

Greetings from

EY

Building a better
working world

ReVive

June 28, 2021
[Open2.biz/revive](https://open2.biz/revive)

CHAPEL HILL

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Recommendation (Adopt R-#):

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

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Chapel Hill Economic Development Targets

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

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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

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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

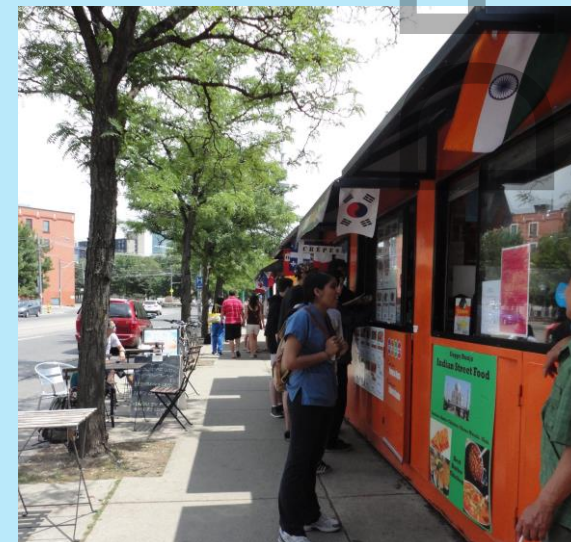
3- Opportunity grants \$120,000

- 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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