

[UPDATE ON ECONOMIC DEVELOPMENT]

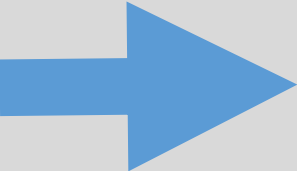
- Commercial Development Strategy -

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
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 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 ...
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 ...
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 ... 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)
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

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** ----- Meeting with individual parties to determine leadership to continue.
2. **Entrepreneur Council** – Committee meetings scheduled, Council to meet June 21
3. **LaUNCH Expansion** – Co-working under construction, Comparing options for Stage 2 small with companies targeted to retain
4. **Attended** - ULI Spring meeting and Office Product Council in Seattle, WA (Scholarship from ULI)
5. **Assisting projects** like Millhouse Road (rezoning), Carraway Village (recruitment), Ephesus-Fordham and others to move projects forward to create jobs.
6. **Marketing and sponsorships** to promote Chapel Hill.
 - a) Millennials and post-docs research, perhaps late July/August. Present findings at CCES in September.
 - b) Monthly e-news, building LinkedIn account, working on video “Why Chapel Hill” and continuing Twitter promotion
 - c) Running a series of interviews (WCHL) to promote the stories on our web site.
 - d) Events sponsor: (also participating in other regional events)
 - Hosting Business Retention and learning events (with Orange County) – June 6th
7. **Collaborating** on projects like: Wallace Deck exploration (Public Works), Basnight Parking additions (Manager/Parking/Police) , new rezoning (Planning) for light industrial, adv. manufacturing, Addition of private parking to public management and others. Participating with the Downtown Parking and Circulation Study.

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Out of the Blue
NEWSLETTER OF THE UNC GENERAL ALUMNI ASSOCIATION | APRIL 2017

NATIONAL CHAMPIONS
1924 · 1957 · 1987 · 1990 · 2005 · 2008 · 2017

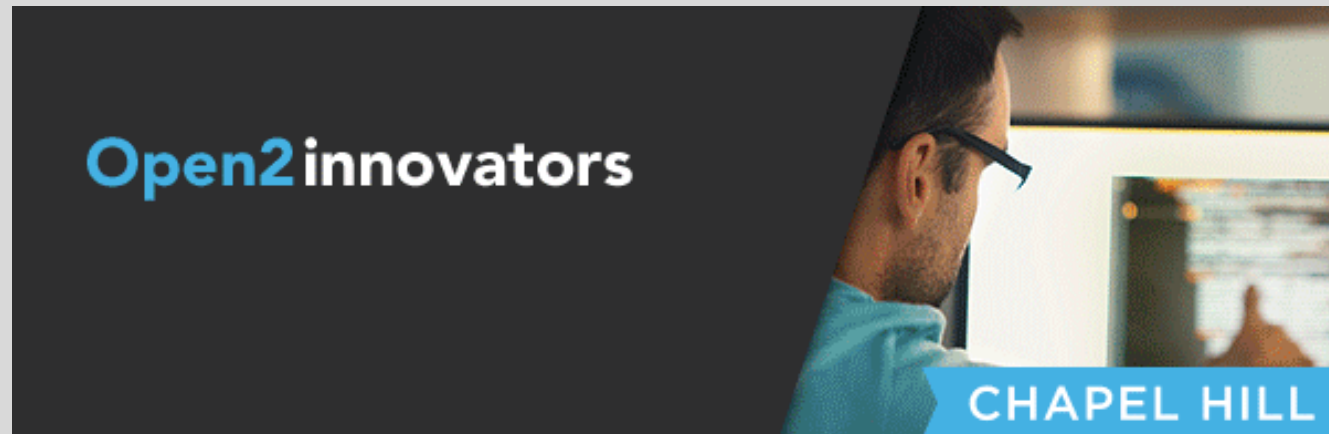
TAR HEELS
UNC General Alumni Association

Redemption Tour Ends as Heels Win NCAA Title

They call us Tar Heels because we stick to it until the job is done. They call us the University of National Champions because we've got the trophy to prove it, again.

News from *Carolina Alumni Review* [ALL NEWS](#)

Animated GIF ad



Can also be seen at <http://opentobusiness.biz/business>

Council Goal

Enhance and focus development review process and encourage diverse types of development

Strategic Initiative

Evaluate Chapel Hill market capacity relative to regional market

Target Date for Completion

June 30, 2017

Initiative Description

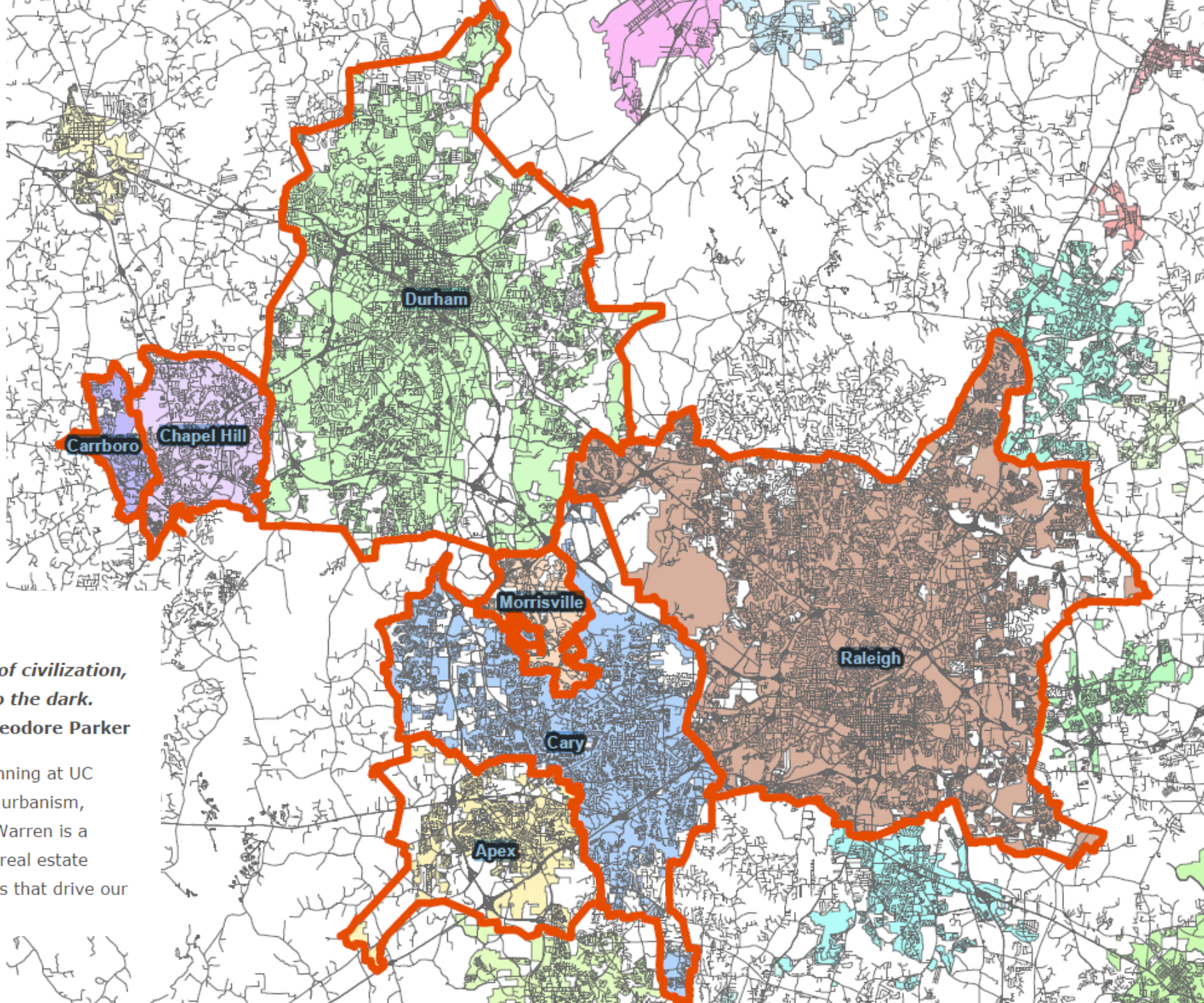
**Evaluate local capacity for office, residential and housing
Compare to Raleigh and Durham (as a percent of total market)
Set goals for specific market types
Publicize goal of market type and share with the development
community and Planning staff**

Partners**Who else?****Strategic Performance Measures****FY17 Q1
Baseline****FY18 Q4
Target**

1. Benchmark existing market and set goal

2. Work to share goal for market growth

3.



CHARLES WARREN



Cities have always been the fireplaces of civilization, whence light and heat radiated out into the dark.

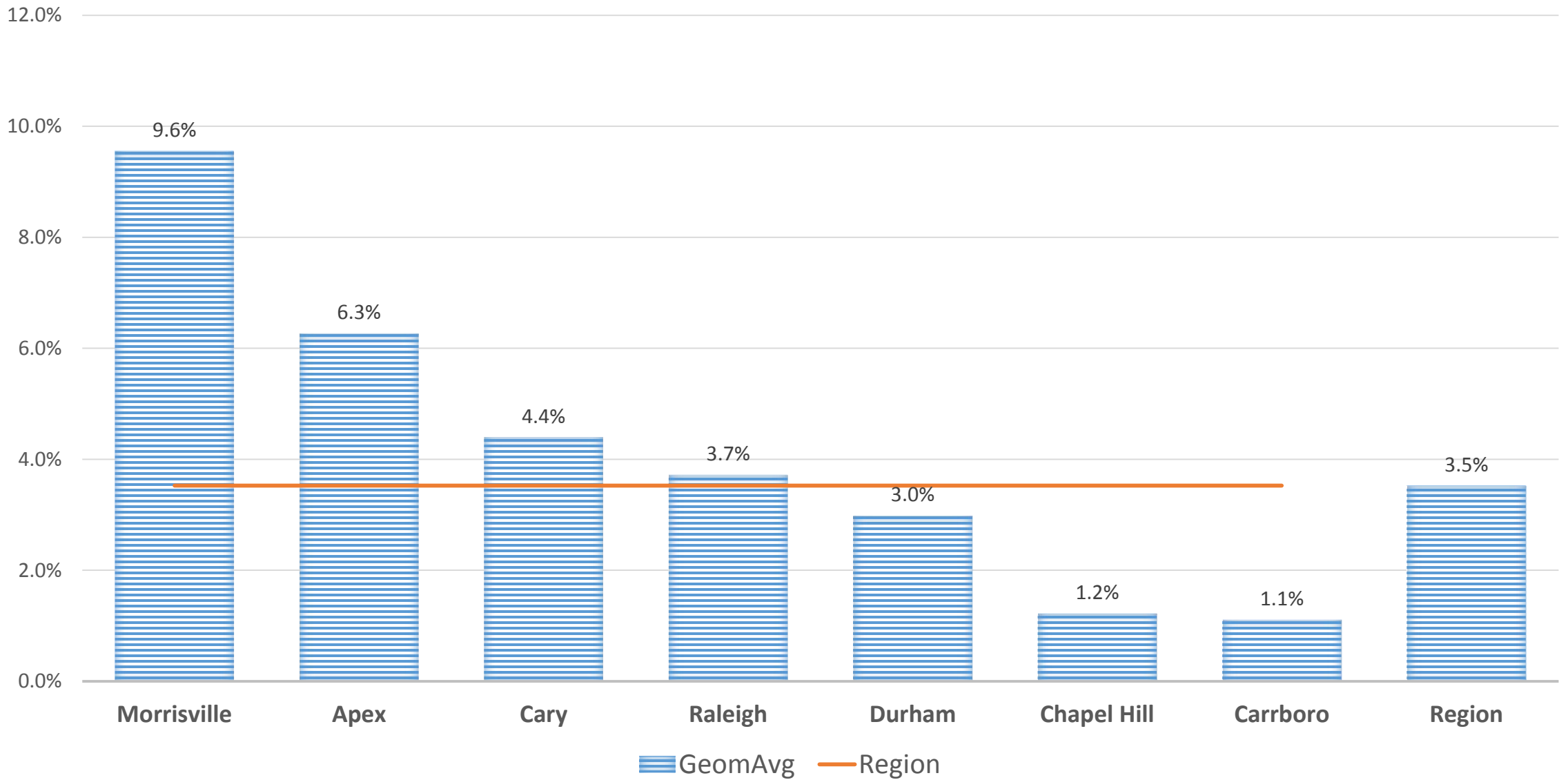
—Theodore Parker

Charles Warren studied City & Regional Planning at UC Berkeley, and remains a lifelong student of urbanism, complexity, and the built environment. Dr Warren is a trusted strategist who finds the executable real estate solutions in the complex data and databases that drive our

information society.

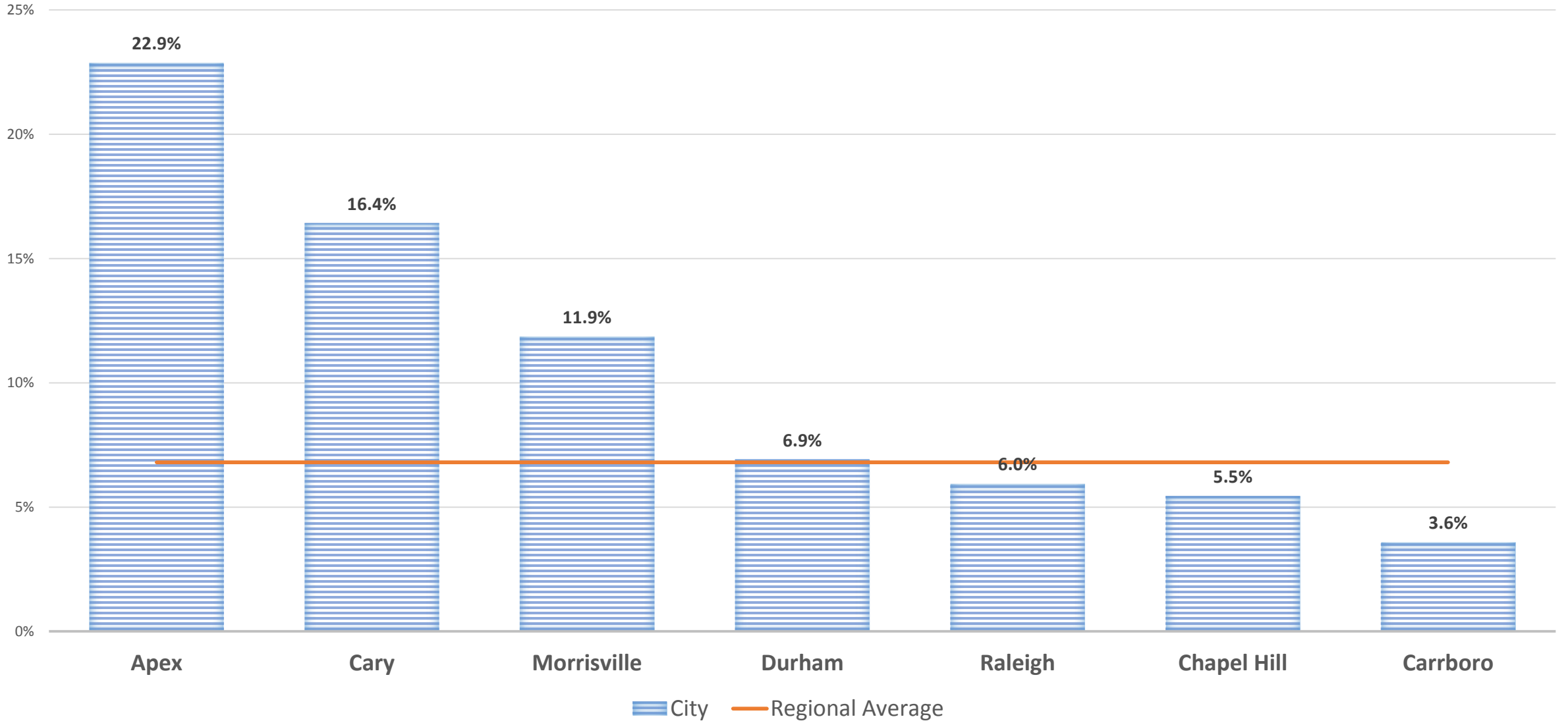
<http://www.toyongroup.net>

POPULATION GROWTH 2000-2016



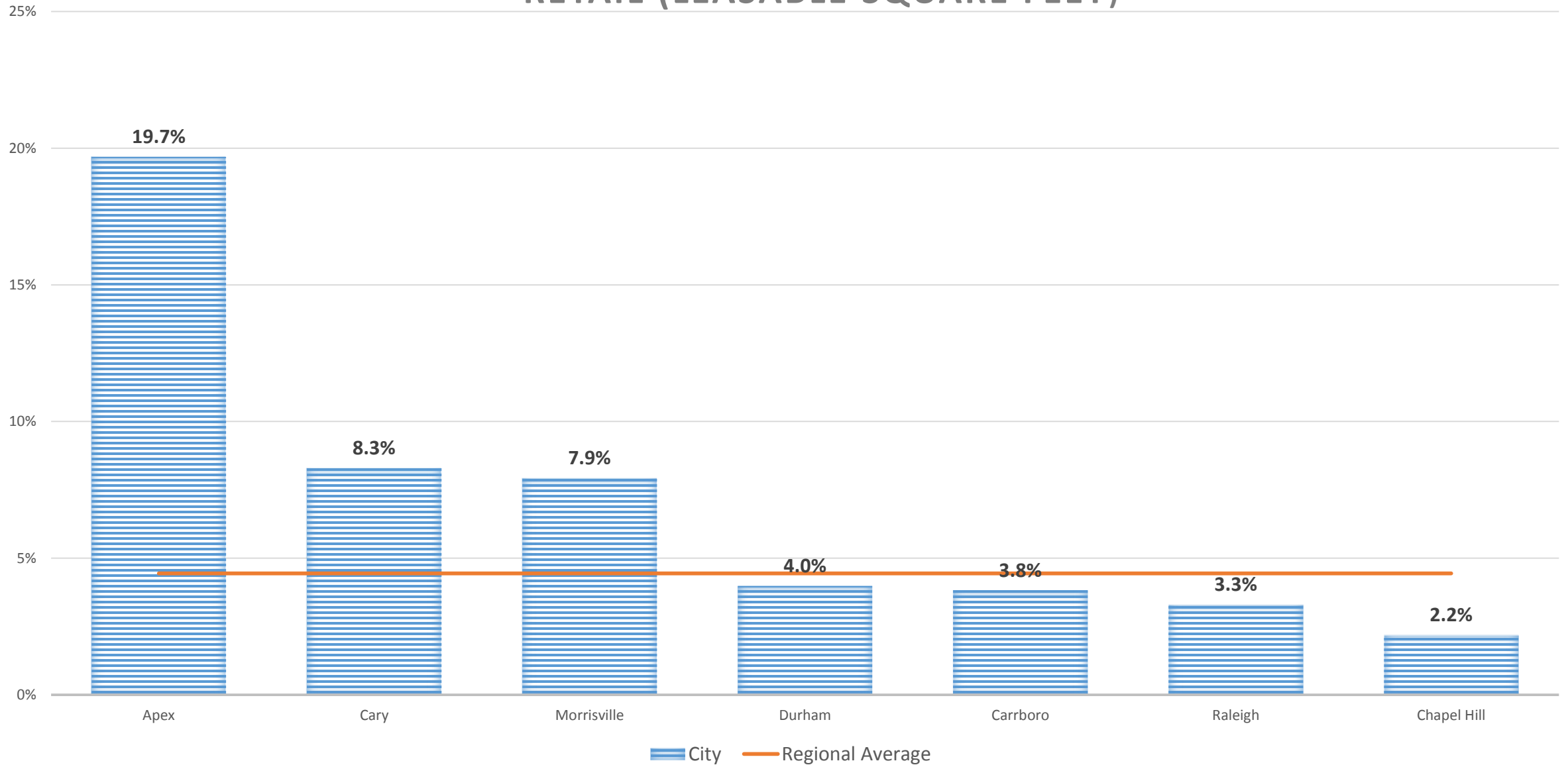
Annual average growth

OFFICE (LEASABLE SQUARE FEET)



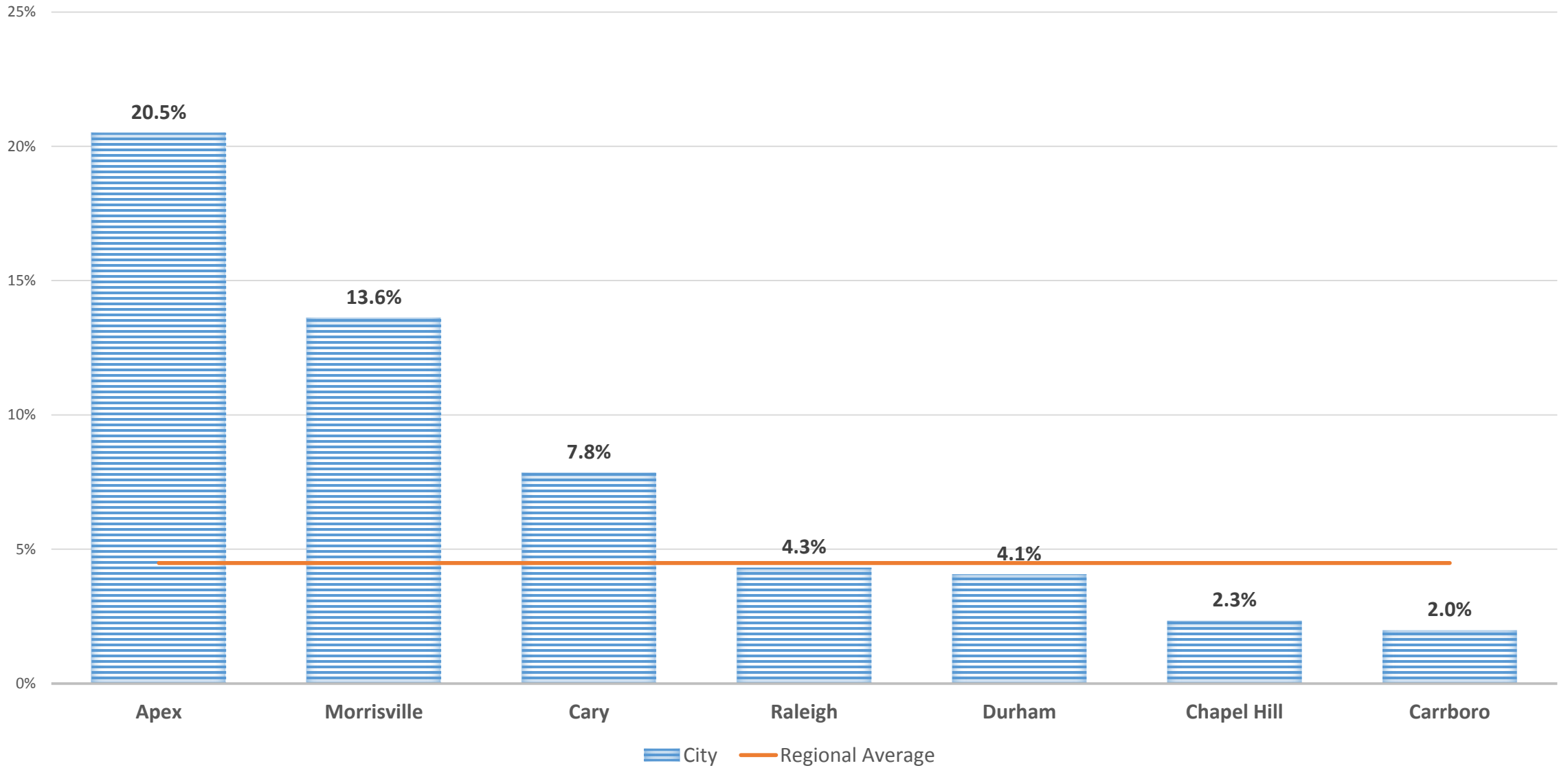
Annual average growth

RETAIL (LEASABLE SQUARE FEET)

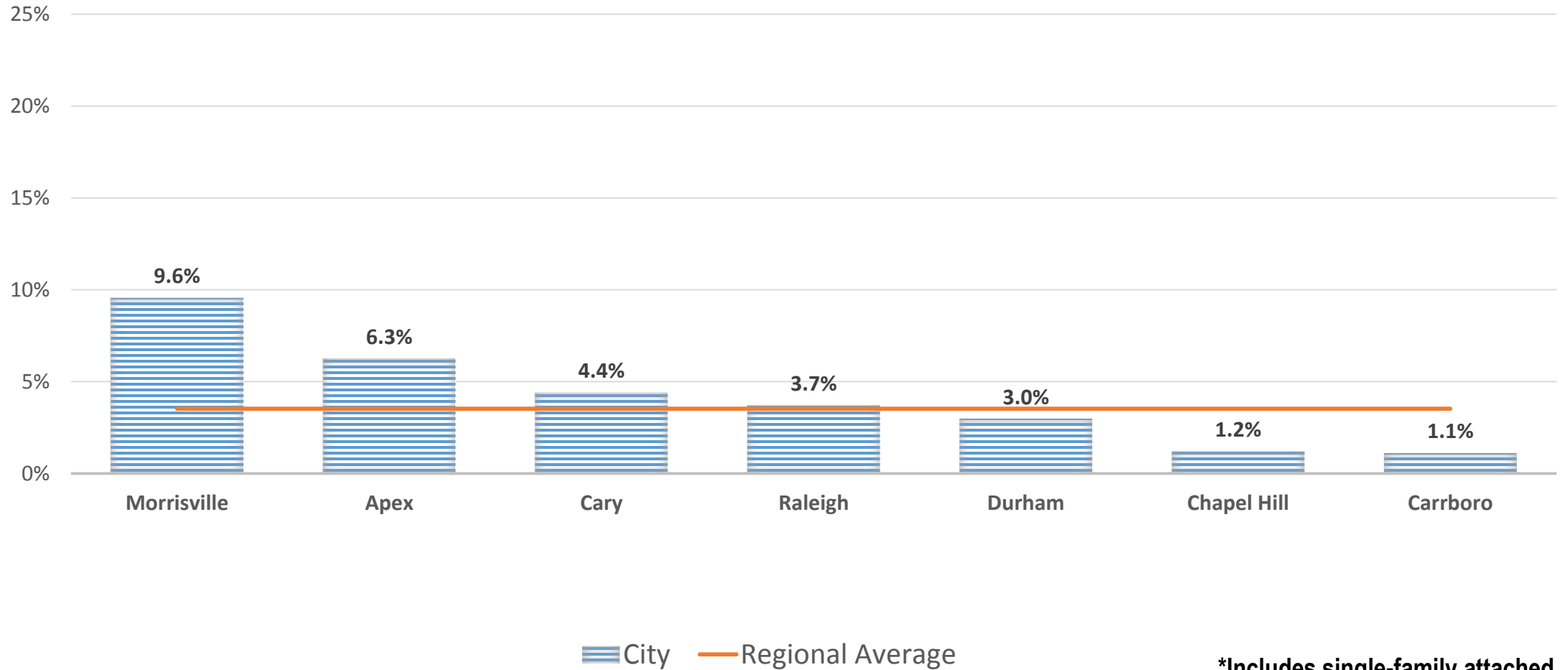


Annual average growth

MULTI-FAMILY RESIDENTIAL (PROJECTS 50+ UNITS)

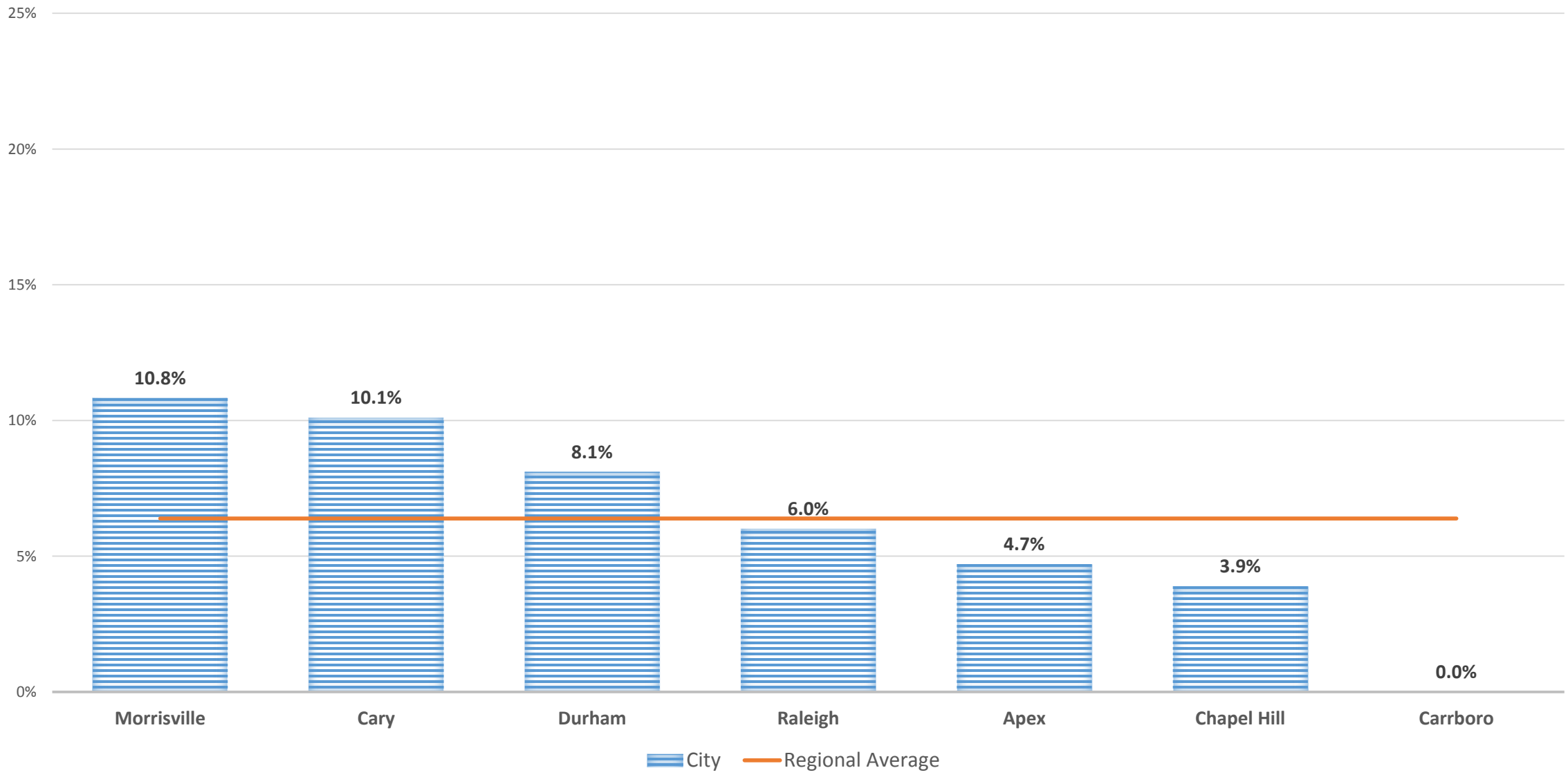


Annual average growth
MULTI-FAMILY RESIDENTIAL (ALL ATTACHED UNITS*)



*Includes single-family attached

Annual average growth
HOTEL ROOMS



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Inquiries for May 2017



No Company inquiries

Multiple development inquiries



Questions