



ECONOMIC DEVELOPMENT UPDATE

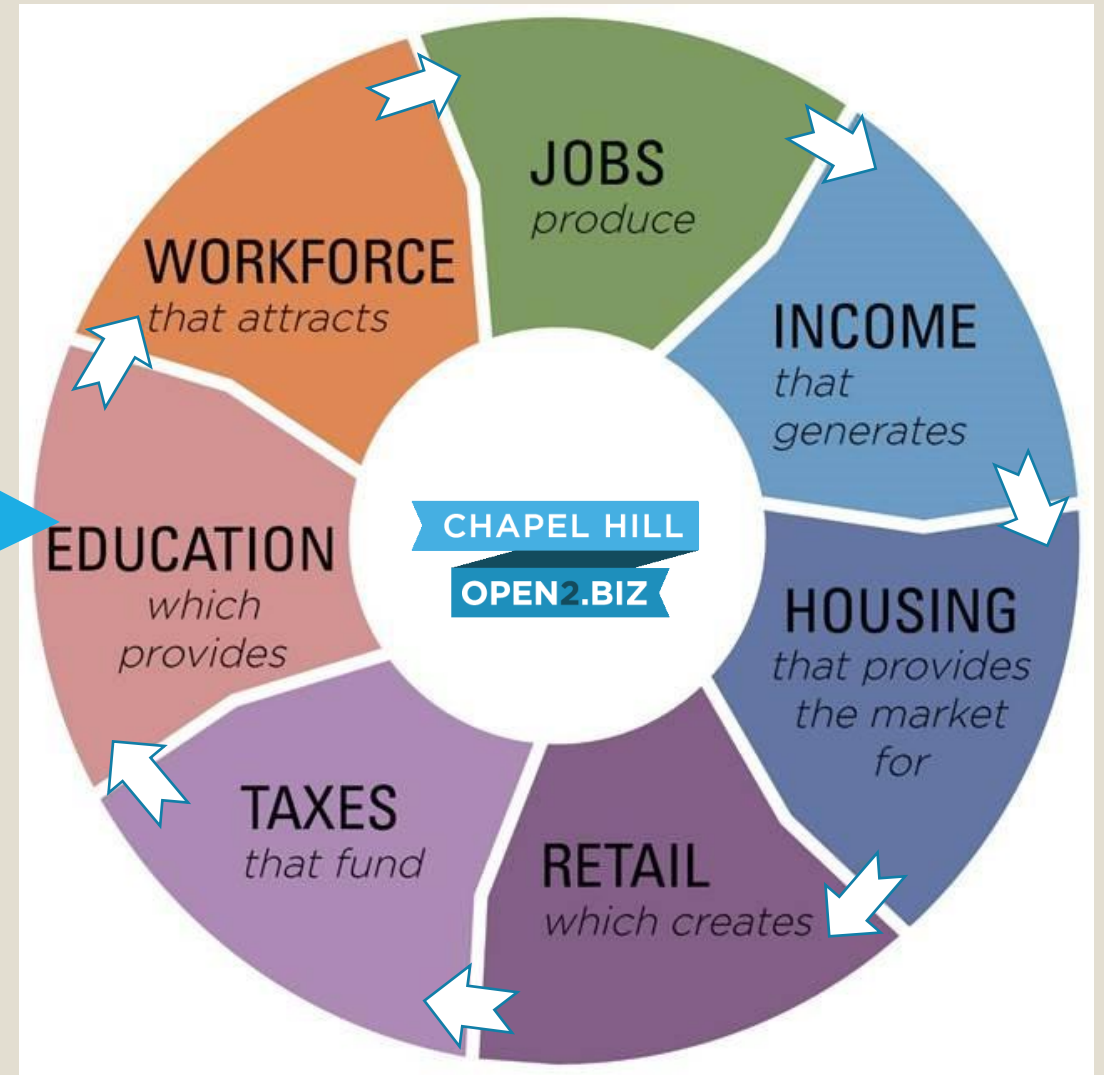
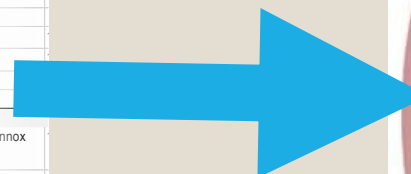
September 2018

CHAPEL HILL

OPEN2.BIZ

- 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 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 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 Roundtable**– Met on August 1, 2018. New co-working by private investors announced and Digital Health in the Triangle (DHIT) announced a move to downtown.
2. **LaUNCH** – Cohort 10 announced and celebrated on August 7, 2018. Began incorporation of Launch and preparing for Town to assume management of financial in January. Participated in strategic planning for Launch Executive Board. Amy Linnane is the Interim Director, Launch.
3. **Economic development** for Carraway Village, Blue Hill (Ephesus-Fordham), Glen Lennox and others for job creation opportunities. SECU/BCBS building on the market, working with broker to promote.
4. **Marketing and sponsorships** to promote Chapel Hill.
 - a) Working towards web-site redesign and marketing next steps with Liaison Design.
 - b) Monthly e-news, building LinkedIn account, sharing the video “Why Chapel Hill”, promoting available office space and continuing Twitter promotion/ads
5. **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.
6. **Engagement:** Leadership Chapel Hill/Carrboro, WCHL, Participated in IDA downtown review

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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Jun 2018 • 30 days

TWEET HIGHLIGHTS

Top Tweet earned 1,355 impressions

#Open2Food -Food hall with plans for beer garden debuts in Chapel Hill
bizjournals.com/triangle/news/... via
@TriangleBIZJrnl
pic.twitter.com/gzRprzHqUg

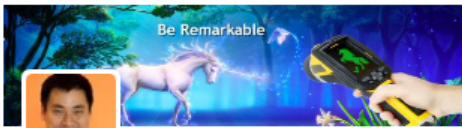


1 retweet 4 likes

View Tweet activity

View all Tweet activity

Top Follower followed by 799K people



Larry Kim

@larrykim **FOLLOWS YOU**

CEO @MobileMonkey_, Founder @WordStream (acquired for \$150M) Columnist @Inc, @Medium, @CNBC. Startups, AdWords, Chatbots. Popularized Unicorns in Marketing.

View profile

View followers dashboard

Top mention earned 6 engagements



Chapel Hill Chamber

@CarolinaChamber · Jun 20

Thanks @CHEconDev's Dwight Bassett for presenting not only his original presentation on the Blue Hill District, but also adding information on the new parking system and the downtown work plan.

#CHCPolicySeries

4 likes

View Tweet

Top media Tweet earned 481 impressions

Congratulations @Wegmans for **#FavoriteGrocery** and look forward to your opening in **#ChapelHill #Open2Food**
tinyurl.com/yaenspjs
pic.twitter.com/h2M4ltXUK



4 likes

View Tweet activity

View all Tweet activity

JUN 2018 SUMMARY

Tweets

7

Tweet impressions

11.2K

Profile visits

137

Mentions

1

New followers

9

Marketing update

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Jul 2018 • 31 days

TWEET HIGHLIGHTS

Top Tweet earned 469 impressions

#Open2Produce

Chapel Hill startup Seal the Seasons to take fresh produce to much of US | WRAL TechWire
wraltechwire.com/2018/07/09/cha...
pic.twitter.com/6LcdejsLb



♥ 4

View Tweet activity

View all Tweet activity

Top Follower followed by 26.6K people



Mark van Rijmenam ✓
@VanRijmenam FOLLOWS YOU

Speaker | Founder @Datafioq | Author "Blockchain: Transforming Your Business and Our World" & "Think Bigger" | #BigData & #Blockchain Influencer | PhD Candidate

View profile

View followers dashboard

Top mention earned 5 engagements



Erin Schwie Langston
@eslangston · Jul 1

Excited that my side of town will finally get a neighborhood bar from @thecrunkleton. Been talking about the need for one besides @UPlaceNC & EF (I refuse to call it Blue Hill) just the other day with Pat Evans. #drinklocal @CHEconDev
twitter.com/oates4council/...

♥ 3

View Tweet

Top media Tweet earned 306 impressions

#Open2BestBurger
bizjournals.com/triangle/news/...
@alsburgershack
pic.twitter.com/An3eDE724y



🔄 1 ♥ 7

View Tweet activity

View all Tweet activity

JUL 2018 SUMMARY

Tweets	4	Tweet impressions	8,106
Profile visits	84	Mentions	2
New followers	7		

Marketing update

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Aug 2018 • 19 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 2,054 impressions

#Open2BRT
heraldsun.com/news/local/art...
@michaelparker1

↩ 1 ❤ 2

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 4,039 people



Guatemalan Coffees

@Guatemalacoffee [FOLLOWS YOU](#)

Promoting Guatemalan Coffees and supporting more than 125,000 growers in Guatemala's eight growing regions.

[View profile](#)

[View followers dashboard](#)

Top mention earned 64 engagements

Launch Chapel Hill
@launchCH · Aug 8

We welcomed 10 AMAZING ventures for cohort 10 at our Launch party last night! Seems appropriate! Congrats on a wonderful night of pitches (thanks **@2timflood**)! BIG props to our partners: **@unc @chapelhillgov @OCNGOV @innovateunc @UNCeship @CHEconDev @CHDPartnership @GrowinOrangeNC**
pic.twitter.com/VXH7XJA3bA



👍 8 ❤ 10

[View Tweet](#)

Top media Tweet earned 647 impressions

#Open2Pizza - Pizza Press looks to stand out in a stuffed **#ChapelHill** pizza market – North Carolina Business News Wire
ncbiznews.com/the-pizza-pres...
@thepizzapress
pic.twitter.com/t7mcRbpcWK



👍 1 ❤ 1

[View Tweet activity](#)

[View all Tweet activity](#)

AUG 2018 SUMMARY

Tweets
5

Tweet impressions
14.4K

Profile visits
68

Mentions
10

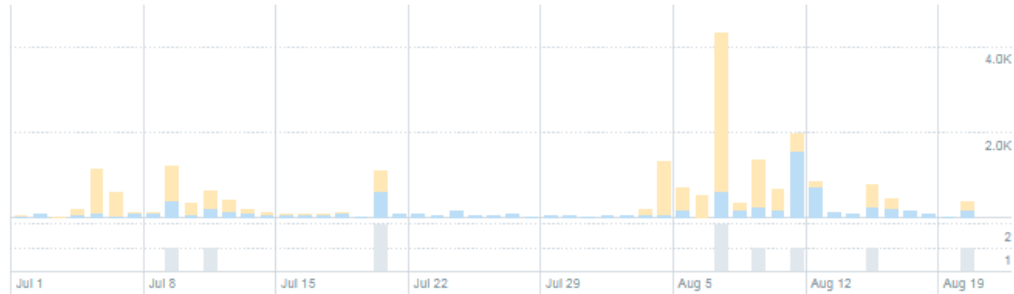
New followers
1

Marketing update

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Your Tweets earned **22.7K impressions** over this **51 day** period



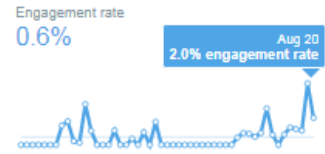
YOUR TWEETS
During this 51 day period, you earned **450 impressions per day**.



Tweets | Top Tweets | Tweets and replies | Promoted | Impressions | Engagements | Engagement rate

	Impressions	Engagements	Engagement rate
CH Chapel Hill Econ Dev @CHEconDev · 3h #Open2Social Proud to have #ChapelHill's @TheSocialInst in our ecosystem bizjournals.com/triangle/news/... pic.twitter.com/89wly3NT5D View Tweet activity	117	6	5.1%
Promoted in campaigns	244	4	1.6%
CH Chapel Hill Econ Dev @CHEconDev · Aug 15 #Open2Biz #ChapelHill Focuses on Office Spaces chapelboro.com/news/developme... pic.twitter.com/nG4eVagknW View Tweet activity	303	10	3.3%
Promoted in campaigns	803	10	1.2%
CH Chapel Hill Econ Dev @CHEconDev · Aug 11 #Open2BRT heraldsun.com/news/local/art... @michaelparker1 View Tweet activity	2,057	13	0.6%
Promoted in campaigns	582	14	2.4%
CH Chapel Hill Econ Dev @CHEconDev · Aug 9 #Open2AIs How America's best burger took off in Chapel Hill bizjournals.com/triangle/news/... @alsburgershack pic.twitter.com/slXrLmFW6e View Tweet activity	332	27	8.1%
Promoted in campaigns	952	10	1.1%

Engagements
Showing 51 days with daily frequency



On average, you earned **1 link clicks** per day



On average, you earned **0 Retweets** per day



Marketing update

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Audience insights

Chapel Hill Econ Dev @CHEconDev

Household income categories

Your followers All Twitter Users

Income category	Comparison	Difference
\$150,000 - \$199,999	15% 9%	6% more
\$75,000 - \$99,999	13% 17%	4% less
\$100,000 - \$124,999	12% 12%	Equal
\$250,000 - \$399,999	10% 4%	6% more
\$200,000 - \$249,999	10% 6%	4% more

Values based on 60.1% match rate from Twitter partners

Occupation

Your followers All Twitter Users

Occupation type	Comparison	Difference
Professional/technical	39% 28%	11% more
Self-employed	17% 19%	2% less
White collar worker	17% 15%	2% more
Management	17% 12%	5% more
Homemaker	16% 27%	11% less
Health services	14% 18%	4% less
Retired	13% 13%	Equal
Sales/marketing	13% 11%	2% more
Military/government	6% 5%	1% more
Tradesman/laborer	6% 11%	5% less

Values based on 17.8% match rate from Twitter partners

Home value

Your followers All Twitter Users

Home value category	Comparison	Difference
\$99,999 and under	3% 12%	9% less
\$100,000 - \$199,000	19% 30%	11% less
\$200,000 - \$299,000	20% 22%	2% less
\$300,000 - \$499,000	38% 21%	17% more
\$500,000 and higher	21% 15%	6% more

Values based on 52.4% match rate from Twitter partners

Marketing update

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Chapel Hill Econ Dev
@CHEconDev



Need Space? Open2Space.biz Find your space in [#ChapelHill](#).

Tweet Activity



Chapel Hill Econ Dev @CHEconDev
Need Space?
<http://Open2Space.biz> Find your space in [#ChapelHill](#).
pic.twitter.com/TAoUhrRX6qk



Your Tweet has earned 14,134 new impressions!

This promotion is complete

[View details](#)

Promote Tweet again

Impressions 24,285



9,522 organic 14,763 promoted

Total engagements 86

Media engagements		35
Detail expands		30
Link clicks		9
Profile clicks		6
Likes		4
Retweets		1
Hashtag clicks		1

2:35 PM - 17 May 2018

1 Retweet 4 Likes



Marketing update

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July/August - 2018

<u>Type</u>	<u>Square Feet</u>
Light Manufacturing	10,000 -15,000
Unknown	15,000-,20,000
Entrepreneur Company	5,000-10,000
Non-profit	5,000

* Several Inquires (not noted) required greater space than what is available

Update on Economic Development

Inquiries

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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CONTINUING
July/August - 2018

Company	SF	Employees	Status
Insurance (REIN)	6,500		Announced
Life Sciences	100,000	200	Discussion
Co-working	28,000	4-5	Discussion

Update on Economic Development

Continuing Inquiries

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QUESTIONS?

Chapel Hill Economic Development

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