

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT

AGENDA

BID Office – 137 N. High St.

December 10, 2019

- I. **Introductions & Public Comment:** (S. Riper)
- II. **Approval of November Minutes** (S. Riper)
- III. **Comments of Chair:** (S. Riper)
- IV. **Executive Director Report:** (M. Johnstone)
- V. **Treasurer/Finance:** (See Reports) (M. Reese)
-YTD 2019
-P&L Budget Overview 2020
- VI. **WCDF:** (M. Holliday)
- VII. **Borough Update:** (D. LeBold)
- VIII. **Committee Reports:** *See Reports*
-Advocacy/Design (J. Dietrich)
-Business Attraction (*Meeting Canceled*) (D. Wroten)
-Marketing/Customer Attraction (S. Riper)
- IX. **Other Business:**

Next Meeting: January 14, 2019 – 8am – BID/Chamber Conf. Rm.
(Board meetings take place on the second Tuesday of the month)

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
137 N. HIGH ST.
BOARD OF DIRECTORS
November 12, 2019

Present Board: T. Crisp, J. Dietrich, M. Holliday, D. LeBold, J. Long, M. Reese, S. Riper, W. Scott, K. Winston, D. Wroten
Absent Board: T. Crisp, M. Kichline, L. Nelson, A. Wetzell, R. May
BID Staff: M. Johnstone, E. McGuire, E. Steinman
Present Other: Bernie Flynn – West Chester Borough Council, Lindsey Hardy – West Chester University, Thomas Walsh – WC BID Business Attraction Comm.

- I. Introductions & Public Comment:** The meeting opened with group introductions. D. LeBold asked that BID encourage the retailers to remain open during/after the Christmas Parade. S. Riper explained that the parade's length and lateness have directly impacted customer traffic to retailers. Diane asked the Board for their thoughts on the Borough taking over the parade. Malcolm and Sandy suggested that before such a decision could be made, a written survey of the downtown business community would be necessary, in order to provide feedback to M. Yoder/GWCC. D. LeBold and B. Flynn are planning to go door-to-door to visit with business owners, individually, to hear their thoughts on the subject.
- II. *Motion to Approve November Minutes.***
Motion Passed: (J. Long / D. LeBold)
- III. **Comments of Chair:****
Motion to Accept West Chester BID Meeting Dates for 2020.
Motion Passed: (Wroten / LeBold)
- IV. **Executive Director Report:** (M. Johnstone) *See Report* On vacation Nov. 19 – Dec. 5. Partners in Preservation: The Chester County Historical Society will receive a grant, in the amount of \$150,000, from the National Trust for Historic Preservation's Partners in Preservation program. The grant will be used to replace their failing roof. An additional grant of \$10,000 was provided to increase public awareness of CCHS. Between Sept. 24 and Oct. 29, community supporters were asked to Vote Your Main Street on-line, for their local historic structure connected to women's history. More than 1.1-million votes were cast for the twenty contenders, with West Chester receiving \$89,476 votes, and ended the campaign in 4th position.**
- V. **Treasurer / Finance:** (M. Reese) *See Reports***
Profit & Loss – Budget vs. Actual – Jan-Oct. 2019: Approx. \$21,000 in outstanding assessments. Net income off by \$40,000- as a result of timing of payment of 2018, 2019 healthcare invoices. Preliminary 2020 Budget Draft: Potential increase in grant income. Final 2020 Budget will be on the agenda for final Board approval at the December meeting.
- VI. **Borough Update** (D. LeBold) Borough Council accepting applications for boards, committees, commissions. Approved zoning for Melton Center affordable housing. Borough has approved new rate structure for garage parking during nights/weekends- 5pm-8am. And the 24/7 garage rate will increase to \$125/mo. Sandy said that the impact on residents who have to park in the garages should be considered by Borough Council in decisions that will increase rates. Diane recommended that Sandy email Clark Elms with her concerns, with a copy to Mike Perrone. Smart Growth Comm. will consider a request to place Christmas trees in planters at several locations along Gay St., and the next installation of light pole banners. Finance Comm. will review 2020 budgets.**
- VII. **WCDF** (M. Holliday) Preservation Awards received good press coverage. The 2019 grant award recipients will receive checks, shortly. The WCDF will, again, sponsor caroling performances, led by Julie May, during the holiday season.**

VIII. Committee Reports:

Advocacy (J. Dietrich) *See Report*

Business Attraction (D. Wroten) *See Report* West Chester Co-Op exploring options for a borough location, which includes the Post Office building, and the current Great Pumpkin storefront.

Marketing / Customer Attraction: (S. Riper) Thank you to the Borough for approving Free Parking during Shop Small Weekend, and for, again, installing the white lights on the lampposts. The Holiday Decorating Contest is underway, with seventy-five participating businesses. The West Chester Restaurant Assoc. (WCRA) will be meeting on Nov. 5. West Chester Press presented the Taste West Chester proposal, for consideration. The restaurant group will give further consideration to the proposal at their next meeting.

- IX. Other:** (M. Yoder) This year's parade is slightly expanded- and will include Public Works showing off one of the Borough's brand new trash trucks. QVC will not be broadcasting segments of this year's parade. (J. Dietrich) WCU will host a county-wide job fair in April 2020.

Next Meeting: Tuesday, December 10, 2019 – 8am – BID / Chamber Conf. Rm.

Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | November 9, 2019 – December 5, 2019

WHYY

"The Chester County Historical Society's exhibits catch the eye: a recreation of an old speak-easy (complete with secret password), a red velvet chair Abraham Lincoln sat in while posing for a sculpture, and most notably, a rich collection of artifacts from the women's suffrage movement in Pennsylvania including letters, pins, and photographs of the state's many notable suffrage leaders." -- Opening sentence to a radio and web-blog feature on WHYY. Reporter Robby Brod spent an afternoon in downtown West Chester recently to develop the story entitled *Chesco Historical Society wins six-figure prize in national women's history contest*. It aired on November 19, 2019 and ran several times beginning at 5:00am. WHYY, an NPR talk radio station, reaches the greater Philadelphia region and state of New Jersey.

Statewide Leadership Forum

Many thanks to BID Board Member Jonathan Long for attending the Pennsylvania Downtown Center Leadership Forum last week. One of the requirements of designated and accredited programs (like the BID) is for at least one Board member to attend a Leadership Forum which is conducted by the PDC. It is usually held in Harrisburg.

Restaurants schedule events for 2020

Thank you to BID Board Member Adam Wetzel for assisting the downtown restaurant community to plan out dining events for the coming year. It will include two *Restaurant Weeks* and a series of *Dine & Donate*. Please keep your eye out for details.

Downtown holiday trees

You may have noticed live (if dormant) trees on downtown sidewalks decorated for the season. Once the trees have provided their service to add a little cheer to passers-by, they will be planted elsewhere in the Borough, which is, incidentally, a *Tree City USA*.

Pole lights

Thank you to the Borough for having the Borough Public Works install Christmas lights on the light poles downtown, making downtown feel that much more festive during the holiday season.

West Chester Business Improvement District
Profit & Loss Budget vs. Actual
 January through November 2019

12/03/19

Accrual Basis

	Jan - Nov 19	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
BID Lein Legal Fee Reimbursed	600.00	2,100.00	-1,500.00	28.6%
BID Prop Asmt.-Late Fees 2018	1,268.15			
BID Property Assessment - 2017				
BID Prop Asmt.-Late Fees 2017	26.92			
BID Property Assessment - 2017 - Other	0.00	0.00	0.00	0.0%
Total BID Property Assessment - 2017	26.92	0.00	26.92	100.0%
BID Property Assessment - 2018	0.00	0.00	0.00	0.0%
BID Property Assessment - 2019	310,775.45	309,670.00	1,105.45	100.4%
Borough of West Chester In Lieu	85,000.00	85,000.00	0.00	100.0%
WCDF Program Income	15,000.00	15,000.00	0.00	100.0%
Total Income	412,670.52	411,770.00	900.52	100.2%
Gross Profit	412,670.52	411,770.00	900.52	100.2%
Expense				
BID OFFICE OPERATIONS				
Bank Fees / Overdraft Charges				
Bank Fees - Credit Card Interes	18.07	0.00	18.07	100.0%
Interest - Loan Acct	0.00	0.00	0.00	0.0%
Bank Fees / Overdraft Charges - Other	0.00	0.00	0.00	0.0%
Total Bank Fees / Overdraft Charges	18.07	0.00	18.07	100.0%
Accounting/Audit	7,337.50	7,200.00	137.50	101.9%
Bookeeping Expense	3,885.00	4,200.00	-315.00	92.5%
Downtown Welcome Center	0.00	0.00	0.00	0.0%
Insurance				
Administrator - Workers Comp.	3,365.00	3,460.00	-95.00	97.3%
Insurance - D&O	1,015.00	1,015.00	0.00	100.0%
Total Insurance	4,380.00	4,475.00	-95.00	97.9%
Legal Fees / Assessment Coll.	4,386.73	3,000.00	1,386.73	146.2%
Office Equip. Maint./Repair	983.53	1,800.00	-816.47	54.6%
Office Equipment Lease	1,051.20	1,750.00	-698.80	60.1%
Office Supplies	1,733.59	1,800.00	-66.41	96.3%
Parking Validation	746.00	900.00	-154.00	82.9%
Postage	653.16	525.00	128.16	124.4%
Printing	0.00	525.00	-525.00	0.0%
Rent	25,163.88	25,164.00	-0.12	100.0%
Train. & Dev. / Conf.	2,664.62	2,000.00	664.62	133.2%
Utilities	4,443.58	4,500.00	-56.42	98.7%
Website / Computer/ Phone	4,650.00	4,000.00	650.00	116.3%
Memberships / Subscriptions				
CLASSIC TOWNS - DVRPC	0.00	0.00	0.00	0.0%
Constant Contact	1,325.00	2,000.00	-675.00	66.3%
PA Downtown Center	400.00	275.00	125.00	145.5%
Memberships / Subscriptions - Other	0.00	1,025.00	-1,025.00	0.0%
Total Memberships / Subscriptions	1,725.00	3,300.00	-1,575.00	52.3%
Total BID OFFICE OPERATIONS	63,821.86	65,139.00	-1,317.14	98.0%
BID COMMITTEE EXPENSE				
ADVOCACY				
Clean & Green	25,097.50	25,000.00	97.50	100.4%
Total ADVOCACY	25,097.50	25,000.00	97.50	100.4%
MARKETING				
HYPER-LOCAL MARKETING				
County Lines Magazine	7,637.50	3,000.00	4,637.50	254.6%
FIG - West Chester	12,500.00	12,500.00	0.00	100.0%
Social Media Advertising	2,419.40	3,000.00	-580.60	80.6%

West Chester Business Improvement District
Profit & Loss Budget vs. Actual
 January through November 2019

12/03/19

Accrual Basis

	Jan - Nov 19	Budget	\$ Over Budget	% of Budget
WC Parks & Rec Guides	0.00	1,000.00	-1,000.00	0.0%
Total HYPER-LOCAL MARKETING	22,556.90	19,500.00	3,056.90	115.7%
DESTINATION MARKETING				
Hotel Marketing Programs	110.00	120.00	-10.00	91.7%
Phila Conv Ctr Visitors Guide	300.00	300.00	0.00	100.0%
History/Preservation Month	5,000.00	5,000.00	0.00	100.0%
Total DESTINATION MARKETING	5,410.00	5,420.00	-10.00	99.8%
MEDIA SPONSORSHIPS				
Gallery Walk Sponsorship	3,000.00	2,500.00	500.00	120.0%
Holiday Window Decorating	700.00			
Swingin' Summer Thursday	3,320.00	2,500.00	820.00	132.8%
UPTOWN! Marketing Support	0.00	5,000.00	-5,000.00	0.0%
Total MEDIA SPONSORSHIPS	7,020.00	10,000.00	-2,980.00	70.2%
Support Marketing				
CTM Brochure Distribution	10,660.00	11,000.00	-340.00	96.9%
Domain Registration	20.00			
Promotions/Customer Attraction				
Taste of West Chester	3,000.00	3,000.00	0.00	100.0%
Promotions/Customer Attraction - O...	4,325.00	2,412.00	1,913.00	179.3%
Total Promotions/Customer Attraction	7,325.00	5,412.00	1,913.00	135.3%
Website Enhancements/SEO	3,740.00	4,135.00	-395.00	90.4%
Total Support Marketing	21,745.00	20,547.00	1,198.00	105.8%
Downtown BANNER Program	0.00	0.00	0.00	0.0%
Gift Card Program				
Bank Fees	35.00			
Total Gift Card Program	35.00			
UP ON THE ROOF	-440.00			
WEBSITE ADVERTISING	500.00			
Total MARKETING	56,826.90	55,467.00	1,359.90	102.5%
Total BID COMMITTEE EXPENSE	81,924.40	80,467.00	1,457.40	101.8%
PERSONNEL				
Payroll Processing Expense	1,509.70	2,000.00	-490.30	75.5%
BID Employer Taxes	12,859.98	13,910.00	-1,050.02	92.5%
Director Salary & Benefits				
Director Salary	83,894.20	91,610.00	-7,715.80	91.6%
Dir. Consulting Exp.	0.00	0.00	0.00	0.0%
Director Benefits				
Director Health Ins	24,588.36	24,430.00	158.36	100.6%
Director HSA contribution	3,000.00	3,000.00	0.00	100.0%
Director Dental	1,013.88	1,014.00	-0.12	100.0%
Director Retirement Exp	1,677.84	1,830.00	-152.16	91.7%
Director Benefits - Other	-599.50	-654.00	54.50	91.7%
Total Director Benefits	29,680.58	29,620.00	60.58	100.2%
Director T&E Expenses	942.71	2,299.00	-1,356.29	41.0%
Total Director Salary & Benefits	114,517.49	123,529.00	-9,011.51	92.7%
Employee - Health Insurance Ben	0.00	0.00	0.00	0.0%
Office Manager Salary & Benefit				
Office Manager Salary	41,438.30	45,204.00	-3,765.70	91.7%
Office Manager - Benefits				
Office Manager Health Ins	24,588.36	24,430.00	158.36	100.6%
Office Manager HSA	3,000.00	3,000.00	0.00	100.0%
Office Manager Dental	1,013.88	1,014.00	-0.12	100.0%

12:13 PM

West Chester Business Improvement District
Profit & Loss Budget vs. Actual
January through November 2019

12/03/19

Accrual Basis

	Jan - Nov 19	Budget	\$ Over Budget	% of Budget
Office Manager Retirement Exp	828.74	900.00	-71.26	92.1%
Total Office Manager - Benefits	29,430.98	29,344.00	86.98	100.3%
Total Office Manager Salary & Benefit	70,869.28	74,548.00	-3,678.72	95.1%
Communications Salary & Benefit				
Comm Specialist Salary	33,398.97	36,435.00	-3,036.03	91.7%
Comm Specialist Benefits				
Comm Specialist Health Ins	10,723.92	10,690.00	33.92	100.3%
Comm Specialist HSA	1,500.00	1,500.00	0.00	100.0%
Comm Specialist Dental	321.96	322.00	-0.04	100.0%
Comm Specialist Retirement Exp	687.92	730.00	-62.08	91.5%
Total Comm Specialist Benefits	13,213.80	13,242.00	-28.20	99.8%
Total Communications Salary & Benefit	46,612.77	49,677.00	-3,064.23	93.8%
Total PERSONNEL	246,369.22	263,664.00	-17,294.78	93.4%
Total Expense	392,115.48	409,270.00	-17,154.52	95.8%
Net Ordinary Income	20,555.04	2,500.00	18,055.04	822.2%
Net Income	20,555.04	2,500.00	18,055.04	822.2%

West Chester Business Improvement District
Profit & Loss Budget Overview
 January through December 2020

	Jan - Dec 19	Jan - Dec 20
Ordinary Income/Expense		
Income		
BID Lein Legal Fee Reimbursed	2,100.00	5,400.00
BID Property Assessment - 2020	309,670.00	325,000.00
Borough of West Chester In Lieu	85,000.00	85,000.00
WCDF Program Income	15,000.00	15,000.00
Grant	0.00	40,000.00
Total Income	411,770.00	470,400.00
Gross Profit	411,770.00	470,400.00
Expense		
BID OFFICE OPERATIONS		
Accounting/Audit	7,200.00	11,000.00
Bookeeping Expense	4,200.00	4,445.00
Insurance		
Administrator - Workers Comp.	3,460.00	3,500.00
Insurance - D&O	1,015.00	1,055.00
Total Insurance	4,475.00	4,555.00
Legal Fees / Assessment Coll.	3,000.00	5,000.00
Office Equip. Maint./Repair	1,800.00	2,200.00
Office Equipment Lease	1,750.00	1,750.00
Office Supplies	1,800.00	3,194.00
Office Technology	0.00	2,300.00
Parking Validation	900.00	1,000.00
Postage	525.00	1,350.00
Printing	525.00	1,000.00
Rent	25,164.00	25,680.00
Train. & Dev. / Conf.	2,000.00	2,700.00
Utilities	4,500.00	5,000.00
Website / Computer/ Phone	4,000.00	5,400.00
Memberships / Subscriptions		
Constant Contact	2,000.00	1,600.00
PA Downtown Center	275.00	400.00
Memberships - Other	1,025.00	
Total Memberships / Subscriptions	3,300.00	2,000.00
Total BID OFFICE OPERATIONS	65,139.00	78,574.00
BID COMMITTEE EXPENSE		
ADVOCACY		
Clean & Green	25,000.00	25,500.00
Total ADVOCACY	25,000.00	25,500.00

West Chester Business Improvement District Profit & Loss Budget Overview January through December 2020

	Jan - Dec 19	Jan - Dec 20
MARKETING		
HYPER-LOCAL MARKETING		
County Lines Magazine	3,000.00	3,000.00
FIG - West Chester	12,500.00	12,500.00
Social Media Advertising	3,000.00	5,000.00
WC Parks & Rec Guides	1,000.00	1,000.00
WC Press	0.00	12,000.00
Total HYPER-LOCAL MARKETING	19,500.00	33,500.00
DESTINATION MARKETING		
Hotel Marketing Programs	120.00	120.00
Phila Conv Ctr Visitors Guide	300.00	300.00
History/Preservation Month	5,000.00	5,000.00
Total DESTINATION MARKETING	5,420.00	5,420.00
MEDIA SPONSORSHIPS		
Gallery Walk Sponsorship	2,500.00	3,000.00
Holiday Window Decorating		1,500.00
Sidewalk Sale/Customer Appreciation		1,000.00
Swingin' Summer Thursday	2,500.00	6,600.00
UPTOWN! Marketing Support	5,000.00	0.00
West Chester Restaurant Assoc	0.00	5,000.00
West Chester Shop Small Weekend	0.00	1,000.00
Total MEDIA SPONSORSHIPS	10,000.00	18,100.00
Support Marketing		
WC Shopping & Dining Guide		10,000.00
CTM Brochure Distribution	11,000.00	11,000.00
Domain Registration		40.00
Promotions/Customer Attraction	5,412.00	2,112.00
Website Design		8,000.00
Website Enhancements/SEO	4,135.00	4,135.00
Total Support Marketing	20,547.00	35,287.00
Total MARKETING	55,467.00	92,307.00
Total BID COMMITTEE EXPENSE	80,467.00	117,807.00
PERSONNEL		
Payroll Processing Expense	2,000.00	2,000.00
BID Employer Taxes	13,910.00	13,900.00

West Chester Business Improvement District
Profit & Loss Budget Overview
 January through December 2020

	<u>Jan - Dec 19</u>	<u>Jan - Dec 20</u>
Director Salary & Benefits		
Director Salary	91,610.00	93,626.00
Director Benefits	0.00	
Director Health Ins	24,430.00	24,462.36
Director HSA contribution	3,000.00	3,000.00
Director Dental	1,014.00	1,013.88
Director Retirement Exp	1,830.00	2,820.00
Director Benefits - Other	-654.00	0.00
Total Director Benefits	29,620.00	31,296.24
Director T&E Expenses	2,299.00	2,700.00
Total Director Salary & Benefits	123,529.00	127,622.24
Office Manager Salary & Benefit		
Office Manager Salary	45,204.00	46,110.00
Office Manager - Benefits		
Office Manager Health Ins	24,430.00	10,723.92
Office Manager HSA	3,000.00	1,500.00
Office Manager Dental	1,014.00	321.96
Office Manager Retirement Exp	900.00	1,385.00
Total Office Manager - Benefits	29,344.00	13,930.88
Total Office Manager Salary & Benefit	74,548.00	60,040.88
Communications Salary & Benefit		
Comm Specialist Salary	36,435.00	37,165.00
Comm Specialist Benefits		
Comm Specialist Health Ins	10,690.00	10,723.92
Comm Specialist HSA	1,500.00	1,500.00
Comm Specialist Dental	322.00	321.96
Comm Specialist Retirement Exp	730.00	745.00
Total Comm Specialist Benefits	13,242.00	13,290.88
Total Communications Salary & Benefit	49,677.00	50,455.88
Total PERSONNEL	263,664.00	254,019.00
Consultants	20,000.00	20,000.00
Total Expense	409,270.00	470,400.00
Net Ordinary Income	2,500.00	0.00
Net Income	2,500.00	0.00

**West Chester Business Improvement District
Advocacy & Design Meeting – 8AM
November 22, 2019
MINUTES**

Present: Julie Dietrich, Chair; Fred Gusz, Will Williams, Chris Blakely, Pat Comerford, Dave Sweet, Roy Smith, Jimmy Jefferis, and Patti Campbell

Minutes

October minutes were reviewed and approved: Jimmy/Chris

Potential Merging of the BID and Greater West Chester Chamber of Commerce Advocacy Committees

Group comments included noting the distinction of geographic area served, specifically the broader, Greater West Chester area, to include a different scope of a business community for the Chamber, versus the geographic boundaries of the BID; historical instances of competing views; and that perhaps the Chamber would have interest in approaching the BID's Business Attraction Committee for such merging. A proposed first step was to have Chamber representation within this committee, which exists in Julie's serving on the Chamber's Advocacy Committee and Patti's serving on the Chamber Board.

Food Co-Op/Post Office Project

There is interest for continued monitoring and updates on the use of the Post Office, and it was communicated that the food co-op remains interested in moving to the previous Great Pumpkin location.

Strategy for Outreach and Engagement with BID Members

Chris inquired of the wayfinding initiative progress and offered it as a potential specific action item for the Committee. Chris also introduced discussion of the use of the WC Free Ride and the seemingly appropriate value in continuing to gauge usage and value; he also referenced the WCU Uptown Loop as an effective way to help lessen vehicular use and traffic flow within the community.

Pat indicated an interest to learn of the status of the potential decking of parking Lot 10 through communication with the Borough and to encourage advocacy for such development.

Will suggested working toward an ongoing presence with Borough Council, specifically through perhaps having a Committee member assigned to a Borough Committee to be responsible for regular review of its meeting agendas and minutes to report essential information back to our group, leveraging such awareness to inform advocacy. Chris also suggested creating an online survey to collect data from BID members to learn what is important to them.

Updates

Upon approval of the minutes, Julie provided an update to share that Ken Winston brought a West Chester University student to attend the recent BID Board meeting consistent with such

student representation efforts moving forward and that regarding the Partners in Preservation initiative that the CCHS earned fourth place and \$240K in total funding.

Will updated the Committee on the reelection of Bernie Flynn and Michael Stefano to Borough Council and the election of Nick Allen to replace Diane LeBold as the Ward 2 Council representative; thus, a new Council President will need to be selected.

Will also shared that Big Belly wraps consistent with the Clean and Green Initiative have been placed in the Borough through partnership with the University and Public Arts Commission. He indicated the installation of five (5) new electrical vehicle charging stations, adding the Borough will now charge \$0.50 per hour in addition to the parking fee.

Regarding the Melton Center, Will confirmed the planned development on its property of forty-one (41) apartments and ten (10) townhomes that represents tax-based, affordable housing for renters with an income of \$25-40K annually, presenting sustainable income for the Center.

West Chester BID
Customer Attraction / Marketing Committee
November 21, 2019

PRESENT: K. Cavin, T. Crisp, D. Fairman, F. Herron, B. Galante, J. Long, C. Meadows, J. O'Brien, S. Riper
BID STAFF: E. McGuire, E. Steinman
Present Other: Nick Vecchio - West Chester Press, Erik Weber - West Chester Views

Group Introductions

Marketing Proposal: Taste West Chester (N. Vecchio / Erik Weber) The social-media-focused campaign will potentially expand the reach to the local 18-24 (Instagram), 25-34 (Facebook) age demographic- (West Chester, Philadelphia, Downingtown, Exton, West Goshen) Average daily reach 1,500. Taste West Chester magazine will replace WC Press 3x/year. Cost: \$12,500 - Nick/Erik will present to the WC Restaurant Assoc. on Dec. 3 - 11am. Sandy asked that should the BID budgets for the full Taste WC campaign, that Erik and Nick attend the monthly Marketing Committee, and WCRA meetings to provide updates regarding on-going strategies, expanding reach, etc.

Budget/Plan: 2020

- Taste West Chester Proposal- Will be presented for final consideration at the WCRA Dec. meeting.
- CCHS History Day: Shared letter from CCHS, M. Johnstone, requesting a \$5,000 sponsorship for 2020. The letter indicates a cost of \$10,000 to coordinate and host the program, and lists, in addition to the BID, several cash sponsors, donors, and donations that support the annual event. Future support will require that CCHS strategize with BID on opportunities to better connect students and their families with downtown businesses.
- Website (New) - The committee expressed concern that "Website Design" - currently budgeted at \$6,000, is unrealistically low (given that an RFP is required), and suggested that the budget for this line item be significantly increased- perhaps to double the amount currently budgeted.

Website Design: Ad hoc committee includes- BID Staff, D. Fairman, K. Cavin, S. Riper, B. Galante. (Schedule meeting after the Jan. Marketing Comm. meeting.)

West Chester Restaurant Association (WCRA): Continues to meet, monthly, with the next meeting scheduled for Tues., Dec. 3, 2019 - 11am. Coordinated promotions/events include- *Dine & Donate*: 1st Mon. (or Tues.) of each month. Participating restaurants will donate a portion of their food sales, (based upon individual restaurant's preference) to a charity determined by the WCRA. A calendar of 2020 *Dine & Donate* dates, along with associated charities, will be available shortly. *West Chester Restaurant Week(s): Feb. 3 - 9; July 6 - July 12 - 2020.*

West Chester Free Ride: Since mid-September, 2,500 passengers have enjoyed *Free Rides!*

Social Media - October & Early November (E. Steinman) *See Attached Report*

West Chester Views (E. Weber) Promoting Shop Small Weekend with photos of the street banner, and decorated storefronts. Create story posts with swipe-up link to Shop Small landing page on DowntownWestChester.com. BID is also working with the Chamber, Fig, and West Chester Together to promote Shop Small Weekend.

"West Chester Gives Back" - Suggested as the umbrella title to include the various holiday promotions in downtown West Chester- including Giving Tuesday (Fox-29/Bob Kelly), Dine & Donate, etc.

Downtown Events / Promotions / WCU Happenings:

- Uptown! Puttin' on the Glitz (12/31/19)
- CCHS Light The Holidays! Gallery renovations Jan-June 2020.
- Shop Small West Chester Weekend - 11/29-12/1
- Holiday Decorating Contest: (Judging) Week of Dec. 2
- West Chester Christmas Parade - 12/6

Christmas Tree Program - Gay / Market Streets. Just approved by Borough Council. Need details!

Sandy Riper canceled the December Marketing Comm. Meeting. Happy Holidays! See you in 2020!