



THE CHAPEL HILL DOWNTOWN COMMISSION
ANNUAL REPORT
2001

Mission

It is the mission of the Chapel Hill Downtown Commission to develop and encourage the vitality and growth of the downtown business district of Chapel Hill as an economic, cultural, recreational, entertainment, and historic center.



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From the Chair

It has been my pleasure to serve as Chair of the Board of Directors of the Downtown Commission for 2001. This year has been both a challenge and a joy. Downtown is a remarkable place to live and do business, and the Downtown Commission is a remarkable organization. Our focus is on the development and vitality of Downtown as an economic, cultural, recreational, entertainment and historic center of Chapel Hill.

We have maintained many of our ongoing programs and added a few new ones. In 2001 we continued the focus on the beauty and energy that is so much a part of this community. Our "Adopt-a-Planter" program continues to brighten the downtown planters through all seasons and our thanks goes out to our "planter people" for their efforts. For them it is truly a labor of love..

April remains our designated "Arts" month. We continue to collaborate with the Town Parks and Recreation department, the University of North Carolina's Music and Theater departments, the Ackland Art Museum, local sculptors, artists and musicians for "Apple Chill", "Sculpture on the Green", "Arts Downtown" and other events.

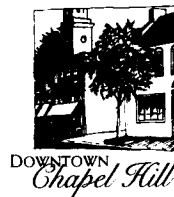
The summer of 2001 was dedicated to Rock and Roll. We partnered with The Ackland Art Museum's exhibit of Linda McCartney's photographs of rock and roll legends and added our own flair with "Thursdays Rock". Every Thursday from mid-June until school started again in August, downtown hosted a "Rock" event. Concerts by "Doug Clark and the Hot Nuts", "Catbaby", "The No Tones", "The BackBeat", and "The Nomads" allowed all of Chapel Hill to see some of it's own "Rock Legends". Additionally all of our "Movies on the Plaza" had rock and roll themes. A great time was had by all, and it was truly a summer to remember.

The events of September 11th touched us all. Those of us who are fortunate enough to live and work downtown felt the true meaning of our relationships to each other. Watching merchants, restaurateurs, and customers reaching out to each other for support was like watching a family take care of each member with care and compassion. It may have been one of our nations darkest moments, but it was one of Chapel Hill's finest hours.

Our traditions for autumn and the holidays continued. The abbreviated version of the University's "Family Weekend" found many of us reaching out to our own families. Our holiday events, the Tree Lighting, the Community Sing, and the Holiday Parade all took on new meaning this year. The joy of the season was somewhat subdued, but not dampened.

I would like to take this opportunity to thank the members of our Board of Directors, the Town Council and Staff, the Town's Police, Fire and Public Works Departments and the University's personnel for their continued efforts and for the good relationships we share. This is a wonderful place to live and work, and you all make it just that much better. Among all of us, we make sure that downtown Chapel Hill truly is "Where the Town Comes to Life"

Kathleen Lord, 2001 Chair



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From the Director

The single greatest challenge for 2001 and beyond is how to compete with an ever improving and expanding regional marketplace coupled with a very tight economy. Thanks to the wisdom of the Board of Directors and the genius/generosity of Laughing Turtle Advertising and Design, a Downtown business, a "Branding" campaign was begun in the spring to better position our neighborhood in that marketplace. We adopted a new logo, a slogan, and a media campaign utilizing radio and a print series called "the Faces of Downtown". Early results are encouraging and we look forward to a greater awareness translating into increased sales for our businesses.

Our Summer Series 2001 combined our Concert Series with our Movies on the Plaza to become "Thursdays Rock in Downtown Chapel Hill!" Nine consecutive Thursdays were planned to bring people Downtown for fun and enjoyment. Never before had the Board undertaken such an intense time commitment to programming and a good time was had by all!

Eighteen new businesses were introduced to the neighborhood with our ratio of independently owned and operated businesses to corporate/franchise operations maintaining the historical four to one balance. For each space that became available due to a closing, there were many requests to fill that vacancy. We remain a vibrant, diverse, friendly neighborhood with goods and services that are available no where else in the state.

We thank all the citizens of Downtown and Chapel Hill, the many visitors, the UNC students and faculty, and everyone else who has supported our programs this past year. We also thank, and could not survive without the support of, the Town of Chapel Hill and its outstanding staff. From the peaceful celebrations on Franklin Street, made that way by the Police Department, to the clean up afterwards, by Public Works; from the design and construction of Streetscape to the delivery of thousands of people a day to our doorsteps by Transit; Town staff provides a level of service that is without equal. We, the Downtown Commission, pledge in return to aspire to that level of service for Downtown in the current year.

Robert Humphreys, Executive Director

Service to Business



To fulfill its mission of encouraging positive growth and vitality in Downtown Chapel Hill, the Chapel Hill Downtown Commission focused its work in 2001 on creating better awareness of Chapel Hill within the regional marketplace and servicing the changing needs of businesses. The Commission stepped up efforts to support new and existing businesses through established programs and added new initiatives in response to the tightening economy, increased competition from new shopping areas and changing Town ordinances.

New Services for 2001

Branding Efforts for Downtown Chapel Hill-instituted a comprehensive advertising campaign in print and radio to increase awareness of Downtown Chapel Hill and local businesses. The Commission funded this effort by requesting an increase in the Service District Tax, which the Town granted. Additional funding came through co-op sponsorships where each business funded the ad featuring their business. Creative development and production was provided by a Downtown advertising agency.

Recruitment of new businesses into Downtown Chapel Hill-expanded efforts to attract desirable businesses to fill vacancies and add positively to the business mix. Local and national chains, corporations and independents were contacted via phone, fax, email and networking. The Commission maintained a list of available spaces in Downtown and the contact and rental information on each vacancy.

Glass and Aluminum Recycling-helped Orange Community Recycling increase glass and aluminum recycling to better service Downtown retailers, and, most notably, Downtown restaurants.

Garbage Pickup-provided assistance to Downtown businesses with the implementation of the Town's reduced garbage pickup. Coordinated the combined usage of dumpsters and helped alleviate health concerns, pests, and improve the general appearance of alleyways.

Continuing Services for 2001

The Cardboard Recycling Program-provided a service that allowed Downtown businesses to comply with the cardboard ban at the landfill and saved participating businesses approximately \$30,000 a year.

The Downtown Business Directory-published a small brochure listing all Downtown businesses. This promotional piece was distributed throughout Chapel Hill and to groups visiting Chapel Hill.

The Quarterly Newsletter-produced a newsletter which kept the business community informed of issues concerning Downtown.

Chapel Hill Downtown Commission Website-maintained a comprehensive website listing all calendar events for Downtown as well as area information and links to places of interest and community organizations.

Business Assistance-provided assistance with ordinance compliance, town regulations and general set up for new businesses entering Downtown Chapel Hill, as well as problem solving for established businesses.

Liaison to Town of Chapel Hill, UNC, and Orange County-acted as a representative for business to all cooperative organizations throughout Orange County. This important service provided a voice for Downtown businesses to those organizations.

Media spokesperson-represented Downtown businesses and issues regarding Downtown to press and media.

Orange County Visitors Guide-assisted in the updating of the guide on behalf of Downtown businesses.

Downtown booth at Apple Chill and Festifall-distributed Downtown promotional materials to visitors at the festivals.

Presentation at the Chapel Hill - Carrboro Chamber of Commerce Annual Leadership Program-informed participants of the role of the Chapel Hill Downtown Commission.

Anti Panhandling Posters-produced and distributed to Downtown businesses.

"I Love Downtown Chapel Hill" stickers-produced stickers and distributed them throughout Downtown.

Community Service

The Commission continued to foster cooperative efforts with local businesses, the Town of Chapel Hill and local organizations to create programs that maintain and improve Downtown Chapel Hill for all of the community's residents. This year community service programs included some new initiatives as well as a number of long running services.

New Services for 2001

Shuttle service for local election candidates-cosponsored with the Chapel Hill - Carrboro Chamber of Commerce, a special shuttle service to ferry local candidates among three public forums during the election.

Continuing Services for 2001

Welcome Center-provided visitor information and contact for anyone seeking information about Downtown Chapel Hill and the community. The Welcome Center helped promote the interests of local Downtown businesses.

Adopt a Planter-involved various businesses in a streetscape beautification program to maintain sidewalk planter boxes. These businesses ensure that the boxes are planted and cared for throughout the year.

Arts Downtown-Murals-commissioned and funded a new mural, "Tropical Birds," painted on Patio Loco on West Franklin Street.

The Annual Jap Allen Award-presented the 2001 award to Eva Kohn in appreciation of her outstanding service to Downtown by managing the trolleys and buses.

Event Services-provided a full sound system (\$1000 value) for Apple Chill & Festifall and assisted with organizational logistics. Coordinated with organizers on arrangements for numerous events such as the UNC Career Fair, the Kenan Flagler Business School Symposium, and various workshops and conferences.

Chartering Agent for Trolleys and Chapel Hill buses-provided transportation service for weddings, conferences and meetings.

Walking Tours-led walking, trolley & bus tours for residents, visitors, and groups.

Downtown Employees Canned Food Drive-provided food to the IFC Food Pantry for those less fortunate and allowed Downtown workers to share in the holiday spirit.

Out on the Town Arts Shuttle-provided a trolley to ferry people to and from Downtown and Memorial Hall for the three Spring events of the Carolina Union Performing Arts series which allowed patrons to enjoy dinner, and the show without the worry of driving.

Streetscape Implementation-helped pick the site for the annual streetscape improvement and consulted with businesses adjacent to the site regarding the work schedule of the project.

Street Lighting-worked with Duke Power and Town Staff to improve lighting and safety in Downtown.

Alley cleanup-provided supplemental cleanup throughout Downtown five days per week with special attention to problem alleys as needed.

Street Scene Teen Center-Advised and supported this after school and weekend activity center.



History

The Chapel Hill Carrboro Downtown Commission was formed in September 1987 following a Public Private Partnership visit to Princeton, New Jersey. Community leaders recognized the need for a group dedicated to the betterment of the Downtown area in Chapel Hill and Carrboro. Funding for this new organization came from grants from the Towns of Chapel Hill and Carrboro, and UNC.

In 1989 the newly-formed Commission petitioned the Town of Chapel Hill and the Town of Carrboro to establish a Service Tax District in the Downtown area in order to bring a trolley service to Downtown Chapel Hill and Carrboro that would provide convenient mid-day access to the central business districts. Effective July 1989, this request was granted by Chapel Hill and a \$.07 per \$100 valuation tax was imposed. The Town of Carrboro did not establish a similar tax district. A capital campaign by the Commission raised \$30,000 in private funding (10% of the cost of the trolleys) and the Town of Chapel Hill subsequently purchased the vehicles using Federal and State capital grants so that the Chapel Hill Transit could operate the service.

The next year the Commission opened a welcome center in the Hudson McDade house, a historic property in the heart of Downtown Chapel Hill. The welcome center provided a central greeting area for visitors where the staff could promote the efforts of local businesses. The McDade House required extensive renovation and due to mounting budget constraints and staff cuts, the Commission operated the center using volunteers for nearly two years. Robert Humphreys led those volunteer efforts. In 1993 the Commission merged with The Downtown Association and was renamed the Chapel Hill Downtown Commission, an organization consisting of all the members of the Downtown Service Tax District. Robert Humphreys was hired as Executive Director and in 1994 a new board structure was implemented with an eleven member board overseeing the work of the Commission.

The trolley shuttle service was discontinued in 1995 and the fund appropriations to the Chapel Hill Downtown Commission to operate them was eliminated. The funds derived from the Town's Downtown Special District Tax were allocated to the Commission with a request that they seek assistance from the Chapel Hill/Orange County Visitors Bureau in developing a marketing program to bring people downtown and help businesses prosper. In addition to promotional efforts, the Commission established several long-running programs to support local businesses and provide additional funding. One such program was the cooperative recycling program which would allow businesses to comply with a ban on cardboard from the local landfill. The program is completely funded by those using the service and saves those participants approximately \$30,000 a year over individual hauler fees.

The Chapel Hill Downtown Commission office moved locations several times with the loss of the McDade House in 1997. Although not operating a storefront welcome center any longer, the Commission has delved deeper into fostering cooperative programs with member businesses and organizations, beautifying Downtown, advocating for Downtown businesses to other organizations, and improving awareness of Downtown Chapel Hill within the regional marketplace. Promotions such as Fabulous Fridays Family Fun Nights gave residents and families a reason to come downtown. Light Up Chapel Hill, a cooperative effort with the Chapel Hill News/Village Advocate and the Chapel Hill-Carrboro Chamber of Commerce, brought new holiday snowflake displays for downtown. Round Up for a Cure raised thousands of dollars for the UNC Lineberger Comprehensive Cancer Center. A week of events in 1999 welcomed visitors from all over the world as they attended the Special Olympics World Games. Adopt a Planter enlivened the streetscape in Downtown and involved many businesses, individuals and community groups. 2001 saw advertising and branding efforts for Downtown, as well as new business recruitment for unoccupied retail spaces in Downtown become a part of the Commission's work.

There can be no doubt the ever-changing economy and growing community will continue to shape the Chapel Hill Downtown Commission and its future work on behalf of local businesses. The Commission is dedicated to adapting to these changes and providing a positive business climate in Downtown Chapel Hill.

2001 Board of Directors

Kathleen Lord, Chair
Emma Contemporary Fashions

Chris Rice, Co-Chair
Carolina Brewery

Linda Convissor
University of North Carolina

Missy Julian-Fox
Julian's

Julie Raymond Jennings
Uniquities

Scott Maitland
Top of the Hill

Dana McMahan
The Laughing Turtle

Aaron Nelson
University of North Carolina
The Chapel Hill-Carrboro
Chamber of Commerce

Jared Resnick
West End Wine Bar

Carol Richards
Chapel Hill News

Scott Roberts
Blue Skies Clothiers

Margaret Skinner
The Carolina Inn

Branding of Downtown Chapel Hill



Where the Town Comes to Life

The year 2001 brought new concerns for Downtown Chapel Hill. The changing economy, the increase in competition for consumer dollars, and a continued influx of new residents unfamiliar with Downtown businesses, all created the need for an advertising campaign aimed at marketing the uniqueness of this special place called Downtown Chapel Hill.

With the help of a local advertising agency, the Commission adopted a new logo along with the tagline, "Downtown Chapel Hill, Where the Town Comes to Life." NPR sponsorship began in the fall of 2001 to increase awareness and direct visitors to the Downtown Chapel Hill website where events and places to visit are outlined along with links to supporting organizations. A print ad series, "The Faces of Downtown" was developed featuring people from member businesses with copy expressing their personal connection to Downtown Chapel Hill through their business. The goal of the print campaign was to show the diversity of the independent retailers, restaurants and service businesses in the Downtown area, and recognize the people connected with those businesses as citizens, caretakers and champions of Downtown Chapel Hill. The campaign also includes several ads dedicated to visitors and faces from the larger Downtown community.

Early results of the campaign have been very positive and the Commission will continue its efforts with this campaign to create greater awareness for Downtown and help translate that visibility into increased sales for local businesses.

Newspaper ads from top left: The Carolina Inn, Emma Contemporary Fashions, Wentworth and Sloan Jewelers, Michael Jordan's 23 Restaurant, Top of the Hill, Children playing at Apple Chill Festival, Elaine's on Franklin, The Laughing Turtle, Julian's, Uniquities, and Carolina Brewery.



Events and Promotions



Every year the Chapel Hill Downtown Commission provides Chapel Hill with a full calendar of events aimed at promoting Downtown and fostering a sense of community for all the residents and visitors to this area. Well-loved events, such as the many that take place around the holidays, were enthusiastically attended and new events introduced this summer brought large crowds and new faces to Downtown Chapel Hill.

New Events and Promotions for 2001

Thursdays Rock!-created a summer-long promotion, in conjunction with the Ackland Art Museum's Linda McCartney photography exhibit of the 60's rock era. Events included a Summer Concert Series cosponsored with the Chapel Hill Parks and Recreation Department and the UNC Music Department featuring four concerts in various locations Downtown, and movies on the Plaza.

UNC Homecoming Parade-assisted the Carolina Athletic Association in reviving the parade.

Continuing Events and Promotions for 2001

Art Springs to Life-organized and funded the second annual celebration which included various arts performances all over Downtown. The Commission coordinated the event and handled promotion and advertising of all the performances throughout the festival.

GalaxyFest-cosponsored a community celebration with Morehead Planetarium

Arts Downtown-joined with the Chapel Hill Carrboro City Schools and Chapel Hill Parks and Recreation Department to provide a one day showcase that celebrated the creative talents of our community's young people. This year's performance took place on the James C. Wallace Plaza.

Welcome Back Students-produced and distributed 2000 banners to greet students at the start of the University school year.

Banners for the NCHSAA Football Championships-produced and distributed banners that welcomed athletes and their families from all over North Carolina.

Chapel Hill Public Works Holiday Luncheon-provided food in appreciation and recognition of their outstanding service to Downtown.

Community Dinner-participated in planning the annual dinner. This year's dinner included Robert Humphreys as master of ceremonies.

Franklin Street Mile Run-co-sponsored this annual event.

Holiday Events and Promotions for 2001

Holiday Treelighting and Community Sing-organized an event that attracted 1400 participants.

Holiday Parade-coordinated this 54 year old tradition as the Commission has done since it's inception.

This year's parade included 2,000 participants and drew nearly 15,000 spectators to Downtown Chapel Hill.

Downtown Holiday Window Decorating Contest-organized and judged business holiday window displays.

Downtown Shopping Spree-collected \$2000 in gift certificates which were awarded to 4 winners picked from over 5,000 entries who registered at 60 participating businesses.

Holiday Lights Downtown-encouraged businesses to provide special holiday displays.

Holiday Happenings-provided advertising and promotion for all holiday events in Downtown Chapel Hill.

Downtown Holiday Open House-provided advertising and promotion to remind locals of shopping opportunities in Downtown Chapel Hill. Free parking was included by the Town of Chapel Hill for 2001.

Caroling on Franklin Street-coordinated with McDougale Elementary School Chorus to carol along the street and inside participating businesses.

Membership and Networking

The Chapel Hill Downtown Commission holds regular forums for Downtown businesses to express concerns or present ideas for Downtown. 2001 brought new issues to the table for many businesses and the Chapel Hill Downtown Commission provided a place for their voices to be heard.

Continuing Events for 2001

Weekly Downtown Business Lunch-maintained weekly lunch gatherings that served as a place to discuss issues affecting Downtown and as a place for social interaction among business people, town staff and elected officials.

The Downtown Employees Annual Picnic-brought together owners, managers and workers for a social event to help build a stronger sense of community.

New Business Welcome-greeted every new business to Downtown Chapel Hill in order to include them in the neighborhood and provide them with the resources of the Chapel Hill Downtown Commission.

The Chapel Hill Downtown Commission Annual Meeting-provided a forum for member businesses to recap the year and outline the issues and needs for the coming year.

Financial Information

Complete financial information on the Chapel Hill Downtown Commission is available in the Fiscal Year 2000/2001 Audited Financial Statement. The audit represents the period beginning July 1, 2000 to end date June 30, 2001.

Note to Cashflow in the Audited Financial Statement

Total operating cash for the Chapel Hill Downtown Commission in 2001 came from the Special District Tax, net fees from charter bus and trolley services, and net fees from cardboard recycling services. All other expenses for the Commission's programs came from in-kind contributions and sponsorships from businesses, individuals, and partner organizations.

Operating Cash FY 2000/2001

Special District Tax	\$46,008
Net Fees from Charter Bus Services	\$5425
Net Fees from Cardboard Recycling Program	\$5460
Total	\$56,893

Supporting Partners in 2001

Much of the work of the Chapel Hill Downtown Commission depends on support from its member businesses, as well as the Town of Chapel Hill, UNC, community organizations, and individuals. In addition to funding, many partners provide extensive volunteer hours to make Commission events, promotions and services possible. The following is a list of partners for 2001.

Chapel Hill Carrboro Holiday Parade

Chapel Hill News/Advocate Classified
The Chapel Hill - Carrboro Chamber of Commerce
University Square
University Mall
The Laughing Turtle
Emma Contemporary Fashions
Sutton's Drug Store
Central Carolina Bank
Wachovia Bank and Trust
Bank of America
Blackman and Sloop, CPA
The Better Sleep Store
UNC Healthcare
Chapel Hill Parks and Recreation
Chapel Hill Herald
Orange County Water and Sewer Authority
Carolina Brewery
Ye Old Waffle Shop
University Florist
Mediterranean Deli & Catering
Michael Jordan's 23
Meadowmont Community Association
Breadman's Restaurant
Aqueduct Conference Center
McAlister's Deli
Pappa John's Pizza
Johnny T-Shirt
Carrboro Business Association
Nomadic Trading Company
Spotted Dog
Crazy Mae's
Chapel Hill Museum

Downtown Chapel Hill Branding Campaign

Laughing Turtle Advertising and Design
Chapel Hill News/Advocate Classified
Chapel Hill Herald
National Public Radio
Carolina Brewery
Top of the Hill
Emma Contemporary Fashions
Wentworth and Sloan Jewelry
Michael Jordan's 23
The Carolina Inn
Uniquities
The Laughing Turtle
Elaine's on Franklin
Julian's
Jack Lord
Andrew Ross Photography

Thursdays Rock

Ackland Art Museum
UNC Music Department
Chapel Hill Parks and Recreation
Chapel Hill News/ Advocate Classified
Emma Contemporary Fashions
CO Copies
Wentworth and Sloan Jewelers
Top of the Hill
Carolina Brewery
Blue Skies Clothiers
Franklin Street Pizza and Pasta
The Laughing Turtle
Julian's
The Carolina Inn
West End Wine Bar
Suttons Drug Store
Ratskellar
Uniquities
The Chapel Hill / Orange County Visitors Bureau

Art Springs to Life

Ackland Art Museum
Chapel Hill Museum
UNC Music Department
Carolina Performing Arts Series
Playmakers Repertory Company
Chapel Hill News/Advocate Classified
Chapel Hill Parks and Recreation
Chapel Hill Public Arts Commission
Carolina Arts

Arts Downtown

Phylis Lochan
Bill Friday
Joe and Joy Hakan
Joe Herzenberg
Diane Brown
Lee Pavao
Sherrie Ontjes
Pat Evans
Thomas Kenan III
Chapel Hill Parks and Recreation
Franklin Street Pizza and Pasta
CO Copies
The Chapel Hill - Carrboro Chamber of Commerce

Fireman's Fund

Oasis Cafe
Goodfellows
Cal Horton
University Florist
CO Copies
Franklin Street Pizza & Pasta
David Nash
Joe Buckner
Woody's Tavern
Sutton's Drug Store
Emma Contemporary Fashions
Wentworth and Sloan Jewelry
Spanky's
411 West
Squid's
Julian's
The Chapel Hill - Carrboro Chamber of Commerce
Top of the Hill
Edward Jones
Players
Kirkpatrick's
Ratskellar

Holiday Shopping Spree Giveaway

Anjana's
Avie's Hallmark
Bandido's Mexican Cafe
Blue Skies Clothier
Breadman's
Burrito Bunker
Carolina Brewery
The Carolina Inn
Carolina Pride
Carolina Theater
The Chapel Hill - Carrboro Chamber of Commerce
Chapel Hill Sportswear
CO Copies
Coffee Mill Roastery
Creative Metalsmiths
East End Oyster & Martini Bar
Emma Contemporary Fashions
Four Eleven West
Franklin Street Pizza and Pasta
I Love NY Pizza
Internationalist Books
Johnny T-Shirt
Julian's
Katie's Pretzels
Lucky Stars
McAlister's Deli
McFarling's Exxon
Mediterranean Deli & Catering
Michael Jordan's 23
Oasis Cafe
Office Supplies and More
Paint the Earth
Painted Bird
Patio Loco
Pyewacket Restaurant
Rathskeller
Schoolkids Records
Shoes at the Square
Shrunken Head
Squeakey's Hot Dogs
The Stock Exchange
Sutton's Drug Store
Swenson's Ice Cream
The Laughing Turtle
The Tannery
Time Out Restaurant
Top of the Hill
Uniquities
University Florist
University Square Merchants
Valentino's
Varsity Theater
Wentworth and Sloan Jewelers
Whims
Whistlestop
XO South
Ye Olde Waffle Shop

Out on the Town Arts Shuttle

Spanky's
Top of the Hill
Julian's
Uniquities
Carolina Brewery

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