

*Greetings from*

**EY**

Building a better  
working world



# ReVive

**June 23, 2021**  
**[Open2.biz/revive](https://open2.biz/revive)**

**CHAPEL HILL**

**OPEN2.BIZ**

# **Recommendation (Adopt R-15):**

**Consider Funding the ReVive Recovery  
Plan with Dollars from the American  
Rescue Plan.**

**CHAPEL HILL**

**OPEN2.BIZ**

## 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 \$1000,. (\$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.



**GRANTS**

# Marketing Funds

## 2- Marketing funds \$150,000

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

With the goal of helping our community to recover from the pandemic.  
Includes \$50,000 to marketing downtown Chapel Hill



# Opportunity Grants

## 3- Opportunity grants \$120,000

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

## Potential projects:

- 1) Working with Andrea Reusing on vendor opportunities for parking lot behind the Lantern and Basnight Lane
- 2) Improvement for a temporary structure for farmers market at UPlace

Includes \$21,000 for Chapel Hill Downtown Partnership



# Downtown Together

5- **Downtown Together initiative** \$110,000 (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.

Includes \$10,000 for Chapel Hill Downtown Partnership



# Workforce Development

## 6- Workforce development - \$70,000

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

Includes \$20,000 for research to better understand the need before we begin the work.





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