



Shop until 8pm on Wednesday, Dec. 7

Participating businesses:

The Cheese Court (til 9pm)	Swarthmore Co-op
Cheng Hing Restaurant	Swarthmore Flower Shop
Occasionally Yours	Swarthmore Music
Renato Pizza	T. Bumble's
Village Restaurant (til 7:30pm)	The Studio
Finely a Knitting Party	Swarthmore Hair Studio
Finlandia	Executive Cleaners
Paulson Rug Company	Garnet Cleaners (til 7pm)
Poco Loco	PNC Bank (til 6pm)
Robyn Roderick Gallery	Healing Partners Wellness Ctr

In-store events:

Swarthmore Hair Studio from 6pm—8pm.

An Aveda make-up artist will be doing complimentary five minute make-up make-overs as well as complimentary hand massages and mini stress relieving massages. Free Aveda product samples to each person. All Aveda Holiday Gift Sets discounted an extra 10% off

Swarthmore Town Center's new Façade Grant program.

In October, Town Center introduced a matching façade grant and loan program for business and property owners located in the Town Center.

If you are interested in applying for a grant, please do so before the end of the year to take advantage of this great program.

Information may be found on the website, www.swarthmorepa.org. Click on Swarthmore Town Center, then on Design.

Turn the page for an update on promotional activities.

Town Center Updates

- The **streetscape construction** in the main part of town is substantially complete. Decorative light poles are on order and should arrive in February. Crosswalks will also be finalized in the spring. New signs, trash and recycling containers will also be installed soon.

Work continues on the newly named Lincoln Way. Now that the last of the old Co-op building has been demolished, work will begin on the stormwater detention system as well as the terrace and steps leading to the new Co-op building. The bulk of this work is weather-sensitive so there may be construction in this area through the winter.

- Parking meters are currently being reinstalled and should be finalized shortly. Free parking will remain in effect through Saturday, Dec. 24.

Parallel parking has been introduced along Park Avenue. Remember, these meters continue to be designated as 1 hour. If you need a longer parking time, please park in

Upcoming events

December 6	6:30pm, Business Owner Meeting, Borough Hall
December 7	9am, Business Owner Meeting, Borough Hall
December 7	Shops open until 8pm!
January 3	6:30pm, Business Owner Meeting, Borough Hall
January 4	9am, Business Owner Meeting, Borough Hall

Swarthmore Town Center Promotional Plan as of December 5.

Participating businesses: (contributed \$75)

Cheese Court	Gladys Snively, CPA	Robyn Roderick Gallery	Vicky's Place
Cheng Hing Restaurant	Healing Partners Wellness	State Farm Insurance	Purcell Dar-
rell House			
D.P. Welsh Real Estate	Occasionally Yours	Swarthmore Co-op	The Longfellow
House			
EPS Printing	Park Avenue Travel	Swarthmore Flower Shop	The Magno-
lia House			
Executive Cleaners	Pastuszek Real Estate	Swarthmore Hair Studio	
Fine Garden Creations	Paulson Rug Company	Swarthmore Hardware	

Action	Message	Date	Cost
Swarthmorean	Open during construction	Sept. 2	\$120
Swarthmorean	Open during construction	Sept. 16	\$48
Swarthmorean	Shop until 8pm; with specials	Sept. 28	\$120
Swarthmorean	Shop Local	Oct. 14	\$48
Swarthmorean	Shop until 8pm	Oct. 28	\$48
Swarthmorean	Taking care of daily Life	Nov. 11	\$48
The Kids Place Direc- tory	Shop Swarthmore	Yearlong	\$35
Swarthmorean	Holiday Shopping in Swarthmore	Nov. 25	\$60
County Line Times	Shop renovated Swarthmore; Home for the holidays event on Dec. 3	Month of December	\$382
Springfield and Media Press	Shop Swarthmore	Dec. 7	\$738
Daily Times	Shop Swarthmore	Dec. 2 and Dec. 3	\$348
Swarthmorean	Holiday Shopping in Swarthmore	Dec. 2	\$60
Total spent			\$2,055
Received from businesses			\$2,250
Match from Town Center			\$1,000
Balance			\$1,195

Other marketing and promotional activities conducted: (no cost)

What:	When:
Email to www.swarthmorepa.org email list	9/6, 10/3, 11/1, 11/22, 12/2
Posters and table cards distributed throughout the Town Center.	9/7, 9/23, 9/29, 11/20
Website updates on www.swarthmorepa.org	9/6, 10/3, 10/28, 11/22, 12/2
Swarthmore College: various pub- lications around campus	9/13, 11/22
Press Releases to external publica- tions. (Daily Times, Press, Town Talk, etc)	9/30, 10/28, 11/22, 12/2



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