*Current Ardmore Initiative Mission Statement*

The Ardmore Initiative’s mission is to create and maintain a thriving, economically viable downtown business district for the benefit of merchants, residents, and visitors. The Ardmore Initiative achieves this by providing regular sidewalk cleaning, planting seasonal flowers, offering business assistance services, marketing and promoting the downtown, and advocating for the interests of business and property owners, among many other initiatives.

New Mission Statement

The mission of the Ardmore Initiative is to manage the business improvement district in Ardmore PA, to improve the business mix, to foster the preservation and development of downtown’s historic buildings, be an advocate for business and property owners, promote the downtown for the benefit of all Ardmore residents, and to partner with the Township of Lower Merion, area community organizations and the Ardmore Business Association.

Draft Vision Statemen t

*Our vision for downtown Ardmore in 2023*

By 2023, Downtown Ardmore will be an even more thriving downtown that offers family friendly chain and independent retail stores, a host of specialty food shops and restaurants and service businesses to meet every budget, all within a short walk from home. In the past five years, more than a dozen new or expanded businesses have located here, increasing Lower Merion Township’s tax base, creating new jobs, and generating a positive buzz about Ardmore and our future. We envision this great momentum to continue and accelerate through 2023 and well beyond.

We envision a welcoming, walkable, and inclusive downtown that incorporates a variety of sustainable activities such as the installation of colorful native plants and flowers. Our businesses are regional leaders in environmentally friendly business practices that are good for the planet. Parents, children, and teenagers have multiple shopping, dining and service options and public places to safely play, stroll and spend time. Our downtown is always clean, and pedestrians feel safe because of new cross walks, signaling, and planters that enliven the Lancaster Avenue corridor.

In 2020 the last of the three mixed-use residential buildings opened after three years of construction. These new buildings have brought new retailers, new residents and new optimism to our district. Our residents and visitors delight in regular downtown experiences in stores, and events, and our restaurants feature personalized customer service. In 2023, Ardmore is an even more renowned restaurant destination with over 50 restaurants, which are increasingly diverse in both cuisine as well as price point. The corridor is also a go-to destination for local and regional families seeking a Saturday outing or weeknight stroll to visit accommodating and welcoming businesses.

In addition to be a family and foodie-friendly paradise, our downtown continues to serve as a neighborhood commercial district for Ardmore residents that walk from home to patronize both professional and personal service businesses only block away from their home. All our shops and restaurants benefit from our well-regarded special events organized by AI and our partners throughout the year, which are aggressively promoted on social and traditional media.

By 2023, AI’s annual budget exceeds $400,000 with revenue sources including the property tax assessment and a wide variety of fundraising efforts including our community membership program, board gifts, sponsorship, events, foundation and government grants. There is superb Board and staff leadership, and we maintain a waiting list for people eager to become Board members. Our staff is small but highly effective with a full time Executive Director, a full time Main Street Manager, part time Administrative Assistant, a part time event coordinator and outside Marketing and PR Consultants as well as interns throughout the year.

The Ardmore Initiative remains to be the “go to” place for businesses that wish to expand or locate here. Our vacancy rate is low, and when a storefront does become available, potential tenants vie for the space because the AI maintains a list of interested local and national retailers, restaurants, and service businesses that want to locate here. With all the new stores and restaurants on the corridor, there is notable street life, which helps to make the downtown safer for families and children.

In 2023, downtown Ardmore is heralded as the Main Street of the Main Line, for those who seek quality retail stores, excellent specialty food shops, restaurants, and family friendly businesses all within a short walk from home.

New Vision Statement

Our vision for downtown Ardmore is to create a welcoming, walkable, and inclusive downtown, that offers a vibrant business mix including family friendly, independent and national retail stores and service businesses. Our specialty food shops and restaurants build on our already robust reputation as a regional dining destination. Downtown will serve as the neighborhood commercial district for all Ardmore residents, with shops and eateries to meet every budget. Our yearlong calendar of well-regarded and highly anticipated special events will make memories for generations of Lower Merion shoppers. Visit Destination Ardmore.