

Downtown Haddonfield

Business district thriving in 2021

Susan Hodges, Chair, Partnership for Haddonfield



Downtown Haddonfield has experienced unprecedented business growth and expansion in 2021. While this fact may come as a surprise to many, it is not surprising to those of us who work to promote the downtown business district as the premier New Jersey location to experience, shop, dine, visit, and enjoy. These efforts are spearheaded by the Partnership for Haddonfield (PfH), the management corporation for Haddonfield’s Business Improvement District (BID).

Downtown Haddonfield welcomed several new businesses in 2021 and witnessed the expansion of many long-time establishments that experienced a need for larger spaces to better serve their growing customer base.

From new boutiques and dining options to an expanded wine tasting room, Haddonfield continues to grow with the support of a loyal customer base and supportive community. The winning combination of savvy and hard-working business owners and PfH volunteers—along with the support of Haddonfield Borough officials—has resulted in Downtown

Haddonfield retaining its position as the premier Delaware Valley downtown district. It’s a place where friendly smiles, local camaraderie, and fun experiences are always in business.

“Downtown Haddonfield’s growing list of new and expanded businesses—along with the staying power of our long-time businesses—illustrates the appeal and economic vitality of our award-winning downtown. Businesses do still want to call our New Jersey Main Streets home, and we continue to welcome them here in Haddonfield,” explained Colleen Bianco Bezich, Haddonfield Mayor.

Successful mix

It has certainly helped that we have always attracted retailers and restaurant owners who offer, deliver, and been known for their distinctive merchandise, outstanding food choices, and a curated selection of goodies along with personalized customer service. Sophisticated apparel boutiques, art galleries and athletic stores to jewelers, self-care boutiques and bridal shops are all nestled in quaint, well-preserved colonial buildings, lined up along stretches of cobblestone.

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The PfH is responsible for helping to enhance the commercial viability and attractiveness of the Haddonfield business district, while promoting growth and employment within the Borough. The Partnership also strives to promote self-help and self-financing programs within the Haddonfield business community. The result is steady, year-round foot traffic and a demand for retail space in one of New Jersey's most successful Downtowns.



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Events Entice Experiences

Further enhancing this unique shopping and dining experience is an exciting list of festivals and events that take place throughout the year and are designed to help businesses by giving visitors added incentive to come to the Downtown.

New for 2021, the PfH introduced Self-Care September as a way to encourage participants to treat themselves at our salons, spas and wellness centers. As a bonus, customers were afforded the chance to win a Self-Care Gift Basket and a \$100 Haddonfield town-wide gift certificate.

Also new in 2021 was Boutique Week, held in mid-October at participating businesses. Shoppers were encouraged to support their favorite Downtown Haddonfield boutiques, or to discover a new favorite during this new shopping extravaganza.

Traditional favorites such as I Heart Haddonfield, Super Summer Sale and Girls' Day Out! continue to take place annually, and coming soon, holiday shopping favorites Candlelight Shopping and Small Business Weekend. From Friday, November 26 through Sunday, November 28, we invite everyone to shop small and dine locally. Our businesses will be offering an outstanding selection of gifts, with extra shopping incentives, trunk shows, and other promotions. Free parking will also be available starting on Thanksgiving through Christmas Day.

Haddonfield's signature Candlelight Shopping experience is held every Friday during the holiday season, beginning Friday, November 26, and features streets lined and lighted by luminaries; exciting in-store holiday specials; horse-drawn carriage rides and live holiday entertainment throughout the town and visits from Santa Claus. 🦋

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



What's on the Menu?

A robust effort to tout the downtown's one-of-kind offerings, events and experiences is promoted through an aggressive public relations and marketing campaign, led by agency Suasion Communications Group, which keeps our downtown top-of-mind as a must-see destination.

Maison Marcelle Boutique, a Parisian boutique, promises a French-inspired shopping experience for the très chic fashionista. Boutique owner, Andréa Marcellé, incorporates her passion for fashion and travel by pairing fashionistas of all sizes and abilities with beautiful clothes that they not only look good in, but feel great in. Customers can play dress up with vintage accessories and shoe collection that spans two centuries.

Pedego Electric Bikes Haddonfield has introduced a new kind of athleticism to the downtown. Pedego Electric Bikes are for people that refuse to settle for less. Pedego stands for premium quality and local service. A complete line of 19 premium quality electric bike models can suit the needs of virtually anyone.

Over the last year, Downtown Haddonfield has also welcomed over a dozen new food/beverage establishments. One of the latest additions to the town is **Groovy Smoothies**. Owner Antonne Jones, a film producer and writer, opened the business with a vision of creating a classic movie-themed smoothie shop with eight movie-themed smoothies and various fruit combo drinks for guests to enjoy while watching classic movies that are always playing throughout the day at the shop.

Another addition is **Wanda BYOB**. Owner Anthony Lipot describes the cuisine at the Continental American eatery as "progressive American" and a blend of every technique he has learned over the years as a professional chef.

Valente's Italian Specialties has transformed itself from an Italian specialties shop into an authentic Italian restaurant—Valente's Cucina. Still in its original location, Valente's Cucina has become a BYOB restaurant.

The Bread Board Plus, a staple in the Downtown for over 35 years, expanded their neighborhood favorite into a new space, right next door to the previous location, with a modern look and new service approach.

William Heritage Winery also expanded its location in Haddonfield now equipped with a unique experience tasting room, offering a variety of local wines, as well as an entertaining area.

An area favorite, **DiBartolo Bakery** has opened its second location in our ever-growing Downtown, offering sugary creations you might recognize from seeing them on Food Network's Holiday Wars and TLC's Next Great Baker; where master cake decorator Al DiBartolo Jr. was a guest.