



To: Mayor Mark Kleinschmidt and Town Council Members
From: Meg McGurk, Executive Director of Chapel Hill Downtown Partnership
Re: Quarterly Report for April - June FY2014-2015

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

- Managed financial operations for Launch Chapel Hill; with our partners UNC, TOCH, Orange Co.
 - Served on Selection Committee for new cohort of ventures
 - Held Office Hours at Launch to assist ventures with opportunities to relocate to downtown.
- 1 new business welcomed to downtown and introduced them to our services.
- 95 downtown businesses assisted with a variety of projects and resources.
- 12 developers and/or businesses assisted with an interest in being downtown.
- 6 property owners assisted with recruiting new tenants and other projects.
- 5 downtown residents assisted with resources.
- Wrote Request for Proposals for consultants for Downtown Master Plan
- Implemented streetscape improvements on East Franklin Street; from agency assessment (walking audit).
 - Served as contact point for community, businesses, and media.
- Provided grant funding and assistance:
 - 4 businesses assisted with writing application for Orange County grants
 - 2 businesses funded through our Paint Grant
 - 2 businesses funded through our Façade Grant
 - 1 business funded through our Sidewalk Dining Grant
- Created database of downtown businesses and economic indicators to generate reports with better accuracy
- Advocating for parking policy and LUMO changes

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

- Created and running new ad campaign on WCHL & Chapelboro, highlighting new businesses
- Manage 2nd Friday ArtWalk for all of Chapel Hill & Carrboro
 - Hosted Windows on Chapel Hill reception & Researched economic impact of the ArtWalk
- 1 business provided free menu design services
- Provided businesses with promotional opportunities:
 - Feel of Franklin Street for UNC students & Tar Heel 10 Miler – Race Rewards Program
- Installed 30 WELCOME to DOWNTOWN banners
- 12 weekly "What To Do & See Downtown This Week" marketing emails

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

- Partnered with Police Department on soliciting feedback from businesses on Loading Zones, Noise Ordinance.
- Partnered with Fire Department on soliciting feedback from businesses on new fees and inspections process
- Provided businesses with information on:
 - BARS Training (Be A Responsible Server)
 - OC Alerts
 - Property Alarm Registration

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

- Presented at American Assoc. of Planners Conference, Chamber's BEA Awards
- Spoke at American Assoc. of University Women luncheon, Friends of Downtown, Chamber's Leadership Panel
- Served on interview panel for Town hiring process, Chamber's business awards selection committee
- Volunteers contributed 227 hours of their time to the agency and downtown