

Economic Development Work Plan

Council Work Session
April 8, 2026







TOWN OF
**CHAPEL
HILL**

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Strategic Priorities & Grounding Our Work

Your priorities **inform** our work and **guide** us:

1. Complete Community 
2. Environmental Resiliency 
3. Housing 
4. Organizational and Fiscal Sustainability 

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The Profession & Grounding Our Work

Here's **why** we do what we do:

1. Generate Revenue and Grow the Tax Base
2. Creating New, High-Quality Jobs in Chapel Hill
3. Attract New Investment in the Community

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Department Strategic Priorities

1. Product & Posture
2. Community Partnership
3. Business Vitality
4. Real Estate & Active Projects
5. Access to Opportunity



Product & Posture

- Activity nodes (Starting with Downtown) & The Innovation District/Corridor
- Prospect Development
- Product Development
- Marketing and Memberships



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Community Partnership

- Collaborating with Partners
- Workforce Development
- Outside Agency Contract Administration



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Business Vitality

- Business Vitality Program
- Enhanced Support Services
- Small Business Roadmaps
- Economic Recovery Center



Real Estate & Active Projects

- Incentives
- Active Project Maintenance
- Leveraging Town Owned Real Estate
- Parking Services Support
- Developing in the Town of Chapel Hill



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Access to Opportunity

- Language Access for Entrepreneurs and Businesses
- Access to Capital and Benefits
- New Business Creation and Attainment
- Reducing Barriers of Entry for Entrepreneurs



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Strategic Initiatives | Big Rocks

- Catalyzing Chapel Hill's Destination Industry
- NS Rapid Corridor Investment Strategy
- Streetscape & Wayfinding Implementation

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