

Project Seats Public Hearing Incentive Presentation

Town Council Public Hearing
March 4, 2026



TOWN OF
**CHAPEL
HILL**

The Offer

COMPANY

- 41 jobs with an average wage of \$122,683
- Headquarters Investment in Downtown

TOWN

- 10 parking spaces for up to 5 years.
- Performance based and required to provide evidence of employment.
- Valued at \$87,000 of in-kind parking credit.

Investing in Project Seats

- Priority Industry
- Local Business
- High Impact Project
- High Growth Opportunities

Company Profile



- Technology enabled staffing and concession company
- Launched in 2018
- Employs more than 38,000 W-2 workers across 13 states.
- Provides demand labor and operational support for venues

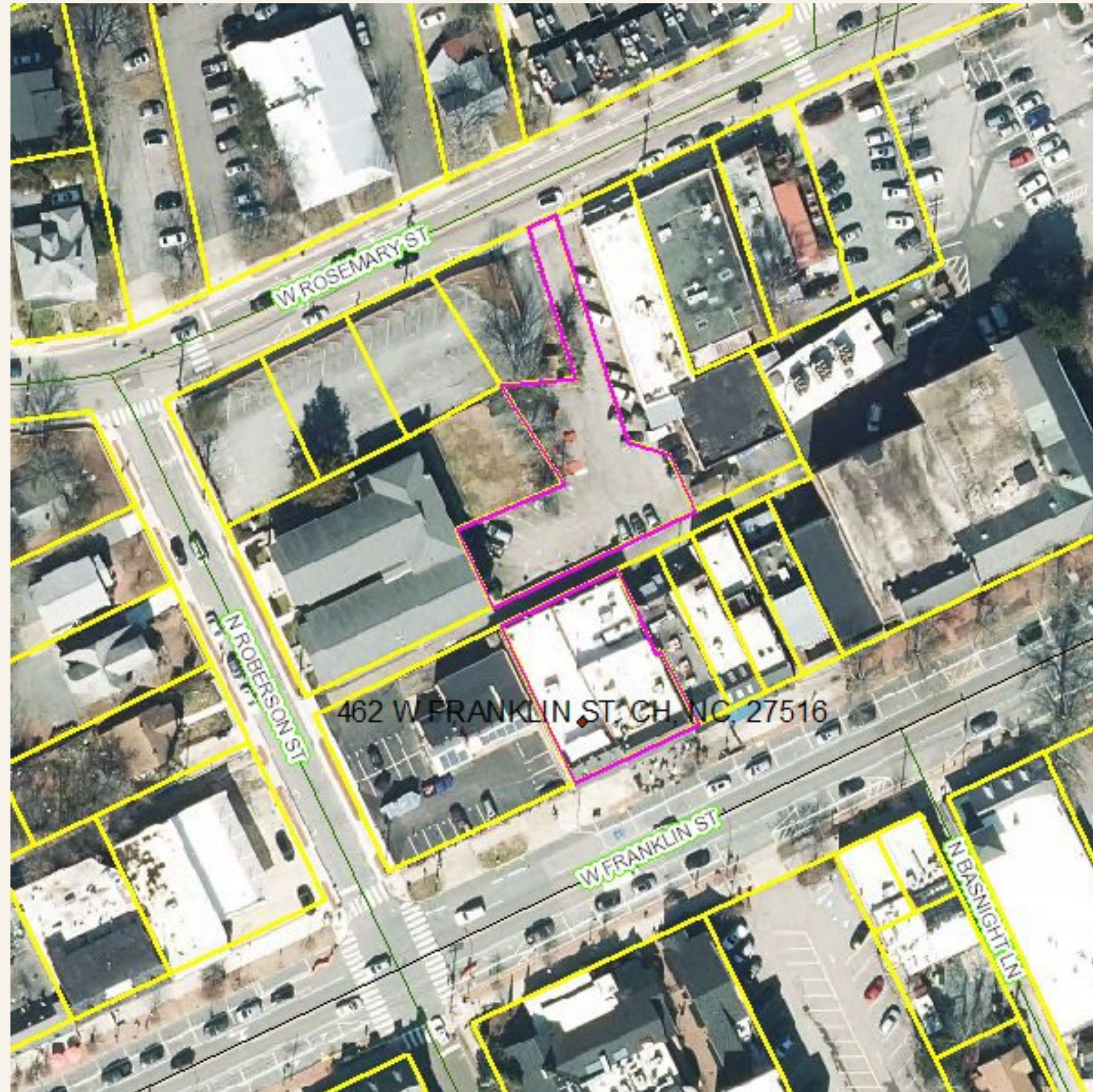
Important Notes



- Highly competitive because of company's need for early-stage talent
- Capital investments wrapped up in lease negotiation
- Launch Chapel Hill Graduate
- Job Retention, Relocation, and Creation

462 W Franklin St (The Pitch)

Location of
Growth



Employment Profile

<u>EATS2SEATS LLC PERFORMANCE TABLE</u>					
Number year	1	2	3	4	5
Year *	2026	2027	2028	2029	2030
Jobs located in Chapel Hill	12	23	29	35	41
Parking Credit (in kind)	\$17,400	\$17,400	\$17,400	\$17,400	\$17,400
<i>*Years equal to Town's Fiscal years (July 1 - June 30)</i>					
Per Job Award	\$2,121.95				
Projected Annual	\$17,400				

Project

Seats

Competition

Early Career Talent Hubs (Main Driver)

- Austin, TX
- Nashville, TN
- Atlanta, GA

Recommended Action

Council approve resolution 2026-03-04/R-2 offering incentives of an in-kind parking credit in an amount not to exceed and up to \$87,000, for five years, based upon company full-time job creation, relocation, and retention goals.