

Council Goals

Expand incubator and co-working spaces in downtown or in development corridors

Continue performance based business recruitment strategies

Adopt strategies for adding office and retail tax base (2016 Goal)

Evaluate optimal ratio for office, retail and residential uses to meet Chapel Hill 2020 plan goals (2016 Goal)

Expand small business loan program (2016 Goal)

Other Economic Development goals:

- Continue to facilitate developments/redevelopments and market property, especially in the Ephesus-Fordham, downtown, and Glen Lennox focus areas.
- Continue working with Jason Damweber on our asset management strategy
- Work with LaUNCH to continue efforts in innovation and entrepreneurship (host LaUNCH office hours to become better acquainted with participants, attend 1 Million Cup when hosted at LaUNCH).
- Continue to build and change Chapel Hill's brand in the region through marketing and sponsorship opportunities. (Web site, regional marketing)
- Work with the new Office of Housing and Community, and the Council, to evaluate our Housing market and seek new and innovative opportunities for affordable housing development. This work will be based on a framework of
 - 1) Economic trends and our growth over a 30 year period
 - 2) Statistics of housing market and affordable housing market demand
 - 3) Regional growth, targeting our market growth and future demand)
 - 4) Building a model for sustainable affordable housing