



Economic Development Department

Monthly Update Report – October 2020

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 an aligned regional 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. Currently we are assisting in communication between the Town and the CBA regarding the 203 Project and Parking availability in Downtown.
- **Holding Meetings with BIPOC Community Leaders**
I've continued having 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.
- **Meeting with Key Economic Development Partners**
During the month of October I focused on meeting with key economic development partners within the Carrboro/Chapel Hill area. These included visiting the Launch Chapel Hill incubator and start-up space, meeting with the SBTDC Director, and Durham Tech's Small Business Center Director.
- **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 scheduled for November 19th.
Next Steps: 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 – “Live” Website, Finalizing Social Media**

Current Status: This project went “live” on November 5th. Comprehensive social media implementation is being finalized

Next Steps: Complete conversion of Facebook page to “Visit Carrboro” and setup new Instagram account. The CTDA plans to

Projected Completion: End of December.

- **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.

- **Economic Development Strategic Plan – Data and Input Gathering**

Current Status: Identifying strategic issues and gathering Carrboro economic data.

Next Steps: Work with the ESC to develop strategies and actions to address the strategic issues.

Projected Completion: End of December.