

Quarterly Report
Chapel Hill Downtown Partnership
October-December, 2011

Economic Development

- The Partnership assisted three property owners in tenant searches, with ongoing negotiations in one instance and a signed lease in another.
- Office occupancies continue in the 85-87 % range, with national averages in the low 70 %. Office occupancies should be kept above 75 %.
- Retail occupancies increased to above 96 %, exceeding the national average. New Retailers/restaurants this quarter include Estate Boutique, Bread and Butter Bakery, Guru India, West End Public, Lucky Star Market, The Standard, Cholonad Indian Restaurant, Jackson, and Sweet Frog Yogurt.
- Free night and weekend parking is opened on RBC's Turtle lot and BB & T's lot, adding over 60 new spaces.
- Staff attended 3 Department Head Reviews for University Square Development.

Marketing

- Produced and distributed a weekly electronic calendar of events/specials for Downtown.
- Designed and produced a new Downtown Brochure, detailing the Partnership's goals and work plan.
- Produced and distributed a Downtown Business Guide and Map.
- Promoted Festifall with the Parks and Recreation Department.
- Promoted Downtown businesses on a daily basis through electronic and social media.
- Co-sponsored the Good Neighbor initiative in the neighborhoods surrounding Downtown.
- Co-sponsored Project Connect to help homeless individuals find employment.
- Recruited an artist to design a winter art installation at the Yeats Motors Building on West Franklin Street.
- Developed and promoted a Holiday concert at Franklin and Columbia Streets.
- Hosted the annual Holiday Tree Lighting Ceremony.

Programming

- Installed three cigarette receptacles on East Franklin Street.

- Coordinated the bi-annual sidewalk power washing by Parks and Recreation Department.
- Served as staff for the Parking Task Force's three monthly meetings.
- Launched a Downtown Guide mobile app. including parking data.
- Continue to operate the East and West Franklin Valet Parking services.

Communications and Organization

- Produced and Annual meeting of the Partnership for Downtown stakeholders.
- Welcomed nine new businesses to Downtown.
- Utilized Facebook and Twitter on a daily basis to communicate downtown activities to the public.
- Developed and submitted a Downtown Vision and implementation schedule to the 2020 Comprehensive Plan Leadership Team, including needed capital improvements.
- Promoted the Orange County Economic Development sales tax initiative and encouraged voter turnout.
- Posted an edited video of the Christmas Parade.
- Utilized a daily blog on the Partnership web site to promote downtown activities and businesses.
- Secured and promoted free Saturday parking in December to encourage Christmas shopping downtown.
- Participated in the Chamber's Economic Development and Public Policy Committee meetings.