



“Convene stakeholders and include businesses more in events: help connect event producers with businesses to help both sides benefit more from each other.” -PLAN PARTICIPANT

GOAL 3

Facilitate strategic partnerships to produce positive, balanced activations across Downtown

Why this matters:

Over the past two decades, a special events strategy and focus has helped fuel the revitalization of Downtown Raleigh. However, as the community has grown, the impact of special events to those stakeholders generates a mix of opinions and positions. Public input regarding events is varied – however, there is a strong indication that Downtown’s success in attracting and hosting events could use a more empathetic, collaborative approach that acknowledges that events can cause disruption and inconvenience to some area residents, business owners, and people visiting Downtown to worship. Additionally, there is an appetite for intermittent, smaller scale activations – particularly in neighborhoods such as Glenwood South – as opposed to an expansion of major events that involve road closures.

Key Objectives:

- Leverage partnerships to produce smaller scale, high impact activations and events that appeal to a diverse set of Downtown stakeholders and visitors.
- Produce modular wayfinding system to be installed at special events to connect attendees with nearby storefront businesses.
- Serve as a facilitator between event producers, the City of Raleigh, and affected stakeholders, such as storefront businesses and residents, to mitigate challenges and optimize outcomes associated with special events.

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IMPLEMENTATION

PARTNERSHIPS

FY19 FY20 FY21

3.1	Serve as a facilitator between event producers, the City of Raleigh and affected stakeholders to mitigate challenges and optimize outcomes associated with special events.			
3.2	Enhance and add value to existing promotions and events.			

PROJECTS

3.1	Produce a modular wayfinding system to be installed at special events to connect attendees with proximal storefront businesses.			
3.2	Combine the DRA Annual Meeting and State of Downtown into one event that celebrates the market's year-in-review and strategic plan accomplishments.			

PROGRAMS

3.1	Develop a special events strategy for the DRA to activate public spaces across all of Downtown's neighborhoods.			
3.2	Leverage partnerships to produce smaller scale, high impact activations and events that appeal to a diverse set of Downtown stakeholders and visitors.			

POSITIONING

3.1	Work with the City of Raleigh to develop and implement a quantitative and qualitative evaluative criteria for assessing special events.			
3.2	Advocate for adequate rest periods for Downtown open spaces, and where possible, encourage reducing the production of events that involve road closures.			