



August 26, 2013

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

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

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

- Grand Opening of Launch Venture Lab! Representative David Price visited Launch and met with the partners and businesses. 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 71 downtown businesses with a variety of projects and issues.
- Linked 8 businesses interested in locating downtown with owners of available space.
- Assisted 3 property owners with recruiting new tenants and other projects.
- Rosemary Imagined planning initiative convened the Neighborhood Project Team (81 people participated) and hosted first public meeting at Greenbridge; 80 people in attendance.
- Partnered with Town to install a bike corral on Franklin Street; remove the grease corral in North Alley; communicate summer traffic and construction, promote the Bike Plan; hire downtown events coordinator.
- Partnering with Preservation Chapel Hill and Chamber to explore Bed & Breakfasts in Chapel Hill.
- Collaborated with Town and Chamber to assist businesses affected by the damaging flood in June.
- Installed one new Windows on Chapel Hill installation. Funded by Downtown Art Project; from Town's Public & Cultural Arts Office.

**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:
  - 27,878 unique visits to website (9,292 average monthly unique visits)
  - 23,652 Facebook impressions to targeted audiences (Total 'Likes' increased by 739 )
- Created websites for 6 downtown businesses; free of charge.
- Created 2<sup>nd</sup> Friday ArtRIDE as component of the ArtWALK for bicyclists; designed and launched new website and maps for 2<sup>nd</sup> Friday ArtWalk.
- Designed logo for 1 new business, and designed new menu for 1 restaurant; free of charge.
- Sponsored first-ever Downtown Blood Drive with Venture 9 Crew and Red Cross on Memorial Day.
- Hosted "Grow Your Business with Social Media & Email Marketing" workshop for businesses and organizations; 65 people attended.
- Sponsoring and promoting 'Good Neighbor Initiative' to downtown businesses.
- Volunteer documentary maker produced 3 professional marketing videos for FRANK Gallery.



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

- Public launch of [www.parkonthehill.com](http://www.parkonthehill.com) with partners Visitor's Bureau and Town of Chapel Hill; comprehensive parking site for downtown.
- Serving on Town/UNC Community Alcohol Ad-hoc Committee to address underage drinking and binge drinking issues in our community.
- Completed final report to Keep America Beautiful for cigarette litter reduction; urns reduced the litter by 76% at the Columbia Street bus stop and 83% at the West Franklin Street bus stop.
- Assisted UNC's Student Wellness with Raise the Bar initiative; to train bar and restaurant staff on how to identify and intervene in drug-facilitated sexual assault.
- Sponsored Move Out Reuse Rodeo with Orange County Solid Waste Management & Recycling; to provide students moving out of Northside neighborhood opportunity to recycle used, but usable, goods to nonprofits.
- Partnering with IFC to mobilize downtown community to support new capital campaign.
- Overseeing publicity, website, and communications for Project Connect event in October 2013.
- Collaborating with Town's Fire Department to host series of educational workshops.

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

- Completed annual budget for agency.
- Completed new comprehensive downtown property and business database.
- Attended and spoke at Bicycle Apartments ground-breaking; Creative Entrepreneur Expo 2013; panelist on UNC Students for New Urbanism career panel; spoke at 140 West Franklin press conference and grand opening.
- Interviewed for WCHL program SideDish on restaurant and food scene downtown.
- Hosted Downtown Social Hour at Cholanad Restaurant.
- Panelist on UNC Students for New Urbanism career panel.
- Volunteers contributed 182 hours of their time to the agency and downtown.

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