



Economic Development Department

Monthly Update Report – January 2022

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 Comments Returned**
Walker Parking Consultants submitted the draft copy of the Downtown Carrboro Parking Study mid-December. Staff have reviewed the parking study and sent a series of comments back to Walker to provide additional information and response. We anticipate a presentation and release to the Council in late 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 Downtown**
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. We hope to have it included in the 2022-2023 CIP and Budget.
- **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.
- **Inter-City Visit Meetings Underway for Fall 2022 Visit**
I have been working with the Chamber and other jurisdictions to meet and discuss options for moving forward with an Inter-City visit again this year since postponing the 2020 trip.
- **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: BIPOC Business Roundtable scheduled for March 3.

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 – Staff Comments Returned to Walker**

Current Status: Staff have provided comments back to Walker for their response and incorporation into the Study.

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

Project Completion: February/March 2022

- **COVID-19 Mitigation Business Grants – Checks Starting to be Issued**

Current Status: Many agreements are in the process of being finalized with checks starting to go out the last week of January.

Next Steps: Finish sending out the 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	--	--	