

2016 GOALS QUANTIFICATION



1) Improve neighborhood signage and branding.

- Butterfly Highway Signage
- Targeted social media work
- Charlotte Marathon Spirit Award
- NoDa News won a publication award

2) Striping for on street parking along N. Davidson.

- Striping implemented in front of Mercury
- Efforts are ongoing due to spontaneous parking without space markings

3) Designation and preservation of historic business district.

- Exploratory Committee formed

4) Encourage overall business/neighborhood green goals.

- Well-participated clean-ups, tree-banding, and pollinator highway efforts
- Advocacy for greenway, green space and bike racks in rezoning requests

5) Bring back a signature event to bring people into neighborhood.

- Ghosts & Legends Tour
- KiDaWeen
- All Arts Market (2)
- Krampus Krawl

Projects listed were recurring events. 2017 goals include a light rail dedication event and Know NoDa (Scavenger Hunt).

6) Increase number of dues paying members, residents and members, to match budget balance.

- Dues-Paying members decreased in number (103 to 64) and in income (\$3907.50 to \$3,550), despite a membership drive

7) Increase neighborhood resident engagement on social media.

- Facebook: 9,236 (2014) to 11,860 (2016) likes
- Twitter: 7,300 (2014) to 13,000 (2016) followers
- Instagram: 2,459 (2014) to 23,400 (2016) followers

Professional consultant was retained during these years. Committees and other volunteers also active in social media engagement.

8) Track occasions (number of parcels) that city council agrees with NoDa recommendation.

- City Council agreed with NoDa's recommendation 10 (out of 10) times in 2016