



# Economic Development Department

Monthly Update Report – September 2020

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## **ACTIVITY**

- **Attending Weekly Regional Economic Developers Meeting for COVID-19 Response**  
I have been attending weekly meetings with Economic Development staff throughout the region including Chatham County, Orange County, Chapel Hill, UNC, Downtown Chapel Hill, Hillsborough, and Chamber staff. Our discussions have been revolving around post-COVID economic development and what that looks like. We are fleshing out ideas to ensure a joint effort in moving forward.
- **Attending CBA Marketing, Policy, and Leadership meetings**  
I am currently attending CBA Marketing Committee, Policy Committee, and Leadership Council meetings to both understand the role of the CBA and to network with these business owners and find ways the Department can get plugged in.
- **Holding Meetings with BIPOC Community Leaders**  
I have been holding various one-on-one Zoom meetings with BIPOC business community leaders to learn what the Town can do to be more involved in these organizations as identified in the Minority Business Roundtable Report, and also what gaps in our existing services we need to fill in order to ensure equity in serving our BIPOC business community.
- **Attending Chamber/EmPOWERment Minority Business Owners Weekly Discussions**  
EmPOWERment and the Chapel Hill/Carrboro Chamber of Commerce have been hosting weekly meetings with primarily black business owners to better understand their needs, especially during the pandemic. September was the last month for these discussions to occur and will not continue through October. The Carrboro Economic Development Department and the Chamber have agreed to work to fill-the-gap that these discussions used to occupy.
- **Various calls with local Businesses and Developers** to introduce myself and find out how the Town Economic Development Department can be of assistance to these investors in our community.

## **PROJECTS**

- **Minority Business Roundtable – Implementation**  
Current Status: An implementation timeline and action items have been developed and implementation has begun. Initial meetings with community leaders have been occurring and another roundtable discussion (to occur every 2 months) has been penciled in for November 19<sup>th</sup>.  
Next Steps: Begin development of a resource center (both online and physical locations).

Projected Completion: On-going. We anticipate these activities to continue and become a part of the economic development workflow process. The resource center projected completion is the end of January.

- **CTDA's VisitCarrboro.com Website Development – Finalizing Design**

Current Status: The design and content is being finalized. The CBA is contracted to complete this project with an anticipated “go live” in early November. Corresponding social media is also being setup in time for the launch.

Next Steps: As the design is finalized the website will “go live” with a soft launch to finalize any issues before marketing the site.

Projected Completion: Early November.

- **Project Arrange**

We have received feedback that Project Arrange was very appreciate of the Town Manager's offer. The company anticipates making a final determination about their location at the beginning of December.