

Economic Development

**Council Committee on Economic Sustainability
September 8, 2023**

*Working to improve the economic vitality of Chapel Hill
through job creation and tax base growth.*



Why economic development

In 2018, Chapel Hill had about 53,000 jobs. Chapel Hill residents filled only about one-eighth of those local jobs.

Even though the number of local jobs sharply increased between 2018 and 2020, the percent of Chapel Hill residents working in Chapel Hill fell from 41% to 30%.

- In the last 16 years, the number of Chapel Hill residents working locally fell by 1000 people.

Chapel Hill residents hold 13% of all jobs in Chapel Hill.

In Durham, residents hold 30% of all jobs in the city

There have been 129 lab-based start-ups at UNC.

Of the 129 start-ups, 47 are still based in Chapel Hill.

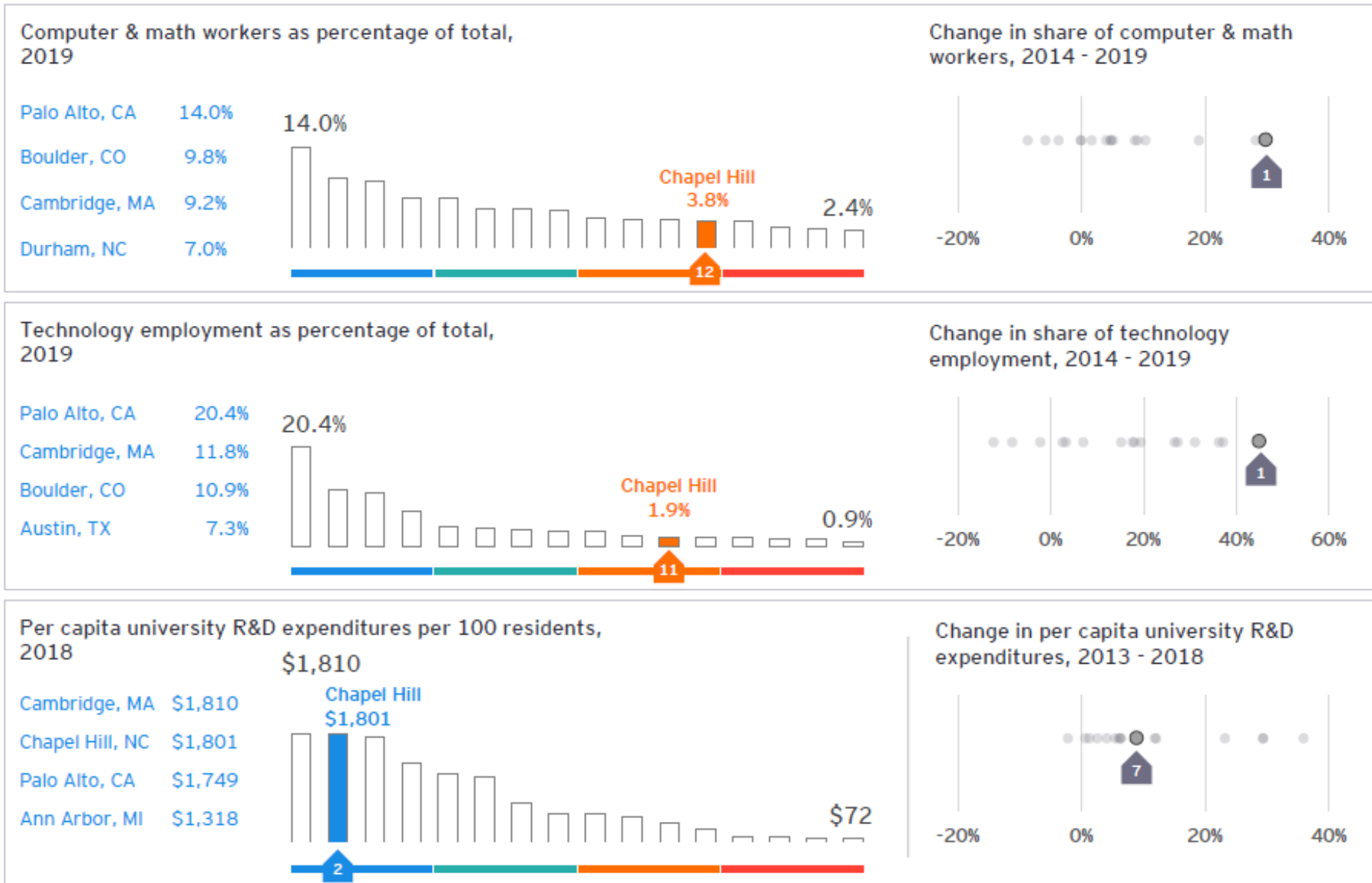
- During that same period, the number of Durham residents working locally increased by 4431 people.

Chapel Hill retained only 36% of the lab-based start-ups.

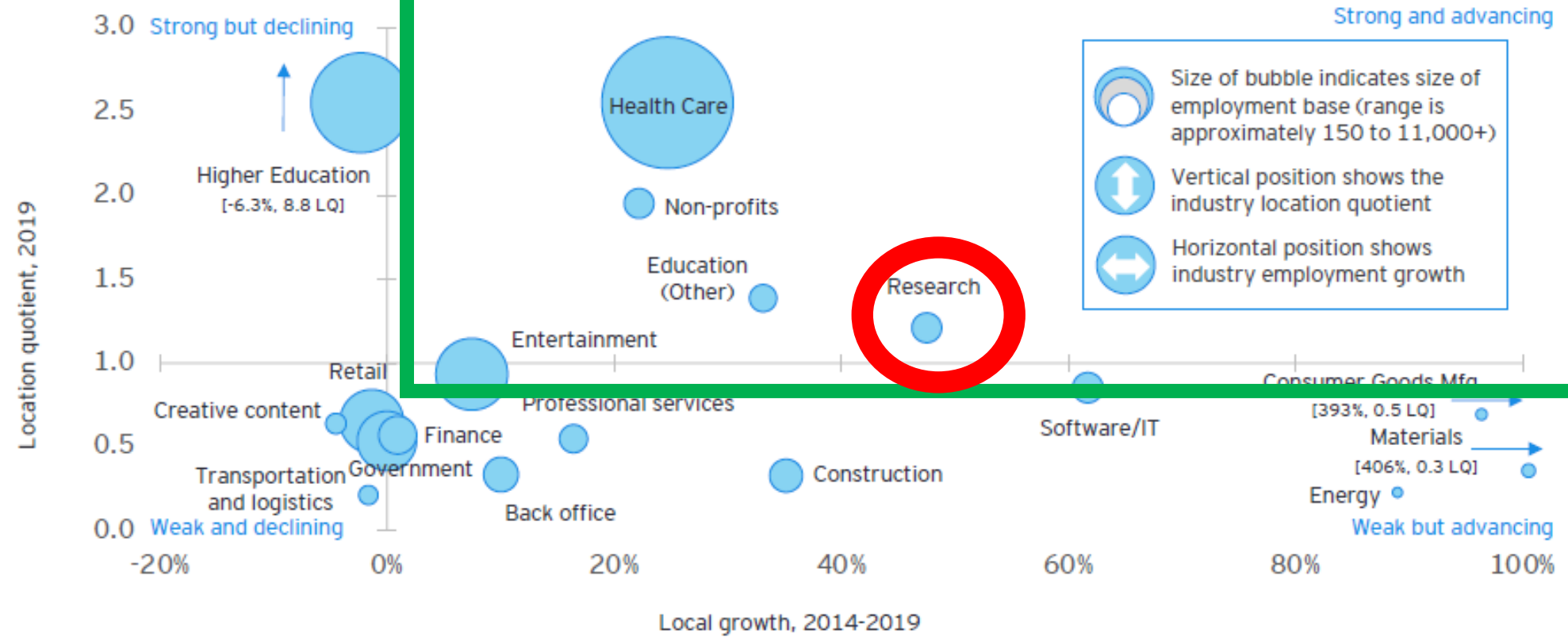
Of the active startups that are still in Chapel Hill, only 1 has significant capital raised. The rest are \$0 to just under \$13M

The need for jobs and space for life science companies.

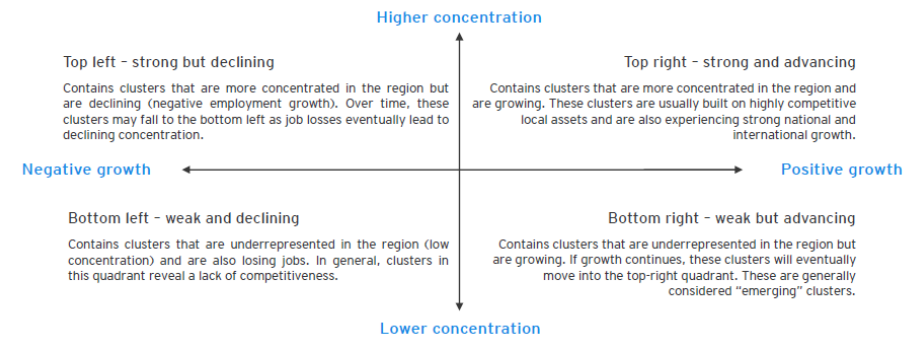
Innovative



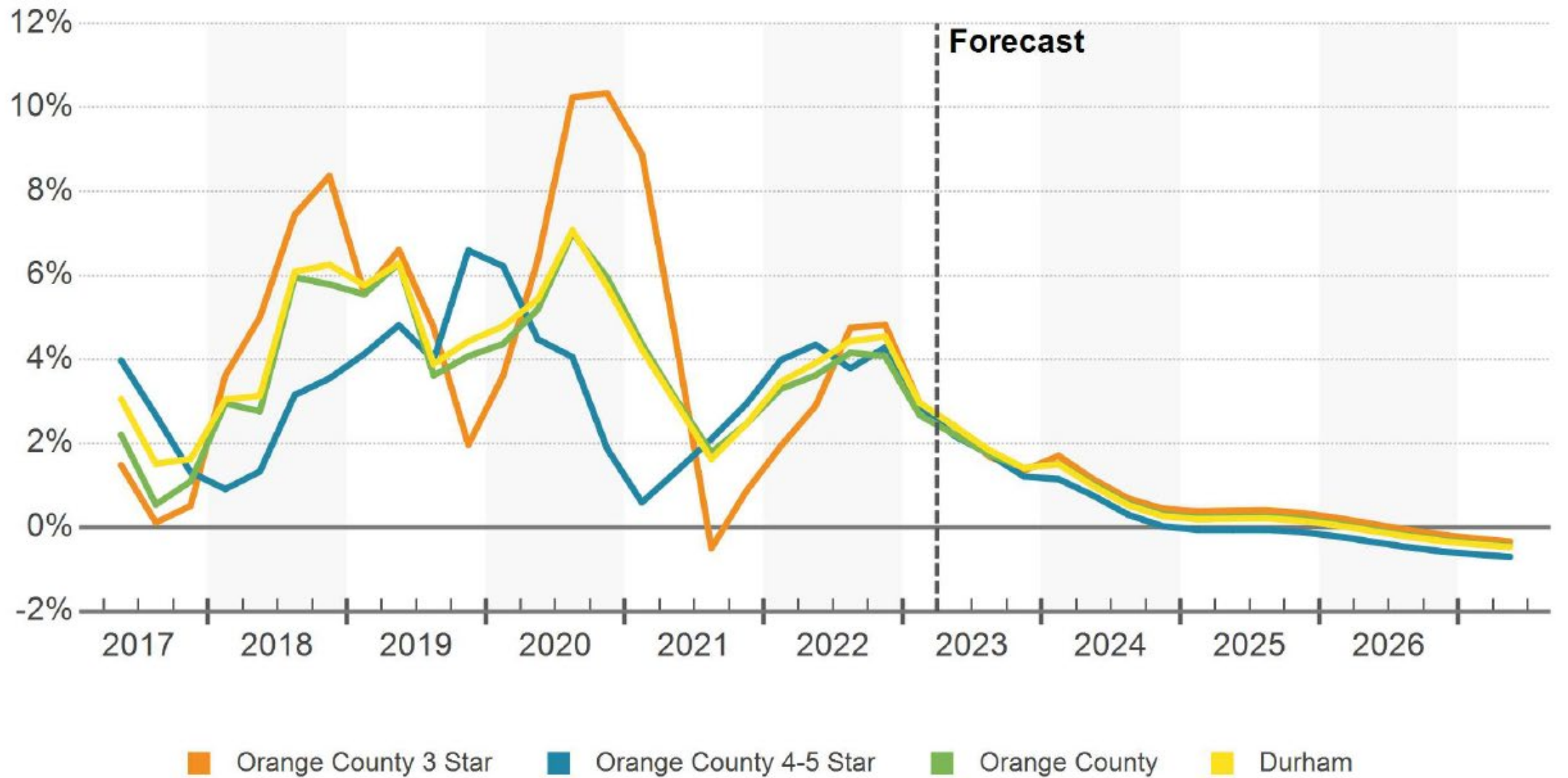
Chapel Hill industry cluster performance



Source: EMSI (only clusters with more than 100 jobs are shown).



MARKET RENT GROWTH (YOY)





What we do

Economic Development Key Goals

CHAPEL HILL

OPEN2.BIZ

1. Continue to implement ReVive goals
2. Marketing & Communications
3. Business facilitation and ombuds
4. Town and Gown relations
5. Downtown Together (Innovation District Plan)

>Marketing Efforts*

National: 6-Month public relations strategy

- Including list development, proactive outreach, & story placement in top industry publications (Using a Public Relations firm to target our message.)

Local: WCHL Chapelboro.com campaign

- 1 interview per month, highlighting economic development activities
- Includes digital marketing placement

Ongoing

- Continue to write and publish stories on our website and promote them through social media.
- We are publishing a monthly e-news featuring events and stories with a push to visit our website
- Implementing our media audit from 2022 (ARPA recommendation from Council)

>Downtown Together (Innovation District)

- Physical Improvements (Varsity Alley, new trash receptacles on East End, and working on a pedestrian level wayfinding system for downtown.
- Supporting the CHDP Clean and Green initiative.
- Facilitating development projects to help build out the district
- Mobility Study/Streetscape Enhancement planning
- Support marketing efforts to fill new and existing space to help with job creation
- Serving on the Downtown Together Working Group and Leadership Group
- Federal Allocation for streetscape improvements

>Business Recruitment

Joint Recruiting Effort with Innovate Carolina

- Welcomed by Mayor and key Downtown players
- VIP Tour of the new Junction space (July 28th)
 - 10 individuals representing 8 mid-to-large companies (1 non-profit)
- “Best of Chapel Hill” after party
 - Title sponsor, recognizing Chapel Hill businesses
 - 298 attendees

>Marketing

NEW Website: chapelhilleconomicdevelopment.org OR Open2.biz



CHAPEL HILL

OPEN2.BIZ

WHY CHAPEL HILL? ▾

IMPACT

FOR BUSINESSES

ABOUT

NEWS

CONTACT



Chapel Hill is
open to everyone.

CONTACT US

>Business Retention

Downtown Small Business Relocation Grant Program

- Developed to assist businesses facing relocation due to redevelopment pressure on Franklin & Rosemary Streets
- Marketed together with the Downtown Partnership
- Applications open July 1 – August 30
 - 14 individual inquiries, with 10 applications received
 - Announcements expected late September/ early October
- Lessons learned: Building upfits vs. Relocation needs

>Business Recruitment

Ongoing

- Partnered with Orange County Economic Development to showcase light industrial “flex” spaces on Millhouse Road to prospective distillery
 - June - August: Responded to 4 form requests with information on commercial space available, permitting, zoning questions, etc.
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- We also serve as an ombuds to issues with both new businesses and existing business needs related to planning and building inspections

>ReVive

- Identify solutions for challenges faced by minority entrepreneurs to create, recruit, and grow more minority-owned businesses. (Women and minority)
 - Develop a centralized, shared information hub for creating and operating a business in Chapel Hill. Additionally, consider a physical consolidation of services serving small businesses and entrepreneurs.
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- We are currently talking to peer cities about initiatives they are working on to understand best practices related to these issues.

> Parking



Parking

- We are continuing to work to maximize efficiencies in our parking system. These efforts include keeping track of occupancy and marketing underperforming lots.
- We are working to maximize revenue by tracking regional parking pricing. East Franklin on-street is using peak market pricing. We have increased semester pricing and reduced the number of spaces reserved for the use. We are looking at an October price increase for monthly parkers. This price increase included both 12-hour and 24-hour parking as a way to continue to encourage shared parking.
- While ongoing, we are nearing the completion of issuing residential parking permits for the coming year.
- The new ParkMobile signs around Downtown have brought more users to pay by the ParkMobile app. We see it trending to a 50-50 split when users pay by the app versus at the meter.
- We are building on our marketing and communication efforts and will begin a quarterly newsletter this fall.
- We are also thinking through the capabilities of the new PARCS technology for the East Rosemary Deck just around the corner.

➤ Parking Deck



Questions?

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