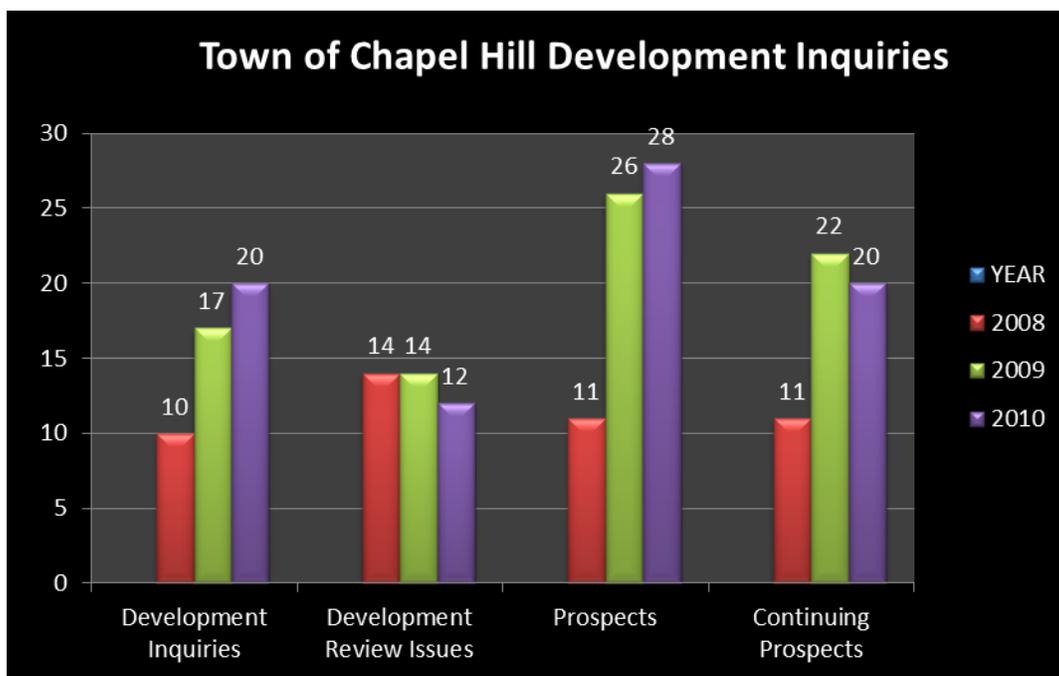




> MEMORANDUM

TO: Roger Stancil, Town Manager
FROM: Dwight Bassett, Economic Development Officer
DATE: February 24, 2011
RE: Year End Economic Development

This Year-End Report represents three complete fiscal years of working on Economic Development in Chapel Hill. This is the second year following the directive of the Economic Development Strategy was adopted. The work in this period represents a time of gathering data to better understand our market and the movement toward strategic initiatives for growing the non-residential tax base.



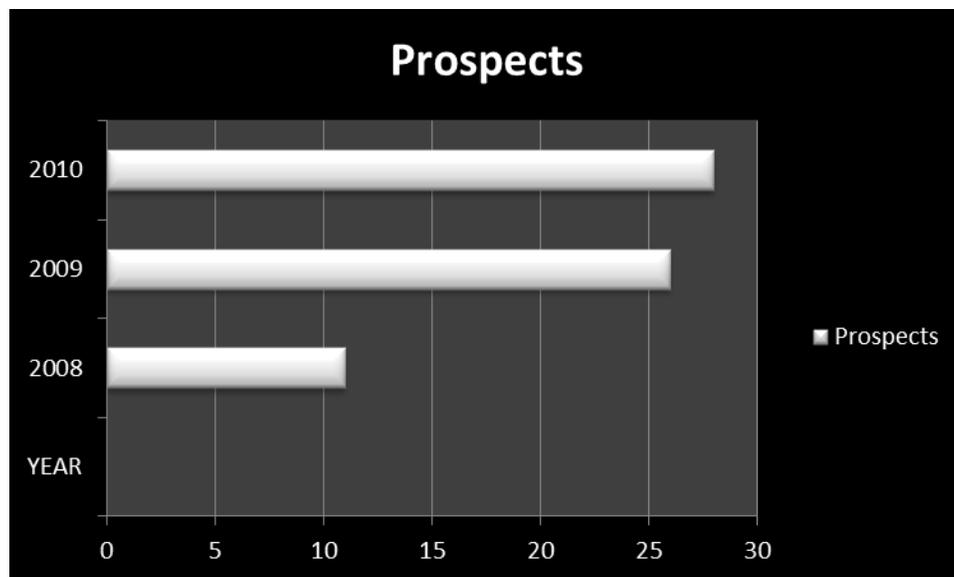
In the third year of economic development we have begun to make progress on a number of projects and goals. Some of the items worked on in the year have included;

- 1) Beginning the Downtown Framework and Action Plan to guide future development in downtown.
- 2) Beginning the Ephesus Church – Fordham Small Area Plan/Traffic Analysis to guide redevelopment of key properties.



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- 3) The completion of the Office Market Analysis to help the Town be more strategic in the growth of this market.
- 4) Hired an Intern to conduct a study on the Barriers to Small Business Development.
- 5) The creation of a business plan to support the development of an Arts Collective for Franklin Street – FRANK.
- 6) The Land Use Management Ordinance Text Amendment for Medical Office. This allows smaller medical offices in buildings where clinic was not allowed as a part of the SUP approval.
- 7) Continued to work on Improvements to the Development Process including participation in the section of a vendor to provide software.
- 8) Participated in review of an RFP for new Parking Technologies for downtown.
- 9) Worked with Madison-Marquette for interior and exterior improvements for University Mall as well as the new entrance off Highway 15-501.
- 10) Worked with staff to approval and placement of downtown parking signs.
- 11) Continued Development Update e-news.



Speaking and Participation:

- 1) Participated in 2010 Council Retreat
- 2) Presented at the Chamber's Development Update
- 3) Participated in Web and GIS Town Committees
- 4) Presented to the Sustainable Community Visioning Task Force
- 5) Presented to the Chamber's Leadership Class
- 6) Participated in The Google Fiber Application
- 7) Participated in planning Orange County Economic Development Summit
- 8) Accepted seat on Durham Tech - Small Business Advisory Committee
- 9) Meetings of the Council Committee on Economic Development