

▶ CHAPEL HILL

# ECONOMIC DEVELOPMENT UPDATE

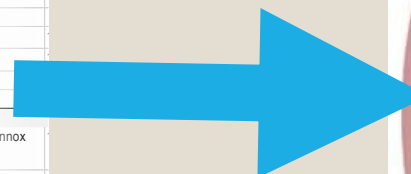
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June 2018

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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
<b>1. Strengthen the Town-Gown Relationship</b>		
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.
<b>2) Work becomes part of The Life of The Town</b>		
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 affordable 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)
<b>3) Tell our Story</b>		
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.

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**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 Roundtable**– Meeting June 6<sup>th</sup>
2. **LaUNCH** – Next Cohort interview next week.
3. **Economic development** for Carraway Village, Blue Hill (Ephesus-Fordham), Glen Lennox and others for job creation opportunities.
4. **Marketing and sponsorships** to promote Chapel Hill.
  - a) LargeMouth PR firm helped secure several interviews in the Triangle Business Journal and article in BusinessNC (<http://businessnc.com/5-questions-for-dwight-bassett/?highlight=Dwight> ).
  - b) Working towards web-site redesign and marketing next steps 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) Moving toward next steps with the beginning of the creation of content ads and creating a marketing plan for 2018-2019
7. **Collaborating** on projects like: Wallace Deck exploration (Public Works), Basnight Parking additions (Manager/Parking/Police) , Addition of private parking to public management, reuse of the 828 Martin Luther King Jr. property, and others.

## 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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## Marketing statement:

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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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- 28 applications for the 10<sup>th</sup> cohort (9 to 12 might be admitted)
- Selection on June 5<sup>th</sup> and 6<sup>th</sup>
- Teams are made up of students, faculty and members of the Orange County Community and include both commercial and social teams
- 21 Companies located in co-working space
- Several Cohort 9 participants will remain in Launch for a short period of time, they have raised grants or dollars to support their ventures
- Academic Benchmarking moved into their expanded offices in Southern Village (former Google space)
- Quantworks has taken additional space in Greenbridge



Update

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Marketing update

ENTREPRENEUR  
FOODIE  
- runner -  
DESIGNER  
thrifter  
GREEN  
THUMB  
maker  
MOM  
of THREE

Chapel Hill is a haven for researchers and rebels. Artists and adventurers. Developers and designers. Home to the country's first public university, we're no stranger to breaking new ground. Our community is open to everyone from around the world, and we're definitely open to business.

*Amy Caylor, Owner of Yellow Chair Market*

**Together, We're Better.**

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Marketing update



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Marketing update

May - 2017

<u>Type</u>	<u>Other</u>	<u>Square feet</u>
Retail		3,000
Restaurant		5,000

## Update on Economic Development

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### Inquiries

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**CONTINUING**  
**May - 2017**

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<b>Company</b>	<b>SF</b>	<b>Employees</b>	<b>Status</b>
<b>Insurance</b>	<b>6,500</b>		<b>Signed</b>
<b>Life Sciences</b>	<b>100,000</b>	<b>200</b>	<b>Discussion</b>
<b>Co-working</b>	<b>28,000</b>	<b>4-5</b>	<b>Discussion</b>

## Update on Economic Development

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### Continuing Inquiries

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# QUESTIONS?

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Chapel Hill Economic Development

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