



Council Committee on Economic Sustainability

11.01.24

The Council Committee on Economic Sustainability exists to support opportunities to put Chapel Hill's people to work and create economic prosperity for all, now and in the future.

 **Department Director Update**

 **Existing Business Support Program**

 **Downtown Partner Presentations**

Greetings from



Department Director Update



Department Director Update

- Project Pipeline Activity
- BioLabs – Chapel Hill Tour
- Upcoming Recruitment Opportunities
- Economic Development Marketing & Communications Coordinator

A vibrant street scene with a semi-transparent teal overlay. In the background, a man with a grey beard and a woman walk towards the camera. A man in a grey cap and blue shirt pushes a stroller away from the camera. A woman in a black dress walks to the right. A sign on the right side of the street reads: "IMPROV COMEDY CLASSES & SHOWS", "BUILD CONFIDENCE!", "MEET NEW FRIENDS!", "TEENS - ADULTS - SENIORS", "IMPROV YOUR LIFE!™", "FRANKLIN ST. - CHAPEL HILL", and "ThePIT-ChapelHill.com". On the left, a brick wall has a vertical URL "www.muralsbournichaelbro.com" written on it. The scene is bright and sunny, with blue and white balloons visible in the distance.

Existing Business Support Program

Program Purpose

- Gather quantitative and qualitative data from existing businesses
- Analyze information and synthesize findings
- Coordinate with partners to provide responsive support

- **Core partners** are industry and location agnostic and fulfill both resource and advocacy roles.
- **Advisory partners** are local and regional organizations that engage with our business community.
- **Service partners** offer free, direct, and consistent business counseling and services.
- **Internal partners** are Town departments whose work aligns with economic development and business support.

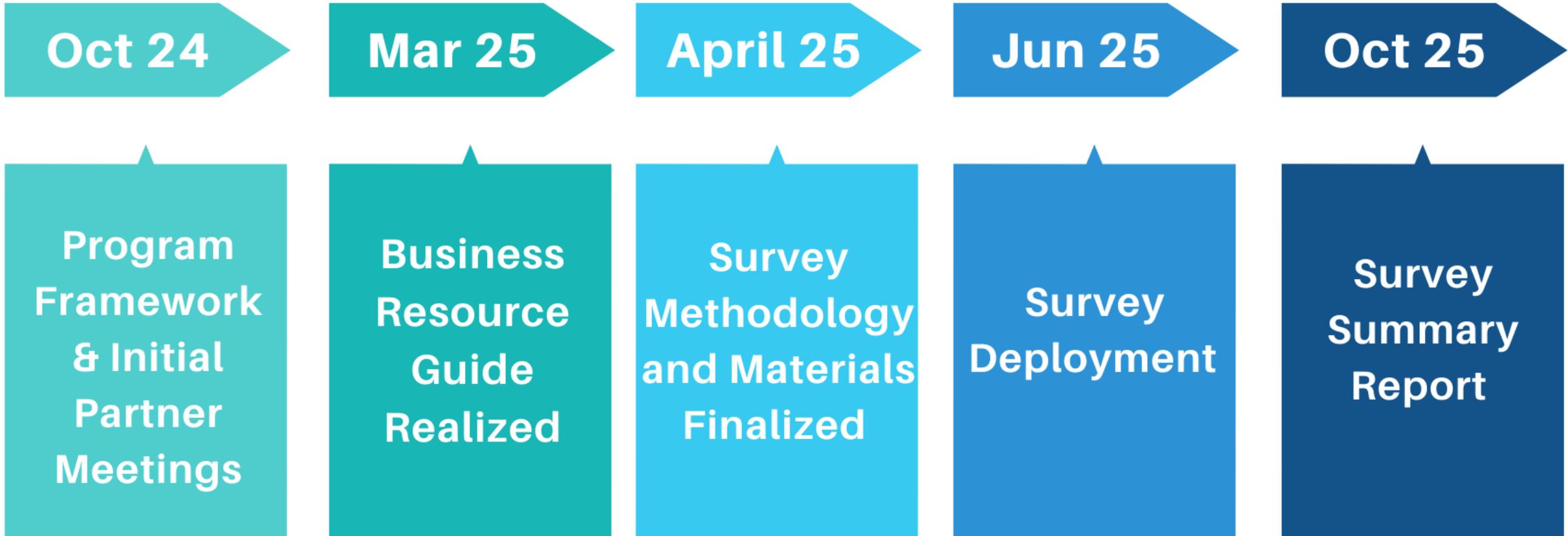
Program Framework

Year 1 – Develop and administer survey

Year 2 – Collaborate w/partners on response

EXISTING BUSINESS SUPPORT PROGRAM

Program Milestones



Program Goals

Staff will be able to...

- ✓ Identify critical challenges and needs
- ✓ Make data-driven decisions
- ✓ Improve support to businesses

Program Goals

Businesses will have...

- ✓ Access to resources and information
- ✓ Support from multiple partners
- ✓ Responsive and transparent relationship with Town

An aerial photograph of a downtown street scene. The street is lined with multi-story brick and stone buildings. A white van with "MEDITERRANEAN DELI & CATERING" is parked on the left. Several cars are driving on the road. A semi-transparent blue rectangular overlay is centered over the image, containing the title text in white. The sky is blue with scattered white clouds.

Downtown Partner Presentations



Innovate Carolina

Chapel Hill Council Committee on Economic Sustainability (CCES) Meeting

November 2024

UNC Office of the Vice Chancellor for Innovation,
Entrepreneurship and Economic Development



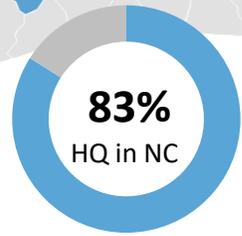
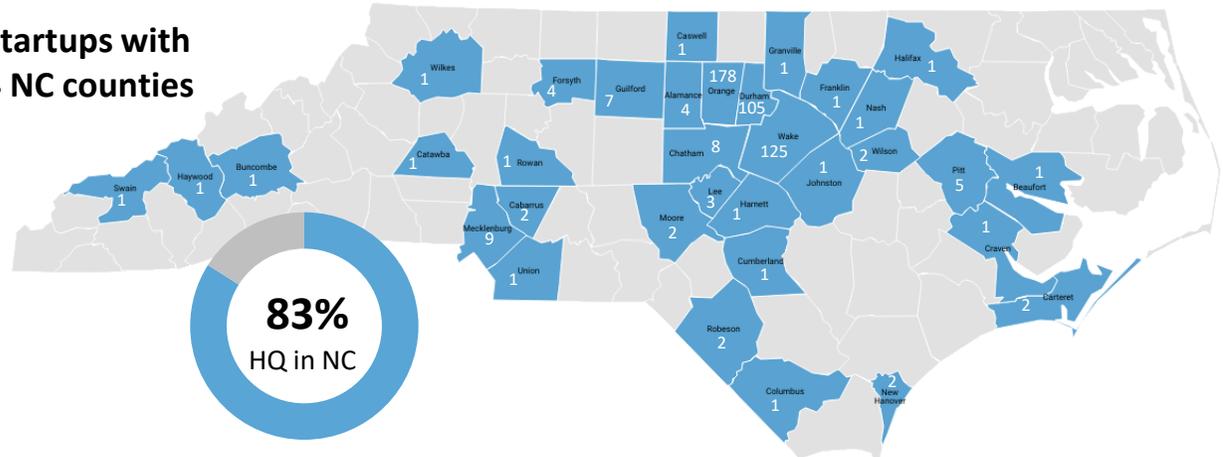
 **UNC** | **INNOVATE
CAROLINA**

Vice Chancellor's Office for
Innovation, Entrepreneurship and
Economic Development



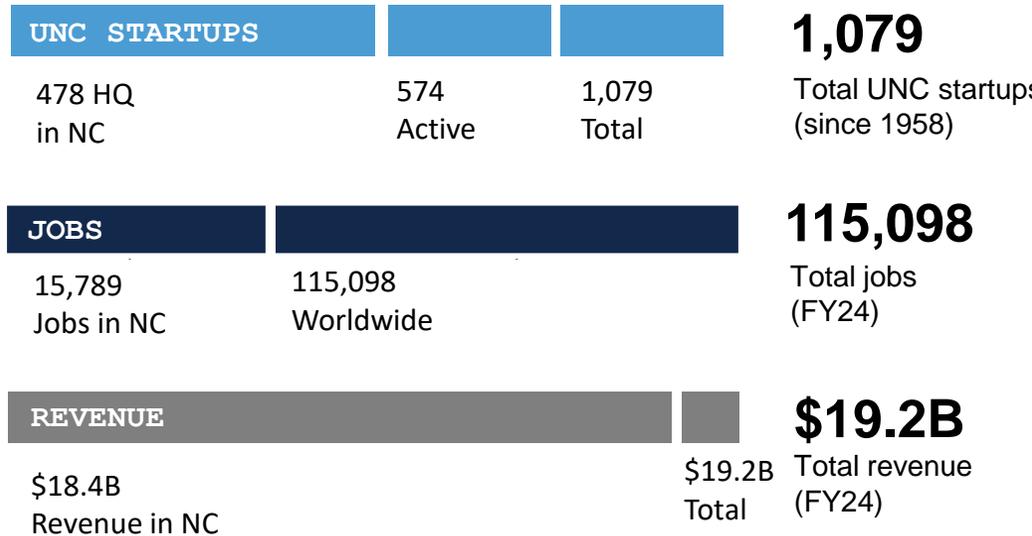
Impact: UNC Startups (All Types)

574
Active UNC startups with
478 HQ in 34 NC counties

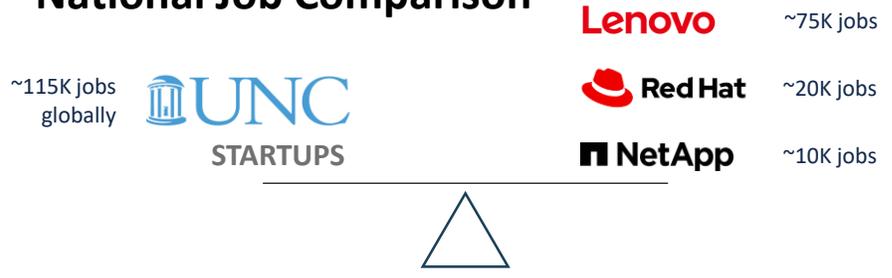


Snapshot

As of July 2024



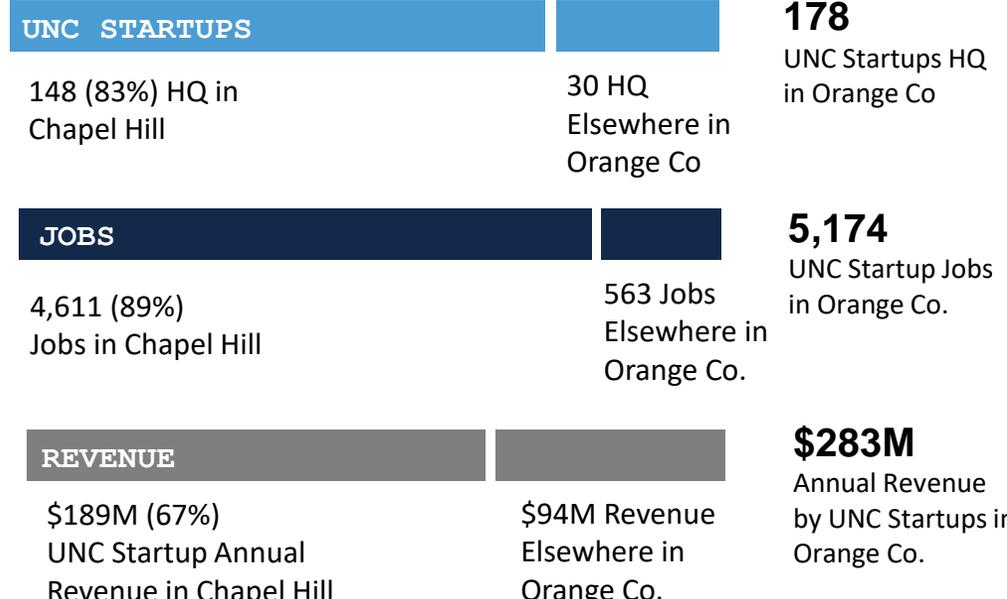
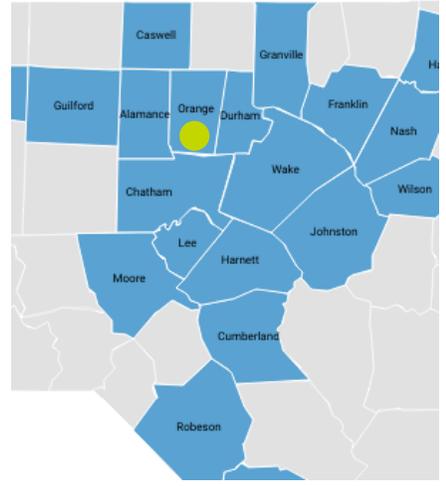
National Job Comparison



NC Job Comparison



Orange County / Chapel Hill



UNC-AFFILIATED STARTUP IN CHAPEL HILL

GameFlo

UNC grad student founded in 2018:
Chi Nwogu, Kenan-Flagler Business School (MBA)

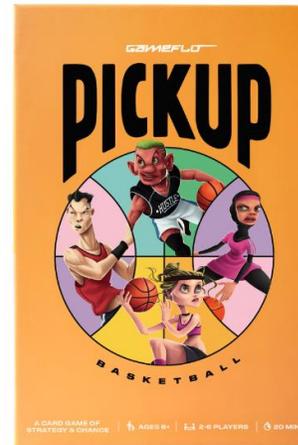
Challenge

Increase access to essential skills in STEAM with a focus on pre-teens and teenagers

Solution

Create culturally relevant games that people can see themselves in and that build skills in math, decision making and critical thinking

[TNT Inside the NBA Story: GameFLO](#)



UNC-AFFILIATED STARTUP IN CHAPEL HILL

Hope Renovations

UNC alumnus founded in 2020:
Nora Spencer, UNC School of Social Work,
Top 10 CNN Hero of the Year (2022)

Challenge

Women comprise only 4% of construction workforce

Solution

Training program to prepare women for construction trade careers

[Idea-to-Impact Story: Hope Renovations](#)

[CNN Heroes: “We Need More Women in Construction”](#)



UNC-AFFILIATED STARTUP IN CHAPEL HILL

EATS2SEATS

UNC student founded in 2018:

Mary Laci Motley, Kenan-Flagler Business School

Challenge

Inefficient concessions operations at collegiate and pro venues; too hard for NPO's to staff concessions as group fundraisers

Solution

Staffing agency that connects local NPOs to a simple fundraising opportunity by staffing concession stands in stadiums.

[Forbes: Mary Laci Motley \(EATS2SEATS\)](#)



INNOVATE CAROLINA



Technology Commercialization

Moving UNC Research and Discovery to Market

- Startups based on intellectual property
- Invention disclosures
- Patent applications
- Executed Licenses and options



39
UNC research-based products to market
 (since 2006)



88
active IP-based startups in 10 NC counties
 Transforming UNC discoveries and technologies in companies, jobs and revenue in local communities

As of July 2024

UNC IP STARTUPS

88 HQ in NC	106 Active	185 Total
----------------	---------------	--------------

185
 Total IP startups
 (since 1958)

JOBS

1,093 Jobs in NC	2,556 Worldwide
---------------------	--------------------

2,556
 Total IP startup jobs
 (FY24)

REVENUE

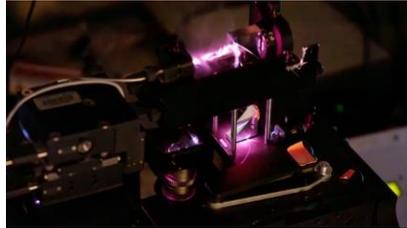
\$215M Revenue in NC	\$340M Total
-------------------------	-----------------

\$340M

UNC IP Startups Impact Snapshot

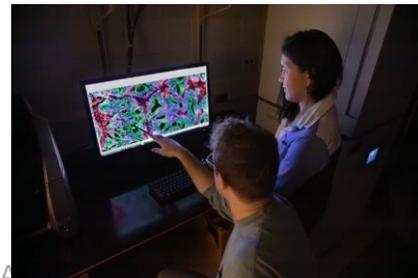
\$8.4B

In funding raised by UNC IP startups (all years)



\$340M

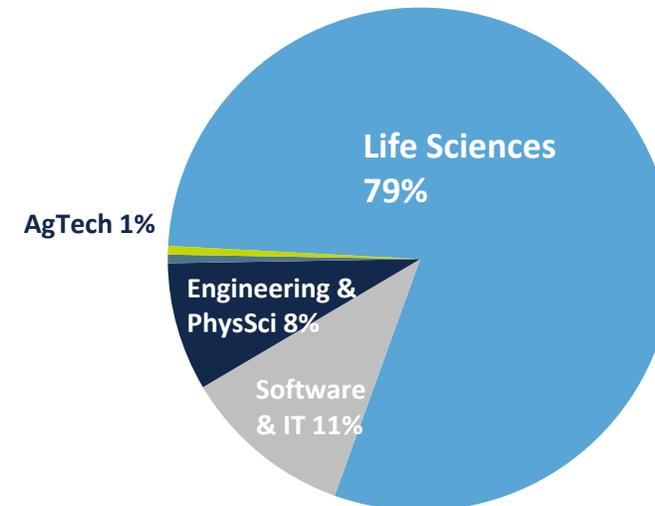
FY24 annual revenue by UNC IP startups



63%

UNC IP startup revenue in NC

Product/Service Category



INNOVATE CAROLINA



Design & Innovation for the Public Good

TIIP Awards

Translating Innovative Ideas for the Public Good

 **\$247K**
in early-stage funding
(FY24)

 **FIVE**
innovative projects
to co-create, test and scale human-centered
ideas for impact in NC and beyond

Grad Certificate

in Innovation for the Public Good

 **38**
students enrolled
(2024)

 **15**
depts. represented
(2024)

 **170+**
total enrollment
(since 2020)

 **#1**
largest certificate program
(on UNC campus)

Carolina Innovation Ecomap

➤ **University-wide map**
of ~200 innovation, design + e-ship resources

➤ **25 human-centered interviews**
focused on user experience

➤ **2 conference presentations**
at national/international symposiums

➤ **Fall 2024**
launch of ecomap

Design Thinking + Innovation Service Recharge Service

Workshops	Coaching
Mentoring	Accelerators
Non-UNC organizations	UNC organizations



Design Thinking Outcomes Collaborative

- Provide open-access tools to support emerging design thinking researchers
- Define and operationalize human centered research practice and standards
- Articulate the value of implementing human centered research design

➤ **SPRING 2025**
INTERNATIONAL GATHERING + *SHARING OF FINDINGS*



INNOVATE CAROLINA



New Ventures & Partnerships

Carolina Angel Network

UNC-Affiliated Startups	
	Network of Accredited Investor Members
28 Startups Receiving Investments (since 2017)	



Institute for Convergent Science

- Grants and funding for pre-commercial development teams
- Faculty fellows and mentors
- Innovation postdoc support



KickStart Venture Services

Research-Based UNC Startup Formation and Growth

- Entrepreneurial education
- Early-stage funding
- On-campus accelerator
- 179 total companies (126 active)
- \$7.9B in funding raised (total)
- \$3.2M KickStart funds invested in 87 UNC startups

KICKSTART ACCELERATOR



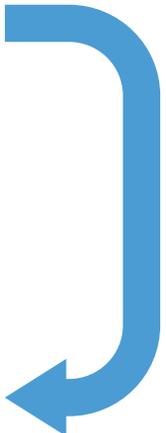
CAMPUS

- 7,500 square-foot accelerator (on campus)
- Wet lab and office space
- Shared equipment
- Meeting spaces
- 11 benches and six private lab rooms

DOWNTOWN

- Pipeline for life sciences startups to Biolabs NC in downtown Chapel Hill

EXTERNAL WET LAB / COWORKING



INNOVATE CAROLINA



Innovation Hubs

Regional Hub Programs and Services

3 Innovation Hub Locations



Innovate Carolina Junction
Chapel Hill, NC

79West Innovation Hub
Pittsboro, NC

The Loading Dock
Wake Forest, NC

FY24 Hubs Services



Junction Coworking Memberships & Meeting Rooms



Venture Services & Programs



Patent Landscaping & Market Research

Hub Events

40

Innovate Carolina-Hosted Events in FY24

- Chapel Hill
- Pittsboro
- Wake Forest



Innovate Carolina Junction

Downtown Chapel Hill

270
Coworking Members

4,000
Event Attendees



300
Community Tours

100+
Company Engagements



100
Events at the Junction

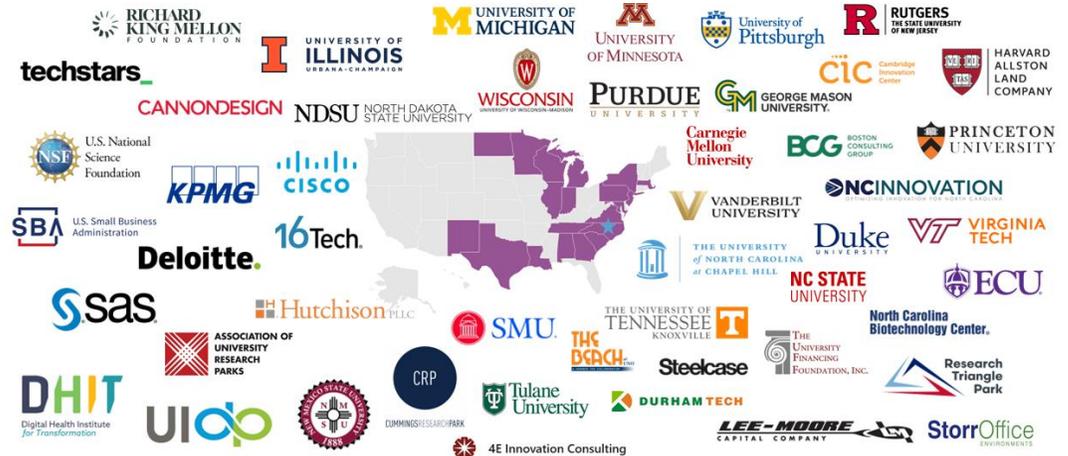


Signature Summit: Innovation Hubs + The Future of Work

47 Academic, industry and gov't hubs/partners

22 States represented

50 Hubs executives, directors and senior leaders





Innovate Carolina Junction

An Anchor to the Emerging Innovation District



150 E. Rosemary:
Future Office and Lab Space

136 E. Rosemary / 137 E. Franklin:
Innovation Hub Building

125 E. Rosemary:
TOCH Parking Deck

101 E. Rosemary:
Link Apartments

110 W. Rosemary:
Hotel / Conference Center

Innovate Carolina Junction

Building a robust innovation ecosystem to drive social and economic impact in Chapel Hill

Innovate Carolina Junction Innovation Ecosystem

Physical Space



Programs



Services



Impact



Physical Space

Physical Space



Programs



Services



Impact



Workspaces

Membership

INNOVATE CAROLINA JUNCTION

Physical Space

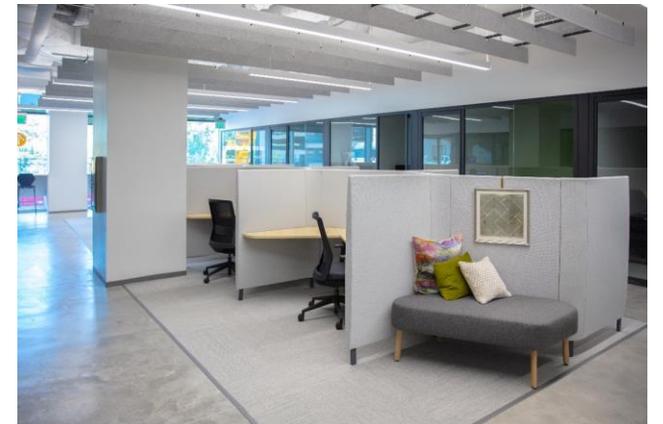
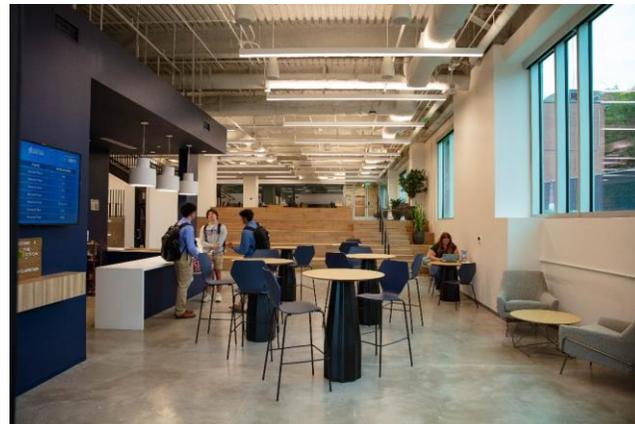
- Creative spaces, coworking, programs and services
- Downtown Chapel Hill
- Home to Innovate Carolina
- Open to:
 - Startups
 - Small businesses
 - Corporations and nonprofits
 - Faculty, students, and alumni
 - Remote workers
 - Citizen entrepreneurs



INNOVATE CAROLINA JUNCTION

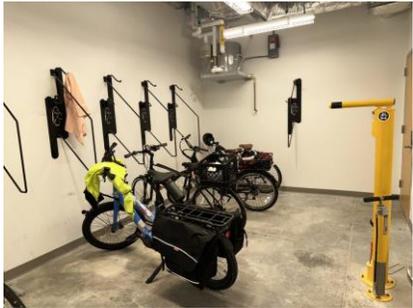
Workspaces

- Physical Space + Membership Offerings
 - Co-working community
 - Part-time/full-time memberships
 - Floating and dedicated desks
 - Private offices
 - Innovate Carolina-hosted events
 - Event and meeting spaces for others
 - Startup accelerator (Launch Chapel Hill)



INNOVATE CAROLINA JUNCTION

Amenities & Environments



Amenities



Coffee Bar



Fast, Secure Wi-Fi



Convenient Parking (extra fee)



Office Supplies



Mailbox



Phone Booth



Slack Channel



Black & White Printing

Environments



Outdoor Terrace



Huddle Rooms



Private Conference Rooms



Event Space



Wellness Room



Business Center with Printers



Modern Kitchen



Collaboration Areas



Bike Room

Programs

Physical Space



Programs



Services



Impact



Events

Partnerships

Student

Launch Chapel Hill

INNOVATE CAROLINA JUNCTION

Programs: Event-Based, Industry + Student

- **Event-based programs:** Convene university, industry, government and community to work, learn and network
- **Industry programs/partnerships:** Collaborations or sponsorships on research/business, talent, or program co-creation
- **Student programs:** innovation community, startups, experiential/competitions



Programs: Recurring Programs and Events

Recurring Programs and Events

- Free Coworking Fridays
- Fireside Chats with Faculty Founders
- Lunch & Learn Workshops
 - Legal Insights on AI
 - Team Building
 - Mastering Communication
 - Design Thinking + Rapid Prototyping
- Office Hours
 - Legal: Hutchison Law
 - Tech: Emerging Tech EIR
 - Creative: 1893 Brand Studio
 - Business: SBTDC



INNOVATE CAROLINA JUNCTION

Programs: Launch Chapel Hill

- Partnership: Town of Chapel Hill, Orange County and UNC-Chapel Hill
- 501(c)(3) entity
- Fall, spring accelerators, summer for students
- Industry agnostic
- No UNC or Chapel Hill affiliation required
- 1-year free coworking at Junction
- Workshops, events, mentors



Services

Physical Space



Programs



Services



Impact



Patent Landscape
+ Market Research

Venture Hub Services
(Event Based)

Venture Hub Services
(Programmatic)

INNOVATE CAROLINA JUNCTION

Services: Patent Landscaping and Market Research

- Helps clients assess their technologies, the marketplace and potential investment funding
- Led by Innovate Carolina's research experts
- Custom analytics reports
- View of competitive landscape
- Understand current and project market conditions
- Identify opportunities for grants to:
 - Complete research
 - Launch new products, services and ventures
 - Expand into new markets



INNOVATE CAROLINA JUNCTION

Services: Venture & Industry

Event-Based Services

Programs that facilitate interaction and collaboration among new ventures, small businesses, large corporations and investors.

- Industry workshops
- Industry focus groups
- Advisor presentation meetings
- Investor/partner networking events
- Reverse investor/industry pitches

Programmatic Services

- Industry fellowships
- Industry advisory committee
- Business development

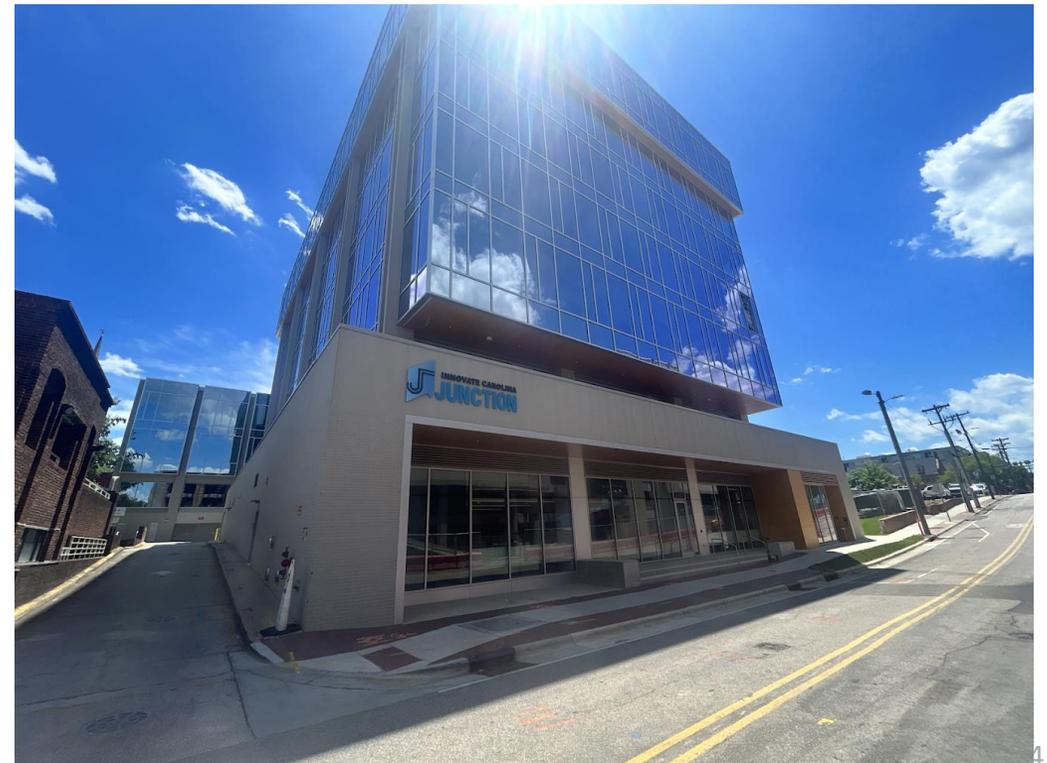


INNOVATE CAROLINA JUNCTION

Junction Community and Services Partners



180+ co-working members, companies and partners, including...



Impact

Physical Space



Programs



Services



Impact



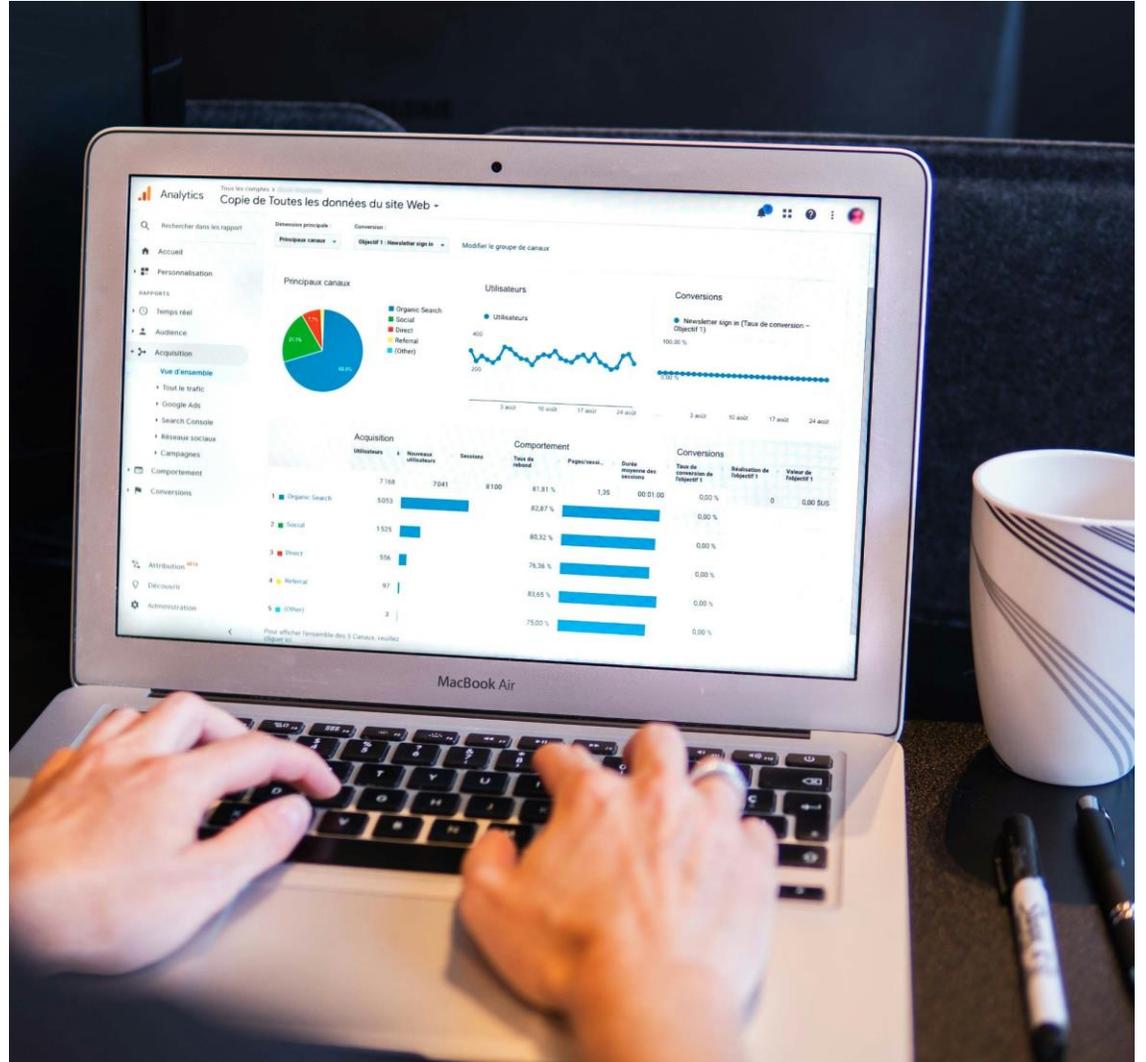
Data Platform

Economic Engagement,
Strategy + Content

INNOVATE CAROLINA JUNCTION

Impact: Data Platform-- Innovate Carolina Data Hub

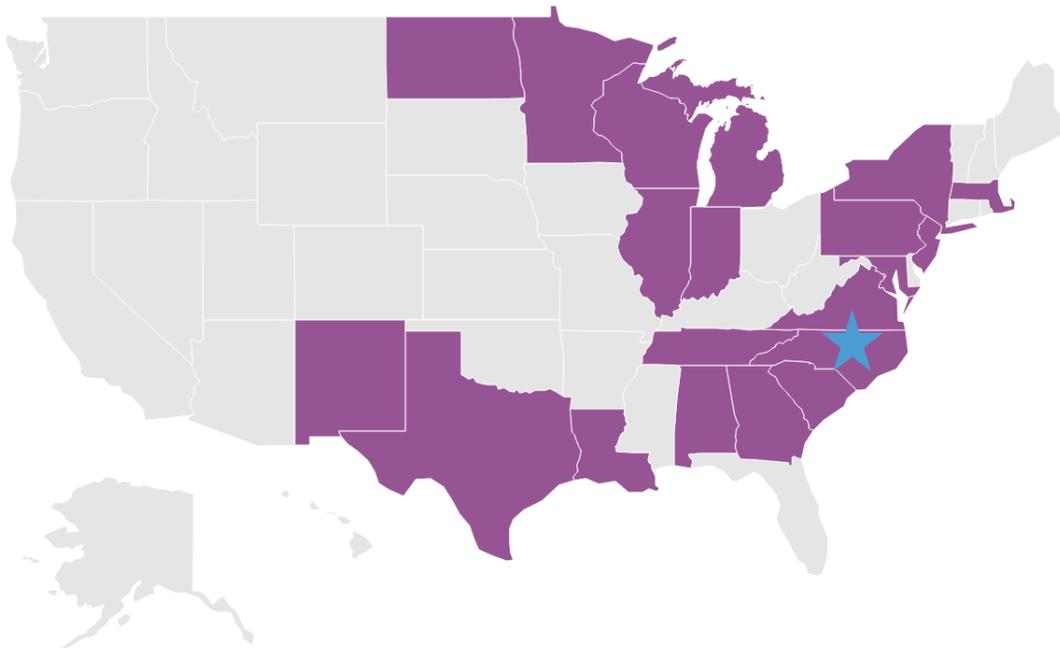
- Startups Database (metrics and economic, based on startup companies)
- Network Database (operational impact, built around individuals)
- Applications and surveys
- Impact Dashboard:
<https://impactdashboard.unc.edu/impact-dashboard/>



INNOVATE CAROLINA JUNCTION

Innovation + Economic Impact

- Convene and engage with key stakeholders
- Demonstrate UNC innovation + tech-based economic impact
- Develop impact-focused content
- Identify/amplify trends, best practices and content



INNOVATE CAROLINA JUNCTION

Impact: Downtown Together Task Force

- **Focus areas:**
 - Downtown beautification
 - Clean-and-green initiatives
 - Wayfinding
 - Infusion of arts/culture downtown
- **Targeted projects:**
 - Alleyway painting and lighting
 - Enhanced trash cans
 - Bus shelters
 - Public art elements
 - Wayfinding
 - Lighting and security grants
 - Clean-and-green team
 - New planters
 - Varsity Alley



INNOVATE CAROLINA JUNCTION

Impact: Downtown “Hill Host” Ambassador Pilot

- Pilot: by Innovate Carolina, July 22-23, 2024
- Downtown engagement: Fans visiting for international FC Series soccer match
- Goals: Welcoming, guiding, hospitality
- 20 volunteers: University, Town of Chapel Hill, Chamber, Downtown CH Partnership
- “Hill Tank” Startup Pitch Competition: “Startup Alley” at the Junction





THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Chapel Hill Downtown Partnership



MARKETING

- Formalize marketing strategies
- Maintain and update website

BUSINESS SUPPORT

- Host regular meetings with TOCH and downtown merchants
- Produce monthly merchant newsletter
- Convene bi-annual merchant meetings with Mayor and Town Manager

BUSINESS ADVOCACY

- Establish regular meetings with merchants to hear concerns
- Communicate merchant concerns to TOCH or appropriate partners

PROGRAMMING

- Work with targeted stakeholders to create UNC Game Day events
- Partner with TOCH Arts & Culture on select events
- Support merchant-driven events through funding and/or marketing

BEAUTIFICATION

- Manage Clean and Green team: determine tasks, set standards and verify work
- Raise funds for brick planter project

Marketing

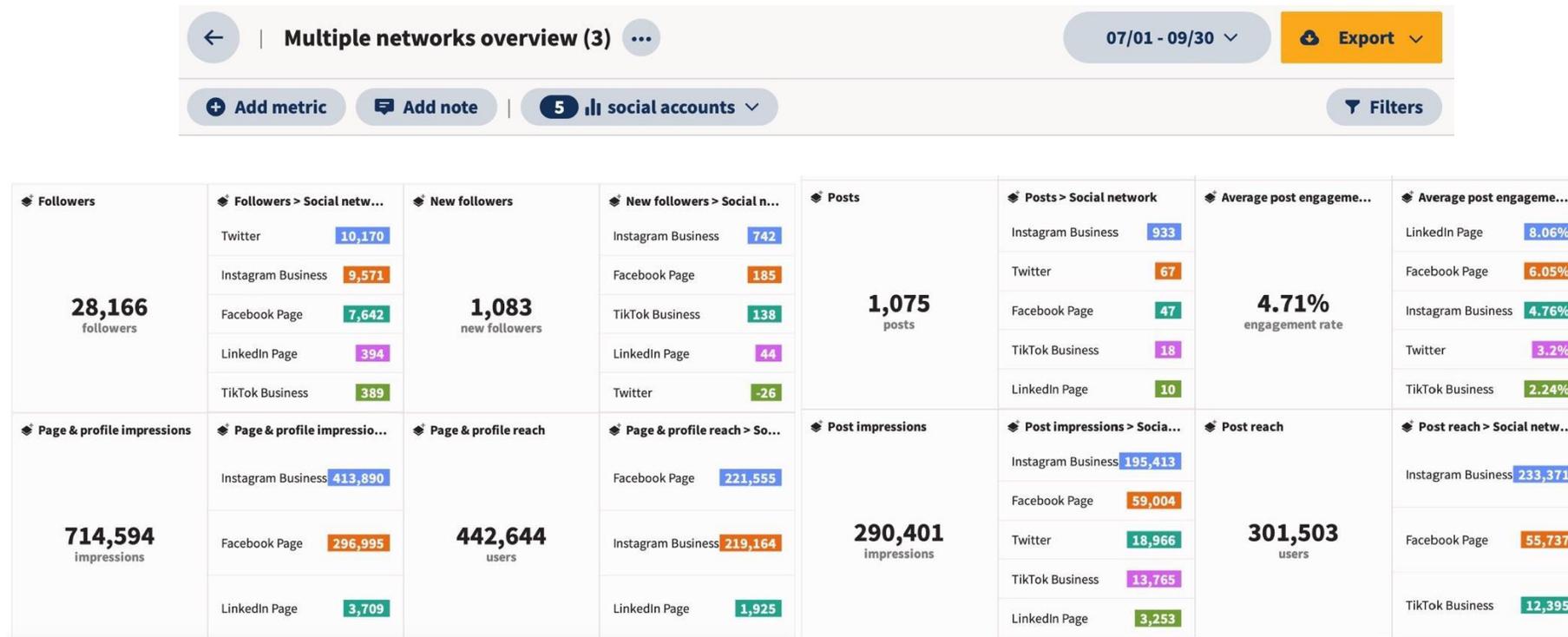
Formalized marketing strategies

- Summer Slow Down campaign
 - Included hotline, radio ads, paid ads, signage
 - Significant increase in traffic sent to the Events page compared to the previous period

Page path and screen class +	↓ Views	Users	Event count
◇ SHOW ALL ROWS			All events ▼
	3,411 vs. 1,996 ↑ 70.89%	1,826 vs. 496 ↑ 268.15%	8,646 vs. 4,578 ↑ 88.86%
/events/			
Jun 1 - Aug 4, 2024	2,031	1,600	5,886
Mar 30 - Jun 2, 2024	499	271	1,383
% change	307.01%	490.41%	325.6%

Marketing

SOCIAL MEDIA ENGAGEMENT



Marketing

Weekly Newsletters

Audience: Downtown Chapel Hi...
Date range: Last quarter
Comparison: last quarter
Filter by message name: 14 messages selected

Exclude Apple MPP for more accurate open data. [See why.](#) ⓘ New

Performance

Compare message performance

Monitor performance

Compared to last quarter

Includes Apple MPP

Total sends
40,432
↓ 1.5%

Total opens
28,051
↓ 10%

Open rate
43%
↓ 7.8%

Click rate
3.0%
↑ 25%



Chapel Hill Downtown Partnership Newsletter

September 20, 2024

Downtown News Spotlight



Marketing

Key performance measures FY24-25

Measure: Increase in social media reach.
Target: 10% increase in total number of followers = total followers +2,766

1st Quarter

New followers	New followers > Social n...
1,083 new followers	Instagram Business 742
	Facebook Page 185
	TikTok Business 138
	LinkedIn Page 44
	Twitter -26

Measure: Increase in sustained social media engagement.
Target rate: from 4.66 to 5.0

1st Quarter

Average post engagem...	Average post engagem...
4.71% engagement rate	LinkedIn Page 8.06%
	Facebook Page 6.05%
	Instagram Business 4.76%
	Twitter 3.2%
	TikTok Business 2.24%

Measure: Increase in newsletter subscribers.
Target: 25% increase = 4,000 subscribers

1st Quarter

Contacts breakdown

July 1, 2024 - September 30, 2024

[Channel summary](#)

[Email](#)

Total subscribers

2,864 ↑ 2.7% compared to last



Business Support

Host regular meetings with TOCH and downtown merchants



- Quarterly Merchant Advisory Meeting (13 attendees)
- Campus & Community Coalition (19 attendees)
- Downtown Parking (23 attendees)

Produce monthly merchant newsletter

Convene bi-annual merchant meetings with Mayor and Town Manager

Business Support

Town of Chapel Hill's New Engagement Hub



Sometimes it's hard to follow along or engage with major projects around town. The Town of Chapel Hill is launching a new platform, [Engage Chapel Hill](#), to do just that. On it you will find these four ongoing or upcoming projects:

- [Rewriting Our Rules: A LUMO Update](#) - Learn about how we're updating our Land Use Management Ordinance (LUMO).
- [Vision Zero Chapel Hill](#) - Support our initiative to eliminate traffic deaths and serious injuries by 2031.
- [Downtown Streetscape](#) - Participate in this process to enhance public safety and foster economic vitality downtown.
- [Bolin Creek Greenway Extension](#) - Read about this project extending Bolin Creek Greenway from Umstead Park to Estes Drive.

Resources

[Park on the Hill](#)

[Orange County Economic Development Grants](#) (next deadl
September 30, 2024)

[Submit a Downtown Event](#)

[Town of Chapel Hill Updates](#)

[Chapel Hill Economic Developm](#)

[SeeClickFix](#)

Produce monthly merchant newsletter

- TOCH news & updates
- Best practices - waste management, storm drain pollution
- Links for opportunities & resources
- Recaps from merchants' meetings



Business Support

Merchant Newsletters

Audience: CHDP Business Cont...
Date range: Last quarter
Comparison: last quarter
Filter by message name: 6 messages selected

Exclude Apple MPP for more accurate open data. [See why.](#) ⓘ New

Performance

Compare message performance

Monitor performance

Compared to last quarter

Includes Apple MPP

Total sends
1,232
↑ 484%

Total opens
1,291
↑ 139%

Open rate
56%
↓ 15%

Click rate
4.0%
↓ 53%



Downtown Merchant Newsletter

August 22, 2024

Meet the new Downtown Unit



Business Support



District-wide light audit of public utilities and businesses

- Enhanced safety
- Establish clear-sighted nighttime
- Beautification

Duke Energy: 22 reported outages, 20 fixed

Current Round - Merchant Lighting and Security Grants

40 businesses have been approved for lighting and security grants, totaling \$67K

Business Support

Key performance measures FY 24-25

Measure: Monthly merchants' meetings
Target 10/year

1st Quarter-date: 3 meetings

- Campus Community Coalition
- Parking
- Safety

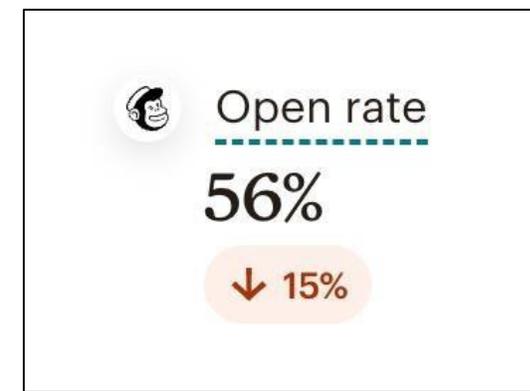
Measure: Create Business Support Advisory Committee
Target: Quarterly meetings

1st Quarter-date:

- Committee formed
- 2 meetings

Measure: Increase open rate of merchants' newsletters
Target: 10% increase from average 69% to 75%

1st Quarter



Business Advocacy

Establish regular meetings with merchants to hear concerns

- Since May 2024, Carter has met informally with all, roughly 150+ of downtown merchants for one-on-one meetings and checks in regularly for follow-ups

Communicate merchant concerns to TOCH or appropriate partners such as the CHPD foot police, SOHRAD, CCC, and Orange Co. Recycling.



Programming

Work with targeted stakeholders to create UNC Game Day events

- Six Fridays on Franklin markets

Partner with TOCH Arts & Culture on select events

- Two events

Support merchant-driven events through funding and/or marketing



Programming

Key performance measures FY 24-25

Measure: Increase number of people attending downtown events.

Target: 10% increase

1st Quarter

Measure: Increase number of pedestrians downtown during events.

Target: 10% increase

1st Quarter

Measure: Number of events to engage downtown community.

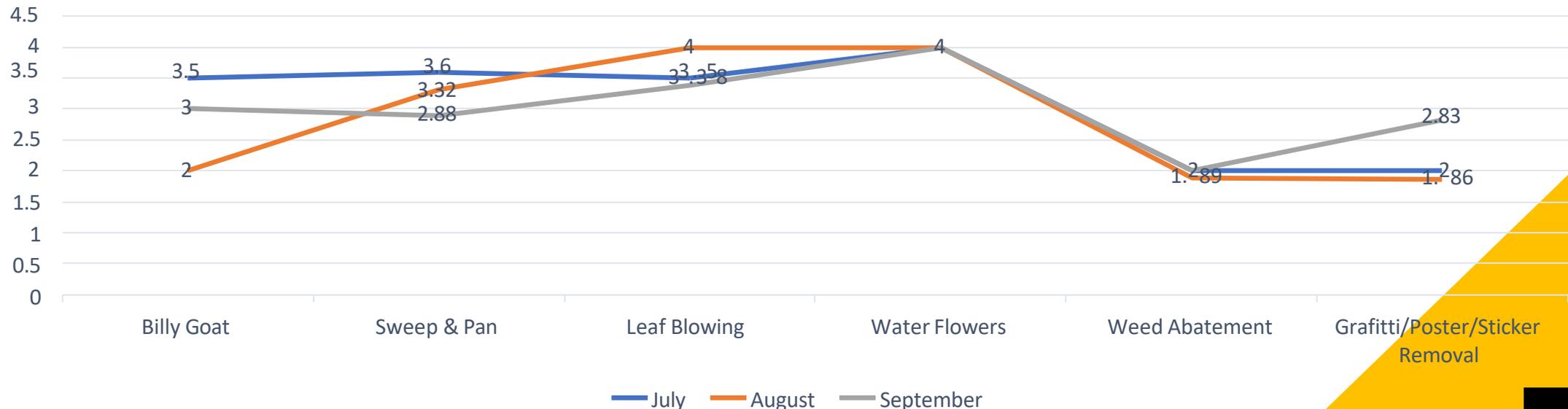
Target: 20 events

1st Quarter

Beautification

Manage Clean and Green team; determine tasks, set standards and verify work

Daily Average



Average Number of Daily Tasks	July	August	September
Trash Bags Collected	2	2	2
Dumpster Checks	2	2	2



Beautification



Downtown Planter Project

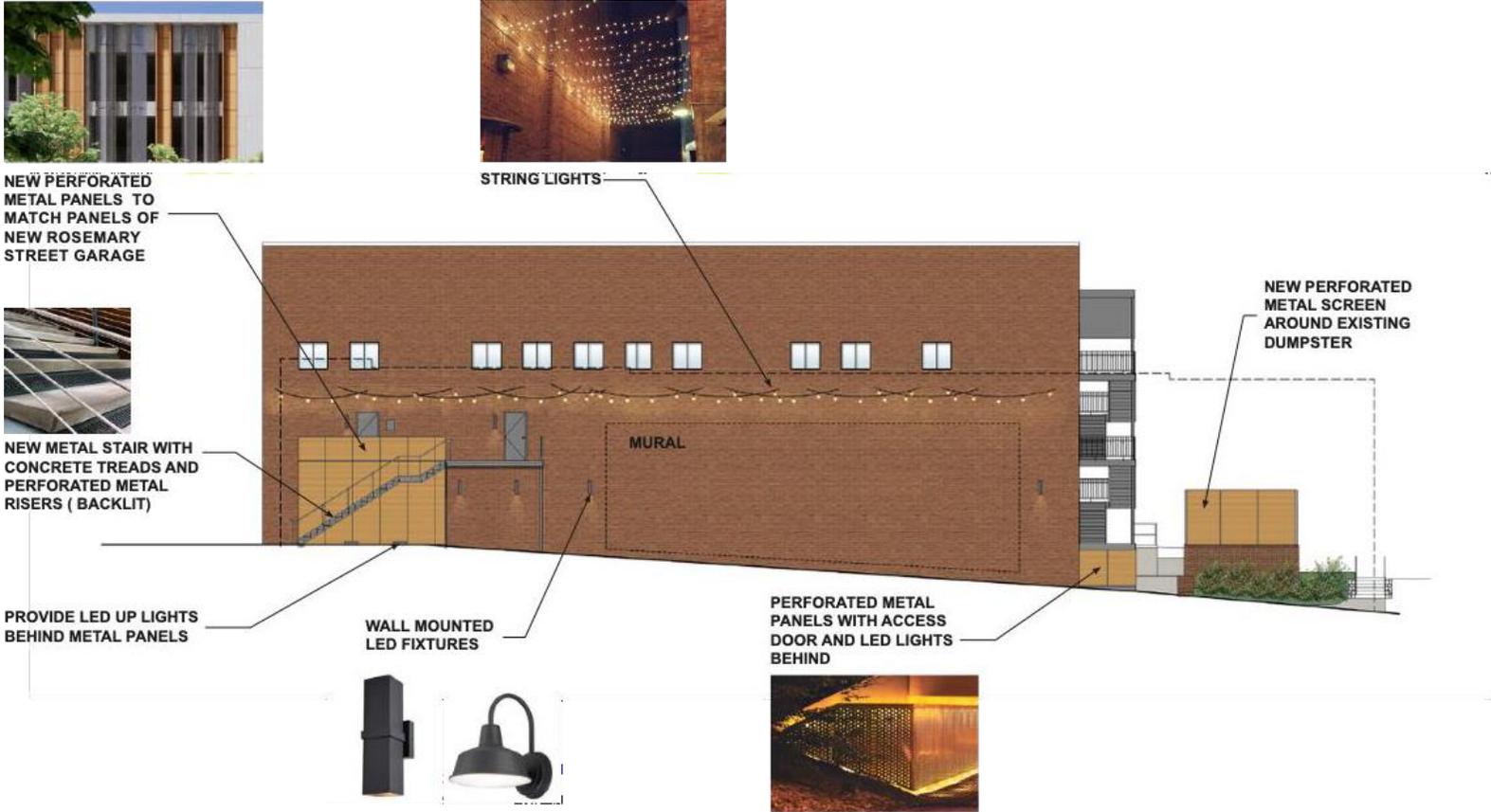
- 30 Planters
- \$30K Public investment
- \$13K CHDP additional funds

Beautification

Varsity Alley Project

- Lighting upgrades
- Metal panels at stairwells

Up to \$40K set aside from lighting and security grant to cover costs



NORTH ELEVATION

VARSITY ALLEY

Beautification

Key performance measures FY 24-25

Measure: Reporting see/click/fix issues.
Target: increase in monthly reporting of 70%
from an average monthly report of 3 to 5 reports

Measure: Improve lighting and security downtown.
Target: 25% increase in number of lighting and security
grants issued from 48 to 60



Metrics

● Chapel Hill Downtown Partners... Chapel Hill, NC

Visits	2.3M	Panel Visits	103.9K
Visitors	611.1K	Visits YoY	+13.1%
Visit Frequency	3.6	Visits Yo2Y	+15.9%
Avg. Dwell Time	164 min	Visits Yo3Y	+19.8%

Jul 1st, 2024 - Sep 30th, 2024

Data provided by Placer Labs Inc. (www.placer.ai)



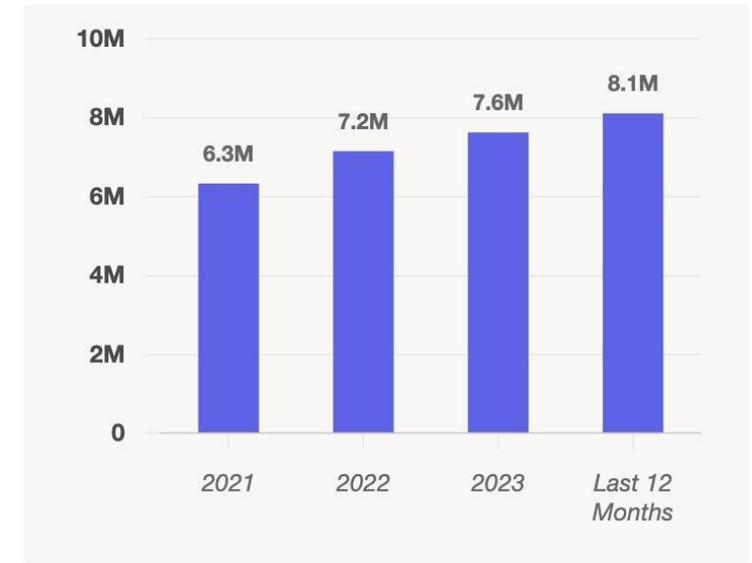
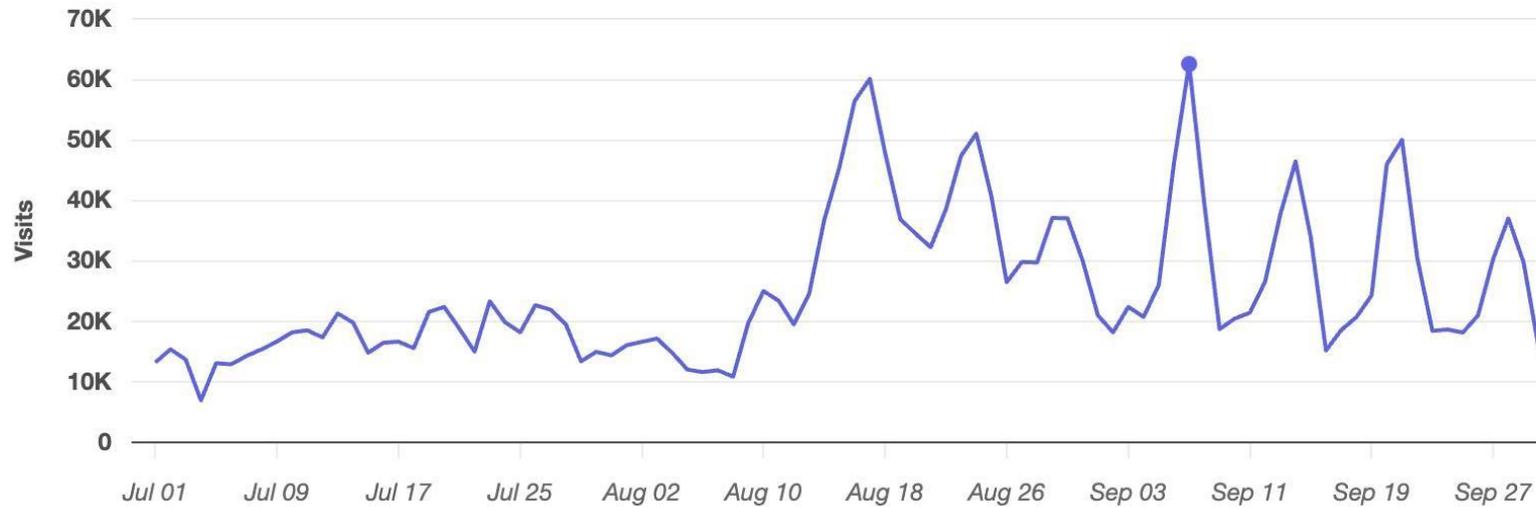
FOOT TRAFFIC GENERAL



Visits Trend



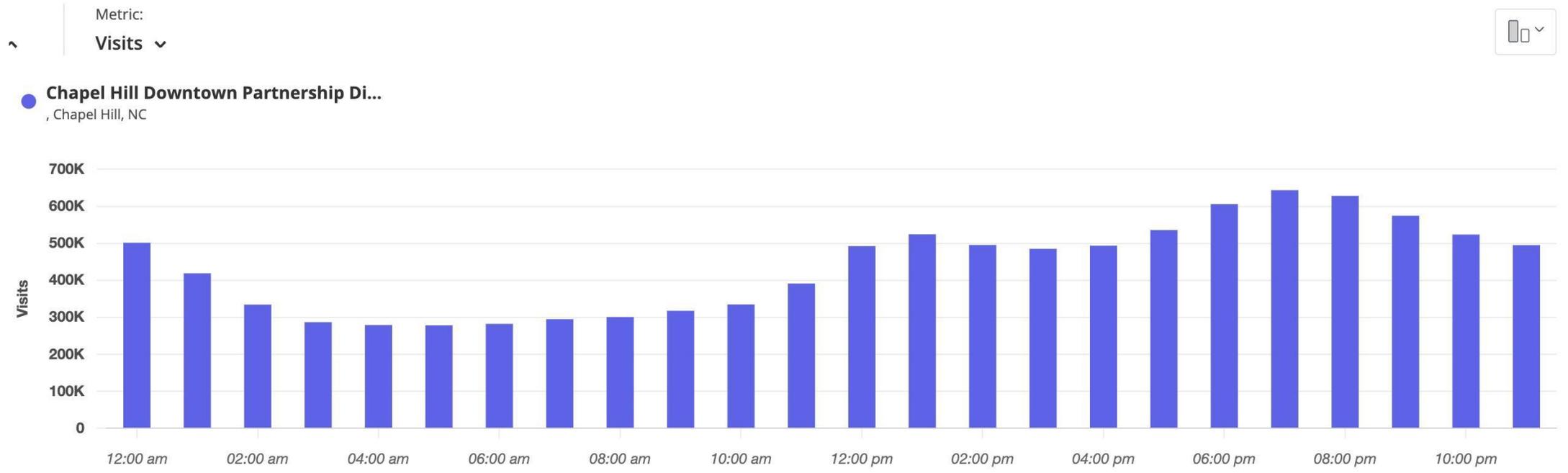
Property: Metric: **Visits** Aggregation: **Daily** Annual Summary: Outlier Indicators:



FOOT TRAFFIC VISITS TREND



Hourly Visits



FOOT TRAFFIC
HOURLY VISITS



OPENINGS / CLOSINGS

Openings/Relocation

Starbucks, 100 E Franklin

Playa Bowls, 104 E Franklin

Voodoo Wings, 147 E Franklin

Zayka Indian Cuisine, 105 E Franklin

Max's Tin Can, 201 E Franklin

Cloud 9 Smoke Shop, 149 E Franklin

Beauty Art Studios, 149 E Franklin, 2nd floor

Well, 503 W Franklin St.

Purple Bowl, 505 W Franklin

Pulp Juice and Smoothie Bar, 100 W Franklin

Proximo, 173 E Franklin

Team Store, 120 E. Franklin St

Clouds Brewing, 157 E. Franklin St.

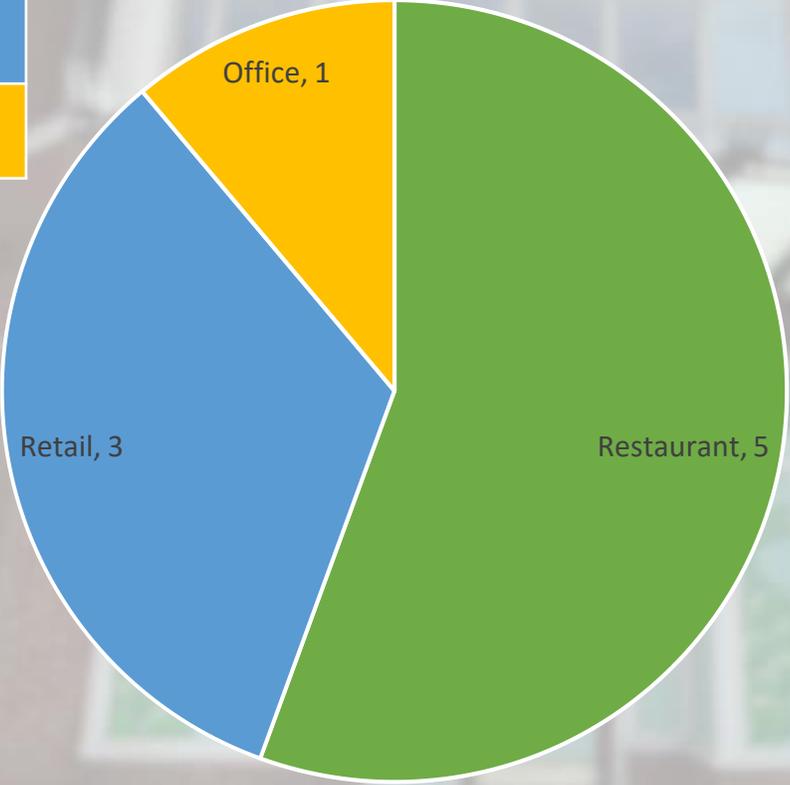
Closings

Gizmo Brew Works, 157 E. Franklin St.



Anticipated Openings

161 E Franklin	Tailgate
414 W Franklin	Med Deli Market
431 W Franklin	Breakout Records
505 W Franklin	Thrive Co-Working



103 E Franklin	Raising Cane's expansion
122 E Franklin	TBA Restaurant
123 W Franklin	TBA Restaurant
410 W Franklin	Med Deli, reopening
610 W Franklin	Crook's Corner, reopening

