



Economic Development Department

Monthly Update Report – November & December 2021

ACTIVITY

- **Attending CBA Marketing, Policy, and Leadership meetings**

I am currently attending CBA Marketing Committee, Policy Committee, and Leadership Council meetings to network with these business owners and find new ways the Department and the Tourism Development Authority can be a part of their initiatives. The 203 Project and Downtown Parking study have been the center of on-going concerns and discussions with the CBA and their respective committees.

- **Draft Parking Study Submitted, Staff Reviewing**

Walker Parking Consultants submitted the draft copy of the Downtown Carrboro Parking Study mid-December. Staff are currently reviewing the study. We anticipate a presentation and release to the Council in February 2022.

- **Business Alliance and ESC Mentor Program Under Development**

We are working to develop a new program for new businesses in Carrboro to be matched with a local business mentor. While this will be similar to SCORE's services, it will be less structured than SCORE's program and will primarily function as a networking opportunity for new start-ups. Both the CBA and the ESC are encouraged by this program and members are willing to participate. Progress on this program has been delayed due to the COVID-19 Mitigation Grant Program.

- **Wayfinding Program under Development for**

I have been working with Public Works and Communication staff regarding finalizing the development of a wayfinding program for downtown and particularly for public parking in downtown.

- **Collaborating with Regional Partners for Light Up Orange County Tourism Initiative**

The Carrboro TDA and I have been working with Downtown Chapel Hill, Hillsborough Economic Development, and the Orange County Visitor's Bureau to develop a winter tourism campaign. Light Up Orange County is meant to encourage visitors and citizens alike to come to Orange County to see our communities lit up since it gets dark so early this time of year. Orange County Visitor's Bureau is coordinating the initiative with Clean Design.

- **BIPOC Business Update**

Partnering with the Small Business Center at Durham Tech, we are working on developing some new entrepreneurship curriculum/training that will be targeted toward BIPOC entrepreneurs. We are targeting Q2 2022 for the program to start and run for approximately 10 weeks.

PROJECTS

- **Minority Business Roundtable – Implementation**

Current Status: Working to schedule a BIPOC Roundtable Meeting for Q1.

Next Steps: Continue to hold BIPOC Business Roundtable Meetings and develop a mentorship program.

Projected Completion: On-going. We anticipate these activities to continue and become a part of the economic development workflow process.

- **Project Arrange**

We have received feedback that Project Arrange was very appreciate of the former Town Manager's offer to expedite the development review process when they are ready to expand their physical space. The company has paused this project until they can reassess their needs post-COVID-19.

- **Economic Development Strategic Plan – Implementation of the Plan**

Current Status: The ESC has reviewed and accepted the draft goals and strategies that the Comprehensive Plan Taskforce and Teska have created.

Next Steps: ESC will begin the implementation of their elements of the Comprehensive Plan.

Projected Completion: On-going

- **Downtown Parking Study – Draft Study Submitted for Staff Review**

Current Status: Walker Consulting has submitted a draft copy of the study and staff are currently reviewing to provide feedback.

Next Steps: Walker will make a presentation and release the final study.

Project Completion: February 2022

- **COVID-19 Mitigation Business Grants**

Current Status: Agreements have been sent out and are being processed as we receive them.

Next Steps: Complete grant agreements and send out checks.

Project Completion: January 2022-June 2022

- **203 Project Parking Replacement**

Area	Spaces	Availability	Status	Completion
203 S. Greensboro (203 Project)	-100	24/7	--	
Dispute Settlement Center	+6	24/7	Not started	Q1 2022
CommunityWorx	+12	24/7	Not started	Q1 2022
309 N. Greensboro (Fitch)	+55	Evening & 24 hrs. Weekends	Staff Reviewing Plans	Q1 2022
502B N. Greensboro (Fitch)	+19	24/7	Completed	
300 E. Main (behind ArtsCenter)	+62	Daytime	Completed	
Net Change	+54	--	--	