



2019 PRIORITIES FOR GREENSBORO CITY COUNCIL

Greensboro has been a manufacturing world-headquarters for over a century and a half: we're the #1 manufacturing City in the State and #4 in the Southeastern US. Over the past 2 decades, we have made extraordinary progress in retooling for a bright, new future in advanced manufacturing of 21st century goods and related business clusters. You have been a crucial partner in these transformation efforts, and we thank you for:

- Working diligently to develop, launch and maintain the Guilford County Economic Development Alliance. Its first two years of operation have proven that it is a wise and successful approach for effectively uniting and harnessing the power of the various stakeholders of our County.
- Proving to the world that Greensboro is "open for business" by offering economic development incentives in accordance with your policy.
- Acting with a "partner" mindset with the private sector, and participating in many revitalizing projects such as 2 new downtown parking decks, South Elm Redevelopment project and Union Square; Greensboro-Randolph Megasite utilities; the Eastern Sewer Outfall; Gateway Boulevard corridor planning and comprehensive road overhauls; the Greensboro Aquatic Center; Innovation Village Activity Center efforts like the Gateway University Research Park, Gateway Gardens and Area Planning; Tanger Center for the Performing Arts; the Downtown Greenway and other downtown parks; many other downtown revitalization investments; an efficient, quality city-wide transportation system; and a nationally-recognized city-wide parks and recreation system.

Below are the strategic investments we need to begin making in 2018 to strengthen our competitiveness against other regions in the country and secure Greensboro's global prominence for future generations:

1. ECONOMIC DEVELOPMENT:

- a. Continue to work with the Chamber on individual projects to recruit, expand and retain jobs.
- b. Be prepared for a rapid, favorable response to incentive request(s) and funding of sewer extension to the **Greensboro-Randolph Megasite** when a prospect is secured.
- c. Work with us to **enhance the City's Economic Development Policy** to:
 - i. Offer a local economic development grant that augments NC Builder **Inventory** property tax **Exemption** for new **"shovel-ready" office and industrial buildings**. A local program can incentivize the construction of shell buildings to help us win more prospects looking for buildings ready to occupy. (The statewide exemption for non-residential projects only applies to improvements to the land.)
- d. Partner with us as appropriate to implement **new workforce development approaches** that emerge from the **Triad Talent Alignment Study** and the **Eastern Triad Workforce Development Initiative**.
- e. We encourage speedy implementation of the recommendations the Guilford County Commissioners and School Board Joint Facilities Committee and the Superintendent's Blue-Ribbon Task Force on Career and Technical Education. The new approaches being explored are designed to prepare our citizens and our region for 21st century jobs, including the retention, expansion and recruitment of progressive industries. **The City should cooperate where appropriate, including cooperating with Guilford County Schools to provide City bus service to new Career Academies beginning fall of 2019, and to streamline the Student ID system for bus riders.**
- f. Continue to participate in the **Guilford County Economic Development Alliance** and fund it at current levels.
- g. Continue **funding of Greensboro Chamber of Commerce's Economic Development** services at current levels.

- h. Continue **funding the Greensboro Chamber of Commerce's Launch Lab Accelerator** program at current levels.
- i. Continue to support collaboration with the **Minority Business Accelerator** program and fund with \$10K annually beginning FY19/20.
- j. Continue to prioritize and enhance public support of a **strong business climate** to help us grow existing businesses and recruit new jobs, as well as bring end users to east Greensboro and the PTIA and Greensboro/Randolph Mega-sites.

2. BONDS & INFRASTRUCTURE INVESTMENT:

- a. Complete the **Downtown Greenway** by the end of 2020.
- b. Further develop and implement recommendations of the **Housing Our Community initiative for code and policy changes and use of the 2016 Housing Bonds**.
- c. Proceed rapidly with investing the \$25M **Downtown Revitalization bonds**, and implementing any other appropriate revitalization efforts, including necessary parking facilities and **other investment that supports and stimulates private-sector investment in a** vibrant downtown and the resulting expansion of tax base, jobs, and city-wide economic vitality.
- d. Implement the high-yield, fast track plan for investing the remaining **2006 Economic Development Bonds** and the **2016 Bonds** as quickly as possible and prudent. Prioritize intensive communications of plans and progress to the public, including signage at bond projects that identifies them as such. Our "Yes 4 Greensboro" campaign committee stands ready to collaborate on the communication plan.
- e. Support efforts to promote walkability and bikeability of key areas of our City.

3. INTENTIONAL PLANNING FOR A VIBRANT FUTURE:

- a. Conduct a structured, professionally facilitated **City Council's Strategic Vision/Plan** process in 2019, in partnership with private-sector community leaders.
 - b. Conduct the **update of the Connections 2025 Comprehensive Plan** prioritizing planning to encourage and accommodate economic progress:
 - i. Provide more density, more mixed use and new housing products for new lifestyles
 - ii. Provide more industrial land use, as guided by an economic development land supply study soon to be released.
 - iii. Plan to maximize development in Opportunity Zones.
 - iv. Prioritize the affordability of housing, starting with the Housing Stock Committee recommendations of the Housing Our Community 2018 Recommendations.
 - v. Support Infill development and redevelopment
 - vi. Support key-corridor redevelopment
 - vii. Expand Water and sewer service areas
 - viii. Plan for development and expansion to the SE/ 421 corridor toward the Megastite and the Greensboro/Burlington utility service boundary as a Tier 1 Growth Area.
 - ix. Plan to accommodate a potential move of the inland port
4. We support the adoption of a local ordinance to help ensure that non-residential buildings are safe and healthy and are not in substandard condition, especially for protracted periods. We would expect the City to involve the stakeholders in the development of an ordinance. Code enforcement resources, already stretched thin, must be increased with the adoption of this new program of staff work.

Join us in Raleigh for the next Greensboro/High Point Chamber Day "Lunch on the Lawn"
March 26, 2019, 12:00 to 2:00