



Biography

MALCOLM JOHNSTONE

Arts, Culture, and Historic Preservation

Outreach Officer

Chester County Community Foundation

Malcolm Johnstone has led downtown revitalization, historic preservation, and heritage tourism initiatives for nearly four decades. Although his roots are as a classical musician, Malcolm was among the first to be certified in Main Street Management by the National Trust for Historic Preservation in Washington DC.

Malcolm currently serves as Community Engagement Officer for the Cultural Alliance of Chester County, an initiative of the Chester County Community Foundation. He works to elevate the profile of and increase the public's engagement with Chester County's arts, culture, and historic preservation nonprofits by strengthening the connections between these organizations and the larger community.

Malcolm served as the first Executive Director of West Chester's Business Improvement District (WC BID) from 2001 to 2020. In concert with business owners, elected officials, historic preservation advocates, urban planners, developers, hospitality promoters, artists, and residents, Malcolm successfully steered a revitalization of downtown West Chester. During his 19-year tenure, the WC BID won 17 "Best Of" awards, highlighting West Chester's tremendous renewal. Public recognition was bestowed by sources including Delaware Valley Regional Planning Commission, Frommer's Travel Guide, Main Line Today Magazine, National League of Cities, National Main Street Center, National Trust for Historic Preservation, PA Downtown Center, and Philadelphia Magazine.

Prior to discovering Chester County, Malcolm led downtown initiatives in Idaho and Oregon, providing technical assistance to more than 40 downtown communities over 15 years. A sought-after speaker at local, regional, and national conferences, Malcolm enjoys sharing his knowledge of local history and downtown development. He has authored numerous articles for Main Line Today, County Lines Magazine, West Chester Fig, and WC Press. In 2020, he wrote and published *For the Union...how West Chester helped launch Abraham Lincoln's quest for the presidency*.

A graduate of the San Francisco Conservatory of Music, Malcolm has proven that the culture builds community, as he artfully composes strong, resilient downtowns. And of course, Malcolm and his wife, Susan, live in, work in, and thoroughly enjoy downtown West Chester.

Malcolm Johnstone, Community Engagement Officer

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