

The Next Five Years “Main Street” Plan

1. BID Authority Organization
2. Design and Appearance
3. Economic Assets
4. Marketing and Promotion
5. Safe Clean Green

Highlights of the Plan

NEW EXPANDED SERVICES STARTING 2016:

- Full time focus on business attraction
- Enhanced destination marketing
 - Sustainable banner program

1. BID Authority Organization

- Enhanced capacity funded by assessment increase
 - Leadership and Succession
 - Strategic Focus
 - Enhanced Communications

2. Design and Appearance

- Infill/redevelopment
- Historic preservation
- Congestion mitigation
- Signage- banners
 - Public Art

3. Economic Assets

- Mix of Uses: Increased / more enduring utilization of real property assets
 - Tourism amenities
 - Transportation enhancements and alternatives

4. Marketing and Promotion

- Enhance recognition of West Chester as a “destination”
 - Regional reach and beyond
- Market segmentation /niche consumers

5. Safe Clean Green

- Reduction of alcohol related nuisance
 - Building condition monitoring
 - Graffiti and gum removal

Questions?

West Chester

Thank You

Our vision is a healthy, vibrant, diverse, and pedestrian oriented downtown, with a richly preserved history, supported by an engaged community that values and protects the things that make West Chester a special place.