



American Rescue Plan

Economic Development request for implementation of ReVive recovery plan.

April 1, 2021, May 7, 2021 updated. May 19, 2021 updated. May 28, 2021 updated.

\$650,000 total for 2022 budget year

1 – Business Grants \$200,000

These would be a range of grant types, probably two, targeted to help businesses return to a different state of existence post pandemic. The Chamber is completing a needs assessment now and we will look to that data to determine the type of need we would target to help business survive and thrive again. This would be administered by the Chamber of Commerce in partnership with the Town to ease the required paperwork for accessing these grants. The Downtown Partnership and Launch are also partners in these grants.

- Micro grant- Targeted towards very early startup and support or encouraging idea formulation. Grant amount would be \$500, Applicants considered by Chamber's Minority Committee and applicants could receive up to 2 grants in 12 months if they are able to show progress. Requirements would be minimal. (\$25,000 pool of dollars)

- Entrepreneur grant – Targeted to entrepreneurs who are progressing toward a functioning and operating organization. Applicants considered by Launch Advisory Board and previous progress must be shown on an initiative to qualify, with moderate requirements. Grants up to \$1500. (\$50,000 pool of dollars)

- Small business grant – Grants beginning at \$2500 and targeted to Chapel Hill based businesses who can show negative effects of the pandemic. Reviewed by a staff team of Town, Chamber and Downtown Partnership with location and affects from pandemic required from applicant. (\$125,000 pool of dollars)

2- Marketing funds \$100,000

There are two categories we would target; market Chapel Hill and the opportunities for shopping/dining and marketing available space for new businesses to start, expand or relocate. The marketing available space would also have a co-op for some of the dollars to help leverage our investment. There is an emerging partnership between Clean Design, Chapel Hill Chamber, Downtown Partnership and Orange Co. Visitors bureau to partner on similar campaigns to reinforce the message. This is targeted toward a digital marketing campaign to encourage shopping, dining and doing business in Chapel Hill.

3- Opportunity grants \$100,000

This would be to support new and innovative ideas around support of small businesses and placemaking. It would be opportunities like the small box-car idea for West Franklin or other similar ideas. It would be required to support innovative ideas for doing business and create a refreshed sense of place at the same time. We would target an impact of minority and women owned business as a component of this venture fund.

4 – Parking marketing \$100,000

If we spent at least \$100,000 per year for the next two years promoting our parking opportunities, we would also be promoting coming downtown for shopping and dining at the same time. It would assist the parking

fund in beginning to recover from the last year, beef our demand up for the parking and help begin to overcome the reputation of our lacking parking downtown.

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

This is money for the Downtown Initiative being led by a Town/Gown partnership that includes the Mayor, Maurice, myself, Matt Gladdek, Gordon Merklein, Sheryl Waddell and Doug Rothwell. It comes as a sub-element to the Chancellor's UNC Economic Development plan for Chapel Hill. This includes matched money for a Downtown Plan and downtown beautification (also matched) for the east end of downtown in partnership with the University.

6- Workforce development - \$50,000

In partnership with NC Works, Durham Tech, and the Chamber of Commerce, develop a series of training opportunities and build off the research completed by the Chamber of Commerce in helping with the trend of "employee reallocation" as residents seek new jobs and opportunities.