

2019 ANNUAL REPORT

Chapel Hill Downtown Partnership



June 2019

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LETTER FROM THE EXECUTIVE DIRECTOR

The past year has been a time of transition for the Chapel Hill Downtown Partnership. Meg McGurk, a long-time employee and Executive Director of the Partnership, stepped down, followed by Program Director Alex Rike who decided to return to school, and Elinor Landess served as interim Executive Director for half the year. The board of directors used this opportunity to bring in the International Downtown Association to evaluate the organization and determine what traits were needed in a new executive director.

The IDA process revealed some frustrations from stakeholders and a need for the Partnership to undertake some long-term strategic thinking. I'm humbled the selection committee chose me to lead the organization into this new phase.

This annual report covers July 2018 through June 2019 and will briefly lay out some of the larger projects we have worked on, and divides the rest of our work into Investment & Attraction, Placemaking, and Business Services.

We're excited for the strategic planning underway, and for where it will lead the Chapel Hill Downtown Partnership in the future.



Matt Gladdek
Executive Director

IDA REPORT

In August the International Downtown Association sent a team to Chapel Hill to meet with downtown stakeholders comprised of business owners, property owners, nonprofits, residents, and others. In total, almost 70 stakeholders were involved in conversations about the Partnership and the health of downtown Chapel Hill. After 48 hours in town, the IDA Advisory Panel returned observations and suggestions for how to move forward.

The Chapel Hill Downtown Partnership Board is currently implementing the recommendations of the report in the following areas:

- used the recommendations in the Executive Director search
- added four board seats:
 - three business or property owners
 - one municipal service district resident
- Public Process around Unified Vision
- Strategic Planning will happen this Fall

EXECUTIVE DIRECTOR SEARCH

The Board hired Moss & Ross to conduct a nationwide Executive Director search using recommendations from the IDA Advisory Services Panel to define the job description. The board assembled a selection team with town officials, town employees, local business owners, and UNC employees to interview and vet candidates. During this time Elinor Landess served as the interim Executive Director while maintaining her duties as Executive Director of the Campus Community Coalition.

After multiple rounds of interviews, Matt Gladdek was hired and began work mid-January. The board set onboarding expectations to get him introduced throughout the district, and in that time, he has had over 250 meetings with

stakeholders, including presentations to groups like the Friends of Downtown.

BUDGET

| <i>Revenue</i> | | <i>Expense</i> | |
|---------------------------|------------------|---------------------------|------------------|
| <i>MSD</i> | \$120,000 | <i>Operations</i> | \$84,500 |
| <i>Town</i> | \$70,000 | <i>Personnel</i> | \$166,000 |
| <i>UNC</i> | \$90,500 | <i>Programming</i> | \$35,040 |
| <i>Project Management</i> | \$468,000 | <i>Project Management</i> | \$468,000 |
| <i>Other</i> | \$5,040 | <i>Total</i> | \$753,540 |
| <i>Total</i> | \$753,540 | | |

INVESTMENT & ATTRACTION: BUILDING THE ECONOMIC BASE OF DOWNTOWN FOR GREATER INVESTMENT

Objectives

- 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

This year we:

- Conducted training for Downtown Ambassadors
- Conducted IDA Advisory Council visit with 68 businesses and stakeholders
- Welcomed New Businesses: the PIT, The Pizza Press, Midici, DB Sutton’s Wine Shop, Pho Happiness

PLACEMAKING: CREATING A VIBRANT AND WELCOMING SPACE WITH RENEWED COMMUNITY PRIDE

Objectives

- 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

This year we:

- Purchased and Installed Bike FixIt Station
- Events:
 - Movies Under the Stars (Partnered with Town Arts & Culture)
 - 2nd Friday Art Walk
 - Morehead Family Halloween
 - MacBeth Pop-up Performance with Playmakers
 - Light up Festival
 - Food Truck Rodeo (Partnered with Town Arts & Culture)
 - Annual Meeting
 - 140 Tickets Sold
 - Raised \$200 for public art
 - Near & Far (Partnered with Town Arts & Culture)
 - Bloomfest (Sponsored)
 - Northside Neighborhood Block Party (Sponsored)
 - Bike From Work Party at Beer Study (Sponsored)
- Projects:
 - Good Neighbor Initiative
 - Wallace Deck Wayfinding and Cleanliness improvements
 - Downtown Maintenance Working Group
 - Downtown Bathrooms Working Group

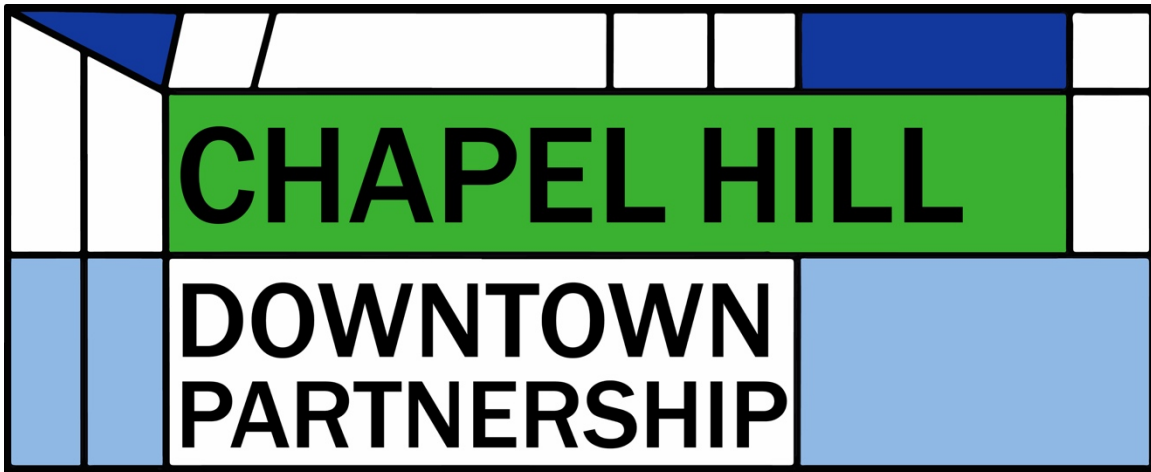
BUSINESS SERVICES: POSITIONING DOWNTOWN AS THE BEST DISTRICT FOR RETENTION AND EXPANSION

Objectives

- 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

This year we:

- Valet Parking Program Overhaul
 - The Valet Program has been an important part of helping restaurants attract customers by making parking easy. Changes in the market made the costs difficult to predict for participating businesses, and changes to the program have attempted to make costs more predictable and equitably shared.
- Parking Working Group
 - Worked with businesses and the town to find more parking and ensure business interests were considered
- Parking FAQ
 - Helped to ensure the public understands how parking works
- Grants
 - \$5,790 Grants given for sidewalk dining and façade improvements
 - Grants were leveraged to bring in more than \$20,000 in investment in downtown.



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