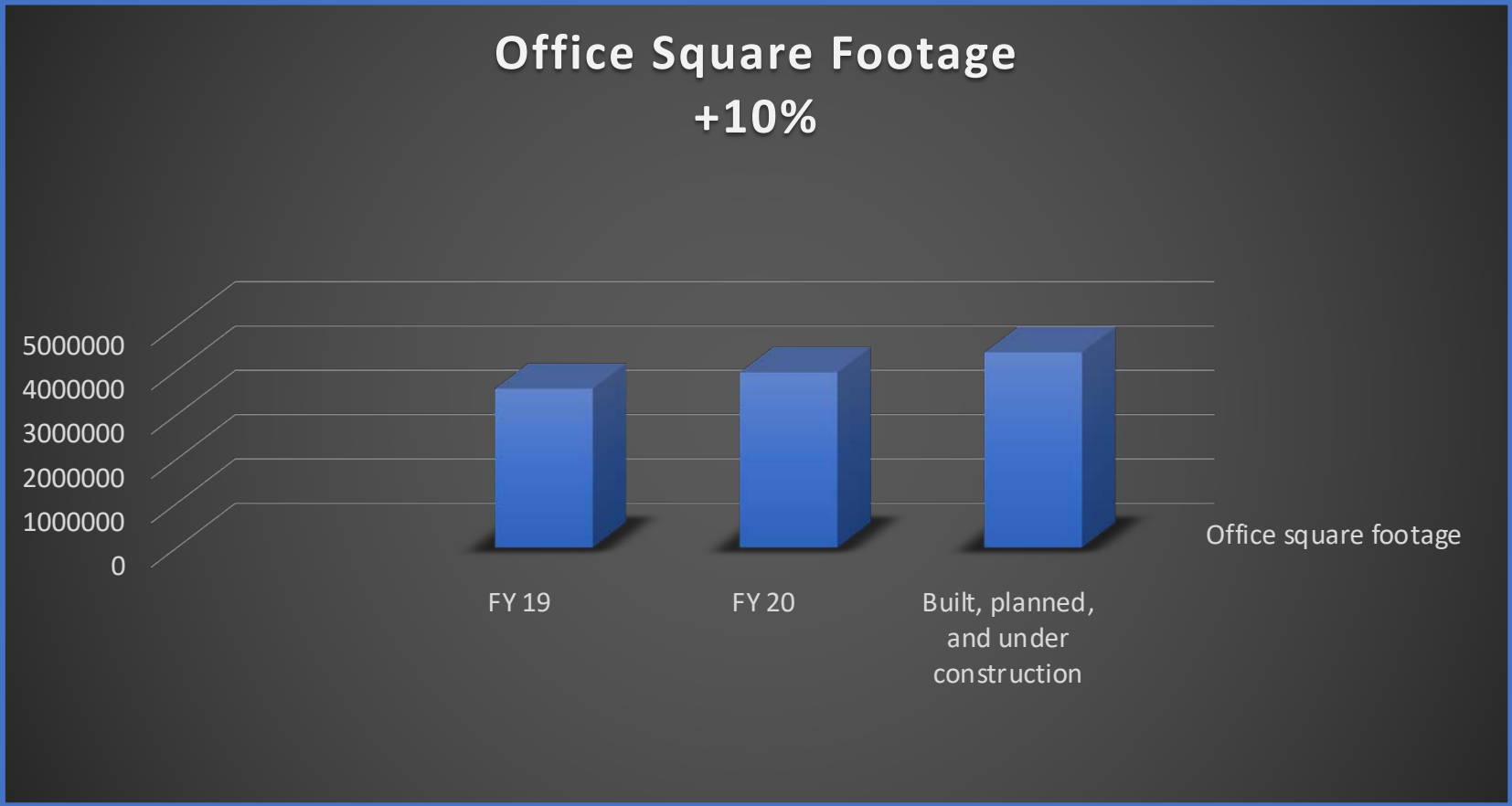




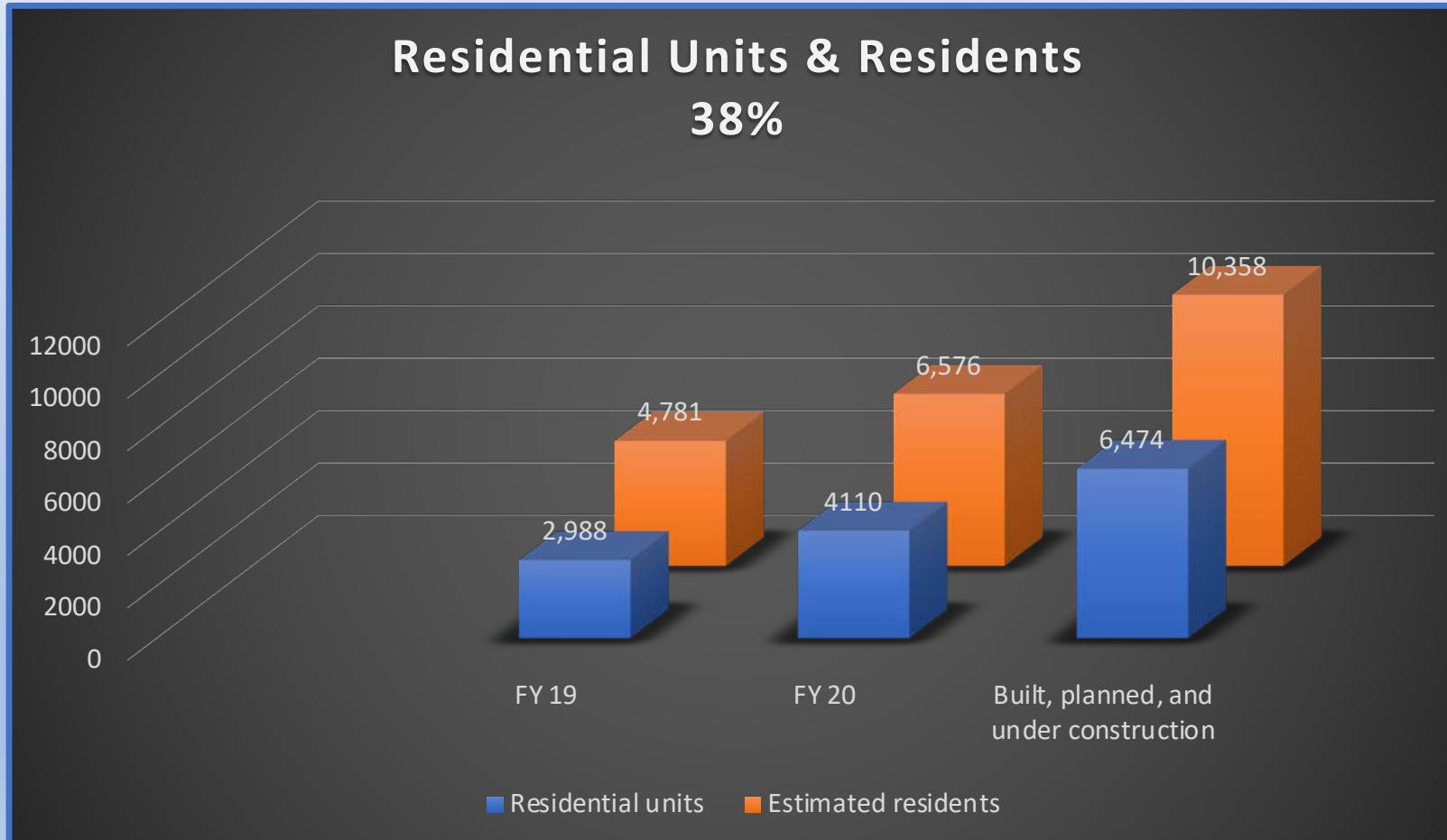
Downtown Durham, Inc. FY 19-20 Update

Downtown
DURHAM
★ Find Your Cool ★

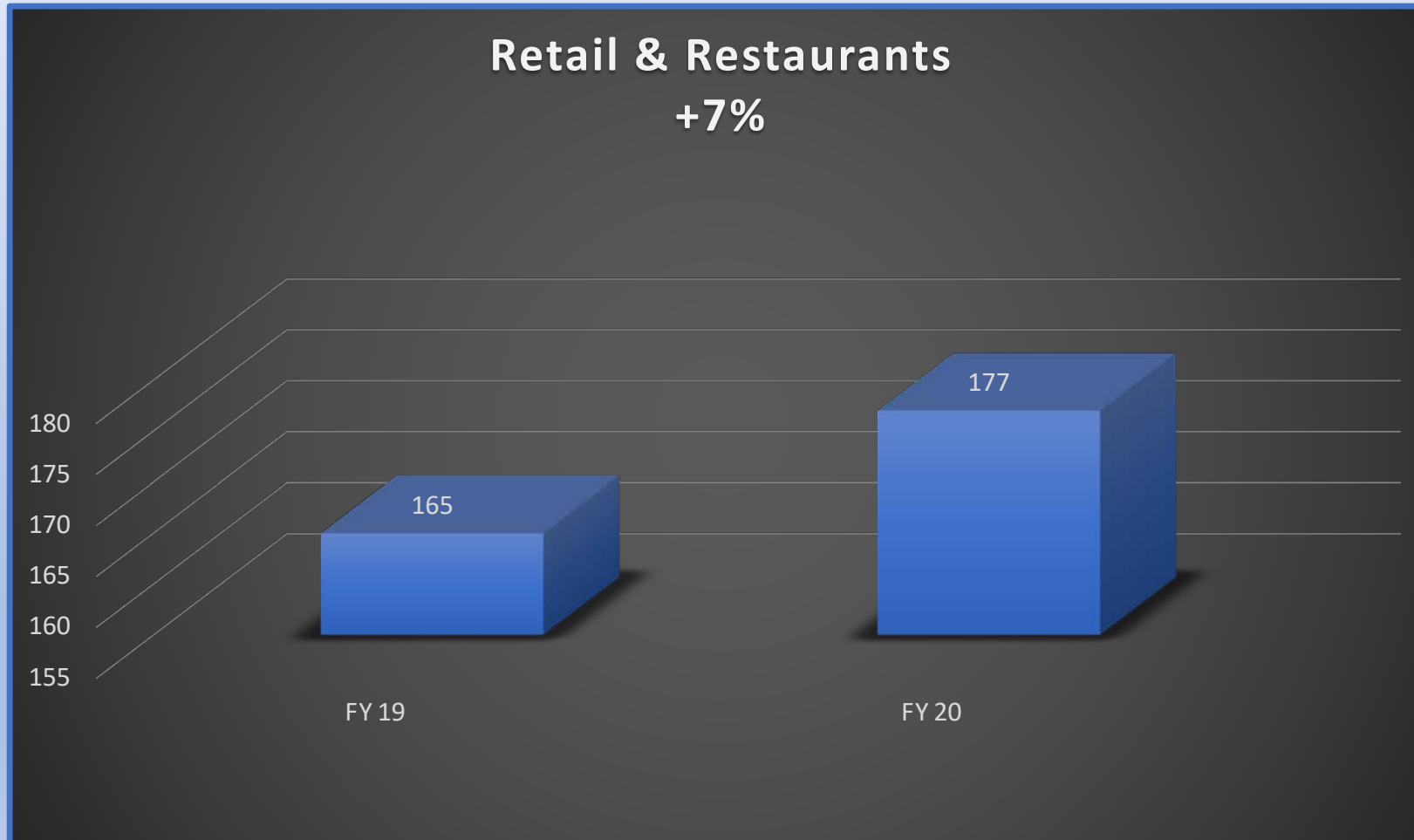
Downtown Growth: Office



Downtown Growth: Residential



Downtown Growth: Merchants



Q3 & Q4: Supporting a Downtown in Crisis

- **COVID-19 Is Second Crisis to Hit Downtown in the Past Year**
- **Critical Information Resource for Downtown Constituents**
 - Communicating business relief and recovery efforts through multiple channels
 - 50+ emails to more than 500 constituents
 - Providing technical assistance to help businesses, employees and property owners find answers and resources in a fast-changing local, state and federal environment
- **Critical Information Resource to the General Public**
 - Promoting downtown businesses by maintaining an up-to-date listing of retail and restaurant services
 - Maintaining a COVID-19 Resources website as a repository of current information
 - Virtual programming to provide a connection to downtown for Durham residents while supporting artists
- **Advocacy**
 - Serving on Recovery and Renewal Task Force
 - Tracking national, state and local policies to ensure they don't put undue hardship on downtown businesses
 - Researching and facilitating options for business financial assistance program
 - Spearheading conversations on policies/procedures for re-opening of businesses to include **expanded outdoor dining**, ABC requirements, etc.

Q3 & Q4: Supporting a Downtown in Crisis

- **Ensuring Diverse Businesses Are at the Table**
 - Initiating targeted, one-on-one contact with six new minority businesses downtown
 - Supporting small and minority owned restaurants by securing opportunities to provide EOC lunches and meals to Feed DURM.
 - Providing additional assistance in working with property owners
- **Clean & Safe**
 - Removing trash and debris and emptying waste receptacles (little to no decrease in trash due to curbside pickup)
 - Providing enhanced security services in cooperation with DPD, to include driving through downtown in DDI trucks with flashers and lights on to deter petty crimes
 - Initiating special Sunday service from 11-4 to monitor cleanliness and have “eyes on the street” due to less foot traffic
 - Providing intense weed-abatement, power washing sidewalks, shared dumpster sites and other public areas to capitalize on the decrease in pedestrian and vehicle traffic
 - Removing significant graffiti and stickers to discourage additional tagging

Going Forward: DDI Organization Strategic Plan

- **Stakeholder Input**

- Throughout the strategic planning process, over 1,000 stakeholders were engaged through one-on-one interviews, roundtables, and an online survey, capturing a wide range of perspectives on downtown Durham.
- The plan was presented to and approved by DDI's Board of Directors

- **Goals**

- Maintain a downtown that is clean, safe, and welcoming
- DDI is the strategic driver of equitable economic development in downtown Durham
- Enhance public spaces to create enjoyable experiences throughout downtown
- Strengthen connections with downtown stakeholders through communications and marketing



Thank you!

Downtown
DURHAM
★ Find Your Cool ★