



To: Mayor Pam Hemminger and Town Council Members

From: Meg McGurk, Executive Director of Chapel Hill Downtown Partnership

Re: Quarterly Report for Jan-March FY2015-2016

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
- 3 new businesses welcomed to downtown and introduced to our services
- 97 downtown businesses assisted with a variety of projects and resources
- 9 developers and/or businesses assisted with an interest in being downtown
- 8 property owners assisted with recruiting new tenants and other projects
- 1 business provided with Façade Improvement Grant funding
- Partnering with Town on Downtown 2020 Strategy; held stakeholder and consultant meetings
- Serving on Town Signage Working Group to look at LUMO regulations
- Partnering with Town to create pilot employee parking program

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 2nd Friday ArtWalk for all of Chapel Hill & Carrboro
 - Held Artist & Venue Matchmaking III (13 venues, 50 artists)
- 1 press release written for business
- 1 website designed and created for a business
- SHIMMER: The Art of Light; served as fiscal agent, sponsor, and on coordination team
- Floraffiti; served as fiscal agent and sponsor
- Created updated Downtown Business Guide (11 sponsorships)
- 3 promotional opportunities provided to businesses

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

- Created and distributed new Valet Marketing Materials
- Hosted NC ABC Commission Training with Police Dept for servers/sellers of alcohol
- Worked with Town Police Department to share logistical information for downtown celebrations.
- Conducted assessment of planters on 100 East Franklin St block; created plan for spring planting
- Working with Town departments to create communication plan for Rosemary Street Improvement Project

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

- Hosted Annual Meeting, produced Annual Report with new design, created “Downtown by the Numbers” economic indicators report, created new downtown Chapel Hill T-shirts & logo
- Completed Strategic Planning process and adopted a three year Plan of Work
- Completed annual, independent financial audit
- Continuing search for new position: Campus & Community Coalition Director
- 4 Dream Up Downtown Walks created & hosted by DCRP Masters Intern; Mia Candy (50 participants)
- 2 walking tours conducted for 3rd graders at Estes Elementary; on civil rights movement in downtown
- Partnered with the Chamber on Facetime; networking event downtown
- Supervising three spring interns; researching special event, Dream Up Downtown Walks, ArtWalk programming of musicians on the street
- 5 bi-monthly WCHL interview (Tuesdays at 3:30) with Downtown news and updates
- Volunteers contributed 110 hours of their time to the agency and downtown