CHAPEL HILL

Commercial Development Strategy

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- Commercial Development Strategy -

VISION: Taking our place on the map as a world class center for research and development.

MISSION: Support opportunities to put Chapel Hill's people to work, and create economic prosperity for all, now and in the future.

TARGETS: Output of Medical School, Pharmacy School (and research), Applied Sciences and Technology

Strategy	Goal		Actions
1. Strengthen the Town-Gown Relationship			
	a) Blurred Boundaries	a.1	Identify co-working and Stage II space for companies
		a.2	Support University efforts to recruit/retain public-private partners with streamlined entitlement process
		a.3	Create research/office space for UNC partners companies
	b) Diversify downtown	b.1	Work to enhance downtown's attractedness to help in encouraging future projects that provide employment opportunities. (Enhance appearance of downtown.) (Safety, lighting and other issues will be addressed through the Downtown Strategy)
			1-Evaluate cultural arts of the Town to contribute with CORE in place by 2017
	c) New solutions to old problems	c.1	Strategy for Town and University parking downtown
		c.2	Parking availablity and use in downtown
		c.3	Refine parking system downtown
2) Work becomes part of The Life of The Town			
	a) Room for business	a.1	Evaluate options for incentivizing the development of office space at Obey, Eph-Fordham and/or Glen Lennox
		a.2	
		a.3	
			2- Affordable
		a.4	Consider joint Incentive Policy with Orange County
		a.5	Consider other incentives (loans or grants) from the Town to encourage business recruitment, retention and expanion
	b) A Start-up Scene.	b.1	Encourage the development of spaces for connecting and dealmaking in and around Chapel Hill (Third places). Use the idea of "long tables" in shared spaces to encourage this to occur.
	c) Seamless learning	c.1	New opportunities for learning for all ages (workshop offerings, computer training, workforce classes and continuing education)
3) Tell our Story			
	a) Take our place on the map.	a.1	Create a marketing plan to share defining characteristics of Chapel Hill to broad audience. (To attract companies to approved space and to attract post-doc type residents for employees.)
	b) Create business ambassadors.	b.1	Build network of "storytellers" including committee members and others
	c) Get citizens involved.	c.1	Enhance Economic Development Strategy with support strategies for Urban Design and Livability

JOBS *produce*

INCOME *that generates*

HOUSING *that provides the market for*

RETAIL *which creates*

TAXES *that fund*

EDUCATION *which provides*

WORKFORCE *that attracts*

[UPDATE ON ECONOMIC DEVELOPMENT]

Projects:

1. **Maker Convening** ----- (Reached 38,000 on Twitter)
2. **Entrepreneur Council** – Mayor's Breakfast
3. **LaUNC Expansion** – Underway, open in March
4. **Assisting projects** like Millhouse Road (rezoning), Carraway Village (recruitment), Ephesus-Fordham and others to move projects forward to create jobs.
5. **Marketing and sponsorships** to promote Chapel Hill.
   a) Monthly e-news and continuing Twitter promotion (Just sent January e-news)
   b) Running a series of interviews (WCHL) to promote the stories on our web site.
   c) Interviewed 7 marketing firms to consider hiring one to help with telling our story.
   d) Events sponsor: (also participating in other regional events)
      - Avison-Young Forecast – February 8, 2017 (lunch)
      - TCREW Awards - April 25th
      - Hosting 3 annual Business Retention and learning events (with Orange County)
7. **Collaborating** on projects like: Wallace Deck exploration (Public Works), new rezoning (Planning) for light industrial, adv. manufacturing, Addition of private parking to public management (Parking/Police) and others