

2019 ANNUAL REPORT

**CHAPEL HILL DOWNTOWN PARTNERSHIP
JUNE 19, 2019**



OUTLINE

- IDA Report
- Executive Search
- Budget
- Investment & Attraction
- Placemaking
- Business Services

IDA REPORT

Recommended:

- Need for a unified vision for downtown
- Increased business representation on board
- A new Executive Director that can execute on recommendations

Executed:

- Hired Matt Gladdek
- Added 4 board seats (3 businesses, 1 MSD resident)
- Started unified vision meetings

EXECUTIVE DIRECTOR

- Nationwide search with a respected search firm
- Robust interview process with broad panel
- Matt Gladdek started January 15th
- Listening tour of stakeholders

INVESTMENT & ATTRACTION

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*

INVESTMENT & ATTRACTION

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

- **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

PLACEMAKING

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- Making downtown safer
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PLACEMAKING

This year we:

- Purchased and Installed Bike FixIt Station

Projects:

- Good Neighbor Initiative
- Wallace Deck Wayfinding and Cleanliness improvements
- Downtown Maintenance Working Group
- Downtown Bathrooms Working Group

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
- Near & Far (Partnered with Town Arts & Culture)
- Bloomfest (Sponsored)
- Northside Neighborhood Block Party (Sponsored)
- Bike From Work Party at Beer Study (Sponsored)

BUSINESS SERVICES

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

BUSINESS SERVICES

This year we:

- Valet Parking Program Overhaul
- Parking Working Group
- Grants
 - \$5,790 Grants given for sidewalk dining and façade improvements
 - Leveraged to bring in more than \$20,000 in investment

- Implement recommendations of IDA Advisory Committee
- Unified vision public process
- Internal strategic plan
- Hire new program director
- Invest in building market data
- Build relationships

NEXT YEAR



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QUESTIONS?