

News from The Ardmore Initiative

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**SHERRY McVICKAR
ART SALE**

50% OFF



Stop by the Ardmore Initiative office and take advantage of the 50% off sale of Landscapes by artist [Sherry McVickar](#).

Now until Jan. 25.



Ardmore Initiative Launches New Website

Swain Techs is proud to announce the launch of the new Ardmore Initiative website at

www.ardmoreinitiative.org. This new marketing platform will allow the organization to disseminate information about events, sponsorship opportunities, community demographics and real estate openings more efficiently than ever before. Together with its business directory designed to showcase both local businesses and the business owners serving on the board, AI now has a powerful tool that will become the centerpiece of its promotional strategy.

In late September 2007 the Ardmore Initiative Board of Directors in concert with its Executive Director, Christine Vilardo decided that a new, more functional website was required to achieve their promotional goals for the 2008 calendar year. Treasurer, Brett Swain, President of the information technology firm Swain Techs, based in Ardmore, volunteered his firm's expertise in the design and implementation of a new web platform that could meet the organization's current needs and facilitate future growth.

"Swain Techs has created a dynamic web site which is responsive to our needs and their support team is immediately available to help solve any technical difficulties", said Christine Vilardo, Executive Director.

Consumers, businesses and property owners in the Ardmore area can expect to see more in the coming weeks and months from The Ardmore Initiative site. The board is currently working on a host of sponsorship opportunities that will be available in early 2008. These programs in conjunction with the existing matching facade grant program, First Friday Main Line and numerous streetscape improvements including Ardmore Blossoms and the Green Machine make for a powerful promotional strategy that will help The Ardmore Initiative fulfill its mission of ensuring the economic vitality of the downtown property and business owners.

HISTORY OF ARDMORE

Bryn Mawr Trust Bank invites you to their Ardmore office at 50 W. Lancaster Ave. on January 24, 2008 from 7:45am to 8:45am for a talk by Gerald A. Francis, President of the Lower Merion Historical Society. Mr Francis will present an informative talk on the history of Ardmore.

If interested in attending, please contact Therese Trainer at 610-896-6712.



NEW BUSINESSES IN ARDMORE



12 W. Lancaster Avenue
Ardmore, PA 19003
610-572-0367
M-F - 11am - 10pm

Sat & Sun - 12pm - 9pm

Main Line Smoothie is a joint collaboration between Alex Spenato of Luciano's Pizza and Robert Jones. Their goal is to offer the customer a diversification of food and activity all in one place. Customers can enjoy the full array of menu items including all types of Italian / American food on one side and an assortment of 27 different All-Natural Smoothies on the other. Their location offers WIFI and an Internet Cafe with computers and printers for those who need to study or do research or even simply browse the Internet. The restaurants also offer " booth TV ", portable televisions installed in each booth, hoping to emulate a "home away from home" setting. Mainline Smoothie is hoping to introduce elementary age children to the benefits of healthy eating and afford High School age young adults a safe, fun place to meet, do work or just hang out.

Mainline Smoothie also offers Pizza/Smoothie Parties and After School Tutoring Program. Check out their website at www.mainlinesmoothie.com for more information.

ORTHODONTIST DENTISTRY

Dr. Peter Greco DMD has opened a new office located in the Times Building in Suburban Square. Specializing in treating children and adults in a low volume office setting with an emphasis on quality, personalized care with state of the art therapy. For more information, please contact the office at

**Dr. Peter Greco DMD
804 The Times Building
Suburban Square
Ardmore, PA 19003
610-649-3535**

Update on Ardmore Transit Center/Downtown Revitalization Project

At the Jan. 10 meeting of the Lower Merion Board of Commissioners Economic Revitalization Committee, EBL&S was selected as the developer with whom to begin negotiations. The Township negotiating team has begun meeting with Mr. Lipkin in hopes of arriving at a Memorandum of Understanding by mid-March. The AdHoc Ardmore Revitalization Committee, comprised of Ardmore stakeholders, met on Jan. 15 & will

meet again in February to provide ongoing input into the project.

First Friday at The Ardmore Initiative



Mark your calendars for Friday, Feb 1, when jazz singer **Denise Montana** returns to perform at **The Ardmore Initiative**. Denise performed to a full house in November and her voice, spirit and warmth transformed our office into a cozy cabaret! Come join us for a magical evening!

For more info, please visit www.firstfridaymainline.com

BEST LUNCH IN TOWN!



ATTENTION MAIN LINE BUSINESS OWNERS

We are very happy to now offer our
Ardmore Business Lunch Special!

1. Distribute this newsletter to your members/employees
2. Clip the coupon below
3. Stamp or provide proof of employment
4. Enjoy

ARDMORE BUSINESS LUNCH

Present this coupon along with proof of employment in a Main Line Business and receive:

Buy a sandwich and get FREE Tea or Coffee drink!

Only valid for Main Line Business Employees, one use per customer

Size: Small, Hot, Iced any way you like it!

Offer expires: February 22, 2008



Support our downtown merchants...buy local!!

Sincerely,

Christine Vilaro
Executive Director