

A photograph of hikers on a mountain trail. In the foreground, two hikers are seen from behind, ascending a rocky ridge. The hiker on the left is wearing a dark jacket and a purple backpack, using a red trekking pole. The hiker on the right is wearing a green jacket and a blue backpack. In the background, two more hikers are visible on a higher ridge. The landscape features snow-capped mountains under a clear blue sky, with a valley of evergreen trees below. A large yellow graphic element is overlaid on the right side of the image.

Town of Chapel Hill  
**Economic Recovery &  
Resiliency Plan**

*ReVive Meeting with Town Council, 11/6/20*

The EY logo, consisting of the letters 'EY' in a bold, white, sans-serif font. A yellow chevron shape is positioned above the 'Y' and extends to the right.

**EY**

Building a better  
working world

# Today's meeting

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## Agenda:

- ▶ Introductions
- ▶ Project overview / questions
- ▶ Recovery data preview
- ▶ Discussion of priorities

# EY team on the call today

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# Our Economic Development Experience

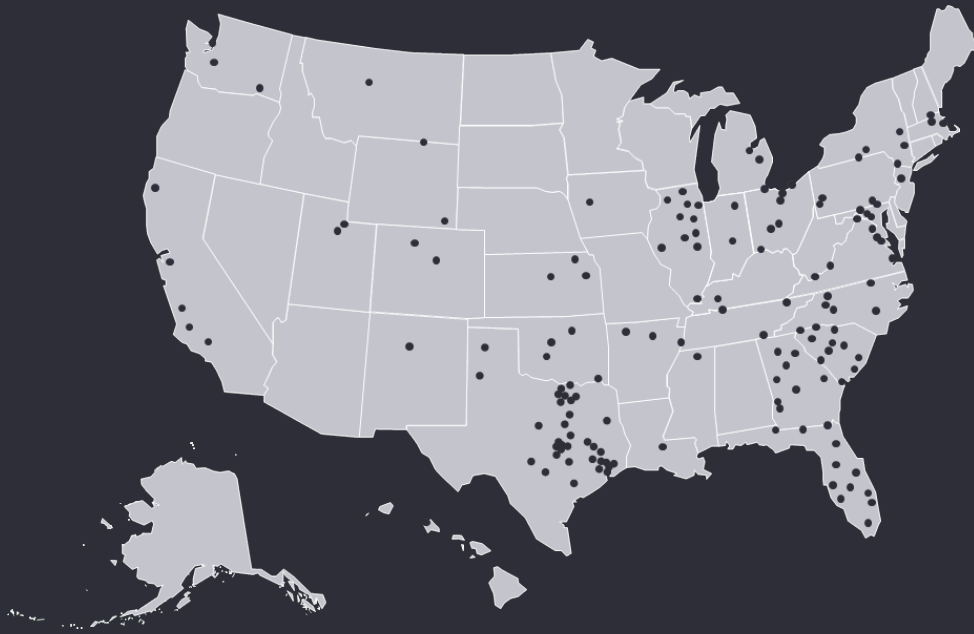
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**200+**

Communities

**25**

Years



Our EDAS team's experience includes facilitating strategies for major US regions, such as Atlanta, Charlotte, Cincinnati, Columbus, Houston, Jacksonville, and Miami, as well as thriving midsize communities, like Charleston, Chattanooga, Frisco, Jonesboro, Northwest Arkansas, Pflugerville, Provo, Roanoke, Spartanburg, West Palm Beach and many others.

# Our project scope

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## The planning process



- ▶ Assess impacts and competitiveness
- ▶ Define shared vision and priorities
- ▶ Plot the path forward

## Stakeholder engagement

- 3 advisory committee facilitated focus groups
- 2 report-outs to advisory board
- Up to 10 interviews with stakeholders or board members

## Competitive analysis

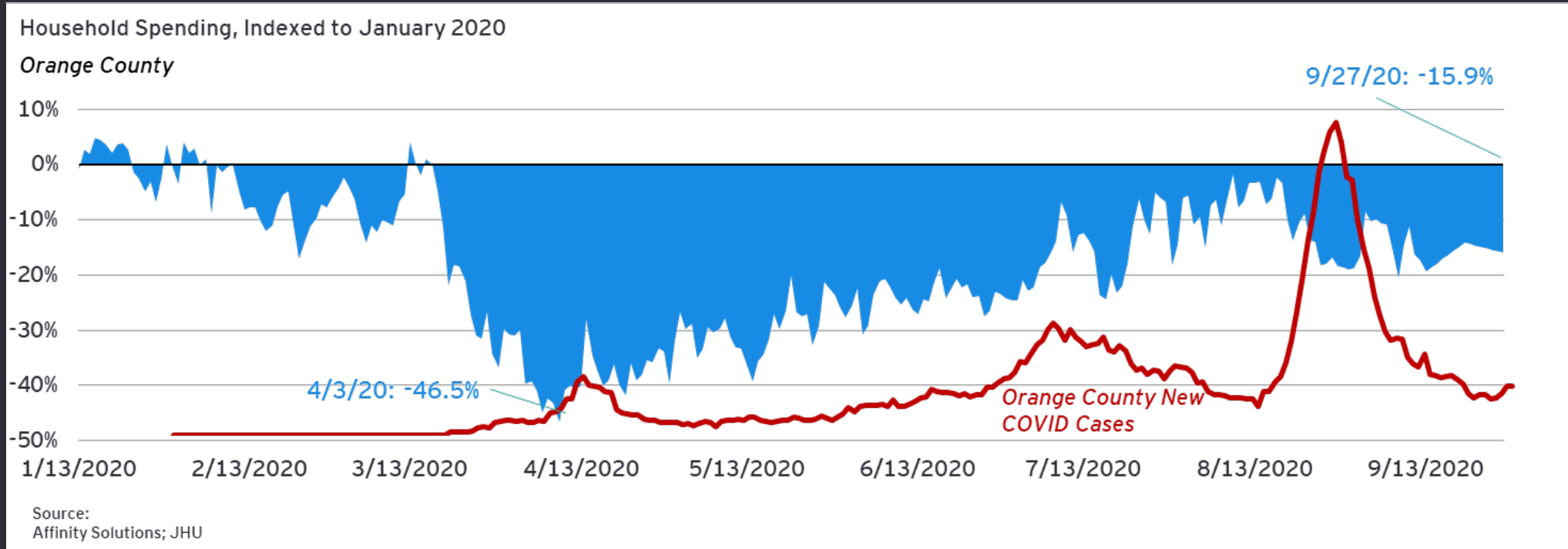
- Pandemic impact analysis
- Resiliency and recovery benchmarking dashboard
- Macro forces affecting scenarios for recovery
- Target industry evaluation

## Recovery strategy

- Vision and goals
- Recommended target industries and profiles
- Recommended actions in 4-6 priority areas (e.g. small business, corporate development)
- Implementation plan and timing
- Final presentation



# Household spending



Measures credit card transactions based on where people live. The county witnessed a strong recovery into the summer but a pull-back in September. Spending remains 15-20% below January levels.

# Foot traffic

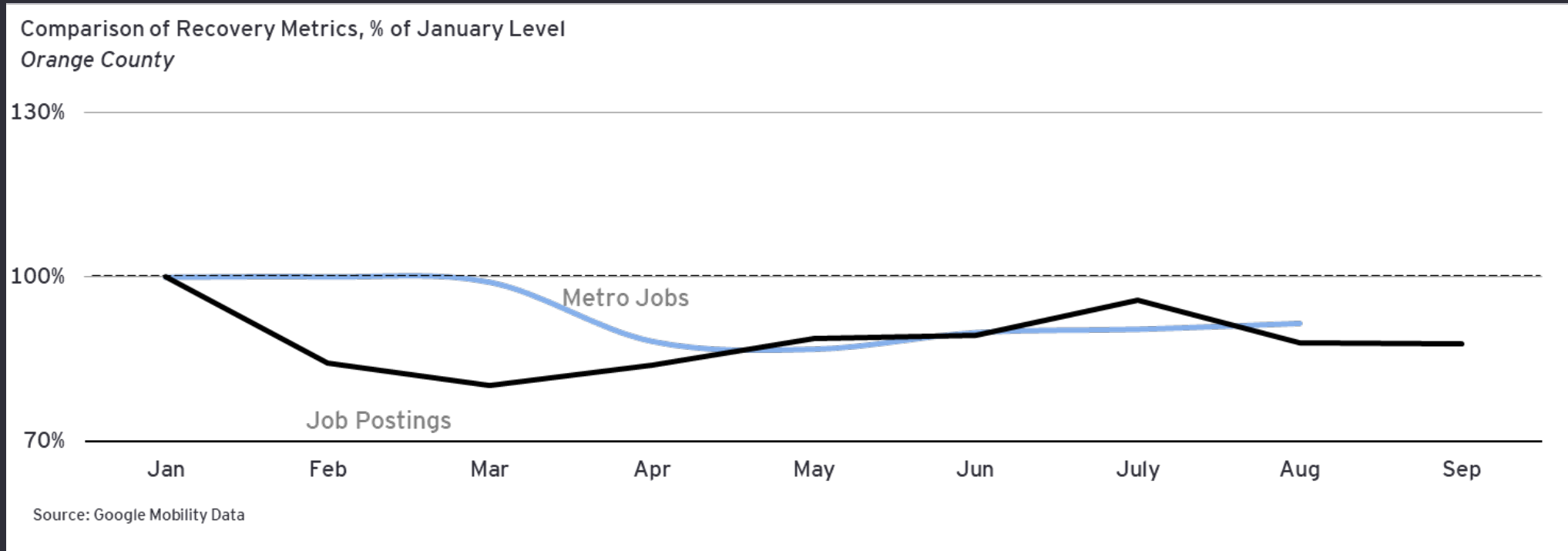
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## Foot Traffic Since January *As of 10/6/20*

	Orange County	US
Workplaces	-37%	-14%
Retail & Recreation	-27%	-16%
Grocery & Pharmacy	-14%	-7%
Away From Home	-12%	NA
Residential	+11%	+3%
Parks	+24%	+18%

Chapel Hill has fared worse than the US across all declining activity.

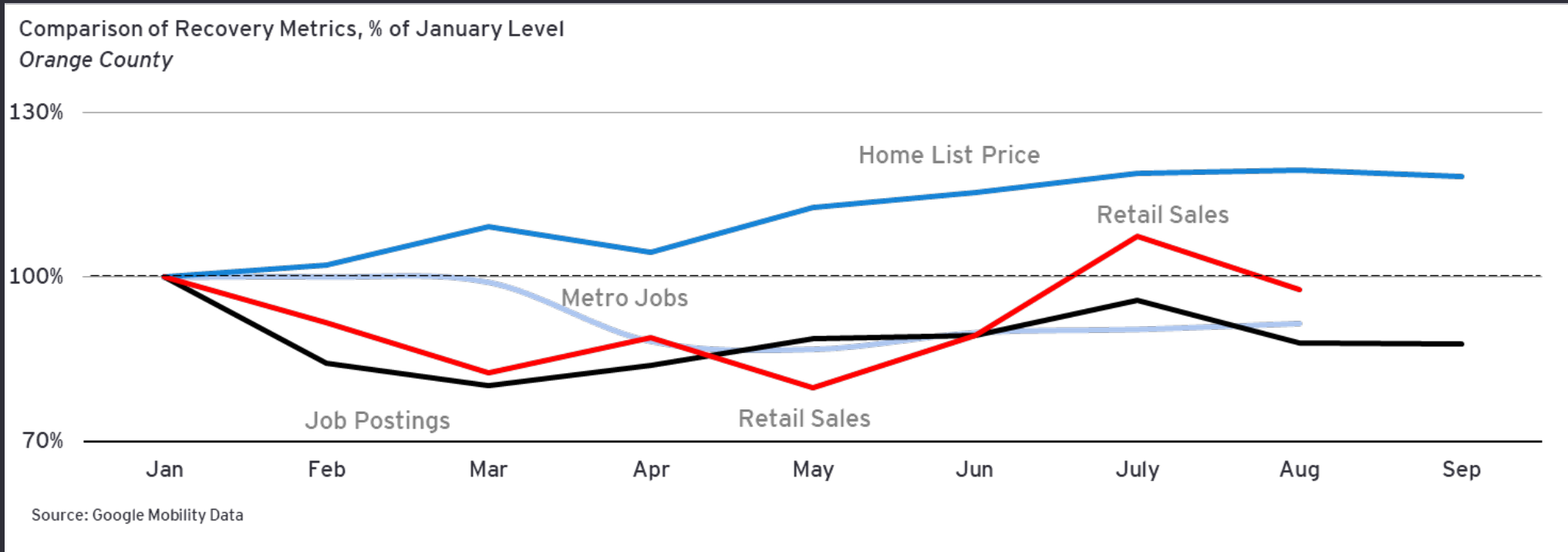
# Jobs vs. Retail vs. Home Sales



Job Postings fell before layoffs started. Postings increased in July but have fallen again. A 3-month leading indicator?



# Jobs vs. Retail vs. Home Sales



Retail sales in the county bottomed in May and overshot January levels in July. Median list prices for homes have been steadily rising.

## Questions for discussion

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Before we discuss COVID and the downturn,

*What was your long-term vision for  
Chapel Hill's economic development  
pre-pandemic?*

# Questions for discussion

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Given the vast impacts of COVID-19 on the town,

*What are the immediate and near-term priorities for Chapel Hill's recovery?*

(0-2 years)

## Questions for discussion

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Given your pre-pandemic vision,

*What actions can the Town take to make Chapel Hill more prosperous, resilient, and competitive long-term?*

(2-5 years)

# Closing

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- ▶ Questions and answers
- ▶ Next steps
- ▶ Final thoughts

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