



January 25, 2013

To: Mayor Mark Kleinschmidt and Town Council Members

From: Meg McGurk, Executive Director

Re: Quarterly Report for October-December 2012

Below are highlights of the work the Downtown Partnership has engaged in for the second quarter of the FY 2012-2013:

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

- Signed the sub-lease, finalized the financial operations, set up physical space for Launch Chapel Hill incubator in collaboration with UNC, TOCH, Orange CO. Now accepting applications for businesses. www.LaunchChapelHill.com
- Welcomed 4 new businesses downtown, introduced them to our services, and began promoting them.
- Assisted 29 downtown businesses with a variety of projects and issues.
- Linked 6 businesses interested in locating downtown with owners of available space.
- Assisted 3 property owners with recruiting new tenants.
- Worked with 2 developers on future downtown projects.
- Convened selection committee for spring Windows on Chapel Hill installations (8 participants, 3 artists selected). Funded by Downtown Art Project; from Town's Public & Cultural Arts office.
- Managed 2nd Friday ArtWalk for all of Chapel Hill & Carrboro; recruited 2 new venues (20 total).
- Partnered closely with TOCH departments to assist property & business owners with tree & lighting issues; special event operations; construction & water cut-off issue; assess banner program & install holiday decorations, and develop a plan to improve cleanliness & streetscape.
- Created *Look Before You Lease!* program with Town's Fire & Inspections departments.
- Served on the Northside Resource Group; a project of the Jackson Center and Self Help Credit Union to address housing issues in the neighborhood.

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

- Increased advertising in online and local print media; driving traffic to our website:
 - 24,138 unique visits to website (8046 average monthly unique visits)
 - 384,940 Facebook impressions to targeted audiences (Total 'Likes' increased by 465)
 - Expanded social media presence to Instagram (chdpartnership).
- Created websites for 2 downtown businesses; free of charge.
- Created 1 marketing video for a downtown business; free of charge.
- Coordinated and Hosted: Tree Lighting Ceremony (75 participants); Holiday Concert (100 participants), Dream Up Downtown walk: One-Stop Living (11 participants), Dream Up Downtown walk: Culinary Cultural Richness (14 participants), Electro Junk Dump with OR CO Solid Waste Management for businesses to recycle electronics/batteries/lights (5 businesses participated, keeping 200 pounds of waste out of landfill).
- Sponsored Downtown Scavenger Hunt with LOVE Chapel Hill (55 participants)
- Launched Perka program; a smart phone loyalty program similar to a punch card. Downtown Partnership is subsidizing first 6 months free for 12 downtown businesses (9 participants currently). www.getperka.com



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.
- Began work with Town's Parking Services Dept. & Visitor's Bureau on marketing campaign for parking (Park on the Hill).
- Facilitated with OC Partnership to End Homelessness semester-long work by School of Journalism marketing class to create campaign to address students & visitors giving to panhandlers; and educate community on homelessness issues.
- Working with TOCH Police and Orange County Partnership to End Homelessness to continue to develop meaningful ways to work with downtown merchants with regards to panhandling and homelessness.
- Final report for Cigarette Litter Grant from Keep America Beautiful (installed 2 urns downtown):
 - Columbia St bus shelter – 66% reduction in cigarette litter on ground/landscaping
 - West Franklin St bus shelter – 70% reduction in cigarette litter on ground/landscaping

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

- Guest speaker at Kiwanis Club, Chapel Hill Tar Heel Golden K Chapter; panelist on Chamber of Commerce Leadership Panel on Economic Development; facilitator for Chamber of Commerce Inter-City Visit Reunion; guest speaker at UNC Graduate and Professional Student Federation.
- Guest blogger for chapelboro.com.
- 46 blog posts on www.downtownchapelhill.com.
- Volunteers contributed 174 hours of their time to the agency and downtown.
- Hosted Holiday Happy Hour for agency partners and friends.

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