



Economic Development Department

Monthly Update Report – January 2021

ACTIVITY

- **Attended the Chamber Annual Meeting**

I, along with the Town Manager and several Councilmembers, attended the Chamber's Annual Meeting. It was a great presentation and a good opportunity to learn more about the great things happening in our business community.

- **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. The focus of February has been on "For the Love of Carrboro."

- **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.

- **Acquiring new Parking Leases begun; Anticipated Completion by end of Q1**

I am in the process of acquiring new parking leases in downtown Carrboro. Primarily I am working with Fitch Lumber and the Dispute Settlement Center, but there are two other areas where Town Staff are working to acquire additional spaces. Additionally, I am working with 300 E. Main to better communicate the publically available parking that we currently lease within the parking structure.

- **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 February 25th.

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 late 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.