

MEMBER MEETING | 2016

Wednesday, May 13, 2016



Agenda

- I. Year In Review
- I. Initiatives for 2016-2017
 - Wayfinding & Branding Project
- III. Membership Benefits Package
- V. Q&A and Discussion
- V. Wellesley Natural Resources Commission







New Association Model

- Promotion of Wellesley Square; Members
- Discounts on media
- Joint Promo Incubator
- Professional development
- Services
- Event marketing
- Lower costs

Value: \$2,000 Your Price: \$500



Expanded Calendar of Events

- January Jubilation
- A Hole Lot Of Fun
- Spring It On
- Wellesley Wonderful
 Weekend
- July Jubilation

- Mom's Day Out
- Fall Into Wellesley Square
- Extended Hours
- Holiday Stroll



The Festivities this Saturday are in Wellesley Square



SIDEWALK

Saturday, July 18, 9:30pm - 4:30pm

Bargains from 60+ merchants. Music, food and fun for the whole family.

BEST OF BOSTON WINNER: 2015 Best Town Center, West

Go to ShopWellesleySquare.com

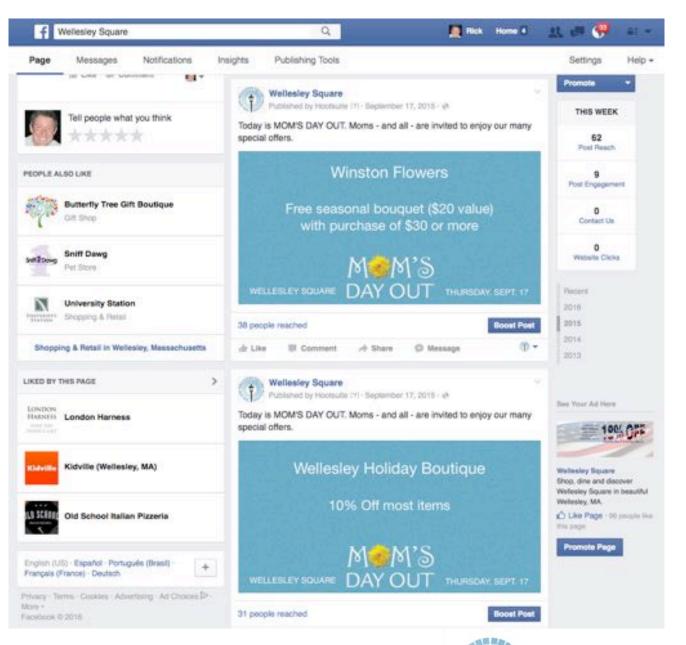














WELLESLEY SQUARE SHOP • DINE • DISCOVER

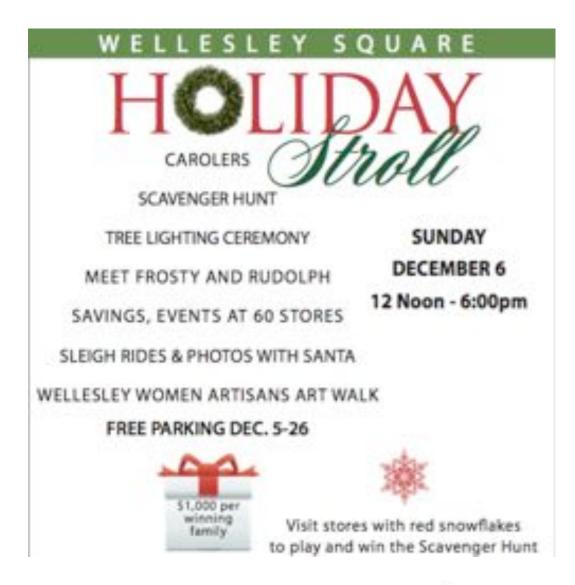




WELLESLEY SQUARE SHOP • DINE • DISCOVER









EXTENDED HOLIDAY HOURS WELLESLEY SQUARE

DECEMBER 10 - 23

New for the 2015 Holiday Season, Wellesley Square stores are extending their hours to give you more time do your shopping.

SHOPWELLESLEYSQUARE.COM



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DECEMBER 10 - 23

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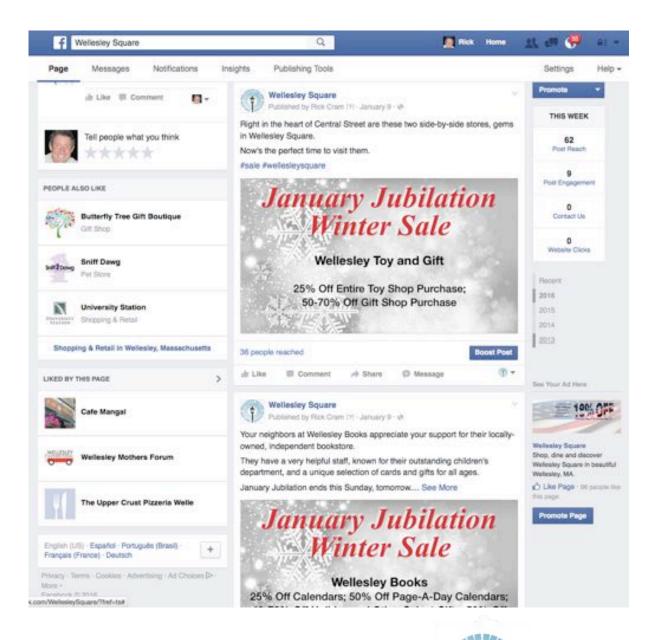


What's Happening In Wellesley Square

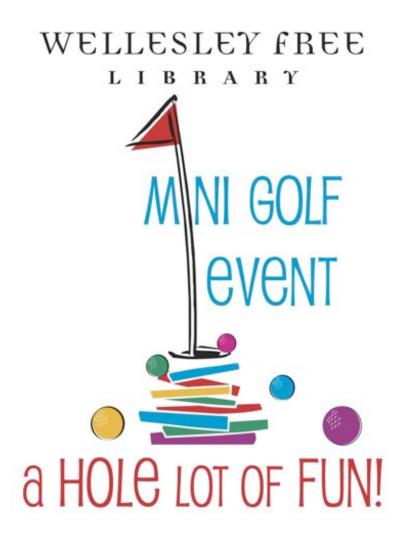




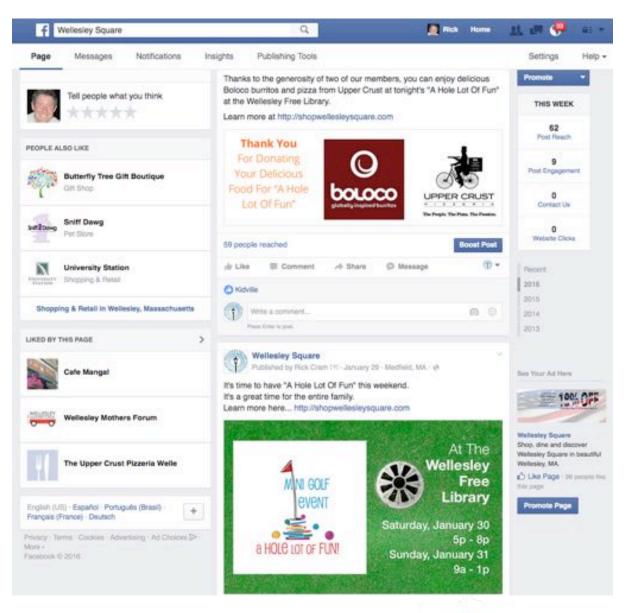












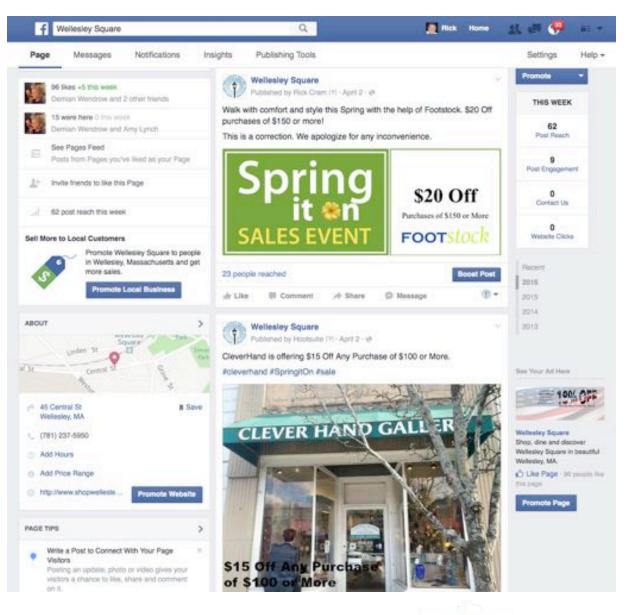


WELLESLEY SQUARE

SHOP • DINE • DISCOVER

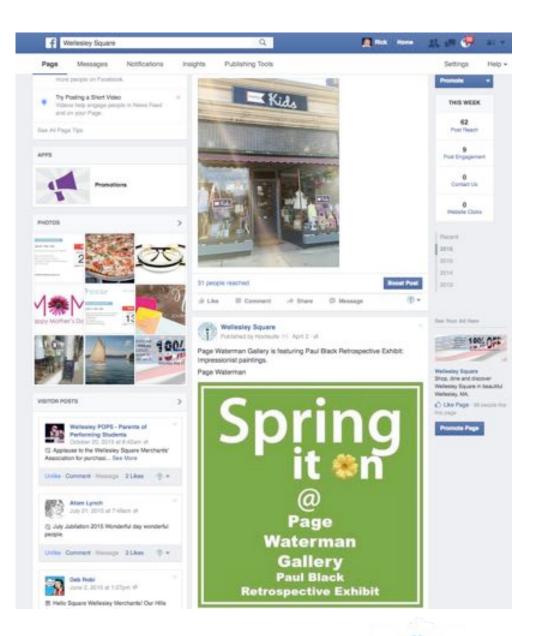








WELLESLEY SQUARE SHOP • DINE • DISCOVER





CHURCH SQUARE

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C hunch Square was constructed in classical antihiecture in the early 1920s by Charles E. Holman, Remaining in Tamily ownership ever since, the property has always contained the highest-quality specialty stores and restaurants in Wellesty.

A notable feature of Church Square is the great longevity of its tenants.

The original score in the block was E. A. Davis, started and run by Charles Holman's sister in-law, Emma Davis. It was located in Church Square in 1922, when the block opened. In 1975, the store was purchased by the Skolinick family, who still own and operate it today. IIA Davis continues to run very successfully today in the same location, over 100 years after its inception.





Another stone that has thrived in Church Square for nearly a century is Page Waterman Gallery. The art gallery and framing store was started in Wellesley by Sue Page in 1917. When the second building of Church Square, on



Dover Saddlery was founded in 1975 by Jim and David Powers, former members of the USET 3-Day Event Team. They established their first store in Church Square, After Its success here, Dover Saddlery has since opened 26



Ample Free Parking

Several other businesses in Church Square have thrived in this superb location for decades. Conscientious stewardship by the descendance of Charles Holman, easy







Marketing Workshop

- Develop a Competitive Brand
- Four Steps to Improving Your Results
- How to Develop Compelling, Influential Messages
- Resources You Can Use

8:30a - 9:30a









Initiatives

- Wayfinding & Branding Project
- Build on Successful Tests
 - Expanded Hours
 - January Jubilation
- Community Involvement and Support
- Members Area at ShopWellesleySquare.com







Member Benefits

- Promotion of Wellesley Square; Members
- Discounts on media
- Joint Promo Incubator
- Professional development
- Services
- Event marketing
- Lower costs

Value: \$2,000 Your Price: \$500



JULY JUBILATION SIDEWALK SALE 2016

JULY JUBILATION SIDEWALK SALE 2014 Hometown Weekly



July Jubilation, Sat., July 16

- Sidewalk sales
- Music 10a-4p
- Dunk Tank
- Petting Zoo
- Stilt Walker
- Music Together
- Interactive entertainers

- Free parking
- Ice cream social
- Bounce House
- Face Painting
- Smokey the Bear
- LINX Dance Show
- And more...



July Jubilation, Sat., July 16

- Promotion advantages
 - Sidewalk/street space
 - Your promos @ ShopWellesleySquare.com
 - Hometown Weekly ads, special section
 - Boston.com advertising
 - WickedLocal.com advertising
 - ShopWellesleySquare.com ++
 - Promo materials you can use



DUARE





Wellesley Natural Resources Commission

Raina McManus



THANK YOU

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