

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT

AGENDA

BID Office – 137 N. High St.

July 10, 2018

- I. Introductions & Public Comment:** (Riper)
- II. Approval of *June* Minutes** (Riper)
- III. Comments of Chair:** (Riper)
- IV. Executive Director Report:** (Johnstone)
- V. Treasurer/Finance:** (Reese)
- VI. WCDF** (Holliday)
- VII. Borough Update:** (LeBold)
- VIII. Committee Reports: *See Reports***
 - Advocacy/Design: (Blakely)
 - Business Attraction: (Brown)
 - Customer Attraction / Marketing (Riper)
- IX. Executive Session:**
 - Personnel

Next Meeting: Tuesday, August 14, 2018 – 8am – BID Office Conf. Rm.

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
137 N. HIGH ST.
BOARD OF DIRECTORS
June 12, 2012

Present Board: T. Crisp, M. Holliday, R. May, L. Nelson, M. Reese, S. Riper, W. Scott, T. Walsh, A. Wetzel, M. Yoder
Absent Board: H. Brown, M. Kichline, D. LeBold, K. Winston
BID Staff: M. Johnstone, E. McGuire, E. Steinman
Present Other: D. Arbucias (Comm. Kichline's Office), C. Blakely (Advocacy Chair), T. Celia

I. Introductions & Public Comment: (No Intros./ Public Comment)

II. Approval of May Minutes:

-Motion to approve May Minutes:

-Motion Passed: (Walsh / Crisp)

III. Comments of Chair (Riper): Sandy noted the very busy first week in June with the annual Up on the Roof event, and the PDC Conference June 4-6.

IV. Executive Director Report: (Johnstone) *See Report*

The PDC Conference June 4-6 – The PDC Conference drew attendees from all over Pennsylvania, New Jersey, Delaware, and Maryland. Highlights included, NPR Morning Edition anchor, David Greene, and various town tours, both local and remote. Thank you to the WCDF for their financial support, and to CCHS, and Uptown! for providing great venues and volunteers! Approx. 250 attended the conference, which resulted in a significant economic impact for West Chester. Congratulations to the Borough of West Chester (Denise Polk, Meghan Fogarty) for being recognized by the Pennsylvania Downtown Center, at the annual gala awards banquet, for their efforts at *Community Greening!*

Malcolm will be on vacation June 14 through June 22.

V. Treasurer & Finance: (Reese) *See Reports*

The BID's new bookkeeper, Carol Lady, is doing a great job! The Borough has paid the BID the full \$85,000 for 2018. The BID has opened a Line of Credit account at Fulton Bank. The 2018 Assessment invoices were mailed out on June 1, and payments are already coming in.

VI. WCDF: (Holliday) The Up on the Roof sold out, and the event had record breaking sponsorships. Thank you to our Honorary Chairs, Richard and Julie May! The committee will have their wrap up meeting tonight, so more specifics on financials will be available next month. The West Chester Preservation Awards Nominations period closed on June 8, 2018. The committee has received (11) nominations in all categories: Bricks & Mortar (8); Preservation Legacy (2) and Preservation Service (1). The 2018 grant period will open soon! The WCDF's new website is expected to launch before the end of June 2018.

VII. Borough Update: (Scott) The Barclay Friends construction hearing will be continued next week. PECO has pushed back the East Gay Street construction start date from June 12 to June 25, due to permitting issues.

VIII. Committee Reports: *(See Reports)*

Advocacy: (Blakely) The committee is looking into the *Abandoned and Blighted Property Conservatorship Act*, to provide some legal mechanisms to force property owners to better maintain their vacant buildings and make them available for rent. An E. Gay St. business owner has proposed a mural project received approval from the Borough's Public Arts Commission for a four-panel art exhibit by the artist known as *Phoebe New York*. The public art will be on display for the duration of the East Gay St. construction project, and is being considered for a full six-month period. The Borough is considering designs to replace the current signage on the Big Belly receptacles. The issue of increased public safety costs for events is under discussion with Borough Council.

Business Attraction: The BID and Chamber have each provided a letter of support for the Zukin hotel development project.

Customer Attraction / Marketing: (Riper) Considering a meeting with the retail group, facilitated by a local consultant, to address their concerns.

IX. Executive Session: Personnel

The regular Board of Directors meeting was adjourned, and the Executive Session convened.

Next Meeting: Tuesday, July 10, 2018 - 8am – BID Office Conf. Rm.

Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | June 9, 2018 – July 6, 2018

Antique Car Show and Plein Air Nocturne support requested

John Brandt-Lee, Bar Ave, representing East Gay Street restaurants and shops, is requesting BID support for two events on East Gay Street. The first is an Antique Car Show for Sunday, September 9. The second is Plein Air Nocturne for Thursday evening, November 1. The cost to the BID is presumed to be not more than \$2,500 for each event for fees and security.

At this point in time, I think the BID could support these events by adjusting the annual marketing budget.

Swingin' Summer Thursdays

A number of restaurants have requested that certain Swingin' Summer Thursday events have a "Dining Under the Stars" component. The Borough Parks & Recreation Department has agreed to do just that for the August 2 event (High to Darlington) and the September 6 event (High to Matlack). Any downtown restaurant may participate, although those restaurants in the event area will be given priority for the on-street space in front of their establishments. Parks and Recreation will provide tables and chairs. There must be a minimum of 10 restaurants and a maximum of 14 restaurants for this to be a viable event. Cost to each participating restaurant is \$250. This cost does not include any applicable fees concerning liquor service. Any restaurant more than 50-feet from their front door will need to get a temporary event license from ChesCo Health Dept.

A question was also brought up as to having an opportunity for alcohol service to the tables in the street. Until that question can be answered by the Borough, hopefully within the week, we cannot move ahead with the food event.

East Gay Street Improvement Project

Many thanks to the BID team of volunteers and staff for developing a public relations program to mitigate the disruption caused by the construction on East Gay. More than 30 marketing platforms promoting downtown during the East Gay Street Improvement Project are being used. As approved by the Customer Attraction Committee, decorative balloon clusters have arrived and will in place soon. A mural from a New York City artist is being hung at Matlack and Gay. I have ordered four additional signs indicating "Shops & Restaurants are Open." I personally passed out parking "validation chasers" to East Gay businesses with instructions for customers thanks to the Borough. I meet or contact the project foreman or managers every day for updates.

Again, thanks to everyone's efforts, the project is moving along with few issues and no one has indicated to me that they are hard hit by it.

West Chester BID Advocacy / Design Committee

June 22, 2018 | 8am | West Chester BID Conf. Rm.

Present: C. Blakely, H. Brown, F. Gusz, J. Jefferis, R. Smith, D. Sweet, D. Wroten

BID Staff: E. McGuire (for M. Johnstone)

Motion to Approve May Minutes: Motion Passed: (Jefferis / Gusz)

Pennsylvania Downtown Center (PDC) Conference: Approx. 250 attended the conference- June 4-6; (150) full registrations, (75) single day registrations, and (25) vendors. Using these numbers, a conservative estimate shows there was a \$75,000 fiscal impact (dollars spent in-town) producing a \$187,500 economic impact (using University of Pennsylvania 2.5 multiplier effect for dollars recycled)

Congratulations to the Borough of West Chester, Denise Polk, and Meghan Fogarty for being recognized by the Pennsylvania Downtown Center, during the gala awards banquet, for their *Community Greening* efforts.

Banner Project: The initial (18) banners in the pilot program have been installed on High Street, between Chestnut and Miner Streets. (See banner images and location map attached) The Chair of the Public Arts Commission, Jimmer Breen, will be invited to attend an upcoming meeting, so the committee can learn more about the program

Big Belly Receptacles: (See “*Shop Small – Eat Local*” graphic attached) Requires approval of Public Art Commission and Borough Council.

County Lines Magazine: A great article: “Embracing Change & Empowering Our Future” appears in the June 2018 issue!

Clydesdales: Public Safety costs have increased to \$8,613. The BID has budgeted \$4,500.

East Gay Construction: The project will begin on June 25. The Borough’s Public Works Dept. will hang white lights on selected light poles on both blocks of E. Gay. The Borough’s Parking Dept. has created customized chasers to be used at the Chestnut Street Parking Garage, and is working on a similar token program at Lot #10 for customers of the East Gay St. businesses over the duration of the project.

Zukin Hotel Development: *Motion to support moving forward with the Zukin / Cambria Hotel Development, as presented during the June 20, 2018 Borough Council Session. Motion Passed: Jefferis / Sweet*

Historic Tax Credits (Smith): Funding will end next year. Don Rypkema is visiting cities to pull together a case for continuing the program and increasing funding.

Philly Food Tour: (Blakely) Chris, Frank Herron and Adam Wetzel are looking into bringing the foodie tour to Downtown West Chester.

Next Meeting: Friday, July 27, 2018 – 8am – BID / Chamber Conference Room

WEST CHESTER BID
Business Attraction & Retention Committee
MINUTES
July 3, 2018 | 8am

Present: Christopher Blakely and Tom Walsh.
BID Staff: Malcolm Johnstone

Minutes

The Minutes from May, 2018 were reviewed without objection.

Hotel development

In June, Borough Council gave a green light, if not final approval, to the hotel development proposed by Zukin Realty that is scheduled to be the Cambria flag. It was noted that the dynamics of having a second hotel will be different once it opens. Malcolm will share opportunities for hotel business expansion with Hotel Warner management using data from VisitPhilly.com to come up with effective marketing strategies.

Retail shared space concept

Artisan retailers have asked about options for emerging businesses. Using Align.Space, opening soon at the F&M Building, as an example of a potential business incubator for hi-tech start-ups, certain concepts may be transferred to a shared retail environment to create what could be viewed as a throw-back to department store planning. Except each category would be managed by an individual artisan. In place would have to a centralized retail management system to ensure the highest and most effective standards are being met. This is meant to be in-line with Holly's concept of an antique mall/artist mall. Locations such as 120 N Church and 9 N High come to mind.

Emerging trend with craft beer outlets continues

Downtown West Chester is expected to see an expansion of Pennsylvania craft beer outlets, with nearly all also featuring other Pennsylvania-made products. LCB laws now allows such outlets, called storage, to open with little input from municipal governments, although Borough Council may intervene.

Church and Gay development

Malcolm will reach out to Eli Kahn Development to see what plans might be in place for retail selection at their development.

Next meeting: August 7, 2018

DOWNTOWN BUSINESS ALMANAC
West Chester Business Improvement District
July 3, 2018

Total Number of Businesses: 602
Number of restaurants: 86 (15%)
Number of Retail: 72 (12%)
Number of Professional Services: 443 (73%)

Now Open

Retail: 1

Luxey Little Ones: 135 E Gay

Restaurant: 0

Retail Service: 0

Office/professional service: 3

HSHC Inc: 129 N Church

Daniel E McCabe, Certified Workers' Compensation Specialist: 13 W Miner

Nationwide Insurance, Jillian O'Brien Insurance & Financial Services LLC: 230 W Market

Opening Soon: 8

Liquid Eatery: 18 N High

Cee Jay Frederick Associates: 1 S High

Bango Bowls: 109 W Gay St

Align.Space: 2 W Market

Lulu's Casita: 111 N High

[coffee shop]

Appalachian Brewing Co: 142 E Market

Creep Records: 133 W Gay

Closed/Moved: 1

AP Mynders & Associates: 129 N Church St

Business changes within the BID: 5

BB&T, 9 N High, has moved to 1 N High

Emily Alice, 35 S High, has moved to 134 N High

Meradia, 158 W Gay is moving to 119 N High

Mallinckrodt Pharmaceuticals is merging with Therakos for headquarters at 10 N High

Tesoro has moved from 230 W Market to 119 W Market

West Chester BID
Customer Attraction / Marketing Committee
June 21, 2018

Present: H. Brown, D. Fairman, G. Greco, C. Meadows, S. Riper
BID Staff: E. McGuire, E. Steinman
Present Other: T. Celia

Marketing / Customer Attraction Budget / Plan: *Current Update - April 2018 – See Attached*

Gay St. Closings:

White Lights: Borough Public Works Dept. will hang the lights, on an *as time permits* basis, on select poles on each block. Borough Parking Dept. has made available customized “East Gay Street Construction” chasers for customers of East Gay St. businesses during the construction project. The 2-hour chasers can be used at the Chestnut Street Garage for long-term parking on upper levels. The Borough is also considering a similar, token based, program at Parking Lot #10. The Borough will provide signage, indicating that the sidewalks are accessible, and businesses open, during construction. Public art creations from New York City street artist, Libby Schoettle- “Phoebe New York” will be on display at 152 E. Gay (G-Spot Thrift Boutique). The Marketing Committee agreed to pay the \$450 expense, and will contact the DLN for press release or article on the public art project. Fig included in their summer issue a *Summer’s East Gay Street Dining Scene* and a *Summer’s East Gay Street Shopping Scene*, with “This summer, shop small / eat local ... and support the borough’s small businesses” messages. The spread includes a photo of each business, along with the website and phone.

Updates:

Zukin / Cambria Hotel Development (H. Brown) Holly attended the June 20 Borough Council session. The current design proposal will likely receive approval from Borough Council. There are a couple of routine legal issues that should be resolved, shortly.

Downtown Events / Promotions:

- First Friday – July 6
- Swingin’ Summer Thursday – July 12
- Summer Sidewalk Sale – July 19-21 (Thurs., Fri., Sat.) Print and distribute posters, and create landing page on DowntownWestChester.com. Begin social media promotion on June 28.
- Dining Under The Stars* – Parks & Recreation is prepared to add a dining component to the September 6 SST event. The BID will follow up with the restaurant group to determine if there is interest in moving ahead with plans to create a regular dining event, replacing SST events.

Google Events Calendar: (Steinman) The Committee had requested that next year’s Google events calendar be finalized by September 2018. Elle distributed a list of Jan., Feb., Mar. 2019 events, promotional holidays, and significant local dates for consideration (Attached). Sandy said a Customer Appreciation Day, July 25th, was a suggestion of one the retailers.

Social Media Report - June 2018 – E. Steinman (Attached)

Next Meeting: Thurs., July 19, 2018 - 8am – BID / Chamber Conference Room.

2018 West Chester BID Marketing Program April 2018

Total Budget: \$88,630

- 1) \$300: Philadelphia Convention Center Visitors Guide (120k)
- 2) \$120: Hotel Marketing Programs (website)
- 3) \$11,000: Downtown Guide Brochure/CTM distribution
- 4) \$5,000: Brochure redesign (50,000)
- 5) \$7,725: Social Media Advertising**
- 6) \$6,000: County Lines Magazine ads (15k x 3 = 45k)
- 7) \$12,500: West Chester Fig (82k plus 3.3k social media, E Gay Support)**
- 8) \$1,000: Parks & Rec Activity Guide/full pg. (16,500 x 3 = 49,500)**
- 9) \$4,450: Video and TV-Brandywine Visitors Channel
- 10) \$1,000: Summer Sidewalk Sale
- 11) \$3,000: WC Press Fashion Issue**
- 12) \$5,000: History Day/Preservation Month
- 13) \$4,400: Swingin' Summer Thursday (4 festival events)
- 14) \$4,500: Clydesdale Event
- 15) \$3,000: Gallery Walks (Chamber sponsorship)
- 16) \$2,500: Iron Hill Twilight Race Series (Chamber sponsorship)
- 17) \$2,500: QVC West Chester Christmas Parade (Chamber sponsorship)
- 18) \$4,135: Website SEO (250,000)
- 19) \$500: Promotions/customer attraction
- 20) \$5,000: Holiday campaign
- 21) \$5,000: Uptown! Marketing support

TOTAL: \$88,630

Social Media Report: June 2018

By Elle Steinman | Communications Specialist, West Chester BID

BID Tags:

Facebook & Instagram: @DowntownWestChesterPA

Twitter: @downtownwcpa

Hashtags: #ShopSmallWC #DowntownWestChester

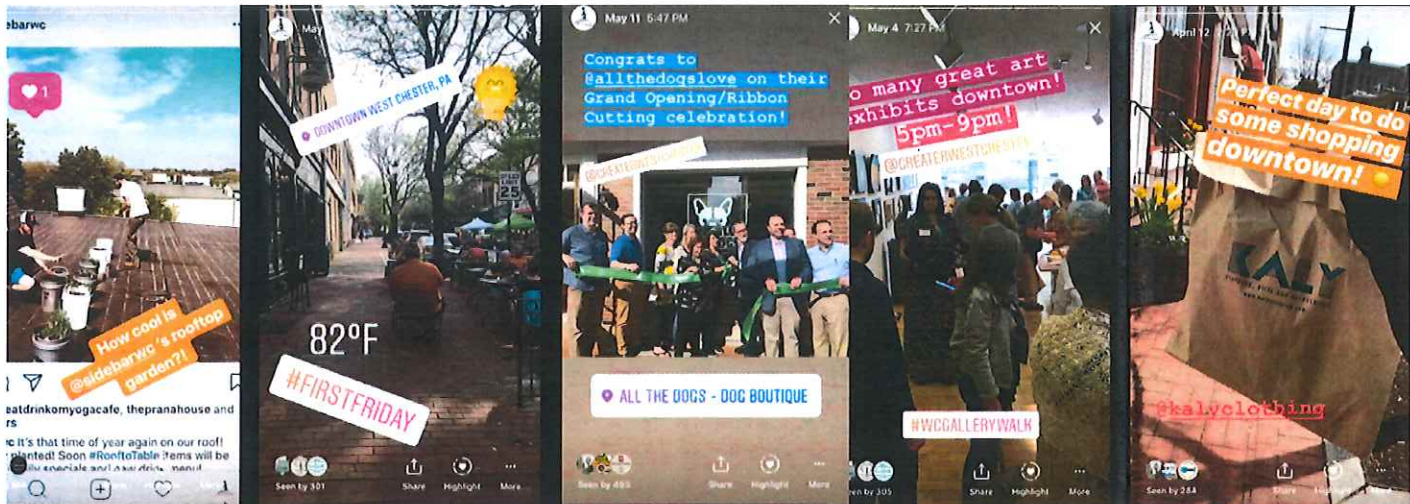
Total Social Media Following: 29,606

Total Social Media Reach (May 2018): 121,776

Total Social Media Engagements (May 2018): 9,475

Highlight: Instagram Stories

Total May Views: 5,672



Upcoming Events:

First Friday (July 6): Promoting June 22 – July 6
#WCFirstFriday #ShopSmallWC

Swingin' Summer Thursday (July 12): Promoting July 6 – July 12
#ShopSmallWC #EatLocalWC

Summer Sidewalk Sale (July 19-21): Promoting June 28 - July 21
#WCSidewalkSale #ShopSmallWC

Dining Under the Stars/SST (August 2): Promoting July – August 2

BID Marketing Committee 6/21

2019 Events/Promotional Holidays for Consideration:

January 2019

Jan 1: New Year's Day

Jan 4: First Friday

Jan 21: Martin Luther King Jr. Day

Jan 22: WCU Spring Classes Begin

February 2019

Feb 1: First Friday

Feb 2: Groundhog Day

Feb 5: Chinese New Year

Feb 14: Valentine's Day

Feb 18: Presidents' Day

March 2019

March 1: First Friday

March 11-17: WCU Spring Break

March 17: St. Patrick's Day