



Chestnut Hill Business Association Membership Guide

“Over the past 30 years, I have had the opportunity to be part of many business associations and chambers of commerce in the Philadelphia region, and none of them come close to the benefits and service that the CHBA offers its members.

--Allan Ash, Progressive Business Services

“We are very fortunate to have the entire CHBA team working at their high level of professionalism.”

--Richard Snowden, Bowman Properties

“We are seeing increasing sales with new customers every day. We believe this is a direct result of participating in the festivals and events in Chestnut Hill. This is a great neighborhood!”

--Angie Busch, The Fresh Market

“I appreciate the efforts of everyone at the Business Association. They do a tremendous job every day to make Chestnut Hill a great place to do business.”

--Linda Moran, The Hill Company

“Due in large part to retail recruitment efforts and the support of the CHBA office, the VFW has a greater capacity to further our own mission of supporting veterans and building the community from within. Their professionalism, positivity, and kindness made the whole experience our pleasure.”

--John P. Brooks, Commander, VFW Post 5205

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About the CHBA

Founded in 1956, the Chestnut Hill Business Association (CHBA) is one of the premier neighborhood business organizations in the Philadelphia region. Its growing membership of more than 200 members includes retailers, restaurateurs, dentists and doctors, Fortune 500 companies, and small corporations from the surrounding area. The CHBA unites this diverse group of merchants and entrepreneurs, pooling resources in order to serve members and advocate for common interests. Through a robust calendar of popular festivals, professional destination marketing campaigns that reach every corner of the region, and a variety of valuable resources, the CHBA helps all its members to achieve much more than any individual store could on its own. A suite of discounted services and free professional learning opportunities round out the member benefits that help our businesses to flourish and grow every day.

The CHBA is part of the Chestnut Hill Business District, which also includes the Chestnut Hill Business Improvement District, the Chestnut Hill Parking Foundation, and the Chestnut Hill Community Development Corporation, who work in unison to serve and promote Chestnut Hill's commercial area.





Mission

The Chestnut Hill Business District is dedicated to supporting the area’s businesses through economic development, retail attraction, and promotion of the neighborhood as an attractive destination to live, work and visit.

The Chestnut Hill Business Association seeks to serve the interests of its members by attracting customers through joint marketing and events, providing resources to meet the needs of business-owners, and advocating for the advancement of Chestnut Hill as a commercial destination. This mission is executed by an Executive Director with the support of professional staff, and under the guidance of a Board of Trustees elected by the membership at large.

Vision

The Chestnut Hill Business District’s overall vision is for Chestnut Hill to become the Philadelphia region’s top boutique shopping and dining destination, serving the local neighborhood and attracting national visitors with a variety of high-quality businesses, a meticulously-maintained historic downtown, a lush Garden District, and world-class customer amenities.

The Chestnut Hill Business Association’s vision is for a robust membership of interconnected business-owners who are prosperous, engaged in the well-being of their community, and recognized as the choice purveyors of their goods and services in the region.

Staff

The Chestnut Hill Business District's professional staff carries out the organization's work, administers CHBA member benefits, and serves the needs of local businesses.



Executive Director | Philip Dawson

Philip Dawson serves as the Executive Director of the Chestnut Hill Business District. The Executive Director sets overall goals and policies for the organization, and works with staff and CHBA members to implement these initiatives successfully.



Director of Business Development | Kathie Meadows

The Director of Business Development seeks out new commercial tenants to complement Chestnut Hill's destination shopping district. She develops and implements plans designed to capture new opportunities while promoting the retention of existing merchants.



Director of Operations | Kate O'Neill

The Director of Operations manages the Business District's streetscape maintenance work and award-winning flowering program, ensuring an inviting shopping experience. In addition, she oversees the CHBA's member services and member marketing efforts.



Director of Finance | Peg Miller

As Director of Finance Peg Miller oversees all payroll activities and risk management functions, issues financial reports, and oversees expenditures for the Chestnut Hill Business District.



Marketing & Events Manager | Cache Hall

The Marketing & Events Manager is responsible for special event planning, working with the District's marketing consultant to implement strategies, and supporting the membership through marketing initiatives.



Parking Manager | Peggy Hendrie

The Parking Manager assures convenient and safe parking in the Chestnut Hill Parking Foundation's lots, overseeing billing, sales of parking payment products, lot maintenance, and Parking Ambassadors.



Weekend Receptionist | Clarissa Shanahan

The Weekend Receptionist provides information to visitors at the Chestnut Hill Welcome Center on Saturdays and during special events.

Parking Ambassadors

The Chestnut Hill Parking Foundation employs five part-time Parking Ambassadors who welcome drivers to Chestnut Hill, provide information about the District, and assist with payment questions in the Foundation's public lots.

Gardening Manager

The Gardening Manager maintains the Business District's Blue Ribbon flowering program, including sidewalk planters, hanging baskets, window-boxes, and select pocket parks, expressing Chestnut Hill's identity as Philadelphia's official Garden District.

Maintenance Attendants

The Business District's Maintenance Attendants keep Chestnut Hill looking its best by servicing trash receptacles, cleaning and weeding sidewalks, and assisting with the execution of major events.



Membership

The Chestnut Hill Business Association is a membership organization with more than 200 merchants that exists to serve the needs and interests of its constituent businesses. Any owner or manager of a business which serves the Chestnut Hill area is welcome to apply for membership. Members are required to pay dues commensurate with their tier in order to remain in good standing, access member benefits, and support the organization's work. In order to protect the interests of members and the quality of Chestnut Hill's Business District, the CHBA does not admit to the membership businesses which are illegal, disreputable, or predatory in nature. All applications for membership are reviewed and approved at the discretion of the CHBA's staff.

Membership Benefits

CHBA membership affords access to a suite of benefits which have the power to advance all aspects of a business' operations in Chestnut Hill. Members are encouraged to take full advantage of the resources offered through the Association in order to assure their success. Explore the following pages to learn more.



Member Benefits | Marketing

The Chestnut Hill Business District employs a comprehensive marketing strategy which promotes Chestnut Hill as a shopping and dining destination while highlighting its unique member businesses. Marketing efforts are guided by a leading destination marketing and public relations firm, with the oversight of the Business District's leadership and staff. With a robust advertising budget, professional strategies, and strong earned media coverage, the Chestnut Hill Business District affords a distinct advantage to local businesses which is further enhanced by CHBA member benefits.

Festivals and Events

The CHBA produces a variety of events throughout the year with the goal of driving shoppers and visitors to Chestnut Hill's Business District. Events range from monthly First Fridays to category-specific promotions to major street festivals. Chestnut Hill's long-running street festivals leverage the collective appeal of both guest vendors and local businesses to attract thousands of visitors. Upon request, CHBA member businesses receive **free booth placement** (valued at \$175-750 per event) in the festival area OR **free space reservation** outside their business location for their own use at no charge. For businesses who desire a more visible profile at events, CHBA members receive a **15% discount on all event sponsorship packages**, which provide logo placements on marketing materials, branded entertainment/activities, choice exhibition areas, and other benefits.



Direct Member Marketing

In order to promote the success of its members and disseminate their messages to a larger audience, the CHBA provides limited direct marketing of individual businesses, their promotions, and their events. Available services include sharing content on the Business District's Facebook page, posting member events on the www.ChestnutHillPA.com Events Calendar, including events in monthly marketing emails to shoppers, and featuring businesses in larger marketing campaigns for the District. Direct marketing requests must be submitted to the CHBA's Marketing & Events Manager, and are processed on a first-come, first-served basis.

The CHBA seeks to fulfill as many direct marketing requests as possible, but reserves the right to decline requests due to timing, volume, content quality, staffing constraints, and other factors. As a member-funded organization, the CHBA restricts resources to events which promote its constituent merchants, and does not promote events which include businesses who are neither members nor corporate sponsors.

Advertising and Business Listings

CHBA membership affords businesses access to both exclusive and discounted advertising opportunities. The Chestnut Hill Guide, the District's official business directory, has been published for more than 20 years by the CHBA, with each edition of 20,000 copies distributed widely in the surrounding area. Listing in the print Guide is an exclusive benefit of CHBA membership, and member businesses also receive discounts on paid advertising placements in the publication. The www.ChestnutHillPA.com website is a major driver of traffic to local businesses, with over 149,000 visitors per year, and listings in the online Business Directory are likewise an exclusive benefit of CHBA membership. Member businesses receive a dedicated page, which they can customize with text, images, links, and video with the assistance of CHBA staff.



Discounted paid advertising opportunities arise throughout the year, and are communicated to the CHBA membership via email. Opportunities may include discounted rates on individual ad packages which are exclusively available to CHBA members, or may consist of cooperative ads which provide a discounted rate on a share of page in a larger Chestnut Hill spread. Ad offers are time sensitive and space is limited, with reservations taken on a first-come, first-served basis.

Job listings

The CHBA offers a Job Listings board on its website to enable its members to more efficiently connect open positions to qualified local applicants. Member businesses can contact CHBA staff to post and update job opportunities at no charge.

chestnut hill local

CHBA members receive exclusive discounts on annual advertising packages with the Chestnut Hill Local. Established in 1958, "The Local" is an award-winning, independent weekly newspaper serving the Chestnut Hill and the surrounding communities of Northwest Philadelphia. With both print and online circulation and a subscriber base of over 7,000 households, the paper can be an effective marketing tool for businesses looking to improve visibility in their local customer base.



Member Benefits | Education, Technical Assistance, Access to Capital

Workshops/Seminars

In order to help members acquire new skills and learn how to better manage their businesses, the CHBA organizes various workshops, seminars, and resource fairs throughout the year. All sessions are free of charge, and are normally held at a convenient location in Chestnut Hill.



Development and Design Review

For businesses with a brick-and-mortar location, projects such as initial fit-out or remodeling can present a number of challenges, ranging from a bewildering number of design options to unfamiliar city permit requirements and local oversight committees. The CHBA gladly offers its members a helping hand to navigate these processes and maximize the prospects for success. The Chestnut Hill Community Association (CHCA) plays an integral role in evaluating design and development matters in Chestnut Hill. The CHBA has a seat on the CHCA's Development Review Committee, ensuring that business interests are represented during public meetings and providing the opportunity to marshal support for member projects. As a community with national historic designation, Chestnut Hill is subject to various regulations, zoning overlays, and design guidelines which protect its buildings and maintain the distinctive character that gives value to its commercial district. The CHBA provides members with information on these standards, and requires its member businesses to schedule free consultations with the Chestnut Hill Streetscape Committee in order to obtain feedback from local design professionals on planned projects. Call 215-247-6696 in order to schedule a consultation.

Grants and Financing

Business-owners who are planning a strategic expansion or store improvements have access to a variety of potential funding sources, and CHBA staff are available to assist members in identifying and applying for the resources available to them. The **Storefront Improvement Program**, offered by the City's Commerce Department, provides eligible applicants with up to a 50% rebate on qualifying exterior improvements. The **Business Security Camera Program**, offered through the Commerce Department and the Philadelphia Police Department with additional support from the Chestnut Hill Business Improvement District, provides up to a 62% rebate on qualifying exterior security camera installations. **The Merchants Fund**, a private grant-making organization, offers competitive grants of up to \$10,000 to help stabilize or grow established businesses. For businesses seeking loans, the CHBA is able to provide references to a number of quality non-profit and for-profit lenders in the Philadelphia area.

Assistance accessing City services

Member businesses who need to interact with city government to obtain services or resolve issues can seek assistance from CHBA staff, including referrals to designated staff at the City's Office of Business Services.



Member Benefits | Health & Dental Insurance

CHBA membership offers access to competitively-priced group health insurance through Independence Blue Cross (IBX) for small businesses with two employees or more, and access to individual dental insurance through United Concordia. Members have access to a variety of plans at different levels of value and coverage, and CHBA staff can assist subscribers in obtaining expedited resolution to customer service issues via a dedicated group liaison. Please contact the CHBA to schedule a personal consultation if you are interested in enrolling in health or dental insurance benefits.

Member Benefits | Networking and Communications

Monthly General Membership Meetings

Each month, the CHBA hosts a General Membership Meeting which all members are welcome to attend. Meetings feature updates from staff on programs, projects, and events affecting the District, and offer ample time for questions and general discussion. Refreshments are served, and members are welcome to network with each other before and after the meetings.

Annual Meeting and Biannual Member Socials

The Annual Meeting of the CHBA is held every June, and all members are encouraged to attend. The event includes the Executive Director's presentation of the Annual Report of the Chestnut Hill Business District, a presentation from the Business District's marketing firm, and the announcement of annual Board of Trustees election results.

The CHBA hosts two Member Socials every year. The traditional Post-Holiday Social is held in January, while the Annual Meeting Social is held following the Association's Annual Meeting in June.





Monthly Newsletters

On a monthly basis, the CHBA publishes a member newsletter with important notifications, announcements, and useful information for businesses. Recurring sections include the Member To-Do List, Upcoming Event Information, Monthly Marketing Stats, Board of Trustees Information, and Member Announcements. Newsletters are distributed by email to all members, but can also be sent by fax or in hard copy format upon special request.

Board of Trustees

The Board of Trustees is comprised of elected CHBA members who oversee the corporate governance of the Association. The Board meets monthly January through July and September through November, and members are welcome to attend meetings.

Email and Phone Communications

In the interest of efficiency and sustainability, the CHBA utilizes email and telephone as its primary vehicles of communication. Email communications consist of regular Monthly Member Newsletters, periodic special announcements, and links to electronic survey and sign-up forms regarding events. Phone communications consist of automated call reminders and text message updates (if enrolled). As a result, it is of the utmost importance that members provide current and correct contact information for these modes of communication upon enrollment, and that members inform the CHBA office of any changes to this contact information in a timely manner. Upon request, the CHBA can transmit any electronic or phone communication to a member via fax or hard copy.

Member Benefits | Member Discounts

Rental Vehicles

CHBA members are eligible for a 5% discount on car and truck rentals at Enterprise Rent-A-Car® centers nationwide. Please contact the CHBA office for the member discount code.

Phone & Internet Service

The CHBA is an official referral partner for Comcast, which provides business internet and phone service in the Chestnut Hill area. Members who are interested in setting up new service for a business or switching to Comcast can contact the CHBA office for referral to a dedicated local representative and access to exclusive member discounts on service packages.

Parking Tokens and Passes

The Chestnut Hill Parking Foundation (CHPF) offers a variety of payment products for drivers who utilize its 6 public lots in the Business District. For full-time daily parkers, monthly passes (\$125/month) are the most affordable option, and CHBA members receive their first month free when signing up for a new pass commitment of 3 or more months. The CHPF also offers parking tokens, which can be utilized for short-term (6 hr. or less) employee parking or courtesy customer parking, and which are sold at half the price that is charged on-site at the kiosks. CHBA members receive one bag of tokens free when they buy 10 bags or more.

Payroll and Human Resources Solutions

For businesses looking to streamline their employee payroll and human resources functions, the CHBA offers members exclusive discounts with PROXUS Human Capital Management. Interested members should contact CHBA staff for a referral and instructions.

Chestnut Hill Merchandise

CHBA members receive a 15% discount on Chestnut Hill merchandise at the CHBA office.



Member Benefits | Commercial Corridor Services

While the CHBA offers a wide range of services to all of its members, those businesses that have a physical footprint on Chestnut Hill's commercial corridors benefit from additional programs specific to their locations.

Chestnut Hill Business Improvement District

Created in 2004, the Chestnut Hill Business Improvement District (CHBID) works closely with the Business Association to maintain a clean, safe, and attractive commercial district while promoting Chestnut Hill as a destination. Authorized by Philadelphia City Council pursuant to state law, the BID collects an assessment on income-producing properties within its boundaries, and uses those funds to support projects consistent with its mission. These include:

- **Flowering Program:** The BID and Chestnut Hill Garden District Fund oversee Chestnut Hill's flowering program, which provides and maintains seasonal arrangements in street planters, hanging baskets, and window-boxes throughout the district. Awarded a Blue Ribbon by the Pennsylvania Horticultural Society, the program is responsible for maintaining Chestnut Hill's moniker as Philadelphia's Garden District.
- **Tree Lighting:** The BID operates and maintains decorative lighting in mature trees throughout the commercial corridor, giving Chestnut Hill a sparkling appearance that is beloved by evening visitors.
- **Cleaning, Weeding, and Leaf Blowing:** In order to maintain a clean and attractive commercial area, BID staff regularly empty public trash receptacles and clean up litter along the Germantown Avenue corridor. On a seasonal basis, the BID undertakes weed removal, and pays for comprehensive leaf vacuuming on every block within its assessment boundaries.
- **Security Cameras:** In order to promote safety in the shopping area, the BID offers a partial rebate to merchants who install exterior security cameras on their properties. See the *Grants and Financing* section above for more information on this program.

Holiday Greens

Every year, the CHBA offers its members within the business district the opportunity to have their storefronts professionally decorated with holiday greens and bows at a group rate, with available removal service following the shopping season. The program provides convenient, high-quality, and coordinated exterior décor that enhances any business' appearance at this busy time of year.

Gift Certificates

Chestnut Hill Gift Certificates are a perfect present that helps keep shopping and dining dollars on the Hill. They can be purchased at the Chestnut Hill Business Association office or website in denominations up to \$50. Merchants can redeem gift certificates at full face value at the CHBA office.

Retail Recruitment and Retention

The Chestnut Hill Business Improvement District's Retail Recruitment Program plays a critical role in the success of the local commercial area by purposefully curating a mix of quality retail businesses and assisting landlords in finding tenants for available properties. By improving occupancy rates and creating a compelling shopping experience, Chestnut Hill attracts and retains more shoppers, with positive benefits for the entire district. In addition to attracting new businesses, the Director of Business Development can help established CHBA member businesses evaluate options for expanding to different location within Chestnut Hill, and can assist merchants who own their property in identifying a new tenant if they are planning for retirement. Finally, the Director of Business Development is able to offer limited complimentary assessments and assistance with interior design and merchandising upon request, ensuring that all Chestnut Hill businesses present their best face to the public.



Chestnut Hill Parking Foundation

The Chestnut Hill Parking Foundation (CHPF) has managed public parking lots in Philadelphia's Chestnut Hill business district for 65 years. The CHPF currently offers 265 spaces in six convenient lots along the Germantown Avenue commercial corridor. Recognized as a Best Practice in urban parking management by the Philadelphia City Planning Commission in 2018, the CHPF is proud to reinvest all parking revenue in the improvement of its lots and Chestnut Hill's downtown. CHBA members who are located in the district are eligible for discounts on parking payment products from the CHPF. See the *Member Discounts* section for details.



Membership Tiers

The CHBA currently offers seven distinct membership tiers in order to accommodate the diverse range of individuals, businesses, and organizations which are affiliated with it.

Corporate Membership | \$100 per month*

This membership category applies to any “chain” business or corporation with 5 or more locations, including local franchises of larger corporations.

Standard Membership | \$75 per month*

The CHBA’s Standard Membership is its most common membership category, encompassing all small businesses operating in the 19118 zip code who do not fall under another special tier.

Professional Membership | \$45 per month*

This membership category accommodates professional practices and enterprises in the 19118 zip code, such as physicians, dentists, attorneys, accountants, consultants, and other individual businesspeople, who do not work for a larger corporation.

Supporting Membership | \$35 per month*

This membership category includes any business outside of the Corporate category which does not have a shop/office in the 19118 zip code, but who wishes to conduct business in the area. Members in this category are not permitted to serve on the Board of Trustees or vote in board elections.

Microbusiness Membership | \$35 per month*

This discounted membership category is limited to retail and food businesses with a total footprint of 500 square feet or less, and to home-based businesses without a retail location.

Organizational Member | \$25-\$100 per month*

This membership category covers educational institutions, hospitals, cultural institutions, government entities, non-profit organizations, and other non-business entities. Dues are set according to an organization’s financial capacity: \$25 per month for entities with annual revenues of \$499,999 or less, \$50 per month for entities with annual revenues of \$500,000 to \$1,999,999, and \$100 per month for entities with annual revenues in excess of \$2,000,000.

Seasonal Membership | \$200 per month

This membership category covers seasonal, temporary, and “pop-up” businesses with a tenure of less than one year in Chestnut Hill. Members in this category are not permitted to serve on the Board of Trustees or vote in board elections.

** Membership dues pricing for these categories is based on enrollment in the CHBA’s automatic billing system or traditional billing with an annual payment term. A \$10 per month fee will be assessed on accounts which make installment payments by cash or check.*

Billing and Payment Policies

The Chestnut Hill Business Association is a non-profit organization which depends on the contribution of monthly dues from its members to sustain its operations and undertake activities for the overall benefit of the business district. In the interest of fairness to all paying members, the Association abides by the following policies regarding billing and payment:

Payment terms: The CHBA offers a variety of payment terms for the convenience of its members. Upon submission of a complete application, a member will automatically be billed for the dues corresponding to their category on a monthly basis. If explicitly requested by a member, the CHBA can also allow for payment of dues on a quarterly, biannually, or annual basis, with the first term to be paid in full upon initiation.

Billing: For the convenience of its members, the CHBA recommends automatic monthly billing by bank account withdraw and by credit card, but can also invoice for payment by cash or check on request. As of September 2019, members will be assessed an additional fee of \$10 per month to pay by cash or check, unless an annual billing term is selected and paid in full. As of September 2019, all billing statements will be issued electronically by default, unless a member requests to receive paper statements.

Cancellation: In order to cancel a membership, a request must be submitted in writing by regular mail at least 30 days in advance of the date when the member is requesting termination of billing and membership privileges.

Delinquent Accounts: A member is considered delinquent on his/her account if an unpaid balance remains 30 days after the expiration of the selected payment term. After an account has been in arrears for 30 days, the Business Association will send a member a courtesy notice by regular mail informing them of this and requesting payment. Subsequent reminders will be sent by regular mail after the account is in arrears for 60 days and 90 days. The final 90-day reminder will inform the member that their membership status and privileges will be suspended if action is not taken within 30 days. CHBA staff will make good faith efforts to contact the member by phone and/or in person in addition to mail before any decisive action is taken in regards to membership status. In order to bring an account back into good standing, a member must 1) immediately resume monthly dues payments in the full amount that corresponds to their membership category AND 2) pay off the past-due balance in full or enter into a term payment plan for the liquidation of the balance. A member whose membership status and privileges have been suspended shall be entitled to be reinstated upon entry into a payment plan and delivery of the first on-time payment under that plan.

Note for Board of Trustees members: As required by the Association's bylaws, trustees who are more than 60 days in arrears are prohibited from casting votes at Board meetings.

Contact Us

If you are a current or prospective CHBA member who has questions about joining the Association, your account, benefits, or business opportunities, please contact our office for assistance:

Chestnut Hill Business District
8514 Germantown Avenue
Philadelphia, PA 19118

Regular Office Hours: Monday-Friday 9:00am-5:00pm, Saturday 10:00am-4:00pm

Phone: 215-247-6696
Fax: 215-247-5680

Website: www.ChestnutHillPA.com
Instagram: www.instagram.com/chestnuthill_pa/
Facebook: www.facebook.com/chestnuthill.pa/
Twitter: <https://twitter.com/chestnuthillpa>

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8515
GARDINER AVE
STARBUCKS
COFFEE

FOR THE HABITUAL MILK CHEESE

MUSIC LESSON
→

THE
ANTIQUE GALLERY