



Business Newsletter

Summer 2009 Vol. 9 Issue 2

June 4th, 2009

Save the Date!



Empowerment Group Emergency Preparedness Class

Thursday, June 18th
6:00pm-7:30pm
@ United Way
7 Ben Franklin Parkway

Did you know 25% of businesses don't reopen after a disaster? Learn how to stay in business through blizzards, floods, and fires with this emergency preparedness workshop. A representative from the Philadelphia Office of Emergency Management--the event's co-host--will guide you through the necessary steps to protect your business from disaster.

www.empowerment-group.org

Facade Improvement of the Quarter



Murph's Bar
202 E Girard Ave

For more information on the facade improvement grant and how we can help you improve your businesses facade-

Shad Fest Puts FABAs on the Map

The First Annual Fishtown Shad Fest was a huge success this past April 25th, 2009 at Penn Treaty Park, with over 4,000 people in attendance from throughout the Delaware Valley. This was the first big event organized by the Fishtown Area Business Association (FABA), an organization comprised of business owners dedicated to working together to improve the Fishtown area for customers, residents, and business owners. The members of FABA worked many hours together with the help of The Pennsylvania Horticultural Society



on putting together a top notch day of events with something for everyone. Folks from all walks of life enjoyed the waterfront of the Delaware River while enjoying a plethora of children's activities and live local music while perusing local craft vendors, eating shad fish sandwiches and learning about the history and ecology of the river. With over 10 non-profit educational groups as well as a custom made historical timeline display there were many ways to find out more about the rich history of shad fishing and the Fishtown area. There was even a 5k Shad Run where people dressed up like fish!

The Fishtown Area Business Association had a few goals in mind with putting on the festival. One is to promote the area of Fishtown as a cool place to dine and shop, be entertained or move your business or home to. The other goal is to get people to the river and to enjoy and appreciate the river as a recreational and ecological resource. The final goal is to get more people on board to help clean and protect the Delaware river as well as support more public access to the riverfront. The Shad Fest marketing team was able to get an abundance of press about the event and the neighborhood from local blogs to the Philadelphia Inquirer and Philadelphia Magazine. Not only did the area get some great marketing, but some businesses reported record-breaking days due to the increase of foot traffic. Phyllis, owner of Sketch Burger said she couldn't get food and drinks out fast enough because of the volume of customers from the festival. The success of the event and the huge turnout of people to the Fishtown area is a real testament to how successful a group of dedicated business owners can be. The Shad Fest was a great event for showcasing the uniqueness of the Fishtown business community and they could not have done it without the members of FABA.

Other benefits of business association membership include a larger network of customers, clients or partners, greater access to resources like marketing grants or group benefits, a unified voice for policy and advocacy, and a greater sense of camaraderie with other entrepreneurs. Joining FABA also gives you access to Philadelphia Chamber of Commerce benefits like group health insurance, discounted credit card machines and office supplies, political advocates and more.

To learn more about what joining FABA can do for you or to get involved for next year's Shad Fest, please visit www.fishtownbusiness.org go to the next FABA meeting at Third Federal Bank 136 W Girard Ave on the First Wednesday of every month at 5:30pm.

More News and Events

First Fridays on Frankford Avenue

Contact [Sarah Corlett](#)
215 427 0350 x 111

Fishtown Area Business Association



It is time to renew or join FABA. Dues are \$50 annually, [click here for the membership form.](#)

Monthly Meetings, open to the public are **EVERY FIRST WEDNESDAY from 5:30-7pm**

At Third Federal Bank
136 W Girard Ave

Contact [Paul Kimport](#)
or visit www.fishtownbusiness.org

Fishtown Shad Festival Seeks Sponsors

FABA is hosting the 1st Annual Shad Fest Saturday **April 25th**. Local businesses are needed to help sponsor the event. Download the Sponsor Form [here](#) or check the website for updates- www.fishtownshadfest.org

Looking for a Commercial or Industrial property?

Check our online [Property List](#) and sign up to receive monthly updates.

Visit our website at www.nkcdc.org to sign up or email Ryan at rbriggs@nkcdc.org to be added to the list.

2009 Neighborhood Business Directories

Get your copy today at neighborhood businesses including, Third Federal Bank, Rocket Cat Cafe, Sulimays, Johnny Brenda's, Exit Realty the Waterfront Group and more!

Thank You to printer [Northern Liberty Press](#) and designer [Devilfish Ink](#) for creating such a great product!

To request copies contact Kathryn at 215-427-0350 x 120

For more information on how we can assist your existing or start up business, contact-

Sarah Corlett
Economic Development Director
Email: scorlett@nkcdc.org
Phone: 215 427 0350 x 111

Also Visit:

www.frankfordavearts.org
www.Fishtownbusiness.org
www.kinetickensington.org



This Friday, June 5th
5pm - 9pm

Opening receptions will be at Goldfish Gallery (pictured above), Perpetua Antiques, Germ Books, Highwire Gallery, Rocket Cat Cafe, and more!
See full details at www.frankfordavearts.org/newsevents.asp

★ FEATURED BUSINESS

Plume @ 111 East Girard Ave

Tina Antonelli is an urban planner by trade. It's what she went to school for, learning about the patterns of human settlement, how towns and cities ideally take shape. Out of college and several years into a career track that took her to the Lancaster and Union County Planning Commissions, she had seen a lot of less-than-ideal development. Frustrated with her life as an office worker in exurban counties where "urban planning" was an afterthought, Tina decided to make a radical shift in her life. She went back to school; this time

for something that she honestly enjoyed: cutting hair. Some people might judge her for abandoning her professional aspirations, but after years of office work Tina just wanted to spend her workdays somewhere that she felt comfortable.



This is the seed that became Plume, Ms. Antonelli's Girard Avenue-based salon. After years in Central PA, Tina moved to Fishtown in 2001. The Norristown-area native was familiar with Philadelphia and had heard that things were changing in the River Wards. Years of living in the neighborhood, working retail jobs part-time, training as a stylist and dreaming about "the right time" to open her own salon eventually paid off. She had often eyed a little building at 111 East Girard, "on the sunny side of the street that everyone takes to get to and from the EI". When the building eventually went up for sale, Tina jumped at the opportunity.

The interior of the modest, two story building adjacent to Johnny Brenda's that would become Plume brings a down-to-earth luxury to the neighborhood. The salon is indeed comfortable; almost half the interior is taken up by a small lounging area, replete with a minibar stocked with water and Kenzinger. Tina comments, "Sometimes I tell people to come by even if they're not getting their hair cut. I want people to come by to talk, have a beer and relax...I'm not in this for the money."

Indeed, Tina enjoys being a part of the neighborhood. As an active member of the Fishtown Area Business Association, Tina has worked overtime helping to plan and stage the Shad Fest earlier in the year, amongst other efforts. Tina reached out to the NKCDC, the Girard Coalition, and FABA during the early stages of her efforts to open Plume, and has been a close partner with all three organizations since then.

Antonelli also views her salon as a way of advocating for the neighborhood that has become her adopted home. When she first started out, many of her clients were people she knew from other salons she had worked at in Center City and Old City. She was worried that many would be adverse to making the trek to Fishtown. However, most of her loyal customers were pleasantly surprised to discover all that the neighborhood had to offer. Now she says that she has several clients who come to her salon from downtown for haircuts and a show at Johnny Brenda's.

Tina is content with being a distinctive stitch in the fabric of the neighborhood, appealing to neighbors and visitors alike. "I don't want Plume to become something huge," says Tina. Plume has grown steadily through word of mouth, and it has already become tricky for Tina and her single employee to keep up. "Business has been good, but it's just been so busy,

sometimes I have to remind myself how lucky I am...I wouldn't want to grow too quickly." When things calm down a little, she has plans to diversify the space in the future, letting other groups use Plume as a meeting space when business hours have ended. However, for right now Tina wants to continue offering "offering reasonable prices, salon quality and organic hair products."

Plume, 111 East Girard Ave, 215-327-3730

For more information please visit www.nkcdc.org or email Kathryn at kdoherly@nkcdc.org

[Remove my name from all future email correspondence](#)

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