



October 19, 2012

To: Mayor Mark Kleinschmidt and Town Council Members
From: Meg McGurk, Executive Director
Re: Quarterly Report for July –Sept

Mayor and Town Council Members- Below are highlights of the work the Downtown Partnership has engaged in for the first quarter of the FY 2012-2013:

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

- Partnering with UNC, Town, County, and 3Birds Marketing on LaUNCH Chapel Hill, the innovative incubator space, by developing a business plan and sublease.
- Collaborated with Police Department to engage downtown community in three meetings; topics were Strategic Plan, false alarm issues, and Halloween operations.
- Sponsored Week of Welcome, UNC Faculty/Staff Family Night, Fall Fest, Good Neighbor Initiative, FRANK in FOCUS exhibit, Downtown Scavenger Hunt, Project Connect.
- Met with owners of 5 new businesses downtown to welcome them, introduce them to the Downtown Partnership's services, and began promoting their business.
- Met with owners of 33 downtown businesses to assist them with a variety of projects and issues.
- Linked 4 businesses interested in locating downtown with owners of available space.
- Worked with 2 property owners to recruit new tenants.
- Received \$2500 from Town's Downtown Art Project to create series of art installations in underused store fronts in year-long project. 3 installed for fall/winter 2012.
- Took over management of 2nd Friday ArtWalk; recruited 18 venues.
- Granted 2 businesses Façade Improvement Grants for new windows and signage; \$1000.

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

- Developed and launched new www.downtownchapelhill.com website. Built in-house; no added expense! With 140% growth of daily unique visits since new site launch (377 avg. daily unique visitors)
- Expanded advertising to promote downtown in THE WEEKLY on weeks with home football games.
- Created websites for 2 downtown businesses; free of charge.
- Created 1 marketing video for a downtown business.
- Hosted Olympics Opening Ceremony Party at Kildare's Irish Pub w/60 participants
- Coordinated LOCALLY GROWN Summer Series 3 concerts, 5 movies with Town of Chapel Hill Parks & Recreation Department w/ 15 businesses sponsoring and w/5000 participants
- Hosted 2 Dream Up Downtown Walks w/30 participants



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

- Continue to lead the Downtown Parking Task Force with monthly meetings engaging downtown leaders to implement positive change in parking policy; and operate the East & West Downtown Valet Parking service for 17 businesses.
- Coordinated the 6th annual Project Connect w/265 guests, 50 service providers, 300 volunteers.
- Coordinated meeting of service agencies, police department, and merchants to combine resources with regards to panhandling/loitering; to be a resource to merchants.
- Leading marketing campaign with School of Journalism marketing class to develop a campaign to address students & visitors giving to panhandlers.
- Working closely with Chamber, Town, and downtown property owner to address towing issues.
- Installed 2 cigarette urns downtown to address growing cigarette litter problem.
- Worked with Town to remove 10 old parking meter poles; to improve streetscape.

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

- Created NEW downtown business guide & map; with 10,000 copies printed.
- Guest speaker at The Friends of Downtown Meeting, Chamber's Economic Development Public Policy Group, facilitated discussion at InterCity Visit to Bloomington, Indiana
- Increased advertising on Facebook Page; Insights: 65 new likes – 1057 total, and 91,313 reach (total impressions for content on the FB Page)
- Guest blogger for chapelboro.com; guest columnist for Chapel Hill News
- Average 12 new blog posts monthly
- Attended conferences in Wilmington with other downtown organizations.
- Attended entrepreneurship summit in Asheville to learn about small business development across the state focusing on incubation.

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