



**downtown
DURHAM** inc

2024 Annual Report

A Summary of DDI's Impact Downtown

Cover Photos, Clockwise from Top Left: Black Voices for the Future; Rose & Lee; Third Friday; Tree Lighting

About Downtown Durham, Inc.

Mission

To enhance the environment, economy and vitality of downtown Durham, while preserving and enriching its distinctive culture and strong sense of community.

Vision

Downtown is the diverse, unique and thriving heart of Durham, and is welcoming to all.

Goals

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

Keeping Downtown Clean & Safe

Ambassador Program

DDI manages a team of Ambassadors who provide clean and hospitality services throughout the BID district. The Ambassadors do everything from picking up litter to providing directions to visitors to collaborating with HEART. The team is dedicated to making downtown welcoming for all.

Clean & Safe Stats

| | |
|--|---------|
| Trash bags collected | 117,530 |
| Graffiti and Stickers removed | 1,491 |
| Customer Service Provided | 499 |
| Outreach and Social Services Referrals | 191 |



Driving Equitable Economic Growth

The Bullpen

DDI manages The Bullpen, Durham's downtown social district. The Bullpen allows customers to purchase an alcoholic beverage from a participating business and walk around outside, and in some cases, into other businesses. More than 95 businesses sell Bullpen drinks and an additional 33 allow Bullpen cups in their establishments. Since its establishment, 60% of participating businesses reported an increase in sales. The social district is in effect throughout downtown seven days a week from 11 am to 10 pm.



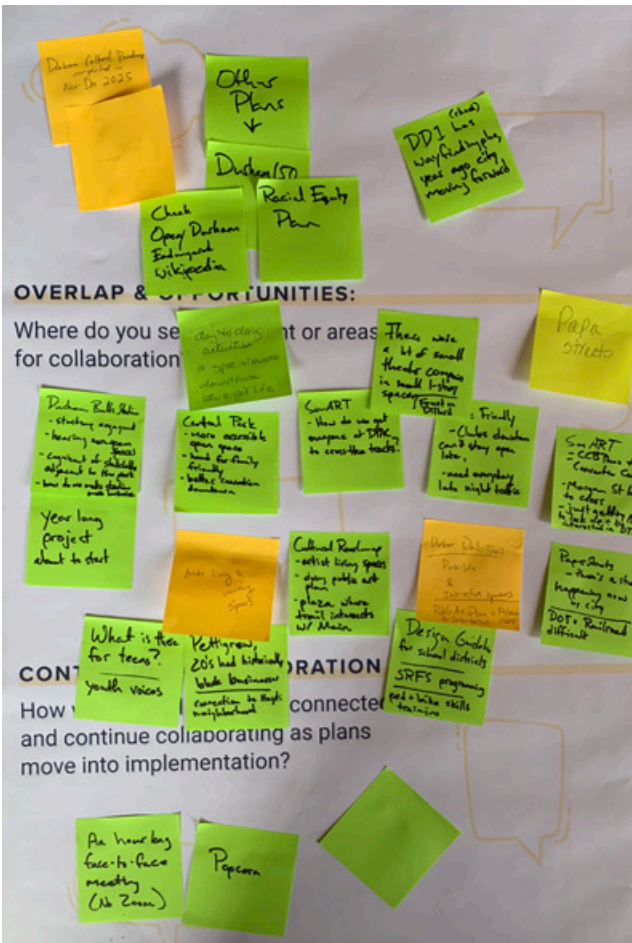
307 W Main

307 W Main is a retail incubator space that DDI has made available to small businesses, with a focus on women and minority-owned retail businesses. After successful stints by two women-owned businesses in 2023, Sh!t Diana Makes set up shop in January 2024. She has been selling unique jewelry and gifts and, with DDI's assistance, is working on a larger, permanent space in downtown. DDI will be seeking a new tenant in mid-2025.



Downtown Durham Blueprint: 2035

In 2024, DDI continued work on a comprehensive planning process for downtown. A team of consultants that includes Interface Studios, AllTogether, Ninigret Partners, & Access and BlackSpace conducted extensive community outreach throughout the year. Over 2,400 people were reached through focus groups, one on one meetings, small group meetings, public meetings and surveys. The Blueprint will guide downtown’s growth and development for the next 10 years. The plan will be completed and submitted to the city and county for adoption in 2025.



Building on Downtown's Vibrant Culture

Third Friday

Third Friday is Durham's monthly art and culture crawl. From June through November, DDI expanded its programming with a series of family-friendly block party style events on CCB Plaza. DDI staff was on site to provide information about downtown art venues and other Third Friday activities to visitors.

Visitors 2023-2024

| | 2023 | 2024 |
|-----------------|------------|-----------|
| Visits | 10,003,370 | 9,822,423 |
| Visitors | 1,966,427 | 1,918,221 |
| Visit Frequency | 5.09 | 5.18 |
| Avg Dwell Time | 184 min | 168 min |



Tree Lighting

Each year, DDI programs the City of Durham's holiday tree lighting at CCB Plaza. This year's celebration included a night market, musical performances, family-friendly entertainment and of course, Santa and Wool E. Bull.



Downtown Initiatives

Feast

Back for its third year, the annual Feast initiative is timed to help businesses during the slower winter months. Customers who visit downtown restaurants and bars submit their receipts for a weekly drawing of a curated selection of items from downtown retailers, a night's stay at a downtown hotel and a SpendaBull gift card.

Stats

| | |
|------------------------------------|-------------|
| Total entries | 514 |
| Total entrants | 169 |
| Total dollars spent | \$16,743.32 |
| Total restaurants/ bars visited | 116 |



It's Your Neighborhood (IYN)

DDI continues to grow the '01 List, a list of deals, specials and coupons for residents in the downtown neighborhood. People who have identification with the 27701 zip code can take advantage of these deals, listed on the DDI website. DDI held its first The Neighborhood Comes to You event at One City Center, introducing residents to a variety of goods and services located outside their front door. DDI also convenes a diverse committee of downtown residents to gather regular feedback from the resident perspective.



IT'S YOUR NEIGHBORHOOD 27701

Social Media

To increase DDI’s reach beyond its inhouse marketing team, DDI created the Social Media Ambassador Program to market and support downtown businesses and events and increase visibility in the community. DDI partners with Social Media Ambassadors (SMAs) who attend events downtown and create collaborative posts on social media. SMAs are compensated with SpendaBull dollars, which puts the dollars spent on this program directly back into downtown businesses.

DDI was honored to receive an Award of Excellence for the Social Media Ambassador Program at the 2024 International Downtown Association conference in Seattle.



Stats

| | |
|-----------|-----------------|
| Facebook | 11,401 (+286) |
| Instagram | 28,825 (+5,612) |

SpendaBull

SpendaBull, the downtown gift card, is accepted at more than 65 downtown businesses. DDI holds promotions throughout the year to encourage customers to purchase and redeem SpendaBulls. More than \$223,000 worth of SpendaBulls have been purchased since the program started in 2019.

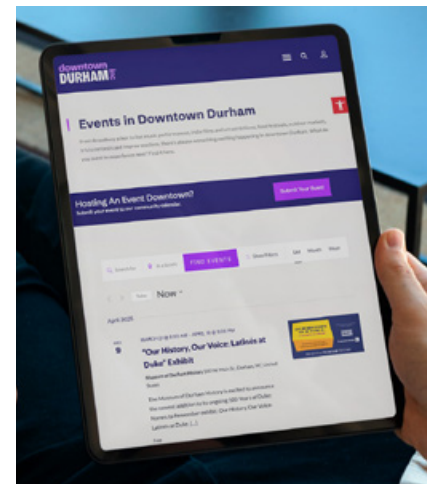
Stats

| | |
|-----------------------|----------|
| Spendabulls Redeemed | 995 |
| Total Amount Redeemed | \$27,139 |



Downtown Event Calendar

The event calendar is consistently the most visited page on the DDI web site and is updated regularly to showcase all that downtown has to offer.



The Map

Updated twice a year, The Map lists all downtown establishments and other points of interest. Visitors can always view an up-to-date version on the DDI web site.



The Downtown Community and Beyond

Durham Choice Neighborhood Initiative

In partnership with the Durham Housing Authority and HUD, DDI is leading the Durham Choice Neighborhood initiative, which will improve connections between the Hayti community and downtown, fund improvements to the Hayti Heritage Center, enhance a small, new downtown park, and help small and disadvantaged businesses through a grant and loan program.

In 2024, DDI hosted the 1st Annual Back to School Block Party, which brought together over 350 attendees and more than 25 community partners, offering free school supplies, resources, and programming to families. DDI raised more than \$6,000 and distributed essential supplies to students.

Ensuring the space reflects the needs and aspirations of the people who live there, DDI completed the first phase of community outreach to inform the design of a new neighborhood park. Residents provided input through surveys and early engagement efforts, which will directly guide the next round of renderings. In-person meetings and interactive input sessions are planned for Summer 2025.



Advocacy

DDI advocates for the equitable economic growth of downtown by serving as a voice for small business owners and works to shape policy decisions on critical subjects that impact the downtown community.

When small business owners and hourly employees raised concerns about the high cost of parking, DDI convened a series of meeting with city departments. As a result, ParkDurham launched the Discounted Monthly Parking Voucher Program that gives downtown hourly workers who have an income at or below 80% of the area median family income a 75% discount on monthly parking in city-owned garages.

DDI Board and Staff

2024-2025 Board of Directors

Nida Allam, *Durham County Commissioners*

Dorian Bolden, *The Beyu Group*

Rebecca Bolton, *Durham Convention Center*

Amos Cooper, *Black Robin Ventures*

Jeff Furman, *Northwood Ravin*

Gary Garber, *The Big Red Cedar Consulting Concern*

Adrian Gonzalez, *Pinnacle Financial*

Cecilia Henaine de Davis, *Cecy's Gallery + Studio*

Brenda Howerton, *Durham County Commissioners*

Akua Johnson Matherson, *North Carolina Central University*

Erin Karcher, *Arcana*

Nish LeBlanc, *Lennox and Grae*

Angela Lee, *Hayti Heritage Center*

Dan Levine, *Self-Help*

Shelley McPhatter, *BridgePoint General Contracting*

Macklyn Mosley, *Resident*

Typer Parsons, *Durham Bulls*

Louis Perkins, *North Carolina Central University*

Kevin Price, *The Institute*

Carl Rist, *Durham City Council*

Travis Rouse, *Vice Chair, M&F Bank*

Justin Sacco, *Chair, LRC Properties*

Andres Serpa, *Perkins & Will*

Lynn Solomon, *Resident*

Mark Stanford, *Capitol Broadcasting Company*

Craig Spitzer, *The Durham Hotel*

Fasil Tesfaye, *Goorsha*

Sean Umstead, *Kingfisher*

Lucy Wert, *Pairwise*

Staff

Nicole Thompson, *President & CEO*

Tiffany Bashore, *Director of Business Engagement*

Anna Branly, *Director of Administration & Finance*

Cheyenne Lewis, *Marketing & Communication Manager*

Chris Reid, *Director of Marketing & Communication*

Kenny Valenzuela, *Director of Clean & Safe*

Heather Wilson, *Durham Choice Neighborhood Program Manager*

With thanks to Bethany Kidd, Roger Montelongo and Gina Rozier

Ambassadors

Dexter Turnage, *Operations Manager*

Darius Dennis, *Team Lead*

Ramar Whitfield, *Team Lead*

Reggie Alston

Carlos Clayton

Prescilla DeBerry

Adam Epps

Mark Fullerton

Shawn Jackson

Carhonda Peterson

Arthurlin Riley

Angel Ruiz

Shadava Snell

Nic Weaver

Trenquel Wise



Partners in Progress

★ Platinum Partners



★ Gold Partners



★ Silver Partners



Somerset



★ Bronze Partners

- Joy Banerjee
- Paradigm Construction
- SVN | Real Estate Associates
- Tri Properties

Thank You

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 businesses, property owners and resident of the Business Improvement District



Learn more about our work & explore
what Downtown Durham has to offer at
downtowndurham.com

downtown
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