



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Carolina Economic Development Strategy



UNC

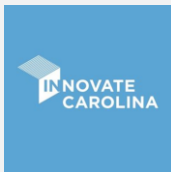
INNOVATION, ENTREPRENEURSHIP
AND ECONOMIC DEVELOPMENT



INNOVATE
CAROLINA



Chancellor's
Economic
Development Council



Director of Economic
Development



"Downtown
Together" Task Force



Organization

Chancellor's Economic Development Council

- 19 leaders from across campus
- Meeting every 6 weeks to focus on industry engagement
- Supporting the development of an Innovation Hub in Chapel Hill
- Supporting the attraction and retention of business to support the university's mission

CHANCELLOR'S COUNCIL



Doug Rothwell
Executive-in-Residence for Economic Development



Sheryl Waddell
Interim Director of Economic Development, Innovate Carolina



John Bamforth
Director, Esheleman Institute for Innovation, Esheleman School of Pharmacy



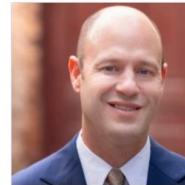
Michelle Bolas
Associate Vice Chancellor for Innovation Strategy and Programs



Christopher Clemens
Senior Associate Dean for Research and Innovation, UNC College of Arts & Sciences



Don Hobart
Associate Vice Chancellor for Research



Nate Knuffman



Nooreen McDonald
Department Chair, Thomas Willis Lambeth Distinguished Professor, Director of Carolina Transportation Program, Department of City and Regional Planning



Dana McMahan
Professor of the Practice, Hussman School of Journalism and Media



Mark Meares
Associate Vice Chancellor, Corporate and Foundation Relations



Gordon Merklein
Associate Vice Chancellor for University Real Estate Operations



Tanya Moore
Associate Vice Chancellor for Campus and Community Communications



Tyler Mulligan
Robert W. Bradshaw Jr. Distinguished Term Professor of Public Law and Government, and Director, Development Finance Initiative



David Routh
Vice Chancellor for Development



Taya Jackson Scott
Vice Dean and Interim HR Officer, Gillings School of Global Public Health



Albert Segars
PNC Distinguished Professor of Strategy and Entrepreneurship, Kenan-Flagler Business School



Rick Steinbacher
Senior Associate Athletic Director, Capital Projects and Facilities



Andy Willis
Chief of Staff, UNC Health Care System and UNC School of Medicine



Anna Wu
Associate Vice Chancellor for Facilities Services

Downtown Together Taskforce

- Ensure Town-University alignment to realize vision of a Downtown Innovation District
- Creating a downtown development strategy – a roadmap to jump-start development in the District
- Financial partnership

DOWNTOWN TOGETHER TASKFORCE



Pam Hemminger
Mayor, Town of Chapel Hill



Dwight Bassett
Director of Economic Development
and Parking Services, Town of Chapel
Hill



Maurice Jones
Town Manager, Town of Chapel Hill



Matt Gladdek
Executive Director, Chapel Hill
Downtown Partnership



Doug Rothwell
Executive-in-Residence for Economic
Development

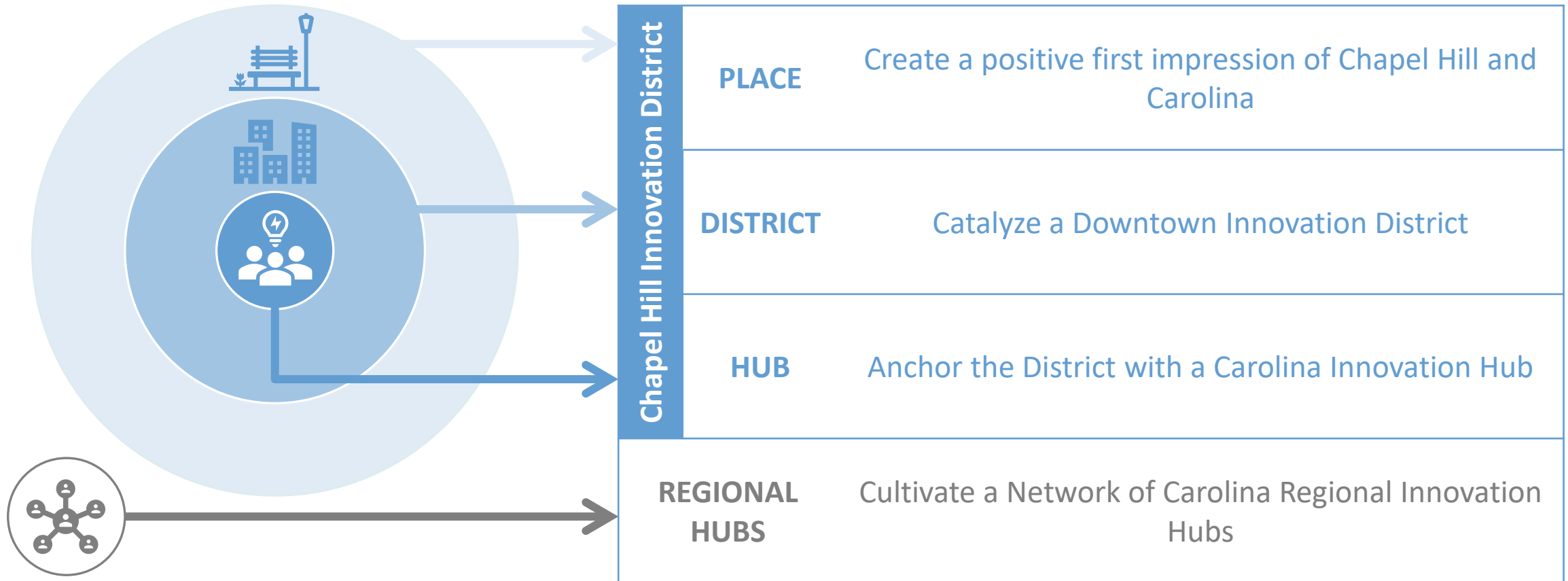


Gordon Merklein
Associate Vice Chancellor for University
Real Estate Operations



Sheryl Waddell
Interim Director of Economic
Development, Innovate Carolina

Carolina Economic Development Strategy



Place:

A Positive First Impression of Chapel Hill and Carolina

ACCOMPLISHMENTS

- Established an “Adopt-a-Block” program
- Phase I: East Franklin and South Columbia
- Defined respective maintenance roles and responsibilities between Town and UNC
- Prioritizing and pricing beautification enhancements

NEXT STEPS

- Engage student groups
- Improvements phased-in starting this fall

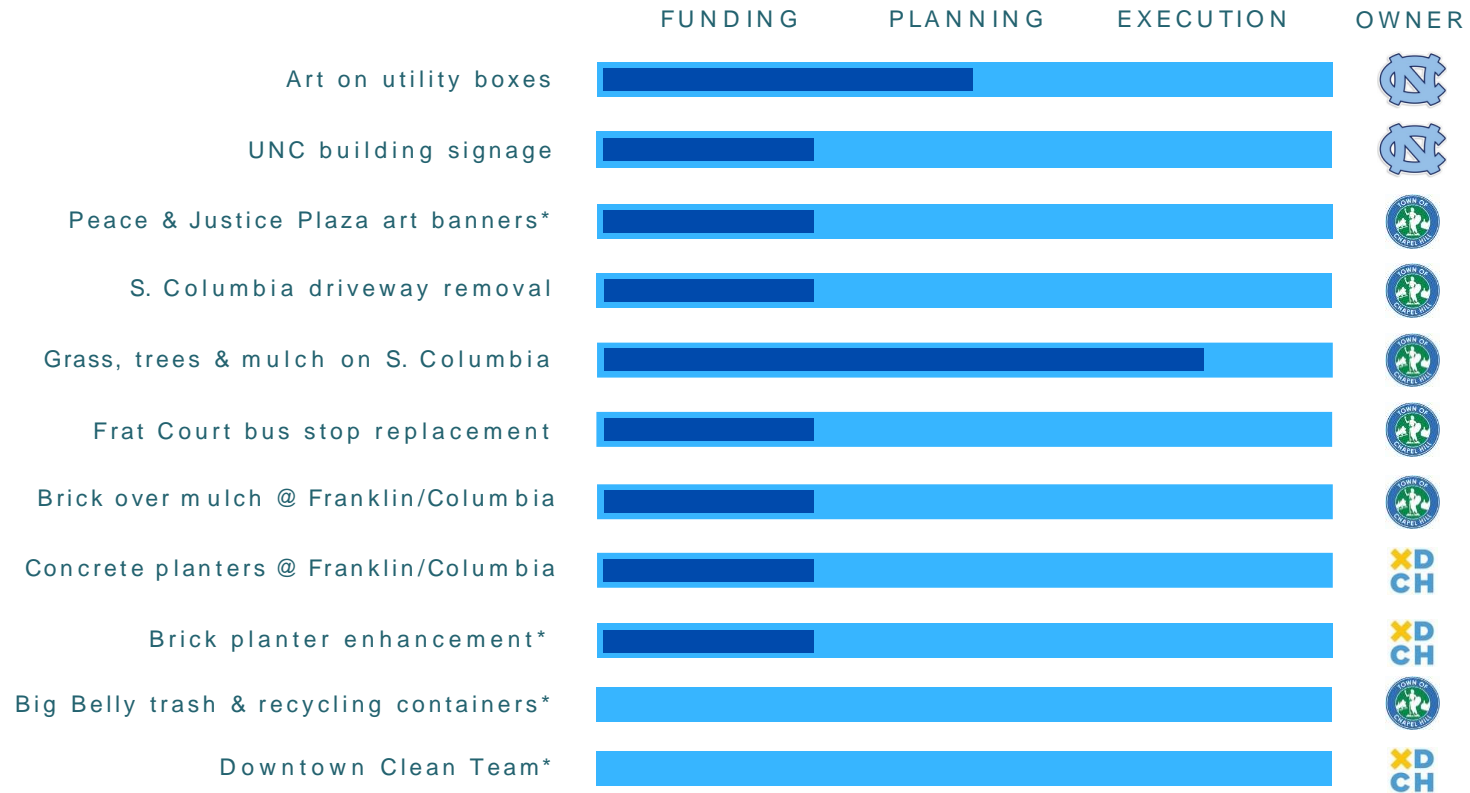
ADOPT A BLOCK

PHASE 1 PROJECT STATUS

AUGUST 1, 2021

Changes since last update:

- Funding identified for all but two projects
- DOT approval of art utility boxes requested
- Mulch on S. Columbia replaced



*Initial funding identified but ongoing maintenance requires additional funding

District:

A Downtown Innovation District

ACCOMPLISHMENTS

- Hired national consulting firm to design a roadmap for catalyzing the District
 - Limited number of strategic priorities
 - Near-term focus
 - Leverage private investment

NEXT STEPS

- Complete District roadmap by 1Q, 2022

Downtown Master Plan for an Innovation District – Three Phases

Phase One:

Goals
Resources
Parallel Efforts

Phase Two:

Outreach and Vision

Phase Three:

Management Plan

Hub:

A Carolina Innovation Hub

ACCOMPLISHMENTS

- Business plan prepared to establish a Carolina Innovation Hub as the “anchor” of the District
- Deal team review and recommendation to move forward

NEXT STEPS

- Obtained deal team approval of the Innovation hub in Chapel Hill
- Develop an RFP for the Innovation Hub
- Approve lease to allow Innovation Hub opening by January 2022
- Once lease is approved, launch business recruitment outreach to alumni and business, research and NGO partners

Regional Hubs:

A Network of Regional Carolina Innovation Hubs

ACCOMPLISHMENTS

- Completed a market analysis of the Chatham County area for an innovation hub
- Developed a service agreement with a local development for a regional innovation hub in Chatham Park

NEXT STEPS

- Approve service agreement business plan

Questions