



# Swarthmore

## Town Center Newsletter

### November 2005

### Home for the Holidays Saturday, December 3 3pm—7pm

This fun, family event is hosted by Swarthmore Town Center and includes the following activities:

- Carriage rides
- Ornament making and decorating
- Tree lighting
- Carol sing
- Santa's arrival



Marketing materials for this event will encourage visitors to spend the afternoon in Swarthmore Town Center. Businesses are encouraged to develop activities and specials to encourage in-store shopping, eating and visiting. Anne O'brien will be in touch to discuss your ideas.

### Shop until 8pm on Wednesday, Nov 2

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	

Participating businesses:

#### In-store events:

Live activities 'til 9pm at **DaVinci's Café and Cheese Court**.

**We are looking for in-store events for our next late night shopping evening on December 7.** Please contact Jennifer Vincent at 610 543

### Town Center Updates

- The **streetscape construction** is moving along nicely. Placement of the new brick pavers has begun on South Chester Road, light pole foundations, parking meters and bike racks have also been located. Trees are also scheduled to be planted over the next few days!
- The **old Co-op** building continues to be dismantled slowly.
- **Swarthmore Flower, Gift Shop and Tea Room** is hosting its annual Holiday Open House on November 10,11,12. Stop by for a festive cup of tea and a preview of their holiday items. Swarthmore residents will receive 10% off of their purchases on Wed, Nov. 10.
- The Cheese Court has been renamed and reinvented as **DaVinci's Café and Cheese Court**. Stop by to sample their gourmet coffee and cheeses from around the world.

### Upcoming events

November 1	6:30pm, Business Owner Meeting, Borough Hall
November 2	9am, Business Owner Meeting, Borough Hall
November 2	Shops open until 8pm! Events throughout the center.
December 3	3pm—7pm. Home for the Holidays, Swarthmore Town Center.
December 6	6:30pm, Business Owner Meeting, Borough Hall
December 7	9am, Business Owner Meeting, Borough Hall
December 7	Shops open until 8pm! Events throughout the center.

# Swarthmore Town Center Promotional Plan

## Participating businesses:

Cheese Court	PNC Bank
Cheng Hing Restaurant	Poco Loco
D.P. Welsh Real Estate	Renato Pizza
EPS Printing	Robyn Roderick Gallery
Executive Cleaners	State Farm Insurance
Fine Garden Creations	Swarthmore Co-op
Finely a Knitting Party	Swarthmore Flower Shop
Finlandia	Swarthmore Hair Studio
First Keystone Bank	Swarthmore Hardware
Gladys Snively, CPA	Swarthmore Music
Healing Partners Wellness	T. Bumble's
Occasionally Yours	The Studio
Park Avenue Travel	Vicky's Place
Pastuszek Real Estate	Purcell Darrell House
Paulson Rug Company	The Longfellow House
	The Magnolia House



As of this printing, the following marketing and advertising activities have been completed:

Swarthmorean display ads	9/2, 9/16, 9/30, 10/14, 10/28
Email to website email list	9/6, 10/3, 11/1
Posters and table cards	9/7, 9/23, 9/29
Website update	9/6, 10/3, 10/28
Swarthmore College	9/13
Press Releases	9/30, 10/28

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