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Economic Development

**COUNCIL COMMITTEE ON ECONOMIC SUSTAINABILITY
MAY 6, 2022**

CHAPEL HILL

OPEN2.BIZ

ReVive

- 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.

City	Population	Student population	ED Staff	City Budget	Include Ancillary services	Type	
Boulder, CO	107,000	30,000	11	\$11,800,000	Yes	Parking, District Mgmt., Placemaking	
Knoxville, TN	186,000	28,000	7	\$3,500,000	No		
Asheville, NC	91,500	3,500	16	\$2,800,000	Yes	Community Development Division, Real Estate Division & Strategic Development Office	
Rock Hill, SC	73,334	6,109	12	\$2,100,000	No		
Charlottesville, VA	47,000	22,000	2	\$778,000	Yes	Downtown Job Ctr.	
Athens, GA	124,700	37,300	5	\$500,000	Yes	Workforce (1 FTE)	*Pop includes County
Chapel Hill	60,998	29,469	2	\$340,000	No		

DISTRICT MARKETING (ARPA DOLLARS)

ReVive



GLENWOOD SQUARE
The Fresh Market
UNC Health Care | For-Profit Animal Clinic
Subway | A Cleaner World
State Farm | The Palace Restaurant
Mattress Warehouse

GLENWOOD SQUARE
1208 Raleigh Rd

Next time you drive by, stop by!
Come see what's new!



UNIVERSITY PLACE
201 S. ESTES DRIVE | CHAPEL HILL

OPEN AND ADDING NEW RESTAURANTS, RETAIL AND GREEN SPACES!



SHOP RAMS PLAZA
DINING | SHOPPING | HEALTH
1728 Fordham Blvd
Chapel Hill

RAMS PLAZA



TIMBERLYNE VILLAGE
One of the largest and most established shopping and dining destinations in Chapel Hill!



MEADOWMONT VILLAGE
29 Meadowmont Village Circle, Chapel Hill, NC | (919) 240-4682

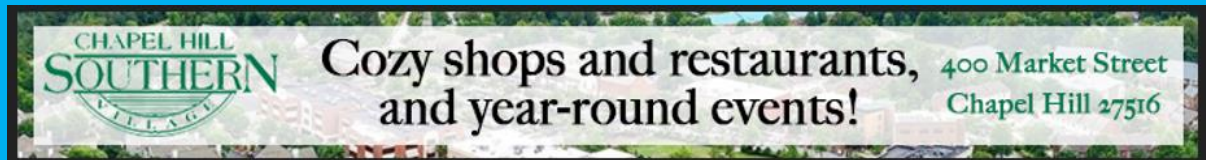
Stop, Shop, Dine & Relax!

[CLICK TO EXPLORE](#)



East 54
Experience this luxurious urban village featuring an open-air shopping plaza and fabulous dining scene!

1113 Environ Way
Chapel Hill, NC



CHAPEL HILL SOUTHERN VILLAGE
Cozy shops and restaurants, and year-round events!
400 Market Street
Chapel Hill 27516



TIMBERLYNE VILLAGE
One of the largest and most established shopping and dining destinations in Chapel Hill!



VILLAGE PLAZA
81 S ELLIOTT RD, CHAPEL HILL, NC

WHOLE FOODS MARKET

NEW SHOPPING AND DINING EXPERIENCES AWAIT!




CHAPEL HILL NORTH
The perfect place to stop and shop!
Shopping | Dining | Local and National Options
1800 M.L.K. Jr Blvd | Chapel Hill, NC

MINORITY BUSINESSES

Workshops in conjunction with Empowerment and Brightpath

× Tweet Analytics

Chapel Hill Econ Dev @CHEconDev · Apr 18



Are you a minority person that wants to be an entrepreneur?
 Program begins Saturday. Visit bit.ly/37egUI4 for signup or email empowermentincnc@gmail.com for more information.
 Grants available for participants. Supported by ReVive - Chapel Hill's Recovery Plan. #Open2Biz

421 **100%** 66 **98%** 6 **33%**

Impressions **5,335** **92% from promotion**

Engagements **612** **97%**

Detail expands **69** **91%**

New followers Profile visits

Your promotion is complete
 This Tweet has earned 4,901 new impressions and got 596 new engagements

Promote again



IS OFFERING

STRATEGIC BUSINESS PLANNING

FOR MINORITY BUSINESS OWNERS WITH

BUSINESSES OPERATING *LESS THAN 5 YEARS*

24 hours of intense business learning beginning Saturday, April 23rd.



FINANCE WORKSHOPS

Build credit, contract readiness, and directly engage with a bank representative to better understand the borrowing process



MARKETING WORKSHOPS

Create a business campaign outline and learn how to establish a positive brand through local and social media and how to improve prospecting for new customers and sales.



MICRO-GRANT ELIGIBILITY

Upon completing the three-session program, participants may apply for micro grants ranging from \$500 to \$1,000.

THIS PROGRAM IS FREE OF CHARGE AND SPACE IS LIMITED REGISTER NOW

Contact Information
empowermentincnc@gmail.com
919-391-5109



<https://bit.ly/37egUI4>

An initiative brought to you by **EMPOWERment INC**

Marketing for Business

ReVive



(ARPA dollars)

Impact –

- 1,042,140 Impressions of Chapel Hill's Brand were served since October 2021
- 19,612 Individuals visited downtownchapelhill.com to explore downtown's events and organizations
- Reinforce Downtown Chapel Hill's messaging that it is the center of social life in this region with the best of art, music, shopping, eating and drinking.
- This campaign was targeted to our residents, local organizations, and visitors and we did hear feedback from this campaign.



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)*



Results

- All 66 eligible applicants received funding (\$162,250 in grants)
 - o 47 Small Business Grants (\$137,500)
 - o 15 Entrepreneur Grants (\$20,750)
 - o 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)
 - o 73% women-owned
 - o 44% BIPOC owned
 - 25% Black-owned
 - 10% Latinx-owned
 - 8% Asian-owned
 - o 16% Non-native English speakers

OPPORTUNITY GRANTS

ReVive
(ARPA dollars)

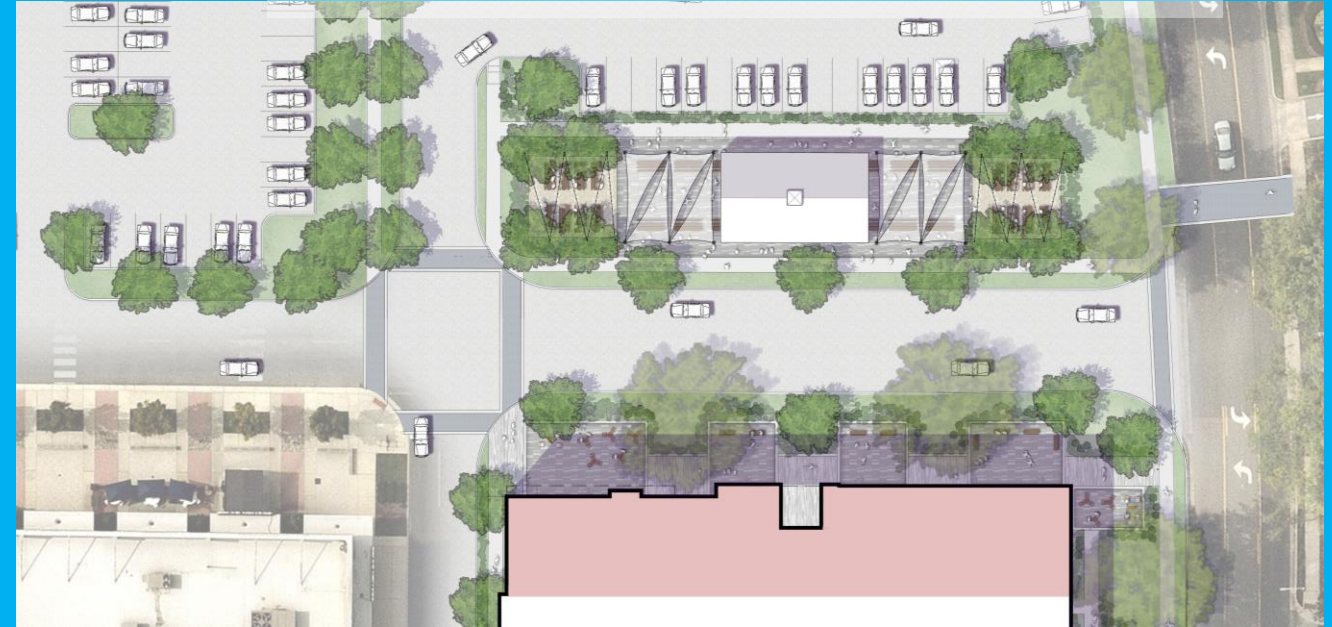


Basnight market

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



Farmer's Market at University Place



ARPA new request

1. Launch Funding - \$100,000
2. Opportunity Grants II - \$100,000 **ReVive**
3. Critical Grants - \$100,000 **ReVive**
4. Chapel Hill Marketing - \$100,000 **ReVive**
5. Downtown Together - \$100,000

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TAKING OUR PLACE ON THE NATIONAL MAP OF LIKE CITIES.

- Continue to **implement ReVive goals** to help us achieve a new strength in regional market competitiveness.
 - Resilient Economy - Chapel Hill is a more resilient community with a thriving, innovative, and diverse economy. (Downtown Together, minority businesses, and Innovation Hub)
 - Resilient Place - Chapel Hill prioritizes investments in livability and accessibility. (Infrastructure)
 - Resilient People - Chapel Hill empowers its people to advance their knowledge, prosperity, and social impact. VIEW ALL GOALS: <https://tinyurl.com/3xby4u3s>

TAKING OUR PLACE ON THE NATIONAL MAP OF LIKE CITIES.

- **Marketing & Communications**. (Do something, tell someone – repeatedly!) Includes joint work with UNC on Downtown Together. Increase inquiries to fill new office space and job creation.
- **Business facilitation and ombuds** - Make business the lifeblood of the Town (Planning, Inspections, and how we greet our future) Improve our reputation on business friendliness, and therefore encourage others to do business here.
- Strengthen our **Town and Gown relations** and work to accomplish mutual goals. Create new opportunities for partnership success, and retention of entrepreneurs and innovators.
- Implement the **Downtown Together** plan. Grow the innovation hub, strengthen downtown's competitiveness and continue our revitalization efforts.

TO ACHIEVE GOALS:

Expectations exceed Staff ability – We must add strength in communication and general administration to meet future goals. Administrative Coordinator \$82,482 (Salary and benefits)

Resources (money) – We must step up our marketing and communication to make sure we fill the office space that Council has worked to grow. Marketing \$50,000

Entrepreneurship – We need to make sure we are providing the resources for young entrepreneurs to not only start here but to stay here and do business. (Support Launch) ARPA request for \$100,000

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BENCHMARKS AND MEASUREMENTS FOR ECONOMIC DEVELOPMENT:

1. New office space constructed
2. Percent of Office space occupied post-construction
3. New jobs created as a component of economic development work
4. Office and retail occupancy town-wide
5. Implementation of Downtown Together (goals achieved)

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Questions?

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