



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

Below are highlights of the work the Downtown Partnership has engaged in for the third quarter of FY 2014-2015:

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.
 - Created the Launch Operating procedures to guide the executive and selection committees.
 - Held Office Hours at Launch to assist ventures with opportunities to relocate to downtown.
- Welcomed 3 new businesses to downtown and introduced them to our services.
- Assisted 100 downtown businesses with a variety of projects and resources.
- Assisted 11 developers and/or businesses with an interest in being downtown.
- Assisted 13 property owners with recruiting new tenants and other projects.
- Assisted 7 downtown residents with resources.
- Continued work on Downtown Master Plan with data collection and analysis phase.
- Implemented streetscape improvements on East Franklin Street; from agency assessment (walking audit).
 - Served as contact point for community, businesses, and media.
 - Created new grant opportunities for businesses to do façade upgrades, painting, and sidewalk dining.
- Worked on retail recruitment strategies for downtown.
- Partnered with UNC Public Policy class to evaluate the economic impact of the arts on downtown businesses.

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

- Sponsored and/or coordinated:
 - Bare Theatre production of Measure for Measure at Varsity Theatre.
 - Wordsprout Art Project
 - UNC Ally Visibility Week with UNC's LGBTQ Center
 - 2nd Friday ArtWalk
 - Hosted Artist & Venue Matchmaking
- Provided menu design services for 1 business and 1 business with photography.
- Provided website design services 5 businesses
- Created new 'How to Open a Business' Guide.
- Installed 3 artists for Windows on Chapel Hill; 21 artists installed since 2011.
- Provided 2 new businesses with press releases

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

- Sponsored Listening Session with Town Manager and downtown community.
- Coordinated Carolina Square informational meeting for downtown community.
- Partnered with UNC's Sexual Violence Prevention Coordinator to bring Raise the Bar to downtown.
- Provided merchants with information on Open Streets Event, Bicycle-Friendly Business Program.

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

- Held annual meeting and released annual report.
- Held a social event for Board members at Carolina Inn.
- Spoke at Town Hall listening session with Town Council Member Lee Storrow.
- Attended a market research webinar.
- Volunteers contributed 132.5 hours of their time to the agency and downtown.

