

Downtown Haddonfield

A 2020 community success story

SUSAN HODGES, *Chair, Partnership for Haddonfield*

Business is booming in Downtown Haddonfield, located in the heart of southern New Jersey's Camden County. Home to over 200 businesses, Downtown Haddonfield has launched several campaigns in 2020 to counterpunch the COVID-19 crisis and maintain our position as a place where friendly smiles, local camaraderie, and relaxing fun are always in business.

Keeping the downtown top-of-mind during the midst of a pandemic didn't just happen on its own. It required the cooperation and attention of local government, volunteers, businesses, and the Business Improvement District (BID), which is managed by the Partnership for Haddonfield (PfH). The mission of PfH is to provide leadership that produces the best Downtown in the region by creating and promoting a superior business mix and enhancing the image of Haddonfield in the marketplace.

It has certainly helped that our shops and restaurants—which are nestled into well-preserved colonial buildings and offer distinctive merchandise and outstanding food choices—have always been known for delivering a curated selection of goodies along with personalized customer service.

The support of these independently and locally owned small businesses has always been strong throughout the Haddonfield community and the Delaware Valley area. After all, walking into one of Haddonfield's shops is like walking into someone's home—setting our Downtown experience apart from malls and other downtown destinations.



The Haddonfield 'Open for Business' campaign showcased the ways to safely shop and dine in the Downtown during the pandemic, whether online for retail or by curbside pickup/takeout at restaurants.

Open for Business campaign

While many of our businesses independently changed their response as the crisis evolved, the PfH, working with public relations firm, Suasion Communications Group, developed plans for promoting the Downtown as whole with our Open for Business campaign.

The campaign showcased the ways to safely shop and dine during the pandemic and included a designated page on our website, <https://DowntownHaddonfield.com>, listing those businesses that offered online shopping options as well as those restaurants offering curbside pickup. A link to purchase town-wide gift certificates was also included on the webpage, as well as ongoing updates on planned events as well as ever-evolving safety and health protocols.

Downtown Haddonfield

Additional campaign initiatives included distributing on-going press releases and pitching media for successful story coverage; a robust social media campaign; and Google AdWords and digital retargeting campaigns. Whether shopping online for distinctively wrapped gifts from a favorite shop's website; purchasing a town-wide gift certificate via the website;

**Thus far in 2020,
nearly two dozen
new businesses
have joined or
expanded in
the Downtown.**

or ordering delicious cooked-to-order meals for delivery or take-out, the Open for Business message infiltrated our target markets with the message that our



Perhaps the most significant illustration of Downtown Haddonfield's success story during the pandemic is the new stores and restaurants that have opened or expanded.
Photo Credit: Suasion Communications Group

businesses stood ready to safely serve.

In mid-May, the reopening of non-essential retail businesses for curbside pickup services was announced. In order

to facilitate curbside pickup, takeout, and delivery for businesses, new stopping zones were introduced. Vehicles could stop at any red meter bag for a limit of 5 minutes for curbside pickup. As in-store shopping and al fresco dining opened in mid-June, the Open for Business campaign continued to evolve with updated messaging regarding safety protocols, additional openings, and other pertinent information to assure shoppers that spring and summer were still happening in the Downtown.

Haddonfield Cares

As our everyday lives continue to be altered, Haddonfield businesses continue to adjust to the new normal by providing ways to safely shop in-store, online, and with contactless curbside pick-up; and to safely dine outdoors or use takeout and delivery services.

As a means to reassure visitors that Haddonfield cares deeply about their safety and well-being, we launched our Haddonfield Cares informational campaign, highlighting measures to keep everyone safe while shopping and dining. The Downtown is adhering to



The 'Haddonfield Cares' information campaign highlights measures being taken by Downtown businesses so that visitors may safely shop and dine in the Downtown.
Photo Credit: Suasion Communications Group

Downtown Haddonfield

state guidelines by requiring visitors to wear masks indoors and outdoors, when six feet of distance cannot be maintained.

New and expanded 2020 businesses

Perhaps the most significant illustration of Downtown Haddonfield's success story during the pandemic is the new stores that have opened or expanded. Thus far in 2020, nearly two dozen new businesses have joined or expanded in the Downtown. From hair and nail salons to new dining options, to photographers, and even a winery tasting room, Haddonfield continues to grow and experience a banner year by meeting each challenge with a strategic marketing assault and the amazing support of a loyal customer base and community and some of the hardest working business owners Haddonfield has ever seen. We hope you will come visit our beautiful Downtown. 📍

@ To learn more about our efforts or to plan a visit, go to www.downtownhaddonfield.com.



August's Super Summer Sale, formerly the Summer Sidewalk Sales, is an annual one-of-a-kind shopping event featuring exciting specials throughout the beautiful Downtown business district. Photo Credit: Suasion Communications Group

Successful Events



The Downtown is adhering to state guidelines by requiring visitors to wear masks indoors and outdoors, when six feet of distance cannot be maintained. Photo Credit: Suasion Communications Group

The PfH launched its Haddonfield Rewards promotion in late June, not only as a way to incentivize sales, but to reward shoppers for supporting our small businesses and restaurants with 20% back (up to \$100) on their purchases during a limited time in the form of a Haddonfield town-wide gift certificate mailed to their homes. The program resulted in the issuance in thousands of dollars in certificates, which can be used in person at almost any shop, service, or restaurant.

The Downtown also hosted its August Super Summer Sale. Formerly the Summer Sidewalk Sale, this annual shopping event has become one of the most anticipated events in the Downtown. Heating up Haddonfield's fine shops and boutiques were exciting specials throughout the beautiful Downtown business district along Kings Highway and our charming side streets. Masks were worn, social distancing was practiced, and fun was had by all.