

TOWSON LIVE

January 2014



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THOUSANDS CELEBRATE WINTERFEST IN TOWSON



Families gather around Frosty the Snowman as he visits Strapazza Pizzeria for Fire & Ice Night.

Winterfest is an annual event in Towson that brings together families, community organizations, university groups, and the holiday spirit. This year, more than 2,000 people were engaged in Towson Winterfest 2014.

Winterfest kicked off with the Baltimore County Tree Lighting, which featured some very special acts. The Budweiser Clydesdales, Santa and Mrs. Clause, holiday characters, and Christmas carolers made an appearance in the opening ceremony parade. About 1,000 people came out for this event.

Breakfast with Frosty at Souris' Saloon and the Grinch at CVP were also a big hit, especially for the kids. Following breakfast, Santa's Workshop welcomed families for crafts, pictures with Santa, and a tour of Old St. Nick's shop. Check out photos from all these events on the next few pages!

BALTIMORE COUNTY TREE LIGHTING November 21, 2014



Courtesy of the Baltimore Sun

TOWSON LIVE

BREAKFAST WITH FROSTY THE SNOWMAN December 6, 2014



BREAKFAST WITH THE GRINCH December 13, 2014



TOWSON LIVE

FIRE & ICE AND CHRISTMAS TREE JUDGING

December 12, 2014



BIG THANKS TO ALL OF OUR SPONSORS



Special thanks to Jake's Deli for providing the delicious sandwiches at the December Networking Event!

CHRISTMAS TREE DECORATION WINNERS

MOST FESTIVE- GRILLO & CO



MOST CREATIVE- POSTNET



MOST FESTIVE- STATE FARM-
MARGIE PARKER



MOST CREATIVE- ANNA
APICELLA SCHOOL OF DANCE



BEST TOWSON SPIRIT- CVP



MOST TRADITIONAL- BLISS
SALON



Lunch-N-Learn

SHEN YUN PERFORMING ARTS: TRADITIONAL CHINESE CULTURE

On Jan 14, Wednesday, 12 noon, please join our "Lunch and Learn" at the Towson Chamber of Commerce (44 W. Chesapeake Avenue). Shen Yun Performing Arts local presenter invites you to explore classical Chinese dance and music, in the context of traditional Chinese culture during a complimentary lunch.

The cultural workshop will discuss classical Chinese and western culture, arts, the inner shared values reflected in them as well as differences. Chinese themed pop culture movies, classical paintings as well as dance and music will be looked at and discussed.

At the end of the workshop, audience members who answer the presenter's questions correctly will

win gift cards and gift bags sponsored by the Cheesecake Factory, Pandora, Nordstrom and Shen Yun presenter (each valued \$50 - \$210). Complimentary lunch sponsored by 7 West Bistro and the Fresh Market.

Please RSVP by Jan. 10th, 410-825-1144.

**Wednesday, January 14th
12:00-1:00pm**

**Towson Chamber of Commerce
44 W. Chesapeake Ave.**

Lunch Provided





MEGA NETWORKING EVENT

The MEGA Networking Event is back! This event is the largest networking event **sponsored by the Towson Chamber of Commerce and 11 other chambers and business associations in Baltimore County.**

The 2015 MEGA Networking will take place on **Wednesday, January 28, 2015, 5:30-7:30pm at the Sheraton Baltimore North** (inclement weather date Feb. 4th, 2015). Come out and network with hundreds of businesses located around Baltimore County.

This is a great opportunity to network outside Towson borders! Expand your business by meeting with business owners in Catonsville,

Pikesville, Dundalk, and more.

You can even reserve a table and join the trade show. There are only six tables available to the Towson Chamber of Commerce, so please register early on the chamber website at www.towsonchamber.com.

All regular tickets include heavy hors d'oeuvres and one FREE drink. There will also be a cash bar available.

Register online at www.towsonchamber.com or at the Towson Chamber building 44 W Chesapeake Ave.



CHAMBER HOLIDAY PARTY

Thanks to everyone who attended the Towson Chamber holiday party! This year's party was held at 7 West who did a wonderful job with the food and beverages.

There were over 130 people in attendance including our County Executive Kevin Kamenetz. We hope you enjoyed this years holiday party as much as we did!

2014 TOWSON CHAMBER BOARD OF DIRECTORS

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State Farm



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Hobbs, P.C.

Mark Shulman, DDS

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

IT'S TRULY TOWSON'S TIME!

If someone asks a long-time Towson resident, "Where is Trader Joe's in Towson?" don't be surprised if the answer is, "Hutzler's lingerie." That is because Trader Joe's is located in the lower level of the Towson Circle building, which was once occupied by the lingerie department of the now long-gone, venerable Hutzler's department store. Towson keeps changing and growing, and never more so than in recent years.

The former Investment Building, which once housed offices for Baltimore County employees, has been refurbished and renamed Towson City Center, thanks to a \$27 million project. It now houses Mile One offices, Cunningham's restaurant, Cunningham's bakery, a fitness center, Towson University offices and Radio Station WTMD, which holds free "live lunch" Friday concerts in its concert hall.

One of the largest projects happening in Towson right now is the \$95 million, 4.2-acre Towson Square entertainment complex. Now open, Cinemark is a 15-screen movie theater, with nearly 3,500 seats and eight restaurants; Nando's Peri-Peri & On the Border Mexican Grill and Cantina, are now open.

Look for Bobby's Burger Palace, BJ's Restaurant and Brewhouse, Bonefish Grill, Hanabi Japanese Restaurant and La Tagliatella.

The defunct movie theater in Towson Commons has been transformed into a 50,000-square-foot LA Fitness club. The Commons also will continue to house the Towson Arts Collective and Kyodai's Rotating Sushi Bar. With these new additions, we anticipate many new retailers to view this as a prime location.

Some Towson businesses are changing locations to prepare for a new \$350-million dollar development Towson Row which will change the landscapes throughout the town. After years of discussions about what it could be, Towson is becoming what it should be, a mecca for shopping, eating, living, working and entertainment.

Towson is in good shape. The town has more than 2,500 businesses and more than 60,500 jobs. Home values have risen faster than in other areas, and the median income is more than \$111,000. The unemployment rate is also lower than the national average.

Towson also has strong neighborhood associations and top-rated medical facilities, including Greater Baltimore Medical Center, the University of Maryland St. Joseph and Sheppard Pratt Health System.

In addition to all the shops and places to dine, Towson has some of the best inexpensive entertainment, sports and cultural events, thanks to Towson University and Goucher College. There is something to do almost every night of the week.

SECU Arena at Towson University is the university's new 5,200-seat venue for athletics, sporting events, concerts, commencements and more. The new facility enhances Towson University's campus and connection to the community by creating new opportunities to host events for students, neighbors and residents throughout Baltimore and the State of Maryland.

It's no wonder that businesses decide to invest in Towson.

Changes to Long-Time Establishments

Taubman Properties, which has owned Dulaney Plaza for more than 50 years, has expanded and renovated the complex during that time. Dulaney Plaza now offers everything from high-end clothing to banks, professional offices, Starbucks, Omaha Steaks restaurant, Ukazoo Books and Fresh Market gourmet food.

Lawrence Taubman, head of the Taubman Properties, implies that he is his own best customer. He favors an occasional vanilla latte, he said, "and the great variety of very high quality foods he finds in the Fresh Market that I previously couldn't find anyplace else in Towson."

Across Dulaney Valley Road, Towson Town Center is one of the largest indoor shopping malls in Maryland. Since a \$76 million renovation and expansion project was completed in 2008, it may surprise people to know that the mall now chalks up 16 million visits by shoppers each year.

It's hard to believe that the shopping center, dubbed Towson Plaza when it opened in 1959, consisted of a Food Fair, a five & 10 and a moderate selection of shops, including a Hess Shoes store, etc.

That's where local businessman Brian Recher says he got his first haircut. The Recher family's business ventures began anchoring Towson with the opening in 1959 of the Towson Theatre on York Road, the town's first cinema which evolved as Towson evolved, from movies to live music and renamed the Recher Theatre. The Recher once ranked 27th nationally in ticket sales for a live music venue. Today, the Recher property is a complex of restaurants and entertainment venues, including The Rec Room, Towson Tavern & Torrent Lounge.

"We had to reinvent ourselves after the bigger live music venues edged us out," said Recher. "But we never veered from investing in Towson. A lot of great things were happening little by little and now they are happening exponentially."

Charles Village Pub, which opened in 1988, was leveled by a fire in 2011; there was no question about rebuilding on the same Pennsylvania Avenue site, according to Melony Wagner, an owner.

"We like Towson and we had a following here," she said. "We were happy to rise from the ashes and come back bigger and better than ever."

Personal history was also a motive.

"This piece of land means a lot to me," she said. "I met my husband Eric when we were both working here 19 years ago. We're still together and we have three kids. A lot of people working here over the years made love connections."

It proved a good investment. The Charles Village Pub went from serving about 400 customers a day to more than 1,000 a day.

It's true that Cafe Troia moved out of the Penthouse Condominium on Allegheny Avenue, but only across the street. Café Troia has been a strong anchor in Towson for 27 years and has invested millions.

Residential Development

For years, movers and shakers have contended that Towson needs a strong residential base for its downtown to thrive. Now it's happening. More than 1,200 new luxury apartments have opened in the last five years and are 97 percent leased.

Towson Promenade Apartment Homes, at 707 York Road, offers 357 one-bedroom and two-bedroom apartments.

The Palisades of Towson Apartments, at 212 Washington Avenue, offers 367 stunning studios and one- and two-bedroom apartments.

The Quarters, on the corner of Dulaney Valley Road and Goucher Boulevard, offers 430 spacious one-, two- and three-bedroom homes in two mid-rise buildings.

Towson Green, located off Towsontown Boulevard and East Burke Avenue, offers 121 two-and three-bedroom townhouses for sale.

The Winthrop contemporary apartments, which are scheduled to open near the end of 2014 or the beginning of 2015 on Dulaney Valley Road across from Goucher College, will feature 295 one-and two-bedroom units and a few three-bedroom units.

Working Together to Make it Happen

Baltimore County officials and the State Highway Administration are well aware that all this new residential and commercial construction is going to impact the infrastructure of Towson, including roads and parking. They are working on traffic flows to ensure the success of these additional projects, including improvements to York Road. New police officers have been added to patrol the community, and BGE is continually checking to safeguard the town's power supply is in good working order.

Currently, there are 850 parking spaces Towson Square, in addition to the existing 571 street spaces, 165 surface-lot spaces and 3,461 spaces in the Revenue Authority's four high-rise garages.

Representatives from Towson's local government and people from the town's business and residential communities are working together to guarantee Towson remains a great place in which to live, work and visit.

-Nancy Hafford is Executive Director of the Towson Chamber of Commerce

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."

TOWSON LIVE

UPCOMING CHAMBER EVENTS

Event	Time
Lunch-N-Learn	Jan. 14 12:00-1:00pm
Monthly Breakfast & Board Meeting	Jan. 21 8:00-9:00am
MEGA Networking Event	Jan. 28 5:30-7:30pm

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

MEMBER DEALS



20% off posters, banners and any large format print projects including life-size repositioning wall decals and canvas.

15% off personalized calendars or greeting cards. You can upload your files online at www.md115.postnet.com.

443.767.8638



All Towson Chamber members and employees receive 10% off their first purchase of the current year. With that purchase, you will also be enrolled in Nelson Coleman Jewelers Birthday and Anniversary Club and Loyalty Program.

410.494.0080



MONTHLY DUES WAIVED until 3/1/2015

Towson Chamber Members- Book an event at our private club and receive room rental fee waived. Please call for details.

Denise Snyder
dsnyder@tgcc.net
www.tgcc.net

410.252.8484 x105

TOWSON LIVE



New Year's at 9



We are catering to those who can't make it 'til midnight
on New Years Eve

Ringing in the New Year at 9pm!

Champagne Toast & Fireworks*

Complimentary Champagne & Sparkling Cider

Sparklers & Glow Jewelry

*Fireworks on the Big Screen

Kids Eat Free

Complimentary Sundae Bar

Free Kids Meal w/ each adult Sandwich or Entrée purchased

Call/Email for Large Group Reservations
410-825-3980 or gtothew@thegreeneturtle.com

408 York Road Towson MD 21204



Dear Chamber Members,

In 1964 (50 years ago) a few insightful civic minded leaders, Hilda Wilson , Richard Rudolph & Robert Cook, to name a few, started the Towson Business Association. They were a caring group of business and community members guided by the ideal of service, the wellbeing of the business community and smart growth for Towson.

In 1965 they incorporated.

At the inception of this great association, they organized some community events that still remain today and are as vital and exciting as one would expect after 50 years of tweaking! The Towsontown Spring Festival (48th year), the Annual Golf Tournament (50th year) & the Towson Framers Market (35th year) still fill our year with longstanding commitment.

As Towson grows, the Towson Chamber has seen great growth. We are here to work with every facet of our community to learn from our past and step into our future. As time has moved along, additional events have become an integral part of life in Towson (Feet on the Street, Towson Garden's Day, the Towson Christmas Tree Lighting and WinterFest) we are committed to reinvesting in Towson and are positioning ourselves for immense growth facing us in the next few years.

In total, during at least 65 days of the year, the Chamber is hosting evenst in our community.

On January 1st 2006 guided by a very progressive board of directors we change our name from the Towson Business Association to the Towson Chamber of Commerce, Inc.

We believe the success of our business community is the keystone to a healthy economy. Our organization's first mission is to promote area businesses and assist them in their success through our Chamber referral system, our specifically designed membership educational programs and our comprehensive networking opportunities.

The Towson Chamber of Commerce represents the best Towson has to offer. We encourage members to utilize the services and products of their fellow members. These are companies that not only produce quality products and offer excellent service, but also understand the importance of community involvement.

The Towson Chamber continues to strive for excellence. We plan to retain the wonderful long established community programs now considered tradition among the residents of this area. Unsatisfied with status quo, we also look toward developing exciting new programs in 2015, with the purpose of enriching the members of our organization and our community.

We thank you for your continued support and would like to share with you on the next page, some of the benefits and contributions the Chamber offers.

Sincerely,

Nancy Hafford

TOWSON LIVE



Towson Chamber of Commerce

44 W. Chesapeake Avenue
Towson, MD 21204

info@towsonchamber.com
Phone: 410-825-1144
Fax: 410-832-5863