

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT

AGENDA

BID Office – 137 N. High St.

December 11, 2018

- I. Introductions & Public Comment:** (S. Riper)
- II. Approval of Nov. Minutes** (S. Riper)
- III. Comments of Chair:** (S. Riper)
- IV. Executive Director Report:** (M. Johnstone)
- V. Treasurer/Finance: *See Reports*** (M. Reese)
Approval of 2019 Budget
- VI. WCDF:** (M. Holliday)
- VII. Borough Update:** (D. LeBold)
- VIII. Committee Reports: *See Reports***
 - Advocacy/Design
 - Business Attraction
 - Customer Attraction / Marketing
- IX. Other Business:**

Next Meeting: Tuesday, January 8, 2019 – 8am - BID Office Conf. Rm.

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
137 N. HIGH ST.
BOARD OF DIRECTORS
November 13, 2018

Present Board: T. Crisp, M. Holliday, D. LeBold, R. May, M. Reese, S. Riper, B. Scott, T. Walsh, A. Wetzel, K. Winston
Absent Board: H. Brown, M. Kichline, L. Nelson, Yoder
BID Staff: M. Johnstone, E. McGuire, E. Steinman
Present Other: Daniel Arbucias, Biff Piner, Tony Celia, Denise Wroten

- I. Introductions & Public Comment:** (Riper)
- II. Approval of October Minutes:**
-Motion to approve October Minutes
-Motion Passed: (Crisp / LeBold)
- III. Comments of Chair:** (Riper) No Introductions / Comment The three-month demolition phase of the *44 West* development is underway. Eli hopes to have the building open in December 2019.
- IV. Executive Director Report:** (Johnstone) *See Report* The BID has responded to an RFP sent from the Pennsylvania Economic Development Association for consideration of West Chester to host their October 2020 annual conference. (Holliday) The BID, Chamber, Mayor and other members of the downtown business community attended a ribbon cutting and grand opening celebration for *align5 / align.space* (2 W. Market) at the historic Farmers & Mechanics Building.
- V. Treasurer / Finance:** (Reese) A draft of the 2019 budget will be emailed to the Board, for review and comment ahead of the December 11th Board of Directors meeting, when the budget will be on the agenda for Board approval. Expenses on track.
- VI. WCDF** (Holliday) This year's grant program has awarded a total of \$19,000 to non-profits in the Borough. Photos with grant recipients will take place at the BID office on Nov. 28. WCDF-sponsored Caroling will take place on various dates/times from Dec. 5th through Dec. 21st) WCDF Board Officer elections at December meeting, and BID Board of Directors to ratify at their January 2019 meeting. BID should receive \$15,000 contribution before end of this year.
- VII. Borough Updates:** (LeBold) The Borough will occupy the newly renovated Borough Hall space on Dec. 6-7. A 2019 increase, will take the Borough's earned income tax from 1% to 1.25%. The Railroad Restoration Commission has requested funding from the Borough for consulting fees. Addressing issues concerning complaints about the Chestnut Street Parking Garage becoming increasingly full during weekday business hours. (Riper) pointed out that leaf-covered sidewalks have become hazardous, and requested that the Borough send out a robo call to remind residents to clear leaves from sidewalks, and of the Borough's process and dates for leaf removal.
- VIII. Committee Reports:** (*See Reports*)
Advocacy: Localized App – further discussion needed to examine possible BID support. West Chester Gift Card pilot program, introduced by Tony Celia, is underway.
Business Attraction: Denise Wroten and Ken Winston will co-chair, beginning January 2019.
Customer Attraction / Marketing: (Riper) 2019 downtown guides have been printed (75,000), and cases distributed to WCU, Uptown!, Hotel Warner, CCHS. Cases (135) shipped to CTM to fulfill contracted regional distribution, and a supply will be delivered to PA on Display provide a case to each of their (12) PA Welcome Center locations. Shop Small *WC* Weekend - Nov. 23-25: Promoted through BID/Chamber/Fig social media, street banner, window signage, print articles, and the Borough approved free metered parking all weekend. Adding to the downtown holiday festivities, Public Works has installed white lights, purchased by BID, on lampposts throughout town, and many of the shop and restaurant owners are in competition to be recognized by a team of PAC judges as having one of the top five holiday window displays in the downtown!

IX. Other:
(Walsh) Time to start thinking about ideas for celebrating the Borough of West Chester's 225th anniversary- happening in 5 years.

Next Meeting: Tuesday, December 11, 2018 – 8am – BID / Chamber Conf. Rm.

Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | November 10, 2018 – December 6, 2018

Homeland Security training

On November 14, the West Chester Police Department partnered with the Office of Homeland Security to conduct a table top exercise simulating a critical incident at one of our downtown events. The exercise simulated an attack or accident that requires the deployment of large-scale resources from the Borough's emergency service departments. Mark Yoder and I were among the civilian partners who participated in the training exercise. It was very beneficial for both of us as we were able to develop a better understanding of the public safety involved and our role in the event of an emergency. On-going training and briefing meetings are being scheduled.

Classic Town marketing enhancement

The Delaware Valley Regional Planning Commission (DVRPC) has asked me to act as member representative from a Classic Town to assist in enhancement efforts of their marketing for member organizations. We should see more effective involvement by DVRPC in promoting communities such as West Chester as among the most livable communities in the region. There are 19 Classic Towns among the 352 downtowns and neighborhoods in the great Philadelphia region.

Fox 29 does a Town Takeover

Bob Kelly, Fox 29, hosted a Town Takeover at Market Street Grill on November 19 the started at 4:00am. Quite a few downtown retailers were there to talk about their businesses. The newly formed Taylor Music Downtown Band charmed patrons with Christmas music and were thoughtful enough to even bring a guitar for a certain downtown manager to join in.

Sneak Preview

You know a community is gaining in artistic cred when it is chosen to be the site of a sneak preview for a yet-to-be released flick. But Zeke Zelker was excited to screen his new movie *Billboard* for an enthusiastic audience at the Uptown! Knauer Performing Arts Center on November 26. Zelker, who wrote, directed, and produced the indie film, has scheduled a release for Spring of 2019. Zelker, who refers to *Billboard* as his latest *cine•experience*, was on hand to introduce the film and then have a discussion afterwards (Sandy Riper and yours truly were asked to provide real life situations reflected in the film). He also revealed some of the autobiographical moments, the evolution of the project (loosely based on an actual event and three years in the making), as well as some of his directorial techniques.

Christmas Parade

Kudos to the Chamber for producing another great Christmas parade on November 30. Some forty thousand spectators were on hand to welcome Santa and Mrs. Claus for what has become the Brandywine Valley's premier event.

West Chester Business Improvement District
Advocacy & Design Meeting
November 16, 2018 | 8am
MINUTES

Attendance: Chris Blakely, Chair; Jimmy Jefferis, Dave Sweet, Holly Brown, Roy Smith, Tony Celia, Bruce Cavin, Dan Balmer, Fred Gusz, Ray Ott, and Mayor Dianne Herrin. Staff: Malcolm Johnstone.

Minutes

Minutes of October 26, 2018 were reviewed and approved without objection. Roy/Fred

Lights on the poles

Holly pointed that decorative holiday lights are being placed on the most of the light posts throughout the downtown. Many thanks to the West Chester Public Works for installing the lights.

Homeland Security training session

Mayor Herrin talked about a recent Homeland Security training hosted by the WCPD and involving the BID and other community agencies about management of a disaster (attack or accident). The Mayor will work with the BID, Chamber, and Police Chief to create a general local advisory plan to help inform local businesses on appropriate actions in the event of an emergency.

Parking situation at the Borough Garages

Malcolm advised the committee that uncommonly high usage at the borough garages has sparked concern. While the increased usage may have been triggered by actions at WCU, the situation is being studied holistically by the garage management company (Impark) and Borough staff for a plan to address this appropriately.

More parking issues

The 44 West development has resulted in the loss of a loading zone on Church Street at Penn's Table. This was addressed with Borough staff who are moving it to a new location on Church at Malena's. Further, the December demand by the construction needs at 44 West for parking at Lot #10 has been determined to be only ten spaces, rather than 55, leaving the remainder for transient parking.

Localized App

Dan Balmer discussed his Localized App program to determine next steps for his geo fencing app that will provide a service to visitors needing immediate information about restaurant and shopping options. BID will outline some action planning for Dan.

Gift Card Program

Tony Celia presented a mock-up of his gift card program and answered questions relevant to its operations. BID will be assisting in creating a pilot early adopter program as per last month's agreement.

Parking wayfinding

The Borough will update the wayfinding signage directing drivers to the downtown garages.

Heritage Tourism

As a goal of the BID, Heritage Tourism and destination marketing has taken the form of the Brandywine Traveler, which was created to cultivate connections and create awareness of West Chester for visitors and stakeholders of the Brandywine Valley. By expand the marketing efforts of the BID to be inclusive of Brandywine Valley attractions, a reach to over 2,000,000 potential visitors can be achieved. New efforts are underway to enhance the program through social media in partnership with vital partners in the downtown such as the hotel, theater, and museum. Roy pointed out that the theater alone has attracted over 50,000 visitors this year with a potential fiscal impact of \$1.5M or over \$3M economic impact.

Conference RFP

The BID has responded to an RFP sent from the Pennsylvania Economic Development Association (PEDA) for consideration of West Chester hosting their October 2020 annual conference. Using the experience provided by PDC's recent annual conference, a team of local agencies was put together and a proposal was submitted. The Board will recall that the economic impact of the PDC conference was estimated at \$187,500.

Melton Center Apartments

Bruce discussed the Charles A. Melton Arts & Education Center (Melton Center) agreement to move ahead with the Melton Center Apartments, an affordable housing initiative that will be located on and assimilated into the campus of the Melton Center. The development is being pursued by a joint venture between The Melton Center, Church Housing Corp. and The NRP Group, LLC. This innovative mixed-income workforce housing rental community will provide housing for families, as well as individuals with mobility, auditory, and visual impairments and is situated in a supportive environment carefully conceived to encourage healthy sustained growth and development of families. The development will offer beautiful, spacious units. The site is a highly desirable and walkable location, just blocks from community amenities such as grocery stores, banks, pharmacies, other neighborhood retail, medical services, restaurants, recreation areas and parks.

The development will involve the construction of 51 one, two, three and four-bedroom units ranging from 700 – 1,523 square feet; a 4-story building comprised 41 units, and 10 townhomes. Townhomes have individual front porches and/or rear patios, washer/dryer hookups, ample interior and exterior storage, attached one car garages and driveway, and other appealing amenities. Units will meet visitability standards, will be adaptable, and will meet or exceed green requirements.

With a total project cost is estimated at \$14M.

Business Attraction & Retention Committee

MINUTES

December 4, 2018 | 8am

Present: Holly Brown, Acting Chair; Denise Wroten, Ken Winston, Philip Bieg, Nicky Lyddane. BID Staff: Malcolm Johnstone

Minutes

The minutes from November 6, 2018 were presented without objections or corrections.

Retail Overlay District

There was discussion concerning the downtown Retail Overlay District and whether it was appropriate for the East Market Street between Walnut and Matlack. Denise is seeing that block come alive with more retail and her company is improving structures there to make them more retail ready. That said, there was an interest in seeing the Borough be more flexible in that area towards new businesses.

Incubators, catalyst spaces and workshops

Ken discussed the culinary institute at the Melton Center and how it provides training for young people entering the hospitality industry. align.Space is now open and serving as an open space for entrepreneurs develop their businesses. Once they have expanded beyond that space, it is hope that they will become part of the professional segment of downtown. The challenge is for BID to develop a supportive partnership for with align.Space.

Holly talked about how the downtown merchants meet to discuss ways to assist in keeping downtown a shopping experience. It was agreed that BID could sponsor a Social Media workshop to help retailers understand the best practices for effective marketing and help create a better environment for meta marketing activities.

Craft beer trend

California has its vineyards and wineries, but in Pennsylvania it's the craft beer industry that's sweeping the Commonwealth. As Iron Hill Brewery and Restaurant approaches its twentieth anniversary of opening in downtown West Chester, who knew that it would lead the way to making West Chester a dining destination where friends and family can visit any one of the 65 eateries and bars to enjoy a memorable moment. As a result, downtown West Chester can expect an expansion of the craft beer category. Ken indicated that the Craft Beer festival supporting the Melton Center was very popular.

Five Year Plan

Malcolm asked that the committee members review the BID goals for review and discussion at the next meeting.

DOWNTOWN BUSINESS ALMANAC
West Chester Business Improvement District
December 4, 2018

Total Number of Businesses: 605
Number of restaurants/entertainment: 89 (15%)
Number of Retail: 74 (12%)
Number of Professional Services: 444 (73%)

Now Open

Retail: 0

Restaurant: 2

Que Rico Homemade Ice Cream and Latin Grill: 39 W Gay
Playa Bowls: 22 S High

Retail Service: 0

Office/professional service: 1

align.Space: 2 W Market

Opening Soon: 5

[coffee shop], 111 W Gay
Sterling Pig Brewery: 113 W Market
Opa Taverna: 40-44 E Gay
Level 13 eSports Gaming Center: 21 S High
Poke Bros.: 124 E Market St

Closed/Moved: 1

Stratus Interactive: 144 E Market

Business changes within the BID: 3

Supplement Outlet of West Chester at 123 E Market St did not open as planned
Optimodal has relocated from 119 N High to 137 N High
The Law Office of Julie Lathia is now the BenLath Law Group at 212 W Gay St

**West Chester BID
Customer Attraction / Marketing Committee
November 15, 2018**

PRESENT: H. Brown, K. Cavin, P. Comerford, T. Crisp, D. Fairman, S. Gabor, M. Manning, C. Meadows, S. Riper
BID STAFF: E. McGuire, E. Steinman – M. Johnstone

DOWNTOWN GUIDE: Printed and here! CTM now has an inventory of the new guides to fulfill contracted regional distribution. Multiple cases distributed to WCU, Uptown!, Hotel Warner, CCHS, Chester County Juror Services (Lounge).

MARKETING BUDGET / PLAN 2019: December 2018 – (See Attached)

- Antique Car Show – Proposed for Sunday, June 2nd, as part of Super Weekend. (The Borough has permanently canceled the Super Sunday events.)
- Plein Air – Continue if coordinated as part of Gallery Walk. Reduce public safety cost by leaving streets open.
- Fig West Chester - Discussions continued from the October meeting, when the Committee had recommended that the budget be cut from \$12,500 to \$6,250. It was decided at today's meeting, that BID, first, have a special meeting with Fig to discuss issues: Timing of release of publications- (in particular, the Holiday issue), distribution, social media. |

DOWNTOWN EVENTS & PROMOTIONS:

- Shop Small Weekend: Nov. 23-25
- Holiday Window Display Contest (Judging) Week of Nov. 26
- West Chester Christmas Parade: Nov. 30
- December First Friday: Dec. 7

Marketing Consultant: The BID has an opportunity to partner with the Delaware Valley Regional Planning Commission (DVRPC) to possibly offer training sessions to retail and restaurant business owners.

Social Media Report: November 2018 – E. Steinman (See Attached)

*****The December 2018 Marketing Committee Meeting is CANCELED ...**

Next Meeting: Thursday, January 17, 2019 - 8am – BID / Chamber Conf. Rm.

**Meetings take place on the 3rd Thursday of every month.*

**2019 West Chester BID Marketing Program
December 2018 - WORKSHEET**

\$88,630: BUDGET

Hyper-local Marketing

- 1) \$5,000: Social media advertising
- 2) \$8,000: County Lines Magazine ads
- 3) \$12,500: West Chester Fig
- 4) \$1,000: Parks & Rec Activity Guide
- 5) \$3,000: WC Press Fashion Issue
- \$29,500

Destination Marketing

- 6) \$300: Philadelphia Convention Center Visitors Guide
- 7) \$120: Hotel Marketing Programs
- 8) \$4,450: Video and TV-Brandywine Visitors Channel
- \$4,870

Media Sponsorships

- 9) \$5,000: History Day/Preservation Month
- 10) \$3,000: Swingin' Summer Thursday
- 11) \$3,000: Gallery Walks
- 12) \$2,500: Iron Hill Twilight Race Series
- 13) \$2,500: QVC West Chester Christmas Parade
- 14) \$1,500: West Chester Film Festival
- 15) \$5,000: Uptown! Marketing support
- 16) \$500: Plein Air
- 17) \$1,000: WC Antiques Car Show
- \$24,000

Support Marketing

- 18) \$11,000: Downtown Guide Brochure/CTM distribution
- 19) \$4,135: Website SEO
- 20) \$8,000: Website design
- 21) \$2,125: Promotions/customer attraction
- 22) \$5,000: XPN
- \$30,260

\$88,630: BUDGET

Social Media Report: November 2018

By Elle Steinman | Communications Specialist, West Chester BID

Tags:

Facebook & Instagram: @DowntownWestChesterPA

Twitter: @downtownwcpa

General Hashtags: #DowntownWestChester

Total Social Media Following/Likes: 34,446 people

- Facebook: 27,915
 - Downtown West Chester, PA: 25,596
 - Brandywine Traveler: 2,319
- Instagram: 4,444
- Twitter: 2,087

And in case you missed it...THE NEW GUIDES ARE HERE!

