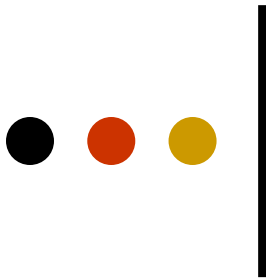


● ● ● | **Orange County Economic Development**



**Presentation to
Town of Chapel Hill Council Committee on
Economic Sustainability**

May 4, 2018



Orange County

Two New Events in Fall 2018



Orange County LocalFest (Blackwood Farm)



Orange County Economic Summit (Hillsborough, with WCHL1360)



Chapel Hill/Orange County Visitors Bureau

Notable services:

- When Orange County established the Visitors Bureau in 1992, direct visitor spending in Orange County was \$64.55 million. **Today it is \$184.45 million, a 185.7% increase.**
- FY 2018-19 budget expects to see a **10% growth** in hotel occupancy tax revenues. All hotels in the County **earned \$48.7 million in 2017.**
- Annually, the agency services **12,000 guests** through the walk-in Visitors Center, distributes **50,000 visitor guides and maps** and supports special events in Orange County such as Chapel Hill's annual Festifall.



Current tourism programs:

- Recent initiative with 137 UNC leaders to **encourage the University to “Buy Local”** when planning Carolina’s hospitality events.
- **Ad campaign with OUR STATE Magazine** featuring Town/Gown efforts, and, locally owned Chapel Hill businesses & entrepreneurs in hospitality (*Al’s Burgers, Crook’s Corner*).
- Working with Mayor Hemminger to plan a **hotel summit** to grow the tourism economy and explore our local hotels’ strengths & challenges.
- Preparing data analysis on the growing influence of 361 **Airbnbs** and their impact on our traditionally strong hotel market.
- New **“Orange Slices”** weekly e-newsletter.



Entrepreneurial & Incubator Support

- Financial support to stimulate entrepreneurial growth has been shared by Chapel Hill and County for 6 years.
- Current 3-year term for the existing **Town/County Interlocal Agreement expires on 12/31/18**, and will require both local governments by late 2018 to consider future support, renewal, term, etc. for continued support.
- Numerous LAUNCH cohort companies have received small business loans and grants from Orange County, to include the food processing firm **“Seal The Season”**

Examples of Business Recruitment Assistance to New & Existing Businesses

Wegmans Food Markets

- Town of Chapel Hill & Orange County's partnership on joint recruitment & incentives projects.



Prospect Activity Shared by the County & Towns of Chapel Hill, Carrboro & Hillsborough

- Regular collaboration among staff to support new & existing business investment prospects involved in retail, hotel, commercial office, headquarters & light industrial.
- The Town & County are also jointly pursuing specific corporate prospects.



Examples of Business Recruitment Assistance to New & Existing Businesses



Seal The Seasons

- Local food processor formed by UNC graduates, former cohort of LAUNCH & the Piedmont Food & Agriculture Processing Center (PFAP), a loan & grant recipient from the County, and Chapel Hill corporate headquarters.



REDEYE Worldwide / Yep Roc Records

- Assisted the company to relocate from Alamance County and consolidate in Hillsborough.



Orange County Economic Development Department's Loan & Grant Programs

Financial Loan & Grant Programs for Small Businesses, Tech Start-Ups, Farms & Local Food Systems Ventures:

- **Small Business Loan Program**
(10-Year Term Loans up to \$100,000.00)
- **Small Business Investment Grant Program**
(Grants up to \$10,000.00)
- **Agricultural Economic Development Grant Program**
(Grants up to \$10,000.00)
- **CROP Loan Program** (micro-loan program available for food incubator tenants based in Hillsborough's "PFAP")



Examples of Orange County's Financial Support for Chapel Hill's Small Businesses

Since FY 2015-16:

- Orange County has made **49 Small Business Grants (\$244,765.00 in total cash awards)** to various small businesses in Chapel Hill; grant volume was 53% of all grants awarded in the County.
- County staff **completed 180 face-to-face visits** with small businesses throughout Chapel Hill (averages 50 company visits per year).
- Averaged **2 – 3 Small Business Loans approved per year** for local Chapel Hill businesses.

Agricultural Economic Development



Orange County Farms web site

- www.orangecountyfarms.org
- Searchable database for land, products & services.
- Information exchange for farmers & farm products.

Piedmont Grown

- www.piedmontgrown.org
- Regional branding effort by 37 N.C. piedmont counties to promote locally grown farm products.

Agriculture Support Enterprises

- Supports Orange County's 10% campaign for local food.
- GAP Certification Training (to bring local foods into schools.)



Orange County Programs in Agricultural Economic Development

Orange County Food Council

Orange County Annual Agriculture Summit

- Annual event in February

Agri-Tourism

Breeze Farm Incubator

- 400-acre farm teaching program located in northern Orange County. Property owned by N.C. State University.

Piedmont Food and Agricultural Processing Center

- Provides a value-added food processing incubator



Economic Development Districts & Commercial Nodes

- Over 2,000 acres in 3 distinct areas zoned or envisioned for business attraction.
- 3% of total Orange County acreage.
- Sites approved for industrial, retail & commercial.
- SWOT analysis report has been completed.

