

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT AUTHORITY

July 14, 2015

Agenda

BID Office – 119 N. High Street

- I. Introductions & Public Comment (Brown)
- II. Approval of June Minutes (Brown)
- III. Comments of Chair (Brown)
-Consideration of the Draft of the Five-Year Strategic Plan
- IV. Executive Director Report (Johnstone)
- V. WCDF (Wileczek)
- VI. Treasurer & Finance – (Blakely)
- VII. Committee Reports:
 - a. Advocacy (Gusz)
 - b. Business Attraction (May/Walsh)
 - c. Design (No Meeting)
 - d. Marketing (Riper)
- VIII. Other Business:

Next Meeting: Tuesday, August 11, 2015 – 8am – BID Office

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
June 9, 2015**

Present Board: C. Blakely, H. Brown, T. Crisp, F. Gusz, R. May, J. Norley, R. Ott, S. Riper, B. Scott, T. Walsh, A. Wetzel, K. Wileczek
Absent Board: M. Kichline, L. Nelson, M. Yoder
BID Staff: M. Johnstone, E. McGuire; and Dan Price – *4 Points Development*
Present Other: Suzanne Adams, Jim Jones, Steve Fromnick

I. Introductions & Public Comment:

Congratulations to the WCDF and the Up on the Roof committee for another great event! Town Tours & Village Walks will kick off at CCHS on June 11. Later that day, there will be recognition of the 100th anniversary of the unveiling of Old Glory. The Borough's consideration to raise rates in parking garages, from \$5 to \$10, and permit local fire companies to solicit donations during major downtown events was discussed. These concerns will be addressed at the Borough's Parking Committee and Finance Committee meetings.

II. Approval of May Minutes:

*Motion to approve May Minutes:
Motion Passed: (Walsh / Gusz)*

III. Comments of Chair: (Brown)

Progress on the West Chester BID Strategic Plan continues. Suzanne Adams is working with Steve Pitcherella on the assessment component of the five-year plan. At the next meeting, the Advisory Committee will engage Ross Unruh (Unruh, Turner, Burke & Frees), to ensure the plan is in compliance with the law.

IV. Executive Director Report: *See Report*

To fulfill the preservation-based requirements as part of the national accreditation and statewide designation of the West Chester BID, a series of articles concerning aspects of West Chester history have been completed. An index page was created that will list all local history articles appearing on-line. In total, 9,539 page views were made to 19 articles, increasing traffic to the BID website by 52-percent over May 2014. Recognition of May as Historic Preservation Month with related projects or activities, included: Resolution by the Mayor Comitta, and the release of West Chester Then & Now by County Lines Magazine.

V. WCDF: (Wileczek) More than 400 guests attended the June 6th Up on the Roof event.

VI. Treasurer/Finance: (Blakely)

Month-End Bank Balance: (\$9,457) The BID will continue to pay down the line of credit as assessment payments come through.

VII. Committee Reports:

Advocacy (Gusz) – *See Report*

The Borough has plans to expand the Composting Program, and will reach out to ten restaurants (due to their success with the three restaurants that participated in the pilot phase)

Cigarette Butts – In February 2015, the Borough was awarded a \$5,000 grant through Keep America Beautiful Cigarette Litter Prevention Program to purchase and install ashtray receptacles on Big Belly refuse receptacles throughout the Downtown. A pre-installation cigarette butt litter index will be conducted on May 26, 2015. **5-Year Plan** – the group agreed to at least four activities to enhance the community and development, inclusive of the Borough, would benefit both the stakeholders of Downtown and the residents of the Borough.

Business Attraction (May/Walsh) *See Report*

The committee will modify their business attraction plan and outreach based on the goals identified in the strategic plan.

Design (Ott) *See Report*

The committee prioritized the goals for the 5-Year Plan.

Marketing (Riper) *See Report*

The matter of Borough-approved runs/races that conflict with retailers' and restaurant owners' customer traffic needs to be addressed.

VIII. Meeting adjourned.

Next Meeting: Tuesday, July 12, 2015 – 8am – BID Office

Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | June 6 – July 10, 2015

New DCED Regional Director

Aliyah Furman is the new Regional Director for the Southeast Region of the Department of Community & Economic Development (DCED). I am in the process of scheduling an afternoon on July 21 to have her visit West Chester and become acquainted with the projects that the DCED has been--and will be--involved in.

Web Stats

June 30 marks the halfway point through the year. It's interesting to note that web traffic is up 34-percent compared to the same period last year (144,608 vs 107,654 sessions).

In The News. . .

July sees articles or promotional materials in three magazines:

- *Pennsylvania Borough News* magazine article ran the Post Office article I compiled for WC History.
- West Chester is the northern terminus of Route 52, Pennsylvania's most scenic, and underrated, travel experience. Unfortunately, every article I've read seems to have neglected the existence of West Chester. That's now been corrected with an authored article in *County Lines Magazine*.
- *Preservation Magazine* (300,000 readership quarterly) had a remnant ad available that was taken advantage of. This will be the only national magazine coverage we're using for this year.

Blight in downtown?

Recently, I had the opportunity to visit the community of Hot Springs, Arkansas' leading destination. While the downtown center is fabulous, I was surprised at the level of blight surrounding it and how there was virtually no indication of action to remediate it.

When I returned to West Chester, I toured downtown with the eye of a visitor. I'm dismayed that I counted no fewer than 11 structures that have the appearance of blight – abandoned and uncared for. This may very well be the largest number of such properties since the nineties. Of course, each structure has a compelling, if unjustified, reason for this appearance. But this does not override a visitors' initial impression of blight. No healthy corporate development would allow such conditions to exist.

Because of this, I am starting a list for Business Attraction to track these structures and, when appropriate, take action to influence the removal of such blight. I would like to see our community become less tolerant of these situations and, perhaps most important, champion those that are seeking to replace blight with development (or redevelopment) that contributes positively to downtown.

BID FY 2015 BUDGET

	<u>June</u> <u>2015</u> Actual	<u>Budget</u> <u>2015</u>
Revenue		
Revenues		
Interest Income	\$ 49	\$ 100
Contributions	\$ 0	\$ 0
Late Fees	\$ 900	\$ 1,000
Property Assessments	\$ 98,000	\$ 259,000
Borough Parking Fund Allocation	\$ 42,500	\$ 85,000
Fund Raising Programs	\$ 0	\$ 0
Grants-Other	\$ 32,000	\$ 42,000
Miscellaneous Income	-\$ 100	\$ 1,500
Sponsorships	\$ 0	\$ 0
Total Revenues	<u>\$ 173,349</u>	<u>\$ 388,600</u>
Expense		
Personnel		
Office Operations	\$ 27,432	\$ 56,082
Customer Attraction (Marketing)	\$ 34,246	\$ 65,151
Business Attraction	\$ 57,583	\$ 90,000
Advocacy	\$ 15,210	\$ 36,000
Design	\$ 42,267	\$ 105,658
Total Expenses	<u>\$ 208,738</u>	<u>\$ 394,891</u>
PROVISION FOR CONTINGENCIES	\$ 2,500	\$ 0
Surplus/(Deficit)	-\$ 37,890	-\$ 6,291

Month-End Bank Balance \$123,429

Notes for June Report:

About 38 percent of the assessments are in.

Because of the change in timing of Borough contributions, we will have about \$500 in additional interest expense this year and going forward.

Admin. & Prog Mgr. (prorated): Pay Processing
 Office Operations
 Customer Attraction/Marketing Programs
 Business Attraction Programs/ Program Manager expense
 Directors Salary and Benefits
 Flowers/Façade Improvement/Clean & Green

West Chester BID Advocacy Committee

June 26, 2015 | 8am | West Chester BID Conf. Rm.

Present: S. Adams, F. Gusz, D. Mazzocco, E. McGuire, R. Smith, D. Yoder - (M. Johnstone Not Present)

Introductions: No Introductions

Minutes: May Minutes will be distributed for review/approval at the July meeting.

Updates:

Post Office: Malcolm spoke with a representative from Senator Casey's office, who expressed a willingness to advocate for the transfer of the West Chester Post Office.

WC Food Co-op: Stan Zukin has given the WC Food Co-op access to the Rite Aid building and use of its parking lot as the site for their pop-up location. The first of the pop-up market is tentatively planned for July, and would be held mid-week as a complement to the Sat. Grower's Markets. The Co-op has started a community garden program.

BLUER: Public Works (M. Fogarty) is working to procure grant dollars to expand the composting program. The program's expansion is based on the success of the pilot, with three restaurants, that produced 45-tons of compost collected over a 6-month period. The Borough has been awarded grant funding for the purchase and installation of ashtrays on existing Big Belly receptacles.

Clean & Green – Community Service hours are now being coordinated through Elizabeth / Malcolm. Gary Zang is contracted to spray weeds on sidewalks.

Theater (Armory) – (Roy) Public Hearings regarding Cultural Use and Overlay Use will take place in July.

Next Meeting: Friday, July 24, 2015 – 8:00 am – BID Office Conf. Rm.

WEST CHESTER BID
Business Attraction Committee
MINUTES
July 7, 2014 | 8am

Present: Richard May, Tom Walsh, Fred Gusz, Ray Ott, Chris Blakely. Staff: Malcolm Johnstone

The E. Kahn Development Corporation was given conditional use approval for a 75-foot mixed-use commercial structure at the southeast corner of Gay & Church Streets on June 17, 2015, along with preliminary land use development approval. This is another step towards development of a 90,000-square-foot commercial structure with retail/restaurant on the first floor and offices on the upper floors. At this time plans for an alternative plaza development have not been submitted for consideration by Council. The existing structures were part of the County offices which recently relocated.

Malcolm will contact Adam Loew to get a sense of what they have in mind for the future of the project. A so-called anchor retail store at that location would have the greatest positive impact on the downtown (as long as there was no private customer parking).

Malcolm will update the Pending Development Page to include the new development projects such as the rehab at CCHS and other construction projects.

Priority Projects

The committee identified the following projects as priority for Business Attraction:

- Seek retail anchor for Mixed-use project at Gay & Church
- Determine optimal retail mix using market study by Nielsen/Claritas
- Develop "space available" locator map
- Develop outreach program focusing on newer businesses
- Inventory the distressed and blighted properties
- Develop an ongoing log of potential downtown tenants
- Examine retail cluster opportunities
- Continue to update and promote a web-based development page
- Prioritize support for the Theater, Post Office, and hotel projects
- Establish a supportive partnership with the Borough economic development program.

**Current Active Contacts
Business Attraction Committee
July 2015**

July 13, 2015

Right Touch Trophies & Awards
Jackie Tate
righttouchawards@gmail.com
484-576-7690 cell

Chemours Company
1007 Market Street
Wilmington, Delaware 19898
302-773-1000
<https://www.chemours.com>
Mark Vergnano, President and CEO

Investor Relations
Lori Ursomarso
lori.ursomarso@chemours.com

Alisha Bellezza
alisha.bellezza@chemours.com
302-774-5089

**Downtown Business Almanac
West Chester Business Improvement District
July 2015**

Total Number of Businesses: 528
Number of restaurants: 75 (13%)
Number of Retail: 83 (15%)
Number of Professional Services: 375 (72%)

Now Open

Retail/Restaurant: 3

Saloon 151: 151 West Gay
Nagasaki Noodle Bar: 113 West Market
Jimmy Johns: 124 East Market

Office: 1

Stifel Investments: 15 East Gay

Opening Soon: 11

Old Soul Décor: 119 W Market
Lorenzo & Sons pizzeria: 27 North High (August 2015)

L'Ever Café: 124 East Market (TBD)
Cozy Kabob: 38 East Market (2015)
The Master's Baker: 319 West Gay (Former Beans): (June 2015)
Mediterranean Bakery: 154 W. Gay Street (2015)
RapidDough: 30 South High (2015)
Riggstown Roasters: 126 North High (2015)
Firehouse 51: 30 North Church (2015)
West Chester Coffee & Ice Cream Shop: 6 East Gay (2015)

Closed Business: 2

Wright Jewelers: 113 W Gay
Spare Rib: 135 E Gay St

Planned Business changes within the BID: 5

Susquehanna Bank is changing its name to BT&T Bank
Hotel Warner expanding into adjacent space of Salon Ooh La La
Baco Taco expanding to adjacent property (8 West Gay Street)
Carlino's is proposing to apply for a liquor license (TBD)
i Pasta set to expand into 136 East Gay Street (TBD)

Recently moved or potential relocation of business: 5

Extreme Ink to move from 136 East Gay to 22 West Market (TBD)
Visual Expansion to move to 132 North High
Green Street Consignment has relocated to Salad Works location (106 West Gay)
Synchrony is moving from 2 West Market to 20/22 North Church (TBD)
Efficient IP is moving from 14 West Chestnut to 17 W/Miner/Wilmont Mews (TBD)

Business Attraction: Program Manager's Report: May 2015

Retail Space: 4

Gay: 2

- 127 West (Laurentos)
 - Recent Action: Have a better understanding of what type of tenant the property owner wants. Am working internally in the borough as well as outside of the borough to find potential tenant.
 - Strengths: Large building centrally located on Gay Street.
 - Weaknesses: Property owner has shown limited interest in renting the facility
- 237 East Gay (Judy's Kitchen)
 - Recent Action: Referred Mary Ellen Cakes n' Candies to Realtor
 - Strengths: Ample parking and good signage upon arrival of downtown
 - Weaknesses: Separated from downtown due to current apartment construction

Market: 1

- 124 West Market
 - Recent Action: Have referred Realtor two leads.
 - Strengths: Great location and professional space
 - Weakness: That side of the block is light on retail, but is heavy on the opposite side of the street

High: 1

- 1 South (Swope Building)
 - Recent Action: Exploring potential of resource center. Rumor that property owner may relocate office here
 - Strengths: Beautiful building at the towns second biggest intersection
 - Weaknesses: Past potential buyers and tenants have been reluctant of the price

Office Space: 9

- 220 West Gay
- 10 North Church
- 120 North Church
- 15 West Gay
- 121 North Walnut
- 7 West Gay (Above Iron Hill)
- 13 East Gay
- 142 West Market
- 40 South High (Annex)

Businesses I am working with to identify spaces:

Name	Use	Currently Operating (Location)
Gangster Vegan	Food	Yes (Norristown, PA)
Prana House	Health Products	Online
Earth & Sky	Lifestyle Products	Online
Penny Lane Boutique	Women's Apparel	No
Blank Canvas Gallery	Art Gallery	Yes (New Hope, PA)
Nesting	Children's Store	Yes (Stone Harbor)

West Chester BID Customer Marketing Committee

June 18, 2015 | 8am | West Chester BID Conf. Rm.

Present: K. Cavin, T. Crisp, D. Fairman, N. Kelly, M. Manning, S. Riper

BID Staff: M. Johnstone, E. McGuire

West Chester History Initiative:

In recognition of National Preservation Month, the BID released articles of local historic interest each weekday during May.

West Chester BID Promotional Brochure:

Estimates to produce a 12-page piece were received from Fig and SP&O. There is no objection to moving forward with Fig.

Website Additions (Future):

Historic Walking Tours PDF with a promotional map, highlighting points of interest.

Banners:

Sandy Riper will reach out to the Design Committee for an update on the status of the program. Malcolm will submit funding ideas to pay for banners.

Parking Garages:

Dirty conditions and poor lighting need to be addressed. Install kiosk to supply visitors with downtown guides and other free publications that promote downtown businesses. Posters promoting shopping, dining, events.

Magazine Articles:

County Lines Magazine will feature a West Chester article in the June and July editions, written by Malcolm.

Retail Mix:

Suggestions include: Penzy's (Spices), Benjamin Lovell (Men's Shoes), Bridal Salon

Sidewalk Sale / Sip & Stroll:

Tentatively scheduled for the end of August.

Chester County Brandywine Valley CVB: (Nina Kelly)

Conducting partner outreach in West Chester on June 30th. The Tough-Mudder (team-oriented obstacle course challenge) will take place in Chester County on October 17th & 18th.

Next Meeting: Thursday, July 16, 2015 – 8am – BID Office