

TOWSON LIVE

March 2015



TOWSON'S NEW APP HAS A TIP FOR YOU



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There is no doubt that Towson is growing. Vast developments are changing Towson's landscape, making Towson an icon to live, work and play. Approximately 100,000 people live, work or attend school in Towson, and there are millions of patrons who visit Towson Town Center, Cinemark Movie Theater and Towson University each year.

The Towson Tipster app has officially launched and can now be downloaded on Android and iPhone devices for free.

Those who download the app can easily access almost every business and restaurant located in town from their smartphone. Each listing is comprised of business information including hours of operation, phone number, address, photos and social media outlets. The app features businesses in the following categories:

- **Accommodations:** Hotels and Apartments
- **Dining:** American, Asian, Breakfast, Cafes, Dessert, Fast Food, Fine Dining, Grocery, Italian, Mexican and Seafood
- **Arts & Entertainment:** Gym, Reading, Movies and Music

TOWSON LIVE

- **Services:** ATM, Auto, Chamber of Commerces, Cleaners, Courthouses, Florists, Gas Stations, Hair Salons, Hospitals, Massage Salons, Nail Salons, Printing and Shopping, Psychics, Recreation and Tanning Salons
- **Nightlife:** Bars and Clubs
- **Shopping:** Malls

App users can also find parking closest to their destination and events in the Towson area. Goucher College, Towson University and the Towson Chamber of Commerce host most events listed on the Towson Tipster; however, people and businesses can also add events.

Towson Tipster will serve as a marketing tool to restaurant and business owners. After making an account, they will be able to upload daily or weekly specials and other relevant information from their computer or smartphone.

The goal of this app is to keep business local in Towson. Towson Tipster is a tool that connects those who live, work and visit Towson to 300+ local businesses. Why shop online or leave Towson when you can get what you

A promotional graphic for the Towson Tipster app. It features a blue and white geometric background. At the top, the 'TOWSON TIPSTER' logo is displayed, with a stylized star icon to the left of the word 'TOWSON'. Below the logo, the text 'DON'T BE A SQUARE. BE A TIPSTER' is written in a bold, sans-serif font, with 'TIPSTER' being larger and flanked by horizontal lines. Underneath this, a list of categories is shown: 'Shopping • Apartments • Restaurants • Events Services • Entertainment • Nightlife • Parking'. Further down, the text 'ACCESS TOWSON AT YOUR FINGERTIPS' is displayed. At the bottom left, there is a blue square icon with a white star-like shape inside. To the right of this icon, the text 'DOWNLOAD THE APP NOW' is written in bold, followed by 'Search "Towson Tipster" in the Apple Store & Google Play'.

need in town? Use the search feature on the app to find everything you need!

This app is funded by Baltimore County and the Towson Chamber of Commerce. Thanks to all the local businesses who supported the development of the app as well as our programming company, Hyper Media.

How to Download Towson Tipster:

1) On your smartphone, open

either Google Play or the Apple store.

2) In the search bar, search for "Towson Tipster"

3) Click the download button

4) After the app finishes downloading on your phone, you can open it by clicking on the Towson Tipster icon.

5) You are now a tipster. Enjoy the app!

If you have any questions regarding the app, please contact Brooke at brooke@towsonchamber.com. Get out your smartphones and download the app now!

NETWORKING COCKTAIL PARTY at WINTROP

Save the date... The Towson Chamber of Commerce will be partying in style at the new Winthrop Towson Apartments!

Winthrop in Towson recently launched its grand opening, and the Towson Chamber is hosting one of the first parties that will take place at this beautifully designed amenity area. Come network with Towson Chamber members and take a tour of this brand new apartment complex!

Event is Thursday, February 26th 5-7pm and is open to Towson Chamber members only. Please RSVP at info@towsonchamber.com or call 410-825-1144.



BONEFISH GRILL'S GRAND LAUNCH PARTY



County Executive Kevin Kamemetz and the Towson Chamber of Commerce welcomed Bonefish Grill to its new location in Towson on Tuesday, February 17th, 2015. A percentage of proceeds from this event were donated to United Way of Central Maryland. Bonefish Grill is part of the \$85 million Towson Square project.

Bonefish has opened its doors to customers. Make sure you try this upscale seafood restaurant for lunch or dinner. Bonefish offers some of the best seafood in town!



TOWSON CHAMBER OF COMMERCE & PRESBYTERIAN HOME OF MARYLAND TO HOST BOSLEY FACEBOOK CAMPAIGN



Bosley the traveling dog

Welcome to Bosley's Travels!

Bosley will be visiting many places that you know and love around Towson. He is a very friendly and gentle yellow dog. Our residents at Presbyterian Home of Maryland (PHM) just love him, but we're thinking that folks outside our community are going to think he's pretty great too! Every other Monday we will post a description of where Bosley has traveled over the weekend. The first one to correctly figure out where he travelled will receive a "Bosley Bonus" envelope with a surprise gift from the place he visited.

This campaign will bring more awareness and traffic to your Facebook accounts. Plus, it will be lots of fun!

How does it work?

Bosley is PHM's "true-life" resident dog, but he will travel "virtually" to a highlighted business. This campaign will feature a clue of

where Bosley visited and will be posted on the PHM Facebook page. Contestants can answer by posting directly on the posted biweekly campaign. The clues and subsequent answers will also appear on Towson Chamber's FB page. The first participant to correctly guess where he visited will pick-up their prize (card/certificate) at PHM and then redeem at the featured business.

Employees and relatives of employees of the featured businesses and PHM may not participate in the contest.

How can my business participate?

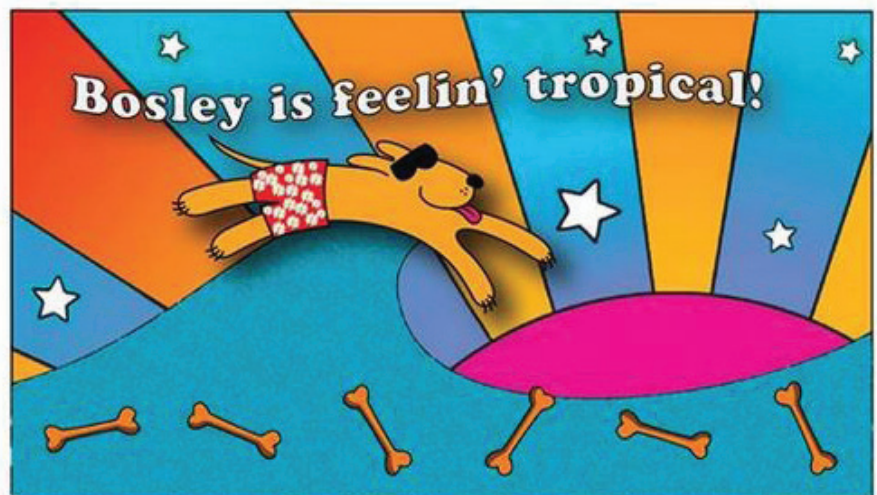
If you are interested in joining in

the fun of Bosley's Travels, please contact Nancy Held at Presbyterian Home.

The deadline to be a featured business is March 31st. The actual contest will run from April 6th until all businesses have been showcased. Contact: nheld@presbyterianhomeofmd.org / 410-823-4622, x1058 or 443-310-9333.

Presbyterian Home of Maryland (PHM) is located in the community of Southland Hills near the Towson Y. PHM offers assisted living and healthcare in a warm and caring environment - a mission that we have abided by for over 130 years.

Bosley's Travels - Where in Towson is Bosley?



Bosley explored one of his favorite urban islands for some tail-waggin' music and caribbean kibble.

Example of Bosley's Travels Campaign

TOWSON LIVE

Towson Chamber and Trends Team Up - The Festival Guide Will Be Mailed To 17,000 Homes

48TH Annual TOWSON TOWN SPRING FESTIVAL

A Proud **Tradition**. A Popular **Celebration**.
The Ultimate **Opportunity to Promote** Your Business!

2015 TOWSONTOWN SPRING FESTIVAL PROGRAM

Your Advertisement Reaches:

- >> **250,000+ patrons** at the two-day event, May 2-3
- >> Additional Distribution during Towson Gardens Day, May 1

Important Demographics:

- > Median Income - \$72,494*
*2010 US Census for Baltimore County, Baltimore City and Harford County
- > An active college population: Towson University and Goucher College are both within walking distance of the festival. Six more Colleges and universities are within A 15 mile radius, and 13 others are Within a 30-mile radius.
- > More than 80% of festival patrons Are between the ages of 19 and 50

2015 Towsontown Spring Festival Program **NET AD RATES** (all 4-color ads):

Full Page - Inside Front Cover (9.222 x 10.50)	\$539.00
Full Page - Inside Back Cover (9.222 x 10.50)	\$439.00
Full Page - (9.222 x 10.50)	\$339.00
1/2 Page Vertical - (4.556 x 10.50)	\$189.00
1/2 Page Horizontal (9.222 x 5.194)	\$189.00
1/4 Page Square (4.566 x 5.194)	\$99.00
1/8 Page Square (4.560 x 2.540)	\$99.00

Deadlines

Space reservation deadline - March 30
Camera ready ads due - April 3

WHAT'S INSIDE

The festival program provides valuable information about entertainment schedules, corporate sponsors and participating vendors

2015 FESTIVAL FEATURES

New Arts & Crafts Vendors
Diversified Musical Entertainment
Family Fun Area
Freedom Fun Zone
Food Beer & Wine
Surprises Galore!

Sponsored by

TOWSON
CHAMBER OF COMMERCE



Look for your
Towson Trends in Red Plum

TO ADVERTISE

Contact **Janice Hill** at **410.627.6118** or email **JHill@mdpennysaver.com**
Contact **Bob Matthews** at **443.676.1197** or email **BMatthews@mdpennysaver.com**

Maryland Trends powered by The Maryland Pennysaver

PR1637



Promoting a **United**
and **Dynamic** business
environment in **Towson**.

Guide and Business Directory

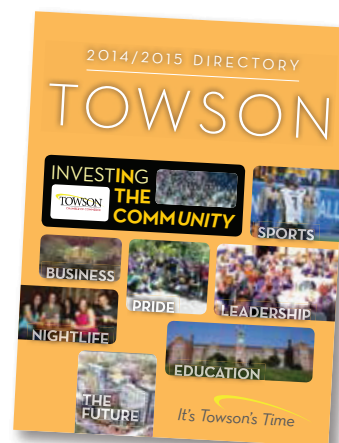
WITH YOUR ADVERTISEMENT:

- >> Gain Exposure through **More Than 3,000 Directories** distributed at a variety of community gatherings and Towson Chamber member events.

BONUS VALUE:

>> Digital Edition – Online 24/7/365

A fully-loaded digital edition of the directory – featuring electronic flip pages and search functionality, plus the ability to email or share content – will be posted on the Chamber website. Add a **Link to Your Display Ad** for only \$100!



* PREMIUM RATES

Full Page	Back Cover (4-color only)	\$ 1,565
Full Page	Inside Front Cover (4-color only)	\$ 1,425
Full Page	Page 1	\$ 1,425
Full Page	Inside Back Cover	\$ 1,300

* FOUR-COLOR AD

Full Page	\$ 1,170
2/3 Page Vertical	\$ 850
1/2 Page Horizontal	\$ 675
1/3 Page Square	\$ 525
1/3 Page Vertical	\$ 525
1/6 Page Vertical	\$ 465

* B/W AD

Full Page	\$ 995
2/3 Page Vertical	\$ 675
1/2 Page Horizontal	\$ 500
1/3 Page Square	\$ 350
1/3 Page Vertical	\$ 350
1/6 Page Vertical	\$ 290

* All rates are net

** 2015-2016 Towson Chamber of Commerce Guide and Business Directory space reservation deadline and non-camera ready ads due: 4/17/2015
Camera-ready ads due: 4/24/2015

DIMENSIONS

Trim Size	8-3/16 x 10-7/8
Bleed Size	8-7/16 x 11-1/8
Full Page	7 x 10
2/3 Page Vertical	4-5/8 x 10
1/2 Page Horizontal	7 x 4-7/8
1/3 Page Vertical	2-1/4 x 10
1/3 Page Square	4-5/8 x 4-7/8
1/6 Page Vertical	2-1/4 x 4-7/8

Ad production questions?

Contact Chris Milton
at 443.909.7832
or email:

chris.milton@todaymediacustom.com

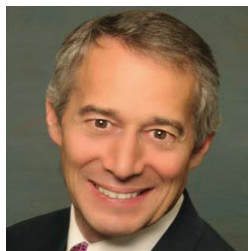
For more information or to reserve space, contact **Joyce Michael** at
443.929.0727 or by email at joyce.michael@todaymediacustom.com

2014 TOWSON CHAMBER BOARD OF DIRECTORS

OFFICERS



John Holman,
President
State Farm



Mark Shulman, DDS.
Vice President
Towson Dental
Practice



Pamela Gilmour,
Treasurer
Financial Fitness



Chuck Connolly,
Secretary
Farmers Insurance



James Jones,
Immediate Past
President
Myriddian, LLC

BOARD MEMBERS

John B. Bartkowiak, Jr. Esq.
Law Office of John B.
Bartkowiak, Jr.

Timothy Bojanowski
Zest Social Media Solutions

Garrett Brierley, Esq.
Law Office of Spence &
Buckler, PC

Chris Colman
Nelson Coleman Jewelers

Calvin Gladden,
Goucher College

Kathy Harden,
Souris' Saloon

David Hinshaw
Towson U. Marriott
Conference Hotel

Ed Kilcullen,
MD CASA Association

David Kurniawan,
Maryland Signs & Graphics

Valerie Kutchey,
JumpGraphix Website
Design

Lisa Troisa Martin,
Cafe Troia

Sophia McCormick,
Palisades of Towson

Joe Oster
Towson University

James Pomfret
Wells Fargo Advisors

Douglas Riley, Esq.
Trenor, Pope & Hughes

Jeff Rogyom, Esq.
Bodie, Dolina, Smith &
Hobbs, P.C.

Mark Shulman, DDS
Dentist

Melony Wagner,
Charles Village Pub

TOWSON CHAMBER STAFF

Nancy Hafford,
Executive Director

Brooke Bianchetti,
Executive Assistant

Pattie McLane,
Executive Assistant

INTERESTED IN SERVING ON A CHAMBER COMMITTEE?

The Chamber is looking to fill the following committees:

- Towsontown Spring Festival
- Winterfest
- Golf Tournament
- Ambassador
- 4th of July

If interested, please contact the Towson Chamber of Commerce at 410.825.1144 or email Nancy Hafford at info@towsonchamber.com

NEW MEMBER SPOTLIGHT



PNC Towson University Branch Bank

Mrs. Kathryn Jacksits
Towson University Hawkins Hall
8000 York Road
Towson, MD 21252
Phone: 410-321-6346
Kathryn.Jacksits@pnc.com
www.pnc.com



Miller's Minuteman Press Printing & Graphic Design

Mr. Ben Caplan
11195 Dolfield Blvd.
Owings Mills, MD 21117
Phone: 410-527-1388
Benc@strategicfactory.com
www.millersmmp.com



Chick-Fil-A Towson Town Center Restaurant

Mrs. Natalie Martz
Located in the heart of the food court
825 Dulaney Valley Road
Towson, MD 21204
Phone: 410-296-4950
Natalie.Martz@chickfilatowson.com
www.chick-fil-a.com/towsontowncenter



RESIDENTIAL BROKERAGE

Coldwell Banker Residential Brokerage Realtor

Mrs. Kellie Langley
7402 York Road, Suite 204
Towson, MD 21204
Phone: 410-458-2836
KLangley@cbmore.com
www.cbmove.com/klangley

NEW MEMBER SPOTLIGHT



First National Bank

First National Bank
Bank

Mrs. Cheryl Davis, Branch Manager
1505 York Road
Lutherville, MD 21093
Phone: 410-583-8700
DavisChe@FNB-Corp.com
www.fnb-online.com



Educational Enterprises, Inc.
Education

Dr. Marye Dorsey Kellermann
1512 Glen Keith Blvd.
Towson, MD 21286
Phone: 410-456-4694
Marye@Necessarynp.com
www.necessaryworkshops.com



DAASN
Web Development & SEO

Mr. Danny BenDebba
31 Allegheny Avenue
Towson, MD 21204
Phone: 410-903-8845
danny@daasn.com
www.daasn.com

The 10% Rule

Keep your business local and make 10% of your expenditures stay within Towson. Just think of the impact... If a company grosses \$300,000.00 per year and they see an additional 10% or \$30,000.00, that could mean hiring someone, expanding product lines, or making their interior and exterior look better. Keep business in Towson and create a positive environment for our community!

IMPACT OF YOUR MEMBERSHIP

In 2014 the Towson Chamber was able to put back over \$75,000 into our community.

Towson Chamber Investments:

- Towson Beautification Program:
 - We hung 70 flower baskets
 - Supervised workers for 50 hours per week to clean the sidewalks and streets
- Towson Farmers Market, Thursdays:
 - Bring out between 5,000 & 10,000 people per week
- Feet on the Street Block Parties:
 - Average 2,000 people per Friday night
- Scholarships to local High Schools
- Towson Gardens Day:
 - Average 10,000-12,000 patrons
- Recycling Trash Cans:
 - Only re-cycled cans provided in of Baltimore County Business Districts
- WinterFest Activities throughout December:
 - Bring over 15,000 people into town during the holiday season
- Towsontown Spring Festival:
 - Bring over 250,000 people into town for the weekend
- Contributions to Community Service Projects:
 - Through contribution to the Baltimore County Public Schools, we give over \$2,500 to provide seasonal original artwork to fill vacant storefront windows
- Chamber representation at Towson University & GTCCA
- Bi-annual Community Clean-ups:
 - We help organize hundreds of students, residents and business owners providing thousands of dollars of much needed maintenance in the area
- Produce the Annual Towson Chamber Directory

Your membership dues not only benefit you as a business person, but contribute to maintaining the quality of life in Towson!

**Please remember to refer your friends!
If they join the Towson Chamber, you will receive a
\$25 gift card to a local Towson restaurant!**

MEMBERSHIP APPLICATION



2014-2015 Membership Application

Business Name _____

Contact Person (Ms. or Mr.) _____

Address _____

Phone _____ Email _____

Website _____

Number of Employees _____

Type of Business as listed in the Yellow Pages _____

Why are you joining the Towson Chamber? _____

Return this application with your dues investment made payable to:

Towson Chamber of Commerce
44 W. Chesapeake Ave.
Towson, MD 21204

Membership Investment Calculator*:

1-5 employees \$225

6-20 employees \$250

21-30 employees \$325

31-45 employees \$375

46-75 employees \$450

76-100 employees \$500

more than 100 employees \$750

Please add one time application fee +\$30
Total Dues Investment Plus Application Fee \$ _____

Please be Advised!

Internal Revenue Bureau Cumulative Bulletin No 2, page 105 reads:
Membership fees or dues by individuals & corporation to a Chamber of
Commerce are deductible from gross income as a business expense
provided the memberships is employed as a means of advancing the
business interests of the individual corporation."

UPCOMING CHAMBER EVENTS

Event	Time
Networking & Cocktail Party	Feb. 26 5:00-7:00pm
Monthly Breakfast & Board Meeting	March 18 8:00-9:00am

For more event information, please visit
www.towsonchamber.com/events

NETWORKING & COCKTAIL PARTY

At Winthrop Towson



save the date...

FEBRUARY 26TH 5-7PM

913 SOUTHERLY ROAD TOWSON, MD 21204

Please RSVP by February 23rd at 410.825.1144

TORRENT LOUNGE

512 YORK RD TOWSON MD 21204 (FORMERLY THE RECHER THEATRE)



TOM PIZZI \$10

ABLE TO CAPTIVATE AN AUDIENCE WITH HIS IMPRESSIONS AND IMPERSONATIONS OF SOME OF THE BIGGEST NAMES IN SHOW BUSINESS SUCH AS TOM JONES, ELVIS PRESLEY, RAY CHARLES, STEVIE WONDER AND MUCH MORE.

FEB 25

MAR 4



ERIC RICHARDSON \$10

ERIC'S SOLO SHOW COMBINES THE BEST OF DEAN MARTIN'S MUSIC WITH HIS LEGENDARY LAS VEGAS-STYLE HUMOR TO CREATE A TRULY UNIQUE SOLO SHOW EXPERIENCE



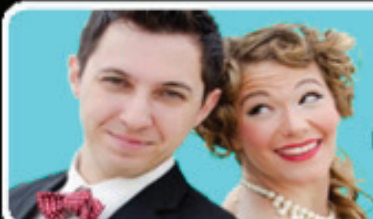
ENCORE ENTERTAINMENT \$10

PRESENTS TRIBUTES TO ELVIS PRESLEY, GARTH BROOKS, ROY ORBISON AND THE BIG BOOPER



MAR 11

MAR 18



MATT MACIS & HANNAH TIMM \$12

MATT AND HANNAH ARE THEIR GENERATION'S SONNY AND CHER - OFFERING AN EVENING OF MUSIC AND LAUGHTER PERFECT FOR ANY AND EVERY AUDIENCE



ERIC KEARNS \$12

THE VOICE OF LEGENDS - HAVING PERFORMED IN ATLANTIC CITY, ERIC KEARNS DELIVERS MORE THAN 40 ARTISTS AND THEIR HIT SONGS. YOU WILL BE AMAZED BY WHAT YOU HEAR IN THIS HIGH-ENERGY ONE MAN SHOW

MAR 26

DOORS OPEN AT 6:30 SHOWS START AT 7:00

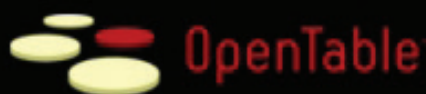
TICKETS AVAILABLE AT MISSIONTIX.COM FOR MORE SHOW INFORMATION CALL DIMI AT (443) 687-0284

HAVE DINNER AT TOWSON TAVERN OR REC ROOM THE NIGHT OF THE SHOW AND ENJOY A 10% DISCOUNT (MUST PRESENT TICKET FOR DISCOUNT - OFFER DOES NOT INCLUDE DRINKS OR ALREADY DISCOUNTED ITEMS)

RESERVATIONS RECOMMENDED

VALET PARKING AVAILABLE THROUGH TOWSON TAVERN OR PARK AT NEW TOWSON GARAGE

TOWSON TAVERN
(410) 337-7210



**THE REC ROOM
AND PATIO**
(410) 337-7178



Towson Chamber of Commerce

44 W. Chesapeake Avenue
Towson, MD 21204

info@towsonchamber.com

Phone: 410-825-1144

Fax: 410-832-5863