

Swarthmore Town Center's 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.

So far two businesses in the Town Center have been awarded grants and a third application has been received.

Make an update to your storefront! Feel free to send in your application for a grant. Information may be found on the website, www.swarthmorepa.org. Click on Swarthmore Town Center, then on Design.

Advertising Update:

Last fall, most Town Center business owners contributed \$75 toward advertising and promotion of the business district during the street-scape construction. A summary of the activities conducted is on the reverse of this page.

Including the Swarthmore Town Center matching dollars originally contributed toward the plan, there is approximately \$1100 remaining in the fund.

Recommendations were made at the December business owner meeting to use any remaining monies for advertising during the 2006 Holiday Season or for any marketing and advertising activities that business owners feel could use financial support. If you have any ideas for ways to use these funds, please contact **Mark Rossi**, Chair of the Promotions Team at mrossi25@comcast.net.

Upcoming events

April 7-9	Swarthmore College's Parents Weekend
April 23	Swarthmore Charity Fun Fair 1pm—6pm



Swarthmore

Town Center Newsletter January 2006

Town Center Updates

- The decorative light poles may arrive earlier than anticipated— stay tuned, installation may occur by the end of January.

Work continues on Lincoln Way. The stormwater detention system, as well as the terrace and steps leading to the new Co-op building, have been completed. Work on the new roadway has begun and will continue in the upcoming weeks.

- The new fence along **Myers Avenue** has been installed. Parking in this area is currently under review and changes to the meters and permit area are expected. If you have any comments or input, please contact Swarthmore Town Center's Design Committee via Scott Richardson at Occasionally Yours.
- **Business owner meetings** are being suspended until further notice. If there is an interested business owner who would like to organize and host these events, which are normally held on the first Tuesday and Wednesday of each month, please contact Anne O'Brien at 610 328 1999.
- After more than 4 years as Economic Development Coordinator for Swarthmore Borough, Jennifer Vincent is leaving the position effective January 31. The Borough is in the beginning stages of hiring a new Economic Development Coordinator. In the meantime, the board of Swarthmore Town Center is available for your questions.

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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