

▶ CHAPEL HILL

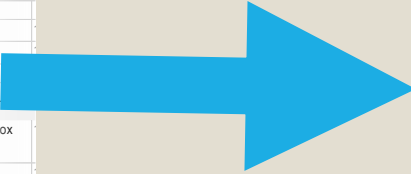
ECONOMIC DEVELOPMENT UPDATE

November 2017

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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 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 drivers.
c) New solutions to old problems		c.1 Strategy for Town and University parking downtown c.2 Parking and transit access in downtown c.3 Refine parking strategy in downtown c.4 Identify opportunities to expand use of campus through new parking strategies c.5 Explore long-term parking opportunities in downtown c.6 Explore long-range mobility and connection opportunities for downtown.
2) Work becomes part of The Life of The Town		
a) Room for business		a.1 Evaluate options for continuing development of office space at Key Up, Bowman and/or Glen Lennox a.2 Consider rezoning Milhouse Road area for light-industrial/research companies. a.3 Strategy for housing in the community 1- Develop a strategy for affordable housing 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



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.

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

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1. **Entrepreneur Council** – November 29th meeting
2. **LaUNCH Expansion** – Working with the University to accommodate the need for Stage II space in downtown. Exploring other options in space around town.
3. **Assisting projects** like Carraway Village (recruitment), Ephesus-Fordham and others to move projects forward to create jobs.
4. **Marketing and sponsorships** to promote Chapel Hill.
 - a) Drafting statement of our story-telling. Interviewing PR firm to promote stories.
 - b) Exploring web-site redesign beginning in January. Added info for decision making.
 - c) Daily Tar Heel writers for our story page
 - d) Monthly e-news, building LinkedIn account, sharing the video “Why Chapel Hill”, promoting available office space and continuing Twitter promotion/ads
 - e) Events sponsor: (also participating in other regional events)
 - - Hosting Business Retention and learning events (with Orange County) – November 14, 2017
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.

Update on Economic Development

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

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Stories from the Town of Chapel Hill Economic Development

Posted by Staff | Jan 26, 2017 | Town Square | 0 ●

TSI Healthcare

Meet David Dickson, founder, and CEO of TSI Healthcare a thriving business in Chapel Hill. Founded in 1997, TSI started with just one person and now has grown to a team of one-hundred fifty-five people. TSI is a national leader in the sales and support of customized NextGen® Practice Management and Electronic Health Record software. Find out more about TSI Healthcare at Opentobusiness.biz.



<http://chapelboro.com/town-square/stories-town-chapel-hill-economic-development>

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November - 2017

<u>TYPE</u>	<u>OTHER</u>	<u>Square Feet</u>
Human Service	Enterprise zone	30,000-40,000
Development		237,600SF
Restaurant relocation		2-3,000SF

Update on Economic Development

Inquiries

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<u>Company</u>	<u>SF</u>	<u>Employees</u>	<u>Status</u>
Insurance	6,500		Signed a LOI

CHAPEL HILL

QUESTIONS?

Chapel Hill Economic Development

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