

CHAPEL HILL

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ReVive

**Council Committee on Economic Sustainability**  
**January 7, 2022**

DO

BUSINESS



# Job Fair



TOWN OF CHAPEL HILL  
**"GREET AND TREATS"**  
HIRING EVENT  
FOR HOTELS, BARS, AND RESTAURANTS

**JULY 19<sup>TH</sup> • 2-5PM**

UNIVERSITY PLACE ON ESTES  
201 S ESTES DR,  
CHAPEL HILL, NC 27514

**LEARN MORE**

Sponsored by



**This event was paid for out of Economic Development budget and not ARPA funds.**

# Job Fair

**There was a market need for us to respond and try and help local businesses with their employment issues. The idea of the Job Fair seemed to be the best direction.**

**This event was supported by numerous partners including The Chamber, the Visitors bureau, and the Downtown Partnership.**

**It was marketed on WCHL and through numerous press releases, partner e-news, and was covered by local television stations.**

**This event was paid for from Economic Development budget and not ARPA funds.**

# Outreach

- ✓ JazzHR event hiring page generated 117 applicants
- ✓ Sent 450 applicants' invitation (thru MailChimp)
- ✓ Community Resources: NCWorks, Local Comm Colleges
- ✓ Job Boards: Indeed, Zip Recruiter, Glassdoor, Monster, FB Jobs, LinkedIn
- ✓ Local outreach: WCHL, Next Door, NCRLA, TechRAL
- ✓ Community Based Orgs: ElCentro, RCP, and RCSP, DCI, Step-Up Durham
- ✓ Based on feedback from businesses participating, we estimate that over 250 applications were received and considered

**This event was paid for from Economic Development budget and not ARPA funds.**

# Recap

## What We Achieved

- Several businesses were able to hire on the spot - ex. CDS made over 20 offers
- Many employers had 20-30 potential candidates to contact - ex. CHCCS (Chartwells), AC Hotel, Galloway Ridge, CH Transit
- All employers had creative tabletops, many offered gifts
- Collaborative networking opportunity for businesses
- Businesses *“event was worthwhile and would participate again”*

**This event was paid for out of Economic Development budget and not ARPA funds.**

# Participants

Top of the Hill  
Planet Fitness  
Night Gallery  
Mama Dips  
Graduate Hotel  
Galloway Ridge  
Fearington  
Chic-fil-a

Chapel Hill Restaurant Group  
Chapel Hill Schools  
Cedar Hill retirement  
Carolina Inn  
Carolina Dining  
Alma Hotels  
American Campus Communities  
AC Hotel

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# Business Grants

**Micro-Grants of up to \$1,000** to support business ideation that leads to enterprise creation and growth (\$22,000 in grant funds available)

**Entrepreneur Grants of up to \$1,500** to support entrepreneurs who are on a path toward creating a successful enterprise (\$45,000 in grant funds available)

**Small Business Grants of up to \$5,000\*** to support existing Chapel Hill enterprises and help them continue to grow through the pandemic (\$115,000 grant available)\*

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# Business Grants

## Recap of the Numbers

- 88 applications received for requests totaling \$367,000
- 66 applications were determined to be eligible for grant funding and were scored by the committee (\$206,500 in requests)
- All 66 eligible applicants received funding (\$162,250 in grants)
  - 47 Small Business Grants (\$137,500)
  - 15 Entrepreneur Grants (\$20,750)
  - 4 Micro Grants (\$4,000)
- Grantees were 89% for-profit enterprises (59) and 11% non-profits (7) and only nonprofits with employees were eligible
- Of the enterprises/entrepreneurs funded ... (excluding the 7 non-profits)
  - 73% women-owned
  - 44% BIPOC owned
    - 25% Black-owned
    - 10% Latinx-owned
    - 8% Asian-owned
  - 16% Non-native English speakers

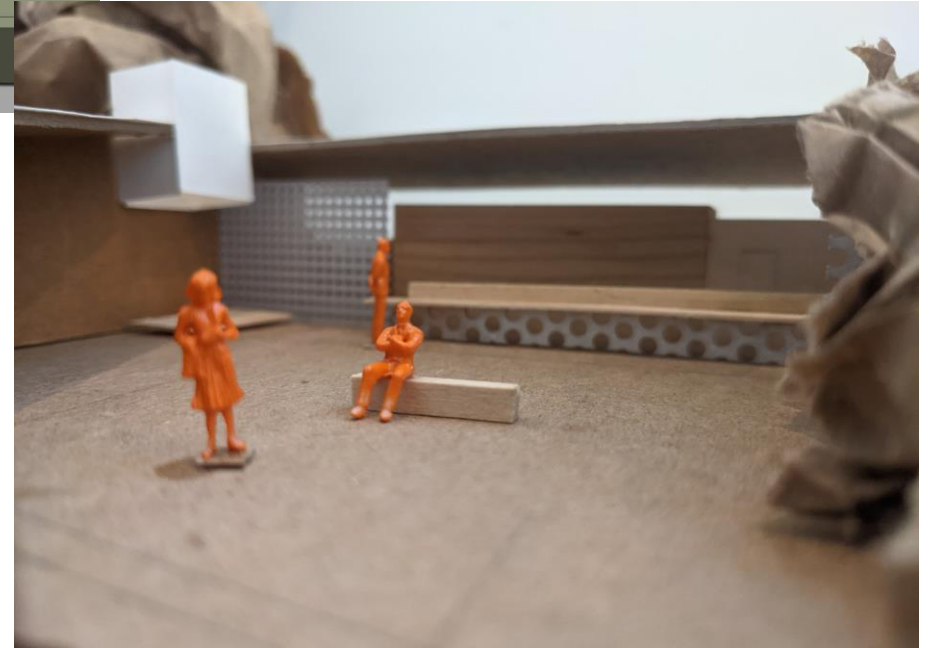
Council set a goal of at least 20% minority and BIPOC for grant program.

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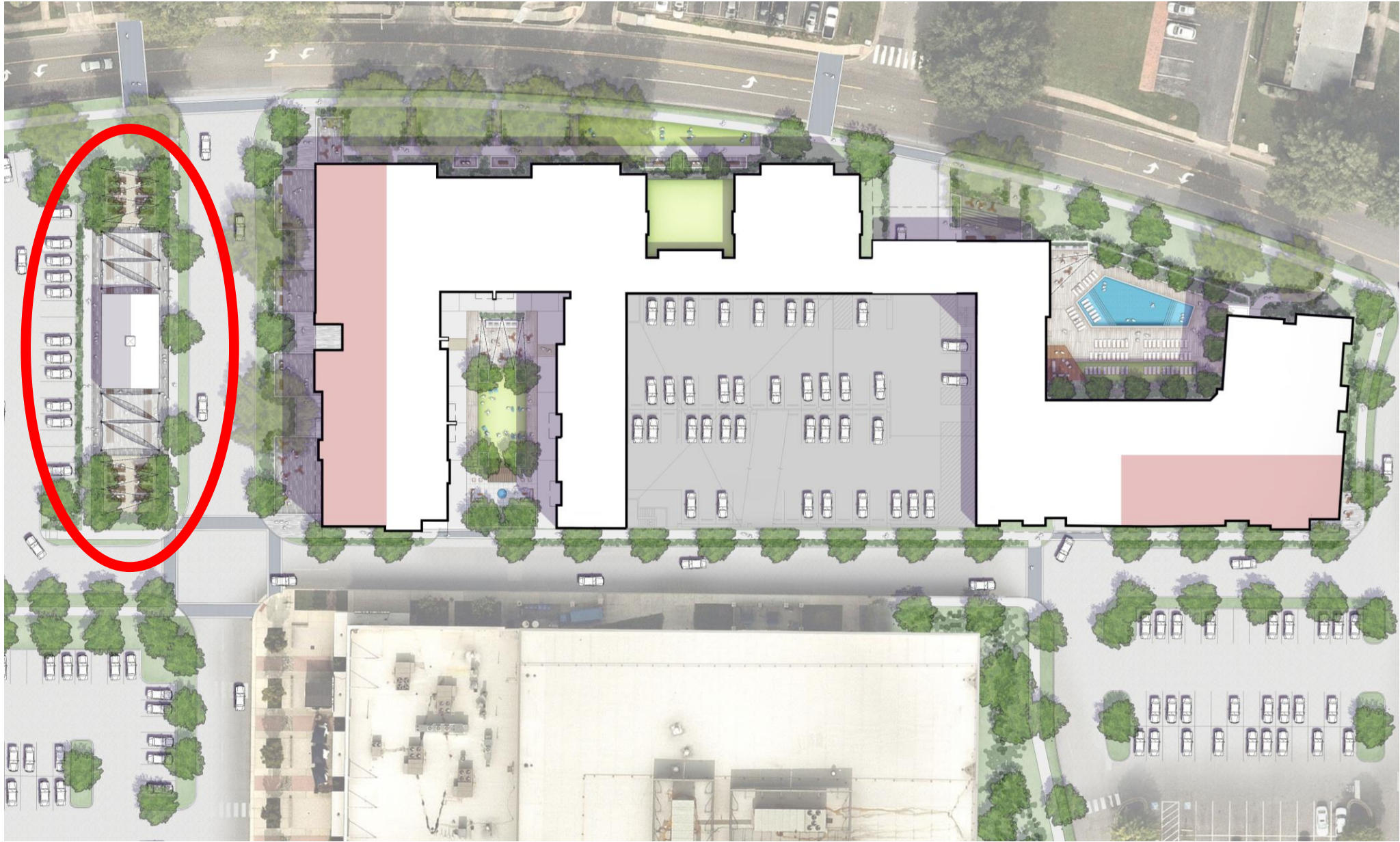


## Basnight market

- Target to 4 or 5 start-up business in both food and retail. (Prefer BIPOC)
- Open Friday and Saturday nights twice a month.



# Opportunity Grants



Farmer's market @ University Place



**Marketing**



# Town of Chapel Hill – Office of Economic Development

Q 4 2 0 2 1 R E P O R T

triangle  
digital

# Entrepreneurs + Start Ups

Campaign Goal 1 -

Attract more entrepreneurs, young innovators and start-ups

Tactic -

Geo targeted Business Schools in 60 mile radius to START YOUR BUSINESS HERE display ads. These ads landed on our Open2.biz/entrepreneurship to share information about our start-up hubs and resources for entrepreneurs.

Outcome -

200k Impressions to Business School students with 280 visits to our Open2.biz website which is twice the national average click through rate which shows us that college students WANT to know more about our start-up community!



# UNC Alumni to Do Business in Chapel Hill

Campaign Goal 1 -

Attract more alumni that want to move back to Chapel Hill to start or transition their business here

Tactic -

Geotargeted Business Schools UNC football and basketball games, high end hotel rooms and performance venues and shared a LIVE HERE, WORK HERE message to entice people that already love this community to do business in Chapel Hill

Outcome -

860k Impressions to UNC Alumni and Chapel Hill visitors with 500 visits to our Open2.biz website. This campaign resulted in 36 views on our contact form with 8 filled out forms asking for more information at a 22.2% conversion rate. This is more form fills than we've ever seen.



# Increase visits and energy in downtown

Campaign Goal 1 -

Build energy around downtown art, food, nightlife and music

Tactic -

Targeted 30 mile radius to join us in downtown Chapel Hill with lively videos on social media with WHAT ARE YOU DOING THIS WEEKEND? and WHAT ARE YOU DOING TONIGHT? messaging

Outcome -

443,141 video views on Facebook with over 9,000 visits to downtownChapelHill.com. We've received positive feedback from community leaders that they are seeing our videos and love the focus of our local businesses and energy. Plus, we saw over a 2% Click through rate on this ad which shows us great engagement and interest from our target market.



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# Commercial real estate inquiries

Campaign Goal 1 -

Show up for commercial real estate searches to drive more inquiries

Tactic -

Buy Google ad words around commercial real estate in the Triangle and lead people to our commercial MLS widget on the Open2.biz site

Outcome -

Over 21,000 impressions on Google with over 2,200 clicks to our site resulting in an impressive 10% click through showing us that our site is extremely relevant to our targeted market. Plus, we saw 218 actions on our commercial real estate widget which means people are searching once they get to our website.



# Highlight business districts

Campaign Goal 1 -

Highlight business districts, new businesses to the Chapel Hill community

Tactic -

Branding campaign that shows images and introduces businesses within these business districts in Chapel Hill Magazine with 50,000 readers

triangle  
digital

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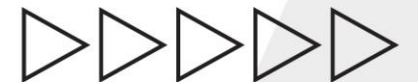
CARRAWAY APARTMENTS

DO BUSINESS  
IN NORTH  
CHAPEL HILL

INTRODUCING NEW ON THE HILL CHAPEL HILL  
OPEN .BIZ

LOOKING FOR SPACE IN CHAPEL HILL? EMAIL US AT [INQUIRE@OPEN2.BIZ](mailto:INQUIRE@OPEN2.BIZ)

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# Total reach and website traffic

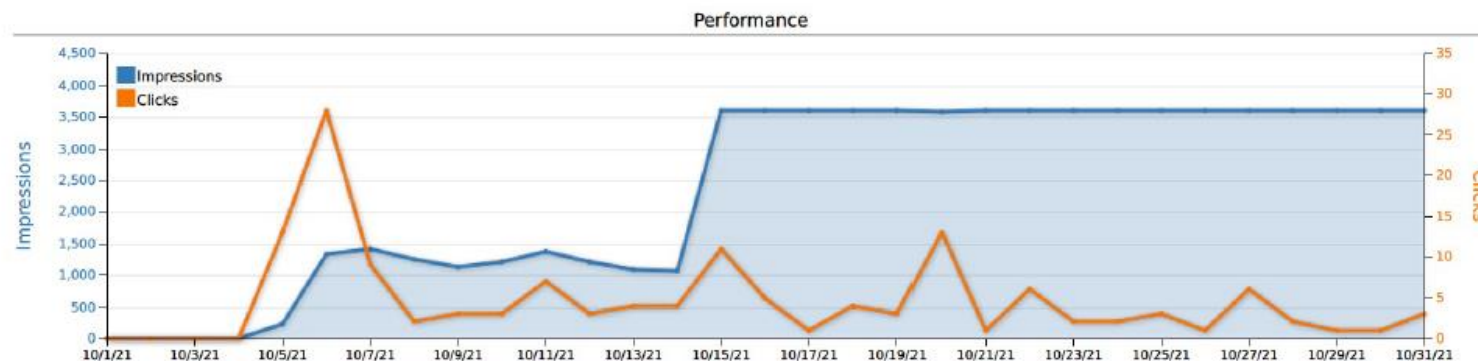
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digital

<b>October-Dec 2021</b>	Impressions	Clicks	CTR
UNC Alumni - hotels, stadiums DID	863,188	500	0.06%
Start Your Business - Business Schools DID	200,466	280	0.14%
Social - Downtown What to do Tonight?	443,141	9,137	2.06%
SEM Commercial Real Estate	21,259	2,204	10.37%
Chapel Hill Magazine	50,000	n/a	n/a
<b>Total</b>	<b>1,578,054</b>	<b>12,121</b>	





# Campaign Overview – DID – Start Your Business



Total Impressions  
72,483

Total Clicks  
141

Overall CTR  
0.19%

Name	Ordered Impressions	Delivered Impressions	Clicks	CTR	eCTR
115058 - DID	63,991	72,483	141	0.19%	0.22%

Your campaign served **72,483** impressions to your targeted audience **which is over and above what you paid for**. The national average eCTR for these campaigns is 0.06-.08. You received **above** national average with **.22%** eCTR. This tells us that your campaign is relevant to our targeted audience.

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# DO BUSINESS IN NORTH CHAPEL HILL

INTRODUCING NEW ON THE HILL



CHAPEL HILL

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Quarterly Chapel  
Hill Magazine  
ads  
&  
Monthly WCHL  
commercials  
promoting  
different districts  
in Chapel Hill

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