

## ***Support the 'Dale: Farmers, pop-ups, PopoJito and more ...***

To the Editor,

Scarsdale residents showed up for opening day of the eight-week pilot farmers market, and we couldn't be more pleased with the welcome reception and excitement that was shown. We hope to see more community enthusiasm for the remainder of the market season and for other village events in the future.

All the vendors from last week were back yesterday, in addition to nine more weekly vendors, and we're confirming more as the season continues. The second week: dog treats, bakeries, Mangalitsa Pork — the Kobe beef of pork — local honey, mozzarella and more prepared foods.

Residents said they enjoyed the live music. We're happy to say that jazz musician Alexis Cole will perform weekly through the end of the season.

We are currently consultants with The Acceleration Project who feel passionately about the future of Scarsdale Village. This past year, we have been a part of Scarsdale 2020, a supplementary project to TAP's 2014 Buy Local study, with a mission to increase foot traffic, fill vacancies, hone in on consumer needs, and work with businesses and retail property owners on the best way to address those needs. Our goal is to maintain the importance of Scarsdale Village as the center of our community and a hub of social and economic activity.

Since 2014, TAP has worked with the Scarsdale Chamber of Commerce, Scarsdale Village government, small businesses and landlords to help Scarsdale reach its full potential as a vibrant retail and dining hub. We know the issues: vacancies, big box and internet competition. We have done the research: our town is comprised of discerning consumers that live a healthy lifestyle and want quality food, con-

venient service establishments, unique shops and comfortable places to gather. So, what do we need to succeed? A creative and collaborative effort that incorporates a variety of solutions and relies on continued participation and enthusiasm of our residents.

One such solution — pop-ups in the 'Dale. After conducting a series of focus groups this past winter, we found a strong consumer interest in pop-up shops. In response, village businesses worked with building owners to lease temporary space and create hugely successful pop-up shops. The busy Mixology pop-up that has been in town all summer is attracting more Scarsdale residents as well as shoppers from nearby towns. Children's clothing store Wyatt Lily also had a successful summer pop-up in the vacant Candy 'n Cards space. We are also working with, and pitching the attractiveness of the Scarsdale market to, other prospective tenants, and expect to have more good news in the near future. Keep an eye out for upcoming pop-up shops and new tenants very soon.

Something else to look forward to is the opening of PopoJito, a new Med-Mex restaurant located on Christie Place, opening in October. We are so excited to work with Louis Cea, co-owner of the restaurant, welcome him to our community and share our research results, which include an in-depth analysis of our town demographic needs and wants. We are certain that his healthy, fresh approach to dining is going to be a huge success in our community and we encourage everyone to stop by. We know Scarsdale consumers want even more dining establishments, so we have also shared lists of desired restaurants with the property owners and leasing agents as a way to target specific eateries. If you know of

a specific restaurant or retail business that you think would be a great fit for Scarsdale, we'd love to hear from you, too. We want to encourage local entrepreneurs to get involved, whether it be through participating in our farmers market, or occupying available commercial space either permanently or temporarily.

It has been invigorating to work with other groups that are interested in energizing our community. Earlier this year, TAP partnered with the recently re-energized Scarsdale Arts Council to sponsor two events: Rock the 'Dale and Art the 'Dale. Both events had a shared goal of community building while increasing activity in downtown Scarsdale Village. Both events also used a logo concept, designed by our creative team, which was an extension of our Shop the 'Dale marketing campaign. The popular Farmers in the 'Dale logo was just the most recent iteration of TAP's successful concept. We've also had the chance to collaborate with the Scarsdale Forum and appreciate their shared goal of village revitalization. Upcoming events to look forward to include: Halloween window painting, trick or treating and Light the 'Dale for the holidays. This will be a new take on the annual tree lighting, again partnering with the Scarsdale Arts Council and the schools to bring our young musicians to the village center.

TAP's goal is to support all stakeholders so that our village remains vital and thrives. To join our efforts or to contribute to TAP's mission, visit [theaccelerationproject.org](http://theaccelerationproject.org). We hope that all Scarsdale residents will join us in supporting our community.

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