

LARGE-SCALE EVENT IN WEST CHESTER BOROUGH

FEASIBILITY STUDY

Planning Studio A
Fall 2024





LARGE-SCALE EVENT IN WEST CHESTER BOROUGH

FEASIBILITY STUDY

Paul Brower

Michael Clements

Isaac Gabriel

Kevin Glovas

James Griffin

Daniel Hoffman

Annalise Large

Erin Luchetti

Evan McCaffrey

Evan Measel

Alden Ritchey

Jeffrey Rosenberger

Emilie Shultz

Lawrence Sokol

Thamar Speksnijder

Noelle Mlynarczyk

This document is submitted in partial fulfillment of the requirements for course **PLN 403/503: Planning and Design Studio A** under the instruction of **Dr. Matin Katirai**.

The views and opinions expressed in this document are those of the authors and do not necessarily reflect the views or positions of any entity they represent.

Introduction	10	
Conceptual intent	12	
About West Chester	13	
Objectives	16	
Overarching Vision	19	
Challenges and Opportunities	20	
Engagement	22	
West Chester Community Survey	25	
Results	26	
Community Stakeholders, Public Officials, and Partner Organizations	31	31
Governmental	31	
Emergency Services	33	
University Services	34	
Transportation	35	
Existing Conditions	36	
Regulatory Framework	38	
Key Ordinance Sections	38	
Role of Chester County and Larger Government	40	
Process for Show, Carnivals, and Parades Hosting (§ 91)	41	
Sites of Interest	43	
Gay Street	42	
Market Street	44	
West Chester University Academic Quad	48	
Analysis	50	
Metrics for Site Evaluation	52	
Results	54	
Transportation Analysis	54	
Public Safety Analysis	55	
Public Safety Analysis Continued	56	
Land Use Planning Analysis	56	
Summary of Site Opportunities & Constraints	57	
Gay Street	57	
Market Street	57	
West Chester University Academic Quad	58	
Everhart Park	58	
Recommendations	60	
Event Types	62	
Overview	62	
Music Events: Harmonizing Venues and Performances	63	
Markets: From Pop-ups to Permanent Fixtures	64	

Food Events: A Feast for the Streets	64
Races: Running with the Borough’s Character	65
Cultural Events: Celebrating Community Spirit	65
Sustainability	66
Overview	66
Creating a Sustainability Framework	66
Waste Management	67
Water Conservation	67
Power Conservation	69
Food & Drink Management	70
Public Awareness & Education	71
Vendor Regulations	74
Funding and Setup	75
Overview	75
Funding Sources	75
Implementation Resources	79
Event Branding and Visual Communication	80
Overview	80
Sample Event Materials	80
Digital Resources	85
Social Media	89
Interactive Planning	91
Next Steps	92
Sample One Year Timeline	96
12 months out	96
11 Months out	96
10 Months out	97
9 Months out	97
8-7 Months out	97
6/5 Months out	98
4 Months out	98
3 Months out	98
2 Months out	99
1 Month out	99
Week Of Event	99
Day Before/Of	99
Post Event	100
Important Notes	100
References	104
Appendices	106

ACKNOWLEDGEMENTS

GIS

Noelle Mlynarczyk

Emilie Shultz

Daniel Hoffman

Evan McCaffrey

Kevin Glovas

Paul Brower

Michael Clements

Annalise Large

Thamar Speksnijder

Technology

Alden Ritchey

Annalise Large

Community Engagement

Paul Brower

Michael Clements

Daniel Hoffman

Annalise Large

Erin Luchetti

Evan McCaffrey

Evan Measel

Alden Ritchey

Noelle Mlynarczyk

Writing and Research

Paul Brower

Isaac Gabriel

Kevin Glovas

James Griffin

Jeffrey Rosenberger

Noelle Mlynarczyk

Marketing and Design

Isaac Gabriel - designed this report

Michael Clements

Evan Measel

Annalise Large

Regulations and Ordinances

Kevin Glovas

Paul Brower

Noelle Mlynarczyk

Thamar Speksnijder

Transportation

Noelle Mlynarczyk

Daniel Hoffman

Evan Measel

Jeffrey Rosenberger

Alden Ritchey

Thamar Speksnijder

Public Safety

Emilie Shultz

Daniel Hoffman

Kevin Glovas

Annalise Large

Thamar Speksnijder

Sustainability

Evan McCaffrey

Paul Brower

Annalise Large

Alden Ritchey

Erin Luchetti



Conceptual intent
About West Chester

12
13

INTRODUCTION

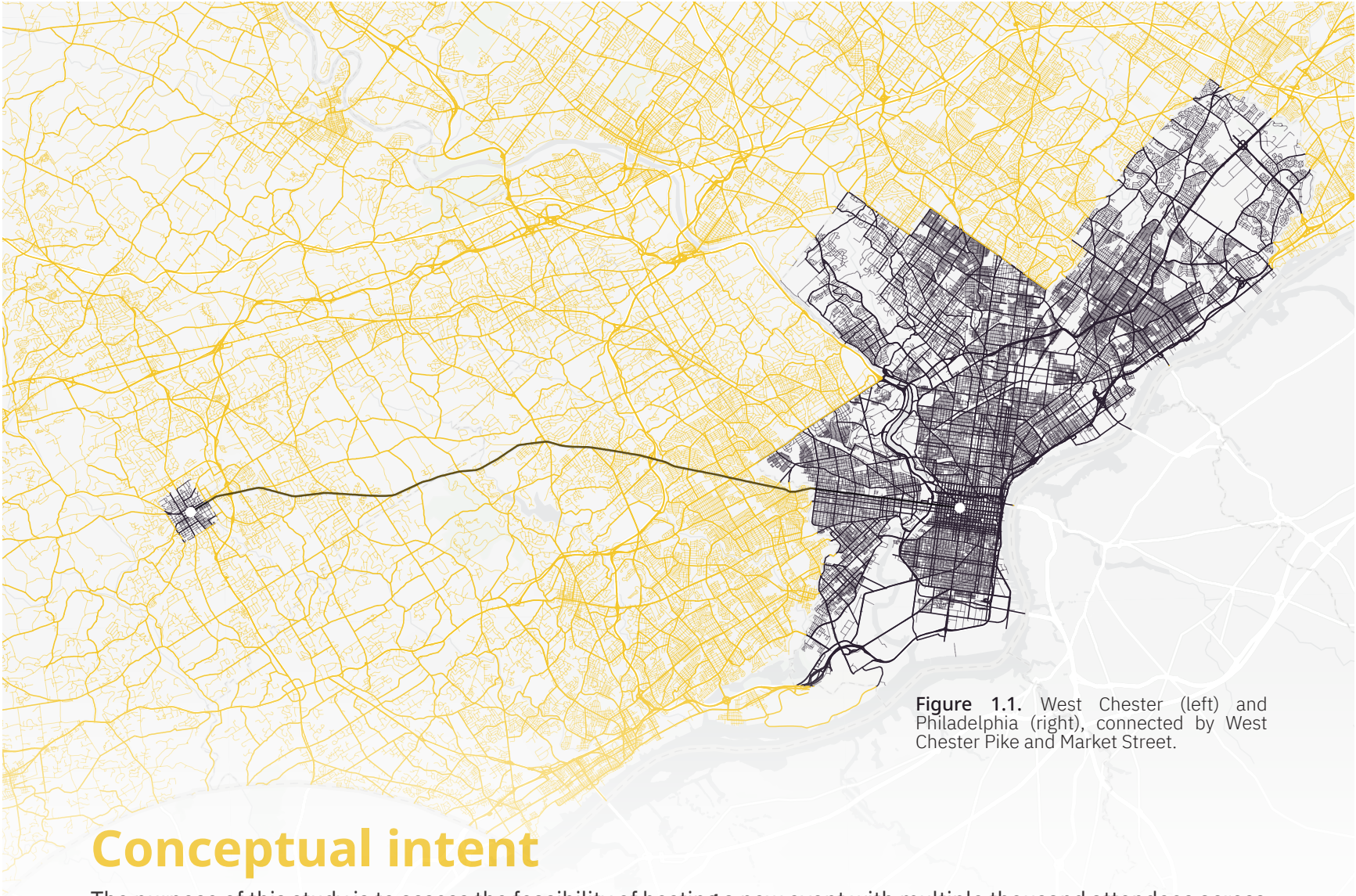


Figure 1.1. West Chester (left) and Philadelphia (right), connected by West Chester Pike and Market Street.

Conceptual intent

The purpose of this study is to assess the feasibility of hosting a new event with multiple thousand attendees across four sites within West Chester borough, Pennsylvania (hereafter, "the Borough"). As shown above in , West Chester borough is located in central Chester County, roughly 25 miles from the City of Philadelphia.

About West Chester

The Borough of West Chester, established in 1799 as the county seat of Chester County, has historically been an important regional center. Recognized by the National Trust for Historic Preservation as a Distinctive Destination in 2006, the 1.8 square mile area features historic neighborhoods, a lively Downtown with shops and dining, and a mix of public, private, and non-profit employers. The local economy thrives on educational, governmental, and professional sectors, significantly boosted by West Chester University. Cultural life includes university programs, galleries, and performance venues. The Borough is also noted for its environmental sustainability initiatives, including projects for promoting sustainable practices and community engagement in eco-friendly activities.



Figure 1.2. West Chester Borough

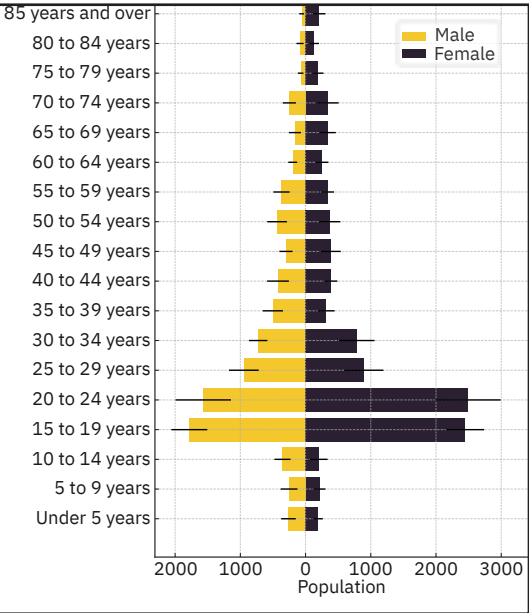
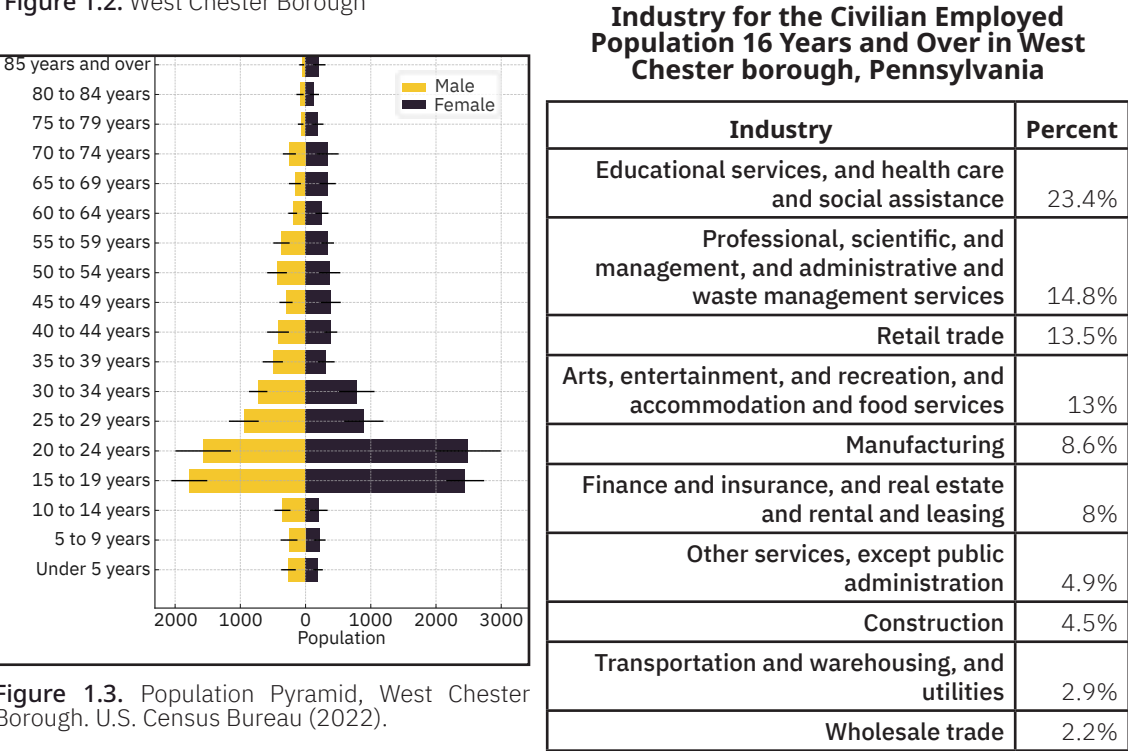


Figure 1.3. Population Pyramid, West Chester Borough. U.S. Census Bureau (2022).

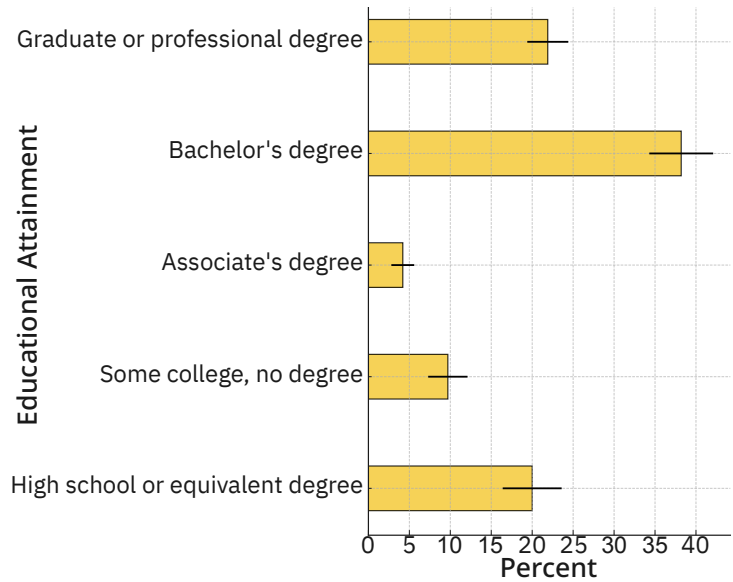


Figure 1.4. (Left) Educational Attainment in West Chester (U.S. Census Bureau & U.S. Department of Commerce, 2023b)

Education levels are high, with 55.6% of the population holding a bachelor’s degree or higher, significantly above the Pennsylvania state average of 35.5%. **Economically, West Chester supports 1,261**

businesses employing 10,743 people. The median household income is \$71,875, reflecting a stable economic foundation, although the borough’s poverty rate is 21.0%, higher than the state average of 12.0%.

West Chester is a diverse and dynamic community with a total population of 18,671 as recorded in the 2020 Decennial Census. The largest ethnic group is White alone, accounting for 13,473 residents, followed by 2,309 Hispanic or Latino residents and 1,859 Black or African American residents.

Figure 1.5. Population by Racial Identity. Data from U.S. Census Bureau (2020b).

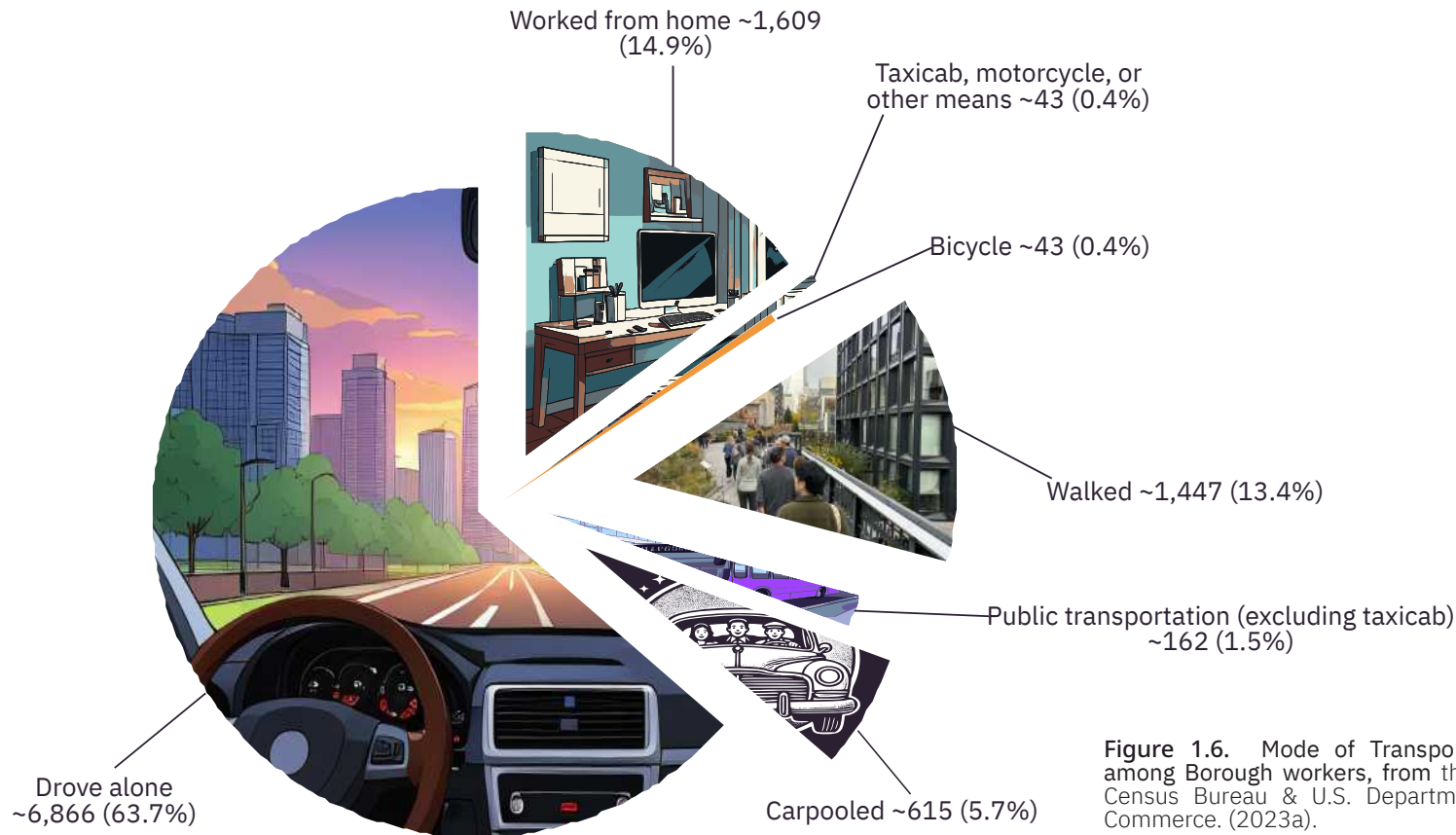
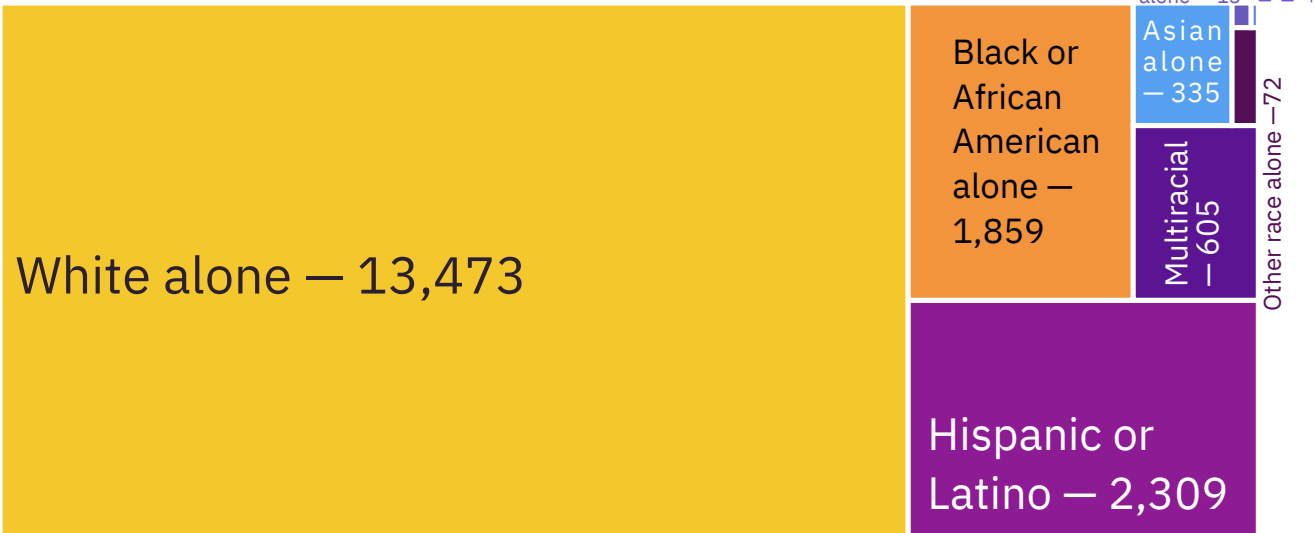


Figure 1.6. Mode of Transportation among Borough workers, from the U.S. Census Bureau & U.S. Department of Commerce. (2023a).

Commuting patterns show that 66% of residents drive alone to work, while 14.4% walk, indicating the compact nature of the community. Smaller percent carpool (4.8%), use public transportation (1.4%), or bike (0.5%). The employment rate stands at 62.4%.

The Borough contains significant housing infrastructure, with a median home value of \$528,571, approximately 45% higher than the Pennsylvania average, suggesting a competitive real estate market. The median gross rent is \$1,517, and the homeownership rate is notably low at 32.9%, compared to the state’s

69.5%. **Challenges in the area include healthcare access**, with 6,996 residents lacking coverage, and 11.6% of the population identified as disabled. **Despite these challenges, West Chester remains a community marked by educational achievement, business activity, and a walkable urban environment.**



Overarching Vision	19
Sustainability	
Community Engagement	
Identifying Common Issues	
Providing Resources and a Roadmap	
Challenges and Opportunities	20

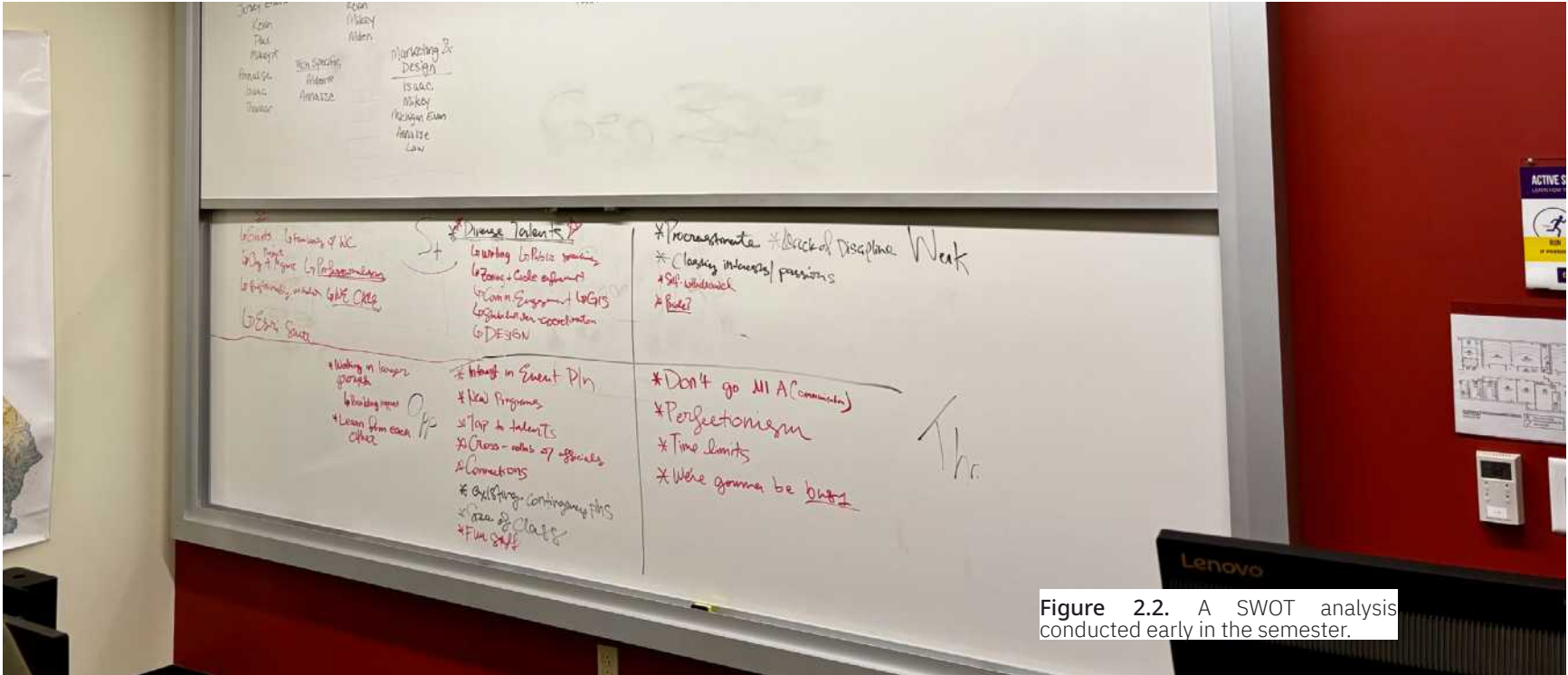


Figure 2.2. A SWOT analysis conducted early in the semester.

Challenges and Opportunities

Hosting an event in West Chester poses challenges, but also presents a variety of opportunities. **One key challenge is acquiring the proper permits and insurance from applicants, vendors, and subcontractors.** Permit applications can be complicated, with strict requirements and restrictions. Event holders must also be aware of who owns the roads on which

the event will be held for any necessary road closures. This is especially important for events hosted on Gay Street and Market Street, as the event planners must have approval to shut down sections of the street before the event is held. **Funding can also be a challenge, as event costs can quickly add up,** requiring securing grants and stakeholders, which may also be difficult. With greater scale comes a greater need for amenities and security, which are non-negotiable. Another **concern is site constraints,** as the event

planners must think about the venue’s ability to accommodate the anticipated number of attendees and their parked vehicles, as well as rerouting traffic around the venue for non-attendees. It’s vital to ensure there are enough waste disposal stations and bathrooms, and that the space can handle larger crowds if necessary. **Public safety is another aspect that may present challenges, as the venue must allow easy Police, Fire and EMT access in an emergency, along with the ability to ensure the**



enforcement of public safety measures. On the other hand, hosting an event in West Chester can present several opportunities. West Chester’s location within Southeast Pennsylvania allows for **relatively easy access via highway** from much of Chester County, Delaware County, Montgomery County, Philadelphia, and northern Delaware can also access the Borough within an hour’s drive. The vibrant downtown that **West Chester prides itself on allowing events**

to be very enjoyable for the public and provide an economic boost to local businesses. West Chester University, also within the Borough, provides a potential target demographic of young adults with time to spare and interests to partake in. **Events that can engage with local businesses and cultural groups serve to strengthen and showcase the area’s unique communities and amenities.** Incorporating sustainability into the fabric of an event, with goals to reduce water usage, waste, and emissions,

or including a charity component to an event’s structure can boost local morale, increase awareness of the cause, and inspire positive change.



West Chester Community Survey	25	
Results	26	
Demographics		
Event Satisfaction		
Areas for Improvement		
Safety Perception		
Preferred Event Locations		
Desired Events		
Takeaways		
Community Stakeholders, Public Officials, and Partner Organizations	31	
Governmental	31	
Emergency Services	33	
University Services	34	
Transportation	35	

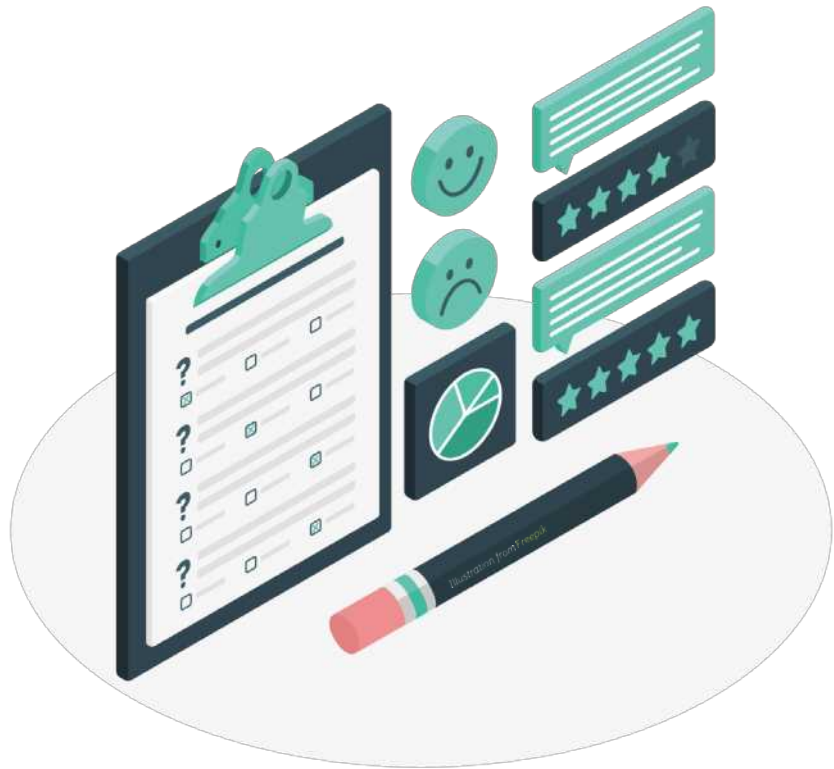


Figure 3.1

West Chester Community Survey

The Community Engagement Team compiled a brief 12 question anonymous survey to better understand interest and feedback on existing events held in West Chester, and a potential future event coming to the Borough. Any adult visiting or living in West Chester was encouraged to share their thoughts by spending a few minutes answering logistical and demographic questions. This survey was hosted on Google Forms. The Studio Team distributed the survey over the course of a week in late October, 2024 via QR code. No personally identifying information was collected at any point in this process. Respondents were found primarily by asking passersby on West Chester University campus and throughout the Borough, by sharing the survey digitally with students, and by prominently displaying the QR code at the University’s Urban Planning Day event tabling. The survey responses may be decently representative of undergraduate students at the University, but not of Borough residents or those visiting the Borough.

The team inquired about respondents’ experience with existing events: what respondents liked and disliked about

these events, what about past events in West Chester could be improved, where respondents would be more likely to attend an event in West Chester, what transportation mode respondents would use to arrive at an event in West Chester, what type of event respondents would be more likely to attend, and whether respondents felt safe at events in West Chester.

The team followed these event-related questions with demographic questions: approximate age, gender, race and/or ethnicity, if the respondent was a student of West Chester University, and if the respondent lives in West Chester.



Figure 3.2. This flyer was used to distribute the survey across the community.

RESULTS

Demographics

Considering this survey was conducted primarily on West Chester University campus, the demographic profile of the survey reveals that most respondents were undergraduate students (72.1%), aged 18-24 (75.6%), and white (73.3%). This younger, college-aged crowd make up a large fraction of the Borough's population, and are a notable audience willing and able to attend events held in the area.

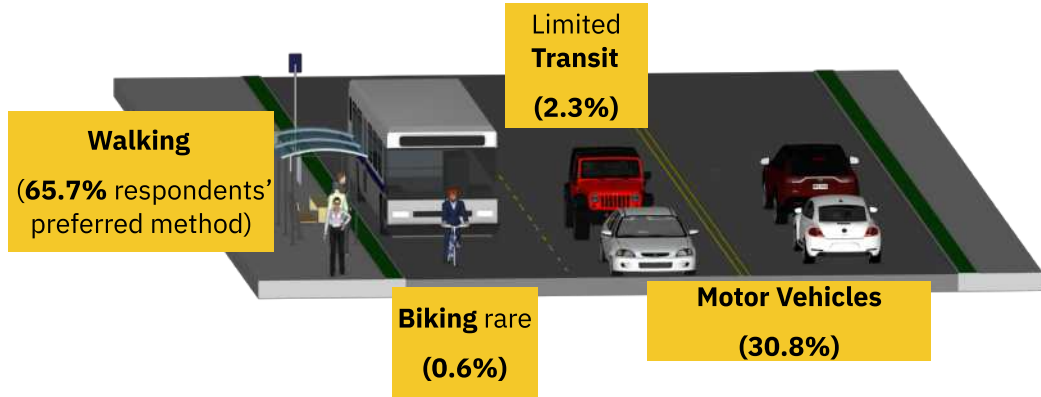
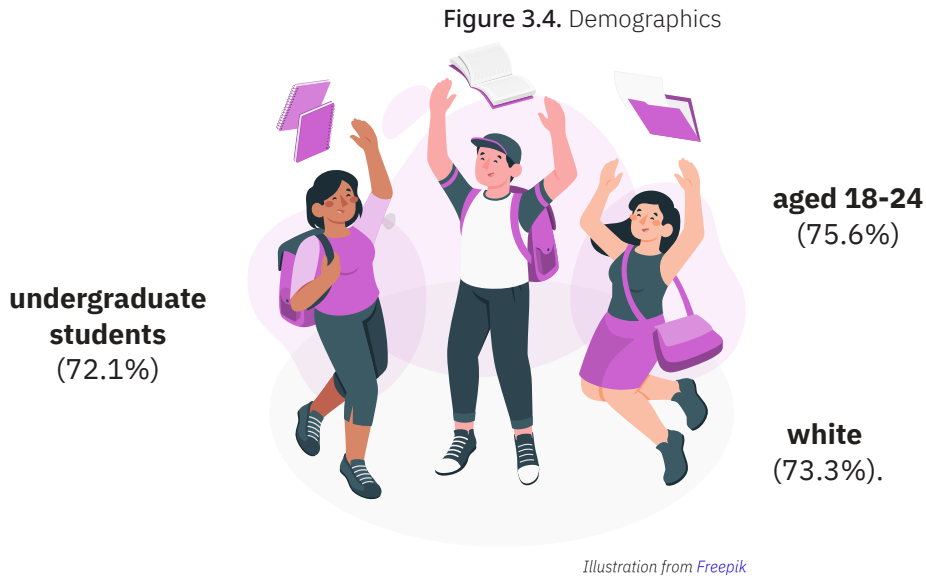


Figure 3.3. Modes of Transportation

Mode of Transportation

Per the surveyed respondents, the most common mode of transportation used to attend events in West Chester is walking, with 65.7% of respondents choosing this as their preferred method. This suggests that many attendees live within walking distance of event venues. Cars are the second most common method of transportation at 30.8%, indicating that a considerable amount of people in and around West Chester rely on personal vehicles. Public transportation and biking are much less common, accounting for only 2.3% and 0.6% of responses, respectively. This may point to a limited amount of reliable public transport or bike-friendly infrastructure within West Chester, which could be an area for improvement.

Areas for Improvement

When identifying aspects of West Chester events that can be improved, respondents were asked to select all that apply or write in their own answer. Respondents overwhelmingly identified parking (55.8%) and traffic (39%) as the top concerns within this multiple-choice question. This could be remedied by notifying the public about road closures. Additionally, overcrowding (36%) and issues with advertising/marketing (30.2%) were also mentioned, pointing to better crowd management and more effective promotion of events as areas to be improved.



Figure 3.5. Satisfaction

Event Satisfaction

Most respondents (81.4%) reported that they had never disliked an event held in West Chester. However, 18.6% said to have had negative experiences, citing reasons such as poor organization, lack of excitement, accessibility issues, and inadequate parking. These criticisms highlight areas to be improved, including better coordination, more engaging programming, and enhanced accessibility.



Figure 3.6. Improvements

Takeaways

Overall, survey respondents have a favorable view of events in West Chester, with most participants expressing that they feel both safe and enthusiastic about attending. Respondents showed a preference for music and culinary events held within the walkable core of the Borough. The most pressing issues with West Chester events, based on respondents’ feedback, are crowd and traffic management, as well as parking. Increasing the variety, cost profile, and accessibility of events could help expand the reach and appeal of these community gatherings.

In future research, a second round of survey distribution focused on Borough residents and frequent visitors unaffiliated with the University would complement this survey well, providing a window into demographics and attitudes underrepresented here.

Community Stakeholders, Public Officials, and Partner Organizations

GOVERNMENTAL



Lillian L. DeBaptiste

Mayor of West Chester
ldebaptiste@west-chester.com



Patrick McCoy

President, Borough Council
pmccoy@west-chester.com



Nicole Scimone

Vice President, Borough Council
nscimone@west-chester.com

Theresa Eadie

Assistant to the Mayor
(610) 696-4930
teadie@west-chester.com

Katie L. Walker

President, Chamber of Commerce
katie@gwcc.org



Don Edwards

Director of Public Works
dedwards@west-chester.com



Carly McFadden

Events and Marketing Coordinator.
Chamber of Commerce
Carly@gwcc.org



Ramsey Reiner

Director of Parking
(610) 436-9010
rreiner@west-chester.com



Mark Scanlon

Chief of Fire Department
wcfirechief@west-chester.com

EMERGENCY SERVICES



Good Fellowship EMS
(800) 814-5339



Dave March

Public Information Officer,
Fire Department
DMarch@west-chester.com



Keith A. Kurowski

Director of Parks and Recreation
kkurowski@west-chester.com



Sean Metrick

Borough Director
kkurowski@west-chester.com



Will Williams

Director of Sustainability
wwilliams@west-chester.com



Josh Lee

Chief of Police, West Chester Borough
(610) 436-1323
policechief@west-chester.com



Raymond C. Stevenson

Public Safety Chief of Police
rStevenson@wcupa.edu



Michael P. Carroll

Chief of Police, West Goshen
(610) 696-7400
police@westgoshen.org

UNIVERSITY SERVICES



Bobby DeMarco

Assistant Director, Sykes Student Union
RDeMarco@wcupa.edu

Nancy Gainer

Senior Associate Vice President,
University Communications
and Marketing
(610) 430-4164
NGainer@wcupa.edu



Ace Walker

Operations Coordinator of
Sykes Student Union
awalker2@wcupa.edu



Jayna Suter

Assistant Director, Sykes Student Union
jsuter@wcupa.edu

West Chester University
Communications and Marketing
(610) 436-3383

TRANSPORTATION



Carol R. Looby

SEPTA Board Secretary
clooby@septa.org



Michael Carroll

Secretary of Transportation, PennDOT
DOTcomm@pa.gov



West Chester University Shuttle
shuttle@wcupa.edu



Regulatory Framework	38
Key Ordinance Sections	38
§ 36-5 Alcoholic Beverages - Exemptions	
§ 73-4 Noise Disturbances - Exemptions	
§ 77-7 Parking Program, Residential - Special Permit	
§ 78-1 Parks and Playgrounds - Establishment of Rules and Regulations	
§ 80-22 Street Performing	
§ 91 Shows, Carnivals, and Parade	
§ 112-304 “Zoning - Permitted Uses”	
Role of Chester County and Larger Government	40
Road Closure	
Foodservice	
Process for Show, Carnivals, and Parades Hosting (§ 91)	41
Important considerations	
Requirements	
Steps	
Sites of Interest	43
Gay Street	42
Market Street	44
West Chester University Academic Quad	48

Regulatory Framework

KEY ORDINANCE SECTIONS

The following ordinances govern special events in West Chester Borough:

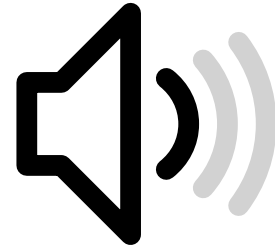
§ 36-5 Alcoholic Beverages - Exemptions

Allows alcohol service within business confines, including outdoor seating areas with table service. This applies specifically to establishments licensed by the State Liquor Control Board, and patrons must remain within defined business boundaries.¹



§ 73-4 Noise Disturbances - Exemptions

Establishes quiet hours between 11pm-10am, with specific provisions for large gatherings and special events.



§ 77-7 Parking Program, Residential - Special Permit

Enables businesses holding large events to obtain special parking permits to accommodate increased vehicle traffic.



§ 78-1 Parks and Playgrounds - Establishment of Rules and Regulations

Requires permits for:

- Gatherings of over 25 persons
- Construction of any booth, table, stand, or tent
- Additional regulations apply to specific activities within park boundaries.



¹Any facility or establishment licensed to serve or to dispense alcoholic beverages by the State Liquor Control Board or other body pursuant to the laws of the Commonwealth of Pennsylvania and persons who are patrons of any such facilities or establishments are exempt from this chapter, provided that the patrons remain within the confines of said facilities or establishments with the alcoholic beverages. The confines of said facilities or establishments shall include the sidewalk area between the public way and the front of said facility or establishment, so long as the facility and establishment provide adequate amounts of tables and seating for its patrons and provide waiter/waitress service to its patrons at said tables and seating facilities.

§ 80-22 Street Performing

Establishes operating hours for street performances:

- Sunday-Thursday: 9am-9pm
- Friday-Saturday: 9am-11pm

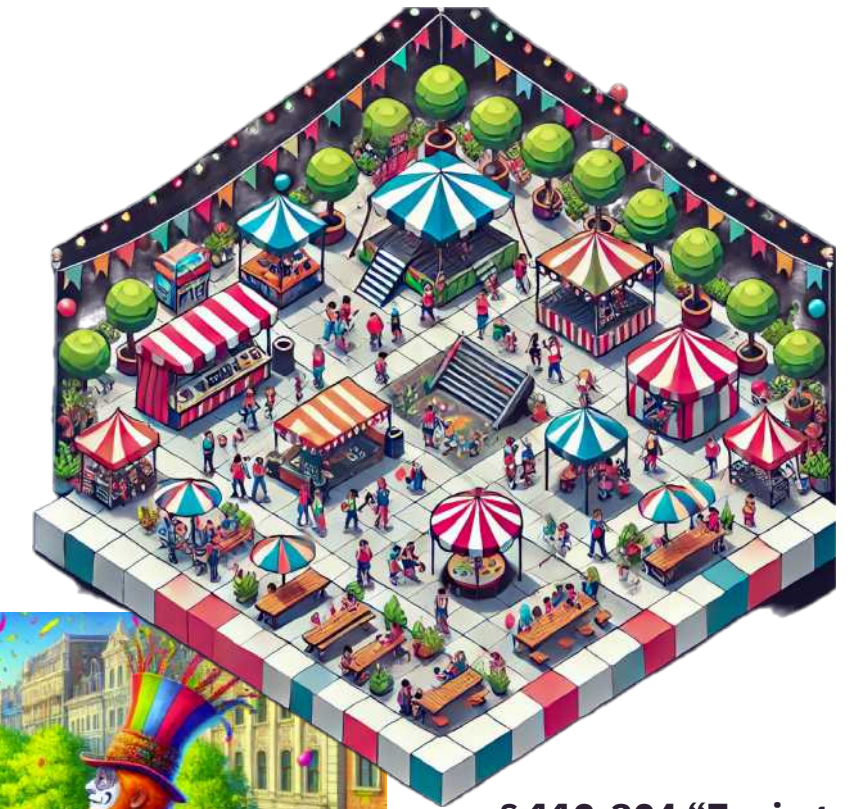
This includes 100ft restriction from schools and libraries.

§ 91 Shows, Carnivals, and Parade

Permits required for any large gathering. Section 91-2 details specific licensing requirements.²



²No carnival, circus, traveling show, music festival or parade shall be opened or operated in the borough unless and until a license has been issued for the same in accordance with this chapter.



§ 112-304 “Zoning - Permitted Uses”

Defines allowable uses by zoning district through:

- Permitted Use tables
- Accessory Use tables
- Conditional Use tables

ROLE OF CHESTER COUNTY AND LARGER GOVERNMENT

Road Closure

SEPTA and the Transportation Management Authority of Chester County must be notified of any road closure on the following streets:

- Church Street
- Gay Street
- Chestnut Street
- Sharpless Street
- High Street
- New Street
- Market Street
- Marshall Street

See Appendix A-D for maps of these streets.



Foodservice

Event hosts must provide a list of all food vendors requiring a Chester County Health Department License or a temporary event license. Pennsylvania Liquor Control Board Permit is required if alcohol is present. Vendors also need insurance certifications naming Borough of West Chester as additional insured.



This section describe the permitting process for large gatherings in West Chester Borough within the ordinances framework, not the larger scope of deciding what kind of event to host. The permitting process is defined in § 91 of the West Chester Borough Ordinance.

Included below is a link to the Borough’s special event application, which notes all the steps needed to hold a large gathering.

<https://west-chester.com/Document-Center/View/8935/2023-SEA-Application-Fillable?bidId=>

Important considerations:

- road ownership (state, county, municipal) for closure procedures; and
- potential impacts on regional bus transit.

The Borough, in this form, is looking for a detailed and accurate description of the event, the person(s) holding and responsible for the event, and the event’s scope in order to mitigate public risks and nuisances.

The form below must be submitted to Council 60 days before the event, in detail.

PROCESS FOR SHOW, CARNIVALS, AND PARADES HOSTING (§ 91)

Requirements include:

- Insurance coverage for applicants, vendors, and subcontractors
- Notification to Good Fellowship Ambulance & EMS
- Payment for police and municipal services (hourly rates determined by Borough)

Steps:

1. List applicant and event host information.
2. Provide thorough event details (type of event, day, start and end times, location, possible street closures, approximate noise levels)
3. List contact information for any vendors working the event. For food vendors, include:
 - Licensing information
 - Insurance documentation
4. List all third parties or subcontractors working the event.

5. Accommodate all municipal services needed to host an event:

- Police presence
- Traffic control
- Parking notification
- Road closure management
- Trash removal

6. Submit a separate form to the West Chester Police Department with:

- All information from main application
- Proof of notification to various entities
- Approvals and permits from municipal departments and government agencies



Metrics for Site Evaluation	52
Transportation Matrix	
Public Safety Matrix	
Land Use Planning	
Results	54
Transportation Analysis	54
Public Safety Analysis	55
Public Safety Analysis Continued	56
Land Use Planning Analysis	56
Summary of Site Opportunities & Constraints	57
Gay Street	57
Market Street	57
West Chester University Academic Quad	58
Everhart Park	58

We evaluated each potential event location using an Alternatives Comparison Matrix, wherein each alternative (site) is assessed for its ability to meet the study’s established objectives. For each metric, sites are scored on a green-to-red, traffic light spectrum:

- Green = Good
- Yellow = Fair
- Red = Poor

This scoring system was adapted from the AARP Sidewalk Audit methodology.

METRICS FOR SITE EVALUATION

All four potential event sites were evaluated based on the following categories: transportation, public safety, and land use planning. A series of metrics were considered based on the objectives of this study, listed below.

Transportation Matrix

Metric	Green (Good)	Yellow (Fair)	Red (Poor)
Parking Availability: Measured as the quantity of parking spaces within half a mile of the site. Can be worked around with shuttle buses.	> 2000 spaces	1000-1999 spaces	0-999 spaces
Distance to the Nearest Parking Lot: Measured in feet or miles as applicable. Important to consider for low-mobility guests.	On site - 0.25 mi (1320 ft)	0.25 mi - 0.5 mi (1320-2640 ft)	> 0.5 mi (2640 ft)
Distance to Nearest Public Transit Stop: Measured in feet or miles as applicable.	On site - 0.25 mi (1320 ft)	0.25 mi - 0.5 mi (1320-2640 ft)	> 0.5 mi (2640 ft)
Bicycle Infrastructure Availability: Determined based on the quantity and condition of bicycle parking, road markings, and wayfinding signage for bicyclists.	Good	Fair	Poor
Sidewalk Condition: Determined based on the quantity and condition of the pedestrian walkways.	Good	Fair	Poor

Traffic Blocking Requirements: Determined based on the likelihood that an event at this site would require alternative traffic routing for non-attendees.

AADT Surrounding the Site: Measured using the Average Annual Daily Traffic volume on the nearest road segment to the event site, gathered from PennDOT.

No rerouting necessary	Unlikely but possible	Yes, significant rerouting
0-4,999 vehicles/day	5000-9,999 vehicles/day	10,000+ vehicles/day

Public Safety Matrix

Metric	Green (Good)	Yellow (Fair)	Red (Poor)
Entry and Egress Points: Determined based on the ease of travel into and out of the venue, before taking into account barricades and security perimeters.	Good	Fair	Poor
ADA Accessibility: Determined based on the quantity and condition of mobility, visual, and other aids built into Borough infrastructure.	Good	Fair	Poor
Fire and Emergency Services Accessibility: Determined based on the proximity of Fire and EMS Services to the site, the proximity of hospitals, and the maneuverability of emergency vehicles in and around the event site.	Good	Fair	Poor
Traffic Blocking Requirements: Determined based on the anticipated complexity of blocking traffic around the venue; different types of barricades, graded for different vehicle speeds, involve different amounts of time and money to set up and take down.	No blocking off traffic	Unlikely but possible	Yes, blocking traffic
Existing Lighting Conditions: Determined based on the quality and quantity of natural sunlight, tree cover, streetlights, and other instruments impacting visibility.	Good	Fair	Poor
Additional Safety Considerations: Determined based on conversation with the West Chester Police Department, site assessments, and prior experience with events in the Borough.	Good	Fair	Poor

Land Use Planning

This analysis is not graded on the green to red scale; it has been included to be value-neutral and informative.

- Distance to nearest residential unit: Measured in feet or miles as applicable. Presented here to understand how strong an emphasis each site would require on balancing the needs of residents with the needs of the event. This includes needs of people who live within the confines of the event area, where applicable.
- What other entities and organizations must prospective hosts collaborate with on an event at this site?: Presented here to identify collaborators to reach out to for assistance, advice, and/or permitting

Results

TRANSPORTATION ANALYSIS

Location	Parking Availability	Distance to Nearest Parking Lot	Distance to Nearest Public Transit Stop	Bicycle Infrastructure Availability	Sidewalk Condition
Gay Street	Fair - 1,213 spaces across three public garages, plus street parking	Good - On site	Good - On site	Good - Multiple bike racks on site	Fair - Occasional loose bricks and tree roots
Market Street	Fair - 1,213 spaces across three public garages, plus street parking	Good - On site	Good - On site	Good - Multiple bike racks on site	Fair - Frequent loose bricks and tree roots
WCU Academic Quad	Good - WCU garages and lots (3,000 spaces)	Good - On site	Good - On site	Good - Multiple bike racks on site	Good - Smooth pavement on site
Everhart Park	Fair - Limited on-site parking	Fair - .3 mi to Justice Center	Fair - .3 mi to Transportation Center	Fair - 1 wavy bike rack	Poor - Limited connectivity

Transportation Analysis Continued:

Location	Traffic Blocking Requirements	AADT Surrounding the Site
Gay Street	Poor - Must reroute non-event traffic	Fair - 9,900 on PA-3
Market Street	Poor - Must reroute non-event traffic	Fair - 7,100 on PA-3
WCU Academic Quad	Good - No rerouting necessary	Poor* - 13,000 on PA-2003
Everhart Park	Fair - Possible road closure	Good - 3,300 on PA-842

PUBLIC SAFETY ANALYSIS

Location	Entry and Egress Points	ADA Accessibility	Fire and Emergency Services
Gay Street	Good - Many entry/exit points	Fair - All entrances wheelchair-accessible, varying sidewalk condition	Good - Good vehicle access, multiple services nearby
Market Street	Good - Many entry/exit points	Fair - Most entrances wheelchair-accessible	Good - Good vehicle access, multiple services nearby
WCU Academic Quad	Fair - Limited vehicle entrance	Good - All entrances accessible	Fair - Limited emergency vehicle access
Everhart Park	Poor - Limited accessibility	Poor - Single accessible entrance	Good - Workable access, adjacent services

Public Safety Analysis Continued

Location	Traffic Blocking Requirements	Existing Lighting	Additional Safety Considerations
Gay Street	Poor - Requires multiple barrier points	Good - Sufficient natural and artificial	Fair - Barricades, rooftops, congestion concerns
Market Street	Poor - Requires multiple barrier points	Fair - Varying effectiveness	Fair - Barricades, rooftops, congestion concerns
WCU Academic Quad	Good - No road closure needed	Good - Good lighting coverage	Fair - Pedestrian safety at High & Rosedale
Everhart Park	Fair - Possible low-speed closure	Fair - Needs reinforcement	Fair - Creek and crossing hazards

LAND USE PLANNING ANALYSIS

Location	Distance to Nearest Residential Unit	Required Collaborating Organizations
Gay Street	On site	SEPTA, PennDOT, Borough Parking for leased spaces
Market Street	On site	SEPTA, PennDOT, Borough Parking for leased spaces
WCU Academic Quad	~800 feet	WCUA
Everhart Park	~50 feet	Borough Parks & Rec, Chester County Parks & Rec, Friends of Everhart Park

Summary of Site Opportunities & Constraints

GAY STREET

As one of West Chester’s most iconic streets, Gay Street offers a central location for events despite logistical challenges. Event organizers must close Gay Street to hold any events, requiring trucks or other large barriers at multiple locations, depending on the area used. The sidewalks along the road are in decent condition, but may pose challenges for disabled attendees as sections are uneven and may not meet ADA regulations.

Gay Street’s location offers several advantages: multiple entry and exit points via Darlington and High Streets, fluid pedestrian movement, and reliable emergency service access even when closed. Organizers will need to re-route traffic during closures. The area provides sufficient parking and vehicle accessibility, with on-site vehicle parking, bicycle parking, and transit stops nearby. For safety considerations, the road receives ample sunlight during the day and sufficient streetlight coverage at night, though securing rooftops and managing crowd congestion remain major concerns.

Event planners must ensure resident access to apartments and homes on site while adhering to noise ordinances. Success requires coordination with PennDOT and Borough Parking Services for traffic and parking management, as well as SEPTA regarding impacts to bus route 104.

MARKET STREET

Market Street’s location provides extensive parking options through multiple nearby garages (Justice Center, Bicentennial, and Chestnut Street) and surrounding street parking. West Chester University’s North Campus facilities, including Sharpless and Commons Garages, offer additional parking capacity. As the Borough’s principal eastbound arterial, Market Street’s well-maintained, wide pavement easily accommodates foot traffic and persons with mobility issues. Brick pavers form the sidewalks and maintain a relatively flat surface, though considerable narrowing at tree pits may challenge ADA compliance and event-goer mobility.

Event hosting requires Market Street’s closure. As a principal arterial, this demands coordination with PennDOT, West Chester Borough Public Works, and SEPTA regarding bus routes 92, 104, and 135.

The street’s numerous access points benefit both event-goers and emergency vehicles. High and New Streets mark the boundaries, while Church and Darlington Streets cross through. Three alleyways (Wilmont Mews, Courthouse Alley, and Woodbine Alley) and the Justice Center Parking Garage provide additional access. Natural light floods the area during daytime hours, with lamp posts ensuring visibility at night. Despite tree-lined streets, shade remains minimal due to Market Street’s width, creating potential heat management challenges during warmer months.

Residential presence along Market Street raises noise exposure concerns. Additionally, the street’s importance as a thoroughfare may generate community resistance to closure-requiring events.

WEST CHESTER UNIVERSITY ACADEMIC QUAD

The West Chester University Academic Quad stands out as the most accessible venue, featuring extensive parking and established transportation infrastructure. Multiple nearby parking garages complement surface lots and street parking options. Recently improved sidewalks and crosswalks provide the Borough’s best ADA accessibility. Its proximity to High Street offers visibility without requiring street closure, minimizing impact on SEPTA operations.

While the Quad offers numerous pedestrian entry points, most wheelchair-accessible, it provides only one vehicle entrance. Wheelchair users should note the distance from accessible parking and the Quad’s hilltop location. Emergency Services face access limitations, with one official entrance and one vehicle-capable pedestrian path. Benefits include a nearby Fire House, abundant natural light, and well-lit pathways. North-side tree cover provides excellent daytime shade but creates darker nighttime conditions. University ownership of surrounding buildings enables effective event security. Planners should address potential crowding at the High and Rosedale pedestrian crossing.

The Quad’s 800-foot buffer from the nearest residential unit minimizes noise complaint risks. Event planning requires University permission and coordination.

EVERHART PARK

Everhart Park, despite its green space appeal, presents significant logistical challenges for event hosting. Though surrounding roads can remain open, the limited fifty on-site parking spaces create substantial access issues. The park lacks adequate active transportation resources, with minimal bike infrastructure and distant public transit options. While surrounding streets see less traffic than other venues, a single ADA-accessible entrance and non-compliant sidewalks severely restrict accessibility.

The park’s proximity to First West Chester Fire Company and Police Station enhances emergency response capability. Natural lighting and tree canopy support flexible daytime scheduling, but absence of artificial lighting prohibits nighttime events. Additional safety considerations include an on-site creek and pedestrian crossing management.

Residential development surrounds the park, with homes as close as fifty feet. The predominantly older population may be particularly sensitive to noise disturbance. Event hosting requires collaboration with West Chester Borough Parks and Recreation department, Chester County Parks and Recreation, and “Friends of Everhart Park” for community support.

While Everhart Park offers advantages like low traffic and proximity to emergency services, it requires substantial infrastructure improvements before becoming a viable event venue.

<https://www.friendsofeverhartpark.com/>



Event Types	62
Overview	62
Music Events: Harmonizing Venues and Performances	63
Markets: From Pop-ups to Permanent Fixtures	64
Food Events: A Feast for the Streets	64
Races: Running with the Borough’s Character	65
Cultural Events: Celebrating Community Spirit	65
Sustainability	66
Overview	66
Creating a Sustainability Framework	66
Waste Management	67
Water Conservation	67
Power Conservation	69
Food & Drink Management	70
Public Awareness & Education	71
Vendor Regulations	74
Funding and Setup	75
Overview	75
Funding Sources	75
Implementation Resources	79
Event Branding and Visual Communication	80
Overview	80
Sample Event Materials	80
Digital Resources	85
Social Media	89
Interactive Planning	91

Event Types

OVERVIEW

West Chester Borough has demonstrated consistent success in hosting diverse community events, from intimate gatherings to major festivals. This analysis examines successful event patterns and provides recommendations for future planning based on proven models

Event Scale Overview		
Event	Scale	Key Elements
Porchfest	95 acts, 73 locations	Music, food trucks, art
World Music Day	67 acts, 17 locations	Distributed performances
Christkindlmarkt	100+ vendors	Holiday market, music
Food Truck Festival	50+ vendors, 80+ booths	Food, craft vendors
Chili Cook-Off	38 teams, 33 vendors	Competition, music

PARADES: A BOROUGH TRADITION

West Chester’s historic street grid, particularly the Market-Matlack-Gay-Darlington circuit, provides an ideal foundation for parade events. This well-established route maximizes downtown visibility while minimizing traffic disruption, serving events of varying scales throughout the year.

Recommendations for Future Parade Planning

Future event planners should utilize this proven circuit while considering seasonal opportunities in the current parade calendar. The flexibility of multiple start points (High/Market or Church/Market) allows adaptation to different parade

sizes, while successful elements like community participation, historic vehicles, and seasonal themes should inform new parade development.

Current Successful Models

The West Chester Borough Parks and

Recreation Department organizes two cornerstone parades annually. The Birthday Parade, held in spring, begins at High and Market Streets, featuring an engaging mix of historic and modern elements including marching bands, majorettes, emergency vehicles, and unique attractions like an 1880s hearse carriage. The Halloween

Parade, starting from Church and Market Streets, adapts this format with seasonal elements including themed floats, cheer teams, and candy stations

The Greater West Chester Chamber of

Commerce adds to this parade portfolio with the Christmas Parade and Tree Lighting, integrating the parade with a ceremony at the Chester County Courthouse. This event demonstrates

successful coordination between static and moving elements. Special events like the Budweiser Clydesdales showcase the grid’s adaptability, utilizing a modified route without requiring full road closures

MUSIC EVENTS: HARMONIZING VENUES AND PERFORMANCES

West Chester’s diverse venues support an impressive range of musical programming, from intimate performances to major festivals. The borough’s success with various formats demonstrates its capacity to host concurrent performances while maintaining appropriate sound management across different locations.

Orchestrating Future Success

Future organizers should carefully match event scale to venue capacity, considering the proven success of both concentrated and distributed formats. Complementary elements such as food vendors and art displays significantly enhance event appeal, as demonstrated by current successful events. Weather contingency planning is essential for outdoor venues, and organizers should explore programming opportunities during underutilized seasons.

Proven Performance Models

The Turks Head Music Festival, organized by the Parks and Recreation Department, exemplifies effective use of park space at Everhart Park. The festival combines eight local bands on two stages with 70+ arts and crafts booths, creating a comprehensive cultural experience. This concentrated format contrasts effectively with World Music Day’s distributed model, where Downtown West Chester spreads 67 musical acts across 17 locations throughout the borough’s core streets.

The innovative Porchfest, organized by the West Chester Green Team, demonstrates the potential of residential spaces for community events. By hosting 95 acts across 73 porches in the southwest quadrant, complemented by food trucks and art studios, this event creates an immersive neighborhood experience. Meanwhile, West Chester University’s Concert on the Quad shows how institutional venues can support large-scale performances, featuring over 80 student performers across multiple ensembles.

MARKETS: FROM POP-UPS TO PERMANENT FIXTURES

The success of West Chester’s market events stems from strategic location selection and thoughtful vendor curation. The West Chester University Academic Quad shows particular promise for new market events, offering ample space and strong infrastructure support.

Blueprint for Market Success

Future organizers should prioritize vendor setup logistics in location selection and maintain diverse vendor offerings to ensure broad appeal. Integration of entertainment elements, as demonstrated by Christkindlmarkt, can transform markets

into destination events.

Proven Market Models

Christkindlmarkt, organized by the Chester County Art Association, effectively utilizes Gay Street’s commercial corridor, hosting

over 100 vendors alongside musical performances at Jack Loew Plaza. This seasonal event contrasts with the West Chester Growers Market’s sustainable year-round model at Church and Chestnut Streets, where 50 local producers maintain consistent community presence.

FOOD EVENTS: A FEAST FOR THE STREETS

West Chester’s reputation as a dining destination provides a strong foundation for food-focused events. Gay Street, with its established restaurant scene and pedestrian-friendly layout, has emerged as the premier location for culinary gatherings, while Market Street serves as an effective secondary venue.

Recipe for Event Success

Events involving alcohol service require careful planning for increased security costs, though the success of current events demonstrates their viability. The proven al fresco dining model of the Open-Air Market suggests opportunities for similar pedestrian-zone events, while integration of local restaurants remains crucial for community buy-in.

Signature Food Gatherings

The Business Improvement District’s Restaurant Week showcases the borough’s dining diversity, with 24 restaurants offering special menus throughout downtown. The Chili Cook-Off, organized by Fiorenza’s Food For Friends, demonstrates successful competition-based programming, combining 38 chili teams with vendor booths and live music on West Gay Street.

The Restaurant & Food Truck Festival, managed by Parks and Recreation, exemplifies large-scale food event execution, featuring over 50 vendors and 80 craft booths along Gay and High Streets. The Gay Street Open-Air Market’s weekend closures from May through September show how temporary pedestrian zones can transform dining experiences.

RACES: RUNNING WITH THE BOROUGH’S CHARACTER

West Chester’s historic street layout presents both challenges and opportunities for race events. While narrow streets necessitate careful planning, they also create an intimate atmosphere for participants and spectators.

Charting the Course

Success depends on strategic attendance limits and careful crowd management, particularly at start and finish lines. Alternative race formats, like the Tour-de-Trike’s relay model, offer creative solutions to space constraints.

Winning Formats

The Turkey Trot demonstrates effective route design, utilizing Church, Sharpless, and Brandywine Streets to create both 5K and 2K options. The Tour-de-Trike shows innovation in reimagining traditional formats, transforming a segment of

the former Criterium Bike Race into an engaging relay competition on Gay Street with 20 five-person teams.

CULTURAL EVENTS: CELEBRATING COMMUNITY SPIRIT

West Chester’s cultural events showcase the borough’s rich heritage while embracing contemporary arts and community celebration. The success of distributed models like the Gallery Walk suggests opportunities for expanded programming.

Crafting Cultural Connections

Future organizers should explore untapped themes in borough history and cultural heritage. The distributed venue model has proven effective for larger events, while combination with other elements enhances appeal.

Cultural Touchstones

The Film Festival at Uptown! Knauer Performing Arts Center demonstrates successful use of dedicated cultural space, presenting 60+ films alongside workshops and awards. Santa at the Square shows effective integration of family programming with traditional elements in Marshall Square Park. The Fall Gallery Walk’s model of 40 artists across 24 venues

proves the viability of distributed cultural programming.

Future Horizons

Ghost tours highlighting local history, railroad heritage celebrations, and ethnic cultural festivals celebrating the borough’s diverse community offer rich potential for new cultural programming while building on proven event formats.

Sustainability

OVERVIEW

West Chester Borough has demonstrated that environmental stewardship and successful events can go hand in hand. The United Nations defines sustainability as “meeting the needs of the present without compromising the ability of future generations to meet their own needs,” and Borough events increasingly exemplify this principle through thoughtful planning and execution.

This analysis examines proven sustainability strategies and provides recommendations for future planning based on successful implementations. The goal is to help event organizers integrate environmental responsibility from the earliest planning stages, rather than as an afterthought.

CREATING A SUSTAINABILITY FRAMEWORK

The Sustainability Team

Every event should establish a dedicated sustainability team responsible for:

- Setting clear environmental goals
- Coordinating with vendors and partners
- Managing waste reduction initiatives
- Educating staff and volunteers
- Monitoring implementation

Core Focus Areas

Successful sustainable events in West Chester typically address:

- Waste management and recycling
- Water conservation
- Energy usage
- Food and beverage practices
- Public education
- Vendor compliance

The following sections detail specific recommendations in each area, drawing from proven success stories within the Borough.

WASTE MANAGEMENT

Effective waste management at Borough events requires a comprehensive approach combining infrastructure, education, and partnerships. Success depends on making proper disposal both easy and intuitive for attendees while ensuring materials reach appropriate processing facilities.

Infrastructure and Implementation

Event locations throughout West Chester offer different waste management capabilities. Gay Street and Market Street venues provide established trash and recycling stations, while campus events can access additional bins through West Chester University’s work order system. Successful events typically feature:

- Clear, age-appropriate signage at disposal stations
- Strategic bin placement in high-traffic areas
- Separate streams for trash,

recycling, and compost

- Trained “bin guard” volunteers for guidance

Partnerships and Processing

Local partnerships have proven essential for proper waste handling. Key relationships include:

- Mother Compost for food waste collection and processing
- West Chester Borough recycling program for standard recyclables
- Local vendors willing to use

sustainable packaging

Vendor Integration

Successful events increasingly require vendors to:

- Use compostable or biodegradable packaging
- Implement container return programs
- Provide reusable service items where practical
- Support refillable drink stations

These requirements, while initially challenging for some vendors, have shown positive results in waste reduction across multiple Borough events.

WATER CONSERVATION

Water management at Borough events requires balancing visitor comfort with resource conservation. Successful implementations have demonstrated that sustainable water practices can enhance rather than detract from event experiences.



Example Event Compost Companies

- backtoearthcompost.com
- mothercompost.com

Drinking Water Access

Events must prioritize clean drinking water access while minimizing single-use containers. Proven strategies include:

- Installing temporary water refill stations
- Providing or selling reusable cups
- Partnering with vendors to offer water-bottle return incentives

Facility Management

Successful events carefully plan water facilities to minimize resource usage while maintaining sanitation:

- Strategic placement of portable toilets away from main event areas
- Use of water-efficient temporary handwashing stations
- Coordination with existing Borough facilities where available

Site Impact

Event cleanup significantly affects Borough water usage. Effective practices include:

- Coordinating with Borough street sweeping schedules
- Implementing pre-emptive litter control
- Training vendors in water-efficient cleanup methods

Reference: [Studio A. Water Conservation](#)

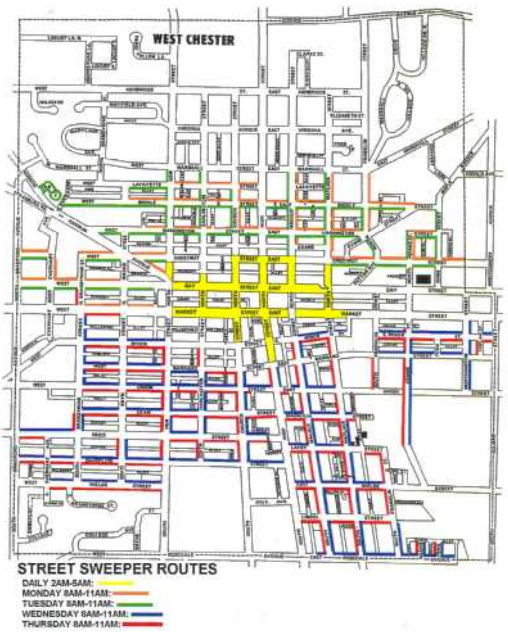
POWER CONSERVATION

Borough events face unique challenges in balancing power needs with environmental impact. Successful implementations have shown that sustainable power solutions can reduce both environmental impact and operational disruption.

Power Sources and Implementation

Events require reliable power for multiple uses:

- Vendor equipment and lighting
- Sound systems and entertainment
- Safety and emergency systems



- Digital signage and displays

Successful strategies prioritize:

- Renewable energy sources where possible
- Hybrid power systems combining solar and battery storage
- Strategic placement to minimize cable runs and maximize efficiency

Noise and Air Quality Management

Generator use significantly impacts event atmosphere. Best practices include:

- Using electric or hybrid generators when possible
- Strategic placement away from gathering areas

Example Implementation: Recent events have successfully employed hybrid solar generators like the [Homestead Hybrid 12,000W system](#), demonstrating the viability of sustainable power solutions.

FOOD & DRINK MANAGEMENT

Borough events have demonstrated that sustainable food practices can enhance both environmental responsibility and visitor experience. Successful implementations combine waste reduction with support for local food systems.

Food Recovery and Donation

- Power-sharing arrangements between vendors
- Battery storage systems to reduce generator runtime

Vendor Guidelines

Successful events typically require vendors to:

- Use energy-efficient equipment
- Share power sources where practical
- Consider battery-powered alternatives
- Follow specific operating hours to reduce overnight power usage



- West Chester Food Bank
- Local church organizations
- Food Recovery Network
- Campus food recovery programs

Implementation requires:

- Dedicated volunteer teams for collection and packaging
- Clear vendor guidelines for food handling
- Incentive programs for vendor participation
- Proper storage and transport arrangements

Sustainable Sourcing

Events increasingly prioritize vendors who demonstrate:

- Use of local, seasonal ingredients

These approaches have shown success at events like the Restaurant & Food Truck Festival and Chester County Restaurant Festival.

PUBLIC AWARENESS & EDUCATION

West Chester Borough’s journey toward sustainable events reveals that lasting environmental impact grows from understanding. Through events like PorchFest and the Restaurant & Food Truck Festival, organizers have discovered that sustainability initiatives thrive when participants understand not just what to do, but why they’re doing it.

Research by Lazar (2023) confirms this approach, showing that sustainable

- Ethical sourcing practices for proteins and dairy
- Plant-based menu options
- Low-impact food preparation methods

Packaging and Service

Proven waste-reduction strategies include:

- Encouraging edible containers (bread bowls, waffle cones, pita)
- Using draft systems for beverages
- Implementing reusable container programs
- Partnering with local breweries and beverage makers for bulk service



events create unique opportunities to demonstrate eco-friendly practices to large audiences. The Borough’s success stems from integrating education naturally into the event experience, with trained volunteers serving as the cornerstone of these efforts.

The Eco-Educator Program

The Borough’s signature initiative pairs passionate environmental advocates with event attendees at key interaction points. These “Eco-Educators” include:

- WCU Environmental Studies students bringing academic expertise
- Members of Friars and Abbes organizations providing leadership
- National Honor Society members offering peer education
- Representatives from local environmental advocacy groups

Each volunteer receives comprehensive training before events, ensuring they can effectively:

- Guide proper waste sorting at disposal stations
- Answer questions about sustainability practices
- Demonstrate composting and recycling techniques
- Share resources for home implementation

The program’s success relies on proper recognition and support. Volunteers receive public acknowledgment during and after events, creating a sustainable cycle of engagement that strengthens community ties while advancing environmental goals.

Strategic Communication

Event messaging builds on this volunteer foundation through multiple channels:

- Entry point signage highlighting zero-waste goals
- Educational displays at waste stations
- Clear recycling and composting guidelines
- Take-home resources for continued learning

As Al-Shihabi et al. (2020) note, this layered approach helps normalize sustainable practices while building lasting community awareness.



Event-Specific Approaches

The Borough’s experience shows that different events require distinct educational approaches. At the Chester County Restaurant Festival, for example, sustainability education

As noted by B. Flamm (personal communication, November 7, 2024), this comprehensive approach helps build lasting community awareness while maintaining the festive atmosphere essential to successful events.

naturally connects with conversations about local food systems and waste reduction. Meanwhile, PorchFest demonstrates how residential events can showcase home-scale environmental practices.

Cultural Events:Through events like the Fall Gallery Walk, sustainability messages weave naturally into discussions of heritage and community values. Artists and cultural organizations often become powerful advocates for environmental stewardship.

Food Festivals:The Restaurant & Food Truck Festival exemplifies how food-centered events can highlight the connection between sustainable practices and local food systems. Vendors share their sourcing stories while Eco-Educators demonstrate proper waste sorting and composting.

Music and Entertainment:Events like World Music Day show how entertainment can subtly incorporate sustainability messages. Artists often become enthusiastic partners in environmental education, reaching audiences through both performance and example.

Measuring Impact

Success metrics include:

- Waste diversion rates at events
- Volunteer participation and retention
- Post-event survey responses
- Social media engagement
- Follow-up program participation

VENDOR REGULATIONS

The success of West Chester’s events relies heavily on its vibrant vendor community. Through years of experience, three key institutions have developed complementary regulatory frameworks that ensure both safety and success: West Chester University, the Borough itself, and Chester County Parks.

Campus Vending West Chester University maintains specific vendor policies that balance campus life with community engagement. Sykes stands as the primary authorized location for outside vendors, offering: - Established utility connections - Loading and storage facilities - Direct access to student foot traffic - Integrated security services For events seeking to use other campus locations, organizers must secure approval from both University administration and Borough authorities. This dual oversight ensures proper integration with campus activities while maintaining Borough standards.	The Borough’s vendor management system reflects lessons learned from diverse events like the Restaurant & Food Truck Festival and Chester County Restaurant Festival. Key requirements include: - Detailed listing of all participating food vendors - Current health inspection certification - Signed waiver and release forms for non-food vendors - Proof of insurance coverage (\$1,000,000 minimum)	- Current license from the Chester County Health Department - Certificate of Insurance (\$1,000,000) naming Chester County as additionally insured - Completed vendor application - Compliance with all health department regulations
Borough Requirements The Restaurant & Food Truck Festival demonstrates how these seemingly complex requirements, when properly managed, support rather than hinder vendor participation.	Chester County Parks Integration Park events require adherence to the Food Vendor Guidelines and Policies , including:	Implementation Strategy Successful events typically coordinate these requirements through: - Early application submissions - Pre-event vendor orientations - Clear communication channels - Coordinated setup and breakdown schedules

Funding and Setup

OVERVIEW

West Chester’s vibrant event scene relies on a sophisticated network of funding sources, from local business sponsorships to state-level grants. Successful events typically combine multiple funding streams while leveraging in-kind support from community partners.

Refer to Appendix E for an event Sample Budget and Estimation.

FUNDING SOURCES

Corporate Sponsorship Landscape The Borough’s events benefit from varying levels of corporate engagement (Figure 1), demonstrating both the depth of community support and opportunities for new partnerships: Single-Event Sponsors:These organizations, ranging from local businesses to regional corporations, form the foundation of event funding. Notable examples include: 5th Masonic District supporting the Chili Cook-Off - Benchmark Federal Credit Union backing the Birthday Parade - PECO’s investment in the Christmas Parade Multi-Event Partners:Organizations demonstrating broader community commitment through support of multiple events: - CTDI (4 events including Holiday Home Tour and PorchFest)	- Cocoon (5 events including major seasonal celebrations) - West Chester University (4 events demonstrating institutional engagement) State Grant Opportunities Pennsylvania offers several grant programs designed to support community events and tourism development. These opportunities demonstrate the state’s commitment to fostering vibrant local celebrations while driving economic growth: Tourism Development Grants: - Tourism/Marketing Grant (ID: 67615): Supports events driving overnight stays; Funding: Open-ended based on impact - Tourism Promotion Grant (ID: 18319): Direct support for organizational events; Funding: \$5,000
--	---

- Tourism Enhancement Grant (ID: 4639) Available to both non-profit and for-profit entities; Funding: Open-ended with demonstrated need

Strategic Development Support:

- PA Tourism Growth Program (ID: 67614): Focuses on economic development through tourism; Emphasis on sustainable growth models
- County Visitation Enhancement (ID: 60284). Deadline: April 30, 2025; Targets county-wide tourism initiatives
- Creative Catalyst Program Funding: \$5,000-10,000; Supports innovative event programming

Local Foundation Support

The Borough benefits from strong institutional support through local foundations:

West Chester Downtown Foundation:

- Focus on community needs and cultural vitality
- Proven track record supporting:
 - Chester County History Center
 - West Chester Public Library
- Applications evaluated on:
 - Community impact
 - Program quality

- Downtown vitality promotion

Chester County Community Foundation:

- Coordinates intergenerational philanthropy
- Supports diverse community initiatives
- Past recipients include:
 - Chester County Library Trust
 - Community Warehouse Project

Alternative Revenue Streams

Innovative funding approaches have emerged from event experience:

Parking Management:

- Tiered pricing structure for event parking
- Remote lot discounts with shuttle service
- Integration with existing parking infrastructure

Strategic Partnerships:

- Waste management sponsorships
- Combined service/marketing arrangements
- Infrastructure support agreements

IMPLEMENTATION RESOURCES

Learning from Metropolitan Models

While West Chester’s scale differs from major cities, larger municipalities offer tested frameworks that can be adapted for Borough events. Two particularly relevant models include:

New York City’s Approach:

- Comprehensive [event permitting system](#)
- Clear categorization of event types
- Streamlined application processes
- Scalable safety protocols

Philadelphia’s Framework:

- Detailed [food vendor guidelines](#)
- Integrated health and safety requirements
- Clear communication channels
- Adaptable regulatory structure

Financial Planning

Successful events require careful budgeting that balances ambition with fiscal responsibility. The [Studio A Budget Model](#) demonstrates:

- Revenue stream diversification
- Cost control strategies
- Contingency planning
- Sustainable growth models

Best Practices for Implementation

Drawing from both metropolitan examples and local experience, successful events typically:

- Begin planning 6-12 months in advance
- Establish clear communication channels
- Build redundancy into critical systems
- Maintain detailed documentation
- Create scalable frameworks



DIGITAL RESOURCES

Emails

Email blasts are similar to newspapers in the way that it target a somewhat older demographic. Although the youth is generally more commonly on their devices, checking emails is not a part of their daily task. The older working class however checks their emails daily more consistently and would be more likely to see and read the email.

Everhart Park Cultural Festival Email Blast

Subject: Celebrate Native American Heritage Month at West Chester’s Everhartt Park!

Preheader: Come out for a weekend of commemorating the history, heritage, and culture of Native Americans from November 22-24!

Body:

Hello everyone,

We are excited to invite you to the Native American Heritage Festival in West Chester, PA, where we will celebrate the vibrant cultures, histories, and traditions of Native American communities.

Event Details:

Date: Friday, November 22, 2024 to Sunday, November 24, 2024

Time: 11:00am - 5:00pm

Location: Everhartt Park, 100 S. Brandywine St., West Chester, PA 19380

What to Expect at the Festival:

Traditional Music & Dance: Experience performances from Native American musicians and dancers showcasing beautiful cultural traditions.

Authentic Cuisine: Enjoy a variety of Native American foods and regional specialties.

Art & Craft Vendors: Browse handmade jewelry, pottery, and artwork from Native American artisans.

Storytelling: Immerse yourself in the captivating oral traditions and stories passed down through generations.

Family Fun: Engage in activities for all ages, including hands-on crafts, games, and educational workshops.

This is a wonderful opportunity to learn, celebrate, and honor the diverse heritage of Native American peoples. Whether you’re coming with family, friends, or solo, you’ll leave with a greater appreciation for the cultural richness of our Native communities.

We look forward to celebrating Native American Heritage Month with all of you!

Warmest Regards,

Planning Studio A and the West Chester Native American Heritage Festival Team

Gay Street Music Email Blast

Subject: Swing By for Some Smooth Tunes at the Gay Street Jazz Festival

Preheader: Come out for a weekend of smooth jazz, food, and fun on Gay Street in downtown West Chester, November 2-3!

Body:

Hey all you jitterbugs,

The first-ever Gay Street Jazz Fest is here! Get in the groove with us November 2nd-3rd in the heart of downtown West Chester on **Gay Street** for two days filled with incredible music, delicious food, and some of the coolest cats around!

🎵 **Live Acts You Won't Want to Miss!** There will be an array of musicians, from classic jazz to fusion to swing! Our lineup features some of the best local musicians in Pennsylvania. Enjoy live performances at multiple stages along Gay Street, visit some of our renowned local restaurants, and shop with our vendors. You won't want to miss the special guest appearances and late-night jam sessions!

🎵 **Festival Highlights:**

- Diverse Lineup:** Featuring (band 1), (band 2), a special guest appearance by Christian McBride an eight-time Grammy award winner and Philadelphia local.
- Food and Drinks:** Sample some smokin' hot eats and swinging cocktails from top local vendors.
- Family Friendly fun:** A children's music pavilion, art stations, and more!
- Free Events:** Explore our free outdoor concert spaces and events lining Gay Street, or upgrade to a premium pass for drink tickets, vendor discounts, and more exclusive perks.

📅 **Don't Miss Out--Order your Premium Passes Now!** Spaces are

filling up fast and you don't want to be out of the groove!

[Get Your Passes Now](#)

Whether you're already the real McCoy, or just looking for a fun day downtown, the West Chester Jazz Festival is the place to be! Gather your friends and family and immerse yourself in the smooth sounds of the city.

We're looking forward to layin' it down with you!

Warmest Regards,

Planning Studio A and the West Chester Jazz Festival Team

P.S. Follow us on all social media platforms @wcjazzfest for sneak peeks, artist announcements, and festival updates!



Academic Quad Culinary Email Blast

Subject: 🍷 Celebrate Italy at WCU's Taste of Little Italy! 🍷

Preheader: Come out and join us in tasting some of the finest Italian cuisine in West Chester on West Chester University's Academic Quad, November 2 from 12pm-6pm!

Body:

Calling all Italian food fans!

We're excited to announce we will be bringing the taste of Italy to the heart of West Chester University! Join us in the Academic Quad for West Chester's first ever Taste of Italy food festival. Experience an unforgettable afternoon filled with authentic Italian dishes, live music, live demonstrations, and so much more!

 **Event Details:**

- Date: November 2nd, 2024
- Time: 12pm-6pm
- Location: The Academic Quad at West Chester University
- Admission: Free entry, food and drink available for purchase

What to Expect:

🍕 **Italian Cuisine**—Savor traditional Italian favorites like pasta, pizza, gelato, cannoli, and so much more from local Chester County chefs and restaurants!

☕ **Beverages**—Sample Italian-inspired beverages and coffee to pair with your meal.

🎵 **Live Entertainment**—Enjoy an array of Italian musicians, live cooking demonstrations, and interactive activities that celebrate some of the finest foods in Italian culture.

🍷 **Family Friendly Activities**—Capture the moment at our photo booth

and compete in our spaghetti eating contest for a chance to win prizes!

Students, gather your friends and family and come hungry! Whether you already consider yourself a gourmand or are just looking for a fun cultural experience, there's something for everyone at the Taste of Little Italy.

We can't wait to see you there! You don't want to miss out on this delicious day!

Ciao,

Planning Studio A and the Taste of Little Italy Festival Committee

P.S. Follow [@tasteoflittleitalywc](#) on all social media platforms for event information, sneak peeks, and more

Market Street Art Email Blast

Subject: Attention all Art Lovers!

Preheader: Join us on Market Street in West Chester, PA for a Pop-up Art Flea Market on Sunday, April 26th, 2026 from 11am to 6pm. One day only!

Body:

Do you love local art and flea markets?

Mark your calendar for Sunday, April 26th, 2026, and come to Market Street in West Chester for a Pop-Up Art Market! From 11am to 6pm, you'll have the chance to explore a diverse array of unique art pieces, handmade goods, and vintage finds—all crafted and curated by talented local artists and makers.

🌟 **Event Highlights:**

🎨 **Local Artists Everywhere!:** Discover paintings, sculptures, jewelry, ceramics, textiles, and more from some of the borough and county's most talented creatives. This is a fantastic opportunity to find unique pieces that you won't see anywhere else!

🌿 **Sustainable Shopping:** Many of our vendors are focused on eco-friendly practices, offering sustainable and upcycled products for the environmentally conscious shopper. Learn a little more about sustainability through our vendors as well!

🎵 **Live Music and Entertainment:** Enjoy live music throughout the day as you stroll through the market. Talented musicians from the area will be adding to the festive atmosphere with acoustic and jazz performances.

🍔 **Food and Drinks:** Take a break and enjoy delicious snacks and refreshments from our favorite local vendors, including vegan, vegetarian, and gluten-free options for all lifestyles!

🌈 **Family-Friendly Fun:** Bring the whole family! Our event is open to all ages, with a kids' art station where young artists can create their own masterpieces!

Don't Miss Out! This is a one-day-only event, so don't miss your chance to celebrate and support the local art community.

Gather your friends and family, and let's make it a memorable day on Market Street in West Chester

Click [here](#) and see the flyer attached for more information!

See You There!

Warmest Regards,

Planning Studio A Team



SOCIAL MEDIA

The target demographic for social media is all age groups but most commonly the youth population for how often they are on their devices. Using Instagram, one of the most popular social media platforms, the event announcements have a high likelihood to be seen. It is important to note that different social media platforms cater to different audiences. An example would be Facebook for the older generations and TikTok for the younger.





Sample One Year Timeline	96
12 months out	96
11 Months out	96
10 Months out	97
9 Months out	97
8-7 Months out	97
6/5 Months out	98
4 Months out	98
3 Months out	98
2 Months out	99
1 Month out	99
Week Of Event	99
Day Before/Of	99
Post Event	100
Important Notes	100
Sample “Morning of Event” Schedule	

Sample One Year Timeline

For Hosting A Special Event in West Chester Borough, PA

12 MONTHS OUT

- Set Goals: Clarify objectives of the event including attendee size, revenue estimation, sustainability efforts, and community engagement.
- Do the Research: Identify sources of funding for the event such as available grants and potential sponsors.
- Put Together a Team and Decide on Roles: Form committees for logistics, marketing, public safety, sustainability, transportation, and vendor coordination.
- Conduct a Site Visit
- Secure a Date and Venue for the Event
- Contact Local Stakeholders
- Define the type of alcohol and serving style for the event: Decide on beer, wine, cocktails, or a mix, as well as the serving style for drinks. Options for serving style include cash bar, open bar, drink tickets, etc.
- Identify Licensing Needs for Alcohol: Research Pennsylvania alcohol laws for events as well as West Chester Borough specific regulations regarding alcohol at events.
- Assemble an “Alcohol-Specifics” team: Members of this team should be knowledgeable on managing alcohol, or have experience with events that have included alcohol.

11 MONTHS OUT

- Acquire Permit Applications: Special Event Permit, Special Occasion Permit
- Sponsorship Outreach: Reach out to local businesses and organizations regarding event sponsorships.
- Draft Transportation Plan: Identify parking and traffic measures, road closures, and active transportation opportunities for the event.
- Draft a Budget: Include permit/license fees, insurance, alcohol, vendor fees, marketing and sustainability fees. The sample budget provided is a good framework for any event’s budget.
- Sustainability Research and Plan: Consult local sustainability experts and plan waste management strategies for the event such as recycling and composting.

10 MONTHS OUT

- Draft a Marketing Plan: Design event branding, sample advertisements, and signage.
- Transportation Plan: Coordinate local shuttle services (SEPTA, WCU), ride-share companies, and Borough officials for parking/road closures.
- Draft Vendor Regulations: Ensure sustainability is incorporated in vendor regulations.
- Reach out to vendors: Engage local vendors by focusing on West Chester based food trucks, breweries, restaurants, artisans, and performers.
- Apply for Permits: West Chester Borough Special Event Permit
- Begin Permit Applications: Fill out the Pennsylvania Liquor Control Board’s Special Occasion Permit. The application can be found at <https://www.lcb.pa.gov/Licensing/Topics-of-Interest/Pages/Special-Occasion-Permits.aspx>
- Secure a Licensed Alcohol Vendor

9 MONTHS OUT

- Secure Vendors: Confirm schedules, financials, and regulations with all event vendors.
- Secure Event Funding: Grants, Sponsorships, Fundraisers, etc.
- Develop Emergency Plans: Work with the West Chester Police Department and local Emergency Services to plan crowd control, first aid, emergency situations, and intoxication responses.
- Draft Advertisements: Identify a variety of advertisement strategies.
- Coordinate Entertainment and Key Activities for Event

8-7 MONTHS OUT

- Finalize Sustainability Goals: Coordinate with the West Chester Public Works Department to recognize waste management logistics. Reach out to local composting companies regarding special event sustainable waste management.
- Community Engagement: Gather public feedback on the proposed event and identify compromises for challenges proposed.
- Walkthrough of the Venue: Review waste station areas, emergency exits, alcohol locations, and public safety posts.
- Volunteer Recruitment: Reach out to volunteers, assign

roles including ID checkers and eco-educators.

6/5 MONTHS OUT

- Finalize Contracts with Vendors, Performers, Suppliers
 - Finalize Sample Advertising for Event
 - Confirm Logistics for Parking, Security, and Emergency services
 - “Early Bird Advertising”: Send out early advertising and discounted ticket opportunities (optional). Submit the
- event to Pennsylvania’s Special Event Calendar. <https://www.visitpa.com/submit-event-visitpa>
 - Submit Insurance Proof: File liquor liability insurance, special event insurance, and any other additional coverage.
 - Finalize Alcohol Plans and Permits

4 MONTHS OUT

- Finalize Sustainability Efforts
 - Promote the Event Heavily!: Digitally and publically (Social media, local press, partnerships)
 - Transportation Plan Update: Publish maps for event parking, WCU + SEPTA shuttle routes, and bike paths/ racks.
- Host Pre-Event Workshops and Fundraisers (Optional)
 - Confirm Public Safety Staffing
 - Order Marketing/Advertising Materials: Flyers, banners, signage

3 MONTHS OUT

- Confirm All Necessary Permits are Acquired
 - Launch Countdown Campaign/Ticket Sales: Launch a countdown to the event in order to excite the public and begin ticket sales if necessary.
 - Finalize Layout: Create a comprehensive site map showing event entrances, waste stations, restrooms, emergency services, alcohol locations, and main activities for the
- event.
 - Confirm Participants (again!)

2 MONTHS OUT

- Special Event Permit Application Due
 - Banner Application Due
 - Notify SEPTA at Least 60 Days Before
- Community Outreach: Notify residents of street closures, parking, potential noise disturbance.
 - Send invitations to local officials, news outlets, and VIPs (if any).

1 MONTH OUT

- Press Releases: Share previews of vendors, activities, and highlights of sustainability efforts.
 - Host Volunteer Training: Host training sessions for
- sustainability educators, volunteers, and all other necessary team members.

WEEK OF EVENT

- Send Event Reminder: Send emails to volunteers, vendors, and all other participants.
 - Confirm Schedules: Send out schedules to all vendors and volunteers.
- Post a Final Event Checklist
 - Advertise: Send out reminders to the public through email, social media, newspaper, etc.

DAY BEFORE/OF

- Review: Go over safety plans with staff and volunteers. Additionally, conduct a final walkthrough of the event site with Borough officials and confirm vendor locations.
 - Set-Up: Signage, venue details, decorations, beer garden/ designated alcohol area, and waste stations
 - Test ALL Equipment: Sound, lighting, vendor energy sources, water refill stations, and performers.
- Ensure all public safety officials and emergency management are set up in their designated spots.
 - Hold a Team Briefing: Discuss final details with all team members and mention important notes for during the event. Additionally, explain cleanup procedures and hand out specific schedules for vendors, volunteers, and other members of the team.
 - Arrive Early: Be sure to arrive early the day of to conduct

final checks on the venue and all other aspects of the event.

- Manage Alcohol: Oversee alcohol set up, storage conditions, alcohol consumption, and ID checkers.

POST EVENT

- Waste Management: Ensure waste is collected, streets are cleared, and compost/recycling is disposed of properly.
- Hold a Debrief Meeting: Discuss successes of the event and areas to improve on with members of the team.
- Send Thank Yous via Email: Thank attendees, sponsors, volunteers, and any other participants for their hard work and contribution.
- Share Highlights from the Event on Social Media
- Collect Feedback: Conduct Surveys and Polls to gain knowledge on the event from the Public AND from the Event Team (volunteers, vendors, etc.)
- Submit Final Reports: Alcohol inventory and waste management reports need to be filed if necessary.

Important Notes

- **Grants:** Grant applications have their own timeline. The application deadline, preparation time, and timing of the fund disbursement varies based on the type of grant. Be sure to thoroughly research, plan, and update the sample timeline to include the specifics on certain grants.
- **Alcohol:** Events involving alcohol require additional steps throughout the timeline. If the proposed event includes alcoholic beverages, be sure to follow the extra steps in the timeline that are highlighted blue.
- **Morning Drop-Off and Setup for Vendors:** Utilize the sample schedule from the 2024 Restaurant Festivalpage 102, provided by the West Chester Parks and Rec Department.
- **Requirements for Outdoor Events:** Abide by West Chester Parks and Recreation Department’s requirements.
- Booth spaces shall not exceed 12’ X 12’ size.
- All appliances and/or equipment requiring the use of extension cords shall use only heavy duty extension cords.
- All gas powered generators shall have self contained fuel tanks.
- All spare propane tanks shall be stored away from cooking appliances and/or open flames and shall have valve caps on.
- All extra fuel shall be stored in approved gasoline safety

rated cans, and shall be stored away from all appliances and the public right-of-way.

- All vendors with any type of cooking appliance, generators, or open flame of any type shall have the minimum of (1) 5 LB ABC DRY CHEMICAL FIRE EXTINGUISHER available at all times.
- There shall be no open flames for decorative purposes within (5) feet of any flammable material.
- All designated public right of ways/walkaways/emergency access points shall be open and unobstructed at all times.
- All booths/displays that must be assembled, shall be properly installed and constructed in a manner so as to prevent accidents, injuries, and or collapse.
- All mobile displays/booths such as concessions trailers shall be placed on level ground, and if the use of generators or propane is required, these items must be properly installed and away from any area that the general public has access to.
- All mobile trailer type displays and or concession trailers shall have (1) 5 LB ABC DRY CHEMICAL FIRE EXTINGUISHER READILY AVAILABLE AT ALL TIMES.
- **ALL BOOTHS WILL BE INSPECTED!**

Sample “Morning of Event” Schedule

Restaurant Festival 2024

Source: West Chester Parks and Rec Department

Entry time: your block captain will greet you and direct you between 8:00am and 10:00am. If you do not arrive on time, your space may no longer be available. We reserve the right to alter your space location if the need arises. All vehicles must be off the street by 10:15am. Timeliness is the key to everything, but also don't arrive too early as that can also cause issues. Arrive within your designated time block, not before... not after.

- You must unload, park your car and return to set up your space
- DO NOT UNLOAD WITH YOUR CAR THERE, If seen you will be asked to park your car immediately. Save your block captains the steps and unload, park your car, and then come back to set up. Your stuff will be watched do not worry.
- Vendors serving from a cart, truck, or trailer, it is suggested that you arrive earlier in your time block to avoid issues entering your space

Entry Location: Enter the festival at the intersection of Chestnut St and Church St. Proceed to the intersection of Church St and Gay St. Turn right to enter Block #1. (see map attached)

How to exit for parking: Turn right at the intersection of Gay St. and Darlington St. Take Darlington St to the intersection of Darlington St and Chestnut. Turn left onto Chestnut St.

Parking: Please see the attached map. There are multiple parking locations within the borough for vendors. There is no parking designated for vendors or within the festival grounds. We recommend parking at lots 10, 6, or 11.

Re entry: No cars are permitted on the festival grounds from 11:00am to 6:00pm. Cars are not allowed to re-enter the festival grounds until the police department has cleared all pedestrians and believe it is safe for traffic. Your block captains will inform all vendors when they are allowed to reenter the festival grounds.

Ice: food vendors needing ice, may purchase it directly from the ice vendor, located on Walnut Street near the post office. Please let them know how many bags you need and where you are located. The ice will be delivered to your location. 40lb bags of ice will cost \$10.00. They accept CASH ONLY.

Clean-Up System:

- You must be fully and neatly packed up before you go get your vehicle. We do not want people packing bins while their car blocks traffic (everyone wants to leave... trust me we get it) Also please do not leave any bins or merchandise in the streets, but have them neatly in your spots. We are hoping to reopen the streets to traffic at **TIME** possibly later possibly sooner, depends on when the police give us the okay. That allows 45 minutes for break down, if you are hoping to leave on the dot and need more time feel free to start breaking down earlier than **TIME**. Do not leave for your cars until you are told.
- Those who rented, please when breaking down all rental equipment keep it placed inside a parking spot and not on the roadway. This makes it hard for the street sweeper to get down. If you leave items unorganized on the roadway you may not be able to participate next year.

Food Vendor Clean Up:

- Trash Removal: Food Vendors **MUST** provide (2) 33-gallon trash containers to be placed outside of booth, trash containers for inside of booth, and an adequate supply of 33-gallon trash bags. At the end of the event, if you leave items unorganized on the roadway you may not be able to participate next year.
- Oil Removal: It is the responsibility of the vendor to remove all oils and grease. Vendors **MUST NOT** dump oil or grease on sidewalks, streets, or down street grates. If you are caught dumping oil you will receive a two year ban from the festival.
- Charcoal Removal: It is the responsibility of the vendor to remove **ALL** charcoal from your space. Vendors **MUST NOT** dump charcoal on sidewalks, streets, or down street grates. If you are caught dumping charcoal you will receive a two year ban from the festival.

No refunds will be issued unless West Chester Parks and Recreation cancels the event.

