



NEWSLETTER

Friends of Clark Park
PO Box 31908, Philadelphia, PA 19104
Telephone 215-552-8186, web: <http://www.clarkpark.info>
Email: Friends@clarkpark.info

Summer 2004 Edition

Frank L. Chance, Editor
Anthony West, Publisher

Clark Park Calendar Of Events

Summer 2004:

Clark Park Music & Arts Festival 6.19.2004
Movies in the Park: Sherlock Holmes Faces
Death 8:45 PM 7.10.2004
FOCP Membership Meeting, 7:30pm 7.13.2004
FOCP Board Meeting 7:30pm 8.11.2004
Movies in the Park: The Phantom of the Opera
8:45 PM 8.7.2004
Meeting
Youth Soccer Fall Season
Returning Player Invitations Sent 8.15.2004
Open Registration Begins 9.1.2004
Fall Soccer Season Begins 9.25.2004
Permits Issued by Recreation Department:
World Music and Arts Festival
Vitamin D Productions 1-7 pm 8.28.2004
Clark Park Music & Arts Festival
9am-6pm 9.25.2004
See <http://www.clarkpark.info> for additional
events and date or time changes,

NEW LOGO IS CHOSEN

by Tony West

At its Jun. 16 meeting, the Board of Friends of Clark Park chose a new logo for the organization. This winter FoCP announced a contest to select the logo design, which drew numerous entries.

First prize of \$100 goes to Leah Murphy, for a suite of design solutions that can be applied to many diverse uses.

Second prize of \$50 goes to Craig Douglas. Honorable mentions are awarded to Sarah Green, Gary Ngan, and Linda Ruggiero.

You should see this new logo on our next issue of the Newsletter.

Storytime in the Park

Thanks to the Parent-Infant Center for once again co-sponsoring Storytime in Clark Park on Thursday evenings in June. We had some terrific volunteers putting together this event for kids under 7. Our readers were Jeannette Lee and Rose Rouse, both teachers at PIC, and FOCP members Angela Brintlinger, Andy Cole and Janet Lewis. Thanks also to Libby Rosof for designing a great poster, and to Cindy Roberts for baking cookies & bringing her Sponge Bob Square Pants blanket.!



MOVIE NIGHTS ARE BACK AGAIN, BY POPULAR DEMAND.

By Ann Dixon

The Saturday, June 5th, showing of "Don Q, Son of Zorro" was cancelled by rain and will be rescheduled. This 1925 movie stars Douglas Fairbanks, Sr and runs about 2 hours.

On Saturday, July 10th, "Sherlock Holmes Faces Death" will be shown.

On Saturday, August 7th, see "Phantom of the Opera." This 1925 movie features Lon Chaney Sr. and has a color sequence in the middle.

These evenings are presented by Jim Kietzman and The Friends of Clark Park. All films are shown with some shorts, and start at dark, approximately 8:45 pm. Bring your own chair to the cement viewing platform near 45th and Chester Ave. No rain dates.

Party for the Park 2004

By Lori Chapman, UCD

Party for the Park on Thursday, May 6, from 5:30 to 8:00 PM was a great success. Attendees included District Attorney Lynn Abraham (pictured below with FOCP members Lew Melman and Frank Chance).

On May 6, 2004, the 5th annual Party for the Park exceeded its goal and raised over \$60,000, including a \$20,000 matching grant from the Drumcliff Foundation and a silent auction that brought in over \$4,000. This brings the total amount raised through these parties to over \$330,000.

The Drumcliff Foundation also announced that it would renew its support of Clark Park with a second five-year commitment to make that large matching grant. It is the keystone of the expanded-maintenance program that keeps the park looking so trim.

Victor N. Richard III, Commissioner of the Department of Recreation, says, "The success of the Clark Park project can be largely attributed to the collaborative effort with support from the Department of Recreation, leadership from Councilwoman Jannie Blackwell, community support from Friends of Clark Park and of course the dedicated service and commitment of University City District. We are happy to work with UCD as they have been great partners to us on this project and the tremendous improvements to Clark Park would not have been possible without them."

Mayor John Street declared May 6, 2004 to be "Clark Park Day."



Tot Lot Survey Summary

By Cindy Roberts

Parents and caregivers of young children love the new Tot Lot in Clark Park, which has been open since June 2003. In an informal survey of 130 visitors taken between April 17 and April 27, 97 percent rated the play area's rubberized surface as "good" or "excellent." Ninety-five percent gave the Tot Lot's equipment high ratings; 94 percent rated the tot swings as "good" or "excellent."

Clark Park is a regular destination for young families. Seventy-four percent of respondents visit the park at least weekly; 15 percent visit daily. Asked to list a main reason for visiting the park, many respondents chose to list several. More than 60 percent come for the playground; "exercise" and "farmers' market" were two other popular choices at 19 percent and 11 percent, respectively.

Ninety-four percent of respondents said they felt "very safe" or "somewhat safe" when visiting the Tot Lot with their young children. In written and verbal comments, adults with safety issues were concerned about unleashed dogs that run in the "Bowl" adjacent to the playgrounds. Several respondents asked for a fence around the tot play area – to keep out dogs, discourage older kids, and keep tots from wandering. Another parent wrote "No fence please!"

Parents appreciate the comfortable benches installed at the Tot Lot; 50 percent said there are "not enough" benches, while 47 percent said the playground has the "right amount" of benches. The popular play area could be tidier: Some 53 percent of respondents said that litter is "sometimes" a problem, 39 percent rated litter as "never" a problem, and 5 percent say trash is "always" a problem.

The new Tot Lot replaced a tot space in the park's northern section that was originally built in the 1960s and contained equipment that no longer met current safety standards. Nearly one-third of respondents said they were unfamiliar with the old Tot Lot; of those who had knowledge of the old playground, 84 percent rated the new Tot Lot "much better" or "better." Twelve percent deemed the new playground "about the same," while 5 percent said it is "worse" or "much worse."

Relocation of the Tot Lot to 43rd and Chester, near the playground for older children, was controversial among park visitors who preferred the original location in the northern part of the park. "Lost some charm, gained some safety," was the comment of one respondent whose thoughts mirrored those of other fans of the old Tot Lot.

Asked to rate the importance of various capital improvements, many respondents rated all choices as "important." Lighting and community spaces (seating and tables) had the highest ratings, followed by benches/trash cans, sidewalks, and basketball court renovations. Because most respondents have preschool children, the lower priority for the basketball court is not surprising.

What *is* surprising is the broad popularity that the Tot Lot has gained among parents and caregivers who live far from Clark Park. Fifty-five percent of respondents said that they live in neighborhoods around the park: Spruce Hill, Cedar Park, Squirrel Hill and West Shore. Yet, some 34 percent of visitors came from other neighborhoods – North, West, Southwest and South Philadelphia, East Falls, Northern Liberties and Fishtown, to name a few. Some visitors came from as far away as Darby and Yeadon in Delaware County. Ten percent of respondents said they were "not sure" of the name of their neighborhood.

State of the Park's Stuff

by Andrew W. Cole, Maintenance Committee Chair

Folks, it's been a busy Spring for the maintenance committee and a goodly number of volunteers as the reports on the Belgian Block Workdays attest. However, that's not all that's happened this Spring and we may need your help to encourage our elected officials to 'do the right thing' (see below).

First off, Ed Halligan, using a map provided by Joe Shapiro, did a good inventory of the lights in the park and found that of the 42 lights in the park, 16 were not working. We then communicated this information to the Department of Recreation, which got right on it and repaired several of the lights in the park south of Chester. Unfortunately, whatever transpired caused additional lights to quit working in the part of the park north of Chester, leaving it dangerously dark.

Specifically, two lights from the original 'broken' list were fixed, 23-485-3 and 23-485-024 which left 6 broken lights from the original list of broken lights. This would be some progress, however, there are now 8 MORE lights that are now broken in north Clark Park. An easier way to explain this is to state that there is a total of 18 lights in north Clark Park but only 4 are working now.

Please encourage your elected officials to find some funds to fix this problem:

Jannie L. Blackwell
City Hall, Room 408
Philadelphia, PA 19107-3290
(215) 686-3418, (215) 686-3419
FAX: (215) 686-1933

John L. Street
City Hall, Room 215
Philadelphia, PA 19107

On a brighter note, get it, brighter, oh nevermind. Paul Brooks assembled a crack team of Ed Halligan (that guy's everywhere), Joe Shapiro, Bill Moriarty, and me (they needed someone to carry stuff) on Saturday, June 5, to start some long overdue and badly needed repairs to the shed.

We couldn't complete the repairs in one day so they'll be more work days later in the summer to finish up the various things needed to make the shed more accessible (and much safer) for Barry Bechtel, our Summer Maintenance Assistant (SMA), the soccer folks (and equipment) and for anyone else who's working in the park.

So, thanks to Paul, Ed, Joe, Bill, Mark Jenson, Amanda Benner and John Fenton of the University City District (UCD) for all their hard work on the Belgian Block projects, the lighting inventory, and the shed repairs. If you're interested in helping on any or all of these efforts, please get in touch with me at andrew.cole@ldc.upenn.edu or 215.573.1274.

One last note, Barry's doing a good job of keeping the park clean, Monday through Friday but a lot of trash accumulates during the weekend. Please help out by picking up trash when you see it. I notice a lot of people sitting on benches with lots of trash around them. It'll take all our efforts to keep the park clean.



Belgian Block Installation Continues

by Andy Cole

The volunteers listed below came out over the Memorial Day holiday to put in another section of Belgian Block at 43/Baltimore. I've also included some pictures of their efforts. Please go by and take a look, We're pretty proud of our handiwork (and pretty tired from lifting and moving the blocks).



I'd especially like to thank Citizen's Bank, who generously funded this work day, and to Roger Harman and Abbraccios for the excellent breakfast and lunch for the volunteers. Also, thanks to the folks at Woodland Supply for dry sand and to the Green Line for some emergency coffee.

As usual I really need to thank my brain trust, Mark Jenson, Joe Shapiro, and John Fenton of UCD. Without the tools, knowledge and enthusiasm of these three, this project wouldn't be possible.

I'd also like to think the Farmer's Market folks who allowed us to move them around, especially Donna Pitz of the Farmer's Market Trust and Lois Fahnestock, who had to move her tables to allow us to move the dirt and blocks around.

Volunteers



Patty Pickup
Darnell Walker
Becca Zinn
Brad Zinn
Joe Shapiro
Anne Heidel
Jon M. Sweigart
Cindy Roberts
Janet Lewis
Lew Mellman
Emily Jenson
Mark Jenson
John Fenton
Crew from UCD
Amanda Benner
Mike Hardy
Steve McCoubrey

Farmer's Market Folks

Donna Pitz Lois Fahnestock

If you know any of these folks, please give them a pat on the back and please feel free to join us for our next Belgian Block installation day, tentatively scheduled for Saturday, July 17, 2004 (we can only do about fifteen feet at a time so this may take a while to complete). July 17 is the day before I'll be FOCP Guest Waffle Chef at Abbraccios. Please be sure to come to Abbraccios then to watch me flip those flapjacks and to have some of their great food, especially as they'll be donating a portion of the proceeds from that day's brunches to the Friends of Clark Park. It's a great time and a great way to meet your neighbors and have some good food in a good cause.



Thanks,

Andrew W. Cole
Maintenance Chair
Friends of Clark Park (FOCP)

Youth Soccer League News

by Paul Brooks

Spring Soccer Season Wrap-up:

On May 22, FOCP's Clark Park Youth Soccer League completed its 16th season with a traditional end-of-season picnic. A total of 132 girls and boys ages 5 through 11 participated this season, divided among 8 teams, and player attendance was over 80%. A vigorous corps of volunteer coaches, including several newcomers, made this season possible: Adam Goldman, Beth Jarrett, Victoria Chongolola, Sam Sackett, Ezra Wiesner, Bill Foronda (who again coached two teams), Susan Meeker, Carlton Epps, Marianne Gellert-Goldman, Mike Jones, Kaz Uyehara, Mike Zhuraw and Victoria Bowman, Ed Sarbaugh, Mauro Daigle, Vivianne Nachmias, Reggie James, Eddie Madhi (who helped coach two teams, despite a mid-season injury), James Chavous, and substitute coach and league coordinator Paul Brooks. Beth, Sam

and James earned coaching certificates this season from the Eastern Pa. Youth Soccer Association. CPYSL again relied heavily upon Bill Moriarty for many hours of careful bookkeeping. Jim Cummings again handled purchasing of T-shirts and awards (medallions) this season. Many parents gave extra time to help the program run well.

Financial support for CPYSL this season came from neighborhood sponsors including: O'Donnell Real Estate (222-2600); Calvary Center for Culture and Community (386-6494); Spruce Hill Community Association (349-7825); Reading Terminal Market, 12th and Arch Sts.; and Hanley Bodek, Philadelphia Construction Co.; and from "national" sponsors Monroe Roth Assoc. of Chicago; Margaret Brooks, of Wheaton IL; and the U.S. Navy, by its friend Charles Larson, of Annapolis MD. CPYSL's sponsors provide every player with a free team T-shirt and enable us to provide shin guards to players at a deep discount, so that every player can afford them. CPYSL also relies upon and appreciates a grant from the Philadelphia Activities Fund, through the sponsorship of Councilwoman Jannie L. Blackwell.

Looking Ahead to Fall Soccer:

Registration forms for the fall soccer season will be mailed in mid-August to all players who played in spring 2004 or fall 2003; to insure a place, returning players must register by Sept. 1. Open registration, for new players, will begin Sept. 1; call us on Sept. 1 (please don't call sooner) at 215-552-8186 to get forms and info. Children must be at least 5 years old by Sept. 30, but still be under 12 years old as of Sept. 1.

Every season CPYSL has to turn away children because we have too few coaches. Coaching youth soccer is fun and satisfying. If you're interested in giving it a try, please call us soon (the earlier the better) at 215-552-8186. Neither coaching experience nor soccer skills are required, because training is available - - you just need to enjoy teaching children and to be willing to commit to helping on at least six of nine Saturdays.

More Soccer Sponsors Needed:

Many of CPYSL's families have limited incomes and so we do not want to increase the fees, yet higher insurance costs are making it more difficult each season to keep our fees low. The proposed City budget would cut funds for the Philadelphia Activities Fund, upon which CPYSL relies for a substantial yearly grant, so we could be left with a large "hole" in our funding this fall. The bottom line: CPYSL needs more "soccer sponsors" now.

Sponsoring a soccer team is a great way for a business, professional, or organization to benefit local children and strengthen our neighborhood, while gaining recognition as a "good citizen". In addition to mention in FOCP's newsletter, sponsors receive a framed photo of their team or a team T-shirt including your name and/or logo. You can sponsor a team for two seasons for \$150.00: send a check, payable "Friends of Clark Park", with "Soccer Sponsor" written on the memo line, to CPYSL, Friends of Clark Park, P.O. Box 31908, Phila. PA 19104, along with a note including your name, address, phone and logo (if any). For more information, leave a message any time at (215-552-8186).

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Unique Public/Private Partnership Improves University City's Largest Park Despite City-Wide Budget Cuts

By Lori Klein Brennan

Philadelphia's parks are an important component of quality of life in Philadelphia. Healthy vibrant parks encourage economic vitality, tourism, community development and reinvestment, education, and recreation. Urban parks and open space are an essential component of any first class city and region.

Historically, Philadelphia's city parks have been drastically under-funded. The budget has been in a state of decline resulting in deferred maintenance. Amid this difficult environment, University City District (UCD), Friends of Clark Park, and the Department of Parks and Recreation have created a unique public/private partnership allowing Clark Park, a heavily used 9-acre park to thrive.

Clark Park has the largest number of special event permits in the City of Philadelphia's Department of Recreation system. The Park is home to the seasonal Clark Park Farmers Market, many music festivals, youth soccer, and other neighborhood events. Located in the heart of University City's Streetcar Suburb National Register Historic District, it serves a racially, socially, and economically diverse population of residents, students, University City employees and visitors.

The agreement among University City District, Friends of Clark Park and the City is unique. With such frequent use, Park maintenance is a constant issue. Since 1973, Friends of Clark Park, has held cleaning and planting days to help the City maintain the green space. In 1999, FOCP and UCD approached the City Recreation Department with a formal proposal to raise funds for professional landscape maintenance services through an annual event. Since 2000, the Party for the Park (held the first Thursday in May) brings together residents, volunteers, corporate and institutional sponsors and City representatives to raise funds to support supplemental maintenance of the park, including spring and fall clean-ups, mowing grass, removing trash and graffiti, weeding and mulching. University City District has been under contract with the City to hire and manage a professional landscape firm to maintain this public park.

On May 6, 2004, the 5th annual Party for the Park exceeded its goal and raised over \$60,000, including a \$20,000 matching grant from the Drumcliff Foundation and a silent auction that brought in over \$4,000. This brings the total amount raised through these parties to over \$330,000.

But Clark Park requires more than mowing, pruning, edging, and cleaning. To this end, the UCD and Friends submitted a request to The William Penn Foundation for funds to develop a Master Plan for the Park. In 2000, the Foundation awarded the groups \$55,000. The grant provided the resources required to bring together community stakeholders and a professional design firm to create a long-term revitalization plan and capital strategy to ensure Clark Park's future. A community-based steering committee comprised of representatives of UCD, Friends, Recreation Department, area civic organizations, and elected officials met to ensure that the neighborhood's needs and desires were paramount in the planning process. Following six public meetings, the Revitalization Plan was adopted by the Friends of Clark Park board in July 2001.

"We are extremely pleased with this unique partnership, says Eric T. Goldstein, Executive Director for University City District. This is a win-win situation for everyone and most importantly, the University City community benefits from the continuous improvements to the Park."

Since the plan was adopted, and with the help of the Department of Recreation, playground improvements were made a top priority for the Park. Two playgrounds – one for children ages 5-12, and another for tots – were made possible by the contributions of private citizens, 3rd District

Councilwoman Jannie Blackwell, Friends of Clark Park and University City District.

In addition, the Clark Park Party for the Park fundraising committee has created a long-term endowment for the Park that has grown to over \$60,000 in two year. This Clark Park Endowment Fund is administered through the Philadelphia Foundation for ongoing maintenance of the Park. Other new improvements include new Victorian entrance signs to the Park that are visible from the street, creating a brand for the Park as well as a more welcoming environment for park users.

Give a Living Memory

QuickTime™ and a
GIF decompressor
are needed to see this picture.

DONATE A TREE TO CLARK PARK IN HONOR OF YOUR LOVED ONE

For those who have loved life in this community, Clark Park has always been there. And with your help, it always will be.

For just \$500, *Friends of Clark Park* will plant a "Memorial Tree" in Clark Park and tend it lovingly. Our aim is to help you provide a fitting tribute, one that will shelter others, one that will live on.

For further information on Friends of Clark Park's "Memorial Tree" Program, contact *Tony West, President, Friends of Clark Park*, at

215.349.9681

Favorite Photo Corner



Fearless Leader Tony West mans the FOCP table at the May Fair.
Submit nominations for Favorite Clark Park Photo to Frank Chance, chancefl@sas.upenn.edu.

**Friends of Clark Park
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