

Greetings from

EY

Building a better
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ReVive

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The Town organized the ReVive effort to make sure we were doing our part to plan for a successful recovery post-pandemic. The Advisory group met numerous times to pick the consulting firm, review the research and decide where the Town should place its priorities to help assure we thrive again.

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Town Staff:

Laura Selmer, Economic Development Specialist

Dwight Bassett, Economic Development Officer

We would like to acknowledge and thank the following members of the ReVive Chapel Hill advisory committee:

John Anderson

Donna Bell

Alex Brandwein

Justin Coleman

Joe Dye

Matt Gladdek

Maurice Jones

Gordon Merklein

Hymie Mishan

Velvet Nelson

Aaron Nelson

Laurie Paolicelli

Anna Richards

Doug Rothwell

Pat Sprigg

Kevin 'Kaze' Thomas

Katie Walker

Emily Ziegler

Wells Fargo

Former Town Council

Brandwein's Bagels

First Methodist Church

Grubb Properties

Downtown Partnership

Town of Chapel Hill

UNC - Carolina

Vista Properties

Launch Chapel Hill

Chamber of Commerce

Visit Chapel Hill

NAACP

Retired economic development professional

Carol Woods

CHDP/Vibehouse

Fidelity Bank

UNC Health

Chapel Hill Economic Development Targets

Target	Focus	Activity Mix
Small businesses	<ul style="list-style-type: none"> • Grants • Recovery and re-tooling 	<ul style="list-style-type: none"> • Restore • Grow
Retail, tourism and downtown	<ul style="list-style-type: none"> • Restaurants • Independent retailers • Hotels • Community events/spaces 	<ul style="list-style-type: none"> • Restore • Attract
Technology startups	<ul style="list-style-type: none"> • Life sciences • Software/IT • Research 	<ul style="list-style-type: none"> • Develop • Retain
Corporate office	<ul style="list-style-type: none"> • Professional services 	<ul style="list-style-type: none"> • Attract
Housing	<ul style="list-style-type: none"> • Mixed income development 	<ul style="list-style-type: none"> • Develop
Talent	<ul style="list-style-type: none"> • Graduates • Remote Workers 	<ul style="list-style-type: none"> • Retain • Attract

Critical Early Goals to begin moving forward:

Critical early action will be required to implement the Recovery & Resiliency Plan:

- 1. Execute on a business retention and expansion initiative to conduct 20 interviews in 45 days from which feedback will inform future implementation and funding.**
- 2. Expand marketing resources to tell the real estate opportunity story in Chapel Hill to support filling vacant and new spaces in the community.**
- 3. Create grant programs to support strengthening business during redevelopment projects and as a part of post-pandemic recovery. (Micro grants, Entrepreneur grants and established business grants)**
- 4. Look at work of similar economic development agencies in North Carolina and compare the Town's output to determine areas for potential growth in programs and services.**

ReVive Framework:

Chapel Hill Recovery & Resiliency Framework		
Resilient Economy	Resilient Place	Resilient People
Chapel Hill is a more resilient community with a thriving, innovative and diverse economy.	Chapel Hill prioritizes investments in livability and accessibility.	Chapel Hill empowers its people to advance their knowledge, prosperity and social impact.
Strategies	Strategies	Strategies
Increase the creation and success of small businesses through enhanced support, connections and recognition	Develop the plans and partnerships to build a more accessible and affordable Chapel Hill	Build a talent pipeline that connect residents, students and employers to opportunities for learning, earning and serving
Strengthen the ecosystem for innovative startup companies and university spinoffs to thrive locally	Launch programming that showcases Chapel Hill and increases foot traffic in its commercial areas	Support community partners as they provide social services to address the needs of disadvantaged communities
Actively recruit employers and entrepreneurs aligned with UNC and UNC Health programs, Town targets and development goals	Build our reputation for being open for business and welcoming to all	

- Framework -

Resilient economy

Goal 1: Chapel Hill is a more resilient community with a thriving, innovative and diverse economy.

Resilient Place

Goal 2: Chapel Hill prioritizes investments in livability and accessibility.

Resilient People

Goal 3: Chapel Hill empowers its people to advance their knowledge, prosperity and social impact.

Resilient Economy

Goal 1: Chapel Hill is a more resilient community with a thriving, innovative and diverse economy.

Strategies:

1. Increase the creation and success of small businesses through enhanced support, connections and recognition
2. Strengthen the ecosystem for innovative startup companies and university spinoffs to thrive locally
3. Actively recruit employers and entrepreneurs aligned with UNC and UNC Health programs, Town targets and development goals

Resilient Place

Goal 2: Chapel Hill prioritizes investments in livability and accessibility.

Strategies

1. Develop the plans and partnerships to build a more accessible and affordable Chapel Hill
2. Launch programming that showcases Chapel Hill and increases foot traffic in its commercial areas
3. Build our reputation for being open for business and welcoming to all

Resilient People

Goal 3: Chapel Hill empowers its people to advance their knowledge, prosperity and social impact.

Strategies

1. Build a talent pipeline that connect residents, students and employers to opportunities for learning, earning and serving
2. Support community partners as they provide social services to address the needs of disadvantaged communities

Council questions

1.. Please talk more about the local artists participating more in public art; this is so important and our best, most authentic projects are local artists!

ANSWER: The proposed Opportunity Fund that we are asking for funding for can help in engaging local artist and supporting some public art. We will also reach out to the community with both our micro-grant program (if funded) and the entrepreneur grant program and offer to support local artist in our community.

2. Our public schools have been a big competitive advantage with other communities in the past, but not so much now... not the fault of our schools, just that Chatham, OC, Wake, etc. are really improving and catching up with us. How are we taking this fact into account? What are we doing to attract and retain families that are going to cheaper neighbors for good school systems?

ANSWER: We still have a good PreK to 12th grade school system and we try and focus on the competitive advantages when asked. The biggest disadvantage for us is our lack of mid-range housing for families and that is not an easy item to resolve.

3. We need something about retaining what we've discovered or done well during COVID (downtown dining and lane reduction, for example, as well as how many people have gotten on their bikes!). WE need to prioritize connecting our trail system so we keep the momentum going on what little benefit there has been to COVID living.

ANSWER: This is a very valid marketing point that came out as a part of our ReVive discussions. It is also one of the reasons that Place is a founding pillar of three pillars that includes Economy, and People. We think our livability if a key component of future marketing initiatives.

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Orange County Recovery Plan and ReVive recovery plan

(next slide)

ReVive	Long-Term Recovery and Transformation Plan
<p>Increase the creation and success of small businesses through enhanced support, connections and recognition</p> <p>Build our reputation for being open for business and welcoming to all</p> <p>Support community partners as they provide social services to address the needs of disadvantaged communities</p>	<p>Provide support for small businesses</p>
<p>Strengthen the ecosystem for innovative startup companies and university spinoffs to thrive locally</p> <p>Develop the plans and partnerships to build a more accessible and affordable Chapel Hill</p>	<p>Identify and address regulatory barriers to economic recovery</p>
<p>Actively recruit employers and entrepreneurs aligned with UNC and UNC Health programs, Town targets and development goals</p> <p>Launch programming that showcases Chapel Hill and increases foot traffic in its commercial areas</p>	<p>Drive local economic growth and encourage local spending</p>
<p>Build a talent pipeline that connect residents, students and employers to opportunities for learning, earning and serving</p>	<p>Strengthen and expand the local workforce</p>

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Critical early action will be required to implement the Recovery & Resiliency Plan:

1. Execute on a business retention and expansion initiative to conduct 20 interviews in 45 days from which feedback will inform future implementation and funding.
2. Expand marketing resources to tell the real estate opportunity story in Chapel Hill to support filling vacant and new spaces in the community.
3. Create grant programs to support strengthening business during redevelopment projects and as a part of post-pandemic recovery.
4. Look at work of similar economic development agencies in North Carolina and compare the Town's output to determine areas for potential growth in programs and services.

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Current on-going work:

1. Hired an intern to work at Launch to evaluate how to better serve the broader entrepreneurs in Chapel Hill
2. Participating in marketing campaigns for The Parkline and 136/137 downtown through Co-Star to help secure tenants for the buildings.
3. Reengaged with WRAL to get new stories written about Chapel Hill and companies located here.
4. Sponsoring an on-air job fair with WCHL.
5. Coordinating with Orange County recovery Planning to make sure similar goals are met and implemented.

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Future grants and other work: (Potentially American Rescue dollars)

- Micro-grants, entrepreneur grants and small business grants
- An Place opportunity fund to be able to fund unique ventures for the community to help grow female and minority businesses
- Marketing fund to help reach a broader audience for business opportunities and telling the Chapel Hill stories

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