



Economic Development Department

Monthly Update Report – September 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.
- **Walker Parking Consultants Visit**
I had been preparing for Walker Consultants to visit our community to conduct parking counts and assessments in-person while finishing up the study. We arranged meetings with CBA members and a sub-committee, various Councilmembers, Planning Staff, and other stakeholders with downtown parking.
- **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.
- **BIPOC Business Update**
Another BIPOC Business Roundtable was held on September 30th with special guests from the Chamber's Black Business Alliance and the Small Business Center at Durham Tech. As a part of Minority Enterprise Development Week, we launched the Buy BIPOC campaign with a listing of BIPOC businesses in Carrboro.

PROJECTS

- **Minority Business Roundtable – Implementation**
Current Status: The Resource Center and the Buy BIPOC listing is completed.
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 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 – Developing an Action Plan**
Current Status: The ESC has reviewed and accepted the draft goals and strategies that the Comprehensive Plan Taskforce and Teska have created. They will be reviewing these again in context with the rest of the Plan’s goals and strategies at their October meeting.
Next Steps: Developing an action plan for ESC goals and strategies.
Projected Completion: October 2021
- Downtown Parking Study – Visitation and Parking Counts**
Current Status: Walker Consulting staff visited our community, conducted parking counts and analysis, and met with various stakeholders. This should be the final portion to get the study finished up.
Next Steps: Walker will take the data and insights collected and begin finishing the Town’s parking study.
Project Completion: December 2021
- COVID-19 Mitigation Business Grants**
Current Status: A draft policy has been developed and is awaiting final Council review and approval.
Next Steps: Open the grant application period (anticipated to last for one month).
Project Completion: November 2021
- 203 Project Parking Replacement**

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