

LOI

Economic Development Update

COUNCIL COMMITTEE ON ECONOMIC SUSTAINABILITY

OCTOBER 2, 2020

Enterprise Zone
 - Under option
 - Easement
 - Carolina Donor

North Chapel Hill planning

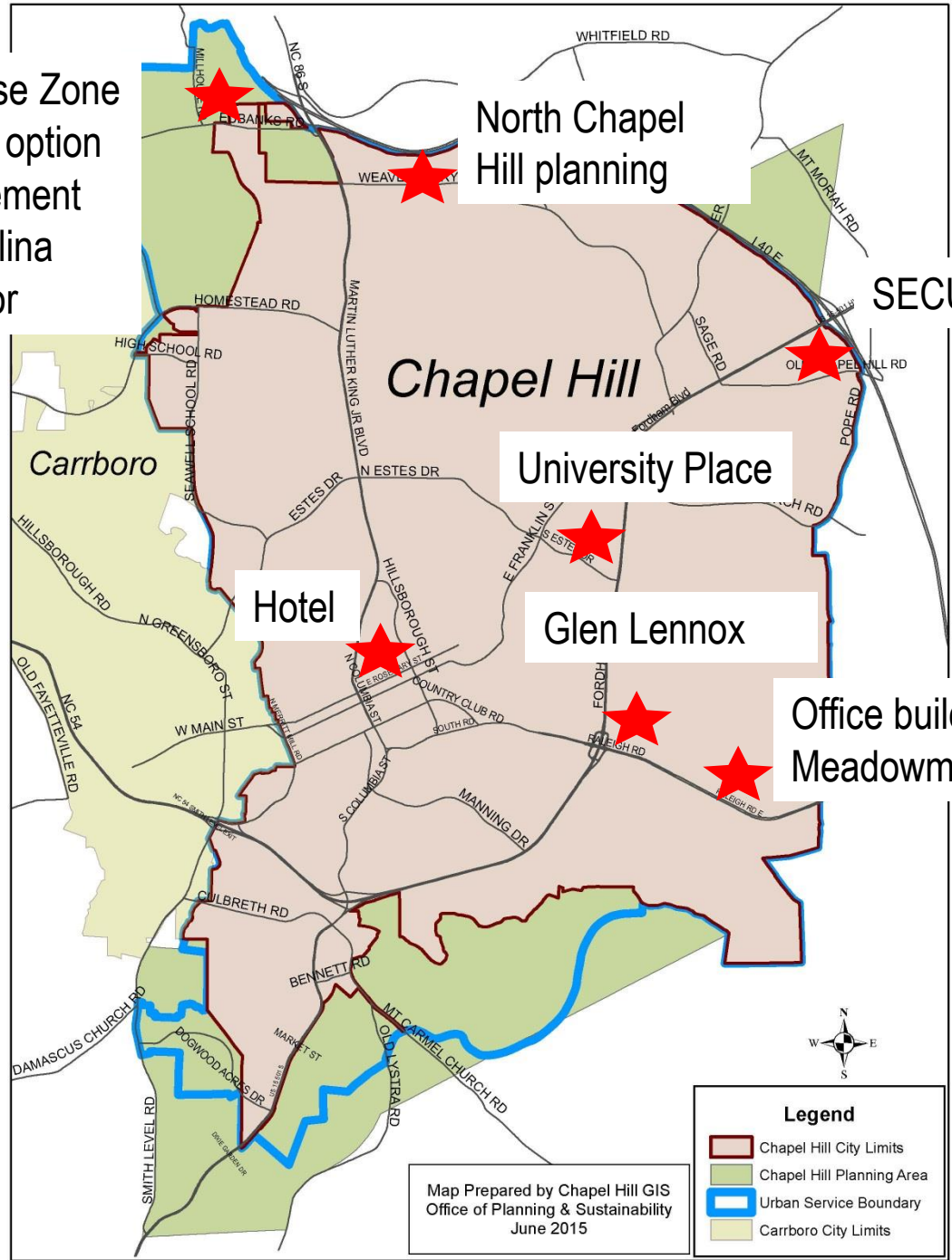
SECU Building

University Place

Hotel

Glen Lennox

Office building at Meadowmont



Map Prepared by Chapel Hill GIS
 Office of Planning & Sustainability
 June 2015

Legend

- Chapel Hill City Limits
- Chapel Hill Planning Area
- Urban Service Boundary
- Carrboro City Limits

#Safe Commerce Grant Program

- Utilizing Federal CARES Funding
- Eligible businesses must be located within Chapel Hill corporate limits.
- Eligible expenses must be related to health and safety of employees and patrons.
- Examples: gloves, masks, outdoor furniture, HVAC upgrades, point of sale devices, etc.
- Partnership with Chamber for a Greater Chapel Hill-Carrboro & the Downtown Partnership.

- 86 applications received
- 80 determined to be eligible
- Over \$150,000 in funds requested
- Initial program allocation was \$50,000
- Requested additional funding to ensure all eligible businesses receive an award.
- Of the 80 eligible applications, over 40% are women or BIPOC* owned businesses.

* black, Indigenous and people of color

Franklin Street Sidewalk Expansion

- Create room for social distancing on downtown streets.
- Help restaurants expand their outdoor dining options and visitors feel safe.
- Promote health and safety for downtown visitors.



Franklin Street Sidewalk Expansion



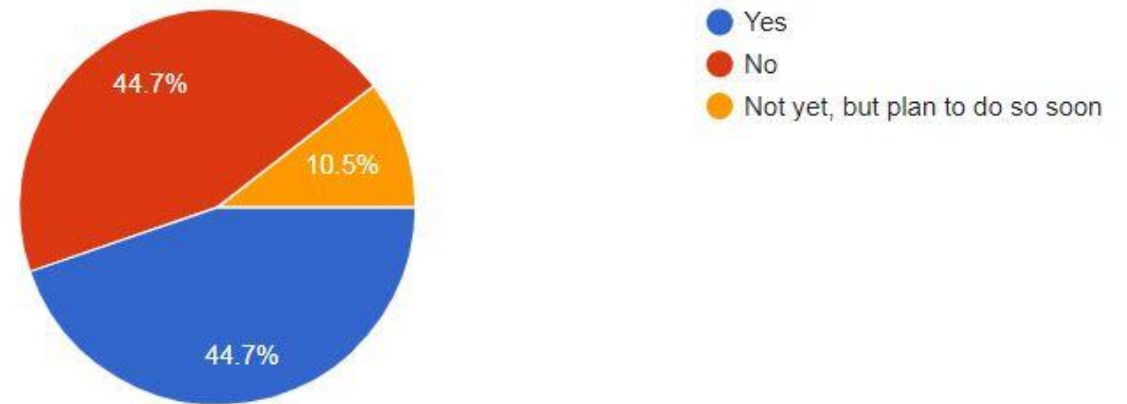
- 11 Downtown Pickup/To-Go Spaces
 - Flexible spaces that can also serve as loading zones.
- Working to approve two requests for parklet-type structures, allowing seating where it might otherwise not have been possible.
- Provided guidance on patio heaters to extend outdoor dining options in cooler weather.

Franklin Street Sidewalk Expansion

- Survey of 38 downtown business owners.
- Over half of respondents have already, or are planning, to use the expanded space.

As a business owner, have you taken advantage of the expanded sidewalk on Franklin Street?

38 responses



Survey remains open to Downtown businesses for feedback.

Covid-19 Impacts

TECH TALENT

How Wake Co. plans to land workers at Stripe, Facebook

Yet another San Francisco company is offering its employees a cash to leave costly cities for cheap such as the Triangle.

Payments firm Stripe offering eligible employees w out of high-priced cities suc Francisco, Seattle and New Yo time payment of \$20,000.

“Economic



So Haley and economic developers him are brainstorming ways to the region’s story, and to get their sage in front of employees who denyly have choices about where plug in their laptops. uring more technology workers to state does more than increase the 1 tax base, Haley says. It augments pl already credited with region win major projects, th’s new headquarters to g. am hub. has aggressive et itself. to tell your story and -tier talent of all the that are available here,” great story to tell.”

Leads us to know we need to rethink our economic approach and be prepared to face a very different reality to rebuild our economic vitality.

Briefing

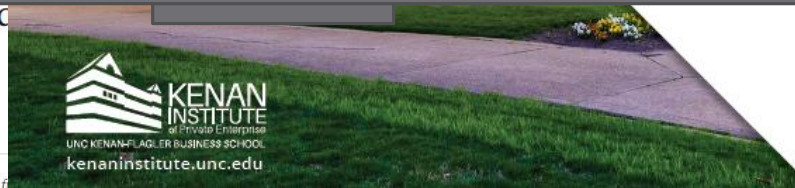
Sep 12th 2020 edition >

Covid-19 has forced in working habits

Mostly for the better

Editor’s note: Some of our covid-19 coverage is from our Today, our daily newsletter. For more stories and our pandemic tracker, see our hub

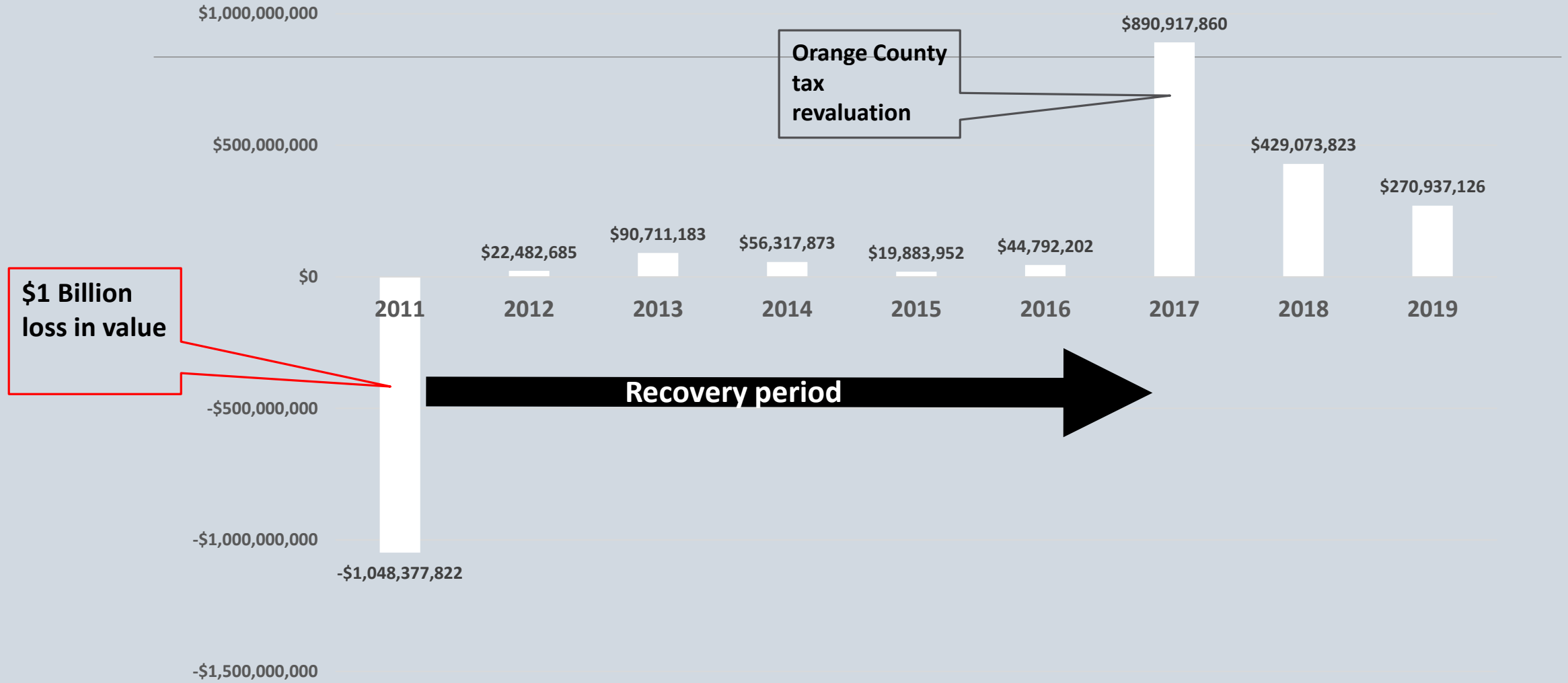
SELF-STYLED visionaries and people particularly fond of their pyjamas have for



Businesses closing

from plates and pots to a circular bar. It’s sad news – and there’s the sense that more of this is coming.

CHAPEL HILL TAX BASE GROWTH BY YEAR



Regional Recovery Planning

- County lead initiative with Hagerty Consulting.
- Will lead to a broad high-level plan to address multiple facets of recovery and community resilience.
- Town has multiple representatives on the task force.



Local Recovery Planning- ReVive Chapel Hill

ReVive

- Town led recovery planning for Chapel Hill specific strategies for short and long term recovery.
- Advisory Board of community leaders, business owners, and non-profits
- It took over 6 years to recover from the past economic downturn, we are working to reduce that time frame on this pandemic downturn



Local Recovery Planning- Chapel Hill leadership



Seeking to represent our
community in
a balanced way.

<u>Ed/Med/Bed</u>	<u>Minority</u>	<u>Female</u>
X		
		X
X		X
	X	X
	X	
	X	X
X	X	
X	X	
		X
X		X
X		
X		X

Local Recovery Planning- Chapel Hill leadership



**Seeking to represent our
community in
A balanced way.**

John Anderson
Katie Walker
Emily Ziegler
Donna Bell
Alex Brandwein
Justin Coleman
Anna Richards
Alvin Sellars
Jay Patel

Velvet Nelson
Aaron Nelson
Matt Gladdek
Laurie Paolicelli
Maurice Jones
Gordon Merklein
Pat Sprigg
Hymie Mishan
Kevin 'Kaze' Thomas
Joe Dye

Local Recovery Planning- Chapel Hill



To look at the Town's existing Commercial Development Strategy, understand what has been achieved under those goals/strategies, evaluate the overarching effects of the pandemic on Chapel Hill's economy and to establish new goals to help the Town move forward in an aggressive, yet thoughtful way to create jobs and grow the commercial tax base.

.

Local Recovery Planning- Chapel Hill



Macro: To set goals and strategies to prepare for a severe economic impact from the effects of COVID-19. This means if we have a 20%+ vacancy rate in office and retail, a clear strategy to recover and encourage business development.

Micro: To chart a path to accelerate our job and tax base growth. This includes key strategies and actions we can take to achieve these goals. (Based on vision from the Commercial Development Strategy - “Taking our place on the national map of like cities in research and development.”)

Local Recovery Planning- Chapel Hill – 1st meeting survey



1. What would you consider to be Chapel Hill's key weakness in economic competitiveness prior to COVID?

Competitiveness with other parts of the region	40%
Real estate cost/lease	20%
Workforce/population growth to support businesses	7%
Space for business	20%
Market support (customers)	13%

2. What would you think Chapel Hill's weakness post COVID in our economic competitiveness?

Competitiveness with other parts of the region	47%
Workforce/population growth to support business	13%
Market support (customers)	27%
Real estate cost/lease	7%
Worker preparedness	7%

3. What economic advantage do you think that we hold as a Town and community, now and in the past?

Education resources	33%
Community values	7%
Community character	47%
Healthcare	7%
Location within the Triangle	7%

4. What is the one thing we might do as local government to respond if we find we have a high vacancy rate post COVID?

Targeting tenants for available space?	27%
Policy changes?	33%
Facilitation and assistance for Town services?	7%
Incentives?	33%

Local Recovery Planning- Chapel Hill



Provide information to help Council think about goals and strategies to help speed up our recovery.

We are asking Council:

- To consider adopting this work after completed.
- Work with us to explore tools to find success with this work

This is an unprecedented time in our community that calls for a unique response to help our community recover our economic vitality.

Local Recovery Planning- Chapel Hill



Key Questions to help shape our discussion are:

- What should we be doing/thinking about now?
- What should we be doing/thinking about in two years?
- What should we be doing/thinking about in five years?

Questions?