

EXPERIENCE
DOWNTOWN
CHAPEL HILL

Chapel Hill Downtown Partnership

Presentation to CCES
9/04/2020

Agenda

- **Original Goals**
 - Strategic Plan
 - Marketing/Communications Director
 - Pop-up Program
- **Covid**
 - Marketing overhaul
 - Sidewalk expansion partnership
- Hired Kaze Thomas to partner on socially distanced events
- Current Status of Downtown



Strategic Plan

- Hired Progressive Urban Management Associates (Fall 2019)
- Two site visits before Covid-19
- Four virtual visits
- Final Plan coming September 2020



Strategic Plan Outline

- **GOAL 1 – Activate downtown through cohesive marketing and broad programming** (i.e., Marketing & Programming)
- **GOAL 2 – Create an attractive and welcoming district by increasing clean and safe standards in downtown** (i.e., Clean & Safe)
- **GOAL 3 – Offer support to downtown businesses, merchants, and property owners**
- **GOAL 4 – Increase the Partnership’s community building and advocacy role** (i.e., Community Building)



Marketing Director

- Hired Marilyn Payne in March 2020
- Overhauled communication and marketing strategies
- **Instagram:**
 - >30% follower increase in 5 months
 - >24,000 impressions 8/17-8/23
- **Twitter**
 - 231,100 impressions last 90 days vs. 60,000 same period last year
- **Facebook**
 - >45% increase in total reach



Covid-19



Covid-19 Response

- WCHL/Chapelboro Partnership April/May
 - Interviewed and spotlighted 12 businesses
- Partnership with Chamber, Town, County, and other Economic Development Groups
- Communication with businesses
- Partnership with Rivers



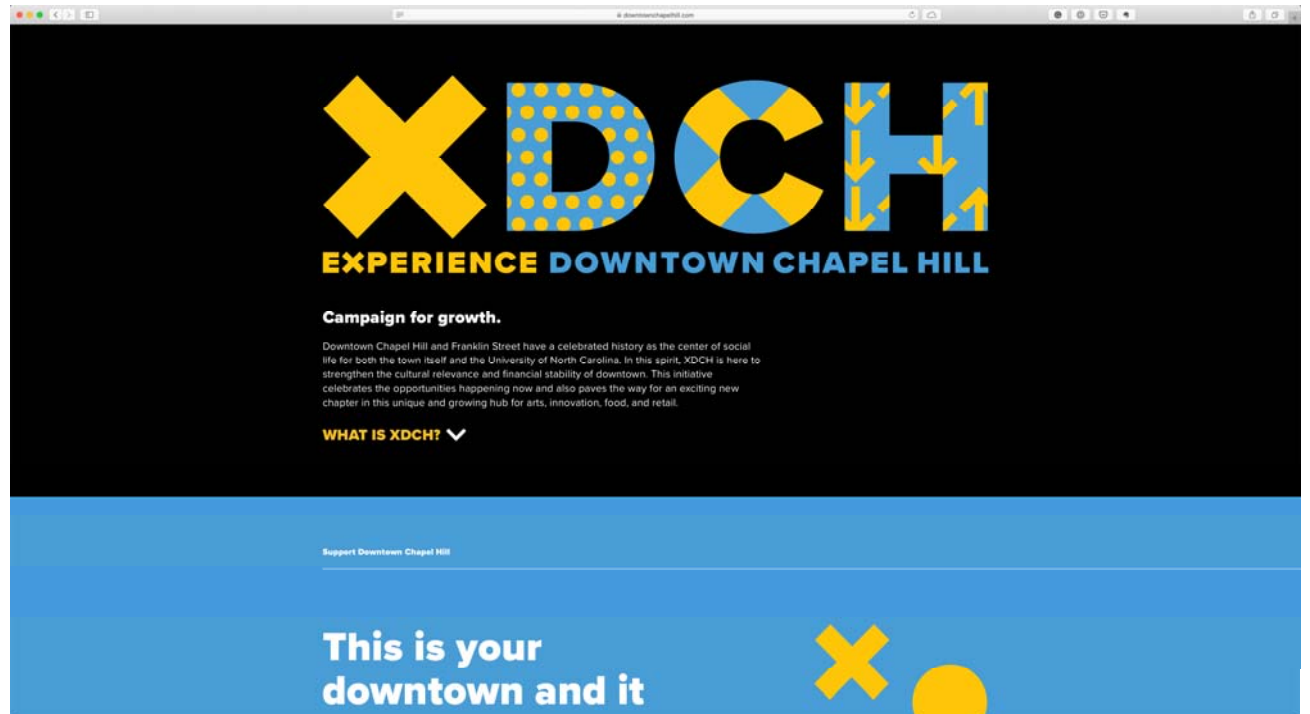


EXPERIENCE DOWNTOWN CHAPEL HILL



XDCH Campaign

New Website



www.ExperienceDCH.org

XDCH

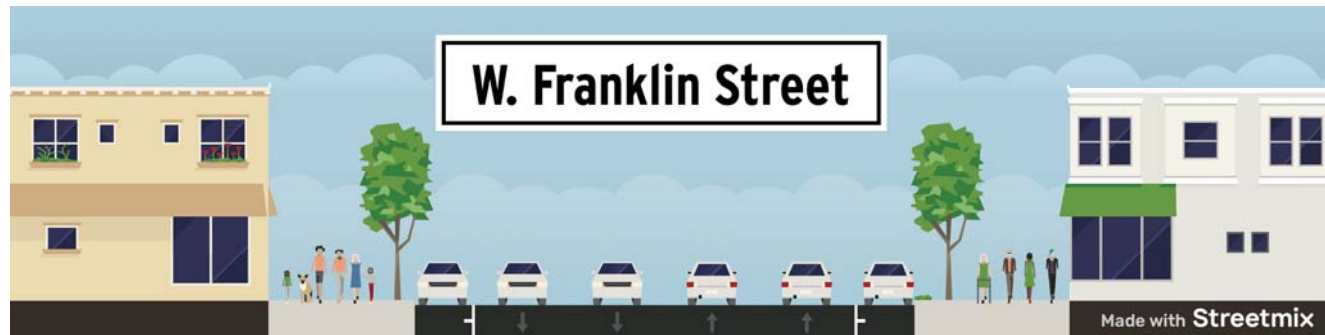
What's Open

The screenshot shows a web browser displaying the 'Experience Downtown Chapel Hill' website. The page is titled 'What's Open Downtown' and is currently on the 'Bars & Restaurants' tab. A header banner reads 'Takeout, delivery and socially distanced dine-in options you can enjoy now.' Below this is a table listing various establishments with columns for 'Open Now', 'Outdoor Dining', 'Curbside Pickup', 'Online Ordering', 'Gift Cards or Donations', and 'Phone'.

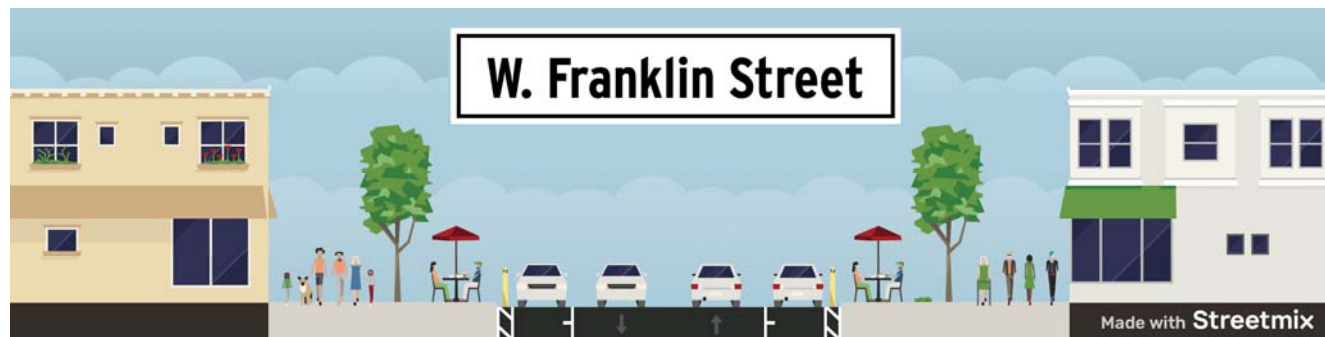
	Open Now	Outdoor Dining	Curbside Pickup	Online Ordering	Gift Cards or Donations	Phone
411 West >	YES ✓	YES ✓	YES ✓	ORDER >	BUY / DONATE >	CALL (919) 967-2782
AC Lounge >	YES ✓		YES ✓	ORDER >		CALL (919) 969-2800
Al's Burger Shack >	YES ✓	YES ✓	YES ✓	ORDER >	BUY / DONATE >	CALL (919) 904-7659
Bandido's >	YES ✓					CALL (919) 967-5048
Baxter Arcade >	COMING SOON			ORDER >		CALL (919) 869-7486
Beer Study >	YES ✓		YES ✓	ORDER >		CALL (919) 240-8423
Ben & Jerry's >	YES ✓	YES ✓		ORDER >		CALL (919) 967-9068
Big Belly Que >	TAKEOUT ✓	YES ✓	YES ✓	ORDER >	BUY / DONATE >	CALL (202) 956-9139

Sidewalk Expansion

Current



Temporary



Sidewalk Expansion

- 11 approved sidewalk dining grants
- Free Outdoor Furniture to 10 businesses
- Free “To Go pick up” spaces
- 38 restaurants with outdoor dining



Arts & Culture Director

- Hired Kaze Thomas of Vibehouse 405
- Part-time contract
- Socially Distanced Art
- Breathe new life into Second Fridays



Status of Downtown

- Bars, Gyms, Theaters, & Performance Venues closed since March
- Crooks Corner, Elaine's, Lantern, Ye Olde closed since March
- Many open businesses operating between 10%-30% of revenue compared to 2019
- No spectators for football
- Most office workers telecommuting
- No catering for UNC
- PPP ran out in July, Second stimulus held up in Washington



Status of Downtown

Permanently Closed

- B. Good
- Frutta Bowls
- Gentleman's Corner
- Kipos
- Lotsa Pizza
- Lula's
- Moe's
- Ms. Mong's
- Perennial
- PNC Bank (Rosemary & Columbia Branch)
- Three Rivers Coffee



Status of Downtown

Opening

- 5/3 Bank at old Noodles
- The Graduate Hotel
- 4 Leases signed



Conclusion

Businesses are in dire straits, in many cases the patience of landlords are helping businesses scrape by, but this will not guarantee survival.

More aid and getting the pandemic under control is vital.





Questions?

XDCH

The logo features the text "EXPERIENCE DOWNTOWN CHAPEL HILL" on a blue background. "EXPERIENCE" is in yellow, "DOWNTOWN" is in black, and "CHAPEL HILL" is in white. To the right of the text are four yellow diagonal stripes.

EXPERIENCE
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