



**Economic Development:** (Objective: Be downtown's managing entity and economic development leader.)

- Worked with Chamber and Police Department to address predatory towing practices; resulted in ordinance changes.
- Advocated on behalf of businesses that had been affected by the non-enforcement of rules regulating public spaces downtown; in particular Peace & Justice Plaza.
- Participated in the Chamber's Economic Development and Public Policy Committee meetings; assisted with planning annual inter-city visit.
- Welcomed and promoted 3 new retailers/restaurants this quarter including Sweet Frog Yogurt, Auntie Anne's Pretzels, Tremayne Company Design.
- Facilitated public/private partnership to open free night/weekend parking area at University Square, adding over 60 new spaces.
- Worked with 4 property owners to resolve issues related to the development of Shortbread Lofts.
- Advocated to Orange County staff and developers for placement of the first Orange County Business Incubator in Downtown.
- Worked with three UNC graduate students in Urban Planning on: a study of ad valorem tax impact of Downtown on all of Orange County, and a retail analysis of Downtown.

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

- Produced and distributed weekly "What to Do & See Downtown This Week!" email of Downtown events/specials.
- Promoted Tar Heel 10 Miler with Endurance Magazine, NC Science Festival, Ally Visibility week at UNC.
- Promoted Downtown businesses on a daily basis through electronic and social media; met with two businesses to share information and empower self-directed marketing for their businesses.
- Co-sponsored the Poetry on the Hill Festival with the Sacrificial Poets; bringing 100 attendees directly into businesses for workshops to dine and shop.
- Created free marketing videos for 8 Downtown businesses including Bread & Butter, Estate Boutique, La Residence, Julian's, The Standard, Cholanad, Uniquities, and Jackson.
- Recruited nationally-known artist Charles Chace to design a spring art installation at the Yates Motor Company Building on West Franklin Street; to increase exposure to a prime available space Downtown.
- Implemented tactics of Parking Marketing Campaign to educate various audiences about parking options downtown.

**Programming:** (Objective: Address the real and perceived reasons that people avoid downtown.)

- Served as staff for the Parking Task Force's 3 monthly meetings.
- Participated in the development of parking improvements including picking a company to manage cell phone payments for parking, and linking all parking meters to make payment available anywhere in Downtown.
- Managed and developed the Downtown Guide mobile app. including parking data.
- Continue to operate the East and West Downtown Valet Parking services.
- Planning for 2012 Locally Grown series developing the event lineup, marketing plan, sponsorship package.
- Organized, hosted annual show at Local 506; donating \$1000 proceeds to Real Change from Spare Change.
- Became host site for ABC Solutions based in Durham; providing volunteer job experience to adults with barriers to employment to help bolster their skills as they transition back into the workforce.
- Maintained 60+ raised brick planters that were planted and mulched for the season.
- Volunteers contributed 178 hours of their time photographing events, cleaning up litter, assisting at events, creating marketing materials, and maintaining databases.

**Communications and Organization:** (Objective: Communicate the Partnership's successes and general improvements downtown.)

- Utilized Facebook and Twitter on a daily basis to communicate downtown activities to the public.
- Continued to participate in the 2020 Comprehensive Plan Leadership Team process.
- Created various videos for events happening Downtown.
- Utilized a daily blog on the Partnership web site to promote downtown activities and businesses.