

HPED Annual Report - 2018

2018 has been a year full of activity and growth for HPED. Thank you to the Haverford Township staff and our board of commissioners who have worked alongside us and provided financial support. We also thank our members and volunteers who have joined us in our efforts to beautify our community and foster economic growth!

Streetscape Improvements

- Maintained 95 planters across several business districts, planting in the spring and adding winter greens in the fall
- Installed 6 new planters at the Oakmont South & Llanerch municipal lots
- Installed 3 iron benches in Oakmont Village, Oakmont South, and Brookline
- Installed welcome signs for the Llanerch and Oakmont South municipal parking lots
- Designed and installed an enhanced welcome sign on West Chester Pike with a hanging sign to promote events
- Designed walkway to municipal parking lot in Oakmont South
- Installed 8 cigarette butt receptacles in various business districts
- Designed and ordered 11 wayfinding signs to municipal parking lots
- Launched Art in Windows project at 2 businesses
- Managed Holiday Decorating Contest with 38 businesses participating



Enhanced Communication and Partnerships within the Business Community

- Grew HPED membership to over 150 members
- Published monthly e-newsletters and grew mailing list to 1100 contacts
- Hosted three Meet & Greet events and our Annual Meeting



Enhanced the Visibility and Public Perception of Haverford Township

- Maintained HPED website www.hped.org
- Created Discover Haverford website www.discoverhaverford.org, which serves as a clearinghouse of information for Township residents, visitors, and businesses who want to locate here.
- Posted regularly on Facebook and expanded our list of followers to 1500
- Participated in interview on NBC-10's @Issue show



Created the Haverford Home & Garden Show

- Organized a successful inaugural Haverford Home & Garden Show with 75 vendors, indoor and outdoor displays, 30 speakers and presentations, and an attendance of 1500 people.
- Created Haverford Home & Garden Show website www.haverfordhomeandgardenshow.org which had over 50,000 hits in 2018.
- Launched a successful marketing campaign including Facebook, on-line, radio and print ads



Promoted Haverford Township Businesses & "Shop Local" Campaign

- Created Haverford Township Restaurant Guide
- Created a Restaurant Directory for Haverford College students
- Managed First Wednesday Dining Club of 100 members, visiting 6 restaurants in 2018
- Hosted two Moonlight Dining on the Boulevard events
- Interviewed new businesses and published Welcome New Business articles for our newsletter and Facebook
- Assisted with ribbon-cutting event and promoted grand opening events
- Managed annual awards of excellence program



Advocated for and Promoted Comprehensive Economic Development within the Township

- Advocated for HPED and the public to be included in the update to the Comprehensive Plan and for it to include plans for the "Triangle" at Darby & Eagle Roads and a parking study
- Created and published 6 business recruitment pieces
- Provided assistance to businesses who want to open in Haverford Township
- Assisted the Township in identifying grants for projects, including a Planning Grant for the vacated Township Building
- Hosted two-day visit from planning firm to conduct a Vibrant Communities Assessment