

Attachment 1:

For FY 2014-2015 the Downtown Partnership will continue to build on our agency's strengths and create active programming, educational & marketing campaigns, and visible events – all to draw patrons to the downtown. We will strengthen staff and board members capacity to engage with our partners in a meaningful way through professional development and educational opportunities. We will pursue proven and innovative models of economic development, like arts-driven programming and entrepreneurial ventures that our community embraces and respects.

There are some key areas we will focus on:

- Cleanliness & Infrastructure – There are many improvements that can be made to cleanliness, the visual appeal and physical components of downtown that will positively affect safety and thus enhancing visitors' experiences.
- Pedestrian Wayfinding – Working with our partners at the Town, UNC, and Visitors Bureau we will work to create and install much-needed signs and maps that assist downtown visitors.
- Parking Marketing – Our downtown parking needs continue to grow and without the ability to increase actual spaces, our organization will work to increase the scope of parking information, education, signage, and partnerships.
- Business Services – Our independent businesses are turning to us more and more every day to assist them in making their businesses more visible, efficient, and effective. We intend to develop a tool shed of resources, both physical and technical, available to our businesses and property owners

MEASUREABLE OBJECTIVES FOR FY 2014-2015:

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 2014-2015:

- 10 new ventures will be admitted to Launch Venture Lab and increase their investment in downtown by 10% through expanded office usage or increased investment.
- 20 prospective tenants will be identified and linked to downtown property owners, with 2 businesses signing leases.
- 10 developers and businesses will be assisted with their development review process and other land use issues.
- Reduce turnover of small businesses downtown with a 80% retention rate of independent businesses opened downtown in a 3-year period.

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 2014-2015:

- Downtown special events will draw 5000 people in attendance and 10 downtown businesses will be actively engaged.

- 10,000 updated business guides & maps of downtown will be produced; with distribution to 4 new tourist destinations, offering low-cost sponsorship opportunities for at least 14 downtown businesses or organizations.
- 10 free custom-built professional websites will be designed and produced for downtown businesses.
- 5 businesses will be provided with free technical tools to use for self-promotion to include, promotional videos, graphics, design work, and other marketing tools.

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 2014- 2015:

- 5 businesses will be granted \$500 through Façade Improvement Grant; with a total of \$20,000 of new investment in downtown infrastructure improvements.
- 4 educational opportunities or resources will be provided to businesses to assist them.
- Advocate for and help implement 3 parking related improvements downtown.
- 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.

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 2014-2015:

- All new businesses opening downtown will be offered our resources and services.
- Host 4 events for agency to actively engage with the downtown businesses & property owners, and whole community with 100 people in attendance
- 5 community outreach opportunities and speaking engagements will communicate our agency's work.
- 300 community members will participate in downtown planning initiatives.