekend! Just a few updates this week.

### Events + Neighborhood Info

#### FALL EVENTS

Upcoming events as follows! If you are interested in participating in First Fridays, the Witch Craft Crawl or Fall Fest, please fill out the [Fall Events Info](#) form by **TOMORROW, Friday, September 6th.**

- **Bada Bing-o Night:** Thursday, September 12th from 5:30-8:30pm at Neumann Goretti cafeteria. If you're interested in donating still, let myself or Capri know **by the end of the day tomorrow!**
- **Fall First Fridays:** October 4th, November 1st, December 6th from 5-9pm. **There is an optional marketing sponsorship of \$35 per event (or \$100 for all 3),** which will get your name/logo on the poster and mentioned prominently on our website homepage. If you are interested in this sponsorship, [click this link to donate](#). Be sure to note which event(s) you want the marketing sponsorship to apply to! All participating businesses will be mentioned on the event page on our website.
- **Witch Craft Crawl:** Wednesday, October 23rd from 6pm-whenever. You do not need to be a restaurant/bar to participate!



- **Fall Fest:** Saturday, October 26th from 11am-4pm. 1500-1600 blocks of EPA. If you are interested in entering the window dressing contest, please fill out the Fall Events Info form! **You MUST let me know your theme by September 6th.** If you've already filled out the Fall Events info form but did not indicate a theme, feel free to email me your theme instead.

**\*\*\*IMPORTANT:** If you are interested in participating in the above events, you **MUST fill out the [Fall Events Info](#)** form by this Friday, September 6th!

**Passeggiata:** it's over! Thanks for everything! Coming back next summer!

### **EPA Business Happy Hour**

The Business Development Committee is bringing back the (in)famous EPA Business Happy Hours! Our next one will be **Tuesday, September 17th from 5pm-7pm** at Noir (cash bar). Thank you to Donnamarie for hosting! Stay tuned for other happy hours and workshops in the fall.

### **Watkins Street Studio Open House**

Isaiah Hagar (of Magic Gardens/mosaic extraordinaire fame) has recently gifted his studio at 1002 Watkins Street to the Magic Gardens organization. They are hosting two open houses on **Thursday, September 5th at 5pm** and **Saturday, September 7th at 10am** to gather intel from the neighbors about what kind of programming they'd like to see at the studio. On a personal note, I stopped by there last year and it was really cool. Highly recommend checking it out. More info [here](#) and attached!

### **Singing Fountain is Back in Action!**

Let's all give Alex Balloon of PARC a BIG thanks for getting it back up and running so quickly. It was not an easy (nor cheap) fix.

### **BID Info + Housekeeping**

#### **The Enterprise Center (TEC) Curbside Services**

TEC will be on the Avenue on **Thursday, September 26th from 10am-2pm** (exact spot TBD). They can assist with loan and grant applications, small business resource information and other actions to help you grow your business. Check out the attached flyer for more information. If you have questions, let me know or reach out to Rhonda Jackson at [rhondaj@theenterprisecenter.com](mailto:rhondaj@theenterprisecenter.com).

**Relatedly**, I am putting together a document to house relevant information about grants, programs, liaisons and more. [You can find it here](#). Still a work in progress but feel free to take a look and let me know what you all want to see there/learn more about.

#### **Events + Promotion Submission Form**

Please [fill out this form](#) with any upcoming events you're having at your business so we can feature you on our socials, newsletter and website calendar. We are trying to be equitable with our Instagram shares, so if you've been shared recently we might "spread the love" elsewhere this time around.

Please let us know if you have any specials/events concerning:



- Tuesday's Debate (9/10): will you be having the debate on? With or without sound? Will you have any specials related to the debate?
- Oktoberfest
- Fall events (apple picking, pumpkin stuff, Halloween, etc.) - this does not include EPABID events
- Election day: any big plans/specials?

All for now. I will keep popping in to businesses, but if we haven't met and you have a minute, come say hey! It gets lonely in the office! Or shoot me a text and we can find a time for me to say hello: 267-225-1920.

Best,  
Katie

## Email Blast 3: Week of August 19th (all about events)

Hi all,

As promised, I have more information about our upcoming events and need some information from you all! In chronological order:

### **Upcoming events and promotions (esp. Labor Day and Back to School) for our newsletter and socials**

Please fill out our usual Events and Promotions form if you have any upcoming events to highlight in our public newsletter, set to go out next week. Thank you to all of you who have submitted events - keep 'em coming!

We are especially looking for any **Labor Day and Back-to-School deals** you have coming up, since that holiday is right around the corner. Also any sports-related events with the start of the Eagles season! Send them our way **by replying to this email or uploading them to our Events and Promotions form by Tuesday, 8/27.**

### **Fall on the Avenue: Updates and Asks**

Fall is nearly upon us and we're doing some major planning for Avenue events!

**PLEASE. Please. Please?** [fill out this form](#) to let us know if/how you will be participating in these events. **Answers due by Friday, September 6th!** If you have questions, please let me know.

[Click here! Click here! Click here!](#) (how annoying can I get?)

Here's what you'll find in the form:

- **Fall First Fridays:** After receiving feedback from Avenue businesses, **we will not be having a participation fee.** However, there will be a \$100 marketing sponsorship businesses can opt into. More information in the form above.
- **WitchCraft Crawl and Fall Fest:** please fill out the form above to help us plan! And let me know if you have further questions.

## Business Happy Hour

Noir has graciously agreed to host us for a fall **EPA Business Happy Hour** on Tuesday, September 17th. Details to follow, but save the date!

That's all for now! I'll be sending other Avenue updates this time next week.

Enjoy the weekend!

KT

## Email Blast 2: Week of August 12th

Hi everyone! Sorry in advance - this is a long one. If you're short on time, at least read the information about the events section! More info to come on all of the below as well.

### Events + Neighborhood Info

#### FALL EVENTS

So many great events coming up on the Ave in the next few months! As always, if you'd like to get involved with the planning or execution of any of these events, please let me know.

- **NEXT UP:**
  - **Bada-Bingo Night** - Thursday, Sept 12th (5:30-8:30) in the Neumann Goretti cafeteria. All proceeds benefit the BID. BYO food and drink.
    - Capri is looking for donations for the event - ideally in \$25, \$50 or \$100 denominations. Gift cards, physical items, whatever you have that's collecting dust in the back of the store... anything helps! We also have sponsorship options available. If you want to donate, please reach out to Capri at [capri@capricloses.com](mailto:capri@capricloses.com). If you want to sponsor, let me know!
- **OCTOBER:**
  - **Fall First Fridays on the Avenue** - first Fridays in October, November and December (10/4, 11/1 and 12/6) from 6-9pm along the Avenue. I know many of you have been asking for us to do a First Friday, so here it is! We are hoping to highlight any arts-oriented shops, with arts defined loosely. If you sell something creative, you should participate! There will be a participation fee of \$100 for the season per shop, which will get your name written on our social media and newsletter blast, as well as any posters we make. Sign-up sheet will come in the next email blast.

- **WitchCraft Crawl** - Wednesday, October 23rd (6pm-?) along the Avenue. Beginning stages of planning but likely similar to last year, with some tweaks. Start thinking about if you want to participate and, if so, what drink specials you would like to offer. Let me know if you'd like to sponsor any of it! (It'll be more organized this year, I promise!)
- **Fall Fest** - Saturday, October 26th, 11am-4pm on the 1500 and 1600 blocks of the Avenue, as well as the PPA lot. Here are the details (and a few things we need from you):
  - Craft vendors set up in PPA lot and along the Ave with a DJ and other live entertainment
  - Trick-or-treating (more info to come re: candy)
  - Lunch specials that we can advertise to festival-goers so we can pull people down the Avenue
  - **Window dressing costume contest:** For this year, we want to spruce up the Avenue and have a healthy competition while we're at it. Here's how it works: businesses will opt-in to the contest by dressing up their windows in a specific theme. We will then advertise this theme to the public and encourage them to pick a theme to model their costume after. At Fall Fest, whatever business/member of the public pair wins the contest will receive prizes: raffle winnings for the public and a free sponsorship for the business at Flavors in 2025.
- **LATER:** We will be doing another movie night this fall, but exact date tbd.

I will be sending out forms to submit ideas for themes, specials and everything else in the next week or two. Please keep an eye on your email! I will also be coming around to shops to ask for any input if I don't hear from you via email.

***More SPONSORSHIP OPPORTUNITIES coming soon. Stay tuned!***

### **Safety Updates**

I know there has been a string of counterfeit bill-related crimes on the Avenue these last few weeks. They seem to be happening on Mondays. Officer Kelly is aware and has photos. I also asked him to see if the PPD offers any grants for businesses to purchase pens and bill scanners. Our local PPD Town Hall is **Tuesday, August 27th at 7pm**. Constituents are encouraged to attend, but if you can't make it and have safety concerns, let me know and I will bring them up!

### **Passeggiata Recap**

Thank you to all of you who responded to our [Passeggiata Check-In](#) form. If you haven't yet, please do so - we want to hear from you!

According to pedestrian data from PARC, **foot traffic is up by 25%** compared to Thursdays last summer. That's an **extra 1,500 people** on the Avenue on any given Thursday. Here's what business owners have said about the event:

- In general, sales have **increased** or remained the same across all industries, with a few outliers.
- Most businesses who responded wanted **more live music** on the Ave and **more collaborations between businesses**.

- Most businesses enjoy Passeggiata and would be willing to **staying open until 8pm** for events like this in the future.

Respond to the poll to get your thoughts heard!

## **BID Info + Housekeeping**

### **New Website**

Check it out at [www.visiteastpassyunk.com](http://www.visiteastpassyunk.com)! BIG thanks to Ann Lastuvka (Bookkeeping + Special Projects) and Elaine Johnson (Frame Fatale owner and BID Secretary) for making this happen. It's really pretty. Still to come on the site:

- More information about the BID - who we are, what we do, the story behind our brand, etc.
- An **available spaces** page for rentable commercial space on the Ave
- A **donation page** (!!!)
- A **business owner portal** to submit events and other specials. In the meantime...

### **Events + Promotion Submission Form**

Please [fill out this form](#) with any upcoming events you're having at your business so we can feature you on our socials + newsletters. We are trying to be equitable with our shares, so if you've been shared recently we might "spread the love" elsewhere this time around.

If you need ideas for new specials/events, here's what's coming up in the near future:

- Eagles season starting + other sports specials
- Back to school/Labor Day
- Oktoberfest
- Fall events of all kinds (pumpkins, spooky/Halloween-themed, apple picking, etc.)
- Start thinking about the holidays!

Full list of possible events/specials (with submission deadlines) can be found [here](#).

### **311 Calls for Avenue Issues**

Just a reminder to please call 311 for things like:

- Sink holes in the street/on the sidewalk
- Big Belly trash cans overflowing
- Illegal dumping on the Avenue
- Many other fun things!

Please also let me know of these things if you see them, and I will submit a 311 request as well. Unfortunately, there is not much we as a BID can do about things under the City's purview. But we can complain, united! CM Squilla's office can also often push big issues along, if needed.

### **Avenue Walks**

Still doing it! There are so many of you! As always, if you'd prefer to set up a time to meet, feel free to reach out via email or text/call at 267-225-1920.

Talk soon!

KT

## Email Blast 1: 7/26/24

Hey EPA Community,

My name is Katie Hanford and I am the new Executive Director of the EPABID! I've met a few of you and look forward to meeting the rest of you in the coming weeks. I've loved the Avenue as a neighbor and frequent customer for years and am very excited to serve you all in this new role. If you're free **tonight**, Nutmeg has been kind enough to let me hold a **meet and greet** from 5-7pm. Come by and say hello over a delicious non-alcoholic cocktail!

I am resurrecting the bi-weekly outreach emails in the style of former ED Adam Leiter - succinct, easy to read and informative (this one is an outlier in its length, I promise!). If you have any suggestions for things to include, questions about me or the BID itself, please don't hesitate to reach out. I'm typically in the office or bopping around the Avenue.

### Events + Neighborhood Info

#### Philly 10K Announcement

- The annual Philly 10K will take place on Sunday, August 25 starting at 7:30AM. **There will be no parking or driving on E. Passyunk between Dickinson and 9th St from 1AM-12PM that Sunday**, as well as other street closures in the area. There will be signs posted, but please take a look at the attached documents to make sure you don't get towed! I have the contact for the organizer if you have questions.

#### South Philly Optical Discount

- Mark Miller from South Philly Optical asked me to pass along this generous announcement:  
"After speaking with some members of our business community on East Passyunk, we have found many folks do not have vision benefits, even if they have insurance. As a member of the East Passyunk Avenue BID, we have decided to give our fellow members a discount on all their optical needs at our South Philly Optical location. All employees on the Avenue are eligible for this benefit. We look forward to enrolling you and your company in our benefit plan!"

If you are interested in learning more, please contact **Mark Miller** at **(215) 370-5431**.

#### Fall Events

Save the dates: we have many great events coming up on the Ave in the next few months! Many of these events are in the beginning stages of planning. If you want to get involved, please let me know.

- **Spooky Movie Night** - Friday, October 11th (evening) at Mifflin Triangle. Beginning stages of planning. Likely closing 13th between Mifflin and Passyunk again. Aiming for family-friendly fun spooky, not scary spooky!
- **WitchCraft Crawl** - Thursday, October 23rd (evening) along the Avenue. Beginning stages of planning but likely similar to last year, with some tweaks. Sponsored hats anyone?
- **FallFest** - Saturday, October 26th, 11am-4pm (with the potential for an afterparty!). The plan is to close the 1500 and 1600 blocks but pull crowds down the Avenue with Passeggiatta-style deals, contests, etc. Beginning stages of planning.

ALSO:

- **Bad-a-Bingo Night** - Thursday, Sept 12th (evening) at Neumann Goretti, benefitting the BID. More info to come!

### **BID Info + Housekeeping**

#### **Events + Promotion Submission Form**

Please [fill out this form](#) with any upcoming events you're having at your business so we can feature you on our socials + newsletters. If you need ideas for new specials/events, here's what's coming up in the near future:

- Olympics
- Eagles season starting
- Back to school/Labor Day
- Fall events of all kinds (pumpkins, spooky/Halloween-themed, apple picking, etc.)
- Start thinking about the holidays!

#### **Avenue Walks**

- I'll be walking up and down the Avenue next week to try to meet you all. If you know you'll be in the shop a certain day, please let me know by replying to this email! If you'd prefer to set up a time to meet, feel free to reach out via email or text/call at 267-225-1920.

Stay tuned for more updates in two weeks, including events news, workshops, block party assistance, EPABID sponsorship opportunities and more!

Take care,  
Katie

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#### **Katie Hanford**

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