

# Chapel Hill Downtown Partnership



**MARKETING**

- Formalize marketing strategies
- Maintain and update website

**BUSINESS SUPPORT**

- Host regular meetings with TOCH and downtown merchants
- Produce monthly merchant newsletter
- Convene bi-annual merchant meetings with Mayor and Town Manager

**BUSINESS ADVOCACY**

- Establish regular meetings with merchants to hear concerns
- Communicate merchant concerns to TOCH or appropriate partners

**PROGRAMMING**

- Work with targeted stakeholders to create UNC Game Day events
- Partner with TOCH Arts & Culture on select events
- Support merchant-driven events through funding and/or marketing

**BEAUTIFICATION**

- Manage Clean and Green team: determine tasks, set standards and verify work
- Raise funds for brick planter project

# Marketing

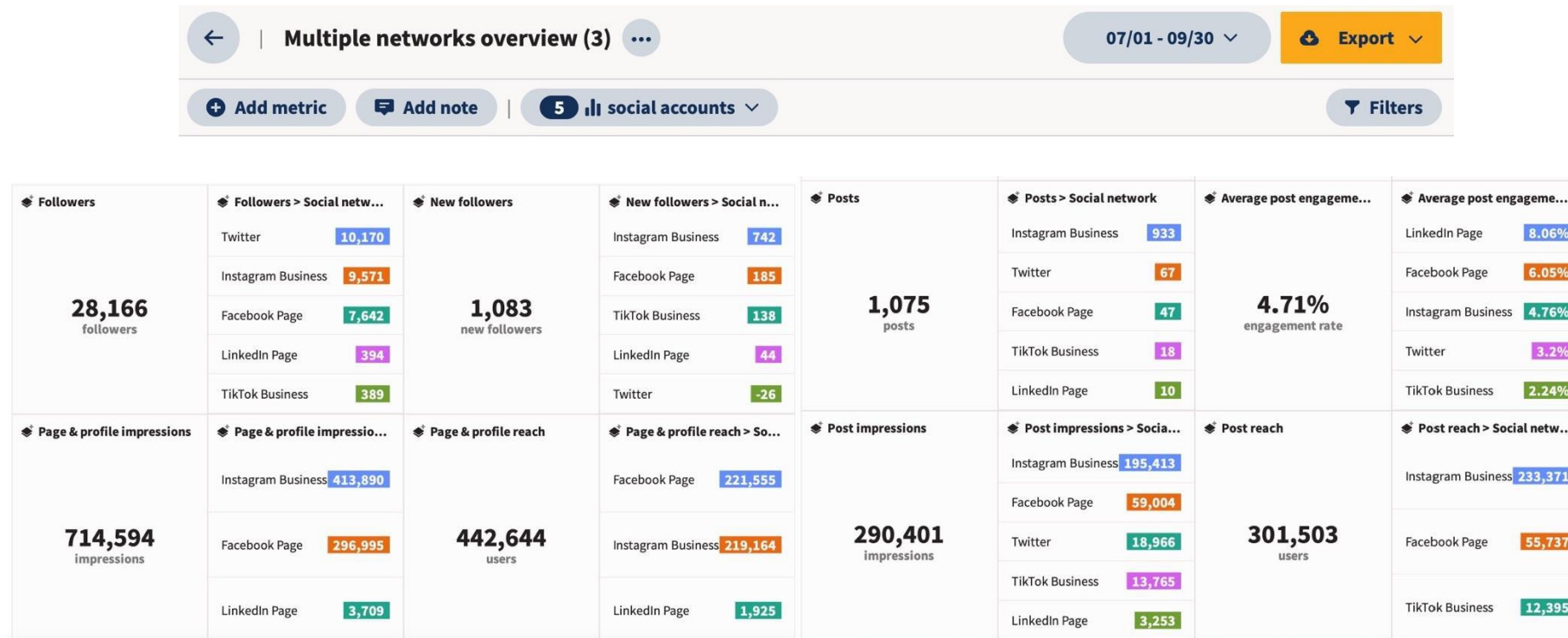
## Formalized marketing strategies

- Summer Slow Down campaign
  - Included hotline, radio ads, paid ads, signage
  - Significant increase in traffic sent to the Events page compared to the previous period

Page path and screen class <span>+</span>	↓ Views	Users	Event count
◇ SHOW ALL ROWS			All events <span>▼</span>
	3,411 vs. 1,996 ↑ 70.89%	1,826 vs. 496 ↑ 268.15%	8,646 vs. 4,578 ↑ 88.86%
/events/			
Jun 1 - Aug 4, 2024	2,031	1,600	5,886
Mar 30 - Jun 2, 2024	499	271	1,383
% change	307.01%	490.41%	325.6%

# Marketing

## SOCIAL MEDIA ENGAGEMENT



# Marketing

## Weekly Newsletters

Audience: Downtown Chapel Hi...  
Date range: Last quarter  
Comparison: last quarter  
Filter by message name: 14 messages selected

Exclude Apple MPP for more accurate open data. [See why.](#) ⓘ New

### Performance


Compare message performance


#### Monitor performance


Compared to last quarter

Includes Apple MPP

 Total sends  
**40,432**  
↓ 1.5%

 Total opens  
**28,051**  
↓ 10%

 Open rate  
**43%**  
↓ 7.8%

 Click rate  
**3.0%**  
↑ 25%



Chapel Hill Downtown Partnership Newsletter

September 20, 2024

### Downtown News Spotlight



# Marketing

## Key performance measures FY24-25

Measure: Increase in social media reach.  
Target: 10% increase in total number of followers = total followers +2,766

1<sup>st</sup> Quarter

New followers	New followers > Social n...
<b>1,083</b> new followers	Instagram Business <b>742</b>
	Facebook Page <b>185</b>
	TikTok Business <b>138</b>
	LinkedIn Page <b>44</b>
	Twitter <b>-26</b>

Measure: Increase in sustained social media engagement.  
Target rate: from 4.66 to 5.0

1<sup>st</sup> Quarter

Average post engagem...	Average post engagem...
<b>4.71%</b> engagement rate	LinkedIn Page <b>8.06%</b>
	Facebook Page <b>6.05%</b>
	Instagram Business <b>4.76%</b>
	Twitter <b>3.2%</b>
	TikTok Business <b>2.24%</b>

Measure: Increase in newsletter subscribers.  
Target: 25% increase = 4,000 subscribers

1<sup>st</sup> Quarter

### Contacts breakdown

July 1, 2024 - September 30, 2024

[Channel summary](#)

[Email](#)

Total subscribers

**2,864** ↑ 2.7% compared to last



# Business Support

Host regular meetings with TOCH and downtown merchants



- Quarterly Merchant Advisory Meeting (13 attendees)
- Campus & Community Coalition (19 attendees)
- Downtown Parking (23 attendees)

Produce monthly merchant newsletter

Convene bi-annual merchant meetings with Mayor and Town Manager

# Business Support

## Town of Chapel Hill's New Engagement Hub



Sometimes it's hard to follow along or engage with major projects around town. The Town of Chapel Hill is launching a new platform, [Engage Chapel Hill](#), to do just that. On it you will find these four ongoing or upcoming projects:

- [Rewriting Our Rules: A LUMO Update](#) - Learn about how we're updating our Land Use Management Ordinance (LUMO).
- [Vision Zero Chapel Hill](#) - Support our initiative to eliminate traffic deaths and serious injuries by 2031.
- [Downtown Streetscape](#) - Participate in this process to enhance public safety and foster economic vitality downtown.
- [Bolin Creek Greenway Extension](#) - Read about this project extending Bolin Creek Greenway from Umstead Park to Estes Drive.

## Resources

[Park on the Hill](#)

[Orange County Economic Development Grants](#) (next deadl  
**September 30, 2024)**

[Submit a Downtown Event](#)

[Town of Chapel Hill Updates](#)

[Chapel Hill Economic Developm](#)

[SeeClickFix](#)

## Produce monthly merchant newsletter

- TOCH news & updates
- Best practices - waste management, storm drain pollution
- Links for opportunities & resources
- Recaps from merchants' meetings





# Business Support

## Merchant Newsletters

Audience: CHDP Business Cont...  
Date range: Last quarter  
Comparison: last quarter  
Filter by message name: 6 messages selected

Exclude Apple MPP for more accurate open data. [See why.](#) ⓘ New

### Performance

Compare message performance

#### Monitor performance

Compared to last quarter

Includes Apple MPP

Total sends  
**1,232**  
↑ 484%

Total opens  
**1,291**  
↑ 139%

Open rate  
**56%**  
↓ 15%

Click rate  
**4.0%**  
↓ 53%



Downtown Merchant Newsletter

August 22, 2024

#### Meet the new Downtown Unit



# Business Support



District-wide light audit of public utilities and businesses

- Enhanced safety
- Establish clear-sighted nighttime
- Beautification

Duke Energy: 22 reported outages, 20 fixed

## **Current Round - Merchant Lighting and Security Grants**

40 businesses have been approved for lighting and security grants, totaling \$67K

# Business Support

## Key performance measures FY 24-25

Measure: Monthly merchants' meetings  
Target 10/year

1<sup>st</sup> Quarter-date: 3 meetings

- Campus Community Coalition
- Parking
- Safety

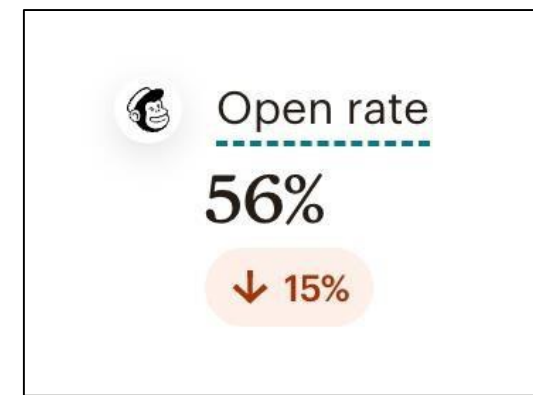
Measure: Create Business Support Advisory Committee  
Target: Quarterly meetings

1<sup>st</sup> Quarter-date:

- Committee formed
- 2 meetings

Measure: Increase open rate of merchants' newsletters  
Target: 10% increase from average 69% to 75%

1<sup>st</sup> Quarter



# Business Advocacy

Establish regular meetings with merchants to hear concerns

- Since May 2024, Carter has met informally with all, roughly 150+ of downtown merchants for one-on-one meetings and checks in regularly for follow-ups

Communicate merchant concerns to TOCH or appropriate partners such as the CHPD foot police, SOHRAD, CCC, and Orange Co. Recycling.



# Programming

Work with targeted stakeholders to create UNC Game Day events

- Six Fridays on Franklin markets

Partner with TOCH Arts & Culture on select events

- Two events

Support merchant-driven events through funding and/or marketing



# Programming

## Key performance measures FY 24-25

Measure: Increase number of people attending downtown events.

Target: 10% increase

1<sup>st</sup> Quarter

Measure: Increase number of pedestrians downtown during events.

Target: 10% increase

1<sup>st</sup> Quarter

Measure: Number of events to engage downtown community.

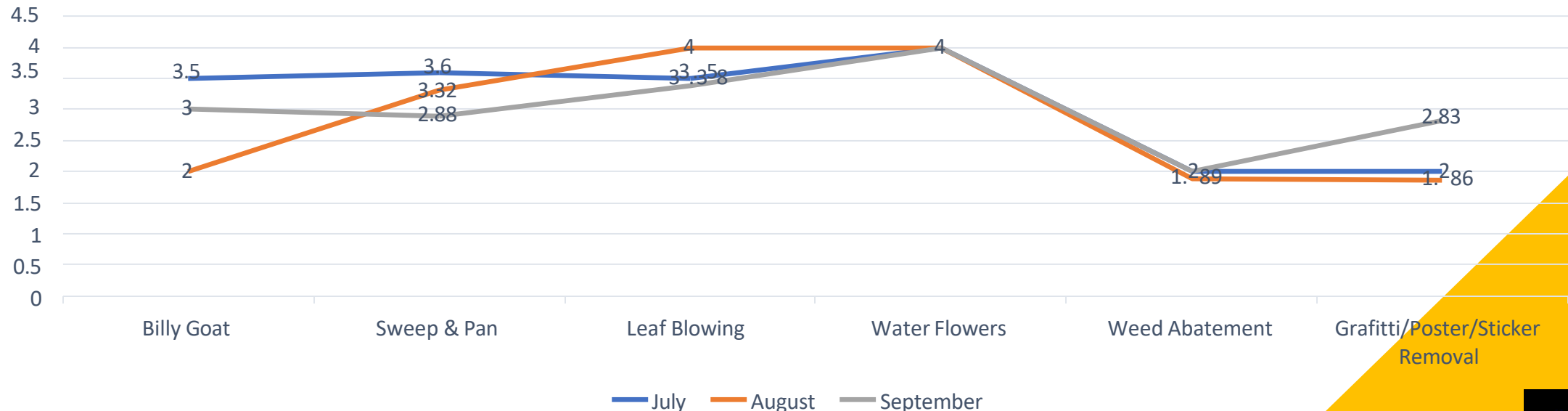
Target: 20 events

1<sup>st</sup> Quarter

# Beautification

Manage Clean and Green team; determine tasks, set standards and verify work

Daily Average



Average Number of Daily Tasks	July	August	September
Trash Bags Collected	2	2	2
Dumpster Checks	2	2	2



# Beautification



## Downtown Planter Project

- 30 Planters
- \$30K Public investment
- \$13K CHDP additional funds

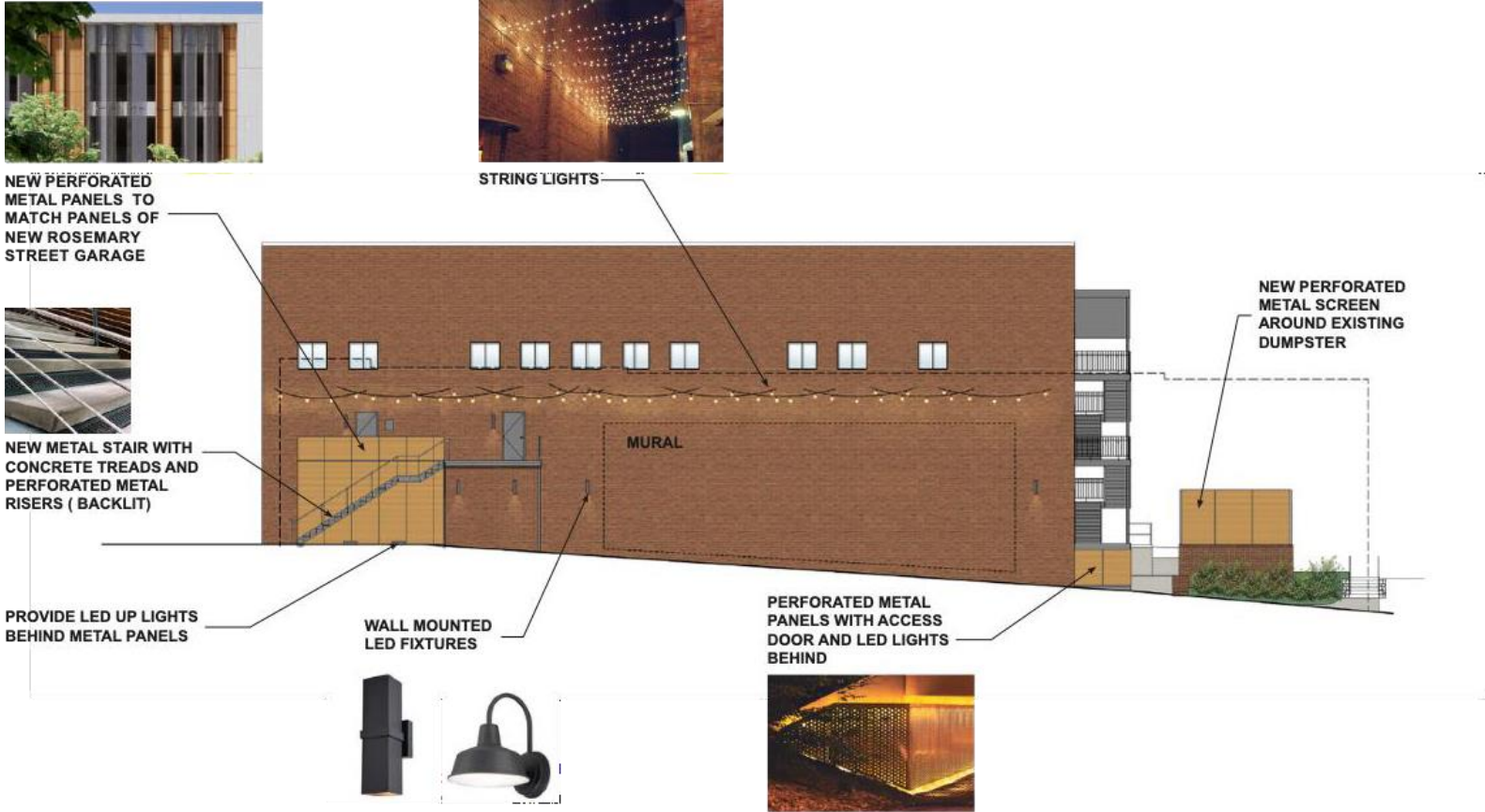


# Beautification

## Varsity Alley Project

- Lighting upgrades
- Metal panels at stairwells

Up to \$40K set aside from lighting and security grant to cover costs



NORTH ELEVATION

VARSITY ALLEY

# Beautification

## Key performance measures FY 24-25

Measure: Reporting see/click/fix issues.  
Target: increase in monthly reporting of 70%  
from an average monthly report of 3 to 5 reports

Measure: Improve lighting and security downtown.  
Target: 25% increase in number of lighting and security  
grants issued from 48 to 60



## Metrics

### ● Chapel Hill Downtown Partners... Chapel Hill, NC

Visits	2.3M	Panel Visits	103.9K
Visitors	611.1K	Visits YoY	+13.1%
Visit Frequency	3.6	Visits Yo2Y	+15.9%
Avg. Dwell Time	164 min	Visits Yo3Y	+19.8%

Jul 1st, 2024 - Sep 30th, 2024

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



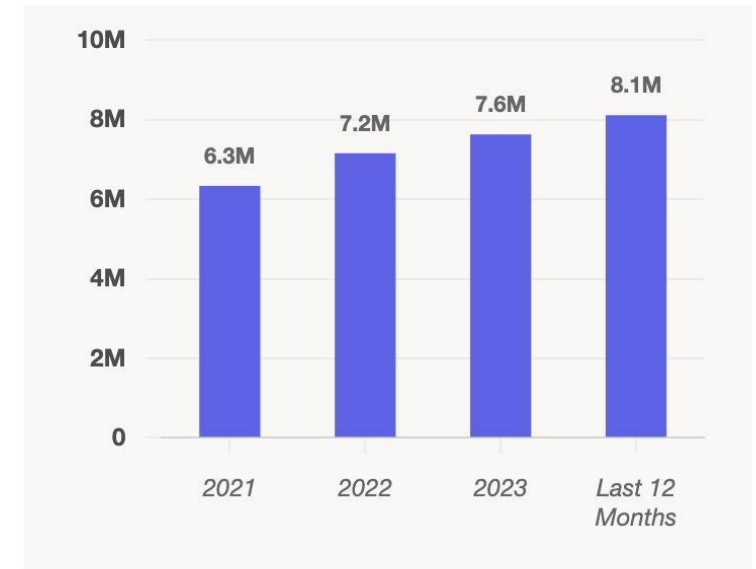
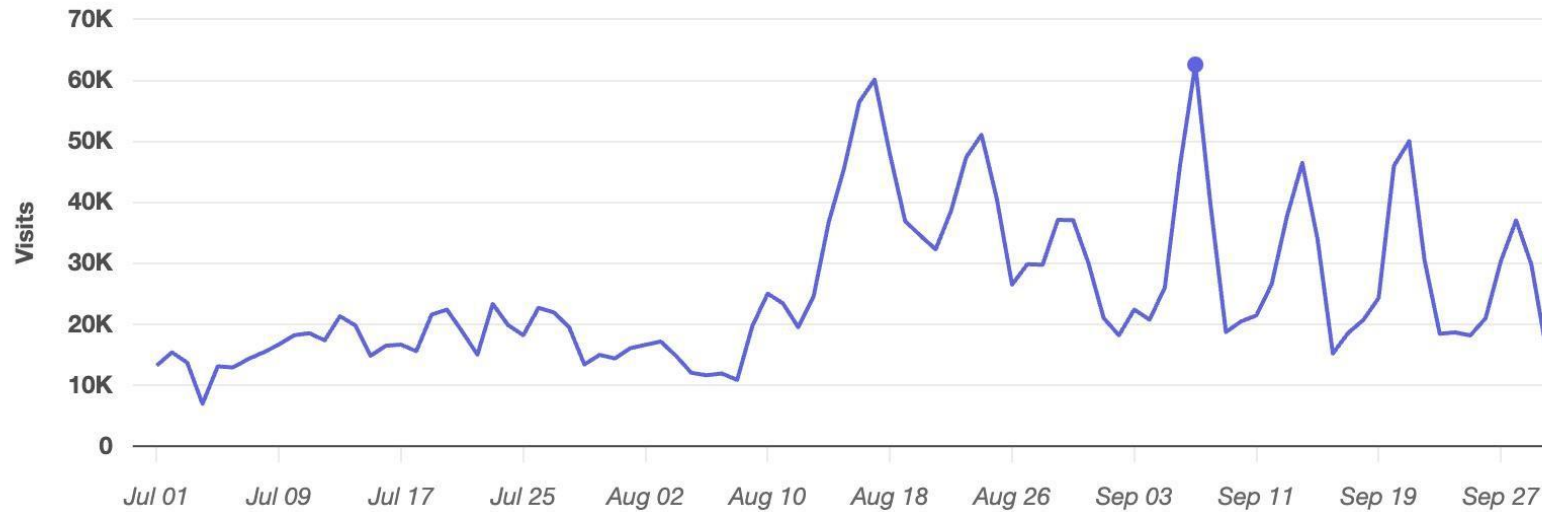
# FOOT TRAFFIC GENERAL



# Visits Trend



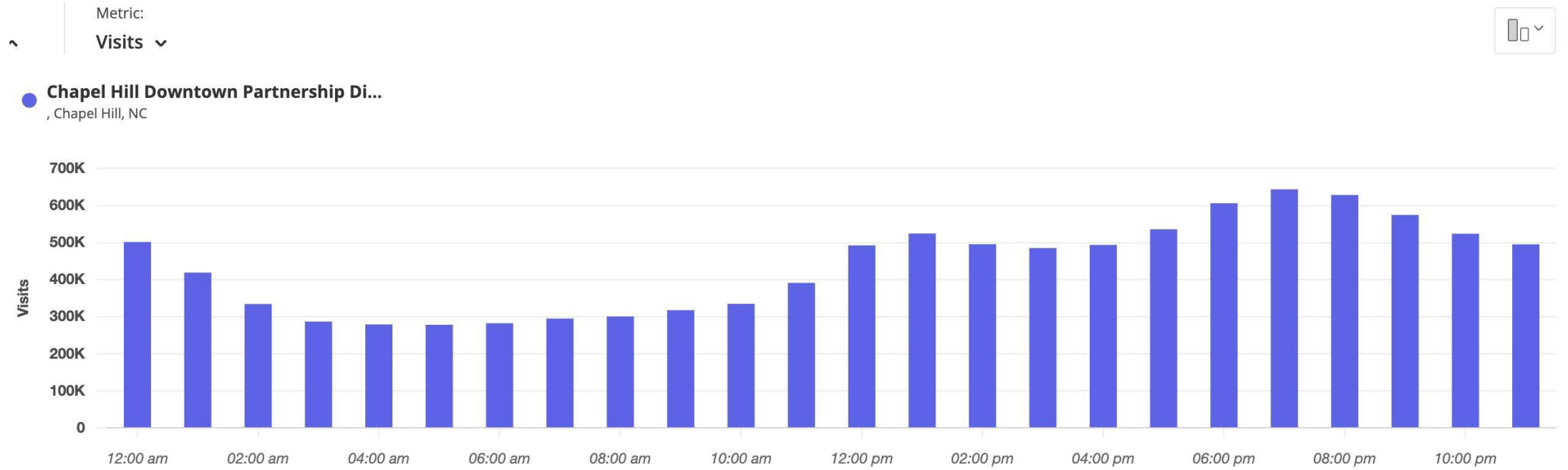
Property:    
 Metric: **Visits**   
 Aggregation: **Daily**   
 Annual Summary:    
 Outlier Indicators:



## FOOT TRAFFIC VISITS TREND



## Hourly Visits



FOOT TRAFFIC  
HOURLY VISITS



# OPENINGS / CLOSINGS

## Openings/Relocation

Starbucks, 100 E Franklin

Playa Bowls, 104 E Franklin

Voodoo Wings, 147 E Franklin

Zayka Indian Cuisine, 105 E Franklin

Max's Tin Can, 201 E Franklin

Cloud 9 Smoke Shop, 149 E Franklin

Beauty Art Studios, 149 E Franklin, 2<sup>nd</sup> floor

Well, 503 W Franklin St.

Purple Bowl, 505 W Franklin

Pulp Juice and Smoothie Bar, 100 W Franklin

Proximo, 173 E Franklin

Team Store, 120 E. Franklin St

Clouds Brewing, 157 E. Franklin St.

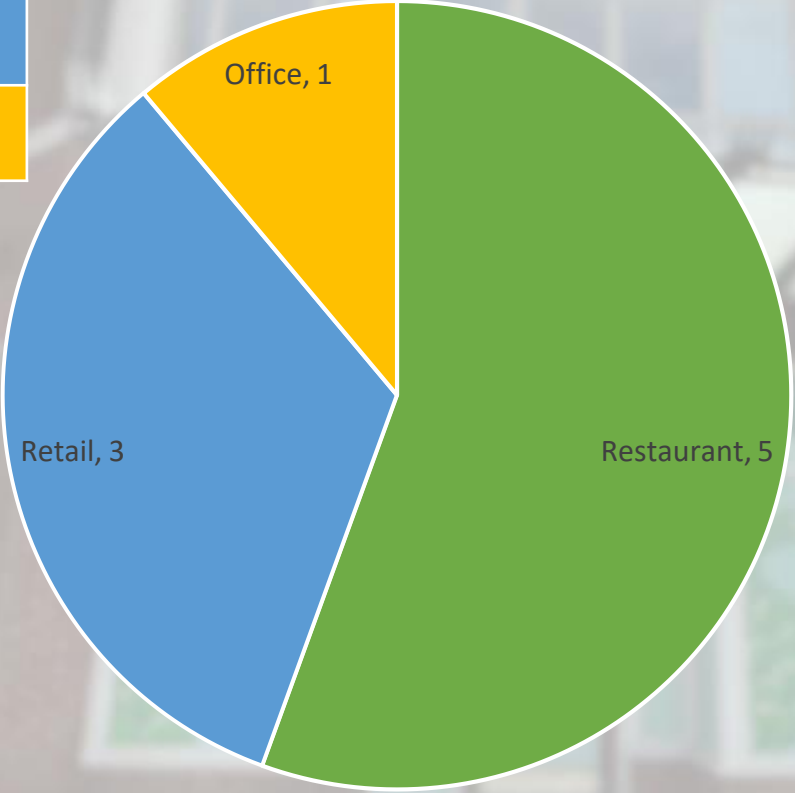
## Closings

Gizmo Brew Works, 157 E. Franklin St.



# Anticipated Openings

161 E Franklin	Tailgate
414 W Franklin	Med Deli Market
431 W Franklin	Breakout Records
505 W Franklin	Thrive Co-Working



103 E Franklin	Raising Cane's expansion
122 E Franklin	TBA Restaurant
123 W Franklin	TBA Restaurant
410 W Franklin	Med Deli, reopening
610 W Franklin	Crook's Corner, reopening

