



Economic Development Department

Monthly Update Report – April 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.

- **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. Targeting final policy completion by September 2022.

- **Wayfinding and Parking Signage**

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. The more formal signage program is proposed in the 2023 fiscal year budget, but signage for temporary lots the town has acquired leases on is slated for installation within the next month. Additionally, public parking locations have been added to Apple Maps, Google Maps, and Waze to help those using navigation apps easily locate public parking. We have also created a map on our website and will be posting this on social media channels as well.

- **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. The location has yet to be determined.

- **Entrepreneurship Training with Durham Tech Now Underway**

The Town has partnered with Durham Tech to provide a location for two entrepreneurship and existing business training cohorts to take place here in Carrboro. The Town is renting the space and providing refreshments, while Durham Tech is providing the curriculum and facilitators. Scholarships provided by Wells Fargo are available for those who may be unable to pay for the class. There are 13 participants in the program. The participants will graduate from the program at their last session on May 21st.

- **BIPOC Business Update**

A BIPOC Business Owner's Roundtable meeting is scheduled virtually for May 31st. Additionally, our partnership with Durham Tech for entrepreneurship training prioritized BIPOC applicants and has 7 BIPOC participants currently going through the program.

PROJECTS

- **Minority Business Roundtable – Implementation**

Current Status: BIPOC Business Roundtable being scheduled for Q2.

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.

- **Downtown Parking Study – Presentation to Advisory Boards**

Current Status: The Council accepted the presentation and referred the study to the advisory boards.

Next Steps: Staff are working with advisory boards to have the study placed on their next meeting agenda.

Project Completion: September 2022

- **COVID-19 Mitigation Business Grants – Grant Agreements Being Signed**

Current Status: Second round of approvals have grant agreements are we are waiting to receive signed agreements and W-9s.

Next Steps: Route agreements through Town for signature.

Project Completion: 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	Q2 2022
CommunityWorx	+12	24/7	Not started	Q2 2022
309 N. Greensboro (Fitch)	+51	Evening & 24 hrs. Weekends	Completed	
502B N. Greensboro (Fitch)	+20	24/7	Completed	
300 E. Main (behind ArtsCenter)	+62	Daytime	Completed	
Net Change	+51	--	--	