



Economic Development Department

Monthly Update Report – December 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. These meetings will be decreasing to a twice-a-month occurrence this calendar year as vaccinations begin to increase.
- **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.
- **Working with Two New Businesses**
I have been working with two potential new businesses on getting started. I am currently working through some business viability work with one and working through the revolving loan process with the other. Both present great opportunities and will meet some of the categorical restaurant demand we have here.
- **Preparation for ESC To Hold Retreat**
The Economic Sustainability Commission will be holding a retreat and review current conditions and trends and to solidify and develop an economic development strategic plan for the next 5-10 years. The goal is to have a strategic plan that will have solid action items tied to measures so that the plan can be easily assess the implementation of our strategy and its success in the Town.
- **BIPOC Business Update**
Since my last report, I have had the pleasure of meeting with and gathering feedback from three different BIPOC Business Advocates – two are current business/non-profit leaders, and one is a potential business owner. Access to capital, providing training/education, and building wealth all continue to be the resounding theme of many of my conversation with BIPOC business owners. This was originally identified in the Minority Business Roundtable report as well.

PROJECTS

- **Minority Business Roundtable – Implementation**
Current Status: Online portion of the Resource Center is under development. Initial meetings with community leaders have been occurring and another roundtable discussion (to occur every 2 months) has been scheduled for January 28th.
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 early February.

- **CTDA's VisitCarrboro.com Website Development – Project Completed**
Current Status: Project complete.
- **Project Arrange**
We have received feedback that Project Arrange was very appreciate of the Town Manager's offer. The company has paused this project until they can reassess their needs post-COVID-19.
- **Economic Development Strategic Plan – Identifying Strategic Issues and Strategy**
Current Status: Currently working with the ESC to solidify strategic issues and identify strategies for each issue.
Next Steps: Continue to work with the ESC to identify strategies for each strategic issue at their next meeting.
Projected Completion: Mid March.