



SportsComplex

SPECIAL SERVICES DISTRICT

South Philadelphia

**2023 Annual Board Meeting
Report #79**

December 6, 2023

Prepared by: Shawn Jalosinski, Executive Director
Jeffrey Kern, Assistant Director



Table of Contents



I.	Board of Directors	2
II.	Introduction	3
III.	Transportation	5
IV.	Sanitation	7
V.	Public Health & Safety	10
VI.	Streetscape	11
VII.	Recreation	15
VIII.	Donations	16
IX.	Community Events	17
X.	Research & Planning	19
XI.	Marketing & Communications	20
XII.	Appendix	22



1. Board of Directors

The Sports Complex Special Services District (SCSSD) is governed by a Board of Directors that includes 21 members, seven of which have voting privileges. The voting members include four Community Directors elected by residential households and three Venue Operator Directors assigned by their respective venue management. Each Voting Director has an Alternate Director. State and City elected officials and the City Managing Director serve as ex-officio non-voting representatives to the Board. All Directors, Alternate Directors, and Ex-Officio Directors serve without SCSSD compensation. In December of each year, the Board of Directors elects officers to serve in the positions of President, Vice President, Secretary, and Treasurer for that upcoming year. SCSSD hires an Executive Director and Assistant Director to manage the day-to-day business of the 501(c)(3) non-profit corporation. Current SCSSD representatives are:

Voting Directors

Community District 1

Director – Ellen McCrossen
Alternate – Gregory DelBuono

Community District 2

Director – Barbara Capozzi, Esq.
Alternate – Arthur S. Novello, Esq.

Community District 3

Director – Loretta Mitsos-Panvini
Alternate – Gary Forte

Community District 4

Director – George Hatton III
Alternate – Roseann Scairato

Comcast Spectacor

Director – Michael Sulkes
Alternate – Joseph C. Meade

Philadelphia Eagles

Director – Norman Vosschulte
Alternate – J.P. Hayslip

Philadelphia Phillies

Director – Michael Harris
Alternate – Salvatore DeAngelis

Ex-Officio Directors

Philadelphia City Council

Hon. Kenyatta Johnson
Hon. Mark Squilla

City Managing Director

Tumar Alexander

PA State House

Hon. Elizabeth Fiedler
Hon. Regina G. Young

PA State Senate

Hon. Nikil Saval
Hon. Anthony H. Williams

Officers

President

Michael Harris

Vice President

George Hatton III

Secretary

Norman Vosschulte

Treasurer

Barbara Capozzi, Esq.

Staff

Executive Director

Shawn Jalosinski

Assistant Director

Jeffrey Kern



II. Introduction

This report is furnished for review and discussion at the SCSSD Annual Board Meeting on Wednesday, December 6, 2023. Since 2009, SCSSD has used this format of annual reporting to comprehensively review past accomplishments and highlight future plans. This report builds upon that concept of information sharing, adding 2023 updates, and summarizing goals for the year 2024 and beyond.

Looking back, SCSSD was established in 2002 and began active operations in 2003. Research and planning dominated SCSSD efforts through 2004. In 2005, SCSSD adopted a five-year strategic work plan for the years 2006 to 2010. The plan summarized neighborhood projects and programs that would meet the needs of our four unique Community Districts. SCSSD successfully completed that plan in 2010, ensuring an equal distribution of program expenses by Community District, all within 3% of each other at that time.

In 2011, SCSSD focused on the development of a continuing strategic plan and completed a second Community Survey, as an update to the prior 2004 Community Survey. The survey results enabled SCSSD to update statistics on neighborhood satisfaction and priority topics. The survey also served as a progress report, providing feedback on how SCSSD projects and programs have positively impacted the SCSSD communities in recent years. The most general conclusion was encouraging for SCSSD. The issues that were major concerns in 2004 remained major concerns in 2011, but every item showed significant positive improvement. The items that showed the most improvement (landscaping, cleanliness, lighting, and trees) are the four items that SCSSD has the most influence over.

In 2016, SCSSD conducted a third Community Survey, with the same purpose as the 2011 survey. All surveyed topics continued to show positive improvement, with neighbors giving an 87% approval rating (up from 83% in 2011) for SCSSD efforts! Most notably, comparing satisfaction scores from 2004 to 2016 (i.e. before SCSSD programs started and since), landscaping has improved from 7% to 80% (thanks to our adopted landscape areas and our continuing coordination with area stakeholders to better maintain their common areas), cleanliness from 26% to 80% (thanks to our cleaning program), and tree care from 18% to 71% (thanks to our tree pruning projects). In summary, these survey results again validated that SCSSD should continue with, and expand where possible, all existing programs. SCSSD has continued operations through 2023 following that direction, while also focusing on multi-year strategies to maintain an equitable amount of program spending in the four Community Districts, currently all within 2% of the 25% each goal at 2022 year-end. An update on distribution percentages will be included in the 2023 Year-End Financial Report to be presented at the next Board Meeting in March 2024.



II. Introduction (cont.)

With respect to financial performance, SCSSD remains in a stable financial position:

- Comcast-Spectacor, the Philadelphia Eagles, and the Philadelphia Phillies are committed to community improvement and continue to fully fund SCSSD. Since 2002, SCSSD has received \$27.5 million in new income. This includes \$26.9 million in direct contributions and approximately \$657,000 in interest income.
- Through 2023 (with estimate for fourth quarter expenses), SCSSD will have spent \$25 million on expenses, leaving a projected 2023 year-end balance of \$2.5 million. The existing surplus remains from the early years of operation when a long-term strategic plan was being developed to maintain an equitable distribution of program spending in the four Community Districts over time. Overhead and administrative costs have been minimized to \$7.8 million (31%), enabling SCSSD to invest \$17.2 million (69%) directly into community projects and programs. However, it should remain noted that SCSSD has realized measurable program expense savings by hiring an Assistant Director (AD) back in March 2008. Due to the structure of the original budget categories, the actual cost-benefit of the added AD can be misleading. The AD costs are shown as an increase in administrative costs (Executive Detail), when the benefit is actually a higher reduction in program expenses. Accordingly, for 2008 forward, SCSSD is investing more into programs than shown in that category and the noted percentages.
- A full reporting of SCSSD's financial position is included in the 2024 Draft Budget document furnished for review and approval at the 2023 Annual Board Meeting.

In summary, the report sections that follow are organized by program categories and include a high-level review of the past (2002 – 2023) with highlights for the future (2024+). Board Member ideas and direction remain a valuable and critical component for continuing SCSSD success. SCSSD welcomes and appreciates all input. In closing, we hope you find this report informative, share in our pride of accomplishments to date, and look forward to our plans into the future. It is an honor to serve this organization. Thank you for your valuable and continuing support!





III. Transportation

PAST (2002-2023)

SCSSD has invested \$584,000 into transportation improvement efforts. This represents 3% of the total program expenses to date.

- In 2005-06, SCSSD completed a \$100,000 **Transportation Improvement Study** that documented neighborhood traffic concerns and identified possible solution projects, including a special focus on traffic calming projects and opportunities for improved interstate access.
- In 2006, SCSSD donated \$50,000 to the City of Philadelphia to help fund the \$1.1 million **Sports Complex Sign Improvement Project**.
- SCSSD has spent \$72,000 improving the **Neighborhood Corner Police Detail**. This critically important service for Community Districts 1 and 2 is an equally appropriate topic for the public safety category. In 2004, under a partnering project with the City, SCSSD constructed the driveway bollards project, reducing the required Police manpower for the Detail and minimizing time loss on Detail deployment. In 2020, in coordination with the City, SCSSD spent \$11,000 to replace and upgrade the vehicle stickers used for the Detail operation.
- In 2008-09, SCSSD installed eight **traffic calming islands** in Community District 2, four on 20th Street and the other four on Packer Avenue. In 2015, SCSSD completed the construction of two additional traffic calming islands (and the adjacent ADA corner ramps) at 17th Street and Packer Avenue. The total cost of design and construction for these projects is \$227,000.
- In 2015, SCSSD donated to the City “**Yield to Pedestrian**” **portable signs** that were deployed throughout the SCSSD area for additional traffic calming at 19 locations (unfortunately, these devices were frequently damaged/moved and SCSSD has ceased furnishing costly replacements at this time).
- In 2023, SCSSD committed a \$100,000 donation to the City of Philadelphia in support of the **Lower South Infrastructure Improvement Plan**, with focus on local transportation improvements and sustainability efforts.





III. Transportation (cont.)

FUTURE (2024+)

The draft budget for 2024 includes \$33,000 for this program category. SCSSD will continue to pursue transportation improvement projects initially recommended in the 2006 study and enhanced through study efforts since. SCSSD will continue to participate in Sports Complex stakeholder planning meetings with focus on safe and efficient operations, while also performing event field views as needed, all with the ongoing goal of helping to protect community interests where possible. SCSSD will continue to support the State efforts for the future reconstruction of I-95 and I-76 in the Sports Complex area, and the City efforts for the Lower South Infrastructure Improvement Plan.





PAST (2002-2023)

Clean and safe neighborhoods are a priority for SCSSD. **SCSSD has invested \$6,335,000 into sanitation efforts and environmentally responsible “go green” initiatives.** This represents 37% of the total program expenses to date, and currently ranks as the highest category of investment.

Residential Cleaning Program

SCSSD’s most visible and costly program is the Residential Cleaning Program. The current Cleaning Team crew consists of seven full-time employees who work Monday through Friday from 7:00 AM to 3:30 PM. Since starting services in August 2005, SCSSD has provided **183,245 work-hours** of neighborhood cleaning, collecting **84,758 bags of litter** and **151,112 bags of leaves and debris** (detailing bags and associated equivalents), at a combined weight total over **5.4 million pounds**. Stated differently, over the last 19 years, SCSSD has removed **2,748 tons of litter, leaves, and debris** from the neighborhoods. As first done in the summer of 2014, SCSSD has since expanded program services to include curbside weed removal during the summer months. SCSSD has also removed **12,043 illegal signs**. Since 2009, SCSSD has submitted **495 ‘City 311’ requests** for various topics in need of attention.



Using a sub-district cleaning system (see map in the Appendix) and GPS tracking, SCSSD continues the successful protocol of attacking district-wide large litter every Monday and Friday, supplemented by a rotation of more detailed cleaning on the midweek days of Tuesday, Wednesday, and Thursday. This means every street in the District is currently being serviced at least twice per week (weather permitting), and periodically three times per week.

A bar chart showing the number of bags collected by year is included in the Appendix. It is interesting to note that from 2009 to 2015, the amount of litter collected steadily decreased each year to more than half of the 2009 total, meaning the neighborhoods have remained cleaner. Since 2015, we have seen a “leveling-out” of the decrease in litter, as the amount of litter routinely collected has stabilized, creating a threshold. This progress also corresponds to the changes in SCSSD contractor, equipment, and cleaning methods/frequencies started in 2009. These adjustments were based on data and lessons learned from the first 3 ½ years of the program with the ongoing objective to continually improve the efficiency of operations. The noted progress may also validate the theory that persons are less likely to litter when there is less large litter already visible (i.e. increased frequency of large litter pickup is critical).



N. Sanitation (cont.)

Special Park Projects

SCSSD staff and the Cleaning Team have participated in special cleanup projects associated with the City's "Philly Spring Cleanup" and "Love Your Park" events. Some examples include: SCSSD helped clean litter in FDR Park in 2008, and completed beautification projects for Geary Park in 2009 and 2010, including the painting of the perimeter fence. In 2011, SCSSD focused on the special project of clearing sections of the lake banks in FDR Park, an effort that continued with seven similar projects since. In 2019, SCSSD partnered with the Philadelphia Eagles for a special Earth Day cleanup in Marconi Plaza Park.



Recycling Carts Project

In July 2015, SCSSD funded and completed a \$163,000 project that provided every SCSSD household with a free, heavy-duty, 32-gallon recycling cart with wheels and attached lid. The **3,925 green-colored carts** were customized with the SCSSD logo, the recycle logo, and a lid decal with the household address. The carts provide residents with a more durable alternative to help increase recycling, keep recyclables contained, and help decrease neighborhood litter.



Green Efforts

SCSSD has focused on environmentally responsible initiatives. In 2004, SCSSD provided every household in Community District 1 with a customized SCSSD heavy duty trash can, at a total project cost just over \$12,000. SCSSD has distributed **2,629 City-issued open top recycling bins** and **11,800 reusable grocery bags** to neighbors at various community events. Through **26 Shredding Events**, SCSSD has safely shredded and **recycled 98.9 tons of paper**, the equivalent of saving 1,681 trees. SCSSD has also collected **10.8 tons of electronics** for responsible recycling.





N. Sanitation (cont.)

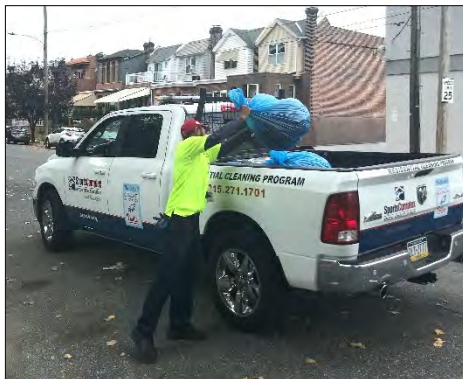
Dog Waste Stations

SCSSD initiated a very successful pilot project in 2011, and has since installed and currently maintains 12 dog waste stations located throughout the District. Combined, the 12 stations are currently averaging at least 3,800 uses per week. That means each station is averaging at least 45 uses per day. Over the course of a year, this translates to a combined... **197,600 “successful” dog walks!**



FUTURE (2024+)

The draft budget for 2024 includes \$490,000 for this program category. SCSSD will continue the Residential Cleaning Program, pursuing the primary goal of zero tolerance for neighborhood litter, and the secondary goal of assisting neighbors with the pickup of leaves. SCSSD will continue to maintain dog waste stations and perform special projects such as curbside weed removals to help further beautify the neighborhoods.





PAST (2002-2023)

SCSSD has invested **\$149,000 into public safety efforts**. This represents 1% of the total program expenses to date.

- SCSSD hosted the US Department of Homeland Security at a special Board Meeting in December 2006.
- In 2007, SCSSD worked closely with the City's Office of Emergency Management (OEM) on enhanced **evacuation planning** for the Sports Complex area, including the SCSSD neighborhoods. In 2016, an updated "Sports Complex Evacuation Plan" was completed.
- Also in 2007, SCSSD increased the focus on the **Sunoco refinery** in South Philadelphia, sponsoring a Board Member bus tour of the facility, and joining the membership of the Sunoco South/Southwest Community Advisory Panel (CAP). In 2012, Sunoco entered into a joint venture with Carlyle Group renaming the refinery **Philadelphia Energy Solutions (PES)**. On June 21, 2019, a large explosion and fire occurred onsite, resulting in the refinery shutting down operations and declaring bankruptcy. In June 2020, the PES refinery site was sold to Hilco Redevelopment Partners (HRP). In October 2021, HRP unveiled its plan for the site to become a commercial hub for e-commerce, life science, and logistics leaders, titled the **Bellwether District**.
- SCSSD's greatest commitment to public safety thus far is the effort to provide every SCSSD household with a free **Emergency Preparedness Kit**. In 2008, SCSSD invested \$115,000 into this project, procuring 4,200 customized kits. Through a variety of events and efforts, SCSSD completed the total distribution of kits in 2011.
- Between 2010 and 2013, SCSSD awarded four grants totaling \$21,400 to the civic association in Community District 3 to enhance **neighborhood security** around the Supersite athletic fields.
- In 2023, SCSSD donated high-visibility **police safety vests** to the City of Philadelphia Traffic Police.



FUTURE (2024+)

The draft budget for 2024 includes **\$100,000 for this program category**. With public safety concerns growing, SCSSD will continue to pursue related improvements and protections, including donation funding for additional City-owned **surveillance cameras**.



PAST (2002-2023)

SCSSD has invested \$5,750,000 into this broad category that covers trees, landscape, lighting, and other streetscape enhancements. This represents 33% of the total program expenses to date, and currently ranks as the second highest category of investment.

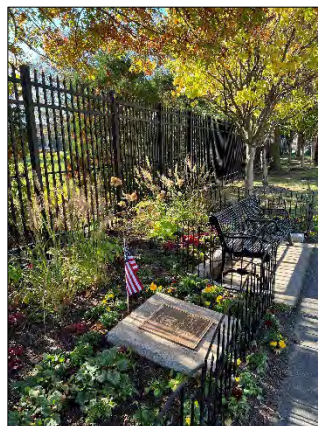
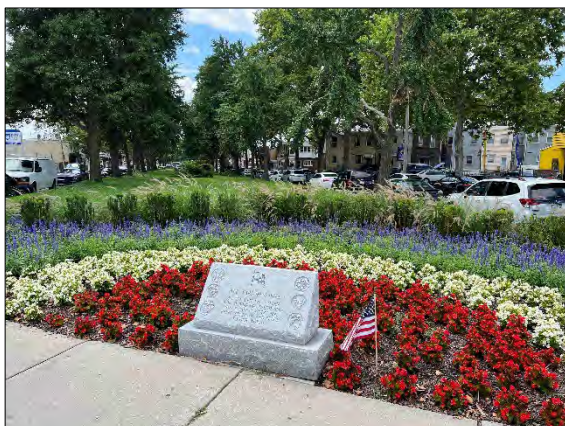
Trees

SCSSD completed a **Community Tree Survey** in 2005, soliciting resident feedback to help justify and guide SCSSD tree initiatives thereafter. SCSSD created and maintains a comprehensive **Street Tree Inventory**, documenting every sidewalk street tree in the District, currently at 1,382 active trees. In supplement to City/State services, SCSSD has funded six district-wide **Tree Trimming Maintenance** projects (most recently in 2022), along with other smaller revisit projects, at a combined cost of \$1,209,000. In 2005, SCSSD initiated the **New Tree Installations** program, under which SCSSD has since planted 661 new street trees (next planting project scheduled for spring 2024), at a total cost of \$467,000. To date, SCSSD has supplemented City/State tree care services with a total investment of \$1,676,000.



Landscape Improvements

Since 2005, SCSSD has invested \$2,960,000 into **Landscape Improvement Programs**. SCSSD has “adopted”, improved, and currently maintains 36 green space areas (see Public Green Space map in the Appendix), relieving the City/State of related maintenance burdens. In 2015, SCSSD very proudly installed the ‘slant-style’ granite **All Wars Memorial** at the patriotic-themed landscape area at 15th Street and Moyamensing Avenue. On May 6, 2016, SCSSD held a formal dedication event.



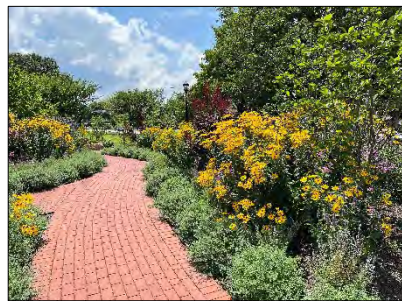


V. Streetscape (cont.)

In 2015 and 2016, in partnership with PennDOT, SCSSD funded and completed two **daffodil bulb planting projects**. A combined 60,000 daffodil bulbs were planted in the center grass medians along S. Broad Street between Bigler Street and Pattison Avenue. In 2018, SCSSD completed the **Marconi Plaza Entrance Gardens** along Oregon Avenue at 13th, Broad, and 15th Streets. Colorful perennials, shrubs, and bulbs were planted in the newly formed garden beds, complemented by a decorative Belgium Block edging installed along the walkway.



In 2022, SCSSD completed the **Geary Park Renovation Project** and held a Grand Opening Ceremony on May 24, 2022. The new park includes winding brick paver walkways, attractive flowering gardens and trees, new site furnishings, a nature grove, and a dynamic lighting package with programmable LED color changing technology.





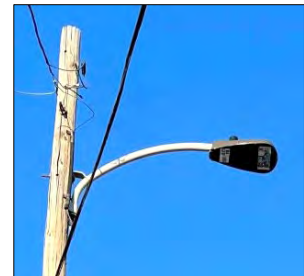
V. Streetscape (cont.)

Lighting

SCSSD constructed the **Community District 1 Lighting Improvement Project** in 2010, and added the finishing touch of customized light pole bases in 2012. The project included new pedestrian scale lights, decorative crosswalks, new traffic signs, tree trimming, and a power washing of streets and sidewalks. The total project cost was \$750,000.

Since 2017, SCSSD has pursued additional street lighting improvements throughout the District, in partnership with the City Streets Department. More specifically, SCSSD funded the **upgrade of street lights** to LED light fixtures at prioritized locations, with the City providing the installation labor.

In 2022, SCSSD finalized another agreement with the City to complete the LED conversions of all remaining street lights within SCSSD boundaries. SCSSD proudly funded the public safety effort, with an SCSSD grant offered in the amount of \$88,000, to complete the remaining 500+ locations. In 2023, the City completed the installation of new LED light fixtures at the remaining locations.



In 2018, SCSSD completed a field survey of current lighting locations and fixtures in **Marconi Plaza Park**. In 2020, through a project partnership with Philadelphia Parks & Recreation (PP&R), SCSSD funded the installation of 106 new LED light fixtures, at a total cost of \$61,823 (\$583 each).





V. Streetscape (cont.)

Banners

SCSSD initiated a banners program in 2008 with 53 locations that later expanded to 97 locations. The program was suspended in 2014, due to problems with pole and banner damage resulting from high wind loads. Inclusive of the initial research and planning, SCSSD has invested \$208,000 into this program to date.

FUTURE (2024+)

The draft budget for 2024 includes \$302,500 for this program category. SCSSD will continue to enhance and maintain “adopted” green space areas. SCSSD will continue to plant new street trees where requested by residents and approved by the City (next project scheduled for spring 2024). SCSSD will continue to advance lighting and landscaping improvement efforts, including partnering projects with the City.



PAST (2002-2023)

SCSSD has invested \$467,000 into this recreation programs category. This represents 3% of the total program expenses to date.

- SCSSD has supported neighborhood youth athletics with over \$91,890 in donations to the Delaware Valley Youth Athletic Association (DVYAA), located in Community District 4, but serving the entire SCSSD area. Over the last seven years, SCSSD has sponsored youth touch football leagues by donating 2,695 customized jerseys.



- In 2005-06, SCSSD funded a \$15,000 feasibility study for a Community Center, including specific resident feedback secured through the 2004 Community Survey. Although the study results showed that SCSSD cannot solely fund such a facility, the study does provide a valuable reference for any future partnering opportunity that might enable such a project to advance.
- In 2008, SCSSD completed a \$300,000 donation to the School District of Philadelphia for Supersite fencing. The decorative security fencing is a neighborhood benefit that could just as accurately be included under the categories of Public Safety or Streetscape improvements.
- In 2022, SCSSD completed a \$55,000 donation to the Friends of FDR Park group, to help fund community programming staff and also to purchase a new park maintenance vehicle.

FUTURE (2024+)

The draft budget for 2024 includes \$10,000 for this program category. The SCSSD donation of sports shirts/jerseys, with SCSSD logo branding included, is a great way for SCSSD to support neighborhood youth athletics that can be continued/expanded into the future.



VIII. Donations

PAST (2002-2023)

SCSSD has proudly supported other non-profit entities in the District through charitable donations totaling \$742,000. This represents 4% of the total program expenses to date.

- In 2004-05, SCSSD established the **Schools Donation Program** and has since provided \$278,000 in funding to area schools for special projects and programs that benefit neighborhood children.
- SCSSD has supported the revived **Hero Thrill Show** since 2006, donating \$69,000 to this charity that benefits the families of fallen City police officers and firefighters.
- In 2006, SCSSD established annual giving to the charitable causes of our partner sports venue operators. SCSSD has proudly donated a combined total of \$321,000 to the charitable organizations associated with the Flyers, Phillies, and Eagles.
- SCSSD has also processed donations to the Police Athletic League, helped sponsor a National Night Out, and made donation to the 'Victim-Witness Services of South Philadelphia' charity.
- In 2015, SCSSD donated new police bicycles to the Philadelphia Police Department's 1st District. In 2017, SCSSD donated new fitness equipment, a pair of treadmills and elliptical trainers, to the Philadelphia Police Department's 1st and 3rd Districts. In 2019, SCSSD donated office furniture to the Philadelphia Police Department.



FUTURE (2024+)

The draft budget for 2024 includes \$40,000 for charitable donations.



IX. Community Events

PAST (2002-2023)

SCSSD has hosted and sponsored 76 separate Community Events free to SCSSD residents. A total of 40,719 residents have participated in these events, an average of 536 residents per event. A related summary table is included in the Appendix. **The total investment has been \$794,000.** This represents 5% of the total program expenses to date.

- The first event was a **Heat Relief Party** in July 2005, whereupon SCSSD distributed over 500 electric fans to senior residents.
- Also in 2005, SCSSD hosted the first **Children’s Halloween Party**, now an annual event held outdoors at the American Swedish Historical Museum in FDR Park. Event participation has grown over the years. In 2020 and 2021, due to gathering restrictions from the ongoing COVID-19 pandemic, SCSSD held a successful Halloween Drive-Thru Event. To date, a total of 17,736 guests have attended SCSSD Halloween Parties.
- In April 2007, SCSSD initiated the very popular **Document Shredding Event for Identity Theft Safety**, typically held in April of each year on the Saturday following Tax Day. Due to the popularity of the shredding event, since 2016, SCSSD has added a second “Mini” Shredding Event in the fall. To date, the SCSSD shredding events have successfully recycled 98.9 tons of paper (the equivalent of saving 1,681 trees) with 10,090 residents attending.
- In response to feedback received from Community Surveys, SCSSD has increased the number of **community events and partnering sponsorships**. These increased event offerings included a Family Fun Day event and two free Dinner & Movie Nights at Xfinity Live, a free vehicle VIN etching event, and a special Super Bowl LII trophy photo opportunity for District residents. SCSSD event sponsorships have included movie nights and outdoor concerts in Marconi Plaza Park, free bike and boat rentals in FDR Park, the Packer Park Civic Association Holiday Events, and the Friends of Marconi Plaza Tree Lighting ceremonies.





IX. Community Events (cont.)

FUTURE (2024+)

The draft budget for 2024 includes \$65,000 for community events. SCSSD will continue the annual Children's Halloween Party in October, the annual Shredding Events in April and the fall, and sponsorship of park movie nights, concerts, and holiday events, as requested and approved.





X. Research & Planning

PAST (2002-2023)

An early SCSSD focus was strategic planning. Before spending the bulk of valued community improvement funding, SCSSD considered all proposed programs, completed test “pilot” projects, surveyed residents for feedback, and only then developed an informed, long-term strategic plan. SCSSD also expended considerable effort in completing the tasks necessary to establish and operate a new corporation, everything from creating a logo to establishing mailing lists. **SCSSD expenses under this broad category total \$1,266,000.** This represents 7% of the total program expenses to date, and currently ranks as the third highest category of investment.

Related efforts include **Community Surveys** conducted in 2004, 2011, and 2016 (expensed to overlapping “Marketing & Communications” category), a **Community Center Feasibility Study** completed in September 2005, **legal and environmental consulting** to neighbors for the Veterans Stadium demolition and berm construction, various **GIS mapping** of the District, **Census analysis and mapping**, and **Area Development Tracking** (see update in the Appendix), just to name a few topics. In 2011, SCSSD also participated on the steering committee of the City’s **Philadelphia 2035 Planning Study** for the Lower South District. Back in 2005, and again in November 2012 to present, SCSSD remains engaged in **casino matters**, including the Live Casino and Hotel that opened in January 2021.

FUTURE (2024+)

The draft budget for 2024 includes \$10,000 for this program category. SCSSD will complete research and planning where needed and directed by the Board, in accordance with the SCSSD mission to help protect and improve neighborhood quality of life where possible. Specific work tasks for 2024 include ongoing updates for area development tracking/highlights and the establishment of an Advisory Committee to review and update the SCSSD governing documents. SCSSD will continue to participate in the City’s Lower South Infrastructure Improvement Plan study efforts, with the related SCSSD donation assigned to the Transportation category.

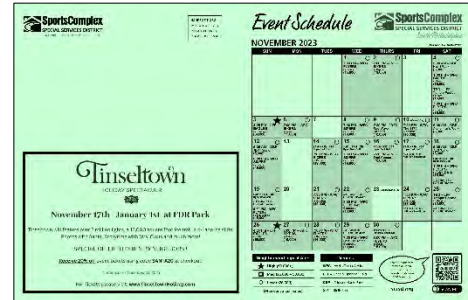


XI. Marketing & Communications

PAST (2002-2023)

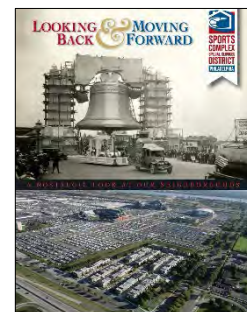
SCSSD has been using a number of valuable strategies to help keep neighbors informed, investing \$1,123,000 into related efforts. This represents 7% of the total program expenses to date, and currently ranks as the fourth highest category of investment.

- Since August 2003, SCSSD has been mailing **Monthly Sports Complex Event Calendars** to neighbors, highlighting instances when local travel may be impacted by Sports Complex events, and periodic special messages of alert/update. To date, SCSSD has spent \$579,000 on this program, mailing over 969,000 calendars, to help keep neighbors informed! (Note, the mailing of event calendars was temporarily suspended in April 2020, due to COVID impacts on event scheduling, and resumed in July 2021. Further, previous efforts to replace hardcopy mailings with email distribution have been unsuccessful, as we understand most neighbors hang the paper calendar in their home). SCSSD has also mailed Newsletters and annual **Holiday Postcards** from the respective Community Directors.



- SCSSD initiated an **Autocall** phone notification system in December 2007. SCSSD has since invested \$71,000 into this valuable program, approximately \$20,000 of which was tied to the start-up costs. This service is free to residents and provides SCSSD with a cost-effective tool to quickly update neighbors with urgent news and/or critical reminders. SCSSD currently has 3,368 phone numbers in the system, including 2,547 unique addresses, meaning 62% of SCSSD households are now enrolled in this program. To date, SCSSD has used the system for 373 different messages, connecting for 428,070 minutes, at a current cost of \$0.07 per minute. Stated differently, SCSSD has made 435,389 phone calls to help keep neighbors better informed!

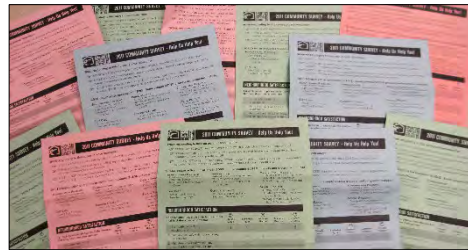
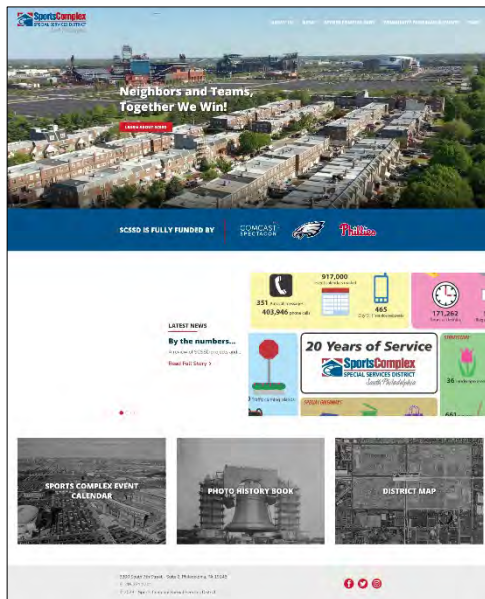
- In May of 2010, SCSSD completed the very special and unique **Photo History Book** project at a total cost of \$104,000. The end deliverable was a 112-page gift publication of nostalgic photos. The book title is "Looking Back & Moving Forward – A Nostalgic Look at Our Neighborhoods". SCSSD ordered 6,000 copies of the book and hand-delivered a book to every SCSSD household. In terms of positive community feedback, this is by far the most popular project SCSSD has ever completed, and SCSSD continues to receive book requests.





XI. Marketing & Communications (cont.)

- In 2020, SCSSD launched a redesigned [Website](#), which uses a new Content Management System and upgraded programming language, replacing the outdated 2012 website version. The new website continues to be internally maintained, making it cost-effective to update as often as needed. Over the past year, the website was visited by 23,000 users, combining for 91,859 page views, with the [Sports Complex Info](#) (Event Calendars) page still being the most visited.
- In 2016, SCSSD completed another **Community Survey**, in follow up to the previous surveys completed in 2011 and 2004 (all of which have overlap with the “Research and Planning” program category).
- In April 2017, SCSSD had the special opportunity to host a meeting with a delegation of members from the Area Management Network Japan, which consists of organizations similar to Special Services Districts or Business Improvement Districts, many of which are non-profits. The delegation was touring the United States (New York City and Philadelphia) and met with SCSSD at the Wells Fargo Center.
- In April 2023, SCSSD presented to a group attending the American Planning Association (APA) Annual Conference in Philadelphia. In July 2024, SCSSD will be presenting at the Institute of Transportation Engineers (ITE) International Conference to be convened in Philadelphia.



FUTURE (2024+)

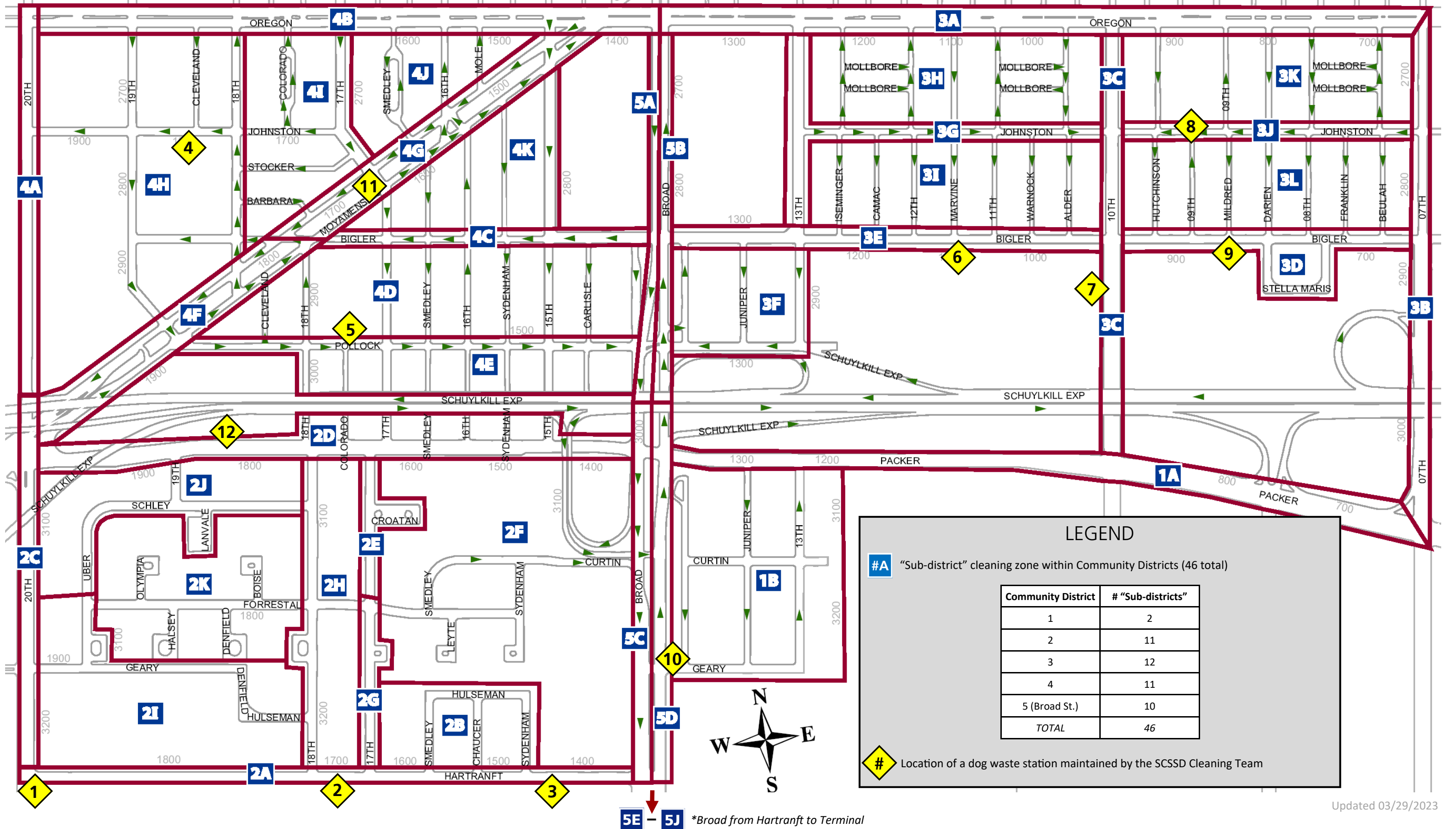
The draft budget for 2024 includes \$65,500 for this program category.



XII. Appendix

- Residential Cleaning Program Map
- Residential Cleaning Program Chart - *# Bags Collected Per Year*
- Public Green Space Map
- Community Events Attendance Summary Table
- Area Development Highlights Map and Listing – Updated December 2023

Residential Cleaning Program



LEGEND

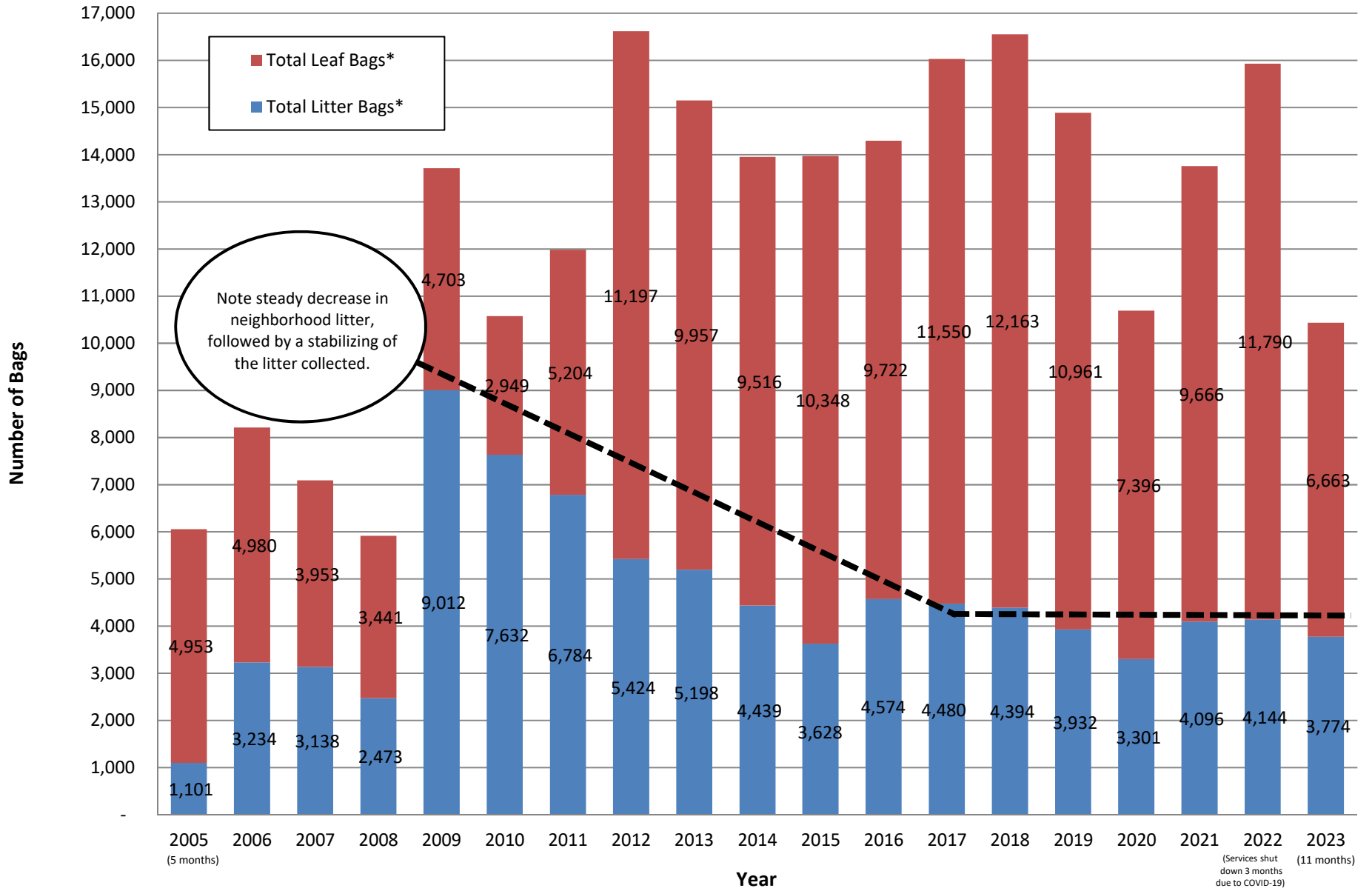
#A "Sub-district" cleaning zone within Community Districts (46 total)

Community District	# "Sub-districts"
1	2
2	11
3	12
4	11
5 (Broad St.)	10
TOTAL	46

Location of a dog waste station maintained by the SCSSD Cleaning Team

5E - 5J *Broad from Hartranft to Terminal

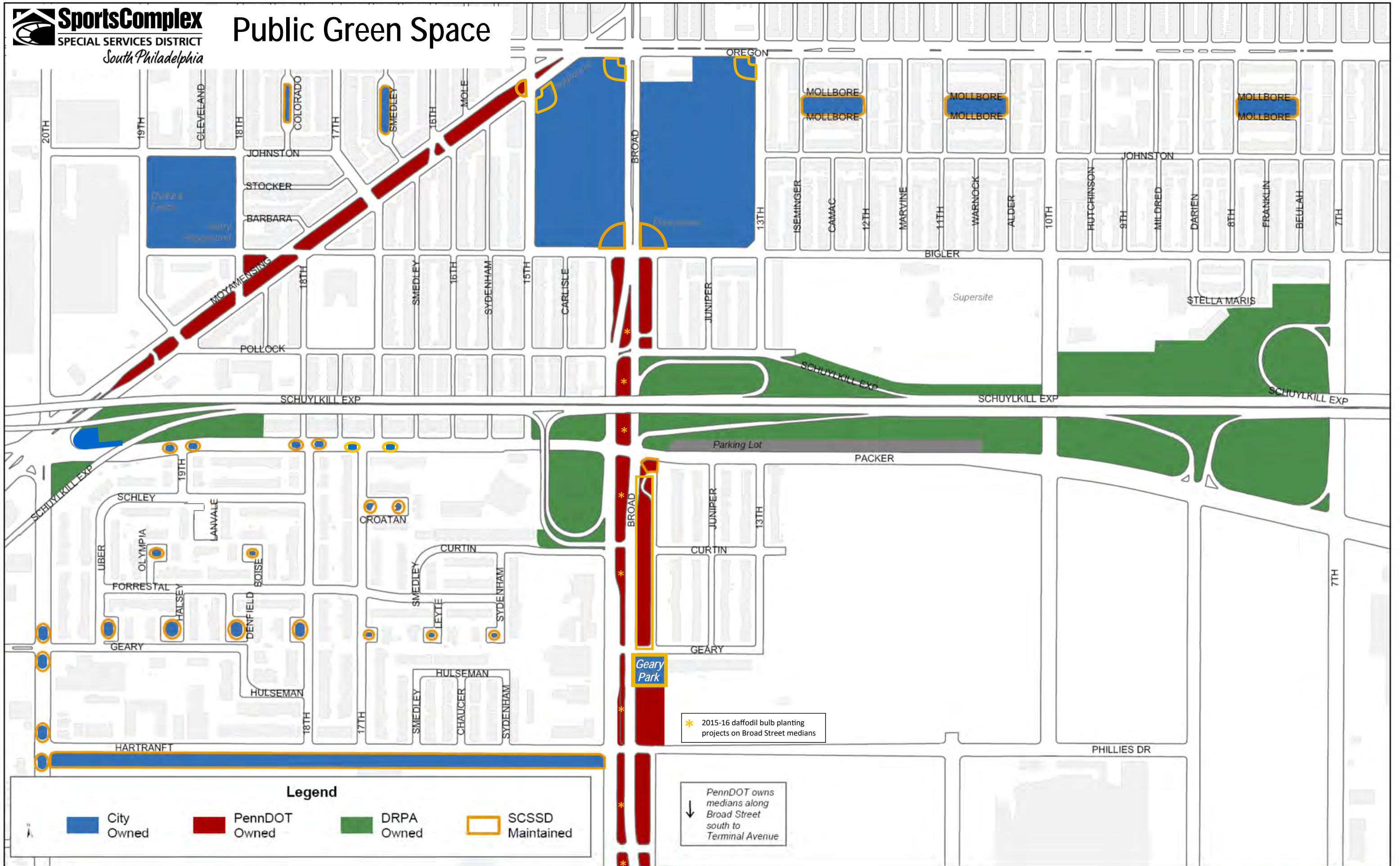
Sports Complex Special Services District - Residential Cleaning Program # Bags Collected Per Year



*includes calculated equivalents of mulched mechanical equipment bags and leaf box loads

(Services shut down 3 months due to COVID-19)

Public Green Space



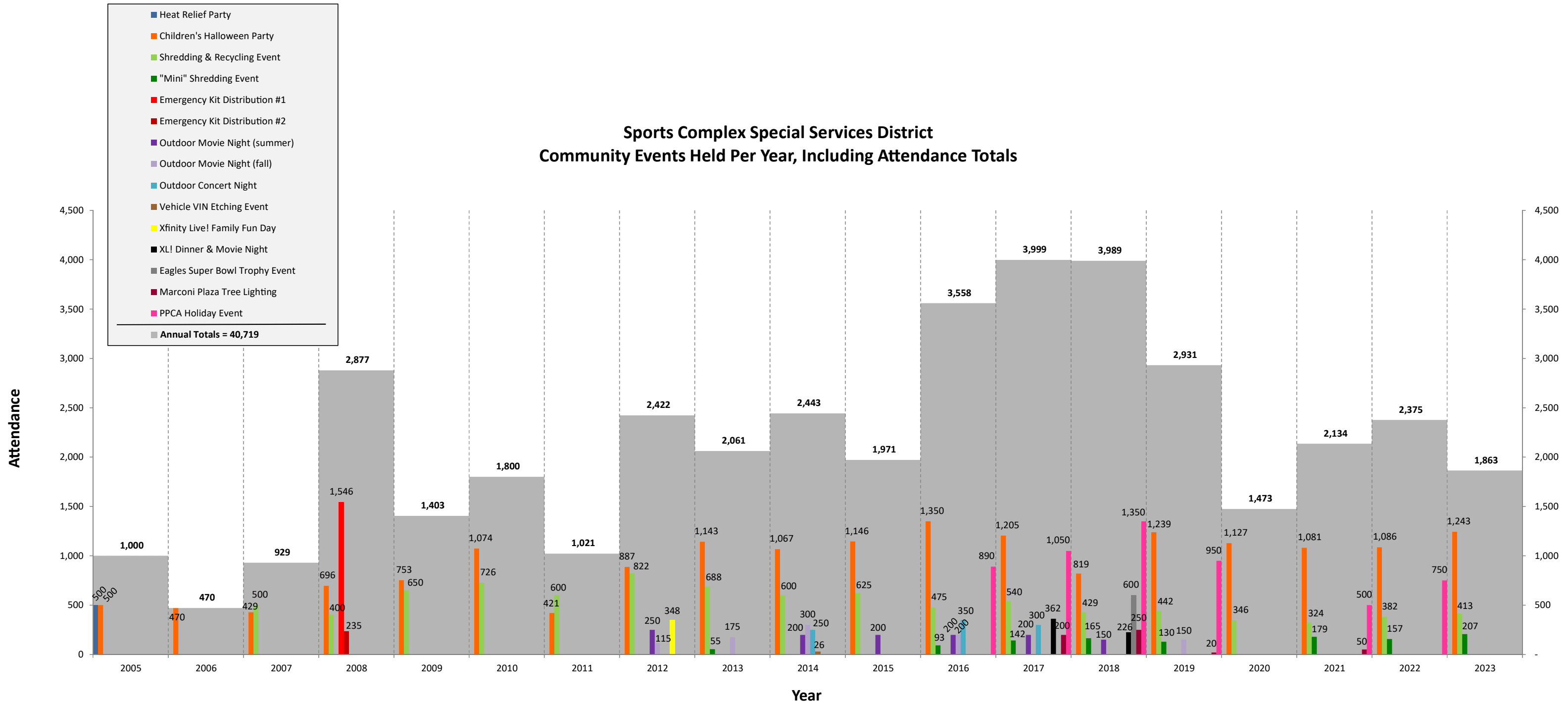
Legend

- City Owned
- PennDOT Owned
- DRPA Owned
- SCSSD Maintained

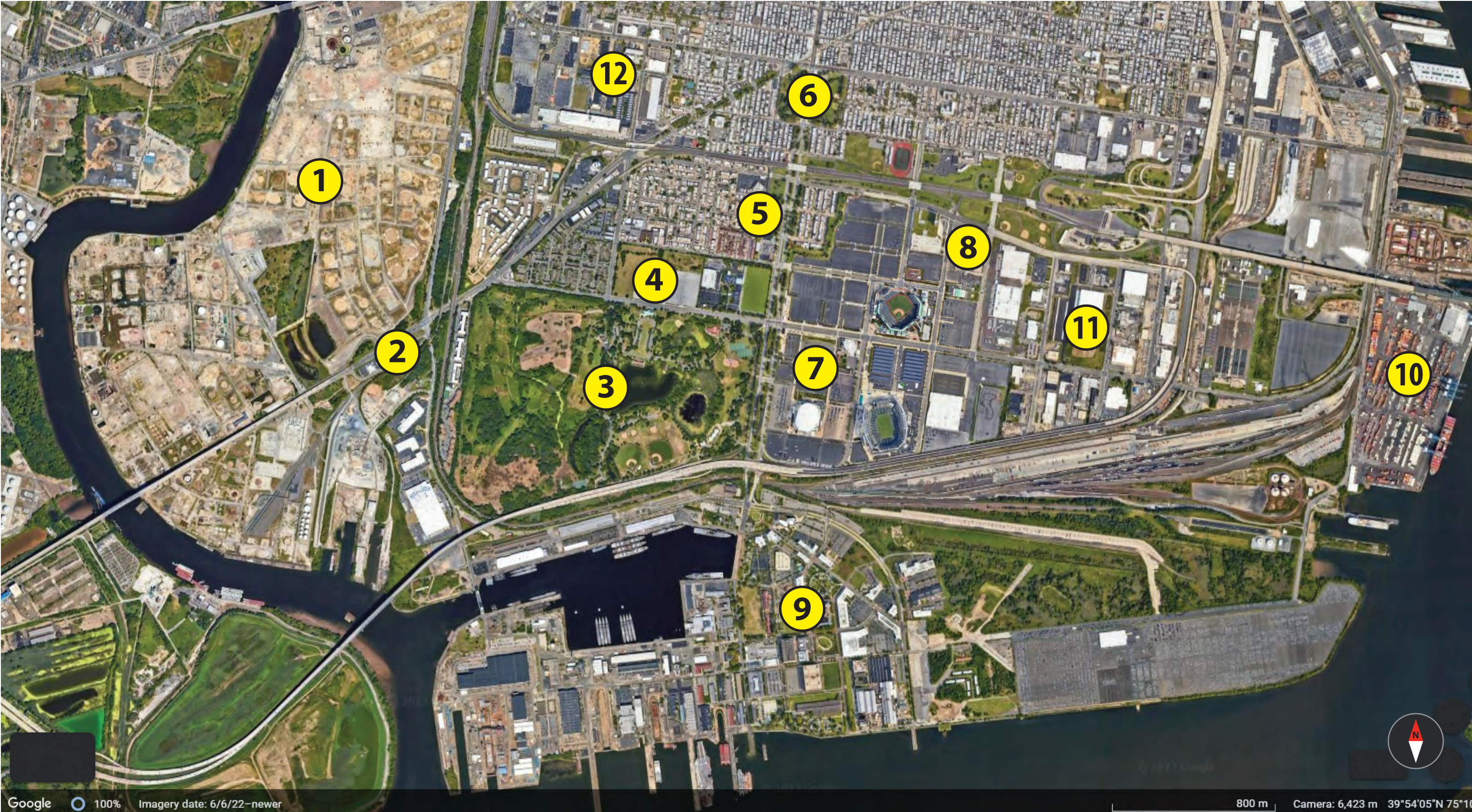
* 2015-16 daffodil bulb planting projects on Broad Street medians

↓ PennDOT owns medians along Broad Street south to Terminal Avenue

Sports Complex Special Services District Community Events Held Per Year, Including Attendance Totals



Area Development Highlights December 2023



SCSSD Area Development Highlights

Updated December 2023

The Sports Complex Special Services District ([SCSSD](#)) continues this task to better track and summarize current area development in progress or planned, as shown on the included map. Please note this is an internal SCSSD working document, intended for periodic updates, and is not meant to be all-inclusive of area development. The descriptions below were purposely kept brief and the document interactive. Please use the digital version and hyperlinks for further details. Related feedback and updates are always appreciated.

1) Bellwether District (former PES Refinery)

Hilco Redevelopment Partners, or [HRP](#), acquired the former site of the PES Refinery in June 2020. In October 2021, HRP unveiled its plan for the 1,300-acre site to become a commercial hub for e-commerce, life science, and logistics leaders. The plan is titled the [Bellwether District](#). In November 2022, [HRP shared additional details on the development plans](#). When SCSSD questioned for a most simple statement on what Bellwether District will become, HRP described it as “the Navy Yard development times three”, providing a helpful high-level perspective.

Site deconstruction of the former refinery is now complete. Work continues on the [first phase of construction](#) consisting of major earthwork and regrading of the site, which will raise the entire site above the 100-year floodplain. In October 2023, [vertical construction began](#) on two warehouses totaling over 1 million square feet, scheduled to be completed in early 2025, which will be part of the [industrial/logistics section](#) (700 acres). In 2024, HRP plans to start construction on three manufacturing buildings totaling 480,000 square feet in the life sciences [innovation section](#) (250 acres) of the Bellwether District. HRP stated it will take 10-15 years to build out the entire Bellwether District, and HRP expects approximately 19,000 people to work onsite, once completed. HRP has not yet secured any tenants for the development.

HRP is advancing a Community Benefits Agreement (CBA) and began related negotiations with community groups in April 2023, with target to have an agreement in place by early 2024. HRP held its most recent virtual community meeting on [November 14, 2023](#). HRP continues to update their Master Plan and SCSSD continues to request a copy of their Traffic Impact Study(s) for related coordination.

2) 2600 Penrose Avenue

On the former site of the auto-shredding facility (the “car crusher”) at the base of the Platt Bridge, Wawa opened a new store and gas station facility in June 2021. This site expanded in March 2023 with the opening of a Chick-fil-A in the adjacent parcel. PennDOT, the City, and stakeholders continue to evaluate related traffic challenges in the area of 26th Street and Penrose Avenue, that also serves as a Navy Yard entrance/exit, and will experience increased traffic as the Bellwether District becomes active.

3) FDR Park Master Plan

A [Master Plan](#) was completed for the 348-acre FDR Park in May 2018. A virtual tour of the FDR Park Plan is available [here](#). The capital cost of implementing the plan is projected to be upwards of \$250 million. Construction on the 33-acre [Wetlands Mitigation Project](#) (Airport Project) began in August 2022, with expected completion by spring 2025, and this project will include much needed [replacement of the tidal gates](#). In October 2023, a [grand opening event](#) was held for the new signature Anna C. Verna Playground. The new [Welcome Center](#) is also under construction, with expected completion in April 2024.

4) Naval Hospital Site

This parcel is controlled by PAID/PIDC and is bordered by Pattison Avenue to the south, 20th Street to the west, Hartranft Street to the north, and the Eagles NovaCare Complex to the east. The site is currently used as a surface parking lot, with green space buffer, under a zoning variance. This parcel is a focus area for reuse in the City's [Philadelphia2035 Lower South Plan](#).

5) 3200 S. Broad Street

On the former site of the "Southern Home for Children", the Philadelphia Suburban Development Corporation (PSDC) is advertising a [development offering](#) for the 3.46-acre parcel, located on the west side of S. Broad Street, just south of Curtin Street.

6) Marconi Plaza Park Study

Philadelphia Parks and Recreation (PPR) is finalizing their planning study for the 19-acre Marconi Plaza Park, and the polarizing topic of a possible addition of a dog park on the west side of the Park is still under consideration. SCSSD continues to offer related feedback, with priority on operations and maintenance, lighting and safety improvements, and perimeter traffic calming and gateway treatments. PPR will be sharing updates with SCSSD soon, and PPR has proposed a related meeting with SCSSD in early 2024.

7) Wells Fargo Center Complex

Comcast Spectacor continues work on the Wells Fargo Center (WFC) Transformation Project, with a related investment of \$400 million in facility upgrades. The final phases of [The New Wells Fargo Center](#) construction include the [exterior façade](#), new entry canopies, and event level renovations, including player locker rooms. The [parking lot gate expansion project](#) is also nearing completion.

Further development rights for the subject parcel are outlined under a Master Plan, titled "Spectrum 2", that was approved by Philadelphia City Council in 1994. In partnership with the [Cordish Companies](#), [Comcast Spectacor](#) developed and opened [Xfinity Live](#) in 2012. In October 2023, Comcast Spectacor convened a meeting with the SCSSD Board of Directors to share upcoming expansion plans for a mixed-use development project on the parcel.

In July 2022, the 76ers unveiled a proposal to construct a [new arena](#) downtown at 11th and Market Streets, which they would not use until the 2031-32 season. The 76ers current lease at the Wells Fargo Center expires in 2031, if not extended. In April 2023, the City announced it will [perform an independent study](#) on the impact of the proposed arena, which the [76ers have agreed to fund](#). The 76ers have pushed back their timeline to receive zoning approval from the City, currently targeted for [winter 2024](#), after related studies have been completed. In November 2023, the 76ers held the first in-person community meeting for the arena project.

8) 700 Packer Avenue – Stadium Square Development

On the current site of the Turf Club and other active industrial and parking lot uses, the [Philadelphia Suburban Development Corporation](#) (PSDC) is advertising a [development offering](#), titled Philadelphia Stadium Square, for the 12-acre parcel. In May 2023, SCSSD convened a meeting with representatives from PSDC and the [Hines](#) development company, as they advance a proposed development project on this site. The mixed-use development proposal would feature a campus-style layout with a retail and restaurant area, luxury apartment buildings, and a possible office tower. The project plans to seek a City zoning change for the parcel's current Industrial (I-2) designation.

9) Navy Yard Master Plan Update

The [Philadelphia Navy Yard](#) is a 1,200-acre site controlled by PIDC. In 2020, PIDC selected a [development partner](#) for 109 acres at the Navy Yard. In June 2022, PIDC and [Ensemble/Mosaic](#) unveiled the updated [Navy Yard Plan](#), providing a look at the Navy Yard's future over the next 20 years, which includes an investment of \$6 billion of new development. Construction of a [new residential complex](#) is underway, with targeted opening in 2025. In July 2022, PIDC began construction on the Broad Street Quay Wall Reconstruction Project, which should be [completed by the end of 2023](#). The Navy Yard is planning to soon begin operations of their [Autonomous Vehicle \(AV\) shuttle](#), with initial pilot route to remain inside the Navy Yard only. Under a second phase to begin in 2024, the shuttle route will be extended to exit the Navy Yard and include a loop to NRG Station.

10) PhilaPort – Facilities and Growth

PhilaPort, *The Port of Philadelphia*, is an independent agency of the Commonwealth of Pennsylvania charged with the management, maintenance, marketing, and promotion of port facilities along the Delaware River in Pennsylvania. [PhilaPort](#) continues to develop [port facilities](#), under a Port Development Plan. In July 2022, PhilaPort unveiled their [vision of the Port's future](#), that would require \$3.5 billion in capital investments. The Port of Philadelphia is the fastest growing port in the United States. In February 2022, Governor Wolf announced a new [\\$246 million investment](#) into PhilaPort, that will continue the modernization efforts and improve regional economic stability. This funding is in addition to the State's \$300 million investment announced in 2016.

11) PhilaPort Distribution Center

On the former site of the Food Distribution Center at 3rd Street and Packer Avenue, [PhilaPort](#) constructed a new \$42 million [distribution center](#), with a food-grade warehouse building that is 201,621 square feet in size, operated by Holt Logistics Corp., in support of the container operations at the Packer Avenue Marine Terminal. Adjacent to this warehouse, at 3rd Street and Pattison Avenue, PhilaPort is planning a second phase of construction for a 175,000 SF refrigerated and frozen goods storage facility.

12) Quartermaster Science + Technology Park

In January 2023, property owner/developer, [SkyREM](#), announced plans to develop the historic Quartermaster site at 21st Street and Oregon Avenue, into a life sciences campus named the [Quartermaster Science + Technology Park](#). This \$250 million redevelopment project will transform the [24-acre site](#) to include lab space for research and development, bio-manufacturing, restaurants, and a hotel.