



# **DINING UNDER THE STARS**

**AND ITS ECONOMIC IMPACT ON MEDIA BOROUGH**

# 1990s MEDIA

- Commerce based around Courthouse and associated businesses
- Lawyer, Psychologists, Banks, Printers, Office Supply
- Lunch Crowd
- Few Dinner Restaurants
- Residents travel to Philadelphia for entertainment
- Mountains or Shore on Weekends



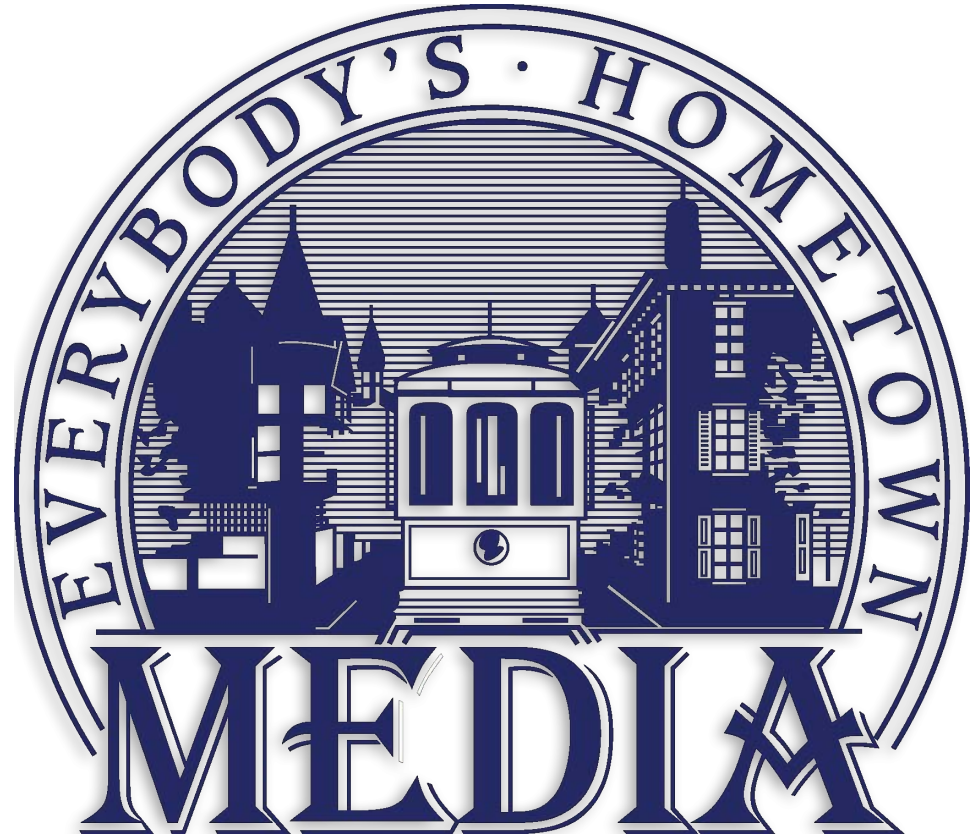
# EVERYBODY'S HOMETOWN

Creation of Town Slogan  
EVERYBODY'S HOMETOWN

Fair Trade Town

Media Theatre Renovation

Media's State Street renovated  
with \$1.2M state funds





Creation of

## Media Business Authority:

“The mission of the **Media Business Authority** is to encourage economic growth, improve positive visual impact, sustain and nurture business development, and help increase Media Borough business patronage through activities and programs that enhance the community quality of life, while maintaining an open line of communication with business owners, citizens, and local government”





Creation of

## VISIT MEDIA PA

The **MBA** created VisitMediaPA to foster open lines of communication between Borough business owners and residents by providing promotional support via social media.

Media Borough Businesses have an extensive internet presence via website and social media

- Facebook
- Twitter
- Instagram
- YouTube

# A Plan Was Needed

- Increase visitors during the summer
- Increase community involvement
- Increase town coffers
- Increase midweek sales



## Creation of Dining Under The Stars

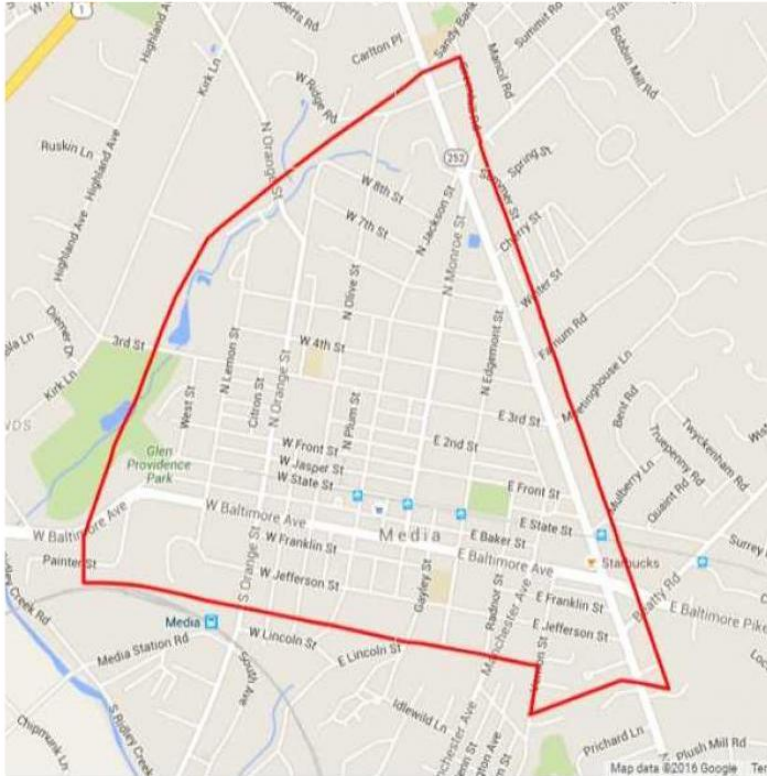
A weekly restaurant/retail event that closes down 4 blocks during the summer from May to September to generate publicity, income and community.

Extension of existing established businesses reaching beyond the brick and mortar

A collaboration of

- **Media Business Authority**
- **Media Borough Council**
- **Restaurant Owners**
- **Police**
- **Volunteers**
- **Patrons**





## **The plan:**

**To create a contained area with permanent restaurant/retail**

**Supported by Mercantile Tax base from Business Owners**

**Overseen by the MBA with one point person to monitor the events**

**Establish Rules for Parking, LCB, Traffic, Fines and Participation Fees**

**Enforce those Rules**

**Measure the Success and report back to Council, Businesses and Community**



# WHAT'S NEEDED for Business

- Registration with the MBA - \$10 per chair per month
- Liquor licensing with the PLCB
- 0.75% Mercantile Tax to MBA
- Entertainment - Each block responsible for its own musicians; businesses share hiring and payment on their block.



# WHAT'S NEEDED for the MBA

- Street closure coordinated with Police and Public Works
- Barricade intersections at 4PM
- Public transportation, Street Closure, Notify SEPTA, post signs 24 Hours in advance
- Registration of Participating Restaurants
- Volunteers



## First Dining Under Stars 2007

- Only 4 Restaurants participated
- Low Turn Out
- Problem with Open Containers
- Papers called it "Mayor's Folly"



# Solutions

- Increased Police Presence - \$25,000 Annual
- Encourage Public Transportation to alleviate parking issues
- Encourage Ride Sharing with Lyft and Uber
- Minimize Towing Burden with MBA absorbing fees





# RESULTS

- UP TO 7,000 MEALS SERVED **PER NIGHT** ON STATE ST.
- 31 RESTAURANTS PARTICIPATE
- UP TO 10,000 VISITORS
- “BEST EVENT IN WESTERN SUBURBS” Main Line Today 5 Years Running
- Media now a “Destination Town”



# RESTAURANT SALES

## SAMPLE DATA

- Ariano's - 400 meals
- Spasso - 700 meals
- Diego - 200 meals
- Shere-E-Punjab - 120 meals

## SAMPLE REVENUES

300 dinners  
X \$25 per dinner  
= \$7,500



# SAMPLE REVENUES

300 dinners  
X \$25 per dinner  
= \$7,5000

X 22 days of DUTS

...and for the Borough  
taxpayer...

Mercantile Tax at 0.75 mill of  
revenues goes into the public purse.





# MULTI-DEMOGRAPHIC EVENT

- Phase 1 - Kid and Family Friendly with Chalk, Clay and Balloon Animal Activities early evening
- Phase 2 - First Dates and Couples
- Phase 3 - Girls Night Out
- Phase 4 - Late Night Out for Millennials





# PROMOTION

- Street Signs
- Social Media  
(Facebook, Twitter and Instagram)  
VisitMediaPA 9274+  
Dining Under the Stars 13,000+
- Newspapers, Television
- Audience - Drawing 15% local over  
31.5% Philadelphia proper



