

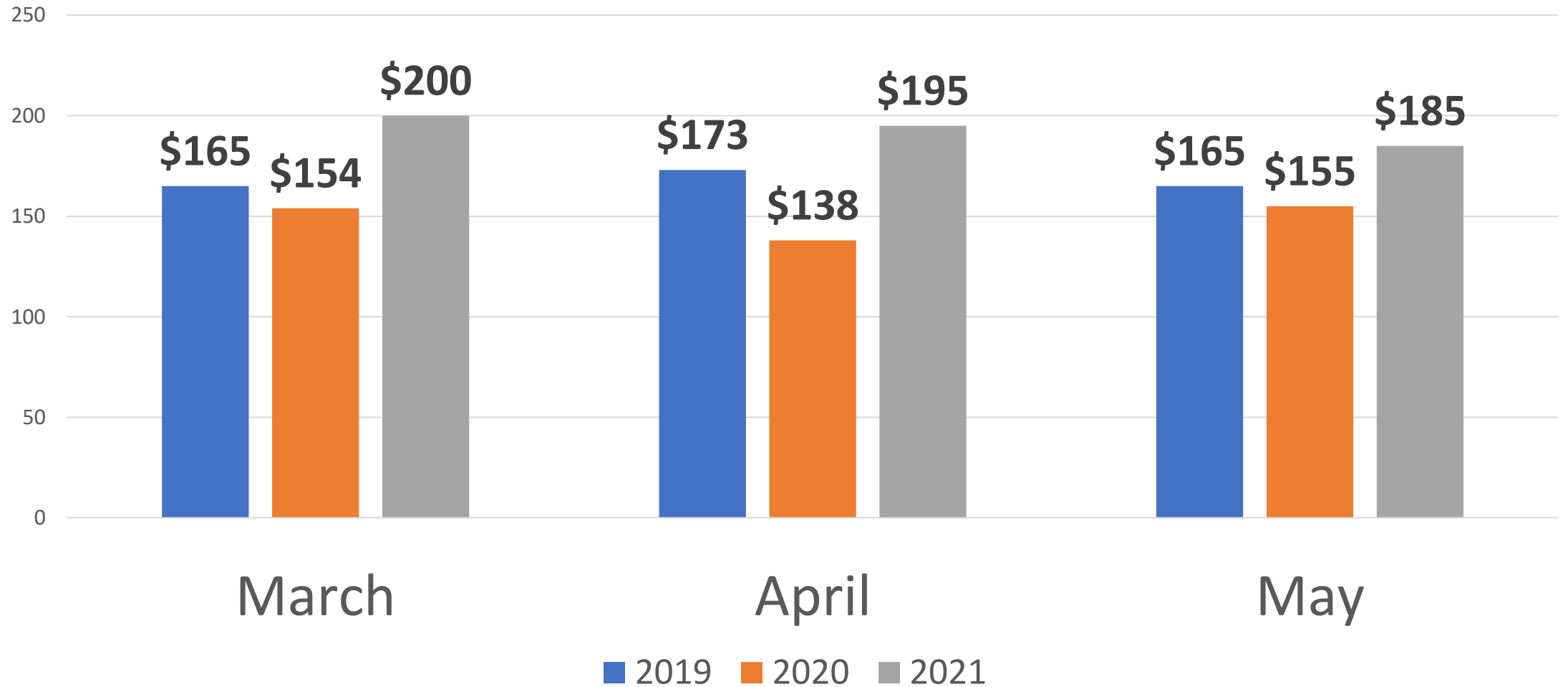


**Council Committee on Economic Development
Economic Update
September 10, 2021**

CHAPEL HILL

OPEN2.BIZ

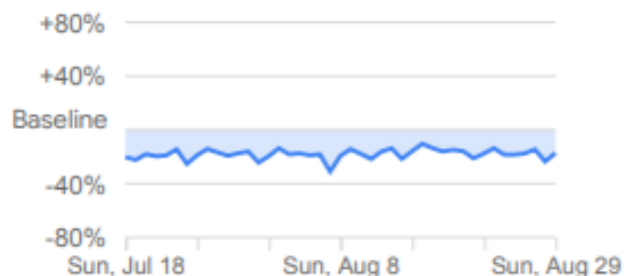
Orange County Retail Sales Dip in 2020 and Rebound in 2021 (millions)



Orange County

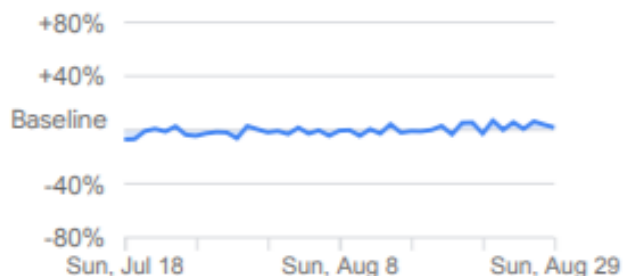
Retail & recreation

-17% compared to baseline



Grocery & pharmacy

+2% compared to baseline



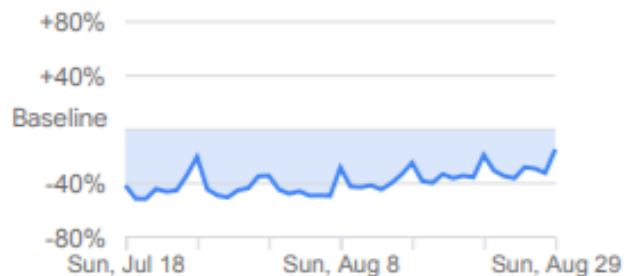
Parks*

-10% compared to baseline



Transit stations

-15% compared to baseline



Workplaces

-12% compared to baseline



Residential

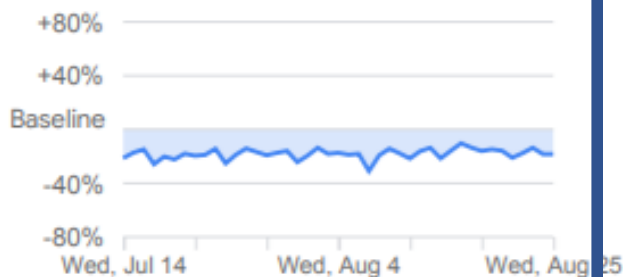
+4% compared to baseline



Orange County

Retail & recreation

-18% compared to baseline



Grocery & pharmacy

+6% compared to baseline



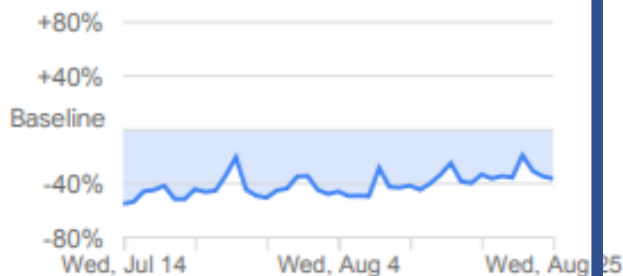
Parks*

+22% compared to baseline



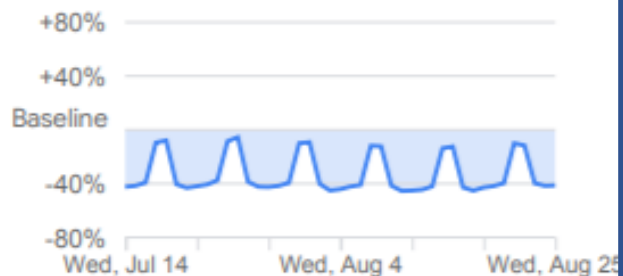
Transit stations

-36% compared to baseline



Workplaces

-41% compared to baseline



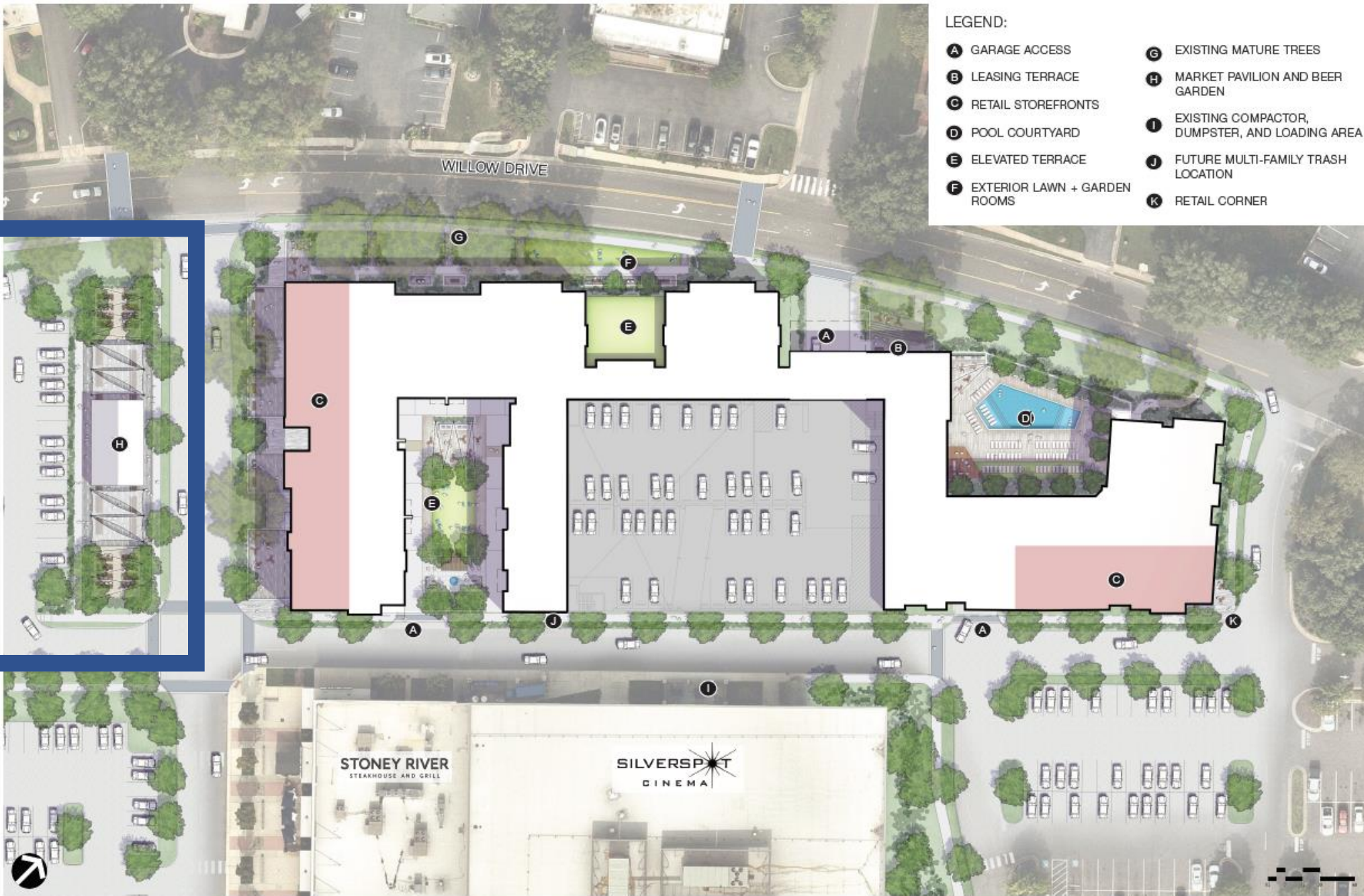
Residential

+9% compared to baseline



Things we have completed (or are in progress)

- **May on-air job fair**
- **July in-person job fair**
- **Invest Raleigh**
- **District marketing: Chapel Hill Magazine and WCHL**
- **Direct mail to 10,000 households (Clean Design)**
- **Digital marketing campaign for: visit downtown & do business in Chapel Hill**



LEGEND:

- A** GARAGE ACCESS
- B** LEASING TERRACE
- C** RETAIL STOREFRONTS
- D** POOL COURTYARD
- E** ELEVATED TERRACE
- F** EXTERIOR LAWN + GARDEN ROOMS
- G** EXISTING MATURE TREES
- H** MARKET PAVILION AND BEER GARDEN
- I** EXISTING COMPACTOR, DUMPSTER, AND LOADING AREA
- J** FUTURE MULTI-FAMILY TRASH LOCATION
- K** RETAIL CORNER

- Reallocation of American talent -

- “....two-thirds of unemployed workers in January said they were seriously considering changing their occupation or field”
- “Workers feel confident enough to quit because they know other positions are out there — positions with better pay, more flexible hours, maybe even more rewarding responsibilities.”

This will make our workforce development initiatives even more difficult.

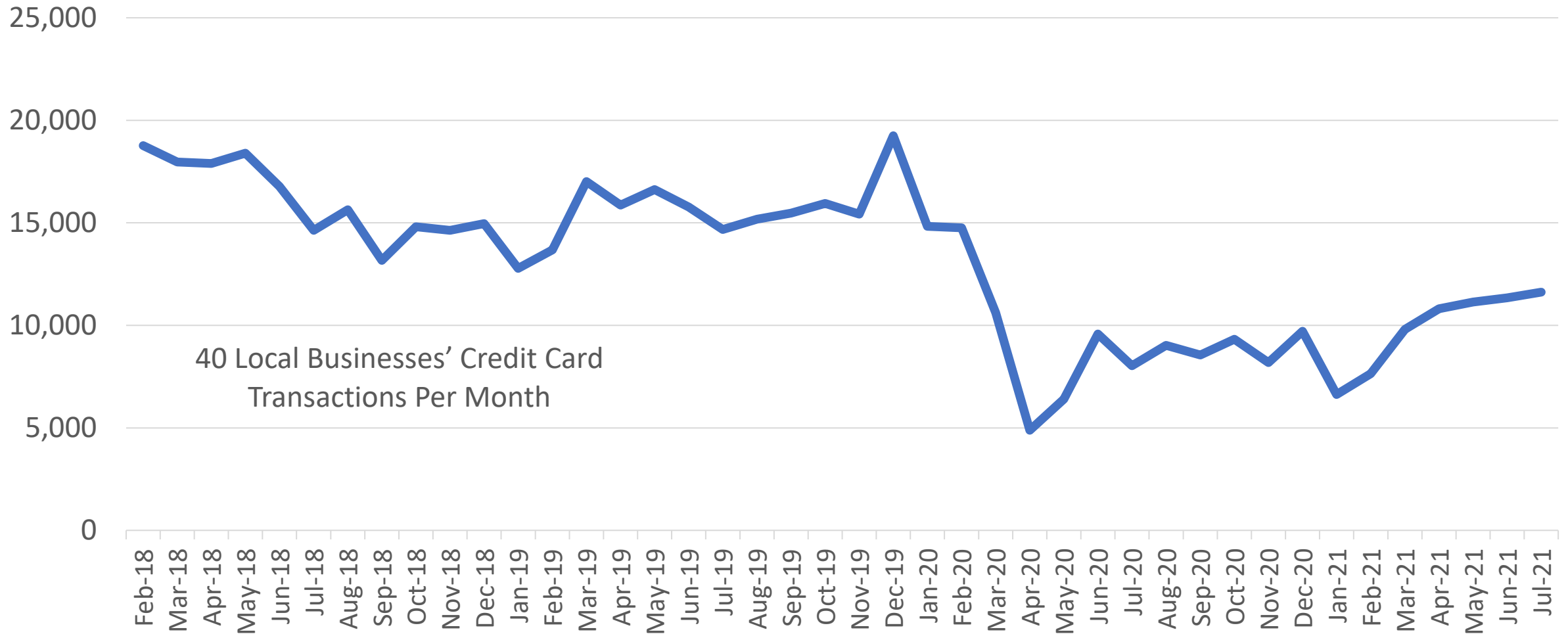
Our primary goal needs to be that we leave no worker behind that wants to move forward and that we fill the local job openings.



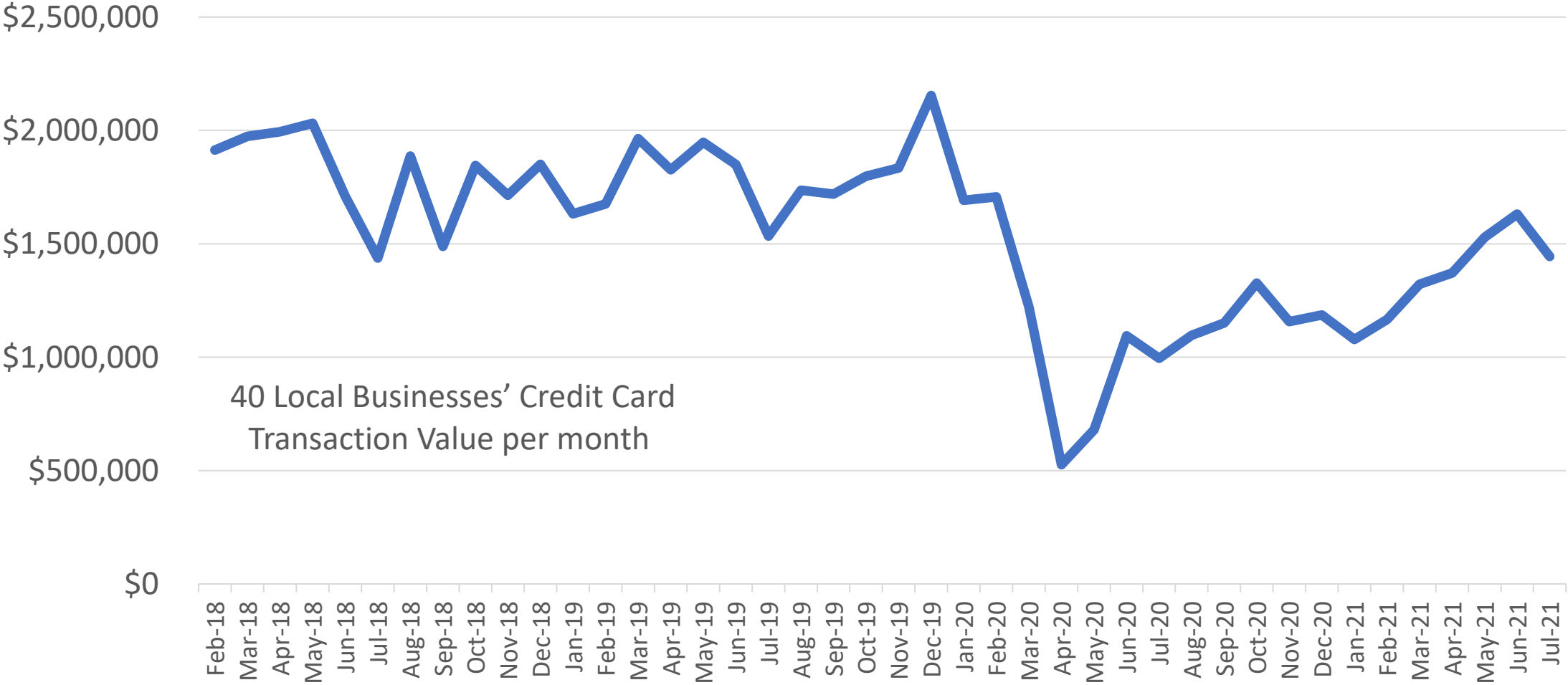
The Chamber

For a Greater Chapel Hill-Carrboro

Local Business Credit Card Transaction Volume (swipes) Improving, But Not Back to Pre-Pandemic Levels



Local Business Credit Card Monthly Transaction Value Improving, But Not Back to Pre-Pandemic Levels



EXPERIENCE

DOWNTOWN

CHAPEL HILL

Chapel Hill Downtown Partnership

Economic Development
Update

Status of Downtown

27 Businesses Closed

26 New Leases

4 expansions

Healthy leasing interest

Revenue still down



Thank you!

