



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

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

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

- Manage financial operations for Launch; in collaboration with partners -UNC, TOCH, Orange CO. [www.LaunchChapelHill.com](http://www.LaunchChapelHill.com)
- Welcomed 13 new businesses downtown, introduced them to our services, and promoted them.
- Assisted 94 downtown businesses with a variety of projects and issues.
- Linked 10 businesses interested in locating downtown with owners of available space.
- Assisted 3 property owners with recruiting new tenants and other projects.
- Coordinated and hosted Rosemary Imagined's social event; second public input session for the planning initiative. (45 ppl)
- Managing 2<sup>nd</sup> Friday ArtWalk at 1-year mark; hosted venue meeting to gather feedback and support.
- Partnering with Town, Ackland, & others on cultural arts district, cultural assets mapping, and engaging an intern.
- Coordinated 2 successful "Look Before You Lease" walk-throughs with the Town's Fire and Inspections departments. Both businesses are now locating on Franklin Street.
- Granted \$2500 by Town of Chapel Hill for Windows on Chapel Hill for another year; planning 4 installations for fall/winter.

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

- Planning for Tar Heel Downtown / [www.tarheeldowntown.com](http://www.tarheeldowntown.com)
- Created websites for 5 downtown businesses or organizations.
- Successfully held 3 Locally Grown concerts & 6 movies with Town Parks & Recreation Dept. (1500 ppl)
- Created map for tailgating downtown on home football game days. [www.parkonthehill.com](http://www.parkonthehill.com)
- Created map of all downtown bike racks & corral. [www.parkonthehill.com](http://www.parkonthehill.com)
- Installed "TouchDowntown" Banners and NC Pride flags downtown. Purchased banner arms, brackets, & hardware to replace those damaged in the last five years.
- Designed and produced a new downtown business guide & map. Secured 13 downtown business sponsors which covered the cost of production of 10,000 maps
- Hosted "Grow Your Business with Social Media & Email Marketing" workshop for businesses and organizations. (65 ppl)



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

- Lead team for Good Neighbor Initiative walk-around in Northside neighborhood; welcoming new students.
- Distributed “No Concealed Weapons” Stickers to 60 businesses & organizations downtown.
- Hosted Pink Fire Trucks Tour downtown, planned event with Chapel Hill Fire Department.
- Sponsored and coordinated Good Neighbor Block Party, with partners, in Northside neighborhood for students and year-round neighbors to meet.
- Hosted “What to Expect at an Unexpected Fire Inspection” session with the Fire Department; 26 downtown business representatives/employees in attendance.
- Collaborating with Orange County Public Health Department on new no smoking ordinance; with public education and clean ups.

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

- Engaged new CPA firm for audit and 990 services.
- Guest speaker at Chapel Hill Rotary Club meeting, Chapel Hill/ Carrboro Chamber of Commerce Leadership conference, and Destination Marketing Association of NC conference.
- Visited sister-city Ann Arbor, MI and met with their Downtown Agency for professional development.
- Attended conference in Winston-Salem for NC Downtown Development Association/ Large Cities Forum.
- Spoke at Press Conference for Tar Heel Downtown/ [www.tarheeldowntown.com](http://www.tarheeldowntown.com)
- Speaker on-air for WCHL Business Spotlight series; highlighting downtown businesses & events.
- Volunteers contributed 390 hours of their time to the agency and downtown.

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