

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT

AGENDA

BID Office – 137 N. High St.

June 12, 2018

- I. Introductions & Public Comment:** (Riper)
- II. Approval of *May* 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 (Blakely)
 - Customer Attraction / Marketing (Riper)
- IX. Executive Session:**
 - Personnel

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

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
137 N. HIGH ST.
BOARD OF DIRECTORS
May 8, 2018

Present Board: H. Brown, T. Crisp, D. LeBold, M. Holliday, R. May, L. Nelson, M. Reese, S. Riper, T. Walsh, A. Wetzel, K. Winston
Absent Board: M. Kichline, W. Scott, M. Yoder
BID Staff: M. Johnstone, E. McGuire, E. Steinman
Present Other: D. Arbucias (Comm. Kichline’s Office), C. Blakely – BID Advocacy Chair, N. Vecchio – WC Press, D. Wroten – Market Street Realty

- I.** Introductions & Public Comment: (Riper)
Board members and others introduced.

- II.** Approval of April Minutes:

-Motion to approve April Minutes:
-Motion Passed: (Brown / LeBold)

- III.** Comments of Chair (Riper): The downtown business community is working together to proactively address issues related to the PECO gas line replacement project and the resulting E. Gay St. closings and traffic diversions. PDC Conference June 4-6, 2018.

- IV.** Executive Director Report: (Johnstone) *See Report* The BID is committed to enhancing summer marketing, with a focus on E. Gay St. This will include public relations and advertising in West Chester FIG magazine, WC Press Magazine, County Lines Magazine, Borough Activity Guide, the new Borough Newsletter. For social media, the BID will continue to work with individual businesses for their needs. A new local business, Localized App, will offer any downtown business a posting on their new app at no cost during this time. West Chester web pages can be found at VisitPhilly.com, ClassicTowns.org, MainStreetAmerica.org, BrandywineValley.org, and LongwoodGardens.org.

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

Motion to Pass Resolution No. 1, 2018 Imposing the 2018 Levy of the Annual Assessment Upon Benefitted Properties in the West Chester Business Improvement District, with the following amendments:

-Resolution, Section 2 (b): “Dwelling with Commercial Use” (R-60 and R-61), and “Apt. Complexes (20 or more units)”, with a mix of commercial and apartment use (R-90)

-Resolution, Section 3 (a): ... purely “Residential” (R-10 through R-95, except R-60, R-61 and R-90)

Motion Passed: (Walsh / Winston)

- VI. **WCDF:** (Holliday) The Up on the Roof event is close to being sold out. Richard May is this year's Honorary Chair. Sponsorships are at an all-time high. The Preservation Awards committee continues to accept Nominations through June 8, 2018. The WCDF's annual grant program will open in mid-June.
- VII. **Borough Update:** (LeBold) E. Kahn will present to Borough Council a land use plan of the plaza development. Demolition will follow shortly after. PECO gas line improvement project (E. Gay) will begin June 12. Chief Bohn has proposed to the Public Safety Committee an increase in fees for public events. (Matt Holliday: If Borough Council does approve fee increases, please inform the organizations that will be impacted, directly, and make the new rates effective January 1.)

VIII. **Committee Reports:**

Advocacy / Design: (Blakely) *See Report*

-Motion to accept the Landscape Maintenance bid from D.G.S. Landscaping, LLC (G. Zang) for contract period May 1, 2018 – April 31, 2018.

-Motion Passed: (Brown / Crisp)

(Holliday) Julie Dietrich has been hired for the position of Executive Director External Relations for West Chester University. Julie would consider serving on the BID Board of Directors.

Business Attraction: (Johnstone) Two retail shops, All The Dogs, and Thrifty Vintage opened in April.

Customer Attraction / Marketing: Ad Hoc Committees working on plans to mitigate disruption to East Gay businesses during PECO's gas line replacement project, scheduled to begin June 12, and run through to the end of August. Holly Brown delivered a memo to the downtown business owners / managers, reminding them to clean up storefronts and sidewalks for summer, and in anticipation of the guests who will be attending the PDC a memo reminding them to clean up storefronts and sidewalks for summer, and in anticipation of the guests of the PDC Conference in downtown West Chester June 4, 5, 6. Speaking of the PDC Conference ... Volunteers are needed on all days!

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Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | May 4, 2018 – June 8, 2018

“West Chester is AWESOME!”

This was a common refrain heard from the attendees of Pennsylvania Downtown Center's four day annual conference that concluded Wednesday afternoon. Every attendee took time to explore downtown shops and restaurants and most shared their experiences on their own social media reaching people throughout Pennsylvania, New Jersey, Delaware, and Maryland. Many people told me they would be back to enjoy West Chester and the Brandywine Valley. Highpoints included a keynote by NPR Morning Edition anchor David Greene and Philip Merrill's lecture and tour providing new information on the African American history in West Chester. Much thanks is owed to Cyndi Meadows at Chester County Historical Society and Angela Scully at the Uptown! Knauer Performing Arts Center for providing great venues and volunteers.

What this meant for downtown

Preliminary numbers show that about 250 attended the conference including 150 full registrations, 75 single day registrations, and 25 vendors. Using these numbers, a conservative estimate of the financial impact 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).

West Chester team recognized for progressive recycling program

Denise Polk, a professor at West Chester University and a member of West Chester Borough Council, partnered with Meghan Fogarty, the Sustainability Coordinator for West Chester, to create a local program making our community more sustainable by diverting 360 tons of food scraps from the landfill to composting bins. In addition, viable leftover food was sent to people in need. As a result, they were recognized by the Pennsylvania Downtown Center for their efforts at *Community Greening* at their annual gala awards banquet in West Chester.

Banners

The downtown banner pilot project on High Street has been completed. Sponsored and implemented by the West Chester Public Arts Commission, 18 banners feature 18 local artists. There is also recognition that West Chester is a recipient of the Great American Main Street Award.

Vacation schedule

Malcolm will be with family in North Carolina and Georgia June 14 through June 22. I will have limited access to internet and phone if needed.

Quotable Quote

“West Chester continues to grow, improve and evolve, showing it could win the Great American Main Street Award again and again.” – Sub-title in the June 2018 County Lines Magazine article *Embracing Change & Empowering Our Future*.

West Chester Business Improvement District
Advocacy & Design Meeting
May 25, 2018 | 8am
MINUTES

Attendance: Christopher Blakely, Chair; Fred Gusz, Jimmy Jefferis, Bruce Cavin, Holly Brown, Mayor Dianne Herrin, Dave Sweet, and Roy Smith. Staff: Malcolm Johnstone.

Minutes

Minutes of April 27, 2018 were reviewed and approved without objection. Jimmy/Holly

Blighted property mitigation

Chris discussed the need for BID to explore opportunities to force downtown property owners to better maintain their vacant buildings and have them available for rent. PA 2008 Act 135, known as the "Abandoned and Blighted Property Conservatorship Act", may provide some legal mechanisms to enforce this. Further review and discussion is needed.

Public Arts Project

Gigi Greco, owner of The G-Spot Thrift Shop, proposed a mural project at both the BID Marketing Committee and the Public Arts Committee for a four-panel art exhibit by the artist known as Phoebe New York. Typically, this would need to go through the process to gain approval from the Borough Council. However, thanks to the efforts of Holly Brown, Borough Manager Michael Perrone has granted that the art can be displayed during the time of construction. Malcolm understood that she would like to have it on display for about six months. Further discussion was tabled.

PDC Conference

Holly Brown requested that the BID send e-mail reminders to downtown business and property owners to ensure that their storefronts are in as good of shape as possible.

Heritage Tourism as an economic development driver

Malcolm presented a recent survey that demonstrated that the economic impact of Valley Forge National Historical Park was \$39.9-million last year. For restaurants it was \$11.2-million and for retail it was \$4.4-million. This is indicative that Heritage Tourism could be applied as a viable future economic strategy for downtown West Chester. Malcolm will draft a proposal.

Advocacy Committee potential candidates

In an effort to expand participation in the committee, the following downtown supporters were identified: Denise Wroten, Jonathan Long, Nick Vecchio, Lara Ross; and Julie Dietrich, Executive Director for External Relations at WCU.

East Gay Improvement Project

Holly provided an update to the East Gay Improvement Project with many the items that are being done to mitigate the any negative effects of the PECO gas line replacement construction.

BigBellys' beautification update

Meghan Fogarty, from the Borough Public Works Dept., is planning on replacing the signage that appears on the sides of certain BigBellys. Working with the BID, the plan is to design and install new signs with the theme "Shop Small, Eat Local", among possible other themes, to fit with the retail and restaurants themes. Both the Council and Public Art Commission must approve the graphics.

Public Safety costs update

Mayor Herrin told the committee that the final fee schedule for downtown events is in place and that there will be meetings with the affected parties to discuss this. No action has taken place at the council level.

The Mayor is also considering working with students to create an official West Chester flag.

Downtown clean-up remains an issue and everyone agree that the BID and Borough should discuss options for a better downtown clean-up program.

Downtown pole banners project

The placement of about 18 pole banners on High Street between Chestnut and Miner are being installed.

DOWNTOWN BUSINESS ALMANAC
West Chester Business Improvement District
June 5, 2018

Total Number of Businesses: 599
Number of restaurants: 85 (15%)
Number of Retail: 72 (12%)
Number of Professional Services: 440 (73%)

Now Open

Retail: 0

Restaurant: 0

Retail Service: 0

Office/professional service: 0

Opening Soon: 7

Liquid Eatery: 18 N High
Luxey Little Ones: 135 E Gay
Cee Jay Frederick Associates: 1 S High
Bango Bowls: 109 W Gay St
Align5: 2 W Market
Lulu's Casita: 111 N High
[coffee shop]

Closed/Moved: 1

Modern Tribal Arts

Business changes within the BID: 1

BB&T, 9 N High, will downsize to 1 N High with the new opening June 25

West Chester BID
Customer Attraction / Marketing Committee
May 17, 2018

Present: H. Brown, K. Cavin, T. Crisp, D. Fairman, G. Lusby, M. Manning, A. Martinelli, S. Riper, P. Zobel; **BID Staff:** M. Johnstone, E. McGuire, E. Steinman

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

Gay St. Closings: Gretchen shared with the group the BID's 4-page spread, with copy and photos of retail and restaurant businesses that will appear in the Fig West Chester Summer issue, and said that Fig may be able to provide digital and social promotion. Today's edition of the Daily Local News featured a positive article (B. Rettew) on the construction project. Holly provided an update on the decorating activities/tasks, and her conversations with the Borough Manager and Parking Director regarding Parking Lot #10. The BID will provide signage for key locations on E. Gay. Counter Cards (4,000+), with details about the closings, were distributed throughout the downtown, ahead of Gallery Walk. More specific information can be found at the top of the Downtown West Chester home page. BID is working with StreamGeeks to produce a *town is open* video that will be used on social media.

Downtown Events / Promotions: Gallery Walk- Weather was perfect! Lots of people in town!
-First Friday June - FB Campaign, promoting First Fridays, in general, using general and event specific hashtags. Push one week out on social media. (Retailers should have information to Elle at least 7-days out.)
-Up on the Roof – June 2 – Almost sold out!
-Super Sunday – June 3
-Swingin' Summer Thursdays – June 7
-Swingin' Summer Thursdays – July 12
-Summer Sidewalk Sale – July 19–21 BID to print and distribute counter cards, using existing graphics, and create landing page on DowntownWestChester.com. Begin promoting June 28.
-*Dining Under The Stars / SST* – (Aug. 2, Sept. 6)

Google Events Calendar: (Steinman) Presented draft of a monthly calendar of events for 2018. The committee has requested that next year's events calendar be finalized by September 2018. With this goal in mind, the summer meeting agendas will include a discussion, according to the following meeting dates, about possible new retail events and promotions.

-June: *January / February / March 2019*; July: *April / May / June 2019*;
August: *July / August / September 2019*; September: *October / November / December 2019*

Downtown Map Redesign: (Johnstone) Presented on-screen example of templated map of Rochester, NY, designed by CGI. CGI could design a similar map for downtown West Chester, at little or no cost, using sponsorship funds obtained by CGI. Malcolm will follow up with CGI to ask the following questions brought up at today's meeting: *What is expectation of map sponsors? Can revisions and customizations be made, and can these changes be made by BID staff? Is it mobile friendly, and available on all platforms?*

Next Meeting: Thursday, June 21, 2018 – 8am – BID / Chamber Conference Room.

Social Media Report: May 2018

By Elle Steinman | Communications Specialist, West Chester BID

BID Tags:

Facebook & Instagram: @DowntownWestChesterPA

Twitter: @downtownwcpa

Hashtags: #ShopSmallWC #DowntownWestChester

Total Social Media Following: 29,266

Total Social Media Reach (April 2018): 164,000

Total Social Media Engagements (April 2018): 15,001

General Guidelines/Tips:

- An effective Facebook Campaign takes 7 days to complete (3 days organic/4 days boosted)
- Try not to lead with sales and/or discounts
- Use pictures with minimal text
- Use tags and hashtags to tap into new audiences

Upcoming Events:

First Friday (June 1): Promoting May 18 - June 1

#WCFirstFriday #ShopSmallWC

Super Sunday (June 3): Promoting May 27 - June 3

#WCSuperSunday

PDC Conference (June 3-6): Promoting March - June

#EmbracingChange2018 #PDCWestChester2018

Swingin' Summer Thursday (June 7): Promoting May 31 – June 7

#ShopSmallWC #EatLocalWC

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

#WCSidewalkSale #ShopSmallWC

***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

BID East Gay Street Improvement Project Marketing Report

May 22, 2018

Malcolm Johnstone, Elizabeth McGuire, Elle Steinman

Beyond the many excellent activities of the downtown volunteers, the BID and its partners are providing support for marketing efforts that includes at least 28 marketing platforms promoting downtown during the East Gay Street Improvement Project, as approved by the Customer Attraction Committee.

Conventional media

- WC Press, May style issue: Half-page East Gay ad, support for fashion feature.
- County Lines Magazine, June: Downtown feature article, full-page East Gay ad.
- West Chester Fig, launching June 14: 4-page spread with featuring East Gay retail and restaurants.
- Borough of West Chester newsletter, summer (direct mail to residents): East Gay article.
- Parks and Recreation Department Activity Guide, summer: "support downtown businesses" advertorial.
- Daily Local News, May 17: article "Businesses to stay open during construction".

BID on the web

- DowntownWestChester.com
- Facebook @DowntownWestChesterPA (24,116)
- Instagram @DowntownWestChesterPA (3,336)
- Twitter @DowntownWCPA (1,904)
- E-mail lists: Downtown list (625); General list (2,619)

Partners with website presence

- StreamGeeks: Live Facebook Video
- Greater West Chester Chamber of Commerce
- Chester County Conference & Visitors Bureau
- VisitPhilly.com
- ClassicTowns.org (DVRPC)
- LongwoodGardens.org
- PAdowntown.org (Pennsylvania Downtown Center)
- West-Chester.com (Borough)
- Vista.Today
- West Chester Views (Facebook & Instagram)
- Uptown! Knauer Performing Arts Center

Other

- Counter cards
- Elmark Signs for banners and signs.
- Localized App.
- Chester County Historical Society for e-blast.
- CTM for Philly map ads.
- Philadelphia Convention Center Visitors Guide.
- Mayor's newsletter.