

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT AUTHORITY

Tuesday, October 14, 2014

Agenda

BID Office – 119 N. High Street

- I. Introductions & Public Comment (Smith)
-WC BID By-Laws
- II. Approval of September Minutes (Smith)
- III. Comments of Chair (Smith)
- IV. Executive Director Report (Johnstone)
- V. WCDF (Wileczek)
- VI. Treasurer & Finance (Blakely)
-Resolution #5-2014
- VII. Committee Reports:
 - a. Advocacy (Gusz)
 - b. Business Attraction (May/Walsh)
 - c. Design (No Meeting/No Update) (Ott)
 - d. Marketing / Customer Attraction (Meadows)
- VIII. Other Business:

Next Meeting: Tuesday, November 10, 2014 – 8am – BID Office

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
September 9, 2014

Present Board: C. Blakely, H. Brown, P. Comerford, F. Gusz, L. Nelson, R. May,
R. Ott, B. Scott, T. Walsh, A. Wetzel, K. Wileczek, M. Yoder
Absent Board: R. Costello, C. Meadows, R. Smith
BID Staff: M. Johnstone, E. McGuire; Dan Price – *4 Points Consulting*

I. Introductions & Public Comment: No Introductions / Public Comments

II. Approval of August Minutes:

Motion to approve August Minutes, as amended:
Motion Passed: (Ott / Gusz)

III. Comments of Chair: (Scott) - A representative from WCU has been invited to address the Parking Committee regarding the potential for additional designated parking areas in the southeast. There was discussion about the Aug. 29th appearance of the Budweiser Clydesdales in Downtown West Chester. The event was a huge success – with the Police estimating crowds at 15,000. Both the BID and Chamber have met with Frank Herron to discuss the possibility of another appearance in 2015, and to offer organizational assistance in the planning process. Malcolm was asked to send a letter of appreciation to the Police Chief.

IV. Executive Director Report: (Johnstone)

Malcolm reviewed analytics and reported that, despite multiple technical setbacks, there was a 52-percent increase in traffic during August over the same period, last year. Distributed and reviewed remarks in a letter from Karen Marshall regarding the Post Office “suggesting development of a legal commitment for future owners to provide public access to the [Post Office] property”.

V. WCDF: (Wileczek) The Board/Lance Nelson finalizing details in the process for the WCDF to receive funds from the WC Civic Assoc. The Historic Preservation Awards Ceremony will take place Oct. 21 at CCHS. The Board has approved a \$3,000 sponsorship of the UEA’s Gala event, and a \$2,500 donation to the Charles A. Melton Center.

VI. Treasurer & Finance: (Blakely): Budget Report Distributed

Motion to approve 2014 Budget Revision #1.
Motion passed: (Nelson / Walsh)

The DRAFT – September 4, 2014 - 2015 Annual Goals of the West Chester BID was distributed / discussed:

- Marketing – “Heart of the Brandywine Valley” Campaign - \$15,000
- Advocacy – “Preservation Ethic Development”
- Design – Banner Program - \$15-25,000
- Business Attraction – Catalyst Program for Retail Expansion

Motion to approve materials, as presented by the Executive Director, for presentation to Borough Council as part of the 2015 budget process.

Motion passed: (Nelson / Yoder); Bill Scott – Nay, citing the need for clarification of Advocacy’s Preservation Ethic Development goal.

VII. Committee Reports:

a. Advocacy: (Gusz) *See Report*

Parking: Downtown Parking Ad Hoc Advisory Committee: Roy Smith, Fred Gusz, Jim Jones, Malena Martinez, Frank Herron, Pamela Grossman, and Malcolm Johnstone. **Rezoning Ordinance:** Borough Council announced that no action will be taken concerning the Mayor's veto of the rezoning ordinance for Pfizer and 220 Chestnut St. The veto stands. **Post Office:** No new action has been taken to move the divestment and relocation of the Post Office.

b. Business Attraction: (May/Walsh) *See Report*

UEA Gala - October 11th at Winterthur. Proposed development plans for the Armory property 20% complete. The developers of the First Block presented plans to the Chamber of Commerce Board, seeking to garner support beyond the BID. Tom Walsh suggested adding more information to the office component on the website, and working with existing businesses to move second floor office space. Currently, there are fourteen available retail spaces within the BID District. Four businesses opening soon, Second Time Around has closed, and OBVI to close shortly.

c. Design: (Ott) No Meeting/No Report Tim Vaughan has produced a preliminary set of renderings for the Banner Program.

d. Marketing: (Johnstone) MLT October issue, featuring Downtown West Chester will be printed in late September, along with 2,000 West Chester 2015 Visitor Guides. The BID sponsored horse-drawn carriage rides during the September 5th First Friday event.

Next Meeting: Tuesday, October 14, 2014 – 8am – BID Office

Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | September 6 – October 9, 2014

West Chester Historic Preservation Awards reservations requested

If you haven't already made your reservation to the Historic Preservation Awards -- Tuesday, October 21, 2014, 8am to 10am -- please do so. It's at the Chester County Historical Society, 220 North High Street, offers a yummy Continental breakfast and is presented by the volunteers of the West Chester Downtown Foundation. Also, it's free. But seating is limited and reservations are requested by October 14, 2014. Contact Elizabeth at 610-738-3350.

StanAb announces opening of Chestnut Street Lofts

The Chestnut Street Lofts, a 60-unit residential complex by The StanAb Development Company, are now leasing apartments at 117 East Chestnut Street just steps from shopping and dining in historic downtown West Chester. "The Chestnut Street Lofts is the first lifestyle-inspired apartment community of its kind in Chester County," said Tony Stancato, Co-Owner of StanAb Development Company. Apartment units feature nine-and-a-half foot ceilings, in-unit washer & dryer, large window fixtures with views of West Chester, designer flooring, granite countertops, fully-applianced kitchen, a breakfast bar, and options that include balcony units, additional storage, ADA options, as well as an IKEA furnished units.

But wait! That's not all!! Residential amenities include a fitness room, community room with televisions, a bar, social activities, outdoor garden with seating areas, firepit, grills, complimentary WiFi, complimentary morning coffee bar, covered parking, 24-hour emergency staff, secure controlled access, and keyless entry systems.

WCU Intern (sort of)

Mustafa Filemban, a history major at West Chester University, is assisting the BID by researching and writing an article on Squire William Everhart, the early West Chester developer, abolitionist, politician, and sole surviving passenger of a tragic ocean shipwreck. Under my supervision, he will be conducting research at the Chester County Historical Society and preparing an article for inclusion at DowntownWestChester.com. This will fulfill a certain required community service.

West Chester to receive emergency generators for traffic lights

At a time when Chester County is celebrating National Preparedness Month, the Chester County Commissioners have announced the availability of 188 generators for use by municipalities in the event of a major power outage. Purchased through an Urban Area Security Initiative (UASI) grant secured by the County's Department of Emergency Services, the generators will be used by 37 municipalities in Chester County that have heavily traveled routes and busy intersections regulated by traffic lights. West Chester Borough and West Chester University are among the recipients.

Quote of the Day

"Downtown West Chester is a HUGE HIT with our guests. Everyone loves it! We are so happy we chose this location." -- Alexandra, regarding an out-of-town company event, September 2014

2015 Annual Goals for West Chester BID

September 2014

Contact: [Malcolm Johnstone](#)

The Borough of West Chester and the stakeholders of downtown -- mostly family owned businesses -- share a common interest of the need to attract more visitors. Businesses seek to gain more customers and the Borough seeks to increase revenues from parking fees and fines.



Beyond the regular activities of the West Chester BID, found in the [Five Year Plan](#) and approved by the Borough Council, and that have

proven to be effective in sustaining downtown West Chester, there are four new goals for 2015 that are considered essential in moving the downtown to the next level for attracting customers and businesses, promoting Historic Preservation, and beautifying the downtown.

By moving beyond the hyper-local market and engaging more of the millions of the leisure travelers that visit eastern Pennsylvania each year, enhancing the West Chester BID programs will continue to add to the economic vitality and livability of West Chester.

MARKETING

Heart of the Brandywine

The Borough's economy continues to see growth in tourism and visitor oriented development continues to expand quicker than other sectors. Partnerships with the more than 100 regional attractions are becoming an essential component of directing this growth to establish West Chester as a hub for increased visitorship in downtown.

Goal: Expand the tertiary marketing efforts of the BID to be inclusive of the Brandywine Valley through multiple platforms on both the internet and conventional media. Partners: Fig; WC Chamber; Longwood Gardens; area attractions. Cost: \$15,000.

ADVOCACY

Preservation Ethic Development

The historic buildings and public spaces of a traditional commercial district enrich civic life and add value on many levels to the community. Developing a historic preservation ethic is an ongoing process of education and discovery for a community. Communities that have embraced a strong historic preservation ethic are successful in saving, rehabilitating, and finding new uses for traditional commercial buildings.

Goal: Showcase good development projects where a community can share in expanding its knowledge of local history and best practices for historic preservation that will foster sustainable growth compatible with the architectural characteristics of the West Chester historic districts. Cost: TBD

DESIGN

Banner Program

The light poles downtown have brackets that support banners, all of which have had to be removed due to age and disrepair. An active banner program provides a sense of place while

highlighting features of the community that reflect the culture, history, and livability of West Chester.

Goal: Initiate a banner program using the 200 downtown banner poles that would include the various recognitions received by the Borough. This includes the establishment of the historic district, along with the recognition of such designations as Distinctive Destinations, Best of Philly, Classic Towns, Tree City USA, Inclusive Communities, Preserve America, and the accomplishments of BLUER. Cost: \$15,000 - \$25,000.

BUSINESS ATTRACTION

Catalyst Program for Retail Expansion

Business Attraction is a regular function of a downtown revitalization program. However, it must be understood that an effective program is more than simply identifying a few business types that add to the downtown retail mix. The National Main Street Center, a subsidiary of the National Trust for Historic Preservation, characterizes such a program as Economic Restructuring to "strengthen downtown's existing economic assets while diversifying its economic base." It emphasizes that there should be a holistic approach that recognizes the understanding of how the downtown market mix effects the micro-economy and livability of the community.

Goal: Develop an interactive map and development calendar to identify available space with an understanding of future development projects. cost: \$10,000.

ACTION PLANS for MARKETING and ADVOCACY

MARKETING

PROGRAMS

- \$15,000 : Heart of the Brandywine
- \$ 1,000 : Downtown Event Card
- \$10,000 : Downtown Guide Brochure/CTM distribution (50,000)
- \$ 3,000 : MLT Visitors Guide (35,000)
- \$ 1,000 : Marketing Outreach
- \$ 1,000 : CVB Visitors Guide (2x25,000)
- \$ 3,000 : County Lines Magazine (15,000 x 4 = 60,000)
- \$ 2,000 : Direct mailing (5,000)
- \$ 8,000 : West Chester Fig (82,000 plus 3,300 social media)
- \$ 8,250 : West Chester Chamber
 - \$ (250 : Print ad Chamber)
 - \$ (2,500 : Old-Fashioned Christmas Chamber)
 - \$ (2,500 : Iron Hill Twilight Race Series Chamber)
 - \$ (3,000 : Gallery Walk (sponsorship))
- \$ 7,466 : Pennsylvania Vacation Guide (450,000 w/readers service)
- \$ 1,000 : Parks & Rec Activity Guide full page (16,500 x 3 = 49,500)
- \$ 200 : CVB Road Signage
- \$ 2,500 : Classic Towns (membership)
- \$ 3,000 : TV (Brandywine Visitors Channel, summer quarter)
- \$ 2,000 : Fashion Show (sponsorship)
- \$ 5,000 : History Day/Preservation Month (sponsorship)
- \$ 2,000 : Restaurant Week (sponsorship)
- \$ 2,800 : Swingin' Summer Thursday (sponsorship)
- \$ 4,200 : Website/Social Media (365,000)
- \$ 1,300 : TV
- \$ 6,284 : Print/design/photo

\$90,000 : TOTAL

ADVOCACY

Preservation Ethic Development

Action Plan

- 1) Review and integrate the Implementation Program from the West Chester Comprehensive Historic Preservation Plan (Adopted by West Chester Borough Council April 20, 2011).
- 2) Support and promote the following preservation events:
 - >> March: National History Day; partner: Chester County Historical Society
 - >> May: Historic Preservation Month; partner: National Trust for Historic Preservation
 - >> June: Town Tours; partner: County of Chester
 - >> September: Chester County Day; partner: Chester County Historical Society
 - >> October: West Chester Historic Preservation Awards; partner: West Chester Downtown Foundation
 - >> December: Little Lincolns Gettysburg Address Contest; partners: HARB, Chester County Community Foundation
- 3) Create a West Chester History Walking Map (print & web) as a walking guide to locations and structures that tell the story of West Chester Borough. Partner: TBD
- 4) Utilize e-books as a platform for historic articles. Examples:
 - >> Launching Abraham Lincoln's Campaign for the Presidency: the story of how West Chester produced Abraham Lincoln's first biography that helped send him to the White House.
 - >> Hidden in Plain Sight: the STONE RELIEFS of Harry Rosin.
- 5) Blog book reviews using excerpts to promote local historic books in the style of Delancy Place. Partner: Chester County Historical Society
- 6) Promote the Time Machine project that uses enhanced reality overlaid on historic structures that show what they once looked like. Partner: Chester County Historical Society
- 7) List the interpretive signs extant in West Chester on-line, posting their location. Partner: Explore PA History
- 8) Use This Place Matters developed by the National Trust to identify structures that may be challenged. Partner: HARB
- 9) Use the downtown banner program to tie-in with historic recognitions.
- 10) Continue to develop the Historic Milestones of West Chester webpage.
- 11) Secure State Facade Improvement Grant funds. Partner: PA Department of Community & Economic Development.

**West Chester Business Improvement District
Advocacy Meeting
September 26, 2014
Minutes**

In Attendance: Fred Gusz, Chair; Dick Yoder, Staff: Malcolm Johnstone, Dan Price.

The previous meeting minutes were reviewed.

2015 Annual Goal Action Plan

Malcolm presented an action plan for implementation for the 2015 Primary Goal of the Advocacy Committee for the BID. It was made clear that the Action Plan should be considered a living document dependent on the resources and opportunities that are available. See Action Plan attached.

Proposed Plaza Development at Gay & Church

Eli Kahn is scheduled to present the plan for the Mosteller Corner Redevelopment to the Borough Council on October 14, 2014.

Post Office

In a phone-in meeting that occurred September 18, 2014, with postal and preservation authorities, there was discussion concerning the historic covenants and possible requirement of keeping the Post Office at its current location as well as a consideration of a public access requirement. No other action has taken place to move the divestment and relocation of the Post Office.

Chestnut Street Lofts

The Chestnut Street Lofts, 117 E Chestnut Street, is now leasing apartment and there will be a reception on Thurs, October 9, 5-7pm at the location. Members of the BID are invited.

Minutes
Business Attraction Committee
West Chester Business Improvement District
October 7, 2014

In Attendance: Richard May, Tom Walsh, Chris Blakely, Holly Brown, Roy Smith, Greg Radford, Fred Gusz

Staff: Malcolm Johnstone, Daniel Price

Introduction & Comments: Richard May called the meeting to order at 8:00 a.m. The minutes were approved (Motion made by Fred Gusz, seconded by Chris Blakely)

First Block Public Meeting: Malcolm distributed the notice of the public meeting for the proposed development on the Mosteller site. The meeting will take place Tuesday October 14th, 7 pm at Borough Hall. It was encouraged that all board members attend. There was brief discussion on the project and the committee decided not to take a position until after the public meeting. Holly also spoke to Cassandra Jones and requested CTY call be put in to notify the residents.

Post Office/Co-Op: There was a conference call this past month with interested parties to discuss the aspects of preserving the building and historical aspects not only on the exterior, but also the interior. It was also requested that potential buyers keep this space for public access. The retail overlay district would require that, but it is the committees hope to not only keep the post office in this site, but also use it for the proposed Co-Op. The Co-Op has identified many downtown properties, but the post office is at the top of their list. Roy noted that it was his understanding that the Post Office intends to move out of the property, but is not opposed to staying once a purchaser emerges. Currently the building is not yet listed, and no time table was given as to when that will happen.

Hotel(s) update: Dan is working with Zukin Realty to get renderings of the proposed hotel at Walnut and Gay so that they can be added to their page on the BID website. This project is currently in a lawsuit with the Borough.

The owners of the F&M building are proposing a boutique hotel with new design features to the top floor. The owners are proposing building an enclosure to go around the cell phone towers with a mesh wrapping that resembles the existing design. There was an informational meeting on this proposal with HARB last week, but no action was taken. A rendering was passed out for the committee to view.

Program Manager Report: Dan informed the committee of the recent availability of 6/8 East Gay Street and he is working with a few different parties to purchase it. Dan is also working with Zukin Realty to purchase the Swope building or 20-22 North Church to partner with the former Jazmine Thai license.

Almanac: Four new businesses have opened this past month. There was discussion on Salon Ooh La La moving and the possibility of that becoming an extension of the Hotel Warner. Dan will be working with Brian McFadden on this possibility

GIS Map: Dan & Malcolm are currently at an impasse. Malcolm will be discussing the status of this project with the executive board due to financial sensitivity of the project. An update will hopefully be given at the next meeting.

Theater: The group has hired an architect, construction manager and consultant. They are currently working on obtaining assembly zoning for the site. The capital campaign is kicking off and the gala is Saturday October 11th. An expected open date is late 2015/early 2016.

Meeting adjourned at 9:15 a.m.

Business Attraction: Program Manager's Report: October 2014

Retail Space: 13

Gay: 5

- 127 West (Laurentos)
 - Recent Action: Gave property owner a potential tenant in La Baguette Maquie.
 - Strengths: Large building centrally located on Gay Street.
 - Weaknesses: Property owner has shown limited interest in renting the facility
- 117 West (Gay Street Commons): Have reached out to a prospective business to move in this fall.
 - Recent Action: Have spoken to two potential art galleries about the space.
 - Strength: Finished retail space centrally located on Gay Street.
 - Weaknesses: Potential tenants so far have not liked the entrance to the space.
- 6 East (Main Line Men's)
 - Recent Action: Spoke to new representative for the property. Gathering a few leads.
 - Strengths: A lot of window space in one of the best locations in town.
 - Weaknesses: Has remained vacant for some time and will need work to repair
- 15 East (Susquehanna Bank)
 - Recent Action: Explored possibility of a visitors center
 - Strengths: Large building with distinct architecture in the heart of town.
 - Weaknesses: Past potential tenants have expressed disinterest because of cost.
- 152 East Gay (Viteese Cycling)
 - Recent Action: Have given the property owner a few leads
 - Strengths: Will be located right across from new apartments being built. Great window space
 - Weaknesses: Currently in an area that is low on foot traffic.

Market: 3

- 2 West (F&M)
 - Recent Action: Bottom floor has a rendering for a high end restaurant. Have given two restaurants information on this site. There has been talk of a boutique hotel.
 - Strengths: Beautiful building in a great location
 - Weaknesses: A lot of additional investment to convert to restaurant/hotel. An additional liquor license will be needed as well.
- 16 East (First Niagara)
 - Recent Action: Currently no office prospects. A few businesses have been walked through.
 - Strengths: Professional office space from past use with potential to be a great retail space in a section of town that is light on retail.
 - Weaknesses: Substantial renovations will need to be made if converted to a retail space.
- 38 East (Subway)
 - Recent Action: May have a potential sandwich shop to fill site
 - Strengths: near bars that have high late night traffic
 - Weaknesses: Property is rather small and has limited options of use.

High: 3

- 1 South (Swope Building)
 - Recent Action: Currently exploring a potential buyer and tenant
 - Strengths: Beautiful building at the towns second biggest intersection
 - Weaknesses: Past potential buyers and tenants have been reluctant of the price

- 21 South (RKM)
 - Recent Action: Have shown the property to two potential businesses, with no success
 - Strengths: Large space with great retail potential based on surrounding businesses
 - Weaknesses: Renovations should be made to accommodate additional uses.

- 30 South High
 - Recent Action: Met with a potential business (Smashburger out of Radnor) about moving in
 - Strengths: Great location with great window space. Close to the garage
 - Weaknesses: Quick turnover of recent business after years of stability may be an issue.

Church Street: 2

- 20-22 North:
 - Recent Action: Currently exploring the possibility of new buyer
 - Strengths: Large building that is completely empty and will be across from new development
 - Weaknesses: Major renovations will need to be done in order to make retail/restaurant

- 9 North:
 - Recent Action: Have not explored anything with this building
 - Strengths: Centrally located property a half a block away from potential new development
 - Weaknesses: Have not been able to track down property owner. Not currently marketed.

Office Space: 8

220 West Gay

10 North Church

120 North Church

15 West Gay

121 North Walnut

17 W. Miner/Wilmont Mews

Market and Darlington NE Corner building

7 West Gay (Above Iron Hill)

Downtown Business Almanac
West Chester Business Improvement District
October 2014

Total Number of Businesses: 526
Number of restaurants: 71 (13%)
Number of Retail: 83 (15%)
Number of Professional Services: 375 (72%)

Now Open

Retail/Restaurant: 4

Clout: 145 West Gay Street

Lincoln Room: 16 West Market Street

Gemelli: 12 West Market

Mustard Greens: 151 West Gay (formerly Kooma Viet)

Office: 0

Opening Soon: 8

BoxCar Brewery: 142 East Market (Fall 2014)

Mercato: 33-39 W. Market (Fall 2014)

The Master's Baker: 319 West Gay (Former Beans): (Fall 2014)

Couch Tomato Café: 31 West Market (Fall 2014)

Classic Diner: 16 East Gay Street (November 2014)

Lorenzo & Sons pizzeria: 27 North High (Winter 2014)

La Baguette Magique: 202 West Market (January 2015)

Mediterranean Bakery: 154 W. Gay Street (2015)

Closed Business: 0

Planned Business changes within the BID: 4

Main Line Men's Clothing to expand into 131 West Market

Obvi set to close in the coming months

Silvanus set to close at the end of November

Salon Ooh La La moving to 133 North Church Street (TBD)

Recently moved or potential relocation of business: 0

West Chester Business Improvement District
Design Meeting
October 3, 2014

MINUTES

In attendance: Ray Ott, Chair; Fred Gusz, Roy Smith, Tom Walsh.
Staff: Malcolm Johnstone, Daniel Price.

Malcolm reminded the group of the presentation scheduled for the Mosteller Development at Borough Council, Tuesday, October 14, 2014, 7pm at Borough Hall. Comments were made that a security plan for the plaza should be understood.

Regarding the banner program, the primary concern is who should be responsible for the costs of replacing 200 banners. Because the Borough had initially paid for the program through the wayfinding program, and it is one-time capital expenditure (although recurring as banners need to be replaced), it was agreed that there should be discussion with the Borough about providing funds for the project.

Dan suggested a proposal for gum removal on the sidewalks that would include a cost of about \$15,000 to be divided between the BID and WCDF.

West Chester BID Customer Marketing Committee

September 18, 2014 | 8am | West Chester BID Conf. Rm.

Present: P. Comerford, D. Fairman, M. Manning, C. Meadows, A. Vasko

BID Staff: M. Johnstone, E. McGuire

YTD Budget Report: No Report Distributed

2015 West Chester BID Marketing Program PROPOSAL DRAFT Sept. 2014: Distributed and reviewed. Requesting an additional \$15,000 to increase the marketing budget to \$90,000. Other significant changes include: "Heart of the Brandywine" promo. Budgeted at \$15,000, this will support the development of partnerships around attractions that draw travelers/customers to the area. Longwood Gardens is an example of a successful reciprocal link, which, in the first year, became the #1 referral for Downtown West Chester. Originally budgeted at \$19,000, the Downtown Retail & Restaurant Guide brochure expense is reduced to \$10,000 – to eliminate the redesign/reprint of a new brochure, but maintaining the contract with CTM for distribution of the remaining 50,000 guides, through 2015.

West Chester (MLT) 2015 Visitor Guide: October issue w/2,000 overprints will be out in late September.

First Fridays: Discussed opportunities for the BID to promote themed events during February, March, April, November and June, with particular focus on February 6th. Retailers could promote as a winter-themed event, w/Valentine's Day and other specials, appetizers, winter beverages, music, luminaries, lights/snow in windows.

Black Friday: Free garage and on-street parking on Nov. 28th. Businesses need to promote to their customers.

FUNDED PROGRAMS

- \$ 775 : Downtown Event Card
- \$18,015 : Downtown Guide Brochure/CTM distribution (75,000)
- \$ 3,000 : MLT Visitors Guide (35,000)
- \$ -0- : Marketing Outreach
- \$ 1,000 : CVB Visitors Guide (2x25,000)
- \$ 3,000 : County Lines Magazine (15,000 x 4 = 60,000)
- \$ 2,000 : Direct mailing (5,000)
- \$ 8,000 : West Chester Fig (64,000)
- \$ 1,000 : West Chester Chamber
- \$ 250 : Print ad (Chamber)
- \$ 250 : Old-Fashioned Christmas (Chamber)
- \$ 500 : Iron Hill Twilight Race Series (Chamber)
- \$ 6,566 : Pennsylvania Vacation Guide (450,000 w/readers service)
- \$ 675 : Parks & Rec Activity Guide full page (16,500 x 3 = 49,500)
 - \$ 100 - Bethany Kopp, design
- \$ 4,319 : Print Media/Other
- \$ 200 : CVB Road Signage
- \$ 2,500 : Classic Towns (membership)
- \$ 1,500 : Brandywine Visitors Channel, summer quarter
- \$ 2,000 : Fashion Show (sponsorship)

\$ 3,000 : Gallery Walk (sponsorship)
\$ 2,000 : Restaurant Week (sponsorship)
\$ 1,500 : Swingin' Summer Thursday (sponsorship)
\$ 5,100 : WinterFest (sponsorship)
\$ 5,000 : History Day/Preservation Month (sponsorship)
\$ 3,000 : Website/Social Media (365,000)
\$76,000: TOTAL

Next Meeting: Thursday, October 18, 2014 – 8am – BID / Chamber Conf. Rm.