



April 25, 2014

To: Mayor Mark Kleinschmidt and Town Council Members
From: Meg McGurk, Executive Director
Re: Quarterly Report for January – March 2014

Below are highlights of the work the Downtown Partnership has engaged in for the third quarter of FY 2013-2014:

Economic Development: (Objective: Be downtown's managing entity and economic development leader.)

- Manage financial operations for Launch Chapel Hill; with our partners UNC, TOCH, Orange Co.
 - Working with Launch manager to share accomplishments with community.
 - Working with 1789 Incubator on expanding program to coworking space.
- Welcomed 4 new businesses downtown, introduced them to our services, and promoted them.
- Assisted 48 downtown businesses with a variety of projects and resources.
- Linked 8 businesses interested in locating downtown with owners of available space.
- Assisted 3 property owners with recruiting new tenants and other projects.
- Partnering with Town's Planning Dept and consultants to bring Rosemary Imagined conceptual sketches to public for input.
- Partnering with Town's Cultural Arts coordinator on downtown arts district research.
- Partnering with Town and Visitors Bureau to plan for pedestrian way finding signage downtown.
- Coordinated *Look Before You Lease* program for 1 business.
- For 2nd Friday ArtWalk: hosted Artist & Venue Matchmaking event (50 ppl); held Venue Meeting; created database of artists for the venues.
- Installed 4 new Windows on Chapel Hill art installations in empty or under-used storefronts; held artists opening reception.
- Serving on Chamber's Inter-City Visit planning group; visited Athens, Ga for pre-planning trip.

Marketing: (Objective: Attract more customers and visitors downtown through promotions, special events, and marketing.)

- Coordinated and/or hosted: Ally Week with UNC LGBTQ Center; 5th Annual Vs. Benefit Concert.
- Created websites for 3 businesses (Industry, Studio Design Gallery, 140westfranklinplaza)
- Consulted on rebranding of The Standard, now Industry.
- Created and produced new menu for 1 business (Italian Pizzeria III).
- Designed new Downtown Chapel Hill t-shirts.
- Partnering with local app business to offer online ordering for downtown businesses.
- Promoting Live & Local, new weekly series of arts events centered around 140 West Franklin plaza.

Programming: (Objective: Address the basic needs of the downtown community through public and private partnerships.)

- Partnered with Police Department on Accidental Alarm Info session for merchants.
- Partnered with Public Works to host Streetscape Improvements Info session for merchants.
- Assisted OWASA with notifying businesses and property owners about night time line work.
- Partnering with Habitat for Humanity Re-Store to offer services to downtown businesses.



- Partnering with OC Public Health Dept. on cigarette litter pick ups; outreach to smokers; and providing businesses with information on ordinance.
- Added 1 new business to West End Valet (Kipos Restaurant)

Communications and Organization: (Objective: Communicate the accomplishments of the downtown community and the agency.)

- Interviewed and hired new downtown events coordinator; in partnership with Town's Parks & Recreation Dept.
- Prepared 2014-2015 agency budget; completed annual audit and tax forms; completed agency annual report; held annual meeting at Carolina Inn.
- Spoke at Chamber's annual meeting on state of downtown and place making.
- Spoke at Chamber's Economic Development and Public Policy Group.
- Volunteers contributed 145 hours of their time to the agency and downtown.

Meg McGurk
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