



Hillsborough Street Community Service Corporation Major Accomplishments 2012

Staff/Administration

- A full time Clean and Safe Program manager was hired
- A part time Communications, Marketing and Intern Manager staff person was hired
- The internship program expanded to include about 30 interns throughout the year (spring, summer and fall) from a range of academic backgrounds, including Business, Communications, Special Events, Design, Agriculture, and other departments
- An increase of 10% (over \$30,000) in additional operating revenue was collected through sponsorships, donations and fees for service programs
- A Financial Management Policy was developed and adopted by our Board
- Our 2011-12 Audit was unqualified and indicated we were in compliance was generally accepted accounting practices (completed by Neal, Bradsher & Taylor)

Clean, Safe, & Beautiful Program

- Our Clean and Safe Program was expanded to 5 days a week
 - o Adjustments of the day, time, location and services provided to connect with the seasonal needs of the street and maximize the results
 - o Painted graffiti was cleaned at over 700 locations and over 2500 stickers/flyers were removed
 - o Over 1200 miles of "on foot patrol" was logged on Hillsborough Street providing clean, safety and ambassador services
 - o Before church services most Sunday mornings, our clean crew cleans the greater Vanderbilt/Horn St area thanks to a special contract with a major property owner/manager
 - o Community Service and Volunteers
 - During the week of Homecoming student organizations contributed over 200 hours of community service picking up trash in the residential community
 - Over 650 total hours of community service and volunteer hours were completed in 2012 helping to support our clean program
 - o Monthly we clean the storm water drain grates of all trash
- In 2012 we took over management of the new street lights from the City. We:
 - o Pay the electric bill
 - o Repaired burned out lights (2 this year)
 - o Repaired a switch that caused two blocks to not work
 - o Worked with Progress Energy to replace lights after they were burned out
 - o Twice a month we inspect the entire district for burned out lights

- Coordinated fixing numerous sidewalk and infrastructure issues
 - o Repaired bricks, benches, sidewalks and other maintenance projects
 - o Reported numerous other projects through “See Click Fix”
- Banners and decorations
 - o Maintained 100 Welcome To Hillsborough Street banners
 - o Installed 50 “125th Anniversary NCSU” banners
 - o Displayed 40 Play 4 Kay Banners during Feb and Oct to promote breast cancer awareness and the Kay Yaw Fund
 - o About 100 Holiday Wreathes were displayed on the entrance doors of street merchants during the holiday season
- Worked with the City to extend the PUPS program to the renovated section of Hillsborough Street so that merchants can apply for a permit for outside dining and alcohol sales.

Events

- We support, sponsored and cosponsored a number of events and activities to attract customers to the street
 - o Hillsborough Street is used by over a dozen “road race” events. We work with each of them to help connect the events and attendees with our merchants, as well as to communicate the event with the community
 - o The street is used for many other smaller events, which we help be successful as well
 - o We partnered with NC State to produce Packapalooza an all day street festival in August that attracted over 40,000 people to celebrate the University’s 125th Anniversary
 - I am pleased to share with you that it appears the University plans to make this an annual event
- We produced the following events
 - o Summer Movie Festival
 - o Earth Day and Homecoming Music Fests
 - o Cinco De Mayo Block Party
 - o Art to Wear After Event
 - o Our first annual – Hillsborough Street Year In Review reception
 - o Many others

Economic Development

- Over 12 new businesses opened
- Valentine Commons – student residential building opened, housing over 900 students
- Construction started on the FMW mixed use residential buildings at the corner of Morgan and Hillsborough Streets
- The Gregg Museum moved into the Old Chancellor’s House and announced plans for a \$10 million expansion

- Construction started on a new residential building on the 2600 block of Hillsborough St that will include new retail and residential space
- Wake County reported on Food and Beverage Sales, confirming the sales tax being collected is up by over 42% since the time the construction concluded and the BID started operating in the summer of 2010.
 - o This equates to over \$40 million dollars of food and beverages sales a year, or about \$4,00,000 in taxes
 - o In comparison, we do about 20% - 25% of downtown's food and beverage sales

2012/2013 Primary Goals

Administration

- We are creating a residential committee to assist us in connecting with the residential communities around Hillsborough Street
- We will be looking for a new office location
- Create a membership program that helps generate additional revenue
- Update our Bylaws

Clean Safe and Beautiful

- Continue to recruit volunteers
- Focus on reducing panhandling and homelessness

Events – To increase foot traffic

- Attract larger audience and make them repeat customers of the street
- Attract a wider diversity of attendees
- Support Packapalooza II
- Help manage the events on the street to maximize ROI for the merchants while reducing the impact to the residential community

Marketing

- We will launch our newly redesigned website, and will continue to build our online presence through Facebook, Twitter and our blog.

Economic Development

- We contracted for an Economic Development Feasibility Study that will be completed this spring that evaluates the potential for redevelopment on the street with the existing zoning and proposed zoning under the UDO.
- Continue to support development and investment in new businesses, property and transit options in and near the BID.
- Partner with the City and State on continued improvements to the streetscape including the planned projects to:
 - Develop the plans for Phase 2 of construction of the streetscape from Gardner to Rosemary by the city
 - Renovate the Beltline and exit ramps at the Hillsborough St. intersection

2012/13 City of Raleigh Budget Request

- \$100,000 city contribution and match for NCSU's contribution
- \$6,000 – management of streetlights within the new construction area
- \$35,000 - Additional fund for event management
- **Total \$141,000**