



# Downtown Durham, Inc. FY20-21 Update

*Downtown*  
**DURHAM**  
★ Find Your Cool ★

# About DDI

## Our Mission

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

## Our Vision

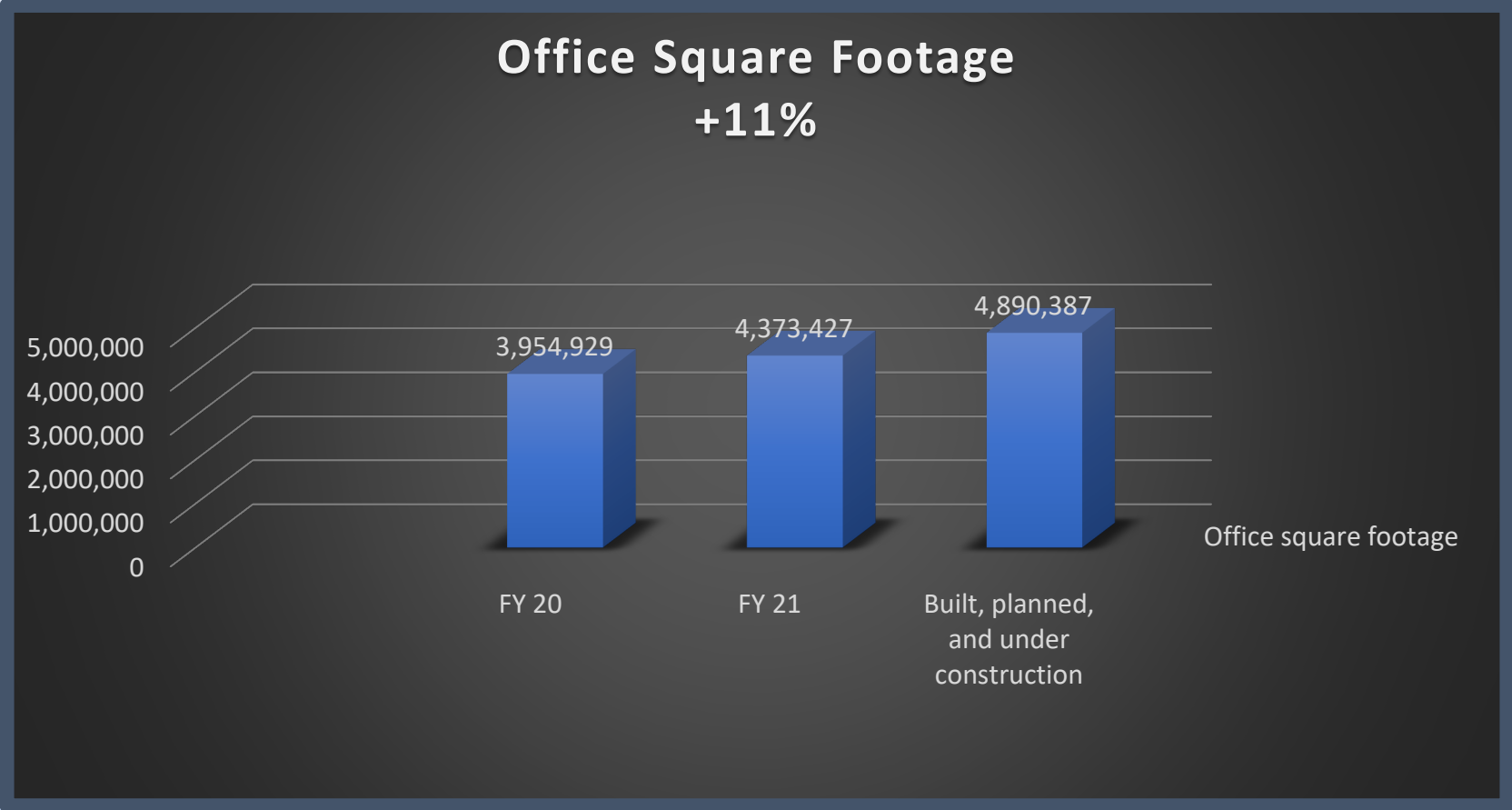
Downtown is the diverse, unique and thriving heart of Durham, and is welcoming to all.

## Our Goals

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



# Downtown Growth: Office



# In the Pipeline: Office

## Major Announcements

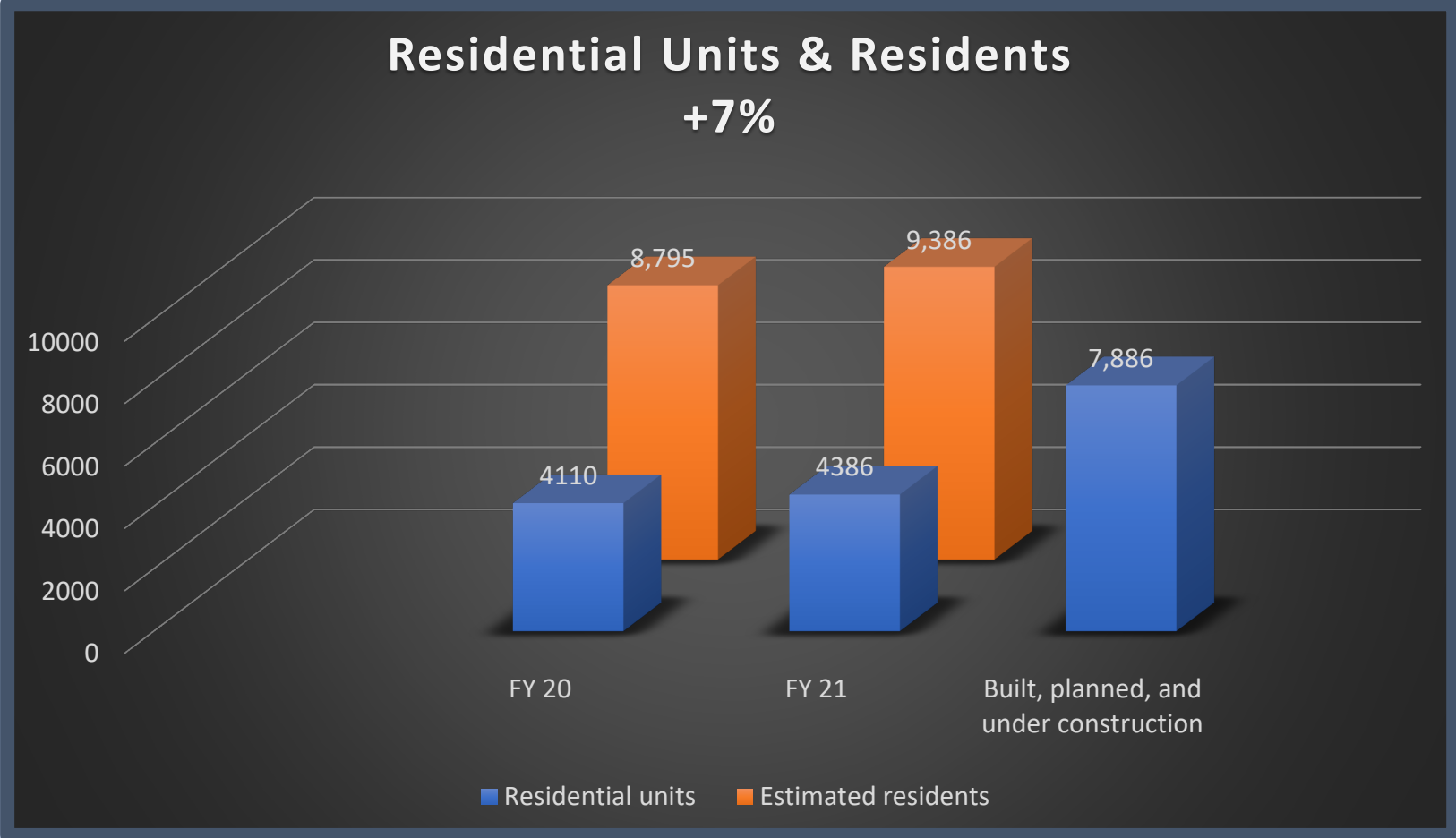
- PolicyGenius
- Google
- GSK

## Office Developments in the Pipeline

- ATC Phase III
- Durham ID Phase II
- Roxboro at Venable Center
- The Gregson



# Downtown Growth: Residential

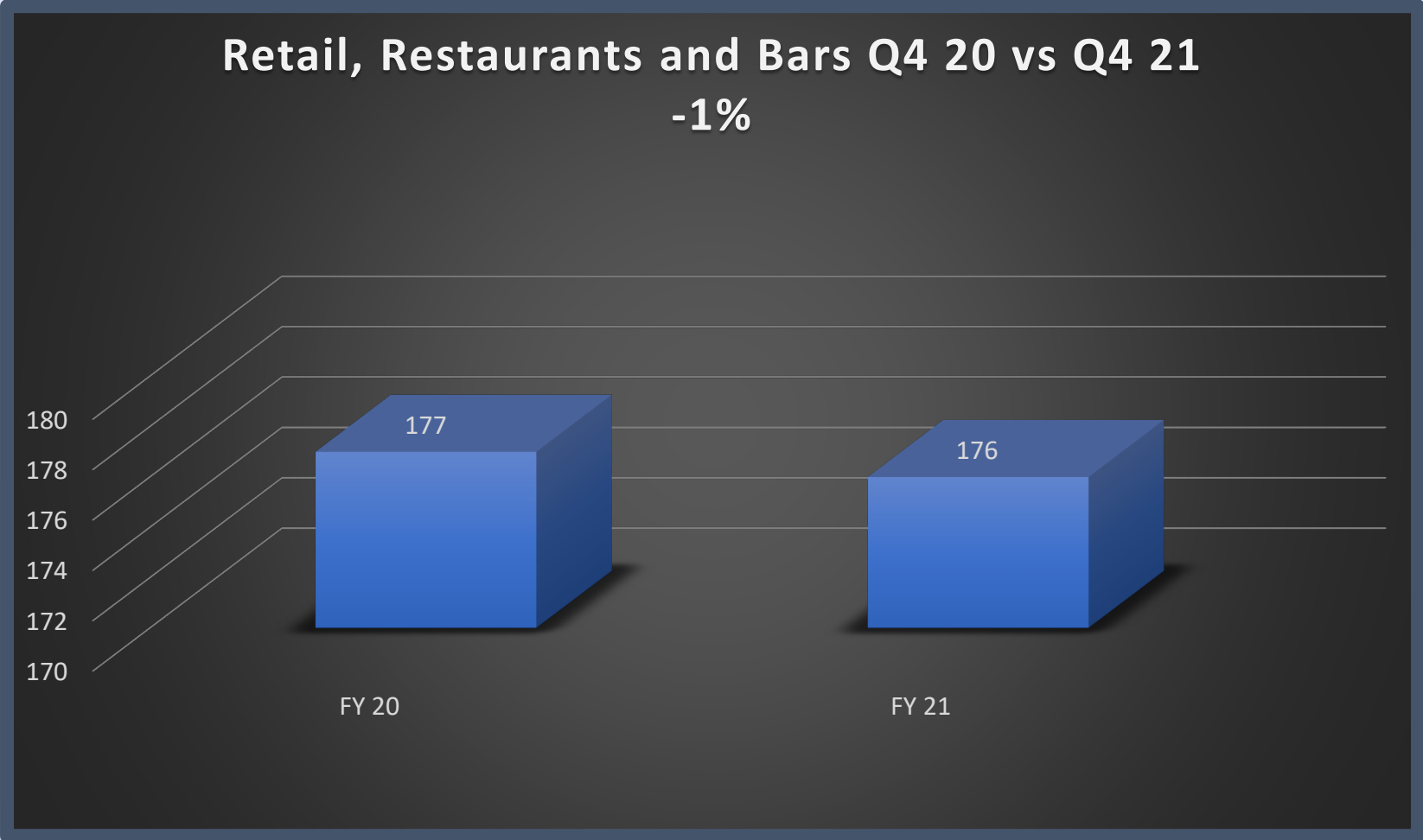


# In the Pipeline: Residential

- \*120 Broadway Street
- 300 + 500 E Main - Site 1
- 300 + 500 E Main - Site 2
- 318 W Corporation
- 510 E Pettigrew Apartments
- 512 W Geer St.
- American Tobacco Campus Phase III
- \*Array Durham
- Atlas Durham
- Aura 509
- Beckon Project
- \*Broadway Mews
- The Callista
- Camden Durham
- \*City Port
- \*Corporation Street Townhomes
- \*Elizabeth Street Apartments
- The Firefly
- GeerHouse
- \*The Grove
- \*JJ Henderson Senior Apartments
- Kress Condominiums
- Novus
- Old Police Headquarters
- \*The Pullman Building/Alex Washburn Project
- The Roxboro t Venable Center
- \*The Terraces at Morehead Hill
- The Vega
- \*Yancey Street Condos

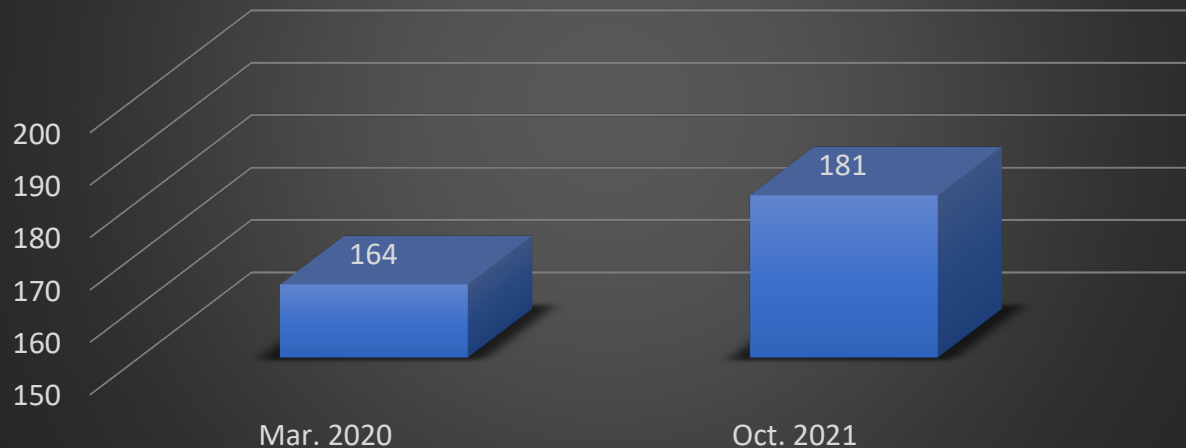
\*Adjacent to Business Improvement District

# Downtown Growth: Merchants



# Net Growth During Covid-19: Merchants

**Retail, Restaurants and Bars**  
**Q3 20 – Today**  
**Net Gain: 10%**



## Since March 2020

Total merchants closed: 21  
Total merchants opened: 38  
Net gain: 17 Businesses



# In the Pipeline: Merchants

- Cugino Forno
- Emmy Squared Pizza
- Happy Pie
- Jeni's Splendid Ice Cream
- Killer Queen
- Krill
- Liberty & Plenty Distillery
- Lonerider Brewing Co.
- Mr. Fries Man
- New World Cafe
- Queeny's
- Quickie
- Remedy Room
- Rubies on Five Points
- Spaceway Brewery
- Spring Rolls
- Topsy Bull
- + Confidential Businesses

# Taking Care of Downtown: The Ambassadors



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# Happening in Downtown: The Streetery



Downtown  
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# Happening in Downtown: Third Friday





# Happening in Downtown: The Holidays

## *Downtown* FOR THE HOLIDAYS



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# Support Downtown Businesses: SpendABull



November 27 is  
*Shop Small  
Saturday*  
in  
DOWNTOWN DURHAM

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# Support Downtown Businesses: Partners in Progress



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# 2022 Focus

## **Economic Development**

- Downtown Durham Master Plan
- Monthly major project discussions
- State of Downtown Durham event
- One-on-one meetings with prospects and developers

## **Clean and Safe**

- New Director of Clean and Safe

## **Placekeeping**

- Exploring partnerships
- Activation of small areas
- Small public art projects

## **Diversity**

- Retail space
- Intense one-on-one support
- Information sharing

## **Marketing**

- Publicizing all DDI initiatives
- Providing additional marketing support for downtown merchants – SpendaBull, etc.

## **Small Business Support**

- Streetery
- Hometown Revitalization Grant
- Permanent outdoor dining
- One-on-One relationships with prospective businesses
- Partnership with Durham Tech on Small Business Resource Center satellite office
- Bull City Heart Beats



# 2022 Focus

## BULL CITY HEART BEATS



*Get to know Cecilia Henaine de Davis  
the heartbeat behind Cecy's Gallery & Studio.*



*Downtown is the heart of the Bull City. Our small business owners are its beats.*

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Thank you!

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