



April 26, 2013

To: Mayor Mark Kleinschmidt and Town Council Members  
From: Meg McGurk, Executive Director  
Re: Quarterly Report for January-March 2013

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

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

- Managed, solicited, interviewed, and signed 17 ventures for Launch venture lab; as well as hired a full-time manager. All in collaboration with UNC, TOCH, Orange CO. [www.LaunchChapelHill.com](http://www.LaunchChapelHill.com)
- Welcomed 4 new businesses downtown, introduced them to our services, and promoted them.
- Assisted 41 downtown businesses with a variety of projects and issues.
- Linked 5 businesses interested in locating downtown with owners of available space.
- Assisted 10 property owners with recruiting new tenants and other projects.
- Mobilized downtown community to support 123 West Franklin Street & Bicycle Apartments at Town Council meetings; advocated support for both.
- Released Downtown Retail Mix Analysis Summary; calling for diversification of retail options.
- Working with community partners on developing arts & entertainment district for downtown.
- Partnered with Carrboro Bike Coalition to sponsor and promote Bicycle Friendly Business Program; 21 businesses applied.
- Partnered closely with TOCH departments and staff to: Form Neighborhood Project Team for first phase of Rosemary Imagined planning initiative; Get trained in signage ordinance to be better resource for our businesses; Hire staff to program the 140 West Franklin Plaza with dynamic events; Develop and advocate for changes to primary fire district; to encourage more investment in downtown property by owners; Discuss downtown's role in the Bike Plan.
- Installed three new Windows on Chapel Hill installations in storefronts downtown. 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 (23 total).

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

- Increased advertising in online and local print media; driving traffic to our website:
  - 29,733 unique visits to website (8,801 average monthly unique visits)
  - 838,628 Facebook impressions to targeted audiences (Total 'Likes' increased by 797)
- Created websites for 2 downtown businesses; free of charge.
- Provided FRANK Gallery with volunteer videographer to create dynamic documentary to be used as marketing and promotional tool.
- Collaborating with CHCC School District Community Relations Department on partnership with new Northside Elementary School and downtown community. Toured the school currently under construction – to open August 2013.



- Created new 2-page ad layout for Inside Carolina promoting downtown to sports visitors.
- Installed two branches of the Downtown Free Library; open 24 hrs/7 days a week.
- Hosted 4<sup>th</sup> Annual Versus show at Local 506; raising \$1200 for Community Empowerment Fund (CEF).
- Partnered in planning and hosting Launch VIP donor event.
- Hosted reception for Windows on Chapel Hill at Vimala's Curryblossom Cafe during 2<sup>nd</sup> Friday ArtWalk.
- Met with community partners and UNC Sports Marketing to discuss future programming based around athletics to be held downtown.
- Promoted competition from American Planning Association-NC Chapter (NCAPA) for Franklin Street to be named as People's Choice - Great Main Street competition; was chosen as 1 of 6 finalists.
- Commissioned local artist to create mural on plywood of storefront on 100 block of East Franklin Street; currently under construction.

**Programming: (Objective: Address the basic needs of the downtown community through public and private partnerships.)**

- Continue to work with Town's Parking Services Dept. & Visitor's Bureau on marketing campaign for parking (Park on the Hill) to have one comprehensive site for visitors. [www.parkonthehill.com](http://www.parkonthehill.com)
- Partnering with OC Partnership to End Homelessness to create educational campaign to address students & visitors giving to panhandlers; and educate community on homelessness issues.
- Partnering with Carrboro Bike Coalition on Bicycle Friendly Business Program; 21 businesses applied.
- Working with Town regarding summer construction to develop communication strategy. [www.townofchapelhill.org/traffic](http://www.townofchapelhill.org/traffic) #chtraffic

**Communications and Organization: (Objective: Communicate the accomplishments of the downtown community and the agency.)**

- Completed audit for FY 2011-2012.
- Produced 2012 Annual Report & hosted Annual Meeting at R&R Grill.
- Working with UNC marketing class on semester-long project to evaluate and improve agency's social media presence.
- Attended ICSC Retail convention in Charlotte, NC
- Panelist at regional arts summit hosted by Arts NC; topic- arts as an economic driver for downtowns.
- Presented to Chapel Hill Board of Directors for Wells Fargo Bank on agency and downtown.
- Presented to Weaver Street Market Board of Directors on how to Invigorate Downtowns.
- 20 blog posts on [www.downtownchapelhill.com](http://www.downtownchapelhill.com).
- Volunteers contributed 184 hours of their time to the agency and downtown.

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