



January 24, 2014

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

Below are highlights of the work the Downtown Partnership has engaged in for the second quarter of FY 2013-2014:

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

- Managed financial operations for Launch Chapel Hill; with our partners UNC, TOCH, Orange Co. [www.LaunchChapelHill.com](http://www.LaunchChapelHill.com)
  - Working with manager to promote and communicate to community the work of Launch.
  - Served on selection committee for spring accelerator program.
  - Coordinated leases for 3 "launched" ventures, completed licenses for 7 new ventures.
- Welcomed 6 new businesses downtown, introduced them to our services, and promoted them.
- Assisted 43 downtown businesses with a variety of projects and issues.
- Linked 8 businesses interested in locating downtown with owners of available space.
- Assisted 4 property owners with recruiting new tenants and other projects.
- Rosemary Imagined planning initiative hosted third public input session, and engaged consultants to develop concept sketches.
- Added 4 new venues to the 2<sup>nd</sup> Friday ArtWalk; with 31 total venues.
- Installed 3 new Windows on Chapel Hill art installations in empty or under-used storefronts.

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

- Coordinated and/or hosted:
  - Tar Heel Downtown with Town and UNC Athletics. [www.tarheeldowntown.com](http://www.tarheeldowntown.com)
  - 6<sup>th</sup> Annual Project Connect (250 ppl served)
  - Tree Lighting Ceremony (60 ppl)
  - Downtown Holiday Concert (100 ppl)
  - Windows on Chapel Hill Artists Reception (15 ppl)
  - Bike Corral Park & Party (20 ppl)
  - Night Lights--A Family New Year's Eve (850 ppl)
  - Terra Vita Small Plate Crawl (16 bizs participated).
- Increased advertising in online and local print media; driving traffic to our website:
  - 30,970 visits (26,121 unique visitors) with 60,882 page views
  - 170,039 Facebook impressions to targeted audiences
- Created new Holiday Shopping guide for businesses at [www.downtownchapelhill.com/holidays](http://www.downtownchapelhill.com/holidays).
- Created websites for 3 downtown businesses and online store for FRANK Gallery.
- Sponsored and promoted Downtown Scavenger Hunt, 2<sup>nd</sup> Downtown Blood Drive.
- Produced weekly "What To Do & See Downtown This Week!" email.



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

- Partnered with Planning Department to install 12-space bike corral on West Franklin Street.
- Partnered with Police Department on Halloween communications.
- Coordinated publicity, website, and communications for Project Connect.
- Conducted Walking Audit of 100 East Franklin & Rosemary streets to observe and report on design and infrastructure needs.
- Serving on Town/Gown collaborative to address high-risk alcohol consumption issues in community.

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

- Hosted quarterly Downtown Social Hour at Lantern to network with Downtown Partnership partners. (40 ppl)
- Hosted tours of Franklin Street's history for 3<sup>rd</sup> graders from Estes Hill Elementary School. (70 ppl)
- Interviewed on WCHL to promote holiday events and sales.
- Produced new "This is Chapel Hill" podcasts / [www.downtownchapelhill.com/this-is-chapel-hill](http://www.downtownchapelhill.com/this-is-chapel-hill)
- Volunteers contributed 330 hours of their time to the agency and downtown.

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