



We think  
you're swell



← You here.

Your customers here. ^

The bee's knees.  
The cat's pajamas.  
We have a teensy crush on you.

We want you to join us in Collingswood (we only ask the cool kids to join us). So we're going to give you a little sneak peek of what Collingswood is all about and why we'd like you to be a part of our community.

*Welcome to Collingswood!*

You'll find a hip, cultural feel where trendy shopping and dining mix with historical architecture and community spirit. The energy of the town and its revitalization has drawn people from all walks of life and businesses of every kind. There's an old-fashioned charm and urban flavor that is fast becoming uniquely Collingswood.

*'Collingswood has become  
a buzzword,  
a lofty standard to aspire to.'  
- SJ Magazine*

# What's up with Collingswood?

(Let us introduce ourselves)

Collingswood has undergone a renaissance over the past 15 years. With a focused government, dedicated community and excellent branding, Collingswood has been transformed to South Jersey's downtown destination. Collingswood's appeal is in its small town, historic charm. Collingswood welcomes families, young couples and older generations looking to stroll, eat or attend a festival with eclectic shopping and dining options. It has positioned itself as "The New Small Town" by embracing both traditional values and aesthetics and encouraging a lineup of events and campaigns that are youthful and energetic. Since the turn of the century, Collingswood enjoys

- Increased and steady housing values
- A thriving avenue district anchored by a trendy BYOB "restaurant row"
- An energetic community calendar with well established, well attended annual events
- A notable performing arts schedule drawing national artists to the 1,000 seat Scottish Rite Theater
- Urban redevelopment projects to restore and promote the classic feel of Collingswood

## Location, location, location.

Nestled between the Benjamin Franklin and Walt Whitman Bridges and less than six miles from Center City Philadelphia, Collingswood is one of the most convenient towns in southern New Jersey. State Routes 130 and 30 run directly into Collingswood and 295 is a quick trip to Haddon Avenue (Camden County Route 541), the Borough's vibrant main street. It's all about walkability here. Residents and visitors stroll the tree lined streets for dinner, shopping and events. Collingswood is a NJDOT Transit Village and a just a quick trip from center city Philly. Your biz + Collingswood = foot traffic in one of the most vibrant downtown business districts in South Jersey.

## Arts

Guests flock to dinner and the downtown before catching bands and stage shows at the historic Scottish Rite Theater, a 1,000+ seat theater and 750-guest Grand Ballroom, or experience local artists at art themed events along Haddon Avenue. The Scottish Rite brings in national talent such as Boz Scaggs, Ben Folds and Joan Baez with David Crosby remarking that the Auditorium was "the coolest place [he'd] ever played."

## Festivals. Food. Families. Yup. We got 'em.

The Borough promotes a **busy** event calendar. Dozens of events for several audiences -from a monthly Cruise Night to an upscale Restaurant Week- are promoted throughout town and several are free. This bolsters a downtown, family feel and draws thousands to the business district. Our May Fair draws more than 50,000 in one day. That's serious foot traffic.

Collingswood is the regional leader in the BYO restaurant scene. Pedestrian friendly Haddon Ave is hailed as a "Restaurant Row" for thousands of diners and shoppers weekly. This, paired with our walkability, makes Collingswood a destination for diners that grab a bottle of their favorite merlot as they hustle to reservations at their favorite corner table or check out a new restaurant. Even merchants encourage BYO at event evenings - painting pottery, spa nights or for a night out with the fellas.



We think we're cool. So do other people.



### Best Street

Top 10 Great Street, Haddon Ave, by American Planning Association. "...a mixture of small town friendliness and larger city diversity."

*Classic Town of Greater Philly*  
"... communities that have preserved their history, their character, and their main street charm"



### Best Place to Go Car Free

## Men's Journal

"With 11-minutes-by-train proximity to Philly and a condensed, walkable/bikeable downtown, Collingswood is green by nature and intent. A bike-share program gets you a spiffed-up clunker (painted green) and free upkeep for \$25 a year..."

Forbes names Collingswood one of America's top 10 Transformed Neighborhoods along with neighborhoods in Manhattan, Denver and Salem as "...enclaves that have blossomed into hot spots."

Also named "Friendliest Town," a Tree City USA, "Best Downtown," best Farmers' Market in the Nation...

# Forbes®

## Our middle name is 'best'

You may have noticed this section is a little bigger. Our best of box needs extra real estate since Collingswood receives regular recognition as a town waist deep in merchants, restaurants and services selected as Best Of in their field or food. In the last 10 years, Collingswood has won major kudos from publications, magazines, planning organizations and more. Here's a sample of what we've won in just the last dozen months or so. Ahem...try and keep up now:

*Best of the Best South Jersey Magazine, 2011:* Best main street shopping – Collingswood; Best thing on sliced bread/Sandwiches - West Side Gravy; Best wine and dine/ BYOB - Nunzio Ristorante Rustico; Old world, new flavors/Italian - Sapori; Music Venues/Headliners - Scottish Rite Auditorium; Gown and out/Evening Wear - Marlene's Dress Shop

*Best Of SJ Magazine, 2011.* Best grilled cheese - The Pop Shop; Best red sauce - Villa Barone; Best tuna carpaccio - Nunzio Ristorante Rustico; Best guacamole – Casona; Best monthly specials - IndeBlue Indian Cuisine; Best special occasion cakes - DiBartolo's Bakery; Best retro toy store - Brad's Toy Room; Best place to buy your best friend a gift – Aenigma; Best special occasion dresses/plus size - Verenique Dress Shop; Best place to have a party - Collingswood Grande Ballroom

We just so happen to think successful business begets successful business **and we want you to be a part of that.**



# New business continues to open in Collingswood

In the past few years dozens of new businesses have opened in Collingswood. Our town's popularity as a destination come from a successful mix of businesses, forward thinking marketing and redevelopment. Collingswood has garnered significant attention for this mix.

There's a reason Collingswood's redevelopment has seen significant attention over the past decade. Officials have worked to build a noteworthy community and downtown for its residents and businesses. One of the keys to our success is supporting and encouraging new business. We brand Collingswood as a destination to bring customers to our business owners and keep the downtown viable - but we're also branding those that have chosen to invest here. Opening in Collingswood is about partnership, communication and innovative ideas. Just a smattering of our recent ribbon cuttings include:

Krispy Kreme *(first SJ location!)*

Hair Cuttery

Zeppoli

Little Louie's BBQ

Brad's Toy Room

The Quilted Nest

Frugal Resale

Gourmet Popcorn Creations

Kenkojuku Karate

IndeBlue

My Little KupKake

McGarry's Jewelers

Justin's Barber Shop

Kitchen Consigliere Cafe

Verde Salon

Michael Bruce Florist



*In another "first," Collingswood recently partnered with Zipcar to be the first SJ town to offer car sharing services.*



# Do we have your attention?

Whew! That was a quick tour. Too quick. We didn't even get to tell you about that guy! Or the time we did that thing! Or those things we have on Haddon Ave! We really should do this again. Let's meet up at our place - the ultra cute Haddon Avenue. Come and see us. Get a feel for what Collingswood's got going on. Take a stroll and if you want, we'll come along. But we think you have good thing goin' on and in all seriousness we want to know how you can bring a little of that to us.

Consider Collingswood. Flip through some of the materials here and get a feel of why you should open in Collingswood.

Then give us a ring and expand in the town that will help you grow.



*Cass Duffey*  
*Director of Community Development*

*E: [cduffey@collingswood.com](mailto:cduffey@collingswood.com)*

*P: 856-854-0720 x135*

*C: 856-669-1279*



See events and promotions on  
the Borough's Facebook page  
at: **Borough of Collingswood**