



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

Below are highlights of the work the Downtown Partnership has engaged in for the first 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.
 - Hired events coordinator to work with site manager
 - Completed license agreements for new ventures.
- Assisted 53 downtown businesses with a variety of projects and resources.
- Assisted 5 developers and/or businesses with an interest in being downtown.
- Assisted 12 property owners with recruiting new tenants and other projects.
- Held 22 stakeholder meetings for Rosemary Imagined & Downtown Imagined conceptual sketches and Implementation Plan.
- Coordinated project management team to assess and implement Walking Audit findings.
- Completed design and placement of pedestrian wayfinding signs; partnered with UNC research center to study impact of walking on economics and health of downtown.
- Installed 3 new Windows on Chapel Hill art installations in empty or under-used storefronts; held artists opening reception.

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

- Sponsored and/or coordinated:
 - Pink Heals Tour of fire trucks to raise cancer awareness and funds.
 - Good Neighbor Initiative Block Party to promote neighborhood cohesiveness
 - TerraVITA Small Plate Crawl to promote restaurants that locally-source food
- Created websites for 3 downtown businesses.
- Created tailgate map for football fans as part of www.parkonthehill.com.
- Installed Touch Downtown Football Banners & Pride flags downtown.
- Assisted Mayors Innovation Project (MIP) management team with planning.
 - Hosted Downtown Walking Tour of Launch & 1789
 - Sponsored musical performance on 140 West Plaza
- Partnered with Graduate & Professional Student Federation at UNC to promote family-friendly events and businesses to student-parents.

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

- Partnered with Police Department to:
 - Educate businesses/property owners about Accidental Alarm Registration Program
 - Promote BARS training for merchants.
 - Educate alcohol serving/selling merchants on safety measures for Halloween.
- Coordinated subcommittee of downtown businesses for Town/Gown collaboration to minimize the effects of high-risk alcohol consumption.
- Worked with 1 property owner to partner on public/private partnership for parking lot use.

- Granted 3 businesses Façade Improvement Grants.
- Assisted Dept. of City & Regional Planning fall semester class (site planning) with project to evaluation and propose plans for segment of Rosemary Street.
- Created signage ordinance quick reference guide for small businesses.
- Partnered 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 free West End valet parking program.

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

- Interviews on WCHL for Downtown Imagined.
- Presented on “State of Downtown” for Peer Learning of Chapel Hill and Voices in the Community series at University Baptist Church
- Attended Chamber’s Inter-City Visit to Greenville, SC and Athens, GA
- Attended Urban Land Institute JW Willie York Awards ceremony, 140 West Franklin was nominated.
- Volunteers contributed 208 hours of their time to the agency and downtown.