

A photograph of a downtown street in Durham, North Carolina, at dusk. The sky is a deep blue. On the left is a tall, multi-story brick building with many windows. In the center, a modern glass-walled building is visible. On the right, another brick building houses Gurley's Pharmacy, with a sign displaying the name and phone number 688-8978. A street sign for 1 HR PARKING (7:00 AM to 6:30 PM) is visible. Trees with yellow autumn leaves are in the foreground, and streetlights illuminate the scene. Cars are parked along the street.

2018

Annual Report

Downtown

DURHAM

★ *Find Your Cool* ★

Letter from President/CEO

This past year has been an amazing one for Downtown Durham, Inc. **We're excited to be celebrating 25 years of being the advocate and economic development entity for downtown Durham.**



Founded in 1993, long before downtown was recognized and praised by the national media as a place to emulate and imitate, DDI led or was a catalyst for much of the development and growth that has made downtown the vibrant place it is today. We're proud of that history, and we've worked over the past year to implement new initiatives designed to help shape downtown Durham's next 25 years.

Specifically, we created opportunities for steering community conversations, raising concerns and pushing creative policy discussions and development opportunities. With new events like the State of Downtown Durham and a three-part Speaker Series, we brought nationally recognized experts to Durham to share innovative ideas and best practices. On the critical problem of low minority business participation downtown, we took action by partnering with the Institute on a Minority Businesses in Downtown Durham report.

We also worked to increase visibility for downtown businesses with economic development and placemaking initiatives. With the participation of local retail establishments, we created, branded and marketed Shop 2nd Saturday, a shop local initiative patterned after Third Friday. We also worked with Discover Durham on the creation of a Retail Passport to encourage shoppers to patronize multiple stores per visit. We launched a fantastic placemaking initiative: Public Space Project, which engaged local artists to activate public spaces downtown. More than 550 people took part in four Projects over a span of three months.

Finally, we created a way to keep downtown Durham on the map, literally. With the help of Kompleks Creative, we launched an interactive development map that highlights building projects that are planned, in progress and recently completed. This tool puts a visual representation of the growth of downtown at the fingertips of potential investors, developers and retailers interested in locating here.

These accomplishments, and others, are highlighted in the pages that follow. We've also included a mini-retrospective showing some of the milestones in downtown's development over the last 25 years. We hope you enjoy looking back at downtown Durham's historic growth as much as we do.

We also take a long-overdue moment to recognize the folks who work hard to keep our vibrant downtown clean and safe: the Downtown Durham

Ambassadors. With the creation of the Business Improvement District, DDI became the entity responsible for managing additional clean and safe services in the three-quarter-mile area that makes up the downtown district. We could not be prouder of the high caliber of service our ambassadors provide. From removing graffiti, to cleaning up before and after events, to power washing sidewalks and other surfaces, to providing information, guidance and even battery jumpstarts to residents and visitors – the ambassadors are out all day, six days a week, in heat, cold, rain and snow taking care of downtown. They go above and beyond every day. Please take a look at the photos we've included showing just a snippet of how hard they work. I'd also like to take a moment to say a special thank you to the City of Durham for approving the funds needed to ensure the ambassadors are paid a living wage. It is so appreciated.

On that note, I'd like to thank ALL of the people who make it possible for DDI to do the important work of growing and caring for downtown Durham: our partners at the City and County, BID stakeholders, the Greater Durham Chamber of Commerce, Discover Durham, the Durham Arts Council and our Partners in Progress who make so much of our economic development work possible. I cannot thank enough our phenomenal board members, who provide support and guidance, and our wonderful staff. I'm honored to lead such a fantastic organization in such an amazing community.



I hope you enjoy reading about our very productive 25th year. We look forward to serving downtown for the next 25.

Sincerely,

A stylized, handwritten signature in black ink, which appears to read 'Nicole J. Thompson'.

Nicole J. Thompson

Who We Are

Downtown Durham, Inc. (DDI) is a 501(c) 6 organization, formed in 1993 to serve as a catalyst for downtown revitalization.

With more than \$1.7 billion dollars invested over the past 20 years, downtown is now a thriving climate able to support additional business, retail and housing growth. Since 1993 Downtown has grown from just 1,450 residents to more than 5,000; added over 300 new businesses; increased its annual visitors by more than 1 million; and added nearly 2 million square feet of new office space. Investments slated for the near future will bring total dollars invested to nearly \$2 billion.

In 2012, DDI became the entity responsible for the downtown Durham Business Improvement

District, a .8 mile area where property owners are assessed a small additional tax to create a cleaner, safer and more vibrant downtown community. The tax is used by the BID to fund the Ambassadors program, which provides maintenance services that supplement those offered by the city, as well as to develop and fund district-wide placemaking and marketing initiatives that support businesses located in the district.

DDI is the engine for economic development and growth in downtown Durham, and the entity that focuses solely on the economic health, diversity, attractiveness and vibrancy of downtown.

Board of Directors

Jessica Brock

Board Chair
Longfellow Real Estate
Partners

Jes Averhart

Leadership Triangle

Tucker Bartlett

Self-Help Credit Union

James R. Easthom

Kennon Craver,
Attorneys at Law

Robert Emerson

Emerson Land
Planning, PLLC

Indira Everett

Duke Energy Carolinas

Sandi Haynes

Non-profit Executive
Search Consultant

Shannon Healey

Alley 26

Doug Henderson- James

DCP CoHousing
Community, LLC

John Hodges-Copple

Triangle J Council of
Governments

Brenda Howerton

Durham County
Commission

Ryan Hurley

Vert & Vogue

Adam Klein

American
Underground

Mark-Anthony Middleton

City Council

Cicely Mitchell

Art of Cool

Lew Myers

Resident

Jeff Paine

Duda Paine Architects

Bryson Powell

East West Partners

Anthony Scott

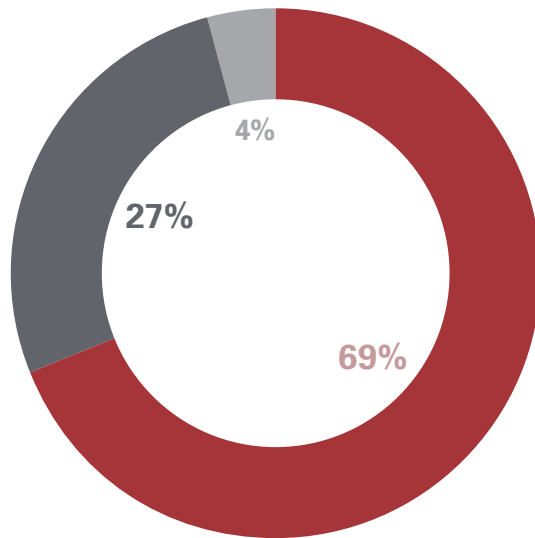
Durham Housing
Authority

Scott Selig

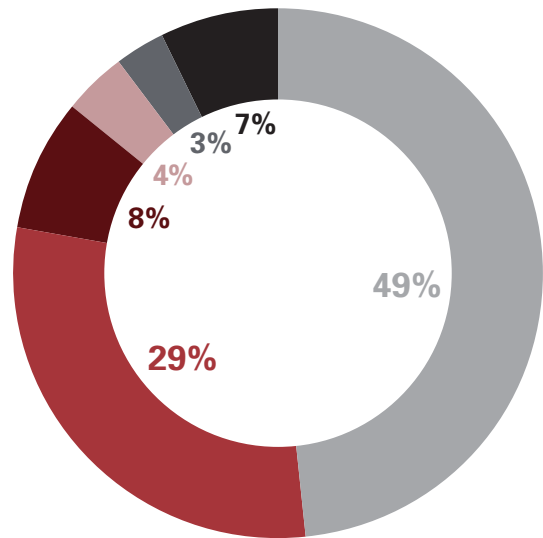
Duke University
Capital Assets

Financials

Sources



Expenses



Gloria Shealey
The Daniele Company

Craig Shipley
The Durham Hotel

James H. Sills, III
Mechanics and
Farmers Bank

Mark Stanford
Capitol Broadcasting
Company, Inc

Lucy Stokes
Somerset Partners

**Herbert "Eugene"
Tatum, III**
Attorney at Law

Iona Thomas
McAdams

Larry Tilley
Acme Plumbing

Staff

Nicole J. Thompson
President/CEO

Melissa Muir
Director of Operations
& Programs

Matt Gladdek
Director of Policy & Planning

Gina Rozier
Director of Marketing

Rachel Wexler
Special Projects Coordinator

Erik Nystrom
Clean & Safe Operations Manager

2018 Accomplishments

Economic Development

DDI continues to support downtown Durham's economic vibrancy with initiatives that foster the growth and success of new and existing businesses.

Downtown Business Development

For the past 25 years, DDI has been the only entity focused solely on the economic success and vibrancy of downtown Durham. To ensure that downtown continues to grow while retaining the character and culture that makes it uniquely Durham, DDI uses its in-depth knowledge of downtown to build mutually beneficial connections between small business owners, entrepreneurs and property owners that result in new businesses locating and expanding downtown. In addition to those connections, we support businesses with cultural and economic development initiatives that increase visibility, policy positions that advocate for downtown stakeholders, demographic and economic data, and access to technical and financial assistance. In 2017-2018, DDI served 214 businesses/business owners.

Pedestrian Counters

DDI installed three new pedestrian counters along Main Street in downtown. These counters provide hourly and directional breakdown of pedestrian counts. This valuable data gives retailers, building owners and commercial brokers important insight into the number of potential customers downtown.



Online Development Map

DDI's new Development Map shows the developments that have occurred over the last eight years, projects that are under construction and developments that have been announced.

The interactive map provides a location and a quick thumbnail with brief information on the development.

Users can click for additional information on each project.

To use the new map, visit:

downtowndurham.com/development-map

Shop Small Week

More than 47 downtown businesses participated in Shop Small Week from November 25 to December 2. Participating businesses were featured on a downtown Durham shopping map, which included listings of each shop's special holiday offers.



Shop 2nd Saturday Downtown Durham

Facilitated by DDI, downtown retailers developed Shop 2nd Saturday Downtown Durham, a shop local program that promotes small businesses and collectively elevates the visibility of all shopping opportunities in downtown. On every second Saturday of the month, retailers offer a giveaway item to their shoppers. Twenty-four downtown retailers are participating in this campaign.

Event Calendar

DDI created a new Event Calendar on its website which allows downtown businesses and organizations to publicly share events that are occurring downtown. These events can be as small as special sales at retail establishments or as large as festivals and Broadway performances.

Business Diversity Initiatives

DDI proactively supports minority businesses by connecting minority entrepreneurs with technical assistance, financial resources and strategic partnerships. Our multipronged approach includes using pop-ups as a low-cost way of introducing minority businesses to the marketplace; facilitating collaborations with property owners expressly interested in equitable economic development; coaching minority entrepreneurs throughout their growth; and supporting cultural initiatives that reinforce diversity. Over the past year DDI facilitated four pop-ups for minority businesses and helped two new minority businesses locate downtown or increase existing space, with six more in the pipeline.

Retail Passport

With the creation of the Retail Passport, downtown retailers have a new tool to help customers find and patronize their stores. Launched as a partner program with Discover Durham, the passport encourages visitors to shop locally and collect stamps at each store they visit. Discover Durham rewards shoppers with prizes that increase in value with the number of passport stamps.

2018 Accomplishments

Policy

DDI implemented a number of initiatives to spur conversation and innovative policy ideas among city leaders and stakeholders in downtown Durham's success.



Downtown Master Plan

After a year-long process that involved community participation and engagement, DDI released its updated Downtown Master Plan. This update provides direction and clarity to the community on public policy issues as well as guidance for future growth and the resulting new development. Of critical importance is the section on diversity which calls out opportunities to protect and nurture the racial and economic diversity and vitality that has attracted so much national attention and development to downtown.



2018 State of Downtown Durham

A new DDI initiative to celebrate downtown and its contribution to the city and county's overall economic well-being, the State of Downtown Durham convened 300 stakeholders for an evening of celebration and networking. Joe Minicozzi, Principal at Urban3, spoke about the value of downtown Durham and its impact on the rest of the city and county. This was followed by a detailed update on current and future development occurring in downtown.

Business Diversity in Downtown Durham Report

At the request of City Council, DDI began tracking the number of minority businesses located in downtown. Realizing that counting was just a first step, DDI, working with The Institute, took the initiative to survey current and former minority business owners and other minority stakeholders. This survey allowed DDI to shed light on the reasons for disproportionately low minority business representation. Respondents shared their perceptions on the challenges inherent in doing business in downtown Durham. This report also provides considerations that may help the city and county as they begin to craft policies to address this county and city-wide issue.

Bloomberg Parking

As part of a City of Durham initiative, DDI and the Center for Advanced Hindsight at Duke University tested ways to get drivers out of their cars and into alternative modes of transit by incentivizing behavior change in order to address the city's lack of parking options and growing street maintenance budget. Durham was one of 35 cities that received a \$100,000 grant from Bloomberg to study the problem. Based on a successful first run, Bloomberg awarded Durham \$1 million to expand this pilot.



Series Session 1

The Urban Freeway Removal Movement

with Ian Lockwood, Livable
Transportation Engineer, Toole
Design Group and CFO



Series Session 2

Inclusive by Design

with Zena Howard, FAIA,
Principal and Managing Director at
Perkins+Will/North Carolina Practice



Series Session 3

Missing Middle Housing

with Karen Parolek,
Opticos Design Principal and CFO

DDI Speaker Series

DDI convened a three-part speaker series where innovative ideas were presented to catalyze conversation and explore forward-thinking concepts. The discussions were followed by a networking reception where members of the community engaged with the speaker in an informal environment. With the support of our Partners in Progress, we were able to bring to Durham national experts recognized in their fields: Ian Lockwood with Toole Design Group, Zena Howard with Perkins + Will and Karen Parolek with Opticos Design. More than 250 people attended these events which were free, open to the public and livestreamed on Facebook.

2018 Accomplishments

Placemaking

DDI supported, managed or created numerous events and programs to support Durham's creative cultures and vibrancy of downtown's public spaces.



Five Points Lighting and Activation

Working with the city, DDI designed, manufactured and installed an ambient lighting canopy over Five Points Plaza. Additionally, the existing bollards were replaced with standing-height tables and poles. This lighting intervention transformed a central yet underused downtown space into a vibrant and welcoming plaza at all times of the day. Following the installation, DDI hosted a pop-up concert in Five Points Plaza. The local Durham band, Beauty World, helped to attract a post-work crowd on an unusually warm late winter day; and the Cupcake Bar provided sweet treats for passers-by to enjoy with the music.



Downtown Durham Public Space Project

Identifying a need to engage and work with Durham's creative artists community, DDI created the Downtown Durham Public Space Project. This pilot program focused on retaining and supporting Durham's diverse creative cultures and activating underutilized public spaces downtown. DDI facilitated the program by providing selected local artists with a grant to temporarily transform public spaces. The projects, which occurred in conjunction with Third Friday, included a venue for strangers to find commonalities; a health, wellness and art convergence; a dance and oratory procession; and an installation of artistic creatures. More than 550 community members participated in this activation of downtown Durham's public spaces.

Third Friday

DDI continued to market downtown Durham's successful Third Friday art event by refreshing and updating the brochures and flyers. DDI, working with its partner Sonic Pie Productions, hires and coordinates the street performers and musicians during Third Friday to help create and maintain excitement and activity between art venues.

Tree Lighting at CCB Plaza

On December 2, downtown Durham celebrated the Tree Lighting at CCB Plaza with a danceable performance by the Durham ensemble Boom Unit Brass Band. Durhamites young and old came out to join in the festivities.

Window Display Competition

Twenty-four downtown businesses decorated their windows as part of the DDI Holiday Window Display Competition. The initiative engaged the public by having passers-by vote for their favorites on Facebook. Rock, Paper, Scissors; Empower Dance Studio; and Bull City Escape won first, second and third place, respectively.



Downtown Durham Over 25 Years



1993

3,800 Employees

907 Residential Units

1,450 Residents

Median Age **Mid-50s**

1 Million Sq. Ft. of
Office Space

70% Office Occupancy

187 Hotel Rooms

Downtown Durham Milestones

1995
Durham
Bulls
Athletic Park

1998
Diamond
View,
Durham
Bulls AAA

2000
West
Village
Phase I

1993
Downtown
Durham, Inc.

1997
Downtown
YMCA

1999
City
Place

2004
American
Tobacco
Campus

2018

18,500 Employees

2,848 Residential Units

5,500 Residents

Median Age **35**

3.2 Million Sq. Ft.
of Office Space

93% Office Occupancy

716 Hotel Rooms



2007

Downtown
streetscape



2008

DPAC,
Golden Belt
Arts



2015

21c, Aloft,
Durham Hotel
and Marriott
Residence Inn



2017

Unscripted



2018

The Chesterfield,
One City Center,
Durham.ID
Phase 1

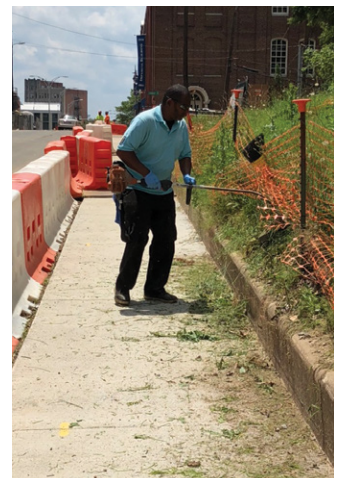


DDI Ambassadors

Downtown Durham has a dedicated team of ambassadors who provide much needed clean and safe services within the city's defined Business Improvement District.

Our ambassadors are on the streets of downtown Durham six days a week from 7:30 AM to 11:00 PM, ensuring an inviting, safe and clean environment for visitors, residents and workers. Focused mostly on keeping our downtown sidewalks and streets clean and free of debris and trash, the ambassador team also provides hospitality services by providing directions, maps, minor automobile services (jumpstarts and flat tires) and escorts to parking decks when requested. The ambassadors work with our city partners (solid waste, public works, general services), reporting projects and issues that are too large for their capacity and working together to remove large scale graffiti, large amounts of debris and trash and - during storms - fallen trees.

One critical role our ambassadors play that is often overlooked is the service they offer our homeless population. By being out on the street for much of the day and evening, our ambassadors are able to keep an eye out for our less fortunate population. They provide water during the hottest months of the year, and when appropriate can reach out through their partnerships with Durham County Health and Human Services, EMS and Durham Police to report issues, problems and concerns which can be addressed immediately. Through this network, the ambassador team provides a first point of contact with individuals who might otherwise slip through the cracks.



2018 Clean & Safe Highlights

Service	Total
Brickwork Laying (Square Feet)	105
Trash Bags Collected	51,020
Graffiti Removed: Paint	131
Graffiti Removed: Stickers	1,001
Customer Service*	5,008
Panhandlers / Outreach / Social Service Referral	469

*Note: Customer Service includes maps/visitor assistance, jump starts and flat tire assistance.

"Your guys rock, and are always helpful and professional. We're very lucky to have them working in our community."

– **Scott Harmon**

Architect, Center Studio Architecture

"Thanks Erik! As always I appreciate everything that you and the ambassadors do for DCP and downtown!"

– **Erin Kauffman**

Executive Director, Durham Central Park, Inc.

"I called the downtown ambassadors today to report some offensive graffiti; a huge thank you to Erik Nystrom who came out within minutes and dealt with the matter."

– **Katherine Bates Ruiz, Resident**

"It never ceases to amaze us of how good your folks make these areas look. Please let them know that we really appreciate the great job they do each time they tackle one of these places. As always, thanks and let us know when we can assist you and your team in any way."

– **Dan Parker**

*Solid Waste Operations Manager,
City of Durham*

"We received excellent service from Downtown Ambassador Eric Nystrom during our visit to Durham for a day last week. Being newcomers he directed us to very interesting art-oriented city highlights and even escorted us part way to get us oriented. Having Ambassadors is an excellent idea!"

– **Martin Kafka**

Visitor

Downtown by the Numbers

5,500
estimated
residents

2,800
residential
units

18,500+
people work
downtown

140+
restaurants
& bars

716
hotel
rooms

98%
Class A office
occupancy
rate

300+
startups

\$1.4 billion+
investment
since 2000

2018 Demographics

	1 mile	3 miles	5 miles
Population	15,122	96,419	191,769
Households	6,602	36,713	75,841
Avg Household Income	\$54,616	\$55,454	\$65,991
Median Age	32.7	31.2	33.1
2018 Total Daytime Pop.	28,807	140,892	228,286
% of Residents with a Bachelor Degree or Higher	45.2%	39.2%	44.7%

2018 Demographic Table Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2018.

Partners in Progress



PLATINUM PARTNERS



GOLD PARTNERS



SILVER PARTNERS



BRONZE PARTNERS

- Acme Plumbing
- Alliance Architecture
- Bull City Signs
- Center Studio Architecture
- Cushman & Wakefield
- Emerson Land Planning, LLC
- Evoke Studio
- Rabon & Dailey, LLP
- Real Estate Associates
- Talbert Building Supply
- The Durham Hotel
- The Institute





Special Thanks

Downtown Durham, Inc. could not achieve its mission of ensuring the economic health, diversity, attractiveness and vibrancy of downtown without the enduring support of:

- The City of Durham
- Durham County
- The businesses, property owners and residents of the Business Improvement District
- Our Partners in Progress

Downtown **DURHAM**



★ *Find Your Cool* ★

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DowntownDurham.com

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