



RITTENHOUSE ROW

MEMBERSHIP

2023





RITTENHOUSE ROW

KEEP YOUR BUSINESS MOVING FORWARD JOIN RITTENHOUSE ROW

We exist to help your business succeed.

Following please find a detailed explanation of our services, membership levels and fee structure.

WE INVITE YOU TO JOIN RITTENHOUSE ROW.



RITTENHOUSE ROW

GET TO KNOW THE NEW RITTENHOUSE ROW

Who We Are

Rittenhouse Row is a 501-C6 non-profit organization that is a catalyst for commerce and community in the commercial district around Rittenhouse Square. Our goals are to present an appealing neighborhood experience characterized by a deeply engaged commercial community. We present a strong image and have two decades of experience in leading this district and strong relationships with our neighbors.

The organization is led by Corie Moskow, Executive Director

Our volunteer Board of Directors includes:

- Reg Archambault, Hersha Hospitality Trust
- Sal D'Angelo, D'Angelo's Ristorante Italiano + Lounge
- Paige Jaffe, JLL Retail
- Patrick Mullen, Huntingdon Valley Bank
- Evan O'Donnell, aka
- Larry Steinberg, Colliers

What Does Rittenhouse Row Do?

We market the consumer-facing businesses of the Rittenhouse district, including restaurants, stores, salons, hotels, galleries, fitness and wellness studios and cultural institutions. Specifically, our activities include destination marketing, neighborhood and business advocacy, economic development, community engagement, and individualized consulting with our members so that their business remains strong, relevant, and dynamic.

Our Mission: Create Commerce and Community

In 1997, our BID, Center City District, wrote a grant to create Rittenhouse Row as an independent 501-C6 non-profit to specifically address the marketing of the commercial area around the central business district. Since then, we have served as the voice of the neighborhood and the voice of Rittenhouse retail and hospitality businesses.

Where Is Rittenhouse Row?

The Rittenhouse Row commercial district includes the area from Broad Street to the Schuylkill River, from the Parkway to South Street, and everything in between.



RITTENHOUSE ROW

HOW CAN RITTENHOUSE ROW HELP ME?

Rittenhouse Row helps our member businesses thrive!

Participation in Rittenhouse Row will:

- Sustain your business + connect you with new customers
- Maintain neighborhood conditions that are conducive to commercial activity
- Support your operation with marketing services
- Nurture neighborhood pride
- Leverage + protect the investment you have made in this neighborhood
- Create a halo of support around your business
- Provide you with “eyes + ears” to watch out for your business
- Connect you with your community
- Promote you as a thought leader
- Make your voice heard
- Share your story
- Provide you with an ongoing resource to help you grow
- Provide you with a troubleshooting resource to help you navigate
- Help you “do good”
- Keep you plugged in to programs, events, ideas, and information that can help you succeed
- Provide you with social and networking opportunities to help grow your network
- Uncover synergies that create innovation, efficiencies, and collaborations
- And more...let's expand our support together!



OUR NETWORK/YOUR CONTENT

Member businesses provide the content for our communications network...
we tell your stories, spread the word and make your business more money!

Here are some of the outlets we have created to share Rittenhouse Row stories:

- Website (all new members will be included at no additional charge)
- Facebook-5654 followers
- Instagram-38.5k followers
- Twitter-5,966 followers
- Rittenhouse Row Public Email List-5,000 contacts
- Rittenhouse Row Business to Business Email List-450 contacts
- Rittenhouse Row Neighborhood Bulletin to apartment and office buildings
- PR Pitches + Media Updates Updates-What Your Outlet Needs to Know in Rittenhouse Row
- Media Familiarization Tours
- Rittenhouse Row in the Know—use for previews/hot news/exclusive deals
- Rittenhouse Row Events, News, Deals-Public Email Newsletter
- Branded Email Communications sent on member's behalf
- Rittenhouse Row Neighborhood VIP Program
- Special Events
- And more....



RITTENHOUSE ROW

OUR EVENTS ACTIVATE YOUR BRAND

Our event philosophy is to produce extraordinary experiences that highlight the best of our member businesses to the public. We create opportunities for our businesses to showcase their unique offerings through exciting, shared moments with other businesses.

THE RITTENHOUSE ROW SPRING FESTIVAL RETURNS, FOR THE FIRST TIME SINCE 2019

SATURDAY, MAY 6, 2023, from noon-5

ONLY MEMBERS CAN PARTICIPATE IN OUR RITTENHOUSE ROW SPRING FESTIVAL + PREVIEW PARTY

JOIN BY MARCH 15 TO MAXIMIZE YOUR PARTICIPATION



MARKETING IN ACTION

More Than a Chamber of Commerce

We are the neighborhood cheerleader, keeper of the neighborhood mood, lifter of the neighborhood spirits. We are the neighborhood's biggest fan, and your business is part of our neighborhood family. Community comes from warmth, connection, shared interests, and collaboration. We are catalyst that makes this all happen.

Retail Is Not Dead, It's Just Different

The changing retail environment presents a greater need for us to do what we do. We raise up the businesses that are here already and help them succeed. We partner with the companies who will be coming to help them protect their investment in Philadelphia, and to provide the insider perspective so that they are positioned for success.

Perception Is Reality

Our neighborhood is very much in a state of transition right now. We weave together the various stakeholders and presenting a consistently positive image, grounded in the reality of this unique moment in time. Our approach is to work with landlords, tenants, the leading commercial real estate brokers and the city to create constant improvement, so that we can all move forward. We keep an eye on vacancies, spread the word about opportunities, and work hard to retain existing businesses who may require a change in location.

Infrastructure Maintenance + Beautification

We act as the eyes and ears around Rittenhouse. City officials can't be everywhere at the same time. When we see something wrong—potholes, trash, graffiti, ADA non-compliance, we help get it fixed. Our watchful eye on government affairs allows us to proactively address a prettier and more user-friendly downtown.

Spreading Joy

We find ways to spread joy throughout the area. This means, you will have access to unique marketing opportunities, unique entertainment opportunities, and content that can be customized to give you additional ways to connect with customers.



MARKETING IN ACTION

Word of Mouth

We are your first line of support for changes to your business...we can help you share your excitement, communicate changes, dispel gossip, and build hype. If you plan a special event, product launch, personnel change, or any other thing that people need to understand to appreciate why your business is fabulous—start with us.

Media Relations

On an ongoing basis, we audit the media and determine proactive opportunities to help our member businesses garner coverage. We will send out PR pitches, editorial calendar updates, and conduct media familiarization programs to provide introductions for our media partners to our member businesses. We keep our media relationships current and keep them in the loop of what's new and newsworthy in the neighborhood.

Defining the "So What"

We can help provide your news with context, to help your story cut through the clutter and stand out as important. We can help explain why your news matters by providing commentary on your place in the neighborhood, the city and in your industry. We've been quoted in press releases and member's press coverage and can provide you with positive third-party endorsement to help you move forward successfully with your endeavors.

Trends + Tastemakers

Through regular conversations with media and influencers, trend spotting is part of our regular to do list...which means we can help our businesses shine as category leaders and trendsetters. We provide you with a framework to share your participation in the trend and connect you with other tastemakers.

Innovation and Technology

We are constantly monitoring technology. We vet opportunities and present you with opportunities to participate as early adopters, often free of charge. We connect our businesses with entrepreneurs who are innovating ways for you to conduct business.



MARKETING IN ACTION

Building Your Cohort

We believe that a united community is important. When you join, we will create a personalized set of recommendations for collaborators for you. We facilitate mentoring by pairing new businesses with established businesses to the mutual benefit of both.

Philadelphia/Big City Problems Small Town Service

Philadelphia can feel like alphabet soup. We can help you sort through opportunities and support that each agency provides.

Advocacy

We are your voice in City Hall. We work year-round to fight for favorable business conditions for our businesses. Our mindset is fixed on solutions, and we push to create a framework where the problems of our part of the city can be solved.

Meet the Leadership

On an ongoing basis, we will create opportunities for you to meet leaders of Philadelphia.

Security

We knit together communications with city and state agencies, private security detail, the police, neighborhood security and create a unified approach to the neighborhood's crime, nuisance complaints and overall quality of life.

Parking

We coordinate parking programs for your customers and staff, help connect you with parking discounts and work with the PPA for district-wide issues and opportunities.



RITTENHOUSE ROW

JOIN RITTENHOUSE ROW

Choose your level, add on services are available at anytime.

_____ Participating Member - \$1000 annual payment/per business (Non-Profit \$500)

Includes the basics of membership

- Website post
- Facebook post
- Email newsletter submission
- Instagram stories
- One member to member offer
- Get to Know Meeting- 30-minute meeting to show off -collaborate-ideate-plan
- Photo Shoot
- Invitation to member exclusive events for free
- VIP program inclusion
- PR program inclusion
- Event participation opportunities
- Marketing opportunities
- May participate in the Spring Festival (additional charge for booth)

_____ Corporate Member - \$2500

Retail businesses with up to four units

_____ Corporate Member - \$3500

Retail or hospitality businesses with five or more units

_____ Rittenhouse Row Affiliate Member - \$2000 annual payment

This is for businesses that are not based in the Rittenhouse Row geography.

- Dedicated email campaign with your content under our header
- Dedicated building-to-building residential delivery of your content
- Website post
- Facebook post
- Email newsletter submission
- Instagram stories
- One member to member offer
- Get to Know Meeting- 30-minute meeting to show off -collaborate-ideate-plan
- Invitation to member exclusive events for free
- VIP program inclusion
- PR program inclusion
- Event participation opportunities
- Marketing opportunities
- May participate in the Spring Festival (additional charge for booth)
- Individualized member outreach by Rittenhouse Row to 25 key leads/leaders
- Opportunity to participate in event sponsorships at the member rates



RITTENHOUSE ROW

JOIN RITTENHOUSE ROW

Choose your level, add on services are available at anytime.

_____ Grand Opening Membership - \$3500

Recommended for new businesses. This package allows the Rittenhouse Row organization to actively participate in your grand opening PR, plus a one-year Participating Membership.

- One quarter of marketing support
- Write and distribute grand opening press release to appropriate Philadelphia media outlets
- Grand opening event to be planned and promoted by Rittenhouse Row
- Includes invitation e-graphic
- Outreach to Rittenhouse Row Food and Beverage members for event hospitality
- Facebook posting
- Instagram posting
- Facebook event set up
- Dedicated e-blast to Rittenhouse Row's public list
- Personal phone calls to Rittenhouse Row's member list
- Personal invitations to Philadelphia connectors
- Inclusion in Rittenhouse Row e-mail newsletter
- Rittenhouse Row photographer to capture event
- Rittenhouse Row will manage RSVPs via dedicated email
- Entertainment and decor booking (additional fees to be paid by member)
- Outreach to non-competitive members for gift bag items (we can provide the bag)
- Social media analysis and recommendations

_____ Stakeholder Champion - \$10,000

Strong companies with a significant financial investment in the stake of Rittenhouse Row. Join as a Community Champion as we push forward to promote the area. One-time annual ask. Note, Spring Festival Sponsorship is not included.

- Kick-Off Meeting to understand your unique wishes for the membership
- Logo recognition on all marketing and Rittenhouse Row events
- Walnut Street Booth for each Rittenhouse Row Event
- Dedicated eblast, you determine the content
- Inclusion on a Thank you page on our website
- Dedicated video profile for the staff person of your choice
- Inclusion in press releases for all events
- Inclusion in corporate partnership press release
- Membership/Press event at your location to highlight your work
- Invitation to a VIP experience at the May 6 Spring Festival
- Complimentary membership for five small businesses of your choice
- Speaking opportunity for your company principal at a membership meeting
- Reception held in honor of your contribution
- Custom program tailored to your business and your own unique marketing strategy
- Dedicated social media posts
- And more...

*Please make all checks payable to Rittenhouse Row, Federal EIN # 23-2884117

*Membership becomes active upon receipt of payment, and is for one calendar year

*Dues may be paid by check, credit card or in quarterly installments

*Please direct payment and completed application to Rittenhouse Row c/o Corie Moskow, 1126 N. Woodbine Avenue Penn Valley, PA 19072
215.518.5526/corie@glosspr.com



RITTENHOUSE ROW

RITTENHOUSE ROW 2023 MEMBERSHIP APPLICATION

To enroll as a member of Rittenhouse Row, please complete the following application and return with payment as instructed below:

Business Name: _____

Contact People and Job Titles: _____

Mailing Address + Street Addresses for Locations Covered by This Membership:

Business Phone: _____ Cell Phones: _____

Choose Your Level

_____ Participating Member - \$1000 annual payment/per business

_____ Non-Profit Participating Member-\$500 annual payment

_____ Corporate Member-\$2500-Retail businesses with up to four units

_____ Corporate Member-\$3500- Retail or hospitality businesses with five or more units

_____ Rittenhouse Row Affiliate Member-\$2000 Service Business or Not based in Rittenhouse

_____ Grand Opening Membership-\$3500-New Business + PR Support

_____ Stakeholder Champion-\$10,000-Year-Round Support for Neighborhood Investors

_____ Dedicated Eblast Add On-\$200/use-Your creative, our list

Payment Method

_____ I will pay by credit card (Please tell us who to invoice, and if you want to pay online/provide information manually)

_____ I need an invoice to pay by check (Please tell us who to invoice and where to send the invoice)

_____ I need an invoice to pay by ACH

We look forward to working with you!

Contact Corie Moskow | 215.518.5526 | corie@glosspr.com



RITTENHOUSE ROW MEMBER WEB PAGE SUBMISSION INSTRUCTIONS

GENERAL LISTING

- Name of Business (as it should appear on the site)
- Street Address:
- Web address:
- Social Media Links:

Objective/Factual Description

- 75-word description of business, in third person voice. Just state the facts...who, what, why, how?

Subjective/Opinion Description

- 75-word description of your business in your own words, and using the first-person voice
Include: What makes you the best, what makes your different, why should someone patronize your business, what are your must try items/services?

GRAPHIC ASSETS

- Logo
- Three-Six Key Photos of your business
- Beauty Shots-hi res, horizontal please
- * If photo credit is important to you, please indicate who to credit.

Video

- If you have videos that you would like to share, send Vimeo, or YouTube links.

SUBMISSION INSTRUCTIONS

Please submit all information to coriemoskow@glosspr.com with the header "RR WEB INFO"

If you want to confirm that we have received your information, please feel free to text 215.518.5526

We appreciate your patience as we attempt to rebuild the site!

If you have multiple concepts in the neighborhood, each concept must submit the fee to be included and should submit information for each concept.

Rittenhouse Row reserves the right to make slight edits to your copy.

* We appreciate the opportunity to use all submitted photography for Rittenhouse Row marketing materials beyond the website and will be saving your images in a Dropbox library. If we do not have your permission to do so, you must indicate when sending the photos.