

# ReVive

Chapel Hill recovery planning

June 2, 2021

**CHAPEL HILL**

**OPEN2.BIZ**

# ReVive

**This is a small part of the American Rescue Plan monies, and the balance will come back to Council in September for further direction.**

Greetings from

EY

Building a better  
working world



# ReVive

CHAPEL HILL

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[Open2.biz/revive](https://Open2.biz/revive)

## Chapel Hill Economic Development Targets

Target	Focus	Activity Mix
Small businesses	<ul style="list-style-type: none"> <li>• Grants</li> <li>• Recovery and re-tooling</li> </ul>	<ul style="list-style-type: none"> <li>• Restore</li> <li>• Grow</li> </ul>
Retail, tourism and downtown	<ul style="list-style-type: none"> <li>• Restaurants</li> <li>• Independent retailers</li> <li>• Hotels</li> <li>• Community events/spaces</li> </ul>	<ul style="list-style-type: none"> <li>• Restore</li> <li>• Attract</li> </ul>
Technology startups	<ul style="list-style-type: none"> <li>• Life sciences</li> <li>• Software/IT</li> <li>• Research</li> </ul>	<ul style="list-style-type: none"> <li>• Develop</li> <li>• Retain</li> </ul>
Corporate office	<ul style="list-style-type: none"> <li>• Professional services</li> </ul>	<ul style="list-style-type: none"> <li>• Attract</li> </ul>
Housing	<ul style="list-style-type: none"> <li>• Mixed income development</li> </ul>	<ul style="list-style-type: none"> <li>• Develop</li> </ul>
Talent	<ul style="list-style-type: none"> <li>• Graduates</li> <li>• Remote Workers</li> </ul>	<ul style="list-style-type: none"> <li>• Retain</li> <li>• Attract</li> </ul>

# Business Grants

1 – **Business Grants** \$200,000

- Micro grant- Grant amount would be \$500,. (\$25,000 pool of dollars)
- Entrepreneur grant – Entrepreneurs grants up to \$1500. (\$50,000 pool of dollars)
- Small business grant – Grants beginning at \$2500 (\$125,000 pool of dollars)

**Final guidelines for all programs will be finalized in the near future.**

# Market Funds

## 2- Marketing funds \$100,000

- To market Chapel Hill (shopping, dining and entertainment opportunities)
- To market real estate opportunities in Chapel Hill. Space for companies in retail and office work.

With the goal of helping to recover from the pandemic.

# Opportunity Grants

## 3- Opportunity grants \$100,000

- Support innovative ideas that also positively affects placemaking
- Support women and minority businesses with new opportunities for doing business

# Parking Marketing

## 4 – Parking marketing \$100,000

- To market the opportunities for parking in downtown and thereby supporting downtown businesses.
- To market businesses in downtown and where to park if you visit
- Help strengthen our parking enterprise fund

It would benefit all of downtown by inviting people to come downtown.



# Downtown Together

**5- Downtown Together initiative \$100,000 (Town and Gown partnership)**

- Support a joint strategic planning initiative for downtown in partnership with the University.
- Support the beautification of East Franklin/Columbia with UNC.

# **Workforce Development**

## **6- Workforce development - \$50,000**

- Research the needs of our unemployed residents
- Target programs and training to help with connecting jobs and people

# Council direction

The purpose of this item is to confirm that the Council wants to use the American Rescue Plan dollars as described and to return to Council on June 23 for action.

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