



RITTENHOUSE ROW

MEMBERSHIP 2024

KEEP YOUR BUSINESS MOVING FORWARD JOIN RITTENHOUSE ROW

We exist to help your business succeed. Following please find an explanation of our services and fee structure. We invite you to join 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, Square Retail Consultants; 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.

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, 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-5.7k followers
- Instagram-40.1k 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 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 EVENTS

Our 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. We activate your brand

Upcoming Events Include:

MEMBER HAPPY HOUR-LUCY'S
TUESDAY, MARCH 19

*RITTENHOUSE ROW SPRING FESTIVAL **
SATURDAY, MAY 4

CENTER CITY SIPS
WEDNESDAY, JUNE 5-WEDNESDAY, AUGUST 28, WEEKLY ON WEDNESDAYS

*FATHER'S DAY FAMILY WEEKEND IN RITTENHOUSE ROW **
SATURDAY, JUNE 15-SUNDAY, JUNE 16

MEMBER HAPPY HOUR-LOCATION TBD
TUESDAY, JUNE 25

*RITTENHOUSE ROW FALL FASHION CRAWL **
SATURDAY, SEPTEMBER 28

CENTER CITY DISTRICT RESTAURANT WEEK
SUNDAY, SEPTEMBER 8- SATURDAY, SEPTEMBER 21

MEMBER HAPPY HOUR-LOCATION TBD
TUESDAY, OCTOBER 8

*RITTENHOUSE ROW HALLOWEEN CELEBRATION **
SATURDAY, OCTOBER 26

*RITTENHOUSE ROW HOLIDAY FASHION CRAWL **
SATURDAY, DECEMBER 7

*RITTENHOUSE ROW WELLNESS WEEK **
MONDAY, JANUARY 6-SUNDAY, JANUARY 12

CENTER CITY DISTRICT RESTAURANT WEEK
HOLD FOR CCDRW

*RITTENHOUSE ROW MANCE WEEK **
SATURDAY, FEBRUARY 8-SATURDAY, FEBRUARY 15

*STARRED EVENTS ARE MEMBERS. LIST INCOMPLETE

RITTENHOUSE ROW MEMBER + DESTINATION **MARKETING**

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.

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 pitches, editorial calendar updates, and conduct media familiarization programs to provide introductions to our member businesses.

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.

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 MEMBERSHIP LEVELS

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

- 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)
- 1-3 units

____ Corporate Member-\$2500

Businesses with up to four units

____ Corporate Member-\$3500

Businesses with five or more units

____ 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 Member-\$5,000

This level is for companies who are based in Rittenhouse Row, believe in the mission of supporting commerce, and wish to invest in the continued efforts of the nonprofit organization to lift the business community. Recognition and benefits include:

- One festival booth
- Sponsorship recognition for the festival
- 10 VIP passes
- Invitations to all member events
- Opportunity to share your company news via the newsletter and social media channels
- Website recognition
- Other support as mutually agreed upon

Stakeholder Champion-\$10,000

This level is for 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.

- Kick-Off Meeting to understand your unique wishes for the membership
- Logo recognition on all marketing and Rittenhouse Row events
- 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
- 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

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
- Invitations to attend member events
- Event participation opportunities
- May participate in the Spring Festival (additional charge for booth)

*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

*Send payment and completed application to Rittenhouse Row 1126 N. Woodbine Avenue Penn Valley, PA 19072

215.518.5526/corie@glosspr.com

RITTENHOUSE ROW

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 Names and Job Titles:

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

Business Phone:

Cell Phones:

Choose Your Level

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

___ Participating Member-\$1,000 annual payment/per business

___ Corporate Member-\$2,500- four units

___ Corporate Member-\$3,500- five or more units

___ Grand Opening Membership-\$3,500-New Business + PR Support

___ Stakeholder Member-\$5,000

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

___ Rittenhouse Row Affiliate Member-\$2,000 Service Business or Not based in Rittenhouse

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

Payment Method

___ I will pay by credit card

___ 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/coriemoskow@glosspr.com.

RITTENHOUSE ROW **WEBSITE** 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