

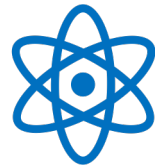
QUARTERLY VIBRANCY REPORT

April, May, June 2024





EVENTS



**Morehead
Science Expo
April 6**



**Tar Heel 10 Miler
April 18**



**Northside Festival
April 27**



**Bazaar Art Market
April 28**



**UNC Graduation
May 11**



**Midway Market
May 18**



**UNC Baseball
May 31-June 3
June 7-8**



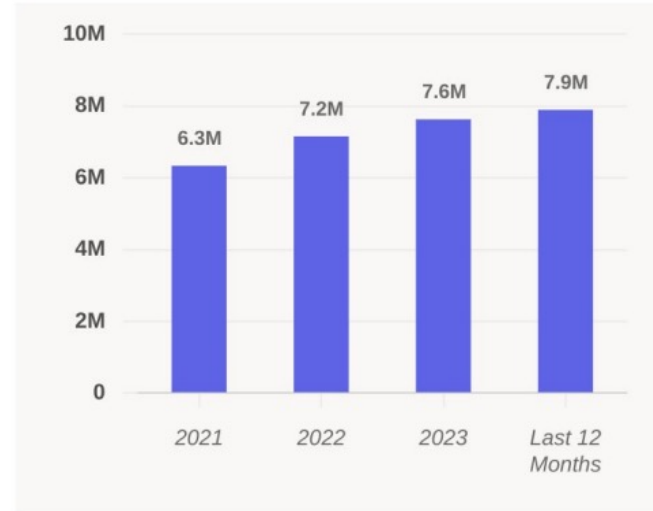
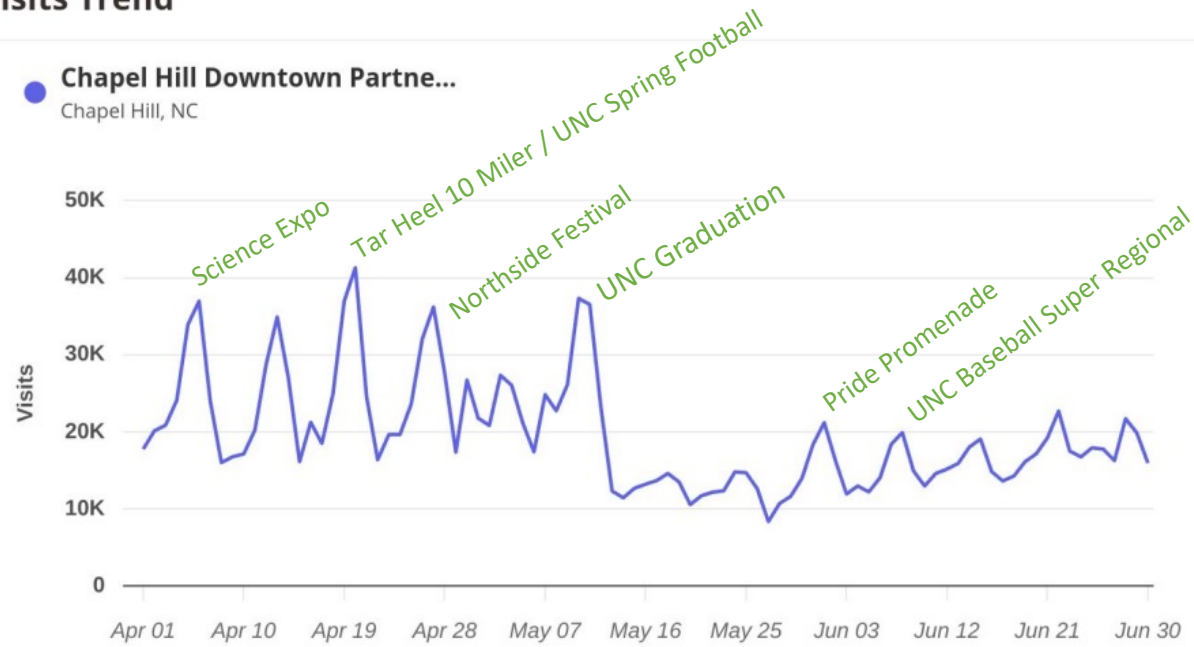
**Pride Parade
June 1**



**Juneteenth
June 16**

Visits Trend

● Chapel Hill Downtown Partne...
Chapel Hill, NC



Daily | Visits | Apr 1st, 2024 - Jun 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



FOOT TRAFFIC VISITS TREND



Metrics

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

Visits	1.8M	Panel Visits	79.9K
Visitors	576.2K	Visits YoY	+0.9%
Visit Frequency	3.11	Visits Yo2Y	+2.5%
Avg. Dwell Time	140 min	Visits Yo3Y	+27.2%

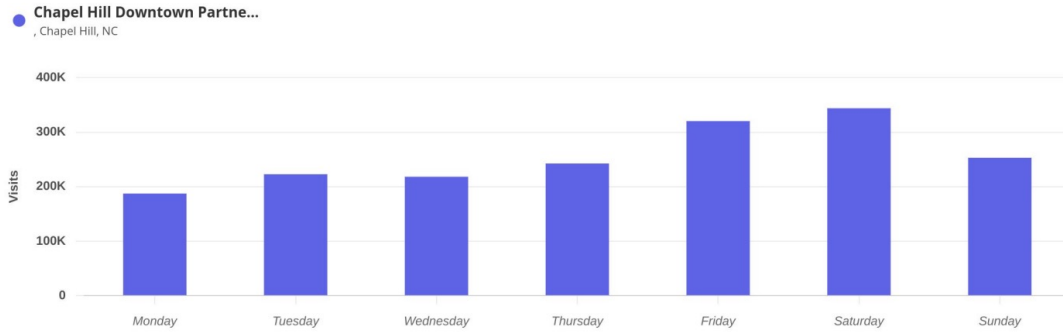
Apr 1st, 2024 - Jun 30th, 2024
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FOOT TRAFFIC GENERAL



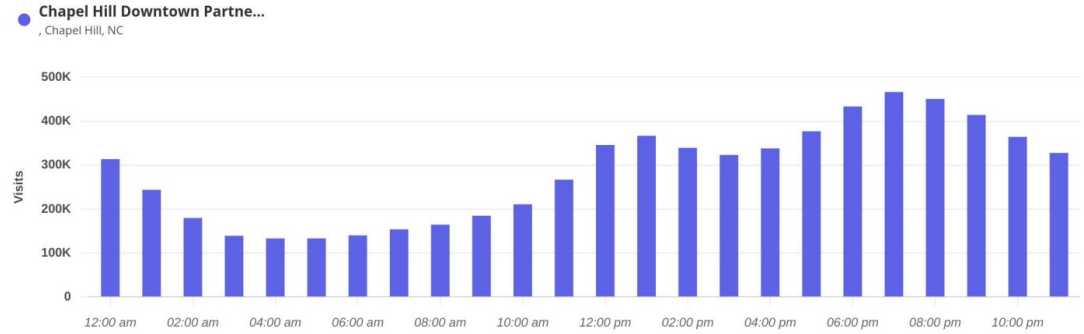
Daily Visits



Visits | Apr 1st, 2024 - Jun 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Hourly Visits



Visits | Apr 1st, 2024 - Jun 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



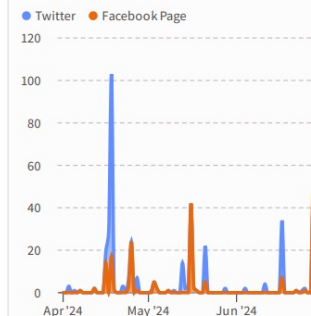
FOOT TRAFFIC DAILY/HOURLY



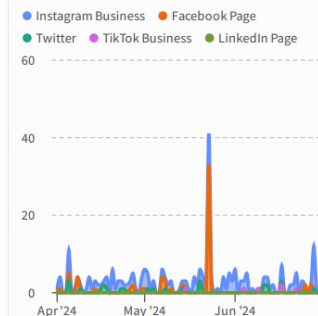
Social Media Engagement

Followers 27,423 <small>followers</small>	Followers > Social network Twitter 10,196 Instagram Business 9,122 Facebook Page 7,504 LinkedIn Page 350 TikTok Business 251	New followers 1,022 <small>new followers</small>	New followers > Social network Instagram Business 773 Facebook Page 186 TikTok Business 73 LinkedIn Page 20 Twitter -30
Page & profile impressions 390,487 <small>impressions</small>	Page & profile impressions > Social network Instagram Business 232,268 Facebook Page 154,722 LinkedIn Page 3,497	Page & profile reach 233,634 <small>users</small>	Page & profile reach > Social network Facebook Page 137,268 Instagram Business 94,675 LinkedIn Page 1,691
Posts 1,112 <small>posts</small>	Posts > Social network Instagram Business 898 Twitter 104 Facebook Page 72 TikTok Business 22 LinkedIn Page 16	Average post engagement rate 4.71% <small>engagement rate</small>	Average post engagement rate > Social network LinkedIn Page 9.2% Instagram Business 5.06% TikTok Business 3.34% Facebook Page 2.99% Twitter 2.43%
Post impressions 428,232 <small>impressions</small>	Post impressions > Social network Instagram Business 202,654 Facebook Page 162,814 Twitter 48,128 TikTok Business 11,307 LinkedIn Page 3,329	Post reach 371,229 <small>users</small>	Post reach > Social network Instagram Business 217,659 Facebook Page 143,568 TikTok Business 10,002

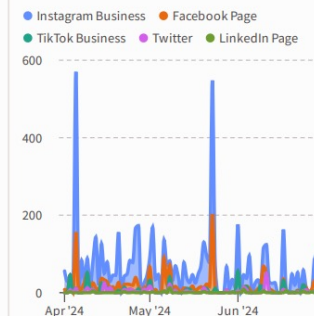
Post link clicks > Social network



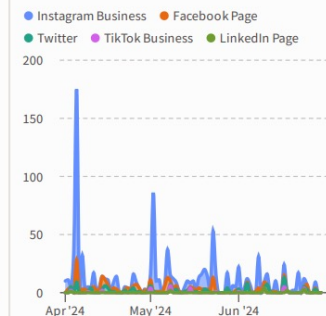
Post comments & replies > Social network



Post reactions & likes > Social network



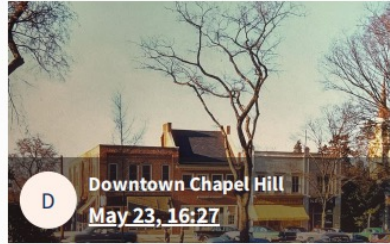
Post shares > Social network



Page engagement rate > ...

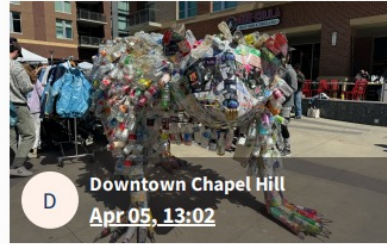
Downtown Chapel Hill 0%

Top posts



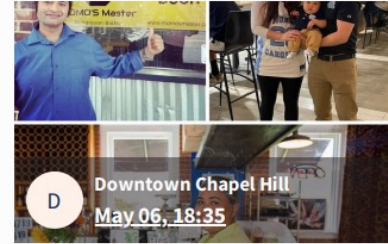
Here's a #throwbackthursday photo of Downtown Chapel Hill, taken in 1953. Can you guess where it was taken?

203 likes and reactions



You might have noticed something new if you've walked past 140 West Plaza in the last couple of weeks. Meet Rubbish the Raccoon,

145 likes and reactions

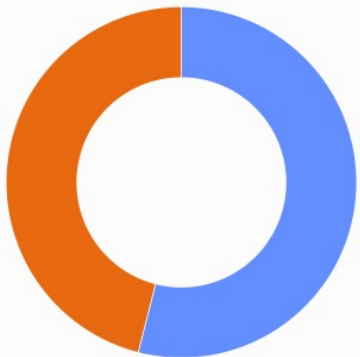


May is Asian & Pacific Islander American Heritage Month, and we're highlighting our business owners of Asian and Pacific Islander

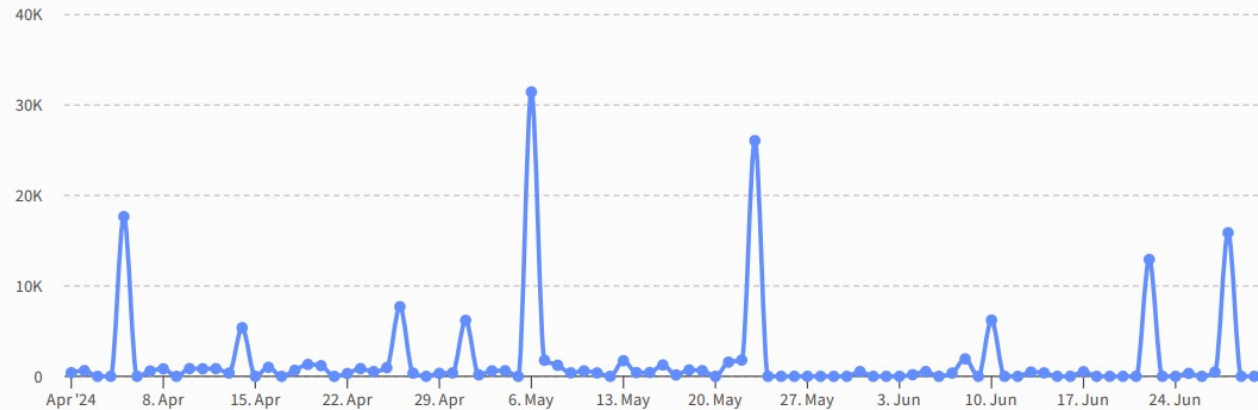
86 likes and reactions

Page inbound messages ...

Female Male



Post impressions



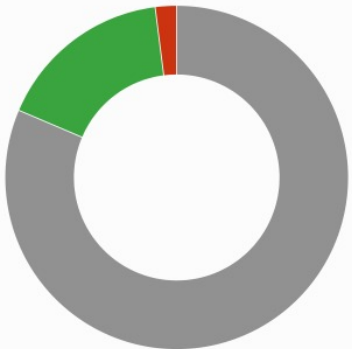
Facebook Engagement

Post reach > Post type

Story	126,079
Photo post	56,773
Reel	21,579
Carousel album	13,228

Inbound messages > Sen...

● Neutral ● Positive ● Negative



Top posts



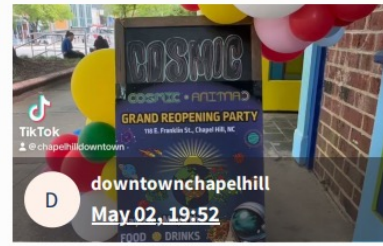
downtownchapelhill
Apr 05, 15:01
414 likes

You might have noticed something new if you've walked past 140 West Plaza in the last couple of weeks. Meet Rubbish the Raccoon,



downtownchapelhill
May 23, 16:26
345 likes

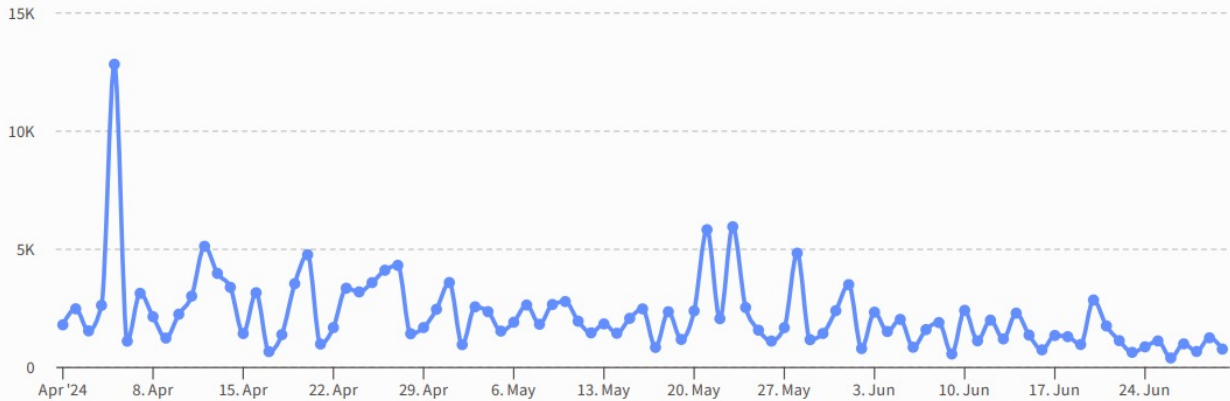
Here's a #throwbackthursday photo of Downtown Chapel Hill, taken in 1953. Can you guess where it was taken?



downtownchapelhill
May 02, 19:52
164 likes

Have you seen the new @cosmic.cantina.ch yet? Stop by and grab a bite in their new space at 118 E. Franklin!

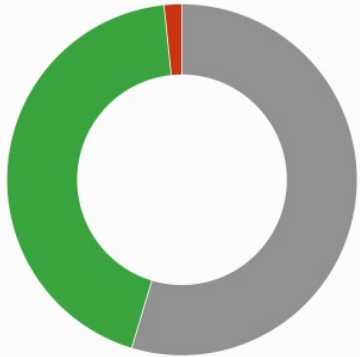
Post impressions



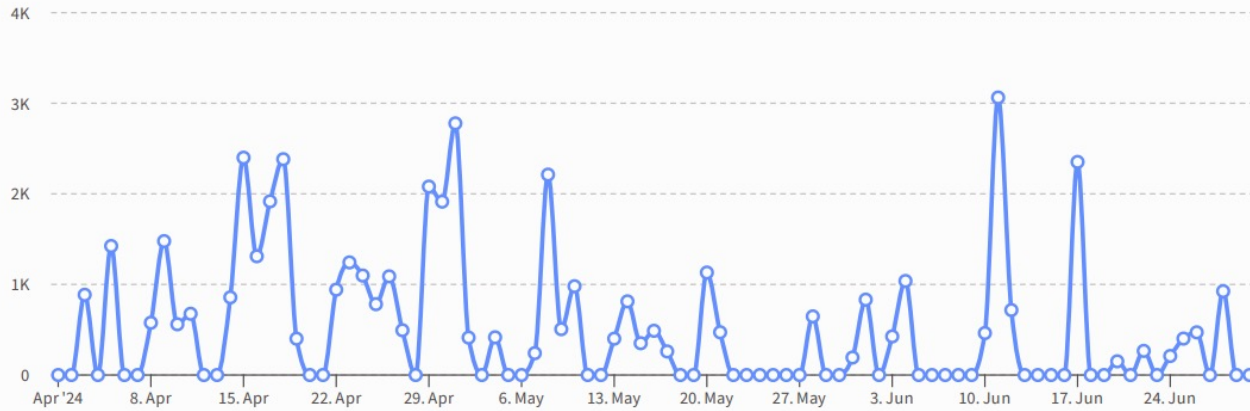
Instagram Engagement

Inbound messages > Sen...

● Neutral ● Positive ● Negative



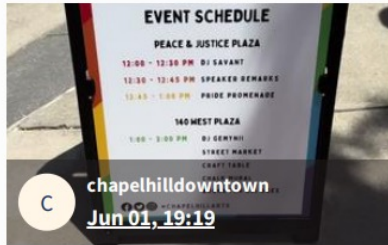
Post impressions



Post total time watched ...

chapelhilldowntown **36,006**

Top posts



Highlights from the Chapel Hill-Carrboro Pride Promenade! 🏳️‍🌈
#downtownchapelhill #pridemonth #pride

50 likes



Looking for some UNC gear for Spring Family Day? Chapel Hill Sportswear has all the apparel and NIL merch you need to support

39 likes



Have you met Rubbish the Raccoon? This sculpture currently lives at 140 West Plaza and was created to celebrate Earth Day!

38 likes

Twitter Engagement

Merchant Newsletters & Communications

Monitor performance

compared to audience averages

Includes Apple MPP



Total sends

211

--

 100% 211



Open rate

66%

↑ 21%

 66%



Click rate

8.5%

↑ 94%

 8.5%



Unsubscribe rate

0.50%


↑ 33%

 0.50%

Weekly Newsletters

Monitor performance


compared to previous quarter

 Total sends

41,044

↑ 6.0%

 100% 41,044

 Total opens

31,237

↓ 4.1%

 100% 31,237

 Open rate

47%

↓ 5.4%

 47%

 Click rate

2.4%

↓ 26%

 2.4%

HOTEL PERFORMANCE

Month	2024			2023			Variance		
	Occ %	ADR	RevPAR	Occ %	ADR	RevPAR	Occ %	ADR	RevPAR
April	75.3%	180.94	136.20	67.6%	172.40	116.46	7.7%	8.54	19.73
May	65.8%	203.44	133.78	61.2%	196.11	120.02	4.6%	7.33	13.76
June	74.6%	170.58	127.20	66.3%	152.93	101.34	12.5%	11.5	25.5

- The hotels in Orange County saw gains in every single metric in April and May 2024 compared to 2023.
- For UNC Baseball Super Regional, hotel demand grew on June 7-8. Occupancy rose an average 29.8%, ADR grew 29.0% which led to revenue gross of nearly \$200K or 60%.
- Lodging revenue (through the first half of the year) is up nearly \$4M or 12.8 percent due to exceptional growth in both the occupancy and ADR metrics. Room night demand has increased nearly 14K room nights or 8.2 percent and ADR has improved by nearly \$7 or 4.2 percent.

ADR: Average Daily Rate

RevPar: Revenue per Available Room

2023 Orange Co Visitor Spending

Per the Chapel Hill / Orange County Visitors Bureau, domestic and international visitors to and within Orange County spent \$266.92 million in 2023, an increase of 13% from 2022, the highest spending increase out of all North Carolina's 100 counties. The data comes from an annual study commissioned by VisitNC, a unit of the Economic Development Partnership of North Carolina.

Tourism impact highlights for 2023 for Orange County:

- Domestic and international visitors spending totaled \$266.96 million up from \$236.29 million in 2022. Visitors spending represents a tax savings of \$123.11 per county resident.
- The travel and tourism industry directly employs 1,990, an increase of nearly 10%.
- Total payroll generated by the tourism industry in Orange County was \$73.6 million.
- State tax receipts from visitors spending generated in Orange County totaled \$10.3 million, while local taxes generated \$8.3 million. This total of \$18.6 million is up from \$16.5 million in state and local tax revenue generated in 2022. State tax revenue is generated through state sales and excise taxes, and taxes on personal and corporate income. Local taxes were generated from occupancy and sales and property tax revenue from travel-generated and travel-supported businesses.

These statistics come from the “Economic Impact of Travel on North Carolina Counties 2023,” which can be accessed at partners.visitnc.com/economic-impact-studies

CRIME STATISTICS

Report Nature	Reports	% of all offenses
Trespassing	67	16.26%
Disorderly conduct	28	6.80%
Disturbance	19	4.61%
Loud Party	14	3.40%
Alcohol violations	4	0.97%
Drug Offenses	3	0.73%
Harassment	2	0.49%

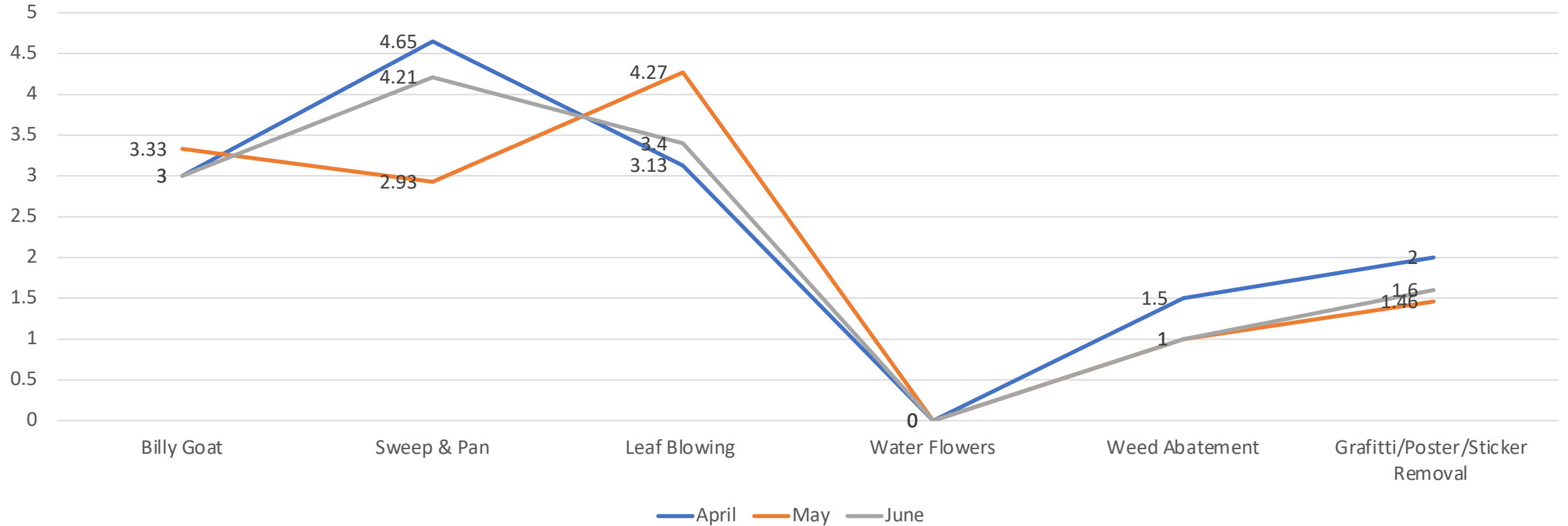
The 10 most common report types in Central Business District over the last quarter

Category	Count
Trespass of real property	67
All other theft	29
Simple assault	20
Theft-shoplifting	18
Theft from motor vehicle	14
Burglary/breaking and entering	11
All other offenses	9
False pretense /swindle / confidence GM	9
Aggravated assault	8

There was an increase in theft/shoplifting and a decrease in theft from motor vehicles this quarter.

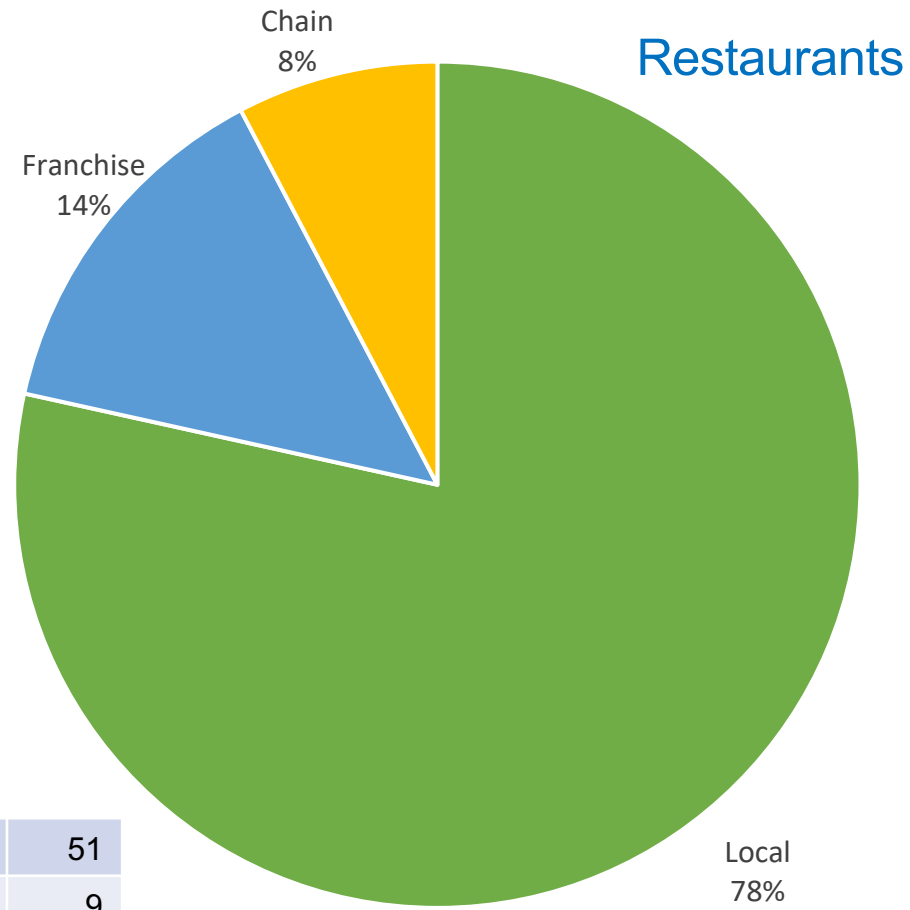
Clean & Green Team Snapshot

Daily Average

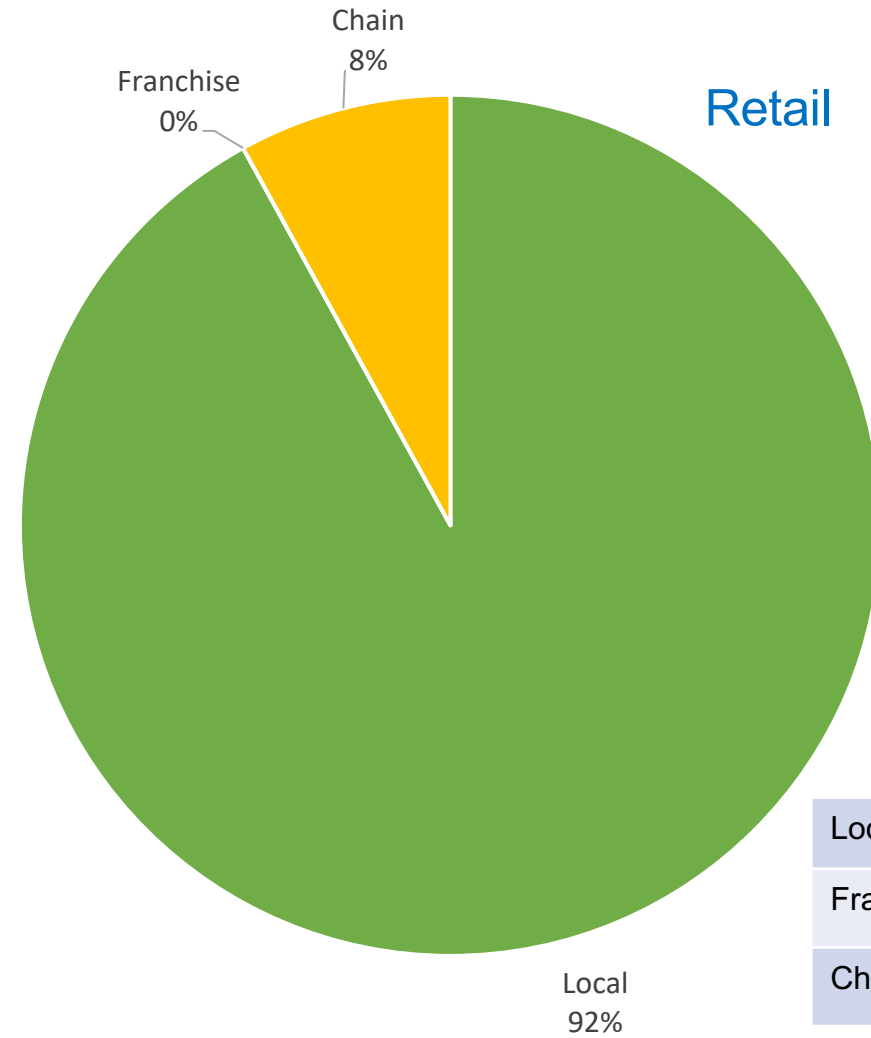


Average Number of Daily Tasks	April	May	June
Trash Bags Collected	2	2	2
Dumpster Checks	2	2	2

Chains vs Local

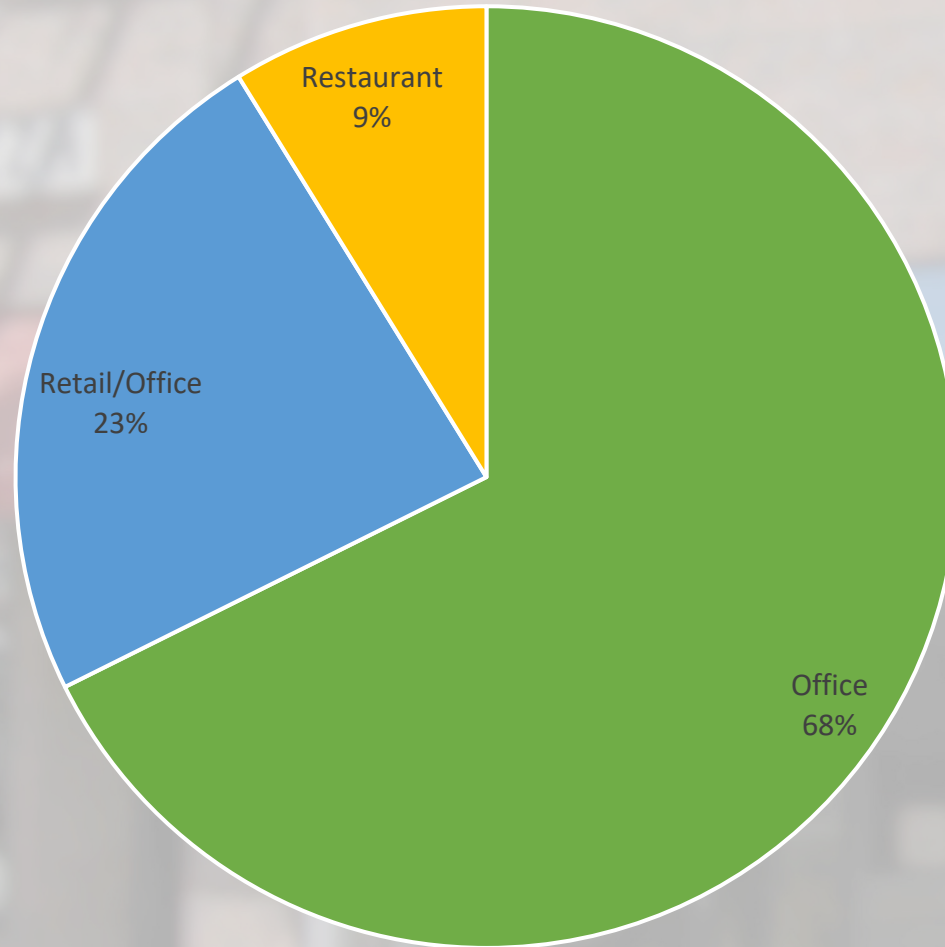


Local	51
Franchise	9
Chain	5



Local	23
Franchise	0
Chain	2

Listed Properties



Office	23	68%
Retail/Office	8	23%
Restaurant	3	9%
Total	34	

OPENINGS / CLOSINGS

Openings/Relocation

May 1 Cosmic Cantina, 118 E Franklin

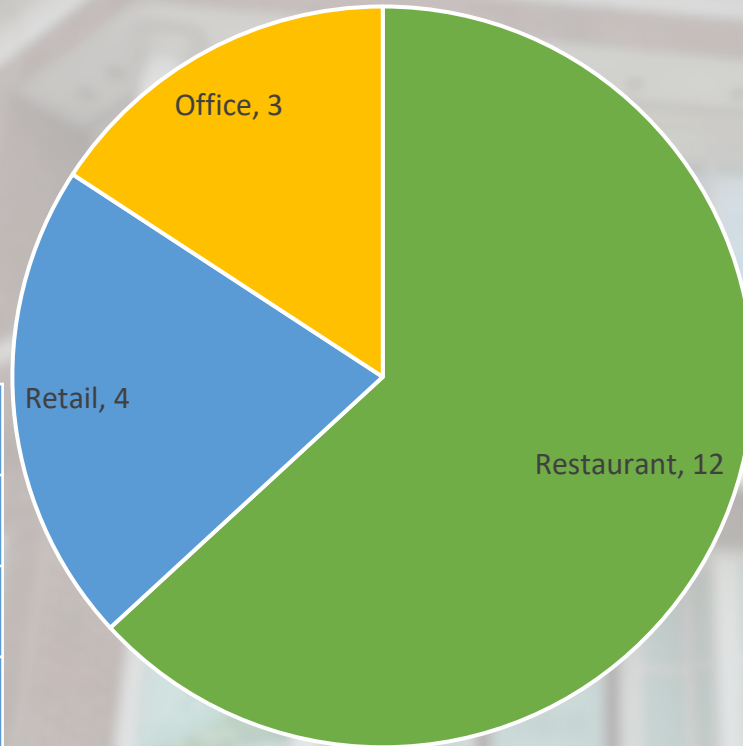
April 3 Glass Box, 416 W Franklin

April 3 Moshi Moshi, 416 W Franklin

Closings



Anticipated Openings



161 E Franklin	Tailgate
120 E Franklin	TBA Retail
414 W Franklin	Med Deli Market
431 W Franklin	Breakout Records
501 W Franklin	Well
503 W Franklin	Well
505 W Franklin	Thrive Co-Working

100 E Franklin	Starbucks, relocation
103 E Franklin	Raising Cane's expansion
104 E Franklin	Playa Bowls
105 E Franklin	Zayka Indian Cuisine
122 E Franklin	TBA Restaurant
147 E Franklin	Voodoo Wings
173 E Franklin	Proximo
100 W Franklin	Pulp Juice & Smoothie Bar
123 W Franklin	TBA Restaurant
410 W Franklin	Med Deli, reopening
505 W Franklin	Purple Bowl, relocation
610 W Franklin	Crook's Corner, reopening

Articles on Downtown Chapel Hill

“Chapel Hill’s iconic Franklin Street is on the rebound” – Triangle Business Journal

“the energy is returning to the heart of a town so connected to the University of North Carolina” – Triangle Business Journal

“With a vibrant and youthful vibe, Chapel Hill is an academic and historic town that offers plenty to do for everyone: residents, students, and visitors.” – The Travel

[Chapel Hill’s Franklin Street bounces back](#), Dane Huffman, Triangle Business Journal April 12, 2024

[Chapel Hill hosts panelists, community for downtown streetscape workshop](#), Makenzie Mills, Daily Tar Heel April 14, 2024

[7 Coolest Towns in North Carolina & Virginia’s Piedmont This Summer](#), Sunil Purushe, The Travel June 9, 2024

[She sets the pace for Chapel Hill's resurgence](#), Dane Huffman, Triangle Business Journal June 27, 2024