



Fishtown District
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About Fishtown District

The Fishtown Kensington Area Business Improvement District (BID) was created to plan and fund services to improve and preserve our neighborhood. As of January 2020, operations began under the Fishtown District, which is comprised of Fishtown Kensington Area Business Improvement District and Fishtown Co.

A BID is a formal authorization by City Council to provide a formal collective organization which collects funds based on assessments of the property. The BID has official boundaries, and businesses and commercial properties within that specified area work to decide what is best for improving their community, and 2217 Frankford Ave is within those boundaries.

The Board of Directors for the BID are made-up of residents, business and property owners, and others. The Board along with the executive team and under the guidance of the committees and stakeholders will determine the best way to use the funds toward public safety, marketing, economic development, operations, and beautification. We strive to cultivate a board that is representative of the businesses we serve, with designated small business (under 5 employees), food & drink, entertainment, retail, and services sector seats.

The formation of a neighborhood BID allows us to work together to improve the quality of life of our residents as well as the success and growth of our businesses, including enhancing public safety, improving parking and pedestrian access, cleaning streets and sidewalks, overseeing responsible growth, attracting businesses and creating more jobs, branding and marketing the district, providing more promotional programming and hiring full-time staff to manage all of the above. Our organization is staffed by two full-time directors and our part-time marketing administrator.

2217 Frankford Ave Proposal

Our proposal for 2217 Frankford Ave is to utilize the space as a marketplace for local artists and entrepreneurs through regular programming. This proposal includes a phased approach to activating the space pending approval of the land owners.

Phase 1: Under the El Bazaars monthly on shared space (potential to act as programming coordination lead)

Phase 1 of our plan includes transitioning a successful vendor pop-up market series to the space. Started in 2021, the Under the El Bazaar series is a monthly pop-up vendor marketplace featuring over 25 makers with everything from home goods to food. In 2021 we successfully hosted 4 of these markets drawing good pedestrian traffic to each of them. These were held in partnership with Evil Genius Brewing Co, but we are excited at the opportunity to move the series to the northern part of Frankford Ave within our District. The Bazaars also feature musical performances by local artists. These performances are paid, and give local artists an opportunity to reach new audiences right in their neighborhood.

We work with local event curator Kae Anderson of Phant Productions to manage these events. She has a generator, sound system, and tons of experience with space activation. Phant Productions strives to curate a diverse pool of vendors who do not have access to many of the traditional marketplaces due to vendor fees and other barriers to entry. Our markets cost at most \$25 to vend, and that money goes to marketing the events and paying the performer. Our events are advertised through our weekly newsletter, press releases, on area event calendars, and social media. The majority of our vendors use 10x10 pop-up tents, but we would occasionally have a food truck pull onto the lot as well. Phant Productions has also worked directly with vendors to navigate the vending landscape in Philadelphia, acquiring the proper permits along the way.

In 2021 these pop-up markets were held on Front St, from 5-8 PM, with the street reopened by 9 PM. We are proposing to continue hosting this series once or twice a month, sharing the space with other programmers and users. As a local org with experience in space activation, we would be happy to play a lead role in organizing and facilitating the third-party programming on the space by acting as the Programming Lead. For this stage of activation we are proposing to use the space free of charge.

Phase 2: Trolley Car & Third Space Installations

Phase 2 of our plan requires a longer lease term and the ability to make investments into the space. Our ultimate goal for this space would be to create a more permanent vendor marketplace and greenspace activation. In 2020 we were fortunate to be awarded a vintage trolley car fit out as an ice cream truck (see attached pictures). For phase 2 of activation (commencing after the initial season) we are proposing to install both electric and water hookups on the site and move this trolley car to be the focal point of the marketplace lot. We would also be installing an outhouse at the location for public restrooms during open hours of the marketplace and outdoor string lighting for the space. The marketplace would also have vending sheds for other rotating vendors as well as street furniture installations to create a gathering space for residents of the area to picnic with their families and enjoy the marketplace. The vendors for the rotating spaces would be selected through an application process with a community selection committee.

We are estimating the cost of installing the trolley car and utility hook-ups to be about \$15,000 for which we will allocate funding. We would fundraise for the other installation furniture and outdoor vendor kiosks using federal, state, and local grant programs. During this stage of activation the space would still be able to accommodate other programming by third-party organizations like yoga classes, workshops, gatherings, art classes, and more.

The rotating vendors would pay a small rental fee to cover costs, as well as the trolley car permanent vendor. These fees would go towards maintaining and investing in the space, but we would also be open to paying a nominal monthly rental fee for the space during this phase. This trolley car vendor would be open year-round daily, allowing for use of the space year-round as well. The rotating vendors and programming would activate the space from April to November, possibly reducing hours to weekends in the colder months.







