



April 1, 2017

To: Mayor Pam Hemminger and Town Council Members, Town of Chapel Hill
From: Meg McGurk, Executive Director of Chapel Hill Downtown Partnership
Re: Quarterly Report on Measurable Objectives for January - March FY 2016-2017 (3rd Quarter)

Mission Statement: The Chapel Hill Downtown Partnership (CHDP) brings together the resources of the Town, University and downtown community to maintain, enhance and promote downtown as the social, cultural, and spiritual center of Chapel Hill through economic development.

Investment & Attraction: CHDP builds the economic base of downtown for greater investment by:

- Supporting visionary strategies for a revitalized downtown
- Influences fiscal and policy decisions for downtown
- Strengthens relationships with downtown stakeholders
- Positions downtown as an attractive and predictable location for investment

1. Measure: Number of prospective tenants identified and linked to downtown property owners; number of successful leases

Target: 15 tenants identified; 2 leases confirmed

- For 3rd Quarter: 1 tenants identified; 1 leases confirmed

2. Measure: Number of businesses receiving funds to improve facades, signage, sidewalk dining, structural improvements; increase in new investment downtown

Target: 5 businesses assisted; \$10,000 new investment

- For 3rd Quarter: 0 businesses assisted; \$0 new investment

3. Measure: Number of opportunities agency seeks out to strengthen relationship with and to engage downtown community; number in attendance

Target: 4 events; 100 people in attendance

- For 3rd Quarter: 3 events; 80 people in attendance

Placemaking: CHDP creates a vibrant and welcoming space with renewed community pride by:

- Making downtown safer
- Establishing downtown as a clean and beautiful destination
- Improving downtown's accessibility for all
- Building a healthy business environment full of healthy people
- Developing an active year-round downtown
- Telling the story of downtown

4. Measure: Number of recommendations by the Campus and Community Coalition on High Risk Drinking & Substance Abuse Prevention; businesses engaged actively in the Coalition work

Target: 2 recommendations achieved; 10 businesses engaged

- For 3rd Quarter: 0.5 recommendations achieved; 16 businesses engaged

5. Measure: Number of safety, cleanliness improvements implemented with advocacy and leadership by CHDP

Target: 5 improvements implemented

- For 3rd Quarter: 2 improvements implemented

6. Measure: Number of businesses engaged in special events and placemaking initiatives through sponsorships and programming

Target: 20 businesses engaged

- For 3rd Quarter: 12 businesses engaged

7. Measure: Number of community outreach and speaking opportunities agency engages in tell the story of downtown

Target: 5 opportunities

- For 3rd Quarter: 29 opportunities

Business Services: CHDP positions downtown as the best district for retention and expansion by:

- Being the leading voice for downtown
- Being a resource for businesses
- Bolstering downtown as an epicenter for entrepreneurship
- Providing businesses with educational and promotional tools
- Offering incentives and technical services to assist businesses

8. Measure: Number of downtown businesses assisted with support and resources

Target: 200 businesses assisted

- For 3rd Quarter: 140 businesses assisted

9. Measure: Number of safety, educational, and information resources provided to businesses

Target: 3 opportunities provided

- For 3rd Quarter: 16 opportunities provided

10. Measure: Number of businesses provided with technical assistance such as custom-built websites, promotional videos, graphics, and design work

Target: 10 businesses assisted

- For 3rd Quarter: 3 businesses assisted

Highlights of 3rd Quarter FY 2016-2017:

- Manage financial operations for Launch Chapel Hill, signed new Launch space sublease to increase coworking and office space, Serving on Launch Exec Committee
- 1 new business welcomed and provided resources
- Participated with Town on implementation of the Downtown Work Plan; Alleyway Improvement Project, West Rosemary St Development Guide
- Partnering with Town, Chamber, County on database to track office space and tenants
- Assisted Town with launching second round of Employee Permit Parking Program
- 5 Events Coordinated & Sponsored: 2nd Friday ArtWalk, Franklin St History Tours for 3rd graders, SHIMMER: The Art of Light, Rodeo on Rosemary (food truck rodeo), Floraffiti
- Launched Neighbors with Northside campaign with Orange County Habitat for Humanity
- Campus & Community Coalition developing campus-wide social norms campaign, chosen as Public Health Capstone initiative for next academic year
- Hosted our Annual Meeting, produced Annual Report, produced economic data report 'Chapel Hill By the Numbers'
- Volunteers provided 250 hours of time to work of agency