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Janis Risch

Dear fellow Mt. Airy BID Property Owner,

I am writing to you, on behalf of Mt. Airy Business Improvement District's (BID) Board of Directors, to seek your support and approval so we can continue to provide cleaning, greening and safety services to the 1.8-mile stretch of Germantown Avenue from Cresheim Valley Road to Washington Lane.

Launched in 2008 by a group of local business leaders eager to work together to improve conditions along the commercial corridor, the BID helped transform Germantown Avenue from a trash-strewn commercial corridor to a clean, green, and safe business district serving the residents of Northwest Philly and beyond.

I will never forget that, before the BID was formed, I had to regularly sweep the sidewalk in front of my properties in what seemed like a futile effort to maintain an attractive climate for potential customers. In the ensuing years, while the litter hasn't been vanquished, it is a much smaller problem than it once was. The BID continues to collect approximately 300 gallons of trash a day.

As a result of ensuring consistently clean streets for the past 14+ years, we have seen vacant lots replaced by new commercial and residential buildings, and we welcomed the arrival of many new businesses, including grocery stores, cafes, boutiques, flower stores, bike shops and much more.

Key accomplishments over the past 15 years include:

#### **Cleaning:**

- Cleaning the Avenue six days a week, collecting and disposing of more than 100,000 gallons of trash a year.
- Weeding and raking leaves from the sidewalks and removing graffiti and illegal signs.
- Reporting streetlight outages, short dumping and other nuisances to the City's 311 service.
- In partnership with Pennsylvania Horticultural Society's Community Land Care Program, bi-weekly cleaning of 200,000 square feet of vacant lots within a few blocks of the commercial corridor.

**Greening:**

- Beautifying the Avenue with our annual display of award-winning hanging flower baskets.
- Converting six vacant and underutilized lots along the commercial corridor into nicely landscaped pocket parks that serve as community gathering spots.
- Working with interested property owners and the Pennsylvania Horticultural Society to maintain the shade tree canopy by replacing dying and dead trees.

**Safety:**

- Purchasing and installing security lighting on the side and rear of more than 50 properties in the Business Improvement District.
- Launching an effort with the City's Commerce Department to add pedestrian crossings at seven key intersections.

**Beautification:**

- Installing 50 Big Belly Solar Trash Receptacles and decorating them with "Litter Critter" murals.
- Installing 100 permanent Go Mt. Airy Banners along the commercial corridor, as well as hanging festive seasonal holiday decorations.
- Awarding \$25,000 in façade improvement grants to local business and property owners.

**Other:**

- Supporting the installation of pedestrian benches to encourage walkability.
- Serving as the registered community organization (RCO) for the Mt. Airy commercial corridor to oversee zoning discussions and decisions.
- Partnering with key institutions to secure additional parking on weekends and evenings, while also facilitating parking regulations in select blocks to stimulate parking turnover and increase customer traffic.

The Mt. Airy BID Board of Directors is made up of property and business owners, like yourself, and takes stewardship of your assessments very seriously. We pledge to put your annual investment to work in ways that help our Germantown Avenue commercial corridor thrive and grow, benefiting all of us.

As always, please don't hesitate to reach out to our Executive Director Janis Risch at 215-844-6492, [janis@mtairybid.com](mailto:janis@mtairybid.com) if you have any questions or concerns. We appreciate your ongoing support and look forward to a new five-year renewal to continue our good work on your behalf.

Be well,

*Ken*

Ken Weinstein  
Chair