

[UPDATE ON ECONOMIC DEVELOPMENT]

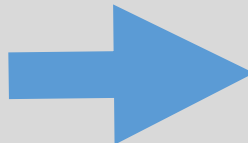
- Commercial Development Strategy -

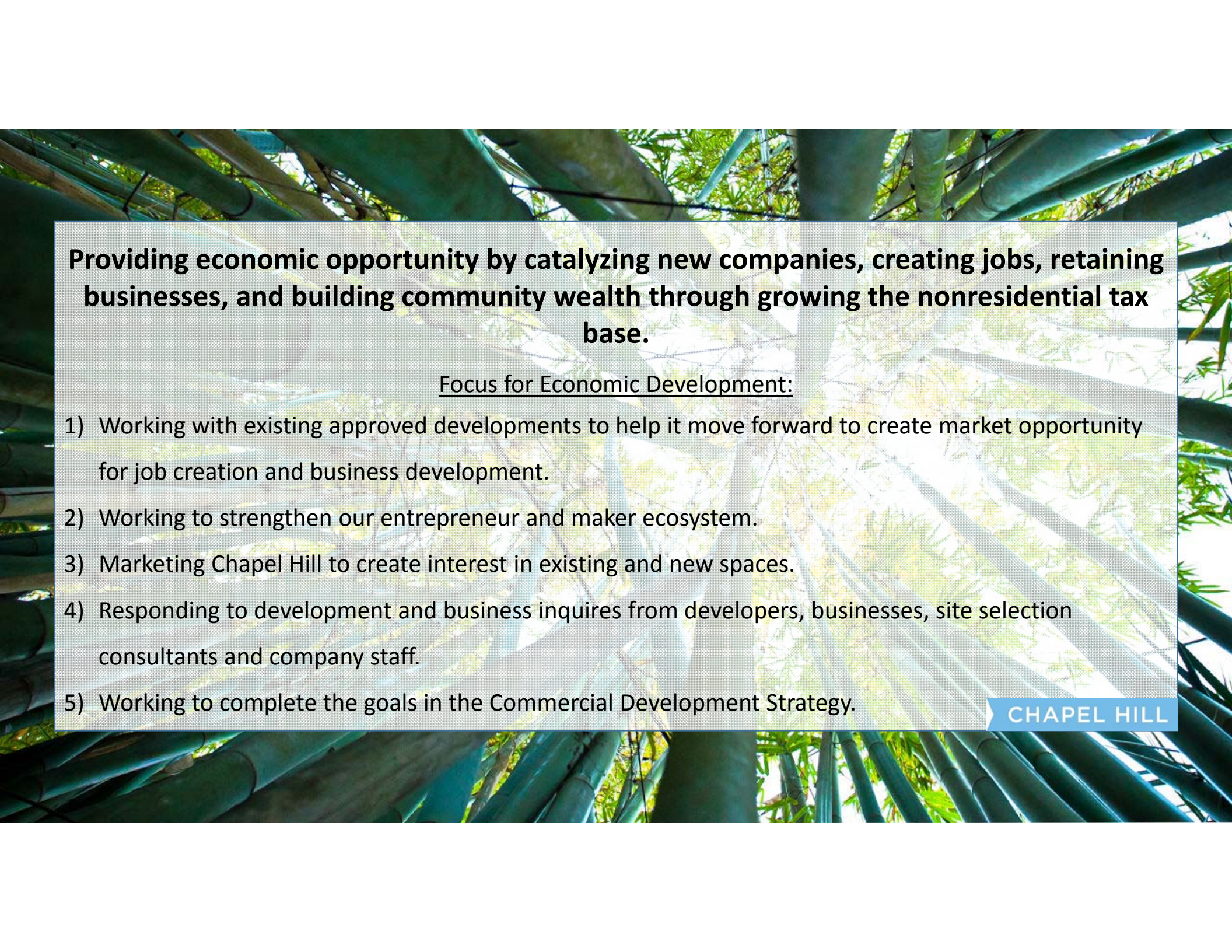
VISION: Taking our place on the map as a world class center for research and development.
MISSION: Support opportunities to put Chapel Hill's people to work, and create economic prosperity for all, now and in the future.

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) 1-Evaluate cultural arts of the Town to contribute with CORE in place by 2017 b.2 Increase the economics of downtown through strategic investors.
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 ease pressure of parking through new parking strategies c.5 Explore long-term parking opportunities in downtown c.6 Explore long-term mobility and connection opportunities to 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 Obay, Eph-Fordham and/or Glen Lennox a.2 Consider rezoning of Mill uses to attract high-productivity research companies a.3 Strategy for housing in the community 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 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.

[UPDATE ON ECONOMIC DEVELOPMENT]

1. **Entrepreneur Council** – Hosted June meeting with three topics to be focus on: short term flex-lease design, mission/purpose and mapping the entrepreneur ecosystem
2. **LaUNCH Expansion** – Co-working Open, Executive Board agreed to pursue a non-profit to manage the locational system of entrepreneurs, Final options for Stage 2 small with companies targeted to retain
3. **Assisting projects** like Millhouse Road (rezoning), Carraway Village (recruitment), Ephesus-Fordham and others to move projects forward to create jobs.
4. **Marketing and sponsorships** to promote Chapel Hill.
 - a) Millennials and post-docs research. Present findings at CCES in October.
 - b) Monthly e-news, building LinkedIn account, working on video “Why Chapel Hill”, promoting available office space and continuing Twitter promotion/ads 
 - c) Mailed postcard to 1200 business inviting them to connect with us 
 - d) Events sponsor: (also participating in other regional events)
 - Hosting Business Retention and learning events (with Orange County) – TBD
7. **Collaborating** on projects like: Wallace Deck exploration (Public Works), Basnight Parking additions (Manager/Parking/Police) , Addition of private parking to public management and others. Participating with the Downtown Parking and Circulation Study.

 = discussed more in presentation

[UPDATE ON ECONOMIC DEVELOPMENT: Marketing]

*T*elling the Chapel Hill story...

[UPDATE ON ECONOMIC DEVELOPMENT: Marketing]



Available property promotion- June 2017

- Produced three so far; Europa Center, ChapelHill40 and Southern Village
- Using Open2Space.biz domain for marketing available space (goes to available property search)
- Plan to promote on a weekly basis
- Purchased \$25 ad on Twitter and got 2500 views
- Post on LinkedIn with approximately 500 views



<https://vimeo.com/222717567>

CHAPEL HILL

[UPDATE ON ECONOMIC DEVELOPMENT: Marketing]

Available property promotion- June 2017

Top Tweet earned 4,644 impressions

Open Space in [#ChapelHill](#) with Gary Hill
[@AvisonYoung](#) [#Open2Space](#)
[#commercial](#) [#realestate](#)
[@GrowinOrangeNC](#) bit.ly/2rHigAZ

↻ 1 ♥ 1

[View Tweet activity](#)

[View all Tweet activity](#)



Jul 2017 • 31 days

TWEET HIGHLIGHTS

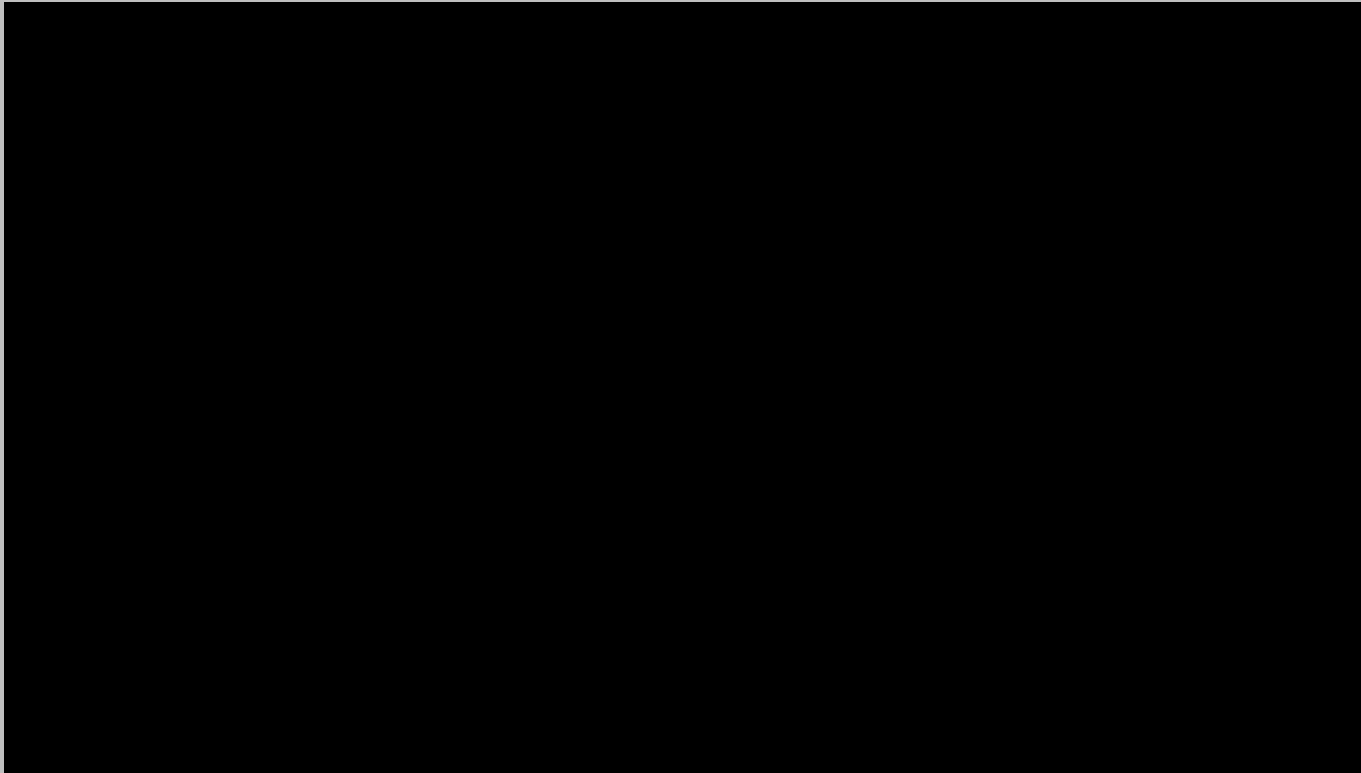
Top Tweet earned 2,036 impressions

Open office space at [#ChapelHill](#)
[#EuropaCenter](#) [@AvisonYoung](#)
vimeo.com/226019051 [#Open2Space](#)
[#RealEstate](#)

↻ 1

CHAPEL HILL

[UPDATE ON ECONOMIC DEVELOPMENT: Marketing]



Why Chapel Hill Video Series:

- Tell stories from our vibrant local business community
- Share in their own words why Chapel Hill was the right location for their business and/or families
- Featuring (5): Med Deli, Gurlitz Architects, Frank Art Gallery, Flyleaf Bookstore, and Lantern Restaurant
- Longer (2.5-3 min) videos with each business individually
- Montage video with clips from each interviewee focused on why they chose Chapel Hill

[UPDATE ON ECONOMIC DEVELOPMENT: Marketing]



June News

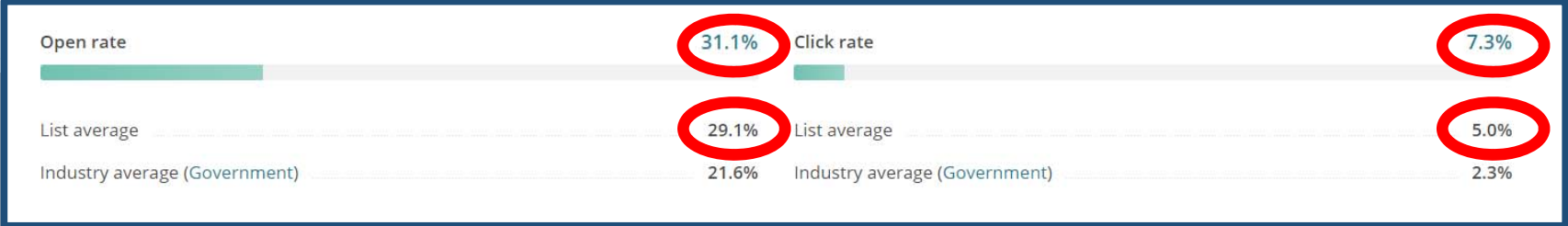
Triangle entrepreneurs react to [Amazon-Whole Foods](#) deal. AI's Burger Shack announces a new location in [Southern Village](#). Unemployment fell below 4% in [Durham-Chapel Hill](#) in April.

Events



June 29th- Equity crowdfunding is becoming an alternative to seed and angel investing for startup companies as well as established businesses seeking growth capital. Attorney Benji Jones is giving a **free seminar** on June 29th for those interested in learning more. [Learn](#)

Chapel Hill e-news – June 2017



[UPDATE ON ECONOMIC DEVELOPMENT: Marketing]

Chapel Hill e-news – June 2017



June News

Triangle entrepreneurs react to [Amazon-Whole Foods](#) deal. AI's Burger S announces a new location in [Southern Village](#). Unemployment fell below [Durham-Chapel Hill](#) in April.

Events



June 29th- Equity crowdfunding is becoming an alternative to seed and angel investing for startup companies as well as established businesses seeking growth capital. Attorney Benji Jones is giving a **free seminar** on June 29th for those interested in learning more. [More...](#)

Top media Tweet earned 2,425 impressions

Work starts on \$100M project at I-40 in Chapel Hill tinyurl.com/yc9chgzb
[#Open2Growth](#) [@Northwood_Ravin](#)
[#CarrawayVillage](#) [@CarolinaChamber](#)
pic.twitter.com/z70dNAOJD6



3 retweets 9 likes

[UPDATE ON ECONOMIC DEVELOPMENT: Marketing]

Chapel Hill e-news – June 2017



TWEETREACH SNAPSHOT FOR CHEconDev

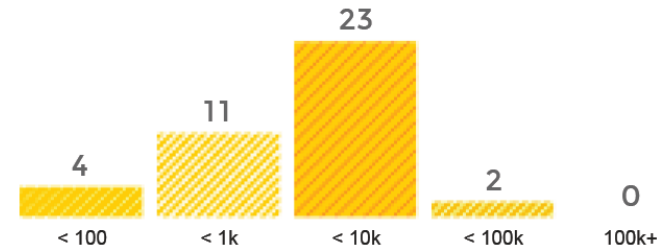
ESTIMATED REACH

55,429

ACCOUNTS REACHED

EXPOSURE

79,487 IMPRESSIONS



Bars show number of tweets sent by users with that many followers

[UPDATE ON ECONOMIC DEVELOPMENT: Marketing]

Chapel Hill e-news – June 2017



Chapel Hill Econ Dev @CHEconDev · Jun 23
June Newsletter features #biotech #localbiz #CarrawayVillage + #ChapelHill business stories #Open2Biz bit.ly/2rKdLWn



3 retweets 1 like

WCHL Marketing
<http://audio.chapelboro.com.s3.amazonaws.com/MICHAEL%20BIRON%20-%20CH%20ECONOMIC%20DEV.mp3>

<http://audio.chapelboro.com.s3.amazonaws.com/MICHAEL%20BIRON%20-%20CH%20ECONOMIC%20DEV.mp3>

[UPDATE ON ECONOMIC DEVELOPMENT: Marketing]

Chapel Hill e-news – August 2017



News

Ram's Plaza retail center sold to Georgia based [Austin Sumner Properties](#) for \$21.55 million. Hops Burger Bar, nationally acclaimed Greensboro burger restaurant announced plans to open a [Chapel Hill location](#) on Franklin Street.

Stories

Carolina Square: Now Leasing!

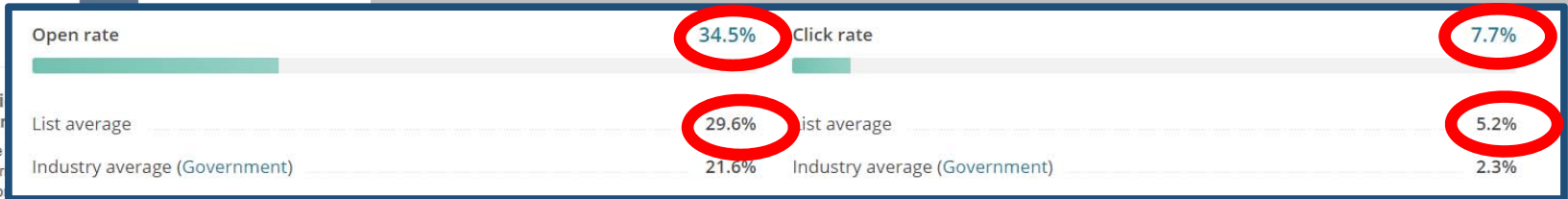


Over 200,000 SF of commercial space immediately adjacent to UNC campus. Designed to achieve LEED elements of sustainability with large, efficient, flexible floor plates. On-site management & local ownership.

Strategic Adagi Gray Squirrel's Dan



Like inter favor metaphor for life that when done right adds an extra bit of joy to the world. Coffee's magic that way. My first visit to Gray Squirrel in Carrboro catapulted me to coffee nirvana. It became my new standard of caffeinated excellence. It also became home away from home.



[UPDATE ON ECONOMIC DEVELOPMENT: Marketing]

Chapel Hill e-news – August 2017



CHEcondev

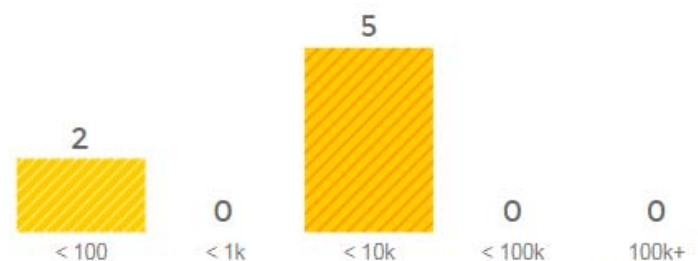
ESTIMATED REACH

14,004

ACCOUNTS REACHED

EXPOSURE

15,213 IMPRESSIONS



Bars show number of tweets sent by users with that many followers

UPDATE ON ECONOMIC DEVELOPMENT: Marketing

CH Economic Development
Open2.biz
5d

Launch Chapel Hill Levels Up With Exits, Expansions & New Sp
exitevent.com

4 Likes

Like Comment Share

131 views of your post in the feed



131 views



5 people from TSH Healthcare viewed your post

Town of Chapel Hill, NC	9
BNC Bank	2
University of North Carolina at Chapel Hill	2
UCB	1



18 people who have the title Salesperson viewed your post

CEO / Executive Director	6
Business / Corporate Strategist	4
Partner	4
Community Development Specialist	3



Your biggest audience is from Raleigh-Durham, North Carolina Area

Greater New York City Area	7
Greensboro/Winston-Salem, North Carolina Area	4
Greater Atlanta Area	3
Greater Boston Area	3

Show more

[UPDATE ON ECONOMIC DEVELOPMENT: Marketing]



Visit Open2.Biz/news for the latest news and stories on Chapel Hill businesses, development, and events. While you're there, sign up for our monthly newsletter to have news and stories delivered straight to your inbox.

OPEN2.biz

KEEP UP WITH ECONOMIC DEVELOPMENT IN CHAPEL HILL



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



RESOURCES
Quarterly business retention & networking events, and monthly newsletters to keep you current on local business news & events. Sign up at: Open2.Biz/news.



CONTACT
Economic Development Office:
(919) 968-2743
Website: www.Open2.biz
Email: Inquire@Open2.biz



Presorted
Standard Mail
US Postage
PAID
Chapel Hill, NC
Permit No 77

Postcard mailed out to 1200 businesses
– July 2017

[UPDATE ON ECONOMIC DEVELOPMENT: Marketing]



Home to over
35 shops,
20 restaurants
& several great
places to live.



blue hill
DISTRICT

BlueHillDistrict.com



wanna grab dinner?

sure. where?

IDK, somewhere in
Ephesus Fordham?

huh...where?!?

Sorry. you know. the
Blue Hill District.

Definitely!



blue hill
DISTRICT

BlueHillDistrict.com

www.BlueHillDistrict.com

[UPDATE ON ECONOMIC DEVELOPMENT: Inquiries]

Inquiries for June 2017

<u>Company</u>	<u>SF</u>	<u>Employees</u>	<u>Status</u>
BioTech	20,000-40,000		Continuing
BioTech	Not Known		Other location
BioTech	12,000	40+	Continuing
			Did not meet site expectations
Project Condor	100,000	60+	
AgriBio	40,000		Other location
Technology	5,000-8,000		Continuing
BioTech	Not Known		Continuing

[UPDATE ON ECONOMIC DEVELOPMENT: Inquiries]

Inquiries for July 2017

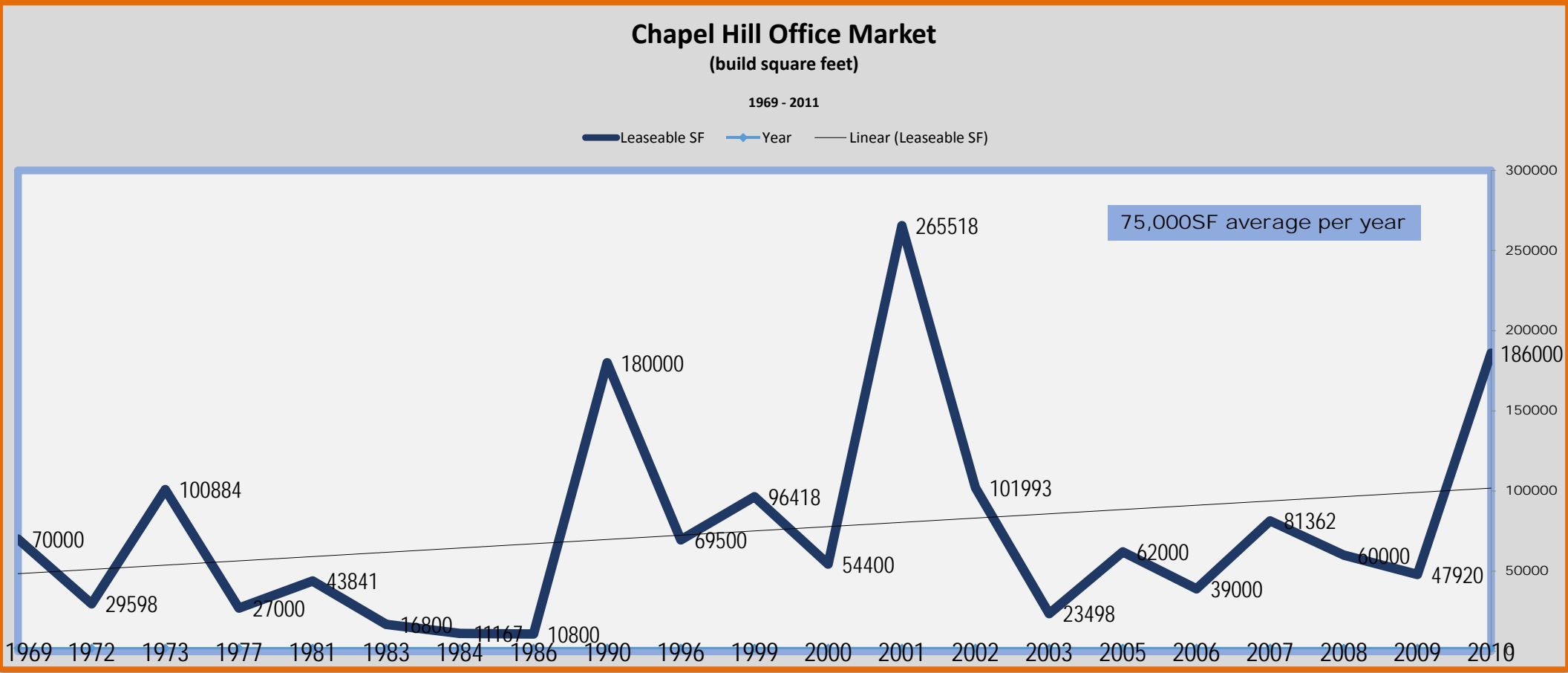
<u>Company</u>	<u>SF</u>	<u>Employees</u>	<u>Status</u>
Project Hive	200,000	500	Continuing

[UPDATE ON ECONOMIC DEVELOPMENT: Inquiries]

Inquiries for August 2017

<u>Company</u>	<u>SF</u>	<u>Employees</u>	<u>Status</u>
Insurance	4,000		Signing a LOI
Government	10,000		Continuing
Confectionary	5,000		Continuing
Entertainment	5,000		Continuing
Clothing production	1,500		Expanded

[UPDATE ON ECONOMIC DEVELOPMENT: Space]

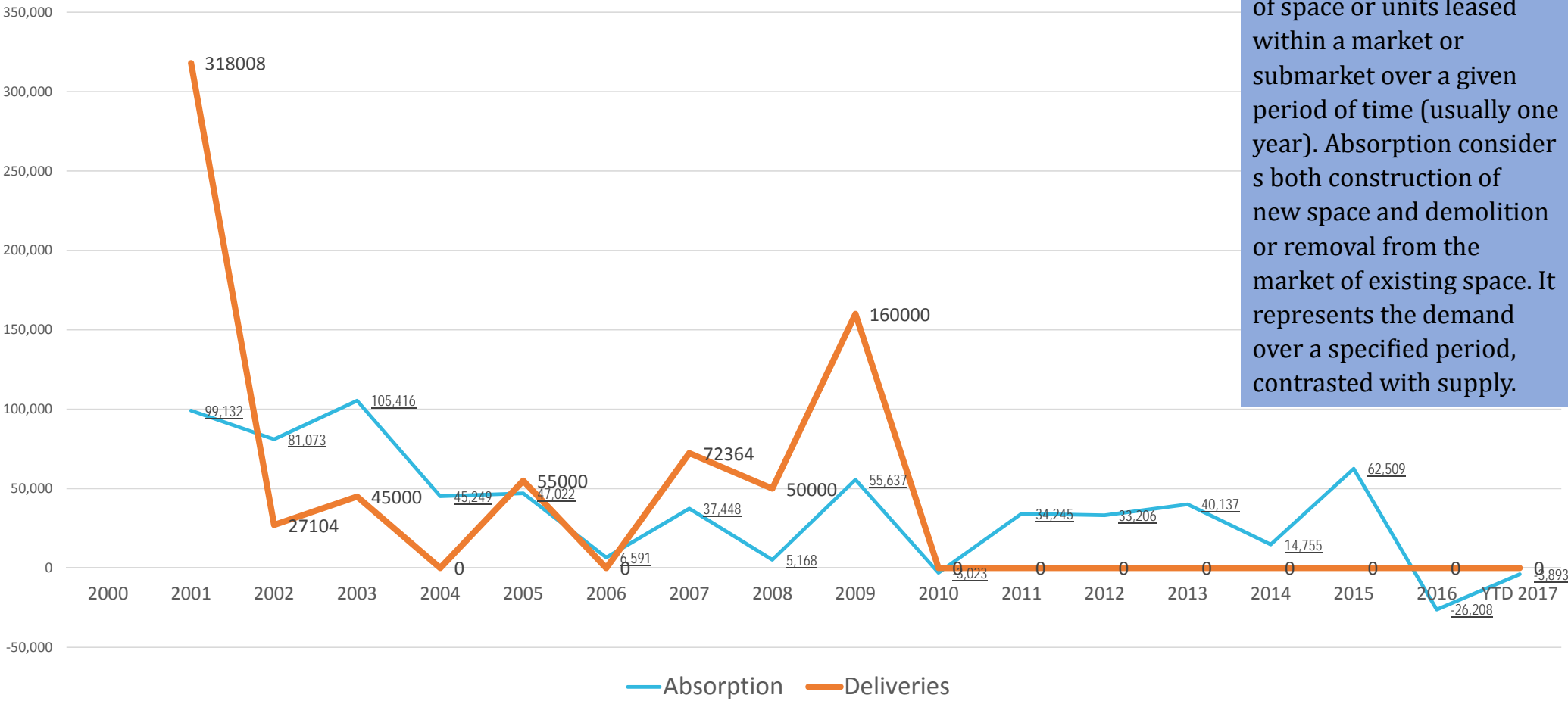


2010- includes East 54 and Castilia

[UPDATE ON ECONOMIC DEVELOPMENT: Space]

Chapel Hill/Carrboro Absorption vs. Deliveries

Absorption is the amount of space or units leased within a market or submarket over a given period of time (usually one year). Absorption considers both construction of new space and demolition or removal from the market of existing space. It represents the demand over a specified period, contrasted with supply.





Questions