



## Business Recruitment

*Diversifying the Avenue,  
Strengthening the Community*



**The Tacony Community Development Corporation** is working to make the future of Torresdale Avenue bright. As new businesses come into Tacony, Torresdale Ave is continuously becoming a stronger hub for the Tacony community. As Tacony continues to grow, the commercial corridor will become even more vibrant as residents and visitors shop their favorite independent retailers and national chain stores throughout the week, and especially on the weekends. The district is already beginning to pop with color from the newly planted trees and recently upgraded storefronts spreading along the corridor through the Storefront Improvement Program. Soon, banners, and seasonally planted flowers will complement the matured trees, allowing for a pleasantly shaded sidewalk for consumers to enjoy inhabiting while shopping.

*1.2 million invested, 15 storefronts improved, 5 new businesses, 32 total new jobs*



## Statistics show growth in demand

The changing demographics of Tacony are significant in their effects on retail demand, consumer preferences, and the communication line between businesses and their consumers. A younger population with larger families is a telltale sign of more active consumerism demanding a more dynamic economy in Tacony.

### DEMOGRAPHICS BY THE NUMBERS:

- **Population:** 25,000 people
- **Community:** "rustbelt traditional" demographic segment, associated with preferences of value and familiarity in their shopping experience rather than fads or trends.
- **Residents:** Mix of married couple families, single parents and singles living alone
- **Median Age:** 36.5, just below the US median.
- **Signs of Growth and Change:**
  - The growing population is becoming younger and more diverse.
  - Increase in average household size and average family size.
  - Significant increase in income per household by 15% from 2000 to 2010.

*"We moved into the Tacony area in 2008. Prior to that, our business was located on Frankford Avenue for 13 years. We could see potential in the Tacony community. The location was close to I-95 so easier access for our customers...a good central location allowing us to service the needs of NJ residents, Center City and Northeast Philadelphians and Lower Bucks...as well as being centrally located it is within walking distance to the post office which assists us in quicker delivery time for our internet customers."*

*- Bulls Eye Darts*

# Attracting new business to Tacony

## CONSUMER DEMAND:

- **Local demand:** \$135 million by Tacony HH
- **Local Retail Sales:** \$112 million
- **Gap:** \$23 million (17% of HH spending)
  - Restaurant sales void of 22%

### Areas of Opportunity:

- Furniture and home furnishings
- Apparel
- Full-service and limited service restaurants.

A market analysis done in May 2012 shows the local demand and pinpoint voids in the local retail economy of Tacony. A spending gap shows that there is money to be spent by local consumers that is not currently being captured. A retail sales profile of supply and demand indicate exactly where the leakages are and where to focus business development.

Most of the retail businesses in Tacony are categorized as convenience retail. These types of stores sell goods and services for which people generally patronize the closest one. Tacony has an abundance of these types of stores including grocers, gas stations, and discount convenience stores. Destination retail is also present along the corridor as businesses that capture shoppers from greater distances by selling specialty goods and services such as Bulls Eye Darts and Caribbean Seafood.

## Why Tacony?

Many incentive opportunities are available from TCDC and the City of Philadelphia to attract small businesses.

## STOREFRONT IMPROVEMENT PROGRAM

DeNofa's Italian Deli, serving Tacony since 1976, was one the first on the block to complete the program (Depicted on right).

*"It was like a breath of fresh air, I felt like I was part of the Avenue again."*  
- Wellens of Wellen's Hosiery



## INCENTIVE PROGRAMS AND OPPORTUNITIES

### TACONY COMMUNITY DEVELOPMENT CORP.

- Commercial Corridor management and Promotion  
[historictaconyrevitalization.com](http://historictaconyrevitalization.com)
- ShopTacony.com exposure and profile space.
- TCDC assists store owners in self-promotion for their businesses as well as advertising and providing support services for the entire corridor.
- Assistance with various government grant and loan programs.

### DEPARTMENT OF COMMERCE PROGRAMS FOR SMALL BUSINESSES

- **Storefront Improvement Program:** 15 storefronts participated thus far. 4-6 storefronts concentrated along 6900 block Torresdale Ave.
- PHL10KSB Goldman & Sachs 10,000 Small Business Owners
- SAFECAM (Commerce Security Camera Grants)
- Ensuring Access for Minority & Women Owned Businesses

### CORRIDOR BEAUTIFICATION AND CLEANUP SERVICES

- TCDC provides **cleaning services** utilizing Ready Willing & Able.
- **The Golden Broom Awards** recognizes store owners that show they care about the community.
- **Tree planting** projects seek to restore tree canopy of Tacony's Historic Torresdale Ave, creating a pleasant, shaded place to shop.
- **Up and coming:** Lamp banners and further sidewalk improvements.



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