



**To: Mayor Mark Kleinschmidt and Town Council Members**  
**From: Meg McGurk, Executive Director of Chapel Hill Downtown Partnership**  
**Re: Quarterly Report for July-Sept FY2015-2016**

**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.
  - Serve on Executive Committee; looking at relocation space as CHDP holds sublease for current space
- 6 new businesses welcomed to downtown and introduced them to our services.
- 127 downtown businesses assisted with a variety of projects and resources.
- 13 developers and/or businesses assisted with an interest in being downtown.
- 6 property owners assisted with recruiting new tenants and other projects.
- 4 downtown residents assisted with resources.
- Serving on project team for Downtown Portfolio; consultant engaged for Downtown 2020 Strategy
- Advocated against changes to Municipal Service District; with both local and state leaders

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

- Served on Town's artist selection committee for sidewalk art project
- Manage 2<sup>nd</sup> Friday ArtWalk for all of Chapel Hill & Carrboro
- Provided businesses with promotional opportunities:
  - Downtown Pop Up Farmers Market
  - Chapel Hill-Carrboro Small Plate Crawl
  - FRANK Photo Scavenger Hunt
- 1 business provided with free logo and menu design
- 12 weekly "What To Do & See Downtown This Week" marketing emails
- Successful special events coordinated and/or sponsored:
  - Movies Under the Stars (6)
  - Pink Heals Tour
  - Downtown Pop Up Farmers Markets (8)
  - QVC Live Broadcast
  - Tar Heel Downtown Pep Rally
  - PARK(ing) Day
  - Good Neighbor – Information Walk Around, Community Pride Walk, & Block Party

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

- Partnered with Police Department on:
  - Coffee with a Cop for business & property owners
  - Training to Reduce Underage Drinking with NC ABC Commission
  - Halloween Info Mtg for business & property owners
- Hosted with Fire Department "What to Expect at an Unexpected Fire Inspection" Training for bars
- Assisted Friends of Downtown with Candidates Forum
- Begin process to hire Campus & Community Coalition Director to reduce high-risk drinking

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

- Bi-monthly WCHL program with Aaron in the Afternoon; promoting downtown
- Spoke at Carolina Club Business Builders meeting
- Held Social Hour for stakeholders
- Began strategic planning for agency to develop new Plan of Work
- Volunteers contributed 329 hours of their time to the agency and downtown