



Sharing Successes from the Customer Appreciation Day.

Join other business owners for a discussion about “what worked and what didn’t work” during the first-ever **Customer Appreciation Day**, held on August 6.

Moderated by Ken Wright, presenters will be **Swarthmore Hair Studio, The Cheese Court and Swarthmore Coop**. Scheduled to last one hour, this event will answer the following questions:

- What worked and why?
- What was done differently to promote sales?
- How did you contact your customers?
- Q&A at the end to address any other comments

The event will be held at **9am and again at**

Extended hours on the First Wednesday of every month!

In order to give customers the opportunity to shop after the construction crews have gone home, businesses are staying open until 8pm on the first Wednesday of every month, through the end of the year.

We are scheduling events for each evening – if your business would like to get involved, please contact Jennifer Vincent at 610 543 4599 or Anne O’Brien at 610 328 1999.

In addition to the centralized promotion, please remember to contact your customers and pro-

Upcoming events

September 14	Business Owner Forum: Sharing successes. 9am and 6pm
October 4	6:30pm, Business Owner Meeting, Borough Hall
October 5	9am, Business Owner Meeting, Borough Hall
October 5	Shops open until 8pm! Events throughout the center.

Town Center Updates

- The **streetscape construction** is moving along nicely. Sidewalks have been poured on one side of Park Avenue. Sidewalk work has moved around the corner onto South Chester Road.
- The **old Co-op** building is being dismantled slowly. Please feel free to take a walk around back and check it out.
- Take advantage of wireless internet access at **The Cheese Court**, as well as their extended hours until 9pm on Tuesday and Wednesdays. New coffees from around the world have also been introduced. Stop in for a great cup and a look at their changes.
- 10% of all retail sales during the month of September at **Swarthmore Hair Studio** are being donated to victims of Hurricane Katrina.
- **T.Bumble’s** has reintroduced its year-round hours of Monday—Saturday 10am to 5:30pm, with late hours on Wednesdays until 7pm.
- **Parking during construction.** According to Chief Craig,
 - if a meter is there it will be enforced as it would without construction (except for free parking Saturdays)
 - If there isn’t a meter, a maximum of 2 hour parking is allowed
 - **Free parking** on Saturdays through the end of November! Thank you to Swarthmore Borough.

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Swarthmore Town Center Promotional Plan

Thank you to all of the businesses that contributed \$75 toward the **joint promotion** plan developed by business owners. To date, almost \$2100 has been collected from participating business owners. This, plus the matching dollars from **Swarthmore Town Center**, will place almost \$3000 in the marketing budget for businesses during construction.

Thank you to the following businesses for your support:

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

As of this printing, the following marketing and

1/4 page Swarthmorean Ad	9/2
Email to website email list	9/6
Posters and table cards	9/7
Website update	9/6

advertising activities have been completed:

Look for another ad on Friday 9/16 and continued activity throughout the month.