



Shop until 8pm on Wednesday, Oct. 5

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	

Town Center Newsletter October 2005

Town Center Updates

- The **streetscape construction** continues to move around town. Nearly all of the sidewalk concrete has been completed. Work in the strip between the curb and sidewalk should begin soon with installation of street lights, trees and decorative bricks.
- The **old Co-op** building continues to be dismantled slowly.
- Two businesses in Swarthmore now have wireless internet access: **The Cheese Court and Swarthmore Hair Studio.**
- An update on the **Town Center Promotion Plan** is on the back.

Participating businesses:

In-store events:

- **Paulson Rugs** will offer a free carpet appraisal when you bring your rug into the store. This service is a \$100 value.
- Learn to make tissue paper flowers at **Swarthmore Flower and Gifts.**
- OktoberFest with Aveda at **Swarthmore Hair Studio.** Free make up touch-ups and a product giveaway with every retail purchase.
- Live entertainment 'til 9pm at **The Cheese Court.**
- Swarthmore caps and sweatshirts for sale at **Executive Cleaners.**

We are looking for in-store events for our next late night shopping evening on Novem-

Upcoming events

October 5	9am, Business Owner Meeting, Borough Hall
October 5	Shops open until 8pm! Events throughout the center.
October 22 and 1pm—	Scarecrow decorating contest and pumpkin decorating sponsored by Swarthmore Town Center. 3pm, Borough Hall Lawn
November 2	9am, Business Owner Meeting, Borough Hall
November 2	Shops open until 8pm! Events throughout the center.

Fall Events from Swarthmore Town Center



On **Saturday, October 22** Swarthmore Town Center is hosting a new fall event for families. Beginning at 1pm on the Borough Hall Lawn there will be:

- Scarecrow decorating contest. Donate \$1 and decorate one of our 10 scarecrows. Winners will be announced at the Lion's Club Halloween Parade on October 28.
- Story time for children hosted by the **Swarthmore Public Library.**
- Pumpkin decorating. Town Center is giving away 200 pumpkins.

Thank you to the Swarthmore Town Center Events Committee for organizing this fun new event! Businesses should feel free to get involved with their own events that day! Questions, please call Anne O'Brien.

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 Studio	Swarthmore Hair
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

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

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

Additional display ads will run on:
10/7 and 10/14

Historic Walking Tour of Swarthmore

The **Swarthmore Historical Society** has just launched a Historic Walking Tour of Swarthmore. The tour showcases many different areas and architecture throughout Swarthmore and gives visitors and residents an interesting overview of the town and its development over the years.

While visitors can begin the tour at any location in town, it is suggested that participants begin the tour in the **Town Center**, bringing many new visitors and potential shoppers to town.

A copy of the brochure is being distributed with this newsletter and additional copies are available at Borough Hall.

Sharing Successes from the Customer Appreciation Day.

On Wednesday, September 14, Swarthmore Town Center held two forums for business owners discussing “what worked and what didn’t work” during the first-ever **Customer Appreciation Day**, held on August 6.

Moderated by Ken Wright, **Swarthmore Hair Studio, The Cheese Court and Swarthmore Coop** presented their results from the day. The event was a great success and answered the following questions:

- What worked and why?
- What was done differently to promote sales?
- How were customers contacted?

Some things we learned:

- Email communication with customer database was critical to great results. One business witnessed a 300% sales increase for the day, another a 30% sales increase. Both conducted direct email communications.
- Strong, impactful discounts made a difference.
- Fun, interesting events in stores. Make-up touch-ups, free popcorn and live music were just a few of the events that worked to bring people in.

The consensus was to plan additional “Customer Appreciation” event next year during weak summer months.

If anyone has any specific questions, please contact any one of the business owners listed above.

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