



To: Mayor Pam Hemminger and Town Council Members  
From: Meg McGurk, Executive Director of Chapel Hill Downtown Partnership  
Re: Quarterly Report for April-June FY 2015-2016

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

- For Launch venture lab; managed financial operations, serve on Executive Committee and Selection Committee; all with our partners UNC, TOCH, Orange County
- 2 new businesses welcomed to downtown and introduced to our services
- 122 downtown businesses assisted with a variety of projects and resources
- 3 developers and/or businesses assisted with an interest in being downtown
- 6 property owners assisted with recruiting new tenants and other projects
- 2 business provided with Façade Improvement Grant funding
- Prepared and submitted bid for Municipal Services Districts Funds (selected June 2016)
- Partnering with Town on Downtown 2020 Strategy & Work Plan; held stakeholder and consultant meetings, adopted (June 2016)
- Serving on Town Signage Working Group to look at LUMO regulations (adopted June 2016)
- Partnering with Town on parking pilots: Employee Parking Program & Summer Saturday Free Parking on-street

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

- 12 weekly "What To Do & See Downtown This Week" marketing emails
- Manage 2<sup>nd</sup> Friday ArtWalk for all of Chapel Hill & Carrboro
- Added on-street musicians as programming element for ArtWalk
- 1 website designed and created for a business
- 1 promotional opportunities provided to businesses
- 1 business provided design work; menu
- 2 special events planned and successfully held

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

- Partnered with Chapel Hill Police Dept on graffiti documentation and removal
- Completed overhaul of planters on 100 East Franklin St block with new mulching and plants
- Working with Town departments to create communication plan for Rosemary Street Improvement Project
- Working with Public Works on flag and banner program; adding new banner arms, created year-round flag & banner schedule, designing new welcome banners
- 7 information and/or education opportunities provided for downtown community

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

- Completed search and hired new Director for Campus & Community Coalition
- Completed agency budget for FY 16-17
- Completed search and appointed new board members
- 8 opportunities staff participated in to communicate downtown and agency accomplishments
- Held Summer Social; networking event for downtown
- Release statement on HB2; affirming downtown is welcoming and open space to all
- Supervising two interns; marketing/social media, parking wayfinding project
- 7 bi-monthly WCHL interview (Tuesdays at 3:30) with Downtown news and updates
- Volunteers contributed 126 hours of their time to the agency and downtown