Character, culture, and convenience are the characteristics that define a Classic Town. Ranging from colonial settlements to college towns, streetcar suburbs to waterfront communities, Classic Towns are sprinkled throughout the Greater Philadelphia region, providing a quality of life that is often not found in this age of suburban sprawl.

Officially launched in 2008, the Classic Towns of Greater Philadelphia initiative of the Delaware Valley Planning Commission (DVRPC) is designed to foster the economic growth of the region’s timeless communities by promoting what makes each community a wonderful place to live, work, and play! DVRPC has identified the following guiding principles as the framework for the Classic Towns program:

- **Identify niche markets.** Classic Towns target markets that are appealing to homebuyers and business owners. Highlighted amenities include access to transit, pedestrian friendliness, housing options, and well-established neighborhoods.

- **Invest in and build on quality of place.** The DVRPC region is rich with communities that are unique, attractive, exciting, and welcoming to residents and visitors. Building upon these amenities makes individual communities and the region a more attractive place to live, work and play.

- **Create new partnerships.** New partnerships unite residents, businesses, and local governments to provide momentum necessary to bring new ideas to fruition.

- **Think regionally, act locally.** The Greater Philadelphia region is more economically competitive when communities work together. It is difficult for any single community to realize the enormous opportunities and amenities that a region can provide. Regional cooperation strengthens local initiatives.

Many communities in the Greater Philadelphia area realize the benefits of marketing and currently have ongoing local initiatives. “Classic Towns” designation complements ongoing local efforts. The Classic Towns regional campaign promotes the inherent benefits of choosing to locate in mature communities. Marketing activities are sustained over long time periods. For communities that have not yet created a brand for themselves, the Classic Towns designation provides the tools and training needed to launch individualized local marketing campaigns. The regional Classic Towns of Greater Philadelphia campaign seeks to strengthen existing local marketing campaigns and encourage the creation of new initiatives.
Participating Classic Towns

Participating Town
Advertising

Transit Advertising

In fiscal year 2012, we ran a transit advertising campaign on PATCO, SEPTA, and New Jersey Transit. We created three different ads to reflect the seasons in which the ads would run:

**PATCO**
Fall Campaign  
10/31/11 – 11/27/11

**SEPTA**
Winter Campaign  
12/5/11 – 1/29/12

**NJ Transit**
Spring Campaign  
3/5/12 – 4/29/12
The ads ran on interior rail cards as shown below.

Winter Classic Towns Ad on SEPTA

Online Advertising

In Fiscal Year 2012 we ran an online advertising campaign from September 2011 – June 2012. The ads accounted for 16.35% of the total visits to the Classic Towns website. In other words, 3,500 visits to the Classic Towns website came from people clicking on one of these ads. We ran the ads on the following websites:

- Frontdoor.com
- HGTV.com
- Trulia.com

The ads performed very well on all three sites. Our average click through rates were well above the national average.\(^1\) This means in comparison to other banner ads across the nation, more people clicked on our banner ads.

\(^1\) National average data from a 2010 study
From September – December 2011 we ran the same online ad creative. In January 2012 we started running four different versions of the ads as a test. We wanted to test if more people would click on the ad if it led them to the Classic Towns Facebook Page or if more people would click on the ad if it led to the website.

We got mixed results over our six month creative test. Some months the Facebook ads were more popular, and some months the website ads got more clicks.
The four ad versions were as follows:

**Version 1.1:** Open Your Door to a Whole New World (linked to classictowns.org)

**Version 1.2:** Open Your Door to a Whole New World (linked to the Classic Towns Facebook Page)

**Version 2.1:** Places. Spaces. And Faces You'll Love (linked to classictowns.org)
Version 2.2: Places. Spaces. And Faces You’ll Love (linked to the Classic Towns Facebook Page)

On Trulia, Version 1.1 outperformed the others. On Frontdoor, we got mixed results with no clear leading ad. Our HGTV campaign also had mixed results.
Website Analytics

Traffic to the Classic Towns website continues to increase. Compared to fiscal year 2011, we had more visits and more unique visitors to the website in fiscal year 2012. We monitored this traffic on a monthly basis and implemented search engine optimization strategies to increase traffic.

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Total Visits</th>
<th>Unique Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 2010 – June 2011</td>
<td>20,365</td>
<td>15,574</td>
</tr>
<tr>
<td>July 2011 – June 2012</td>
<td>21,401</td>
<td>16,617</td>
</tr>
</tbody>
</table>

Specifically, we saw spikes in traffic to the site around the following dates:

- July 2011 – the Classic Towns Trolley Tour
- February 2012 – launch of the “I Love Classic Towns” Photo Contest
- April – May 2012 – public voting for the “I Love Classic Towns” Photo Contest
- June 2012 – increased traffic from the photo contest, anticipation of the winners announcement

From July 2011 to June 2012, the Classic Towns website received an average of 59 visits per day and viewing approximately 4 pages per visit. These visits lasted 03:24 minutes on average, proving that our optimization strategies were effective.
Here are some more specific website traffic stats:

**Top Traffic Sources**
1. Referral Traffic (10,300 visits)
2. Search Traffic (6,480 visits)
3. Direct Traffic (4,621 visits)

**Top 10 Visitor Locations**
1. Pennsylvania
2. New Jersey
3. New York
4. Maryland
5. California
6. District of Columbia
7. Florida
8. Delaware
9. Ohio
10. Virginia

**Top 25 Search Terms**
1. classic towns
2. classictowns.org
3. overbrook farms
4. classic towns of greater philadelphia
5. overbrook farms philadelphia
6. dvrpc classic towns
7. manayunk
8. towns in philadelphia
9. american town
10. bordentown street fair 2012
11. philadelphia towns
12. bristol borough
13. historic pennsylvania towns around philadelphia
15. ambler first friday
16. classictowns
17. www.classictowns.org
18. classic town photo contest
19. classic towns .org
20. american towns
21. classic town
22. classic towns philadelphia
23. phoenixville
24. classic towns of greater philadelphia merchantville
25. classic towns photo contest

**Top 20 Referring Sites**
1. phoenixville.org
2. city-data.com
3. dvrpc.org
4. contest.classictowns.org
5. facebook.com
6. lansdowneborough.com
7. frontdoor.com
8. lansdale.org
9. google.com
10. soudertonborough.org
11. haddonhts.com
12. bristolborough.com
13. trulia.com
14. radnor.com
15. telfordborough.com
16. cityofbordentown.com
17. moorestown.com
18. collingswood.com
19. m.facebook.com
20. historickennettsquare.com

**Top 25 Site Pages**
1. Homepage
2. Explore
3. About
4. Calendar
5. Phoenixville
6. Classic Towns Times – Current Issue
7. Contest Site
8. Overbrook Farms
9. Ambler
10. Lansdale Borough
11. Lansdowne
12. Kennett Square
13. Bristol Borough
14. Manayunk
15. Ardmore
16. Bordentown City
17. Germantown
18. West Chester
19. Haddon Heights
20. Media
21. Collingswood
22. New Hope
23. Souderton-Telford
24. Moorestown
25. Phoenixville – Play
E-Newsletters

Between July 2011 and June 2012 we sent out four quarterly Classic Towns newsletters. The newsletters contained feature stories on activities and attractions in the towns, as well as of interest stories on communities, housing, real estate, and the like. Additionally, two of the newsletters had stories related to our photo contest. These newsletters were sent to a list of over 3,000 people including realtors, developers, DVRPC staff, and other groups.

The most popular newsletter (highest open rate) was summer 2012 but more people clicked on links in the spring 2012 newsletter. The second most popular newsletter (second highest open rate) was the Winter 2011/2012 edition.

Below are the four newsletters we sent in fiscal year 2012 with some data for each one:
Open Rate: 11.30%

Click Rate: 20.60%

Top Links:
- Featured Town: Lansdale Borough
- Homepage
- Kennett Square
Although we just fell back a few weeks ago, we're already looking forward to enjoying the holidays in the Classic Towns. From shopping to New Year's celebrations, tree lightings to candlelight house tours, find out how you can celebrate the season in this edition of The Classic Towns Times.

Give the Gift of Classic Towns

Holiday shopping is sublime in the Classic Towns. You can stroll from store to store, or make a special trip to some unique, locally owned specialty shops and retailers. Whether you're buying for craft beer connoisseurs, vintage vinyl collectors, or the foodies among your friends and family, you're sure to find the perfect gift in the Classic Towns. Here are a few places to start you shopping.

Photo by R. Kennedy for OPTMC

FEATURING TOWN
Mooresstown, New Jersey

Like many Classic Towns, Mooresstown, New Jersey began as an agricultural community. It grew over time to become a commercial center for the surrounding region before establishing itself as a bedroom community for Philadelphia and Camden. Today, it is a place where these identities come together to create a community with a character all its own.

Photo by Chris Paszolk

Explore Mooresstown

Events Calendar

Trim the tree. Turn on the lights. Celebrate the season in the Classic Towns.

11/25
59th Annual Holiday Tree

Open Rate: 15.53%
Click Rate: 18.36%
Top Links:
- Old Fashioned Christmas in West Chester event
- Homepage
- Featured Town: Mooresstown
We’re used to it being winter, but it already feels like spring. So, what better time to head on out to the Classic Towns of Greater Philadelphia? Be sure to bring your camera. This edition of The Classic Towns Times will tell you all about our new “I Love Classic Towns” photo contest, last-minute ideas for your Valentine’s Day date, some of our favorite chocolate and candy shops, and much, much, more.

“I Love Classic Towns” Photo Contest

There’s so much to love about life in Lansdowne from its convenient location to its diverse housing stock, and plentiful recreation and public transportation options.

Featured Town
Lansdowne, PA

Events Calendar
Here are a few upcoming events to help you while away the winter and put a spring in your step.

2/23 - 2/25
Media Film Festival at the Media

Open Rate: 15.26%
Click Rate: 21.71%
Top Links:
- Featured Town: Lansdowne
- First Friday of Phoenixville
- Homepage
Welcome to the latest edition of The Classic Towns Times. Even though we're just entering the month of May, many are already making plans for how they'll spend their summer. You'll find a few ideas in this newsletter. You'll also find updates on the Classic Towns Photo Contest and a new section, “What's Cooking in the Classics” that highlights local restaurants and includes recipes to make at home. Happy summer and happy reading. Hope you spend some of the spring and summer months exploring the Classic Towns.

Love the Classic Towns, Love the Photos, too.

This past Valentine's Day, we kicked off our first “I Love Classic Towns” photo contest. Sponsored in partnership with Perkins Center for the Arts and DVRPC, we invited professional and amateur photographers to submit photos that showcase everything the Classic Towns have to offer.

FEATURED TOWN
Souderton-Telford

Sprouting from the fertile farmland of the Indian Valley, Souderton-Telford are two distinct towns located north of Philadelphia in Montgomery County. While they each maintain their own unique identity, together, they form one of the most impressive, caring, and committed communities in our region. They offer exceptional schools, highly regarded residential neighborhoods, and businesses like Univest, Moyer Indoor Outdoor, Ascher's Chocolates, and Reliance Inn among others, whose roots go back for generations.

Events Calendar

Spring and summer are so much fun in the Classic Towns. Here's

Open Rate: 15.66%

Click Rate: 17.46%

Top Links:
- Of Interest: Expert Panel Releases Report on Strengthening Retail in West Chester
- Of Interest: Planning the Perfect Towns, a Series of Special Events
- Homepage
“I Love Classic Towns” Photo Contest

The first ever “I Love Classic Towns” Photo Contest was a huge success. Our objectives for the photo contest were to get towns and residents more involved with the Classic Towns program, raise awareness of Classic Towns among the general public, obtain the rights to photos of the towns that could be used for the website and marketing materials, drive traffic to the site, and create a traveling gallery show to continue the momentum and spread the word.

Contest Timeline

Contest Launched: February 13, 2012
Submission Period Ended: April 14, 2012
Public Voting Began: April 15, 2012
Public Voting Ended: May 14, 2012
Judges Voted: May 29, 2012
Winners Announced: August 15, 2012

Contest Stats

- Number of Participants: 163
- Number of Submitted Photos: 1,212
- Number of Approved Photos: 1,091
- Number of Votes: 7,727

Media Coverage

The Photo Contest gained a lot of local press for Classic Towns from the commencement of the Contest to the announcement of the winners. Here are some examples of media coverage:

- Winners Names in Photo Contest, The Patch, August 2012
- West Chester Photographer Wins People, Daily Local, August 2012
- Collingswood, Haddon Heights Take the Cake, Retrospect, August 2012
- Cinnaminson Women Wins Photo Contest, Philly Burbs, August 2012
• **Vote for Ambler in Classic Town Photo Contest**, The Patch, April 2012
• **Do you Love Classic Towns?** The Reporter, March 2012
• **Classic Towns Highlighted in Photo Contest**, MSNBC, February 2012
• **Classic Towns Highlighted in Photo Contest**, Philly Burbs, February 2012
• **Classic Towns Photo Contest**, Merchantville.com, February 2012
• **Point and Shoot for Profit**, Philly.com, February 2012
• **Delaware Valley Launches Photo Contest**, The Reporter, February 2012
• **Show How Much You Love Classic Manayunk**, The Patch, February 2012

**E-Blasts**

We sent out five e-blasts to our photo contest list of regional photography groups, organizations, and interested parties. The e-blasts were as follows:

- Contest Announcement
- Submission Reminder
- Voting Announcement
- Voting Reminder
- Winners Announcement
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Strategies for Older Suburbs Program Manager
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