

## *DRAFT -- September 4, 2014*

### **2015 Annual Goals West Chester BID**

September 2014

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 that have proven to be effective in sustaining downtown West Chester, there are four primary 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 and establishing West Chester as a hub for visitorship encouraging more visitors to stay longer 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 traditional media. 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.

## **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.