

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT AUTHORITY

May 12, 2015

Agenda

BID Office – 119 N. High Street

(Verbal reports will not be presented at today's meeting.)

- I. Introductions & Public Comment (Brown)
- II. Approval of April Minutes (Brown)
Comments of Chair (Brown)
-Consideration of Resolution No. 1 – 2015:
*Resolution imposing the 2015 levy of the annual
assessment upon benefitted properties in the
West Chester Business Improvement District.*
-Landscape Maintenance Proposal (DGS Landscaping, LLC)
- III. Board Retreat – CCHS

Next Meeting: Tuesday, June 9, 2015 – 8am – BID Office

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
April 14, 2015**

Present Board: C. Blakely, H. Brown, F. Gusz, M. Kichline, L. Nelson, R. May, R. Ott, S. Riper, B. Scott, T. Walsh, A. Wetzel, K. Wileczek, M. Yoder
(1) Board Appointment Pending

Absent Board: T. Crisp

BID Staff: M. Johnstone, E. McGuire; and Dan Price – *4 Points Development*

Present Other: Michael Cotter – West Chester Borough Manager,
Suzanne Adams – West Chester Food Co-op

I. Introductions & Public Comment:

Michael Cotter, West Chester Borough Manager, was introduced.

II. Approval of March Minutes:

Motion to approve March Minutes:

Motion Passed: (Walsh / Gusz)

III. Comments of Chair: (Brown)

Final changes are being made to the draft of the survey that will be distributed to the downtown business owners. The Board's 5-Year Strategic Planning meeting will take place at CCHS, immediately following a brief Board of Directors meeting, on Tues., May 12, 2015.

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

As part of the requirements for sustaining accreditation, the BID will conduct activities in support of National Preservation Month, including a series of twenty-one articles, entitled *WC History*. Additionally, the BID sponsored the Historic Architecture Photography Contest, as part of National History Day, hosted by CCHS. On April 3, a judge ruled in favor of the Zukin family, and they have received a Certificate of Appropriateness to move forward with the hotel project at Gay & Walnut. Attended the 2015 National Main Streets Conf. in Atlanta, Ga, and it was announced that West Chester has, once again, been nationally accredited.

V. WCDF (Wileczek) The transfer of funds from the West Chester Civic Association remains pending. The West Chester Preservation Awards committee held the nominations kick-off event on Sunday, at CCHS.

VI. Treasurer & Finance (Blakely) *Report Distributed*

Month-End Bank Balance: \$20,000

The BID will need to take out a loan against its line of credit with FCB. These funds will carry the BID over until June, when the annual assessments payments start to come in.

Audit Report (Maulo & Company, Ltd.) Larry Maulo distributed and reviewed a draft of the *West Chester Business Improvement District Authority Financial Statements – December 31, 2014*. The report was clean and no issues or concerns were raised.

VI. Committee Reports:

a. Advocacy: (Gusz) *See Committee Report*

Carlino's – Withdrew their original application for a liquor license, and plans to apply for an Economic Development License.

b. Business Attraction: (May/Walsh) *See Reports & Almanac*

Dan is working with Malcolm and Mark Yoder to identify new space for the BID/ Chamber offices. The Swope Building and Susquehanna Bank's current Wealth Management offices are spaces that are being considered as possible options.

c. Marketing/Customer Attraction: (Riper) Report Distributed

Considering a proposal from Table Tours for year-round dining events, to replace the annual West Chester Restaurant Week event.

VII. Other Business / Comments: No other business.

Next Meeting: Tues., May 12, 2015 – 8am – BID Office Conf. Rm.

RESOLUTION Nº 1, 2015

RESOLUTION IMPOSING THE 2015 LEVY OF THE ANNUAL ASSESSMENT UPON BENEFITTED PROPERTIES IN THE WEST CHESTER BUSINESS IMPROVEMENT DISTRICT.

NOW, THEREFORE, the 12th day of May, 2015, it is hereby resolved by the West Chester Business Improvement District Authority as follows:

1. The Authority hereby levies the annual 2015 assessments upon each benefited property at the rate of .00275 within the West Chester Business Improvement District as provided by law (the "Assessments").

2. The Authority hereby determines that the properties meeting the following criteria are benefited properties within the West Chester Business Improvement District and are assessable by the Authority:

(a) Properties within the West Chester Business Improvement District's boundaries as previous designated by the Authority; and

(b) Properties zoned commercial and industrial which mean properties classified by the Chester County Assessment Office Land Use Codes as "Commercial" (C-10 through C-96), "Industrial" (M-10 through M-30), "Vacant Commercial" (V-11), and "Dwelling with Commercial Use" (R-60 and R-61).

3. The Authority hereby determines that the properties meeting the following criteria are excluded from the Assessments:

(a) Tax exempt, residential, or utility properties which means properties classified by Chester County Assessment Office Land Use Codes as "Tax-Exempt" (E-10 through E-90), purely "Residential" (R-10 through R-90, except R-60 and R-61), "Vacant Residential" (V-10), "Public Utility" (U-03, U-04); and

(b) Properties outside the West Chester Business Improvement District boundaries.

4. The Assessments for the benefited properties are levied in accordance with the schedule which is attached hereto, made a part hereof and marked "List of Benefitted Properties, May 12, 2015".

5. The bills for the Assessments shall be deposited in the United States Mail on or about June 1, 2015 and the payments shall be due sixty (60) days after the date of mailing. The Authority shall not grant a discount to property owners for making an early payment of the Assessments unless otherwise required by law. The Authority shall impose interest and a five percent (5%) penalty on late payments of Assessments to the full extent authorized by law.

6. The Authority may retain agents and/or employees to calculate, levy, collect, impose or enforce the Assessments.

7. Any Resolution or portion of Resolution which is inconsistent with this Resolution is hereby rescinded.

8. This Resolution will take effect immediately.

ATTEST:

WEST CHESTER BUSINESS
IMPROVEMENT DISTRICT AUTHORITY

Secretary

Kathleen Wilezcek

Chairperson

Holly V. Brown

West Chester Business Improvement District
PO Box 3109
119 North High St
West Chester, PA 19381
phone 610-738-3350
fax 484-843-2250

DowntownWestChester.com

Malcolm Johnstone, Executive Director
e-mail mjohnstone@wcbid.com

Request for Proposal

The West Chester Business Improvement District (BID) is seeking services to manage the landscaping & greenery of selected areas within the BID district of downtown West Chester. This district is defined as the area roughly within the bordering streets of Miner Street, Matlack Street, Chestnut Street, and Darlington and New Streets. Additional project work may be paid for by private individuals or organizations, but all landscaping in the public realm within the Business Improvement District will be managed by the West Chester BID Authority.

The request is for contract services to begin May 1, 2015 through April 30, 2018.

Receipt of your response to the correspondence address is due no later than 2pm on Friday, April 17, 2015. No late arrivals will be accepted.

The selected contractor will report to the Advocacy Committee, an advisory committee to the Board of Directors. Advocacy Committee meets on the 4th Friday of the month at 8:00 am. The Board of Directors will have final authority on all work done for this project.

Contact and questions for this project should be directed to:

Malcolm Johnstone, Executive Director
West Chester Business Improvement District Authority
PO Box 3109
119 North High St
West Chester, PA 19381
610-738-3350
e-mail mjohnstone@wcbid.com
www.WestChesterBID.com

SECTION I

Please provide costs of specific following items.

1) Spring and Fall Plantings	SqFt	Quant	TISqFt	Cost15	Cost16	Cost17
a) Large Round Planters (48")						
<i>High & Chestnut</i>	12	2	24	<u>550</u>	<u>630</u>	<u>725</u>
b) Large Rectangular Planters (30" x 72")						
<i>17 E. Gay</i>	12	2	24	<u>400</u>	<u>460</u>	<u>525</u>
<i>119 N. High</i>	12	2	24	<u>400</u>	<u>460</u>	<u>525</u>
c) Brick Raised Beds						
<i>Ryan's</i>	49	1	49	<u>350</u>	<u>400</u>	<u>460</u>
<i>Iron Hill</i>	51	1	51	<u>350</u>	<u>400</u>	<u>460</u>
<i>Starbucks (Gay & High)</i>	51	1	51	<u>350</u>	<u>400</u>	<u>460</u>
<i>Rite Aid</i>	41	2	82	<u>350</u>	<u>400</u>	<u>460</u>
<i>Gay & Matlack</i>	175	1	175	<u>950</u>	<u>1000</u>	<u>1150</u>
d) Granite Curbed Planters						
<i>Church & Chestnut</i>	45	1	45	<u>375</u>	<u>425</u>	<u>490</u>
	76	1	76	<u>375</u>	<u>425</u>	<u>490</u>
e) Flat Beds (<i>Gay & Matlack</i>)						
<i>Gay</i>	223	2	446	<u>900</u>	<u>990</u>	<u>1150</u>
<i>Matlack (West Side)</i>	200	1	200	<u>900</u>	<u>990</u>	<u>1150</u>
2) Maintenance						
a) Large Round Planters	12	2	24	<u>400</u>	<u>460</u>	<u>525</u>
b) Large Rectangular Planters	12	4	48	<u>400</u>	<u>460</u>	<u>525</u>
c) Brick Raised Beds		5	408	<u>400</u>	<u>460</u>	<u>525</u>
d) Granite Curbed Planters		2	121	<u>400</u>	<u>460</u>	<u>525</u>
e) Flat Beds (<i>Gay & Matlack</i>)		3	646	<u>400</u>	<u>460</u>	<u>525</u>
<i>Sub-total</i>		33	1,247	<u>8250</u>	<u>9280</u>	<u>10145</u>

Total Cost 2015 \$ 8250.00 2016 \$ 9280.00 2017 \$ 10,145.00

SECTION II

1) Planting details

a) Mulch

Mulch shall be two inches of shredded hardwood or cedar bark.

b) Container plants

The landscape contractor shall scarify the sides and bottom of the root ball of any container grown plants prior to planting.

c) Planting backfill mix

All planting backfill shall consist of 50% existing soil and 50% shredded bark mulch completely mixed prior to backfill.

d) Fertilizer amendments

All planting shall be treated with the following supplements:

- 1) Apply ROOTS 2 or approved equal in accordance with manufacturers recommended rates. Apply after mulching operations have been completed.
- 2) Apply initial time release fertilizer in accordance with Manufacturer's recommended rates. Minimum release period shall be six months.

2) Watering

The landscape contractor shall thoroughly water all new plantings so as to saturate the entire root ball at the time of installation. Additional watering shall be provided by the contractor as required by the plant and weather conditions to ensure healthy plant growth and appearance.

3) Drainage

The landscape contractor shall be responsible for notifying the BID director and the Borough of West Chester if impervious drainage conditions are encountered prior to planting.

4) Utilities

The contractor's attention is called to all piping and utilities. Not all piping or utilities are shown on utility maps. Lines shown on any map should be considered for approximate reference only. Contractor shall check with the BID director or Borough of West Chester Director of Public Works prior to beginning planting operations.

5) Layout

Proposed plant materials shall be laid out according to agreed and approved plan dimensions by the BID. In the absence specific plan dimensions, change of plans or additional planting requests, contractor shall contact the BID director and/or the appropriate BID representative for final location and layout of all proposed plan dimensions, change of plans or additional planting requests to be approved on site.

6) Guarantee

Contractor shall guarantee proposed plant materials for a period of one year from the date of initial installation and shall provide complete normal and customary maintenance of installed plant materials.

7) Plant Removal & Reporting

Remove plants at the end of fall planting. Provide seasonal report to Advocacy committee.

8) Scope of Proposal

Respondents are invited to submit quotations only for all items as defined in this RFP. The scope of the response should be determined by the respondent's ability to meet the functional and technical requirements as defined within this RFP.

9) Requirements for Proposals

To reply to this RFP, please provide a detailed proposal addressing all issues discussed in this RFP and include the following components:

- a) **Letter of Intent.** Include a letter on your company's letterhead stating your intent to complete the project as described in this RFP. This letter must be signed by one of the officers of your company.
- b) **Resources.** Describe the individuals who will be involved in this project, including subcontractors, and detail what the roles will be. Describe the equipment and network required and a discussion of how the project will be developed.
- c) **References.** Provide references for similar work done in the past for each of the individuals listed in Staff Resources and/or work done by your company.
- d) **Project Plan and Schedule.** Provide a general project plan including timelines for completion of the project.

All such communications shall be performed in writing without exceptions so as to facilitate and ensure fair distribution and record keeping of information.

10) Response Date

Receipt of your response to the correspondence address is due no later than 2:00 pm on Friday, April 17, 2015. No late arrivals will be accepted.

11) Proposal Rejections

West Chester BID reserves the right to select or reject any and all responses or portions thereof as determined to be in the best interest of the West Chester Business Improvement District Authority. West Chester BID reserves the right to revoke the RFP at any time prior to the bid opening date without liability for any costs incurred by Respondents in the development of their responses.

12) Proposal Presentation

A Bidder may be invited to present the main components of its proposal to the West Chester BID board.

13) Additional Items

Be responsive to reasonable requests pertaining to the Clean & Green program with the costs to be negotiated.

14) Insurance

The successful vendor shall perform its services as an independent vendor and shall insure the interests of all parties to the agreement against any and all claims which may arise out of the vendors operations. At a minimum, the vendor shall provide or arrange for amounts of insurance to be held covering work done under this contract and indicated on the required Certificate of Insurance are as follows:

- 1) Workmen's Compensation - Statutory
- 2) Public Liability - Per Person/Per Occurrence
 - a. Bodily & Personal Injury - \$250,000/500,000
 - b. Property Damage - \$250,000/500,000
- 3) Automobile Liability - \$250,000/500,000
 - a. Bodily Injury - \$250,000/500,000
 - b. Property Damage - \$250,000/500,000

15) Proposal Ownership

All proposals submitted in response to the RFP will become the property of West Chester Business Improvement District Authority and will not be returned.

16) Proposal Validity

All terms conditions, including price and discount schedules submitted by Bidders will be valid for a period of not fewer than 60 days following the date of submission of their proposal. Respondents are acknowledging this requirement by submitting a bid proposal.

17) Regulatory Compliance

Bidders are required to obtain any permits or authorizations required to complete work.

18) Major Considerations

The major factors, though not exclusive, that will be considered in selection of contractor will be:

- a) Responsiveness to the RFP, including proposal construction and clarity;
- b) Pricing and schedule;
- c) Experience in designing and installing public landscaping projects;
- d) Demonstrated capability in providing reliable and high quality service;
- e) Quality and selection of plant materials

Based upon responses, West Chester BID, at its sole discretion, will determine in which manner it will award the aforementioned project contract, including the ultimate number of respondents selected for contracting.

19) Termination

The West Chester Business Improvement District (BID) may terminate the agreement for this project with 30-day notice in writing from the West Chester BID to the contractor.

Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | April 11 – May 8, 2015

Tuesday, May 19, is Election Day.

Borough Council meetings are May 18 and May 20.

WC History

Initial response to the new series of articles concerning some aspect of West Chester history has been very positive. A webpage, which will serve as a permanent index to the articles, has been created and will continue to expand.

Historic Preservation Award nominations now accepted

The West Chester Downtown Foundation is preparing for the 5th Annual West Chester Preservation Awards, and kicked-off the Nominations Period on April 12th at the Chester County Historical Society. The purpose of the West Chester Preservation Awards program is to raise awareness and appreciation of West Chester's historic character and to encourage the preservation of the Borough's historic integrity. There are three award categories:

- Bricks and Mortar Preservation Award
- Preservation Service Award
- West Chester Preservation Legacy Award

Nominations from the community will be accepted April 12 through June 12, for projects and programs that reflect outstanding historic preservation practices within the Borough of West Chester. Link to the Awards Preservation page can be found at DowntownWestChester.com in the horizontal menu bar.

Up on the Roof tickets now on sale

Mark your calendar for the 13th Annual Up On The Roof event, taking place on the rooftop of the Chestnut Street Garage on Saturday, June 6, 7-11pm. Enjoy a beautiful evening under the stars! Limoncello Ristorante & Caterers, a West Chester favorite, will cater the event, serving an array of appetizers and supper dishes. Complimentary bar serving beer, wine and spirits -- which, of course, includes the Rooftop Martini -- a traditional favorite! Sponsorships and tickets now available. Link to UOTR page can be found at DowntownWestChester.com in the horizontal menu bar.

Quote of the Day

"In such a short life Lincoln kept the vision together. Across the world, people thought this experiment in democracy would fail. We celebrate because without him our country as we know it would not be here." -- Karen Simmons, Chester County Community Foundation president and CEO in a DLN story about the Lincoln Building Tour on February 12, 2015.

West Chester Business Improvement District
Advocacy Meeting
April 24, 2015
Minutes

In Attendance: Fred Gusz, Chair; Bruce Cavin, David Mozzocco, A. Roy Smith, Dick Yoder, Ray Ott, and Holly Brown. Staff: Malcolm Johnstone, Dan Price.

The previous meeting minutes were reviewed and approved with the correction that Roy Smith was in attendance.

West Chester Borough Council Strategic Planning and Comp Plan Process

The BID has been advised of the intention of Borough Council to conduct a Strategic Planning Process along with objections to the process by Council Member Bill Scott. Further, the BID has been advised of a new schedule for the Comprehensive Plan process.

Post Office

Discussion about the proposed divestment of the downtown Post Office building centered around support for the efforts of the West Chester Redevelopment Authority (RDA) to gain access to gather information that will garner a better understanding concerning the feasibility of an adaptive reuse of the structure that would include the retention of postal services, an important component of the integrity of the structure.

Theater project

It is not well understood what impact the theater project will have on parking. The BID has done a preliminary inventory of the available parking within three blocks and has determined that more than 1,400 public spaces exist. It would be recommended that the Borough conduct a capacity study as a reasonable next step.

Rail Service to West Chester

David Mozzocco indicated that SEPTA is exploring funding for rail service on Roosevelt Avenue which may pre-empt funding for service to West Chester.

Minutes
Business Attraction Committee
West Chester Business Improvement District
May 5, 2015

In attendance: Tom Walsh, Chris Blakely, Fred Gusz, Richard May

Staff: Daniel Price

Minutes: Approved by Fred Gusz (second by Tom Walsh)

124 MarketPlace: Malcolm and Dan have been in touch with Andy & Chris McCool about available commercial space on Market Street. Of the 5 available spaces, only two remain with a total of 3,828 sq. ft. The McCool's have forwarded our contact information to their commercial tenants and they will be reaching out to the BID in the coming weeks. Dan gave the commercial space information to a prospective tenant (Penny Lane Boutique) but they were not interested because of the work that would still have to be put in into the space. There currently seems to be more of an emphasis on the residential component.

Resource Center/Office Relocation: Dan has prepared a memo for Mark & Malcolm detailing the two possible locations (Swope Building & Susquehanna Wealth Management) as well as the potential changes and improvements that would need to happen if they remained in their current location. Dan hopes to have an answer in the next two months as to what direction they plan to go.

Program Manager Report: See attached

- Dan has added another feature to the report that includes businesses he is working with to identify locations in town. This is either from his outreach or the business being attracted to the town. It is another piece in highlighting the matchmaking process between prospective businesses and available spaces.
- The main change in the report from last month is that someone purchased 20-22 North Church. According to Tom the new purchaser plans to be owner/user occupied for office use. Dan has an idea of who it may be, but at this point the Realtor has kept it confidential. This could be good news for the BID district.

Business Almanac: See attached

Development Updates

--Post Office: As of the last conversation Dan and Malcolm had about the Co-Op; it was Dan's understanding was that the borough has indicated that they have a location in mind for the Co-Op but have yet to reveal it.

--Mosteller Development: With Malcolm and Holly both unable to attend the meeting, there was not much of an update.

--F&M Hotel: With HARB approval, according to owner Tom Myles, work should begin by the end of 2015/beginning of 2016; when leases for the current tenants runs out.

--Zukin Hotel: Since the last meeting, Zukin received a judgment in his favor with his lawsuit vs. the borough. According to Dan's discussions with Mike Peronne, Zukin could begin sooner than most people think for this development.

--Theater: Because of a time constraint and a lack of cooperation with zoning. The UEA's solicitor has written a new ordinance that creates a cultural zone consisting of the Armory, Chester County Historical Society and the Christian Science church. The regulations will be different in that zone and If passed, they can green light to go ahead with the project. The comp plan people are on hold because of the visioning process.

Meeting adjourned at 9:00am

Next Meeting 6-2-2015

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)s

Downtown Business Almanac
West Chester Business Improvement District
May 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: 2

West Chester Food Market: 117 West Gay
Main Line Men's (Expansion): 131 West Market

Office: 2

The Brooks Group: 16 East Market
TrueMed Systems: 31 West Miner

Opening Soon: 12

Lorenzo & Sons pizzeria: 27 North High (August 2015)
Saloon 151: 151 West Gay (June 2015)
Nagasaki Noodle Bar: 113 West Market (June 2015)
Split Rail Tavern: 15 North Church (June 2015)
Jimmy Johns: 124 East Market (TBD)
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)
Stifel Investments: 15 East Gay (2015)
RapidDough: 30 South High (2015)
Riggtown Roasters: 126 North High (2015)
Firehouse 51: 30 North Church (2015)
West Chester Coffee & Ice Cream Shop: 6 East Gay (2015)

Closed Business: 2

Salad Works: 106 West Gay
Spice Indian: 113 West Market

Planned Business changes within the BID: 8

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)
Spare Rib set to be sold in the next 3 months
Wright Jewelers is going out of business (TBD)
Artifact Boutique is going out of business (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 to relocate to Salad Works location (106 West Gay) (June 2015)
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)

West Chester Business Improvement District
Design Meeting
February 6, 2015

MINUTES

In attendance: Ray Ott, Chair; Fred Gusz, Roy Smith, Greg Radford.
Staff: Malcolm Johnstone.

The committee discussed possible goals for the new 5 Year Plan for the BID.
Below are the suggestions:

- Replace outdoor signage at the Chestnut Street Garage.
- Replace signage on the Big Belly garbage cans.
- Partner with the Borough on a graffiti removal program.
- Develop a sustainable gum removal program.
- Explore continuing the façade improvement program.
- Develop a downtown banner program.
- Encourage ashtrays downtown on Big Belly cans.
- Work with Borough for a uniform mural program and regulations.

West Chester BID Customer Marketing Committee

April 16, 2015 | 8am | West Chester BID Conf. Rm.

Present: H. Brown, C. Meadows - **BID Staff:** M. Johnstone, E. McGuire

2015 West Chester BID Marketing Activity Report (April 2015)

National History Day

The BID recently sponsored the Historic Architecture Photography Contest as part of National History Day which was hosted in West Chester at CCHS on March 20-21. The winners were recognized by Mayor Comitta at the Wednesday Borough Council meeting.

Historic Preservation Month

Part of the requirements for sustaining the accreditation of the BID is to conduct activities that support the preservation-based ethic of West Chester during Historic Preservation Month in May. The requirements come from the National Trust for Historic Preservation, the National Main Street Center, and the Pennsylvania Downtown Center. This year, I am creating a series of twenty-one articles called WC History each of which will be released on a weekday. Each article is about some aspect of West Chester's history.

Inside Out Program

The Philadelphia Art Museum has selected West Chester for a three month staging of a public art project depicting 12-15 classical art works throughout the downtown. The project begins mid-August.

West Chester Book Proposed

Bruce Mowday has been asked to write a feature book on West Chester to be published this year by Arcadia. The BID has been asked to partner on this project.

Magazine Articles

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

VisitPhilly Photo Contest

VisitPhilly.com, a partner of the BID, is having a photo contest and is asking for submissions. How to enter:

- By May 3, 2015, entrants must submit a photo from one of the 15 Towns of the Philadelphia Countryside via the Facebook contest tab or by tagging a photo on Instagram or Twitter with the name of the town, #phillytowns and #phillytownscontest. Entrants can submit as many different photos as they'd like.
- Between May 5 and May 11, 2015, anyone can vote for their favorite photo from a list of up to 10 finalists.
- Prize: A two-night getaway to the Philadelphia region with lunch, dinner, attraction tickets and shopping gift certificates.

Current Marketing Items (reach)

- DowntownWestChester.com (314k)
- HotelsInWestChester.com (12)
- Facebook = Downtown West Chester, PA (188k)
- Facebook = Brandywine Traveler (20k)
- Downtown Guide Brochure/CTM distribution (50k)
- CVB Visitors Guide (100k)
- County Lines Magazine (60k)
- Pennsylvania Vacation Guide (450k w/readers service)
- West Chester Fig (85k w/social media)
- Parks & Rec Activity Guide full page (50k)
- Classic Towns Blog (1k)
- TV-Brandywine Visitors Channel (250k)
- Table Tours ()

VisitPhilly.com (1)
Philadelphia Map (250k)
Convention Center Visitors Guide (120k)
Main Line Today (50k)

TOTAL REACH: 2,000,000

Other:

Sidewalk Sale – Karen and Holly will coordinate with retailers to set a date for an August Sidewalk Sale.

Next Meeting: Thursday, May 21, 2015 – 8am – BID Office Conf. Rm.