

Letter from President/CEO

This has been quite a year for downtown Durham.

We've seen continued growth and economic success, but we've also weathered tragedy. We cannot look back at 2019 without honoring the lives that were lost and those who were affected by the explosion on April 10. Our community's heart is still broken, and the impact of the disaster is still felt in the Brightleaf District and throughout downtown. But the community continues to pull together to overcome the loss, and we at DDI keep working to help the recovery in whatever way we can.

Economically, downtown Durham continued to see growth and development in all areas with residential development continuing to lead. We have more than 1,400 residential units and 445,000 square feet of class A office space planned or under construction. In FY2019, we saw the opening of Van Alen apartments, with more than 400 residential units, and the completion of the major renovation and redevelopment of Golden Belt/ Mill One. We were especially encouraged by the groundbreaking for Willard Street – a public/private partnership that will bring 82 affordable housing units adjacent to the Durham Transit Station. On the office side, we welcomed Strata Solar and PolicyGenius, and saw the expansion of WillowTree and Speedly (among others) into larger spaces. Downtown's retail/merchant experience continued to remain vibrant and authentically local with the opening of 14 new retail establishments - ranging from bars, to new coffee and tea houses, to art galleries, to a number of new and ethnically diverse restaurants. As downtown continues to become an 18-hour city (with interesting places to go and things to do 18 hours out of the day), it is important for us to maintain and strengthen this vibrant economy by focusing on the pipeline of new office and retail establishments to support the ever

growing residential development occurring. DDI will continue to advocate for smart, strategic development that brings the jobs that are critical for shared prosperity.

To meet the needs of a growing downtown, DDI added capacity this year. We created a new position to help us refine and increase the data we collect and analyze about downtown Durham. In July, Rebekah Mixon joined the DDI team as the Economic Development Research Analyst. With this new position, we will be able to provide even more detailed information to downtown stakeholders. We also filled a long-vacant position managing the DDI internal operations, Anna Branly (formerly of The Cupcake Bar) is our new Internal Resources Manager, and we have become a streamlined, more efficient organization just in the few months she's been on board.

Our Ambassador Team has also seen a significant increase in their workload. As a result, this year we brought on two new ambassadors to help address the additional trash pickup, landscaping and customer service needs. Elwood "Woody" Bartley and Michael Burke are the newest members of our Ambassador Team. Please give them, and all of our ambassadors, a wave when you see them working hard to keep downtown clean, safe and welcoming.

As part of our capacity building, DDI has embarked on an organizational strategic plan that will help set our direction for the next five years and beyond. We hosted intensive discussions with downtown stakeholders to get critical feedback. Next, we cast a wider net with a survey to assess what the community wants downtown to become in the future, and what needs are most critical to address. We will complete the plan over the next few months, and it will be made public in early 2020.

In the meantime, we continued to expand the work we do to keep downtown clean, safe, economically and culturally vibrant and welcoming to everyone. Our placemaking initiatives grew over the past year, creating even more cool downtown experiences with art, music and hands-on activities. We added Art About - family-friendly, art-filled projects that happen in conjunction with the Third Friday art walk. We partnered with GoTriangle to bring music and food to the downtown transit center with The Mix at Durham Station, happening every Third Friday – a perfect pre-art walk activity. Finally, in partnership with the YMCA, we began planning a fun, new "explore downtown" initiative called Walk-a-bull. We will be painting mini-murals featuring W. A. Bull on multiple buildings. Everyone is invited to discover just how walkable our downtown is by finding each Walk-a-Bull mural. Most exciting, our flagship placemaking program grew and gained international recognition. Public Space Project expanded, with four new projects slated for 2019 and into 2020. And we are proud to announce that PSP received a presidential proclamation from the International Downtown Association, naming it a Best Practice in the category of Public Space Management and Operations. It was a well-deserved honor for DDI's Director of Special Projects, Rachel Wexler.

One of the ways we help create an economically vibrant downtown is by leveraging Business Improvement District dollars to provide marketing support to local merchants – targeting specific sectors when needed. This year, after the explosion, we placed ads and pushed out communications encouraging customers to return to the Brightleaf District. We also launched Spendabull: the downtown Durham digital gift card. The card can be used just like a credit card at participating merchants throughout downtown, and it's a great gift for staff, visiting family or NCCU and Duke students. We were particularly excited to make this available at no cost to the merchants. Later this year we will do even more to support our merchants with the launch of a retail study – the first to assess the retail

environment throughout all of downtown. The important data we collect will help merchants identify gaps in services, as well as opportunities to expand offerings. We are excited about providing another resource for the businesses that make downtown the quirky, cool, thriving place that it is.



In the pages that follow

you'll read more about these initiatives and others as we chronicle the work we accomplished in 2019. None of this work would be possible without those who love and support downtown Durham as much as we do. I am grateful to our partners at the City of Durham and Durham County, every resident and property owner who takes great care of downtown through the BID, the Greater Durham Chamber of Commerce, Discover Durham and our Partners in Progress. And of course, a special thank you to our fantastic, hardworking board members and staff.

This amazing community helped downtown emerge from 2019 even stronger. We know there are great things ahead for 2020.

Sincerely,

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 \$1.9 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 7,000; added over 300 new businesses; increased its annual visitors by more than 1 million; and added more than 2 million square feet of new office space.

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.

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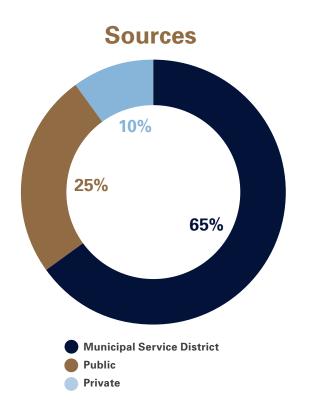
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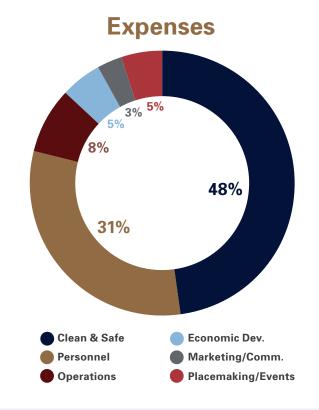
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Director of Marketing & Communication

Rachel Wexler

Director of Special Projects

Erik Nystrom

Clean & Safe Operations Manager

Economic Development

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

Ongoing Initiatives

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 in 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 2019-2020, DDI served 252 businesses/business owners.

Pedestrian Counters

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



Online Development Map

DDI's Development Map shows the developments that have occurred over the last nine 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.

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 real estate and economic development; coaching minority entrepreneurs throughout their growth; and supporting cultural initiatives that reinforce diversity. As a result of



these efforts, over the past year DDI facilitated three pop-ups for minority businesses, supported events like Golden Belt

SummerStage and Black Wall Street Homecoming, and helped a new minority business locate downtown, with one more in the pipeline.



Event Calendar

DDI's Event Calendar 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. The calendar featured 3,600 events this year.

2019 Initiatives

Spendabull

Promoting and encouraging customers to try the shops, restaurants, bars and venues downtown is a critical part of DDI's mission. This year, DDI introduced a new incentive called Spendabull: an e-gift card spendable in downtown Durham only. Spendabull cards are purchased online and then emailed, texted or printed for use in downtown businesses. By heavily marketing this program and the participating merchants, DDI supports downtown's overall economic health and vibrancy.

Retailers Roundtable

With the formation of the Retailers Roundtable, DDI provides a space for downtown retailers to come together to share ideas and concerns, give feedback on economic development initiatives and attend trainings. The group meets as needed around retailers' busy schedules.

Community Engagement

DDI makes it a priority to regularly engage with all of downtown Durham's stakeholders: residents, businesses, property owners and visitors.

Brightleaf District Explosion Response

This past year, the most important work DDI did was providing assistance in whatever way possible in response to a tragedy.

For every member of the DDI team, it was an honor and a privilege to provide assistance to the businesses, residents and visitors to the Brightleaf District in the aftermath of the explosion on April 10, 2019.

Immediately following the explosion, the DDI Ambassador Team helped provide triage for the injured. The following day, the ambassadors returned to the adjacent area to provide an extensive cleanup that made it safer for traffic and pedestrians to travel around the site of the explosion.

To help dispel the fear and confusion that comes from such a disruption, DDI began collecting, curating and disseminating information via social media. First responders and city officials provided regular updates that were then shared with the community at large. Early on, this took the shape of traffic updates and information about injuries. In the ensuing weeks, DDI created the webpage "Bull City Strong Resources" for those affected by the blast. From small business loans, to jobs, to space available for displaced office workers, to fundraising events and disbursement of funds, members of the community used the page as a clearinghouse of reliable information.

Recognizing that the residents and businesses affected by the explosion might not understand the full extent of the damage for weeks or months, DDI's CEO worked closely with banks and financial institutions, the city's Office of Economic and Workforce Development, United Way, Triangle Community Foundation and GoFundMe organizers to help create processes for getting assistance to those who needed it.

In the months since the tragedy, DDI brought the Brightleaf District business owners together for an initial listening session to understand the challenges they face as they rebound from the explosion. In response to the concerns we heard, DDI advocated for more sensitive, strategic decisions around street closures and parking in the area.

We have launched ongoing campaigns to market the Brightleaf District through advertisements, social media and other communications – telling the story of all that the district has to offer and reminding customers that it is open for business. The merchants have determined that they will continue to meet, and DDI will continue to listen closely to ensure we're doing all we can to help the continued recovery.

DDI works hard to be a resource for the entire downtown, but the scope of this disaster required us to work harder, listen better and do more. We have gained a new understanding of how a downtown association can grow to become what its community needs. While it is our fervent hope that downtown never experiences another tragedy like this, we continue to be humbled and awed by our community's trust in us, the generosity of our downtown and city, and the resilience of the Brightleaf District community.

Ongoing Initiatives

Social Media

DDI considers social media an important avenue for bi-directional communication with the community. Through our Twitter, Facebook and Instagram feeds, our constituents learn about important city and county initiatives, stay up to date on events happening downtown and share their thoughts about current events. A significant number of stakeholders' important questions and feedback come through social media as well. In the past year DDI has added 3,375 followers to our online community.

BID Input Session

As the entity responsible for administering the Downtown Business Improvement District, DDI hosts an annual input session to get feedback from businesses, property owners and residents regarding the district's needs. Going forward, in addition to the general session, DDI will host multiple sessions each year targeting specific groups of stakeholders (property owners, retailers, office workers, residents, etc.) to enable stakeholders to share thoughts and concerns with others who share similar downtown experiences.

2019 Initiatives

Happenings in the Heart of the Bull City Newsletter

DDI has launched "Happenings in the Heart of the Bull City," a newsletter that serves the businesses,



residents and property owners in the Downtown Durham Business Improvement District. Features for residents include event highlights, as well as meeting and forums for public input.

Business features include results from the pedestrian counters, a link to a monthly Traffic Report (which includes street closures and high traffic events) and free business trainings. A listing of merchant openings and closings, and a regular article about the Downtown Ambassador Team are popular with both businesses and residents.

DDI Stakeholder Survey

As part of a strategic planning process, DDI has launched a brief, but important, stakeholder survey to identify priorities and improvements for downtown over the next 5 to 10 years. Constituents can share their valuable insights and thoughts on how DDI can best align resources to keep downtown thriving economically, engaging, welcoming and vibrant.

Placemaking

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

Ongoing Initiatives

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 program focuses on retaining and supporting Durham's diverse creative cultures and activating underutilized public spaces downtown. DDI facilitates the program by providing selected local artists with grants to temporarily transform 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. This past year, DDI created Art About, a grant program to encourage artists to create additional public space activations around Third Friday.

Tree Lighting @ CCB Plaza

Following the American Tobacco
Tower Lighting, DDI hosts the Tree
Lighting @CCB Plaza. In 2018, the
Batala drum group led a procession
up Blackwell St. to CCB Plaza, and
giant Paperhand Puppet Intervention
creations swooped and danced
above the crowd.



2019 Initiatives



DDI provides grants to individuals and organizations who bring temporary, creative, free-of-charge experiences to downtown Durham public spaces during the Third Friday Durham art walk. Art About projects are interactive, family-friendly, educational and playful. Projects in 2019 included Continuing to Tell, a music and dance filled participatory homage to the civil rights mural near the Durham Arts Council.



DDI partnered with GoTriangle to bring music and food to travelers and members of the community at the downtown transit center from 3:30 to 6:30 p.m. on Third Fridays. The monthly events feature a live DJ and a food truck.



This year, DDI took part in PARKing Day, an international phenomenon motivated by the desire to activate the metered parking space as a site for creative experimentation, political and cultural expression, and unscripted social interaction. Created in 2005 in San Francisco, PARKing Day now occurs annually in hundreds of cities in dozens of countries on every permanently-inhabited continent on Earth.

Walk-a-Bull





In partnership with the YMCA, DDI is painting "Walk-a-Bulls" on buildings throughout downtown. Swimming, working out or just sitting around, each Walk-a-Bull strikes a different pose. Find them all, and find out how walkable downtown Durham can be.

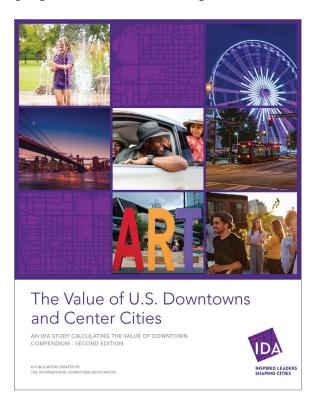
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Policy

DDI issued statements on a number of initiatives and continued to host events to spur conversation and shape future policies to ensure downtown Durham's success.

International Downtown Association: Value of Downtowns

DDI took part in an 18-month study of downtowns and center cities led by the International Downtown Association. The results highlighted downtown Durham's position as an emerging community with more than 50% job growth between 2000 and 2015. DDI continues to use successful downtowns throughout the country as benchmarks to gauge downtown Durham's growth and success.



Light Rail Statements

DDI published two official statements in response to the important discussions about light rail in Durham. Both statements reiterated DDI's commitment to light rail and mass transit, but voiced concerns about the proposed closure of a major downtown thoroughfare and additional traffic pattern changes. DDI will continue to advocate for solutions that benefit downtown and the region.

Bloomberg/Harvard Cities Initiative on Cross Sector Collaboration

With seven other Durham partners, DDI took part in a week-long facilitation/training provided by the Harvard Schools of Government and Business on creating and strengthening collaborations to create sustainable solutions to community concerns. The cohort will use the Cross-Sector Collaboration model to address the goal: "Economic Equity for Under-Represented Businesses in Durham."

Affordable Housing Information Session & Statement

Downtown stakeholders shared their thoughts and questions on the \$95 million affordable housing bond directly with Mayor Steve Schewel and Durham Housing Authority CEO Anthony Scott at a listening session hosted by DDI and the Durham Chamber. The DDI Board of Directors also issued an official statement supporting the bond, which Durham voters passed overwhelmingly.

DDI Events

Downtown Durham, Inc. hosts three major economic development and policy events per year, including the Annual Meeting, which recaps the organization's accomplishments over the past year and highlights those who have been part of downtown Durham's success; a Speaker Series, which brings national and international experts to Durham to present forward-thinking concepts that catalyze conversation and spur policy debates; and the State of Downtown Durham, which updates and highlights what's happening in downtown Durham and what's on the horizon.

Annual Meeting

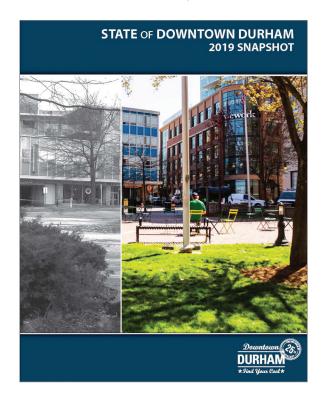
The 2018 Annual Meeting featured a retrospective of DDI's 25 years and the people who made downtown what it has become. Brad Segal of Progressive Urban Management Associates (P.U.M.A.), delivered the keynote message, The Next 25: Game Changing Trends That Will Shape Downtown Durham's Future.

Speaker Series

The three-part DDI Speaker Series brings experts to Durham to present innovative ideas that catalyze conversation about forward-thinking concepts. The free discussions are followed by networking receptions where members of the community can engage with the speaker in an informal environment. DDI also hosts follow-up meetings between the speaker, City and County officials and downtown stakeholders for a deeper dive into the topic.

State of Downtown Durham

The 2018 State of Downtown Durham capped the 25th anniversary celebration and featured surprise commentary from downtown icons old and new. Cathy Lin of the International Downtown Association reported on Durham's participation in the Value of Downtowns study.



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 a.m. to 11:00 p.m., 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.

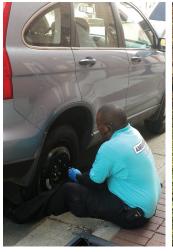
One critical role our ambassadors play that is often overlooked is the service they offer our homeless population. By being out on the street for much of the day and evening, our ambassadors are able to keep an eye out for our less fortunate population. When appropriate, they reach out through their partnership with Durham County Health and Human Services, EMS and Durham Police to report issues, problems and concerns which can be addressed immediately.

As downtown has grown, so has the need for the clean, safe and welcoming services that our ambassadors provide. In FY 2019-2020, DDI requested and was awarded funds to hire two additional ambassadors, bringing the total number to 11.











2019 Clean & Safe Highlights

Service	Total FY19	
Brickwork Laying (Square Feet)	38	
Trash Bags Collected	56,655	
Graffiti Removed: Paint	36	
Graffiti Removed: Stickers	493	
Customer Service	4,377	
Panhandlers/Outreach/Social Service Referral	458	

Ambassador Kudos

"Your team is amazing and incredibly responsive. We have had two or three issues in the last two years with graffiti and waste, and you all do a fantastic job! Is there someone I can write a letter to and tell them what a great job you all are doing?"

- Ben Feldman

Managing Director, Bootstrap Advisors

"Just a word of thanks and appreciation to Nate Hopson for the wonderful job he does each and every day for the City of Durham. He is certainly an asset to the DDI program."

- Michael O'Connor Hall-Wynne Funeral Service "[Ralph] is a great guy! Be proud to have him! Does a great job for you!!!"

- Marvin Bobbitt

Professional Realtor, Broker, Frank Ward Realtors

"Special thanks to the ambassadors. They really keep downtown looking great."

- Oddjobsbykenny Social Media Post

"I emailed this request this morning around 11...by 12:11 it was cleaned up. Amazing responsiveness. Thanks!"

– David BoydDirector, Finance Department, City of Durham

Downtown by the Numbers

7,200 estimated residents

3,500+ residential units

23,000 people work downtown

168restaurants& bars

716 hotel rooms

93% class A office occupancy rate

300+ startups

\$1.9 billion+ investment since 2000

2019 Demographics

	1 mile	3 miles	5 miles
Population	15,735	96,370	192,088
Households	6,796	36,910	76,158
Avg. Household Income	\$53,788	\$59,420	\$70,567
Median Age	34.7	31.3	33.2
2019 Total Daytime Pop.	32,885	142,441	230,712
% of Residents with a Bachelor Degree or Higher	45.4%	40.2%	45.1%

2019 Demographic Table Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2019.

DDI FY 2019 Fun Facts



\$111 Million in downtown investment DDI helped facilitate



3,600 downtown events featured in online calendar



4,300+ customer interactions with DDI Ambassadors



35+ organizations DDI partnered with on downtown initiatives



47k social media followers



252 business interactions

17



600+ people engaged with public space activations

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Partners in Progress



















NORTHWOOD RAVIN













































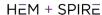






east west partners



























Lynn & Douglas Solomon











- Acme Plumbing
- · Alliance Architecture
- · Cushman & Wakefield
- The Durham Hotel
- Emerson Land Planning, PLLC
- · Evoke Studio
- · The Institute
- · Real Estate Associates
- Talbert Building Supply
- Woodcrest Investments

Be Part of Downtown Durham's Success

DDI is the engine behind downtown
Durham's meteoric economic
development. You can be part of this
continued growth by becoming a
Partner in Progress.

Partners receive tickets to major DDI events, sponsor recognition, the Downtown Durham Economic Development Report and listing on the DDI website.

Become a DDI Partner in Progress! downtowndurham.com/partners

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

