



## RITTENHOUSE ROW

Dear Friend,

**Your business is an important part of the Rittenhouse community. I would like to introduce you to Rittenhouse Row, and to invite you to join us as a member.**

I represent more than 200 member businesses of Rittenhouse Row. Rittenhouse Row is a non-profit destination marketing organization. We have three goals:

1. Promoting the uptown area between the Avenue of the Arts and the river from The Parkway to South as Philadelphia's premier destination for shopping, dining, style, culture and living.
2. Protecting the destination to keep it as such
3. Promoting our members to help them build their business

I serve as the Executive Director of Rittenhouse Row and oversee the day-to-day operations of the organization. A dynamic board of directors, who reflect the diversity of our membership, governs Rittenhouse Row. Our members range from first time small business owners to expert entrepreneurs to corporate locations led by hands-on and proactive General Managers.

We plan a full annual calendar to provide exposure and enrichment for our members. Our activities include:

- Special events (like our Rittenhouse Row Spring Festival and Rittenhouse Row Fall Gathering)
- Membership development through monthly meetings and networking mixers
- Targeted marketing outreach
- Member to member communications
- Government affairs and individual troubleshooting
- Dissemination of information about major citywide promotional opportunities

I hope you will consider joining Rittenhouse Row so that I may personally help you promote your business. A membership form is included in this package— all that it takes to join is to complete the form and return with the designated dues for your business category. Please contact me if you would like to arrange a brief meeting or if you have any questions that you may have about joining, 215.518.5526.

Many thanks for your consideration.

Warm regards,  
Corie Moskow  
Executive Director, Rittenhouse Row



## RITTENHOUSE ROW

Dear Friend,

Among the best investments you can make when starting or expanding your business is to join Rittenhouse Row. We invite you to join the group that speaks for the collective interest of Rittenhouse area businesses.

Rittenhouse Row represents more than 200 businesses in the uptown area of Philadelphia. Our territory extends far beyond Walnut Street to include the entire business district running from City Hall to the Symphony House from The Four Seasons on the Parkway over to Penn Medicine at Rittenhouse and all the way up to the river.

Rittenhouse Row provides rich member benefit programs and offers an invaluable network of business contacts which help you efficiently market and run your business. We act as lobbyists and advocates for our member constituents and serve as your voice in City Hall. We have a long history of effective actions on behalf of our members—whether it be having the street lights turned back on, removing illegal ATMs from our sidewalks, moving sidewalk vendors who block retail windows, creating amnesty for merchants who were excessively ticketed by the Parking Authority while receiving deliveries and dealing with general city-wide problems like homelessness and crime.

Rittenhouse Row is tirelessly advocating on behalf of our members. No one else will stand up for the rights and wishes of the uptown businesses like we will. Our creation of the Special Controls Overlays for Walnut and Chestnut Streets, signed into the City's zoning code in 2000 and 2003 respectively enable us to maintain control over the businesses that you will call neighbors—we make sure they are on point with the dynamic, upscale and engaging destination that you have chosen as the home of your business.

Our membership dues are reasonably priced and have not increased in over a decade. With free monthly membership events and countless free marketing opportunities exclusively available to our members, the return on your investment is undeniable. In many cases, you will save more as a member than you will spend on your dues. Through our member-to-member VIP savings card, you and your staff will be offered savings and exclusive discounts at other member businesses as well as with services that your business uses like printing, security, banking and more.

Running a business in today's economy can be a daunting task. Having a network of support for marketing your business and running it within the challenging City of Philadelphia will definitely help you to succeed. We help you navigate through the finicky tastes of Philadelphians, the endless web of marketing opportunities and challenging hurdles thrown by government. We'll give you collegial forums to connect with the leaders of your industry in the area. Our goal in all of this is your financial success as a piece of the most inviting and attractive place in Philadelphia to live, work, play and visit. Your success contributes to our overall quality as a shopping, dining and entertainment destination.

We are here to help you. We provide a dedicated member help email [ilana@glosspr.com](mailto:ilana@glosspr.com) and regular access to our Executive Director via cell phone, as well as facebook, twitter and email newsletters to help you get the word out. We'll send your messaging directly to your fellow-members when appropriate (this list is more than 350 emails) or share with you the member list so you can direct your messaging to specific members. We'll provide you with monthly meeting and mixers at exciting Rittenhouse venues to give you opportunities to

connect with other businesspeople who can help you—either as customers, partners, referral sources or simply as new friends who experience the same challenges as you.

We plan regular special events to shine a positive light on the district with the public and in the media. Participation in these is open only to members and will provide opportunity for you to get in front of potential customers, almost always with little or no cost. These include charity shopping promotions, concierge events, fashion shows, Halloween district-wide trick or treat, holiday tree lighting and shopping promotions and more.

Our biggest event of the year is the Rittenhouse Row Spring Festival, to be held on Saturday, May 21, 2011. The event annually attracts more than 65,000 attendees and includes fashion shows, cooking demonstrations, musical performances and family activities along Walnut Street from Broad to 19<sup>th</sup> Street. Members may rent a booth from us to sell their products and promote their services to attendees. Only members and sponsors may participate.

Participation in the Rittenhouse Row organization will help you protect the interests of your business. Please join us, let your voice be heard and let us help you succeed.

Please contact our Executive Director, Corie Moskow, with any thoughts, questions or concerns at 215.972.0101 or [corie@glosspr.com](mailto:corie@glosspr.com).

We look forward to working with you soon.

Kind regards,  
Larry Steinberg  
President, Rittenhouse Row



RITTENHOUSE ROW

**2011 Rittenhouse Row Board of Directors**

- Dana Bank: *Town Home (Secretary)*
- Joe Beckham: *Alfa/The Walnut Room*
- Cary Borish: *Marathon Grill*
- Wendy Born: *Metropolitan Bakery (Vice President)*
- Sal D'Angelo: *D'Angelo's Ristorante Italiano and Lounge*
- Danny Govberg: *Govberg Jewelers, G Lounge, Whisper*
- Anthony Masapollo: *Le Castagne*
- Billy Mignucci: *DiBruno Bros.*
- Patrick Mullen: *Conestoga Bank (Treasurer)*
- Evan O'Donnell: *AKA Rittenhouse*
- Larry Steinberg: *Michael Salove Company (President)*
- Audrey Taichman: *Audrey Claire/Twenty Manning Grill*
- Angela Val: *Greater Philadelphia Tourism Marketing Corporation*



## RITTENHOUSE ROW

Membership in Rittenhouse Row entitles you to benefit from the opportunity to participate in the following *membership exclusive programs* designed to build your business:

- We give you a voice in city hall, in the press, and in the business community. We are several hundred members strong, with an equivalent voice in Center City and leaders in government, press, business, civic, and social markets.
- We provide you with a regular point of contact to help guide your marketing, brainstorm, connect you with local contacts and troubleshoot-our Executive Director is on-call by cell phone and we have a dedicated membership coordinator
- We provide you with an online presence as part of the Rittenhouse Square community with [www.rittenhouserow.org](http://www.rittenhouserow.org), offering only member businesses a full page at no additional fee
- We provide a watchful eye on government affairs and proactively address issues that affect YOUR business, your well-being and your livelihood
- We create a marketing campaign for our members, providing you with the tools to market yourself through our events, our publications, and our programs including: a 9,000 person monthly e-newsletter and a database available to all members
- Regular Rittenhouse Row Facebook and Twitter messages allow us to very quickly get your news out to people who want to know, including members of the media
- Annual Spring Festival attracting more than 65,000+ attendees from the region; only members may participate
- Halloween celebration to trick or treat at Rittenhouse Row member businesses, attracting hundreds
- We are your eyes and ears. We create partnerships that identify meaningful participation opportunities with all major city-wide festivals and events. We have partnerships with every city marketing and hospitality organization
- Bi-monthly member social networking and business development seminars including mixers, which are free cocktail parties that create synergies and opportunities for support within the community
- Bi-monthly Rittenhouse Row General Membership Meetings and networking opportunities followed by free cocktail parties. We bring 5-10 speakers who present valuable information, including new publication editors, special citywide events, civic leaders, etc.
- Reduced rate advertising opportunities
- Ongoing public relations campaign promoting destination and individual members
- Member exclusive holiday campaign and Rittenhouse Square's tree lighting ceremony
- Bi-Annual Center City Restaurant Week in partnership with Center City District
- Participation in hotel overnight shopping and dining packages
- Educational seminars for members and your employees including: safety, marketing, etc.
- Membership only invitations, partnerships, promotions, and values, such as free tickets to cultural performances.



## RITTENHOUSE ROW

### MEMBERSHIP APPLICATION 2011

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

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Web address: \_\_\_\_\_

Brief description for website: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Corporate/banks/real estate membership, \$1000 annual contribution

\_\_\_\_\_ Restaurant/retail/hotel/spa-salon membership, \$500 annual contribution

\_\_\_\_\_ Non-profit membership, \$250 annual contribution

- Please make all checks payable to Rittenhouse Row, Federal EIN # 23-2884117.
- Membership becomes active upon receipt of payment
- Dues may be paid by check, credit card, cash or in quarterly installments
- Membership fee is for one calendar year and renews automatically for the following year unless written notification of cancellation is received
- Please direct payment and all inquiries to:

Rittenhouse Row  
c/o Corie Moskow  
1126 N. Woodbine Avenue  
Penn Valley, PA 19072

c: 215.518.5526, p: 215.972.0101, f: 215.972.0371, [corie@glosspr.com](mailto:corie@glosspr.com)