



Main Street Revitalization Initiative

MALVERN BOROUGH, CHESTER COUNTY, PENNSYLVANIA

Communities that have Successful Revitalization Initiatives

- ▶ West Chester Borough
 - ▶ West Chester Borough created a Business Improvement District (BID) implementing a business tax district established in 2000 to increase customer traffic and sales, retain/ expand and recruit viable business, and advocate the interests of downtown to government agencies. There is an executive director with 2 full time staff that reports to a 15-member Board of Directors. Funding for the (BID) is from taxes collected and significant donations including the Borough. The Board of Directors are appointed by the WC Borough Council and hold substantial influential positions within the Chester County Community. The BID is reauthorized every 5 years.
- ▶ Phoenixville Borough
 - ▶ Phoenixville Borough employs a full-time Community Development Coordinator. The Borough acquisitioned the Parking Authority and created a Parking Department, generating revenue for the Borough to sustain and contribute to the local business community. There are paid Borough employees to issue tickets and enforce parking. The business leadership, Borough Council, and Borough Staff work together to support the business district.
- ▶ Kennett Square Borough
 - ▶ Kennett Collaborative, a non-profit organization, which entails an Executive Director with 2 full time and 3 part-time staff members that reports to a 12-person Board of Directors. The Board of Directors hold substantial influential positions within the Chester County Community and are responsible for the success of Kennett Collaborative in conjunction with the borough staff. Funding for the Kennett Collaborative is obtained from various events to support the community and significant donations obtained including the Borough as well as Kennett Township.

Malvern Borough's Needs

- ▶ Community Development to educate and inform the surrounding areas and local Community of all King Street and Malvern Businesses have to offer
- ▶ Filling Vacancies located on King Street
- ▶ Creation of events to bring foot traffic to the area to support local businesses
- ▶ Business Support
- ▶ Create Community Partnerships to promote and help implement community events and programs.

What is an Executive Director?

- ▶ An executive director sits at the helm of a non-profit organization, steering it, managing its operations, and carrying out a mission according to the strategic direction of a Board of Directors. In many ways, the role is similar to that of a chief executive officer (CEO) in a for-profit corporation. By-laws are created for both the ED and Board to adhere to.
- ▶ Both West Chester and Kennett Square Boroughs have full time executive directors that have led to successful revitalization of each of their communities.
- ▶ Executive Directors have a background and expertise in fund raising showing a proven track record. The funds raised support the salaries of the organization, the budget created, as well as initiate the organization's key goals and functions.

FUNDING SOURCES

- ▶ American Rescue Act Funds have been designated for Economic Revitalization in Malvern Borough. This funding is required to be spent by no later than December 31, 2024. There is currently \$87,050 to be spent.
- ▶ A Board of Directors is typically created to help sustain the organization they are responsible for helping to manage, including fundraising. (i.e. Veteran's Association, Habitat for Humanity, Kennett Collaborative, West Chester's BID, etc...) Board members are expected to donate to the organization they serve as well, with their time and/or finances.
- ▶ County, State, and Federal Agencies award grants to organizations being created and which are deemed sustainable (can show a budget and the ability to execute their objectives).

NEXT STEPS

- ▶ The Business Community has requested that there be a revitalization initiative and effort made with Borough Assistance. Council Member Frederick and the Borough's Management Team has conducted a factual analysis of the various options available to create a successful program. Please consider the following recommendations this evening:
 - ▶ Create a timeline in Year 2023 to establish either a BID or Non-Profit entity to work in conjunction with the Malvern Business and Professional Association
 - ▶ Designate ARPA funding, a specific amount, to create the BID or Non-Profit entity. Either option requires an executive director salary be established, as well as the appropriate legal paperwork to be created and filed. The BID would require hearings before the Borough Council to create such.
 - ▶ Commitment from Borough Council and Malvern Borough to support the revitalization initiative, upon deciding on an approach, for years to come.



Discussion & Questions?