



ECONOMIC DEVELOPMENT AND PARKING SERVICES  
BUSINESS PLAN

2023

JULY 1, 2022 – JUNE 30, 2023  
TOWN OF CHAPEL HILL



# Letter from the Director



August 30, 2022

The Department of Economic Development and Parking Services has a challenging future ahead of us. We are in a strategic time of projecting housing growth, and we need to see job creation match housing growth. The Town sincerely needs to see the tax base growth to maintain a balanced budget.

We have many strategic initiatives to help encourage development, support and encourage job growth, and to see a more inclusive community for the future.

We also need to work to see our parking system occupancy grow to meet the debt challenges of the future East Rosemary Parking Deck.

Covid had a tremendous impact on our community, and we need to make sure we continue our return to normal and strengthen our community. We need to make sure we are supporting all businesses, especially our women-owned and minority businesses.

The work listed below is a beginning to see marked results in growth, development, job creation, and increased utilization of downtown parking spaces. There remains much more to meet the needs of our future.

Our department

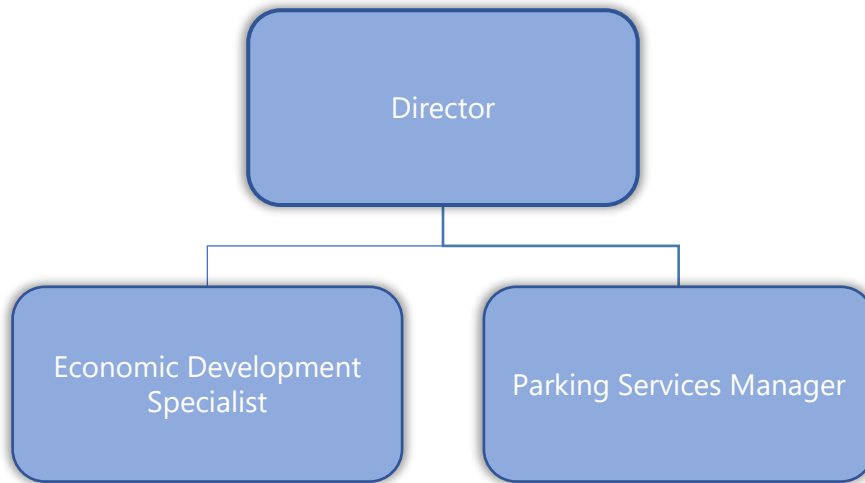
provides:

- Parking Services to support downtown and the community.
- Targeted tax base growth
- Job creation
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## Strategic Alignment

- The Economic Development and Parking Services department addresses the [Economic & Financial Sustainability](#) Strategic Goal(s) of the Town of Chapel Hill.

## Our Department



DEPARTMENTAL  
STRATEGIC INITIATIVES



## Template Initiative:

Project Manager(s):

## Business Alignment

**Deliverables** provide a summary of deliverables and outcomes that are expected to be achieved during the fiscal year.

Marketing for office development and occupancy	Develop a marketing campaign targeting CEOs and entrepreneurs to help grow the Innovation Hub as a part of Downtown Together.	December 2022 and June 2023 - Begin to see increased office absorption in the coming year.
Continue to lead the Complete Communities initiative for Town Council	Targeted growth of the housing and other markets for the Town of Chapel Hill.	November 2022 - Complete initial planning work and development implementation guide.
Downtown Together implementation	This includes occupancy for the Innovation Hub, downtown marketing, and new project development.	June 2022 – ongoing - To see increased interest in the participation of the Innovation Hub and downtown.
Parking Occupancy improvement	Marketing of parking resources to improve occupancy and demand	Ongoing - Target lowest performing lots and develop campaigns to increase occupancy at those lots.
Tax base growth and job creation	This is an ongoing effort of the Strategic Plan and includes support for Launch Inc. and marketing, / public relations for Chapel Hill	Ongoing - Marked growth of all commercial space with a particular interest in office development and occupancy.
Continue implementation of the ReVive recovery plan	To help assist Chapel Hill in recovering to pre-pandemic activity and encourage diverse business development.	Through 2023 - Continue educational business opportunities for support women and minority businesses. - Continue to market our community and its diversity and inclusion opportunity. - Build markets like Basnight and the Farmers Market to support small, locally owned businesses. - Offer needed workforce training to young minorities and women to further expand their participation in our community.

## Diversity, Equity, and Inclusion Lens

### How has your department considered a DEI Lens in this initiative?

- We work to offer opportunities to support minority business development and to support existing minority and women-owned businesses.
- Our ReVive Grant program saw 70% of grants to women and minority-owned businesses.
- When planning for community outreach for programs and projects like Complete Community, we work hard to make sure we are reaching representative sectors of the Chapel Hill community to help elevate their voices.

- We will continue our work with Empowerment to make sure we are supporting women and minority businesses that desire to grow in Chapel Hill.