



October 1, 2016

To: Mayor Pam Hemminger and Town Council Members, Town of Chapel Hill  
From: Meg McGurk, Executive Director of Chapel Hill Downtown Partnership  
Re: Quarterly Report on Measurable Objectives for July - Sept FY 2016-2017 (1<sup>st</sup> Quarter)

**Mission Statement:** The Chapel Hill Downtown Partnership (CHDP) 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.

**Investment & Attraction:** CHDP builds the economic base of downtown for greater investment by:

- Supporting visionary strategies for a revitalized downtown
  - Influences fiscal and policy decisions for downtown
  - Strengthens relationships with downtown stakeholders
  - Positions downtown as an attractive and predictable location for investment
1. Measure: Number of prospective tenants identified and linked to downtown property owners; number of successful leases  
Target: 15 tenants identified; 2 leases confirmed
    - For 1<sup>st</sup> Quarter: 11 tenants identified; 0 leases confirmed
  2. Measure: Number of businesses receiving funds to improve facades, signage, sidewalk dining, structural improvements; increase in new investment downtown  
Target: 5 businesses assisted, \$10,000 new investment
    - For 1<sup>st</sup> Quarter: 2 businesses assisted; \$137,500 of new investment
  3. Measure: Number of opportunities agency seeks out to strengthen relationship with and to engage downtown community; number in attendance  
Target: 4 events; 100 people in attendance
    - For 1<sup>st</sup> Quarter: 5 events; 130 people in attendance

**Placemaking:** CHDP creates a vibrant and welcoming space with renewed community pride by:

- Making downtown safer
  - Establishing downtown as a clean and beautiful destination
  - Improving downtown's accessibility for all
  - Building a healthy business environment full of healthy people
  - Developing an active year-round downtown
  - Telling the story of downtown
4. Measure: Number of recommendations by the Campus and Community Coalition on High Risk Drinking & Substance Abuse Prevention; businesses engaged actively in the Coalition work  
Target: 2 recommendations achieved; 10 businesses engaged
    - For 1<sup>st</sup> Quarter: 3 recommendations achieved; 10 businesses engaged
  5. Measure: Number of safety and cleanliness improvements implemented with advocacy and leadership by CHDP  
Target: 5 improvements implemented

- For 1<sup>st</sup> Quarter: 3 improvements implemented
6. Measure: Number of businesses engaged in special events and placemaking initiatives through sponsorships and programming  
Target: 20 businesses engaged
    - For 1<sup>st</sup> Quarter: 3 businesses engaged
  7. Measure: Number of community outreach and speaking opportunities agency engages in tell the story of downtown  
Target: 5 opportunities
    - For 1<sup>st</sup> Quarter: 19 opportunities

**Business Services: CHDP positions downtown as the best district for retention and expansion by:**

- Being the leading voice for downtown
  - Being a resource for businesses
  - Bolstering downtown as an epicenter for entrepreneurship
  - Providing businesses with educational and promotional tools
  - Offering incentives and technical services to assist businesses
8. Measure: Number of downtown businesses assisted with support and resources  
Target: 200 businesses assisted
    - For 1<sup>st</sup> Quarter: 94 businesses assisted
  9. Measure: Number of safety, educational, and information resources provided to businesses  
Target: 3 opportunities
    - For 1<sup>st</sup> Quarter: 9 opportunities
  10. Measure: Number of businesses provided with technical assistance such as custom-built websites, promotional videos, graphics, and design work  
Target: 10 businesses assisted
    - For 1<sup>st</sup> Quarter: 2 businesses assisted

**Highlights of 1<sup>st</sup> Quarter FY 2016-2017:**

- Partnering with Town, County, and Chamber on creating comprehensive database of office space town-wide
- Significant increase in recruitment and placement assistance; which is attributable to follow up from inquiries through the new available property tools on our website
- Downtown 2020 Work Plan implementation has begun; partnered on 140 West Plaza Activation Project, alley improvements, and RFP for West Rosemary St Design Guidelines
- Partner with Town on communications and scheduling for Rosemary Street Improvement Project
- Partnered with Town's Parking Services on July parking promotions and Employee Parking Pilot
- 15 Events Coordinated & Sponsored: Movies Under the Stars, Downtown Pop Up Market, Tar Heel Downtown, Parking Day, Good Neighbor Initiative Block Party, 140 West Plaza Experiment, and 2nd Friday ArtWalk
- Assisted Toyota and HGTV on marketing campaigns centered in downtown Chapel Hill
- Campus & Community Coalition hosted first large Coalition meeting with new director and launched 5 working groups
- Created year-round schedule with Public Works on flag & banner installation
- Hosted Lunch & Learn on Digital Marketing with Riithink at Launch Chapel Hill
- Volunteers contributed 197 hours of time to the work of the agency