

Chapel Hill Downtown Partnership Report on Measureable Objectives for FY 2013-2014

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The Chapel Hill Downtown Partnership brings together the resources of the Town, University and downtown community to maintain, enhance and promote downtown as the social, cultural, and spiritual center of Chapel Hill through economic development.

As per our mission statement, the Downtown Partnership continues to:

- Provide cross-communication opportunities and serve as a liaison between the downtown community and the Town, UNC, and the general community.
- Advocate for businesses and property owners on issues and challenges affecting them.
- Lead and manage the downtown through our Work Plan and the creation of the Downtown Framework & Action Plan (DRAFT status currently); and other community processes like the Chapel Hill 2020 Comprehensive Plan and Rosemary Imagined.
- Communicate downtown's successes and news to keep the community engaged and informed.

The Downtown Partnership has made tremendous strides in strengthening relationships with business and property owners, our funding partners, and the many individuals that are the soul of downtown. All of our work and efforts have culminated in opening new lines of communication and collaboration for the betterment of the entire community.

For FY 2013-2014 we built on our agency's strengths and created active programming, educational & marketing campaigns, and visible events – all drawing patrons to the downtown. We strengthened staff and board members capacity to engage with our partners in a meaningful way through professional development and educational opportunities. We pursued proven and innovative models of economic development, like arts-driven programming and entrepreneurial ventures, that our community embraces and respects.

Measurable Objectives Results:

ECONOMIC DEVELOPMENT: *The Chapel Hill Downtown Partnership is the managing entity and economic development leader for the downtown community by encouraging new investment downtown, support existing businesses and property owners, and representing downtown's interests in policy issues.*

For FY 2013-2014:

- 300 community members will actively provide input on Rosemary Imagined planning initiative in collaboration with the Town's Economic Development office through 3 public meetings, as deemed successful of the adoption of the Downtown Framework and Action Plan by Town Council.

- Approximately 600 community members have provided input.
- Through management of operations, 5 businesses in Launch Venture Lab will increase their employees by 10% and 10 new ventures will be admitted to Launch Venture Lab and increase their investment in downtown by 10% through expanded office usage.
 - Launch admitted 14 new ventures, with 40+ employees/interns, raising a total of \$1.25 million in grants/prizes/capital. Launching 3 ventures into downtown office space.
- 20 prospective tenants will be identified and linked to downtown property owners, with 2 businesses signing leases.
 - 30 businesses were linked to property owners, with 2 signed leases.
- 10 developers and businesses will be assisted with their development review process and other land use issues.
 - 205 businesses and 17 property owners were assisted with a variety of resources, including development review and land use issues.
- 3 areas of basic infrastructure improvements will be identified; and based on bi-annual assessments \$10,000 of increased investment will be made in downtown.
 - We conducted the first Walking Audit in December 2013, and are in the beginning phases of implementing in partnership with the Town.

MARKETING: *The Chapel Hill Downtown Partnership will attract more customers downtown through promotions, special events, and marketing by creating an active, year-round downtown; providing businesses with opportunities to promote themselves; and marketing downtown as a family-friendly destination to live, work, and play.*

For FY 2013-2014:

- Downtown special events will draw 5000 people in attendance and 10 downtown businesses will be actively engaged; with 80% stating an increase in economic activity before or after events as compiled by survey.
 - Events we coordinated or partnered on drew approximately 7180 people to downtown and 40 businesses actively participated. We did not compile survey data at these events, however The Tar Heel Downtown event alone brought an economic impact of \$5,066,016 with 79.1% of attendees coming from out of town.
- 500 people will attend events at the 140 West Plaza, coordinated by the new Downtown Events and Cultural Arts Coordinator position; in collaboration with the Town; with 80% stating an increase in economic activity before or after events as compiled by survey.
 - We estimate 600 people have attended the events. We did not compile survey information.
- Increase exposure of our weekly marketing and events email by 15% to an average weekly consumption of 1000 reads
 - The emails average 530 reads.
- Promote downtown events and sales for businesses through the downtown events calendar with an average of 150 weekly listings indicating a 50% increase
 - The calendar listings averaged 114 per week.
- Produce free original marketing blog content for 50 businesses with an average viewing of 500 hits per post.

- We produced 48 pieces of blog content.
- Produce 10,000 updated business guides & maps of downtown; with distribution to 5 new tourist destinations, offering low-cost sponsorship opportunities for at least 14 downtown businesses or organizations.
 - 10,000 business guides & maps were produced, with distribution to 3 new hotels, and provided 14 downtown businesses with sponsorship opportunities. We also produced a new football tailgating map and bike parking map.
- Design and publish 15 free custom-built professional websites for downtown businesses
 - 12 businesses were provided with free websites.
- Provide 5 businesses with free technical tools to use for self-promotion to include, promotional videos, and other marketing tools.
 - 5 businesses were provided free branding and design work.
- Partner with 3 UNC student groups on events and community engagement bringing 200 people to downtown
 - 2 UNC groups partnered with us for the Feel of Franklin Street and the UNC Alley Visibility Week, with 13 businesses participating. There are no estimates on numbers of people that participated.

PROGRAMMING: *The Chapel Hill Downtown Partnership will address the basic needs of the downtown community through public and private partnerships by increasing visibility and knowledge of parking and alternative transportation options; supporting basic infrastructure needs & improvements; increasing safety & cleanliness; and addressing social behavioral issues.*

For FY 2013- 2014:

- In coordination with the Downtown Parking Task Force, 2 private parking lot owners will open their lots to downtown employee usage.
 - We did not meet this objective.
- 15 downtown businesses will participate in the East and West Franklin Street valet parking program; serving an average of 10,000 visitors annually.
 - 16 businesses participated in the valet parking program, with an average of 8040 users annually.
- Grant 5 businesses \$500 through Façade Improvement Grant; with a total of \$20,000 of new investment in downtown infrastructure improvements.
 - 1 business was granted \$500 through the Façade Improvement Grant.
- Manage 4 clean-ups downtown and reduce trash and litter on downtown sidewalks, parking lots, and walkways; by collecting and disposing of 100 pounds of trash and recyclables.
 - 6 clean-ups were conducted by 35 volunteers.
- Manage 30 volunteers who will contribute 500 hours of work in the areas of photography, guest blogging, trash clean ups, event assistance, brochure & flyer distribution, and database management.
 - 80 volunteers and interns contributed 1049 hours of time to downtown.

COMMUNICATIONS & ORGANIZATION: *The Downtown Partnership communicates the accomplishments of the downtown community and agency by strengthening relationships with downtown stakeholders; serving as spokesperson for downtown community; maintaining strong nonprofit planning, financial, and reporting activities; and expanding funding.*

For FY 2013-2014:

- Host 4 events for agency to actively engage with the downtown businesses & property owners, and whole community with 100 people in attendance
 - 9 events social and networking events were held, with approximately 290 people in attendance.
- Reach out to all new businesses, offering resources and services of agency.
 - 26 new businesses were welcomed and provided assistance by the agency.
- Increase email distribution by 20% for quarterly e-newsletter
 - Our email distribution increased by 10% for quarterly e-newsletters.
- Increase average monthly unique website visitors by 25% to 11,250 unique visitors
 - Average monthly unique visitors grew 10% to 9900.
- Increase Facebook “likes” by 40% to 4,000 “likes” (facebook.com/downtownchapelhill)
 - Likes increased to 3,463 , with 21% growth.
- Increase Twitter followers by 25% to 3,160 followers (@CHDPartnership)
 - Followers increased to 4,083, with 62% growth.
- Increase Instagram followers by 50% to 256 (@CHDPartnership)
 - Followers increased to 317, with 87% growth.