

I. Grow the non-residential tax base consistent with the principles of the Town's Comprehensive Plan.

- a. Involve stakeholders in identifying locations and objectives for non-residential development
 - Create a community conversation to identify how Development Opportunity areas can be used to grow commercial tax base
- Retail Goals
1. Ephesus Church-Fordham Planning Initiative and Follow-up (Engineering) \$50,000
 2. Other Development Opportunity Zones to consider (Define Development Opportunity Zone) \$25,000 (Depends on initiative)
 3. Define a number of SF Council Committee would like to see developed in the retail market.
 4. Look for ways to market opportunity sites.
- b. Seek new opportunities for downtown redevelopment.
1. Implement new Downtown Master Plan \$50,000
- c. Create a modified process for small area and focus planning
1. Begin Ephesus Church/Fordham Small Area Plan (SEE I . a)
- d. Develop marketing programs for Economic Development. (Web, e-news and other) Develop a marketing program to improve the perception of Chapel Hill's business friendliness.
1. Begin to influence/change perceptions of the business climate in Chapel Hill \$35,000
 2. Run ads with testimonials of development process assistance and improvements
 3. Begin to assist in growing the ability of our market to increase our absorption rate in specific areas. (RTRP membership, regional marketing) SEE II.c.1,2
- e. Enhance the tax base and consider the residential/commercial ratio target for the Town to even the tax burden
1. Determine a target
 2. Continue to develop relevant data on inventory and demand \$5,000 (Intern)
 3. (Also: Create an inventory of commercial spaces and tenants.)
 4. Consider strategies to achieve target:

II. Develop educational and employment opportunities to expand workforce skills and reduce commuting.

- a. Work with community educational institutions to identify and develop training for job opportunities.
 - b. Establish a working group of residents, students and professors to identify strategies for retaining and attracting the creative class.
 - c. Work to increase the supply and diversity of new office space.
 Goals from Office Market Study and Incentives
1. Join RTRP \$10,000

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| 2. Set aside dollars to begin marketing (external) | \$25,000 |
| 3. Set aside \$ for incentives if competitive projects should come in | \$50,000 |
| 4. Begin targeted marketing(separate from general marketing) to select clientele that we would desire to attract | \$25,000 (direct mail and site selection marketing) |

III. Focus on locally owned and/or oriented businesses.

- a. Develop incentives to assist in small and local business development. (Jumpstart and marketing?)
- b. Develop a strategic approach to improving the Town's development process.
- c. Develop stronger pedestrian, bicycle and transit connections between centers of activity. (Complete Streets)
- d. Address issues related to business development in Chapel Hill including: rents, regulatory environment, space available, focused incentives
 - Define interests
 - Develop strategies

-Outcomes from Barriers to Small Business Study - TASKS:

 1. Develop non-residential building inventory and track opening/closings (SEE I.e task)
 2. Update "Opening a Business in Chapel Hill" brochure
 3. Create checklist for all new businesses and business developments
 4. Fund "Jump Start" business development fund to assist with rent on start-up businesses \$25,000 - \$50,000
 5. Work with Planning to address issues related to Sign Ordinance

IV. Maintain an open and collaborative relationship with the University.

- a. Develop an Innovations Team with the University as a think tank for economic development.
 1. Continue Town/Gown Economic Development Working Group

V. Welcome green and ecologically sound businesses and developments.

- a. Work with our community partners to develop incentives for green development, jobs and business opportunities.

VI. Maintain a community character that promotes economic vitality, environmental protection and social equity.

- a. Continue our welcoming environment for a diverse workforce
- b. Continue and diversify our strong affordable and workforce housing policies.
 1. Complete Housing market study \$32,000