



August 29, 2014

To: Mayor Mark Kleinschmidt and Town Council Members
From: Meg McGurk, Executive Director
Re: Quarterly Report for April - June 2014

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

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

- Welcomed 7 new businesses downtown, introduced them to our services, and promoted them.
- Assisted 38 downtown businesses with a variety of projects and resources.
- Linked 11 businesses interested in locating downtown with owners of available space.
- Assisted 14 property owners with recruiting new tenants and other projects.
- Held 27 public input or stakeholder meetings in partnership with Town's Planning Department to bring Rosemary Imagined concepts and plan to public for input.
- Hosted public information session on Creative & Cultural Arts District at library (45ppl).
- Partnering with Town on a project management team to assess and implement 2013 Walking Audit findings to address cleanliness and infrastructure needs of downtown.
- Managed financial operations for Launch Chapel Hill; with our partners UNC, TOCH, Orange Co.
- Installed 3 new Windows on Chapel Hill art installations in empty or under-used storefronts.
- Hosted Bike Plan Focus Group for businesses to gather feedback on the Bike Plan; submitted feedback to Town.

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

- Assisted Ackland Museum with promoting event to build relationships with downtown businesses.
- Partnered with Town and UNC to bring Tar Heel Downtown to Franklin Street for the fall.
- Partnered with UNC's Office of New Student and Parent Programs on 'Feel of Franklin Street' opportunity for merchants to engage with new students.
- Assisted Go Chapel Hill! With promoting Bike Benefits Program.
- Planned second TerraVITA Small Plate Crawl for the fall.
- Created websites for 2 businesses (Bradley Law Firm, Rec Room).
- Created and produced new menu for 3 businesses (Italian Pizzeria 3, Sup Dogs, Rec Room).
- Promoting Live & Local, new weekly series of downtown events centered around 140 West Franklin Plaza.
www.plaza140westfranklin.com

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

- Partnered with Town of Chapel Hill Police Department to hold Coffee with a Cop session and educate downtown community about Accidental Alarm Registration Program.
- Participated in Town/Gown collaboration to minimize the effects of high-risk alcohol consumption on downtown and businesses.
 - Attended late night walk-around of downtown to assess conditions.
 - Facilitating subcommittee of merchants to determine strategies to address high-risk drinking.
- Began planning for Project Connect 2014.
- Assisted business owner and artist Michael Brown with graffiti removal from an iconic downtown mural.



- Partnering with Town & Visitors Bureau Staff to create and place pedestrian wayfinding signs.
- Working with Town and Orange County Health Department on ways to address smoking education regarding the new no-smoking policy.
- Granted 1 business funds through the Façade Improvement Grant (Sup Dogs Restaurant).
- Hosted meeting for public regarding updates on the Durham-Orange Light Rail Transit Project, and Chapel Hill Transit services and projects.

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

- Interviewed on WCHL for Rosemary Imagined and Live & Local series.
- Panelist for Chamber's Leadership class discussion on economic development.
- Presented at Chamber's Economic Development & Public Policy group on economic impact of special events downtown.
- Presented on Rosemary Imagined at Friends of the Downtown
- Attended Engaging Women in Public Service Conference via School of Government.
- Attended Webinar on streamlining Event Permitting Process.
- Volunteers contributed 191 hours of their time to the agency and downtown.

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