



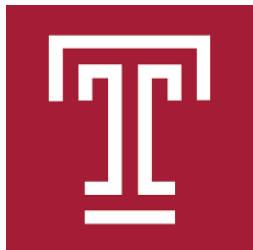
Annual Report 2018 FISCAL YEAR

*When a Community
Decides to #ThinkBroad*

#THINKBROAD

440 North Broad Street,
3rd Floor - Portal C,
Philadelphia PA 19130
(267) 318-7772

NEW Supporters who helped us accomplish our goals



Four areas that matter!

These four strategic areas of focus continue to guide the organization through the year 2020. With the help of partners and donors, the North Broad Renaissance (NBR) is accomplishing the goals we set under each of these strategic areas of focus:

- A Cleaner and Safer North Broad
- Maintenance and Landscaping
- Marketing and Communications
- Economic Development

Each of these continue to help the organization carry out our mission: To work with community stakeholders to revitalize, create opportunities, and improve the economic power and overall quality of life along North Broad Street from City Hall to Germantown Avenue.



We asked you to #ThinkBroad, and you succeeded! Here's how you helped:



More than
\$400,000
in donations



More than **300** who
supported the #SONorthBroad
fundraising campaign



Nearly **100** hours
of sweat-equity



Less litter,
which
resulted in
16% decrease
in litter and an
improved
North Broad
Litter Index



Hours of your time
to learn more and
become engaged



A vision to create
positive
development along
North Broad



Shared ideas to help us
rebrand the North Poles
and make them visibly
brighter at night (more
of your wonderful ideas
being implemented in
the near future).



Launched the NBR Summer Fellowship Program, helping the next generation of leaders develop skills and understand their impact on community development





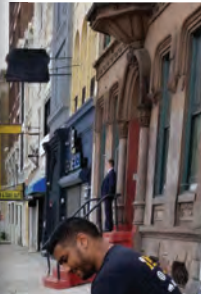
CLEAN AND SAFE

- A visible cleaner and safer corridor.
- A Litter Index that has improved by one point on several litter items, including paper, cans and plastic bottles.
- A 16% decrease in the pounds of trash collected, which means less people are littering.
- Because of successful litter efforts, the NBR was recognized as a best practice, featured in the City's Don't Waste This Idea newsletter, and recognized as a "Civic Superhero", earning the organization a grant from Keep Philadelphia Beautiful.

Highlights from our awesome year!

"The NBR and their team does amazing job of keeping our block trash free. In freezing weather, or blistering heat, they get the job done. A clean environment welcomes customers and bolster business in a neighborhood that was seldom visited. We are seeing happier customers."

Flambo Restaurant located at 820 North Broad Street helping to keep a planter cleaned and maintained.



NBR cleaning vendors clean from Vine Street to Girard Avenue; Susquehanna Avenue to Allegheny Avenue; and from Venango to Germantown Avenue.



By creating a litter index, the NBR was able to identify top contributors to litter and began to tackle the largest - cigarette butt litter - with the That's Your Butt Campaign.



"In a world full of havoc it is important to join forces with other individuals that wish to restore what is broken...whether that's sweeping up a random stranger's front step or cheering thousands of runners during the "Broad Street Run" - North Broad Renaissance does just that! It's a sense of togetherness and genuine effort to keep Philly a safe home not only for neighbors of Broad Street but for everyone that steps foot in our city."

Daly Gonzalez, Executive Assistant Administration at Lineberger Goggan Blair & Sampson, LLP

Your Investment. Our Accomplishments. The Collective Impact

MAINTENANCE AND LANDSCAPING

- A new program that will help create employment opportunities for one of Philadelphia's most impoverished communities.
- A new partnership with Benjamin Franklin High School's culinary program that will produce an herb garden.
- A new partnership with Francisville CDC and the Fairmount CDC to create the proposed "Stoop" at the intersections of North Broad Street, Fairmount Avenue and Ridge Avenue which will help provide an active gateway and connect three Philadelphia communities.



On April 26, for the second year in a row, the NBR partnered with Temple Alumni Global Days of Service, the YMCA, other partners and nearly 100 volunteers who helped North Broad maintain 20 planters along North Broad Street - making it our largest volunteer project to date.



"Columbia North YMCA is excited to partner with local organization, such as NBR, to build community while addressing the needs of those being served. As part of the community, the YMCA is committed to bringing people together through service for and with each other. We are fortunate to have organizations like NBR to partner with in these efforts!" - Columbia North YMCA



Continue to help.

Donate to the North Broad Renaissance's Fund for Growth Campaign. All funds are tax deductible and will help the organization execute the goals established in the 2020 Vision.

Join our growing list of volunteers and donate time and energy!



Shop on Amazon Smile and select the North Broad Renaissance as your non-profit of choice. A percentage of all your purchases will be donated to the NBR.

Thanks to all of our supporters for helping to revitalize communities, commerce and culture along North Broad Street!



MARKETING AND COMMUNICATIONS

- An increase in engagement from local stakeholders.
- Connections for new relationships and new development.
- Increased visibility across media platforms
- North Broad sought as a location for key events, including Philly Free Streets and the Beach on North Broad (think Spruce Street Harbor, North Philly style).

The NBR engages members of the community to canvass the community and share important information about getting involved and supporting revitalization efforts. As a result, the organization businesses are held accountable and we are seeing positive changes in attitudes as it relates to improving commerce, culture and communities along North Broad.



The NBR continues to keep our stakeholders engaged by using multiple media platforms, grassroots communication and the most effective - word of mouth!

One way we hold our neighbors accountable is by informing them when they are violating litter codes and to help them improve. This effort has helped us see a 17% decrease in litter along the corridor.*

ECONOMIC DEVELOPMENT



NBR connected with new donors, securing:

8 new
SPONSORSHIPS

Including a new sponsorship from Temple University, Tower Investments, PNC Bank and Keep Philadelphia Beautiful.

Real estate value along the corridor increased and is now assessed at more than

\$2.1
billion

Jobs along the corridor increased from

24,903 In 2016
TO
29,107 In 2017

Strategic placemaking efforts to **attract the right businesses** to the corridor, create sustainable **employment, and fight poverty.**

More than

20

Development projects being proposed, recently completed or currently under construction

THE
NORTH
BROAD
RENAISSANCE

ABOUT THE NORTH BROAD RENAISSANCE

The North Broad Renaissance (NBR) is a Pennsylvania non-profit voluntary Special Service District (SSD) between City Hall and Germantown Avenue – along North Broad Street. Its vision is to revitalize commerce, communities and cultures along North Broad Street by focusing on a Clean and Safe North Broad, Maintenance and Landscaping, Marketing and Communications and Economic Development.

Learn more at northbroad.org.

MEET THE TEAM: BOARD OF DIRECTORS

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To stay engaged or support,
visit us at northbroad.org,
or call (267) 318-7772.

