



# LOOKING BACK

## OUR WORK IN 2021

Amidst the pandemic, unrest and shutdowns, Germantown United CDC responded to urgent and accelerated community needs. Significant progress in strengthening organizational capacity to better support the economic health and success of Germantown continues to be made.

### RESIDENT SERVICES HIGHLIGHTS

<b>HELPING GERMANTOWN RESIDENTS SURVIVE THE PANDEMIC</b>	
<p>In 2021, GU faced an increased demand for Residential Services due to economic stresses magnified by COVID-19. Our guidance and referrals <b>helped save renters from eviction, kept utilities on and prevented at-risk homeowners from losing their homes.</b></p> <p><b>A look at the numbers:</b></p> <ul style="list-style-type: none"> <li>○ Over the last 6 months, helped <b>350 +</b> residents with the complex application process for the Pennsylvania Emergency Rental (and Utility) Assistance Program. The program’s goal is to <b>prevent evictions.</b></li> <li>○ Referred <b>70 +</b> low-income and senior homeowners to free and low-cost home repair programs.</li> <li>○ Helped <b>140 +</b> vulnerable homeowners secure property tax relief.</li> <li>○ Registered <b>150 +</b> residents for First-Time Homebuyer Workshops with budget counseling and pre-purchase financial education. <i>In partnership with Mt. Airy CDC.</i></li> <li>○ Connected over <b>110 +</b> households to emergency resources for essential needs.</li> </ul>	
<b>BUILDING AN INFORMED &amp; ENGAGED COMMUNITY</b>	<p><b>Hundreds of community stakeholders attended programs organized by GU in 2021.</b> <i>Workshops included:</i> informing targeted residents about predatory “cash for houses” home buying scams; the role of the Register of Wills and ROW’s “Plan, Prepare, Protect” programs; zoning and development in Germantown. We supported the City Planning Commission’s work updating zoning rules in Germantown, and held a Town Hall for residents and business owners to speak out.</p>
<b>CELEBRATING BLACK HISTORY &amp; SUPPORTING HISTORIC PRESERVATION</b>	<p>A 2021 highlight was the October dedication of a historical marker at 5706 Germantown Ave honoring Black Germantown restaurateur, caterer, church leader and philanthropist <b>John S. Trower</b> (1849-1911). The event also celebrated the historic designation of the Trower Building. Neighbors, dignitaries and descendants gathered for this magical milestone event. Special thanks to G’town resident <b>Oscar Beisert</b> for his excellent work securing marker approval and building designation. <i>In partnership with: Historic Germantown, The Keeping Society of Philadelphia, Black Writers Museum, and the Pennsylvania Historical and Museum Commission.</i></p>

# COMMERCIAL CORRIDOR MANAGEMENT HIGHLIGHTS

## LOCAL JOB OPPORTUNITIES TO KEEP GERMANTOWN CLEAN, GREEN & HEALTHY

Studies show that litter and dumping and the blight of vacant and abandoned properties can harm the physical and mental health of residents. In 2021, we continued to build our corridor cleaning program, now in year two, and improve the physical, environmental and market conditions of the Germantown & Cheltenham business corridor.

- GU removed **1,300 bags of trash from the streets** between July to November 2021, averaging 56 bags per week.
- We're **keeping dollars in Germantown, investing \$140,000 annually into the local economy** through contracts with Germantown businesses/organizations who help implement the program. Thanks **DePaul USA** and **Friends of Germantown NW!**
- We created **four Cleaning Ambassador jobs** with a **\$15 starting hourly wage** and provided one long-time resident with consistent contract work.

## DOOR-TO-DOOR OUTREACH TO MERCHANTS, SUPPORTIVE BUSINESS SERVICES

Staff meet with **50 + local business owners, entrepreneurs, and commercial property owners** per quarter, providing direct assistance, advice, and support services that can benefit their businesses. *What we offer:*

### Financial Assistance:

- Support upgrades to commercial spaces through the **Storefront Improvement Program**, often cutting costs in half (up to \$15,000).
- Grant and loan referrals with forgivable (free!) and low-interest options.

### Technical Assistance:

- Application assistance for: pandemic relief, expansion, property acquisition, equipment or inventory purchase.
- Referrals for free business planning and management training programs.

### General Support:

- Letters of Recommendation to strengthen applications.
- Help navigating city services, business licenses, and permits.

## SPONSORING COMMUNITY PROGRAMS & SUPPORTING LOCAL TALENT

GU supports a wide range of **community festivals and events**. *In 2021, we:*

- Supported music programming at the **Germantown Farmers Market** led by powerhouse **Philly Forests**, and sponsored the annual **Juneteenth** and **People's Poetry and Jazz** festivals presented by **Johnson House Historic Site** and the **Black Writers Museum**.
- Organized cleanups with the **Friends of Vernon Park** and **Friends of Maplewood Mall**.
- Played a major role in the **public art component of the Maplewood Mall renovation** and served on the artist selection panel for this Percent for Art program project. Congratulations to winning artist **Kate Kaman** (co-owner of **Young American Cider**). Installation is targeted for spring 2022.

## BUILDING STRATEGIC PARTNERSHIPS & ADVOCATING FOR GERMANTOWN

We grew our **partnership with the City of Philadelphia**. GU has successfully secured the majority of the funding needed to keep providing resources to low-income residents and businesses well into 2022. We worked with the Commerce Department to coordinate tours of the Germantown & Cheltenham business corridor attended by elected leaders, including **Mayor Jim Kenney** and **Congressman Dwight Evans**, and numerous local media outlets. GU's staff advised on businesses to be visited, and presented on activities, challenges, and opportunities for investment.

# HIGHLIGHTS FROM OUR WORK IN 2021



WHAT WE DO:

1) COMMERCIAL CORRIDOR MANAGEMENT

2) RESIDENT SERVICES

## OUR TEAM

GU's staff includes:

- 3 full-time employees
- 1 part-time employee
- Now hiring 1 additional full-time employee



## COMMERCIAL CORRIDOR CLEANING

This year we continued to build our corridor cleaning program and improve the physical, environmental and market conditions of the **Germantown & Cheltenham** business corridor.



## HELPING GERMANTOWN RESIDENTS SURVIVE THE PANDEMIC



## BUILDING AN INFORMED & ENGAGED COMMUNITY

Hundreds of community members attended programs facilitated by Germantown United CDC in 2021.

[germantownunitedcdc.org](http://germantownunitedcdc.org)

## STAFF

<b>Emaleigh Doley</b> Executive Director
<b>Josanne Ford</b> Office Manager
<b>Matthew George</b> Business Development Manager
<b>Ibriz Muhammad</b> Business Development Manager
<b>Open Position</b> <i>Now hiring:</i> Resident Services Manager

## BOARD OF DIRECTORS

<b>Julie Stapleton Carroll</b> Board President	<b>Lillian Hightower</b>
<b>Clayton Justice</b> Vice President	<b>Umi Howard</b>
<b>Mark Sellers</b> Treasurer	<b>Brenda Littlejohn</b>
<b>Alfred "Luke" Smith</b> Secretary	<b>Rev. Kent Matthies</b>
<b>Steven Coleman</b>	<b>Theodore "Ted" Stones</b>

# UP NEXT IN 2022

## PLANNED ACTIVITIES



We are **investing in the delivery of GU's resident services**. There is a critical need for additional staff to assist residents experiencing financial hardship & facing housing instability due to the pandemic.

We are **growing GU's commercial corridor cleaning program to keep Germantown clean**. Right now, we employ five neighborhood residents who service the Germantown & Cheltenham business corridor five days a week.

*Plans for 2022 include:*

- Hire (1) part-time professional landscaper to assist with plantings and garden beds at key public spaces.
- Add (12) additional public trashcans in high traffic areas.
- Support tree-planting along our commercial corridors.
- Expand corridor cleaning

We will **distribute \$10,000 in micro-grants to Germantown residents** for grassroots **community improvement projects**. *Part of the Fund for Germantown, set to relaunch in 2022.*

We plan to **fund and implement the following high visibility projects** along Germantown's commercial corridors, **building community pride** and **promoting buying local**. *Activities planned:*

- Launch GU's Small Business Grant program to support signage improvements and new façade lighting.
- Design and install street banners along the Germantown & Cheltenham business corridor.
- Fund a series of public art projects.
- Install (12+) new bike racks at area businesses.
- Create and distribute marketing materials that promote business and community attractions.
- Enhance online neighborhood business directory.
- Install seasonal decorations, holiday displays.

Celebrate the launch of **Equitable Germantown**, a new initiative from GU **providing home repairs for free to low-income homeowners**. The program goal is to create healthy housing and keep vulnerable homeowners in their homes, and **support the local economy** by hiring Germantown-based construction and skilled trade businesses to complete the work.

**Secure a permanent home for GU!** In late 2017, we moved into our first dedicated office space at **5320 Germantown Avenue** (19144), raising our visibility and increasing productivity. Fast forward to today: We are close to purchasing the building, which includes our office and three affordable rental apartments. This purchase will help to ensure long-term organizational sustainability and continuation of our services for years to

...AND SO MUCH MORE!