



January 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 October - December FY 2016-2017 (2<sup>nd</sup> 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 2<sup>nd</sup> Quarter: 0 tenants identified; 2 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 2<sup>nd</sup> Quarter: 2 businesses assisted; \$2195 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 2<sup>nd</sup> Quarter: 3 events; 65 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 2<sup>nd</sup> Quarter: 0 recommendations achieved; 4 businesses engaged

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

Target: 5 improvements implemented

- For 2<sup>nd</sup> Quarter: 3 improvements implemented

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

Target: 20 businesses engaged

- For 2<sup>nd</sup> Quarter: 14 businesses engaged

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

Target: 5 opportunities

- For 2<sup>nd</sup> Quarter: 8 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 2<sup>nd</sup> Quarter: 95 businesses assisted

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

Target: 3 opportunities provided

- For 2<sup>nd</sup> Quarter: 11 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 2<sup>nd</sup> Quarter: 0 businesses assisted

**Highlights of 2<sup>nd</sup> Quarter FY 2016-2017:**

- Manage financial operations for Launch Chapel Hill, Negotiating new Launch space sublease, Serving on Launch Exec Committee; authorized staff to begin exploring converting Launch to a nonprofit
- 2 new businesses welcomed and provided resources
- Participated with Town on facilitated discussion of bike lanes, parking, and striping of Rosemary Street coming to a mutually agreed conclusion
- Researched and created downtown parking wayfinding report
- 13 Events Coordinated & Sponsored: Downtown Pop Up Markets, 2<sup>nd</sup> Friday ArtWalk, Franklin St History Tours for 3<sup>rd</sup> graders, Ladies Tech Luncheon at Launch, Holiday Tree Lighting, Holiday Window Decorating Contest
- Partnering with Town Special Events Division to map out viability and plan for special events on newly constructed Rosemary Street
- Campus & Community Coalition secured commitment from UNC Journalism School to develop campus-wide social norms campaign to reduce high-risk drinking
- Hosted North Carolina Downtown Development Association Board Retreat
- Volunteers provided 214 hours of time to work of agency