


## Chapel Hill Downtown Partnership Plan of Work: January 2007-June 2008

**Vision:** Downtown Chapel Hill is a sustainable mixed-use district that builds community as the *Center of Education*, the *Center of Arts, Culture, and Entertainment*, and the *Center of Urban Living*.

**Mission:** The mission of the Chapel Hill Downtown Partnership is to bring the resources of the Town, University and downtown community together to maintain, enhance and promote downtown as the social, cultural, and spiritual center of Chapel Hill through economic development.

**Implementation Strategy:** The Chapel Hill Downtown Partnership utilizes the National Main Street Center's Four Point Approach as tools for growth of the downtown:

(1) Organization to build consensus and cooperation among many groups and individuals with an interest in downtown; (2) Design to enhance the physical appearance of historic buildings, encourage supportive new construction and develop sensitive design management systems; (3) Promotion to market the traditional district's assets to customers, potential investors, new businesses, local citizens and visitors; and (4) Economic Restructuring to strengthen the district's economic base while exploring new opportunities and meeting new challenges.

ORGANIZATION	DESIGN	PROMOTION	ECONOMIC RESTRUCTURING
<b>I. Goal</b> GROW THE HUMAN, FINANCIAL, & KNOWLEDGE BASE RESOURCES OF CHDP for continued growth as the organization charged with leading and managing downtown Chapel Hill.	<b>II. Goal</b> IMPROVE the physical appearance of downtown Chapel Hill for renewed community pride and increased private investment.	<b>III. Goal</b> IMPROVE AND INCREASE COMMUNICATION; EDUCATE ON THE ISSUES; AND PROMOTE THE ASSETS of downtown Chapel Hill.	<b>IV. Goal</b> POSITION Downtown Chapel Hill for greater business retention and expansion, and targeted new investment that furthers the vision.
A. Strategy –HUMAN RESOURCES: Increase opportunities for more volunteers to participate in the revitalization of downtown Chapel Hill.	A. Strategy –CLEANLINESS: Improve the cleanliness of downtown as a "basic need" for business retention and new investment.	A. Strategy – COMMUNICATION: Establish regular communication venues that inform target audiences about the role of CHDP and the progress being made to achieve the vision.	A. Strategy – SAFETY & PARKING: Improve the safety and parking of downtown as "basic needs" for business retention and new investment.
1. Develop volunteer "job" opportunities. 2. Expand the CHDP Work Groups. 3. Market Volunteer Opportunities. 4. Train Volunteers and Board Members.	1. Continue to grade the cleanliness of downtown. 2. Work closer with groundkeeper on public areas. 3. Continue to grow partnerships for private clean up efforts. 4. Gain better understanding and explore new programming for problem areas.	1. Maintain and expand website. 2. Produce an e-newsletter. 3. Produce a quarterly printed newsletter. 4. Produce PSA on Downtown Assets. 5. Coordinate opportunities for networking & input. 6. Host Annual Meeting & produce Annual Report.	1. Monitor Daily Crime logs. 2. Complete Safety Survey Analysis and develop action steps accordingly. 3. Review the Town's Parking Report and adopt appropriate action strategies for CHDP. 4. Continue coordination of Valet Parking Service.
B. Strategy –FINANCIAL RESOURCES: Maintain strong nonprofit planning, financial and reporting activities and expand funding.	B. Strategy –THE BUILT ENVIRONMENT: Improve the visual appearance of the built environment.	B. Strategy – EDUCATION/MARKETING: Educate the community on the social issues surrounding Panhandling.	B. Strategy –ORDINANCES: Review & make recommendations for change to the Town Ordinances that may hinder economic vitality.
1. Manage CHDP books, budget, and appropriate filings. 2. Expand programming through grants, donations, and sponsorships. 3. Define the geographic scope of downtown Chapel Hill and the services needed. 4. Plan annually for the future of downtown.	1. Offer FREE design assistance to ownership interested in making improvements. 2. Incent owners to make good choices through the Façade Incentive Grant Program. 3. Improve Amber Alley. 4. Develop a plan for the planters, coordinate more uniformity and manage the planters.	1. Define the "message" about panhandling. 2. Develop a PR Campaign to address the issue of panhandling and raise funds for implementation. 3. Educate merchants on how they can address the social issues in downtown. 4. Educate Downtown Visitors (locals or out-of-towners) not to give to panhandlers.	1. Review and determine recommendations for amendments to the panhandling ordinance. 2. Review and determine recommendations for amendments to the street vendor/sidewalk sale/ outdoor dining ordinances.
C. Strategy –KNOWLEDGE BASE: Manage and expand the knowledge, data and information that has already been collected about downtown.	C. Strategy –THE DOWNTOWN EXPERIENCE: Enhance the Downtown Experience through attention to the details.	C. Strategy – SPECIAL EVENTS: Create and expand reasons for people to come downtown.	C. Strategy – OUTREACH INTERVENTION: Establish an Outreach Intervention Program to address the social concerns of downtown.
1. Manage existing data collected. 2. Continue growing downtown relationships through one-on-one communication. 3. Maintain statistical data. 4. Maintain availabilities and knowledge of the condition of availabilities. 5. Develop internal mapping capabilities to plan more effectively.	1. Utilize local artists to develop a plan for new holiday decorations / special events banners, etc. 2. Fundraise for implementation of the holiday decorations / special events banners plan. 3. Encourage the Town's Wayfinding Proposal to become a branding opportunity and coordinate a collaborative effort to achieve this.	1. Explore ways to organically grow more music in downtown. 2. Assist as needed with <i>Franklin 5000</i> . 3. Expand 5 <sup>th</sup> Quarter to the full football season. 4. Expand winter holiday events. 5. Continue the Holiday Tree lighting celebration.	1. Determine funding needed and sources for program. 2. Research other communities programming. 3. Gain understanding of population on our streets. 4. Gain understanding of how other communities are developing programming for newly released ex-offenders and support for businesses that hire them. 5. Explore day shelter options.
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			1. Collect market data. 2. Define the Downtown Profile. 3. Define niche markets to create "community". 4. Conduct market analysis /feasibility of key properties.