



To: Mayor Mark Kleinschmidt and Town Council Members
From: Meg McGurk, Executive Director of Chapel Hill Downtown Partnership
Re: Quarterly Report for Oct-Dec FY2015-2016

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.
 - Serve on Selection Committee for 5th Cohort
 - Finalized Memorandum of Understanding with funding partners
 - Signed 2 year lease for current space
- 5 new businesses welcomed to downtown and introduced them to our services.
- 165 downtown businesses assisted with a variety of projects and resources.
- 9 developers and/or businesses assisted with an interest in being downtown.
- 9 property owners assisted with recruiting new tenants and other projects.
- 4 businesses provided with Façade Improvement Grant funding
- Serving on project team for Downtown Portfolio; held stakeholder meetings with consultant
- Advocated for LUMO changes to Bed & Breakfast ordinance

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

- 4 businesses given surplus holiday decorations and lights
- 12 weekly "What To Do & See Downtown This Week" marketing emails
- Manage 2nd Friday ArtWalk for all of Chapel Hill & Carrboro
- New marketing materials created for West End Valet Parking
- Created holiday marketing campaign "Downtown Shines Bright"
- Created video promotion "Music Scene in Downtown Chapel Hill"
- Provided businesses with promotional opportunities:
 - SHIMMER: The Art of Light
 - Chapel Hill- Carrboro Holiday Parade
 - UNC Ally Visibility Week
 - Small Business Saturday
- 1 business provided with free logo and menu design
- 1 business provided with free website and email marketing design
- Successful special events coordinated and/or sponsored:
 - Rural Academy Theater performance
 - Topo Distillery Celebration of change to retail sales laws of liquor at distilleries
 - Holiday Tree Lighting Ceremony
 - Outdoor Holiday Concert
 - NIGHTLIGHTS: A family New Year's Eve
 - CHDP Holiday Social
 - Holiday Window Decorating Contest

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

- Partnered with Police Department on:
 - Providing businesses with free employee parking for Halloween
 - Survey evaluation of Halloween operations for businesses
 - Training to Reduce Underage Drinking with NC ABC Commission
- Partnered with Fire Department to create checklist for inspections for businesses
- Partnered with OC Health Dept and Town on increasing No Smoking signage downtown
- Hosted free training on tax structure and planning for businesses

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

- Bi-monthly WCHL program with Aaron in the Afternoon; promoting downtown
- Spoke at Kiwanis Golden Tar Heels, Chamber CEO Summit, University Women luncheon, CH Public Arts Commission
- Assisted UNC classes: DCRP Site Planning, Business Retail Strategy, Resume Writing Workshop
- Strategic Planning: Conducted surveys, SWOTS (internal and external), 2 listening sessions with stakeholders
- Volunteers contributed 378 hours of their time to the agency and downtown