

# [ UPDATE ON ECONOMIC DEVELOPMENT ]

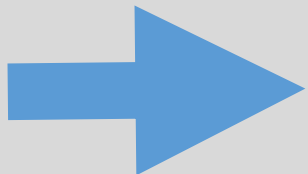
**- Commercial Development Strategy -**

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
<b>1. Strengthen the Town-Gown Relationship</b>		
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 attractiveness 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) b.2 Evaluate cultural arts of the Town to contribute with CORE... place by 2017 b.3 Evaluate the potential for new... in downtown
c) New solutions to old problems		c.1 Strategy for Town and University parking downtown c.2 Parking availability and use in downtown c.3 Refine parking system downtown c.4 Identify opportunities to encourage of... for new... strategies c.5 Identify long-term... in downtown c.6 Identify... in downtown
<b>2) Work becomes part of The Life of The Town</b>		
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... 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 expansion
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)
<b>3) Tell our Story</b>		
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

## Commercial Development Strategy





**Providing economic opportunity by catalyzing new companies, creating jobs, retaining businesses, and building community wealth through growing the nonresidential tax base.**

Focus for Economic Development:

- 1) Working with existing approved developments to help it move forward to create market opportunity for job creation and business development.
- 2) Working to strengthen our entrepreneur and maker ecosystem.
- 3) Marketing Chapel Hill to create interest in existing and new spaces.
- 4) Responding to development and business inquires from developers, businesses, site selection consultants and company staff.
- 5) Working to complete the goals in the Commercial Development Strategy.

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## 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
- New:*

  - **Hired Liaison Design to begin our research and story-telling work.**
  - **Mayor’s Innovation Summit**
  - **Next Business Retention event**

**March 7<sup>th</sup>**

  - **Continuing to build support for a Marker organization**

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## Understanding inquiries:

▶ CHAPEL HILL We get inquiries from direct calls, site selection consultants, county and state agencies.

▶ CHAPEL HILL Inquiries can range from casual to serious. If we believe the inquiry to be serious, we track, seek information and attempt to meet their interests.

▶ CHAPEL HILL Only when we consider the interest to be continuing do we count them as an active consideration.

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Inquiries for February 2017

<u>General Type</u>	<u>SF (if known)</u>	<u>Employees (if known)</u>	<u>Other</u>
<b>Headquarters</b>	<b>150,000SF +/-</b>	<b>300+/-</b>	
<b>Office</b>	<b>20,000SF +/-</b>	<b>?</b>	<b>Previously approved site</b>
<b>Light-Manufacturing</b>	<b>100,000SF +/-</b>	<b>?</b>	<b>1<sup>st</sup> visit</b>

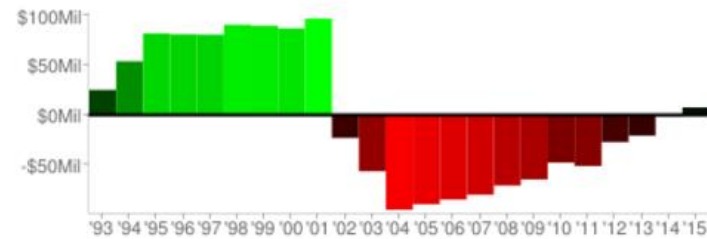
population mode

# Orange County (NC) Gained \$8.22 million in annual AGI\*

Wealth Migration 1992-2015

Thinking about moving to Orange County (NC)?  
See how much you can **save in taxes** by moving.

\$500 of adjusted gross income gained in the last 9 hours 36 minutes and 10 seconds.



### Gained Wealth From:

- \$23.17 million New York County, NY
- \$22.00 million Fairfax County, VA
- \$20.93 million Westchester County, NY
- \$20.49 million Cook County, IL
- \$20.38 million Santa Clara County, CA

### Lost Wealth To:

- \$238.69 million Chatham County, NC
- \$126.82 million Durham County, NC
- \$110.47 million Alamance County, NC
- \$57.32 million Wake County, NC
- \$15.21 million Mecklenburg County, NC

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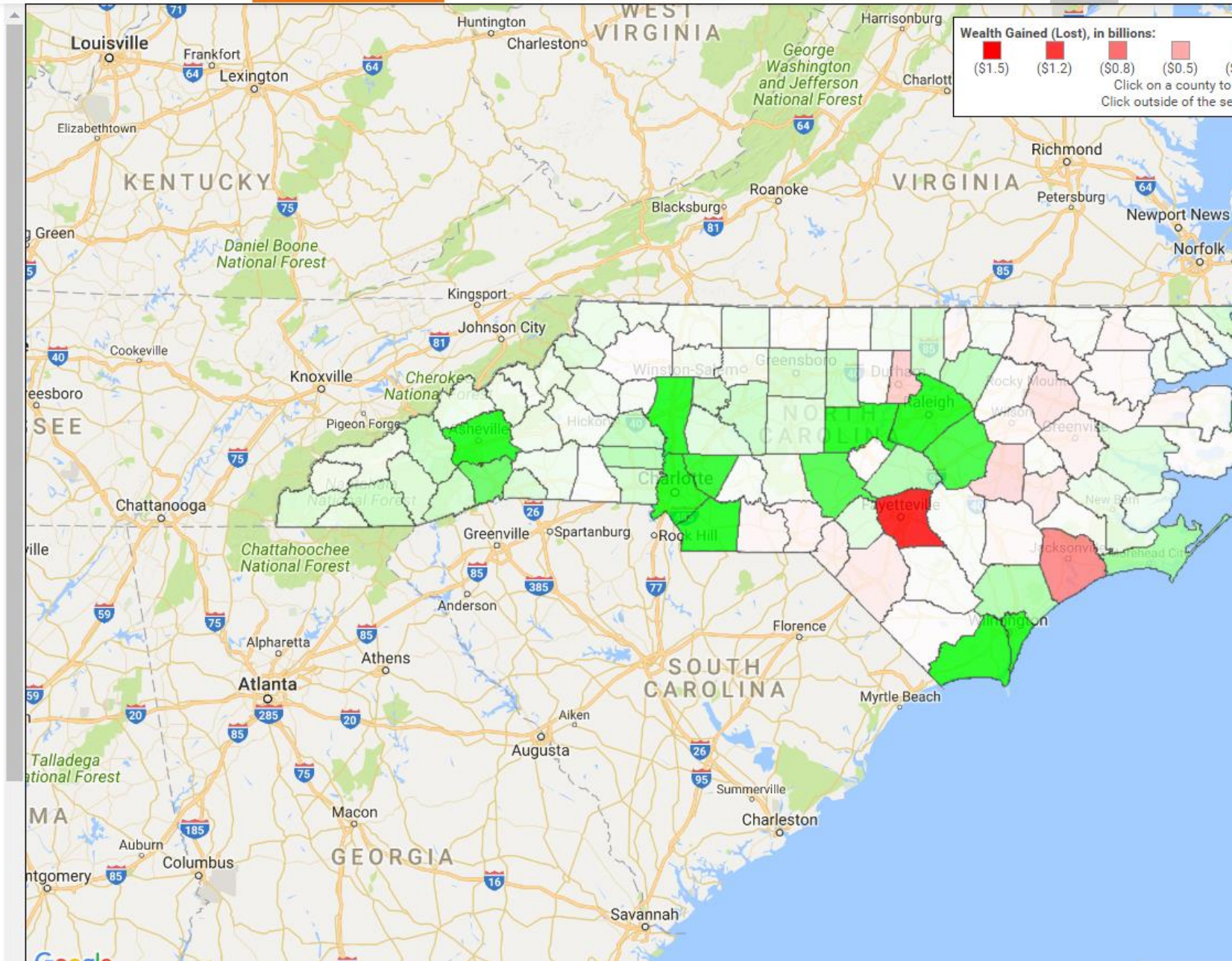
ANDROID APP ON

Google play



Available on the iPhone

App Store

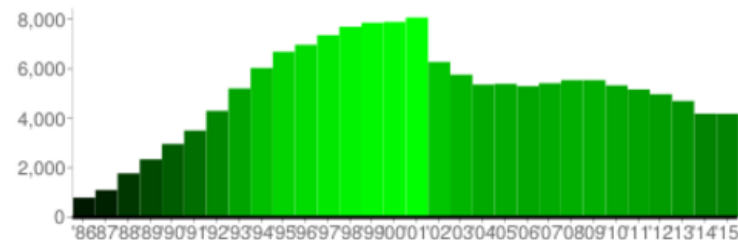


# Orange County (NC)

## Gained 4,349 people

Population Migration 1985-2015

wealth mode



### Gained Population From:

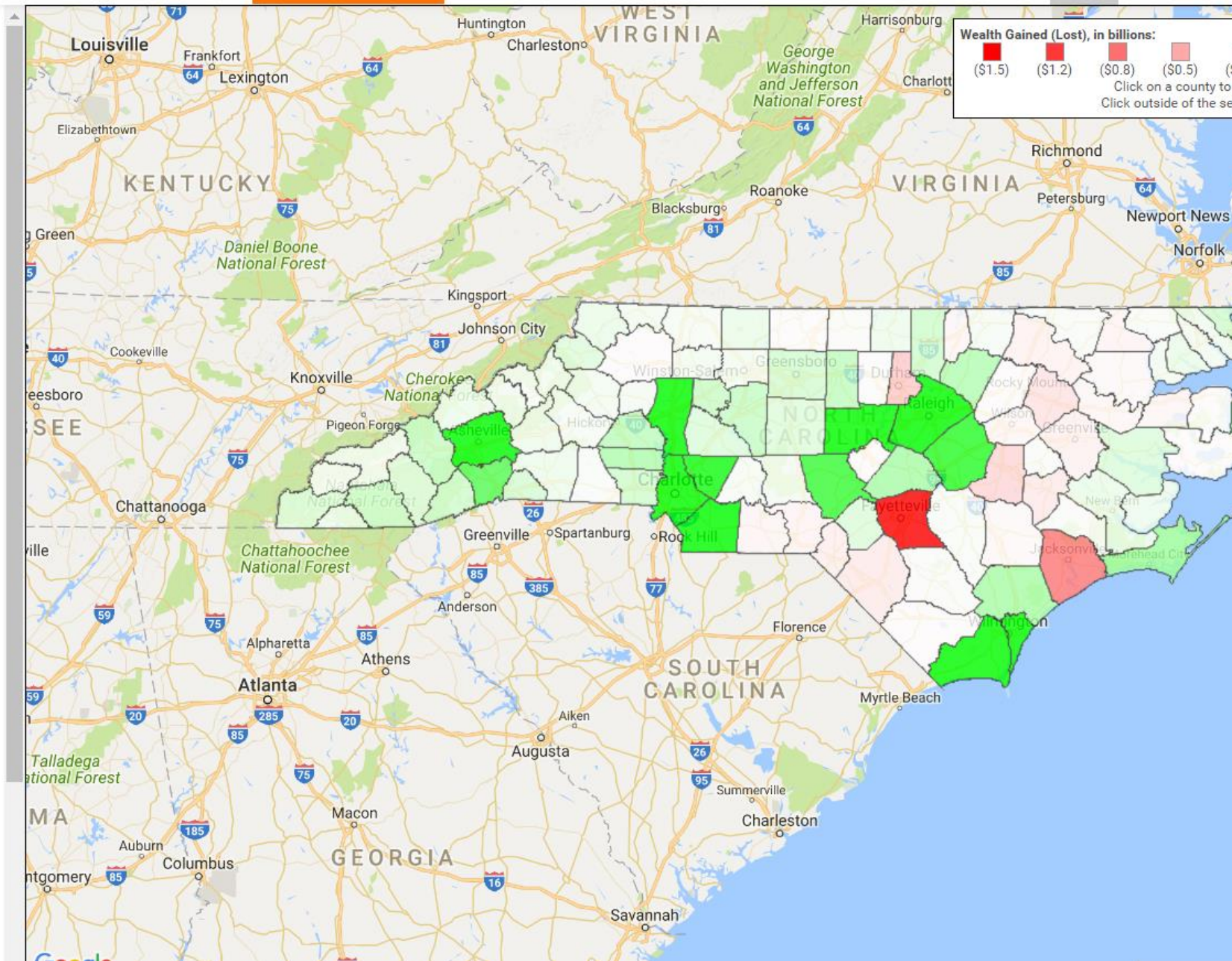
- 653 Cumberland County, NC
- 376 Suffolk County, NY
- 375 Middlesex County, MA
- 305 Westchester County, NY
- 285 Monroe County, NY

### Lost Population To:

- 5,837 Durham County, NC
- 3,712 Chatham County, NC
- 3,041 Alamance County, NC
- 2,925 Wake County, NC
- 368 Person County, NC

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# Questions