



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

- Advocated to business community and Town Council for placement of the first small start-up business incubator in downtown which the Downtown Partnership will be managing.
- Worked with 3 businesses interested in relocating to Downtown Chapel Hill identifying potential space and connecting with appropriate parties.
- Participated in planning the Visitor Bureau's launch of the Edge of the Triangle campaign.
- Assisted UNC ITS with reaching out to and educating downtown businesses on a grant to install fiber optic cable throughout communities; GIGU.
- Engaged and promoted 3 new businesses; Hotdogs & Brew, Tomato Jake's, and Glee Kids (new owners).
- Assisted Catchafire.org with launching in Chapel Hill by linking them with downtown businesses & nonprofits.
- Assisted police with promoting BARS training for downtown bars & restaurants in conjunction with Police Department and ALE; community meetings on strategic planning and false alarm report reduction.
- Worked with property owners to maintain accurate web listings of available retail and office space in the CBD.

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

- Created and distributed 5000 NEW Downtown Business Guide & Maps
- Promoted Downtown Scavenger Hunt; 100 ppl participated.
- Coordinated 2012 Locally Grown series developing the event lineup, marketing plan, sponsorship package. First concert in June featured three women-led local bands; attendance 500.
- Created special advertising promotion for businesses with Inside Carolina magazine & THE WEEKLY.
- Coordinated Good Neighbor Initiative promotional opportunity for businesses to reach downtown residents.
- Expanded advertising to promote downtown in Daily Tar Heel and The Stagger.
- Hosted reception for downtown installation artist Charles Chace; with cross-promotion at West End Wine Bar.
- Produced and distributed weekly "What to Do & See Downtown This Week!" email of events/specials.
- Created free marketing videos for 3 businesses including Lucky Star Market, Julian's, & La Residence.
- Implemented tactics of Parking Marketing Campaign to educate various audiences about parking options.

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

- Conducted cigarette scan to site two new cigarette urns downtown as part of a Keep America Beautiful Grant to reduce litter downtown.
- Partnered with Town's Public Arts Office and Parks & Rec to create series of unique window art installations.
- Worked with a downtown business to create signage to assist customers with finding convenient parking.
- Linked 2 downtown business owners with community resources to address panhandling and loitering issues.
- Created an info banner promoting www.franklinstreetparking.com to be displayed on the balcony of Top of the Hill to inform visitors of parking options.
- Continue to lead the Downtown Parking Task Force engaging downtown leaders to implement positive change in parking policy; and operate the East & West Downtown Valet Parking service for 17 businesses.
- Maintained 60+ raised brick planters that were planted and mulched for the season.
- Coordinated volunteers contributing 120 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.)

- Agency transitioned into new staff roles; hired new administrative assistant.
- Board transitioned at turn of fiscal year with three new members; new executive committee.
- Met with numerous agency leaders in the communities on a spectrum of issues.
- Utilized Facebook and Twitter on a daily basis to communicate downtown activities to the public; with 50% Facebook growth to over 900 likes.
- Enlisted 3 guest bloggers to promote downtown activities and businesses.
- Renewed partnership to host the Town of Chapel Hill Ombuds office in the Downtown Partnership office suite.