

# WEST CHESTER BUSINESS IMPROVEMENT DISTRICT

## AGENDA

**BID Office – 137 N. High St.**

**November 12, 2019**

- I. **Introductions & Public Comment:** (S. Riper)
- II. **Approval of September Minutes** (S. Riper)
- III. **Comments of Chair:** (S. Riper)  
*-WC BID Public Meeting Dates 2020*
- IV. **Executive Director Report:** (M. Johnstone)
- V. **Treasurer/Finance:** *(See Reports)* (M. Reese)  
*-Preliminary Budget 2020*
- VI. **WCDF:** (M. Holliday)
- VII. **Borough Update:** (D. LeBold)
- VIII. **Committee Reports: See Reports**
  - Advocacy/Design (J. Dietrich)
  - Business Attraction (D. Wroten)
  - Marketing/Customer Attraction (S. Riper)
  - West Chester Restaurant Assoc. Update (A. Wetzel)*
- IX. **Other Business:**

**Next Meeting: Tuesday, December 10, 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**  
**October 8, 2019**

**Present Board:** T. Crisp, J. Dietrich, M. Holliday, D. LeBold, R. May, M. Reese, W. Scott, K. Winston, A. Wetzel, D. Wroten, M. Yoder  
**Absent Board:** M. Kichline, J. Long, L. Nelson, S. Riper  
**BID Staff:** M. Johnstone, E. McGuire, E. Steinman  
**Present Other:** Thomas Walsh – BID Business Attraction Committee

- I. Introductions & Public Comment:** No introductions. (A. Wetzel) The Chester County Restaurant Festival was a great day. Great weather, crowds, and no significant issues requiring police intervention. The popularity of the Church Street Beer & Wine Garden resulted in a \$3,500 donation to the West Chester Parks & Recreation Dept., to support the *Send a Kid to Camp* program. The downtown restaurant group is planning regular meetings, with the next scheduled for Nov. 4, to discuss reviving West Chester Restaurant Week, and a new “Dine Out Night” – monthly event for charity.
- II. Motion to Approve September Minutes.**  
*Motion Passed: (Wroten / Crisp)*
- III. Comments of Chair:** (M. Reese) Executive Committee considering potential conversation with the Borough regarding the feasibility of increasing the annual allotment to the BID, which has not increased since 2003. An increase of \$25-30,000 could be allocated to the Marketing Comm. budget. Diane pointed out that it is not likely that BID will see an increase in 2020, as the Preliminary Budget will be reviewed by the Finance Committee tonight. Bill Scott recommended that Malcolm attend tonight’s meeting to present the BID’s request for increased funding directly to the Committee, for possible consideration.
- IV. Executive Director Report:** (M. Johnstone) This month’s report focused on the activities and accomplishments of project driven ad hoc committees.
- V. Treasurer / Finance:** (M. Reese) *See Reports* \$26,000 in outstanding assessments. \$62,000 in budgeted expenses; \$40,000 in anticipated revenues.  
  
*Motion to Pass Resolution 2019-4 Imposing Attorneys’ Fees Upon Unpaid Annual Assessment for which Municipal Claims are filed.*  
  
*Motion Passed: (May / Crisp)*
- VI. Borough Update** (D. LeBold) Parking will consider changes to parking rates, and offering free parking for Shop Small Weekend.
- VII. WCDF** (M. Holliday) Tickets still available for the Oct. 17 West Chester Preservation Awards reception and ceremony. The Board allocated \$20,000 to local non-profit organizations through the WCDF’s 2019 grant program.
- VIII. Committee Reports:**  
**Advocacy** (J. Dietrich) Working on a plan for more community outreach regarding items that are important to downtown constituency. Review with Exec. Board the possibility of appointing a WCU student to the BID Board of Directors in an alternating one-year term, perhaps in an ex officio capacity. (Thomas Crisp, at today’s meeting, raised an issue concerning Uber and Lyft drivers discouraging passengers into West Chester- Advocacy will address this)  
**Business Attraction** (D. Wroten) Discussed wayfinding for boutiques, West Chester Cooperative considering move to 607 E. Market St. (currently The Great Pumpkin) Push to fill numerous 1<sup>st</sup> floor retail (or office) spaces, and 2<sup>nd</sup> / 3<sup>rd</sup> floor office vacancies.

**Committee Reports (Continued)**

**Marketing / Customer Attraction:** 2020 budget / plan discussions will continue at the October meeting. The Borough's Public Works Dept. will begin hanging white lights on lampposts, in preparation for the holiday season.

**IX. Other Business:** No new business.

**Next Meeting:** Tuesday, November 12, 2019 - 8am – BID / Chamber Conf. Rm.

## BID Meeting dates for 2020

All meetings held at the Business Improvement District office  
137 North High Street, West Chester PA 19380 | 610-738-3350

*Advertised meetings, open to the public:*

**Board of Directors**

Second Tuesday of the month, 8:00 am.

**Business Attraction Committee**

First Tuesday of the month, 8:00 am.

**Customer Attraction Committee**

Third Thursday of the month, 8:00 am.

**Advocacy & Design Committee**

Fourth Friday of the month, 8:00 am; except Nov 27 moved to Nov 20 and Dec. 25 moved to Dec. 18.

## **Manager's Report to West Chester BID Board of Directors**

Malcolm Johnstone, Executive Director | October 5, 2019 – November 8, 2019

### **Chester County Historical Society wins grant from National Trust**

Many thanks to the BID Board and volunteers for helping the Chester County Historical Society (CCHS) receive an award in the form of a \$150,000 grant from the National Trust for Historic Preservation's *Partners in Preservation* program. The funds will match a grant of \$80,000 from the Pennsylvania Historical and Museum Commission (PHMC). The grants will be used to replace their failing roof which threatens the priceless collections housed at CCHS due to leaks. An additional grant of \$10,000 was also provided to increase public awareness of CCHS and build grassroots support for our Main Street district. The total value of the campaign is \$240,000.

To reflect the need for roof and chimney repairs, the campaign was given the title *Under One Roof*. The National Trust, in partnership with Main Street America, American Express, and National Geographic provided a total of \$2-million in grant funds to thirteen qualifying institutions across the country. CCHS was one of twenty projects to be selected and was the only project located in Pennsylvania.

Between September 24 and October 29, community supporters were asked to *Vote Your Main Street* online for their local historic structure connected to women's history. In 1852, Pennsylvania's first Women's Rights convention was held at Horticultural Hall, now part of CCHS.

More than 1.1-million votes were cast. West Chester received 89,476 votes and ended the campaign in 4<sup>th</sup> position.

### **Tactical Urbanism**

P. Timothy Phelps, Executive Director of the Transportation Management Association of Chester County (TMACC) and former BID Board member, created the first demonstration of a parking protected bike lane in Pennsylvania which took place on West Market Street on October 19. Of course, new and experimental projects like this need new (and hard to remember) buzz words. Thus, the concept of *Tactical Urbanism* has now alighted upon the Borough.

### **Late breaking news**

As many already know, Catherine Seisson, owner of La Baguette Magique, has had to return to her home in France because of a personal illness. Fortunately, her prognosis is good. However, I have learned that her bakery has now been sold to Maria van Schaijik, owner of Andiaro Restaurant. To have one of downtown's finest restaurateurs expand in the BID is a testament to our vitality.

### **Vacation**

I will be out-of-town November 19 through December 4 but available by phone and email. Elizabeth and Elle will be available for meetings and most BID items.

**West Chester Business Improvement District  
Advocacy & Design Meeting  
October 25, 2019 | 8am  
MINUTES**

Present: Julie Dietrich, Chair; Fred Gusz, Will Williams, Jimmy Jefferis, Bruce Cavin, Ray Ott, and Tony Celia. Staff: Malcolm Johnstone

**Minutes**

September minutes were reviewed and approved. Jimmy/Fred

**Strategy for outreach and engagement with BID members (update)**

Julie Met with Mayor Herrin and Council President LeBold to discuss and identify a potential project scope to address parking in the campus and local community. The Borough and University aim to collect the data outlined prior to creating and assigning a specific parking project. The Commons project will be completed Fall 2020, offering a 450-space parking garage. Plans for decking parking lots at Chestnut & Church and Gay Street may also be considered.

Regarding potential West Chester University student advocacy collaboration, Julie indicated her outreach to work with Ken Winston and Malcolm to develop guidelines toward approval and sustaining an opportunity to have a student representative on the BID Board. Kenneth Winston had previously indicated that he knew of WCU students who may be interested in participating on the BID Board.

**Partners in Preservation**

As the final days of voting in the Partners in Preservation campaign approach, it appears that West Chester will be in the top three to five positions. Online voting is crucial for maintaining this status.

**Transitional planning and grant request**

Malcolm indicated that an application for a \$10,000 matching grant to the DCED to help pay for professional consulting services appeared to have support at DCED. Funding will be dependent on the state budget priorities.

**TMACC Bike Lane Demonstration**

With the apparent success of the Market & Church Street Bike Lane Demonstration project on October 19, conducted by the Transportation Management Association of Chester County, Tactical Urbanism projects may become more prevalent in West Chester. The project created a bike lane in the parking lane on the south side of Market Street between Church and Darlington.

**Mayor's Clean and Green Program**

Malcolm described a pilot area in the downtown for use of the gum machine.

**West Chester Business Improvement District**  
**MINUTES**  
**Business Attraction Committee**  
**November 5, 2019 | 8am**

Present: Denise Wroten & Ken Winston, Co-Chairs; Thomas Walsh. BID Staff: Malcolm Johnstone.

**Minutes**

The minutes October 1, 2019 were presented and accepted with corrections.

**Partners in Preservation**

The Partners in Preservation campaign has been completed with West Chester placing 4<sup>th</sup> (out of 20) in the voting portion but 1<sup>st</sup> in procuring the largest amount of grant funds, which was \$240,000 for CCHS.

**West Chester Food Coop and Post Office redevelopment**

The effort of the West Chester Food Co-op to take over the business and location of the Great Pumpkin on East Market has stalled, hopefully just temporarily. Should they be successful, it was agreed that efforts to make the street more business and pedestrian friendly would be in order.

**Information Center**

The impracticality of a visitor's center at 137 N High has led to scaling the project back to be an information center for the Chamber and BID. Denise and Dave Fairman will be part of the "Info Center development Team".

**WCU students for BID Board**

Ken would like to see WCU students that are doing business activities in the area participate on the BID Board.

Next Meeting: December 3, 2019

**DOWNTOWN BUSINESS ALMANAC**  
**Business Attraction Committee**  
**December 3, 2019**

Total Number of Businesses: 597

Number of restaurants/entertainment: 88 (15%)

Number of Retail: 73 (12%)

Number of Professional Services: 439 (73%)

**Now Open**

**Retail: 0**

**Restaurant: 0**

**Retail Service: 1**

Safe Harbor Body Adornment: 129 N Church

**Office/professional service: 0**

**Opening Soon/pending (P): 6**

Hotel Indigo: Gay & Walnut (P)

Mercato Brewery Pub: 9-7 N Church (P)

JP Morgan Chase: 1 S High

Stove & Tap: 158 W Gay (P)

Barber Supply: 108 W Market

Meatball U.: 30 S High

**Closed/Moved: 0**

**Business changes within the BID: 2**

Verrica Pharmaceuticals, 10 N High, is expanding to 44 West

STP Investment Services, 158 W Gay, is expanding to 44 West.



### **Available retail/restaurant properties (14)**

The Board has asked that a survey be done indicating available retail fronts downtown. This is about a 2.7% vacancy by number of structures (261).

#### East Gay:

- 29 E Gay (old Social, available in spring 2020, Zukin)
- 100 E Gay (old Adagio)

#### West Gay:

- 44 West (under construction, available spring 2020, Eli Kahn)
- 130 West Gay (old Moonflower)

#### East Market:

- 123 E Market (Wroten)

#### West Market:

- 106 W Market (old Refinery)
- 124 W Market (old HealthMarkets)

#### North High:

- 9 N High (BB&T)

#### South High

- 35 S High (Samuel Barber birth home)

#### North Church:

- 129-131 N Church (Old HSHC)

#### South Church:

- 29 S Church (Halladay's)

#### North Walnut

- 5 N Walnut (old dentist office)

#### West Miner:

- 31 W Miner

#### Wilmont Mews:

- 18 Wilmont Mews (law office)

**West Chester BID  
Customer Attraction / Marketing Committee  
October 17, 2019**

**PRESENT:** H. Brown, T. Crisp, D. Fairman, B. Galante, J. Long, C. Meadows  
**BID STAFF:** M. Johnstone, E. McGuire, E. Steinman

**Customer Attraction / Marketing Plan / Budget 2020 Draft:** (In order to keep all budget / plan discussion points and decisions together, the notes from the September meeting are carried over, below, to be included with the notes from the October meeting.) The BID Board of Directors has approved moving ahead with a request to the Borough Finance Committee a request for \$30,000 in additional allocation funding for 2020.

**-Website Redesign: Priority!**

**-Taste West Chester:** Proposed at \$12,000 annually, Taste WC promises a dedicated downtown West Chester dining publication, to replace the WC Press, three times per year. Includes strong social media, digital, and video components. Further discussion tabled until WC Press presents the details of the proposal, in person, to the committee.

**-CCHS History Day / Preservation Month:** At \$5,000, the BID has continued to be the single cash sponsor of the annual program. While supporting preservation efforts does contribute toward fulfilling one of the goals in the BID 5-year plan, the committee is questioning why other cash sponsorships are not being pursued. C. Meadows pointed out that, last year- at the request of the committee, CCHS prepared and submitted to Malcolm a report of estimated costs and values. The committee will consider the report in their discussions at the October meeting.

**-Swingin' Summer Thursdays / WC Al Fresco:** The BID saw a major increase in public safety cost in 2019. The number of officers required has been bumped up from two to four, and the hourly rate has increased, as well.

**-Sidewalk Sale / Customer Appreciation:** (K. Cavin) Keep as annual events- Budgeted at \$1,000

**Updates/Discussion:**

**Christmas Holiday Decorating Contest:** Tim Vaughan and PAC members remain enthusiastic about judging this year's contest. Include a social media "most likes" campaign.

**Shop Small - DLN Promote?**

**Holiday Season:** Borough Public Works has begun installing white lights on downtown lampposts, the WCDF will, again, sponsor Christmas Caroling throughout the holiday season. Consider stations with free donuts and cider on Saturdays in December.

**Website Design Project:** BID Staff and Ad Hoc Committee

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

**Downtown Events / Promotions / WCU Happenings:**

**-Uptown! (RTC) Cabaret (Oct. 4 - 20), Into the Woods (Dec. 13-29), Puttin' on the Glitz (12/31/19)**

**-CCHS: Partners in Pres. Open House (10/19/19), Halloween Ball (Oct. 26), Renovations Jan-June 2020.**

**-Halloween Parade - 10/23**

**-WCU Homecoming Weekend - 10/25-27**

**-Shop Small West Chester Weekend - 11/29-12/1**

**-Holiday Decorating Contest: (Judging) Week of Dec. 2**

**-West Chester Christmas Parade - 12/6**

**Next Meeting:** Thursday, November 21, 2019 - 8am - BID / Chamber Conf. Rm.

# Social Media Report: September/Early October 2019

By Elle Steinman | West Chester BID

**Total Followers: 38,939 38,603 (+336)**

Facebook (@DowntownWestChesterPA): 29,227 (+39)

Instagram (@downtownwestchesterpa): 7,414 (+272)

Twitter (@downtownwcpa): 2,298 (+25)

## Monthly Highlights:

Shop Small West Chester Weekend - Facebook Ad



### Details (so far):

- 444 Event Responses from Ad (654 total)
- \$280 Spent - \$5 Per Day (.82% Result Rate)
- More than half are interested in Friday, then Saturday

### Demographics:

- 88% Women
- Ages 45-64

Fig/Tailor Made Media Video Collaboration – Facebook & Instagram Boost



### Details:

- \$60.00 Boost over 4 Days
- 744 Thru Plays (Cost Per: \$0.08)

### Demographics:

- 76% Women
- Ages 25-44
- Placement: IG Feed --> FB App --> IG Stories

## Upcoming Events & Hashtags:

10/17: West Chester Historic Preservation Awards #WCHistory

10/19: CCHS Open House & Block Party #WCHistory

10/23: Halloween Parade #WCHalloweenParade

11/1: First Friday #WCFirstFriday

11/10: Veteran's Day Parade

11/29-12/1: SHOP SMALL WEST CHESTER WEEKEND #WCShopSmall

12/3: Giving Tuesday (Are we doing this?)

5:25 PM  
 11/05/19  
 Cash Basis

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

	Jan - Oct 19	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
BID Lein Legal Fee Reimbursed	900.00	2,100.00	-1,200.00	42.9%
BID Prop Asmt.-Late Fees 2018	624.67			
BID Property Assessment - 2017				
BID Prop Asmt.-Late Fees 2017	56.58			
BID Property Assessment - 2017 - Other	593.22	0.00	593.22	100.0%
<b>Total BID Property Assessment - 2017</b>	<b>649.80</b>	<b>0.00</b>	<b>649.80</b>	<b>100.0%</b>
BID Property Assessment - 2018	5,652.65	0.00	5,652.65	100.0%
BID Property Assessment - 2019	289,961.04	309,670.00	-19,708.96	93.6%
Borough of West Chester In Lieu	85,000.00	85,000.00	0.00	100.0%
WCDF Program Income	0.00	15,000.00	-15,000.00	0.0%
<b>Total Income</b>	<b>382,788.16</b>	<b>411,770.00</b>	<b>-28,981.84</b>	<b>93.0%</b>
<b>Gross Profit</b>	<b>382,788.16</b>	<b>411,770.00</b>	<b>-28,981.84</b>	<b>93.0%</b>
<b>Expense</b>				
<b>BID OFFICE OPERATIONS</b>				
<b>Bank Fees / Overdraft Charges</b>				
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%
<b>Total Bank Fees / Overdraft Charges</b>	<b>18.07</b>	<b>0.00</b>	<b>18.07</b>	<b>100.0%</b>
Accounting/Audit	7,337.50	7,200.00	137.50	101.9%
Bookkeeping Expense	3,202.50	4,200.00	-997.50	76.3%
Downtown Welcome Center	0.00	0.00	0.00	0.0%
<b>Insurance</b>				
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%
<b>Total Insurance</b>	<b>4,380.00</b>	<b>4,475.00</b>	<b>-95.00</b>	<b>97.9%</b>
Legal Fees / Assessment Coll.	4,439.19	3,000.00	1,439.19	148.0%
Office Equip. Maint./Repair	778.83	1,800.00	-1,021.17	43.3%
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	680.00	900.00	-220.00	75.6%
Postage	653.16	525.00	128.16	124.4%
Printing	0.00	525.00	-525.00	0.0%
Rent	23,066.89	25,164.00	-2,097.11	91.7%
Train. & Dev. / Conf.	2,664.62	2,000.00	664.62	133.2%
Utilities	4,245.58	4,500.00	-254.42	94.3%
Website / Computer/ Phone	4,500.00	4,000.00	500.00	112.5%
<b>Memberships / Subscriptions</b>				
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%
<b>Total Memberships / Subscriptions</b>	<b>1,725.00</b>	<b>3,300.00</b>	<b>-1,575.00</b>	<b>52.3%</b>
<b>Total BID OFFICE OPERATIONS</b>	<b>60,476.13</b>	<b>65,139.00</b>	<b>-4,662.87</b>	<b>92.8%</b>
<b>BID COMMITTEE EXPENSE</b>				
<b>ADVOCACY</b>				
Clean & Green	28,182.50	25,000.00	3,182.50	112.7%
<b>Total ADVOCACY</b>	<b>28,182.50</b>	<b>25,000.00</b>	<b>3,182.50</b>	<b>112.7%</b>
<b>MARKETING</b>				
<b>HYPER-LOCAL MARKETING</b>				
County Lines Magazine	3,812.50	3,000.00	812.50	127.1%
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 October 2019**

	Jan - Oct 19	Budget	\$ Over Budget	% of Budget
WC Parks & Rec Guides	0.00	1,000.00	-1,000.00	0.0%
<b>Total HYPER-LOCAL MARKETING</b>	<b>18,731.90</b>	<b>19,500.00</b>	<b>-768.10</b>	<b>96.1%</b>
<b>DESTINATION MARKETING</b>				
Hotel Marketing Programs	100.00	120.00	-20.00	83.3%
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%
<b>Total DESTINATION MARKETING</b>	<b>5,400.00</b>	<b>5,420.00</b>	<b>-20.00</b>	<b>99.6%</b>
<b>MEDIA SPONSORSHIPS</b>				
Gallery Walk Sponsorship	3,000.00	2,500.00	500.00	120.0%
Swingin' Summer Thursday	3,320.00	2,500.00	820.00	132.8%
UPTOWNI Marketing Support	0.00	5,000.00	-5,000.00	0.0%
<b>Total MEDIA SPONSORSHIPS</b>	<b>6,320.00</b>	<b>10,000.00</b>	<b>-3,680.00</b>	<b>63.2%</b>
<b>Support Marketing</b>				
CTM Brochure Distribution	9,506.25	11,000.00	-1,493.75	86.4%
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...	4,337.00	2,412.00	1,925.00	179.8%
<b>Total Promotions/Customer Attraction</b>	<b>7,337.00</b>	<b>5,412.00</b>	<b>1,925.00</b>	<b>135.6%</b>
Website Enhancements/SEO	3,400.00	4,135.00	-735.00	82.2%
<b>Total Support Marketing</b>	<b>20,263.25</b>	<b>20,547.00</b>	<b>-283.75</b>	<b>98.6%</b>
Downtown BANNER Program	0.00	0.00	0.00	0.0%
Gift Card Program				
Bank Fees	35.00			
<b>Total Gift Card Program</b>	<b>35.00</b>			
UP ON THE ROOF	-440.00			
<b>Total MARKETING</b>	<b>50,310.15</b>	<b>55,467.00</b>	<b>-5,156.85</b>	<b>90.7%</b>
<b>Total BID COMMITTEE EXPENSE</b>	<b>78,492.65</b>	<b>80,467.00</b>	<b>-1,974.35</b>	<b>97.5%</b>
<b>PERSONNEL</b>				
Payroll Processing Expense	1,417.75	2,000.00	-582.25	70.9%
BID Employer Taxes	11,749.56	13,910.00	-2,160.44	84.5%
<b>Director Salary &amp; Benefits</b>				
Director Salary	76,182.00	91,610.00	-15,428.00	83.2%
Dir. Consulting Exp.	0.00	0.00	0.00	0.0%
<b>Director Benefits</b>				
Director Health Ins	50,028.60	24,430.00	25,598.60	204.8%
Director HSA contribution	6,000.00	3,000.00	3,000.00	200.0%
Director Dental	1,013.88	1,014.00	-0.12	100.0%
Director Retirement Exp	1,523.60	1,830.00	-306.40	83.3%
Director Benefits - Other	-545.00	-654.00	109.00	83.3%
<b>Total Director Benefits</b>	<b>58,021.08</b>	<b>29,620.00</b>	<b>28,401.08</b>	<b>195.9%</b>
Director T&E Expenses	942.71	2,299.00	-1,356.29	41.0%
<b>Total Director Salary &amp; Benefits</b>	<b>135,145.79</b>	<b>123,529.00</b>	<b>11,616.79</b>	<b>109.4%</b>
Employee - Health Insurance Ben	0.00	0.00	0.00	0.0%
<b>Office Manager Salary &amp; Benefit</b>				
Office Manager Salary	37,671.16	45,204.00	-7,532.84	83.3%
<b>Office Manager - Benefits</b>				
Office Manager Health Ins	42,908.13	24,430.00	18,478.13	175.6%
Office Manager HSA	6,000.00	3,000.00	3,000.00	200.0%
Office Manager Dental	1,774.29	1,014.00	760.29	175.0%
Office Manager Retirement Exp	753.40	900.00	-146.60	83.7%

5:25 PM  
 11/05/19  
 Cash Basis

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

	Jan - Oct 19	Budget	\$ Over Budget	% of Budget
Total Office Manager - Benefits	51,435.82	29,344.00	22,091.82	175.3%
Total Office Manager Salary & Benefit	89,106.98	74,548.00	14,558.98	119.5%
Communications Salary & Benefit				
Comm Specialist Salary	30,362.71	36,435.00	-6,072.29	83.3%
Comm Specialist Benefits				
Comm Specialist Health Ins	21,411.84	10,690.00	10,721.84	200.3%
Comm Specialist HSA	3,000.00	1,500.00	1,500.00	200.0%
Comm Specialist Dental	643.92	322.00	321.92	200.0%
Comm Specialist Retirement Exp	607.20	730.00	-122.80	83.2%
Total Comm Specialist Benefits	25,662.96	13,242.00	12,420.96	193.8%
Total Communications Salary & Benefit	56,025.67	49,677.00	6,348.67	112.8%
Total PERSONNEL	293,445.75	263,664.00	29,781.75	111.3%
Suspense	200.00			
Total Expense	432,614.53	409,270.00	23,344.53	105.7%
Net Ordinary Income	-49,826.37	2,500.00	-52,326.37	-1,993.1%
Net Income	-49,826.37	2,500.00	-52,326.37	-1,993.1%