

▶ CHAPEL HILL

ECONOMIC DEVELOPMENT UPDATE

February 2018

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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 to 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-Identify opportunities for affordable housing 2-Explore options 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 inquiries 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** – Meeting next week
2. **LaUNCH** – Looking at additional needs for growing companies.
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) LargeMouth PR firm promoted the Launch Cohort kick-off. Gained stories in The Herald Sun, Business Journal and a follow-up interview on Spectrum for early March.
 - b) Exploring web-site redesign and next steps in our marketing with Liaison Design.
 - c) Daily Tar Heel writers for our story page (Open2.biz/news)
 - 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)
 - TCREW Awards event April 2018
 - Urban Land Institute annual sponsor
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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Restated paragraph from Liaison Design:

Chapel Hill is a recognized pioneer in education, research and innovation. Home to the nation's first public university, it's a place where ideas are born and evolve into companies. It's home to brilliant minds, award-winning restaurants, innovative businesses, outstanding public schools and a vibrant music and performing arts scene. Historic homes and modern condos coexist beautifully here, and it's all connected by open spaces and free public transportation. No matter who you are or where you're from, you're welcome in Chapel Hill.

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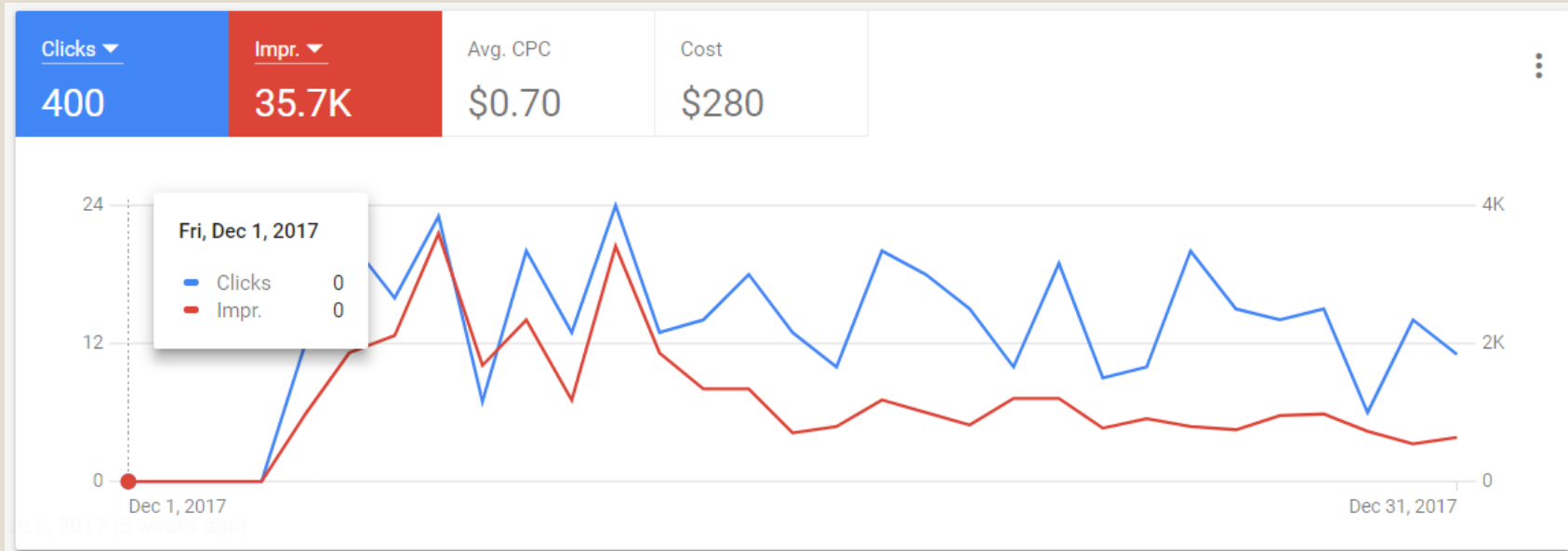
Marketing available space

Google ad -

Office space for Entrepreneurs - Space for growing businesses

Ad www.opentobusiness.biz

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Marketing economic development

KEEP UP WITH ECONOMIC DEVELOPMENT IN CHAPEL HILL



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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

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Email: inquire@Open2.biz



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Economic
Development



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.

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Mailed to attendees of the Avison Young Economic Forecast event

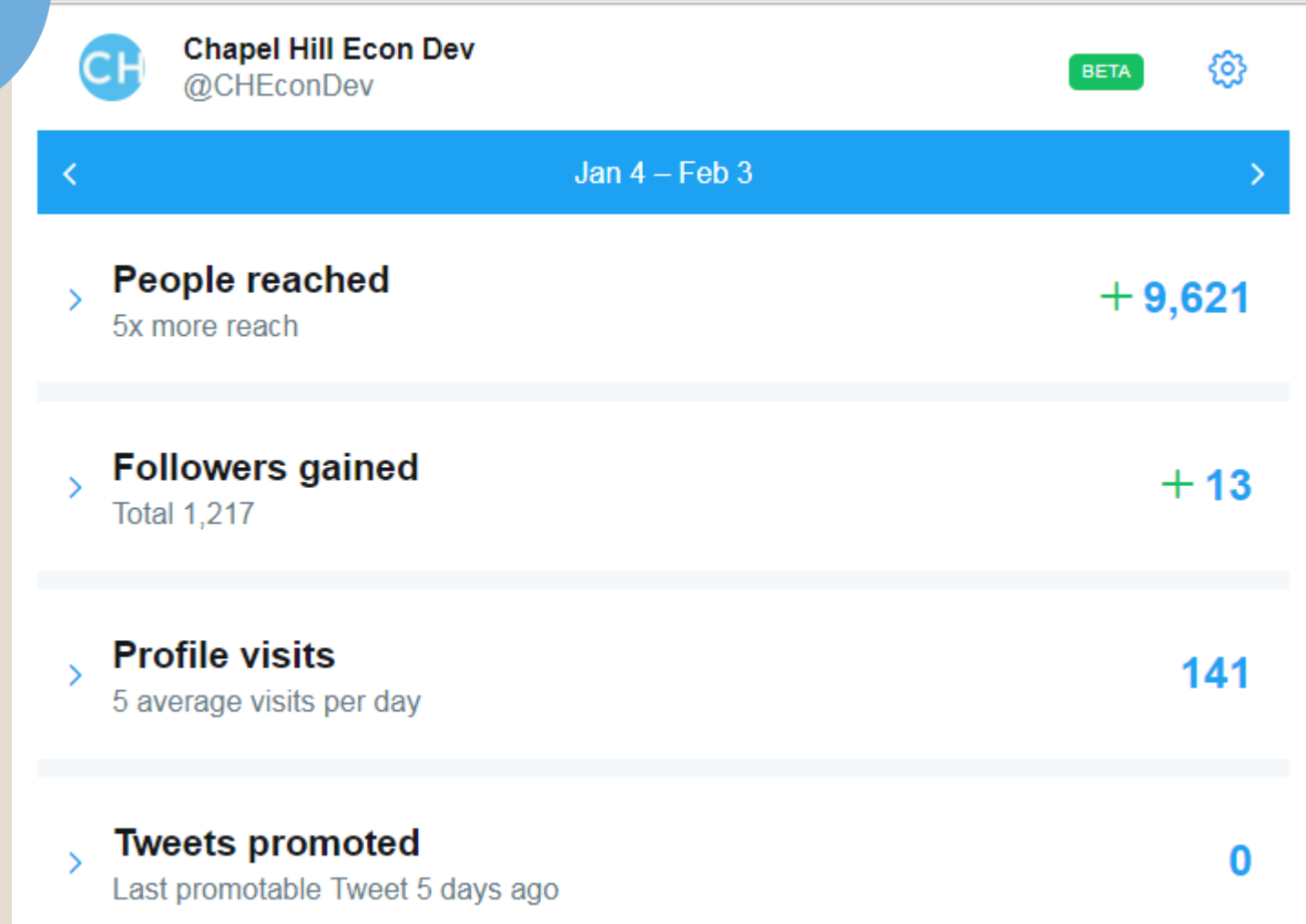
386 registrants

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Marketing

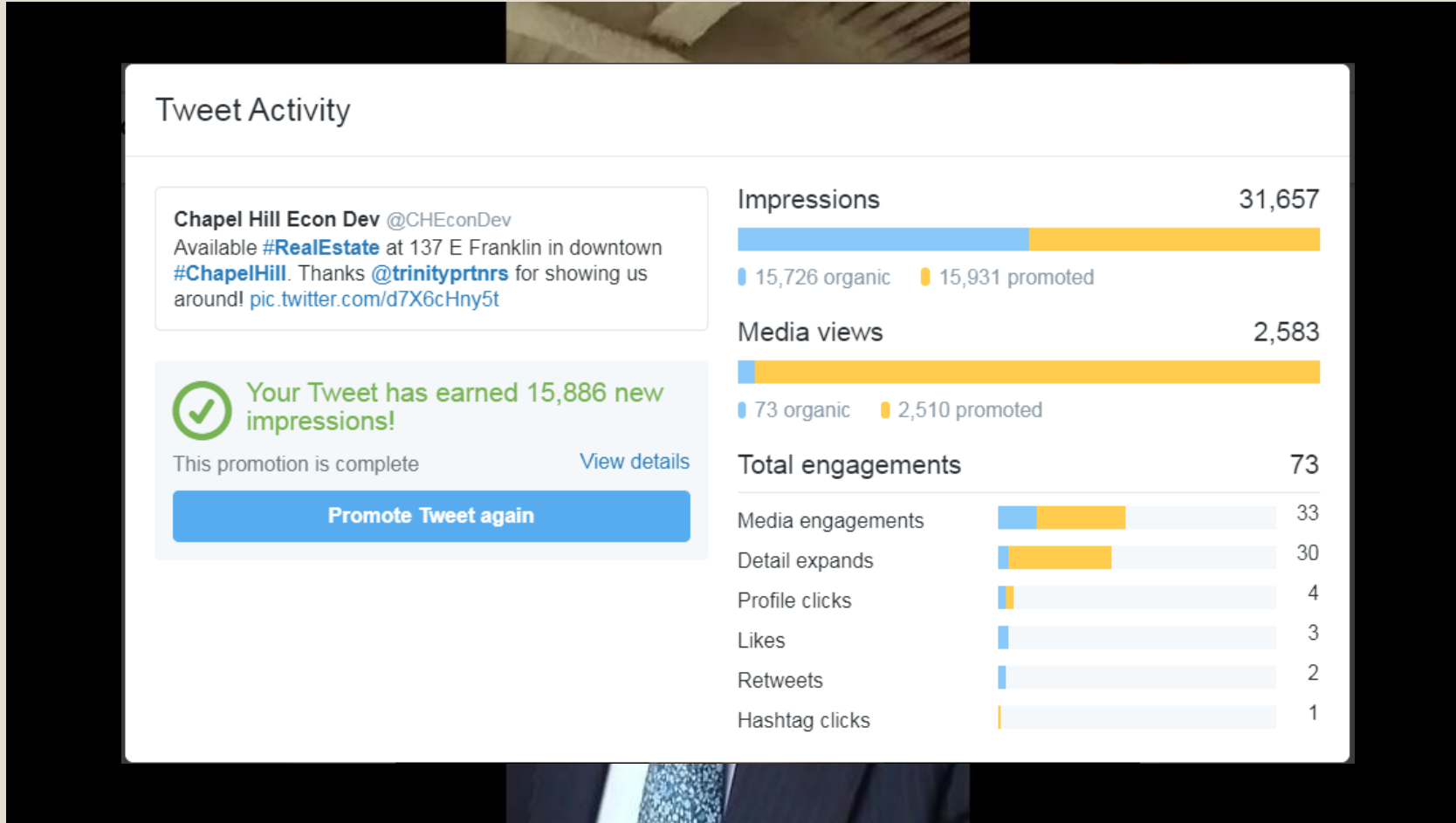


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Marketing



<https://vimeo.com/243182485>

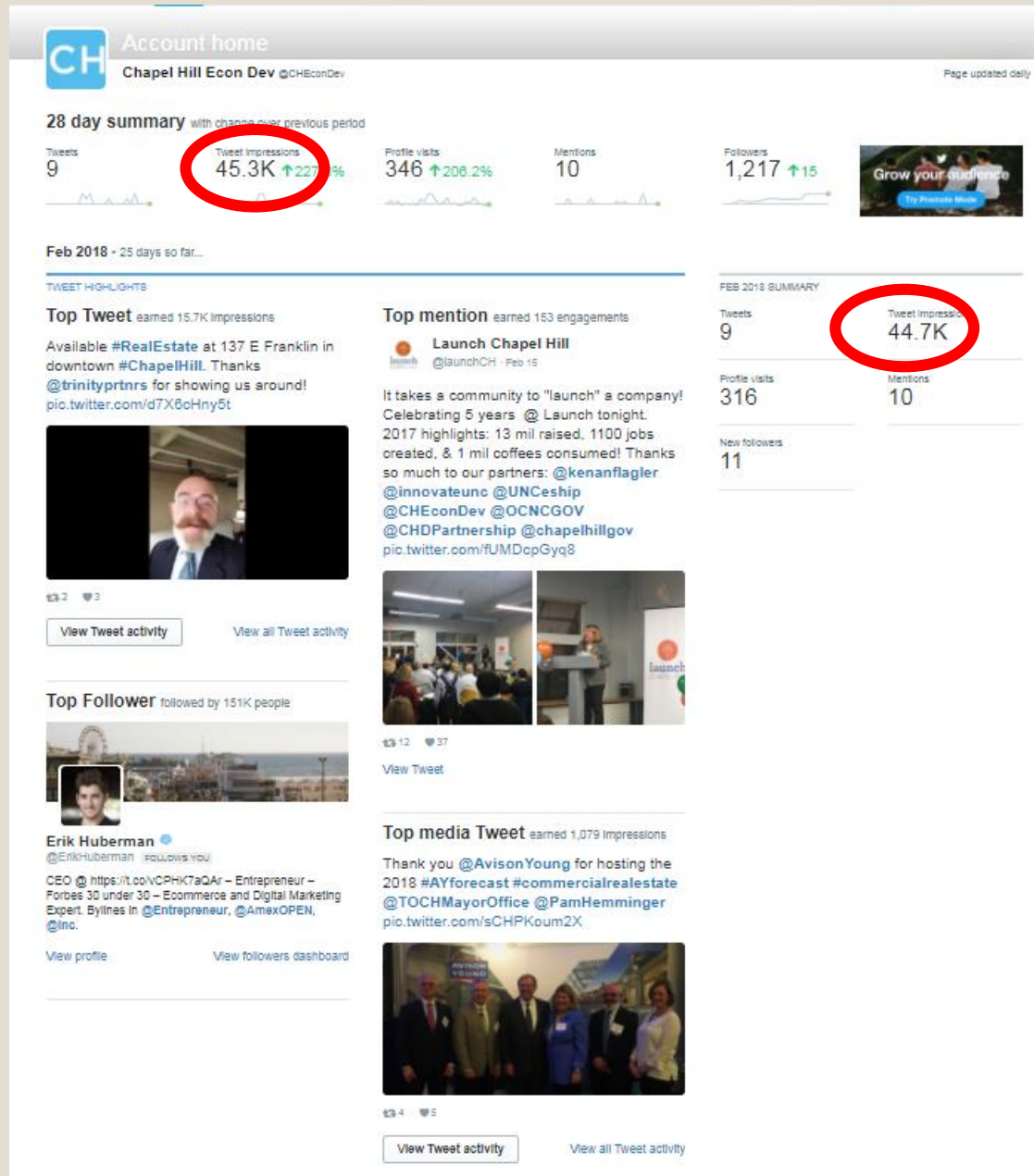
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Marketing: Twitter

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ICYMI.... (Launch Cohort kick-off)

\$12.7
million
of capital raised

~
\$20.6
million
annual revenue
~

EMPLOYEES

215 full time 909 part time

1124

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February - 2017

<u>TYPE</u>	<u>OTHER</u>	<u>Square Feet</u>
Automotive		5 acres
Redevelopment		Existing site
Accounting		2-5,000SF
Mixed-use	Downtown	200,000SF +/-
Corp Office		25,000SF

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Inquiries

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Inquiries

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

CHAPEL HILL

QUESTIONS?

Chapel Hill Economic Development

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