



# Chapel Hill Downtown Partnership

International Downtown  
Association Report

Findings and  
Recommendations

# Downtown Chapel Hill

# About the Downtown Partnership

The Chapel Hill Downtown Partnership 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.

- Founded 2005
- Joint funding: Town of Chapel Hill and UNC Chapel Hill
  - Downtown Property Owners (Municipal Service District Tax)
- Key functions:
  - Investment & Attraction
  - Placemaking
  - Business Services



# Downtown's Strengths

- Sense of community
- Existing events are good
- University proximity to downtown
- Diversity of restaurants
- Population is educated
- Overall aesthetics of downtown, charming
- History
- Positive identity of Chapel Hill



# Downtown's challenges

- Economic development
- Sense of disinvestment
- Streetscape: Shade, children's amenities, public art
- Inconsistent investment
- Gaps in walkability
- Storefront diversity
- Panhandling
- Lack of class A office space

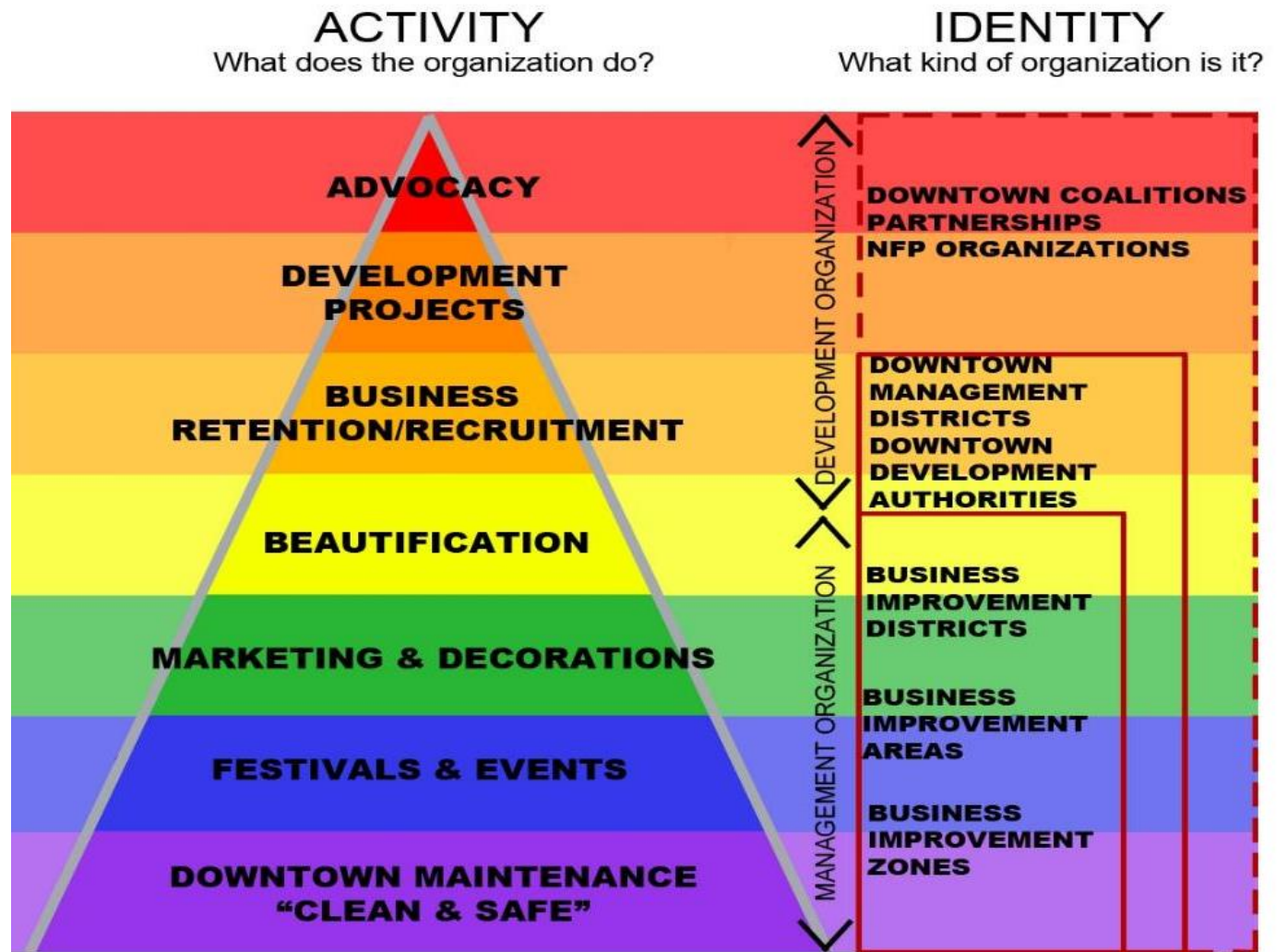


# IDA's Recommendations for us

- Unified Vision
- Clarity of Purpose
- Strategic Programming
- Adequate Resources
- Executive Leadership



# Traditional functions of “Business Improvement Districts”



# Our board's priorities



Vision/brand



Funding



Relationships with  
business community



Reasons for people  
to be downtown



# What's next?

- Welcome Matt Gladdek!
- Strategic planning & visioning process
- Stay engaged!

