



Increasing Chatham County Economic Vitality through Strategic Collaboration

Subject: Increasing Chatham County Economic Vitality through Strategic Collaboration

Need: Chatham County is one of the State's fastest growing counties, and Pittsboro is on track to become one of the State's fastest growing towns. Chatham County's two mega-sites and Pittsboro's Chatham Park development continue to attract great interest. Chatham Park's MOSAIC commercial development, new housing, Thales Academy, additional offices and industry are quickly transforming our area from a rural County to one representing the best of new and old. Increasing numbers of new visitors and residents are curious to know more about Chatham County and Pittsboro, and what they have to offer. Presently, there is no central, convenient location for these people to stop, ask questions, collect information, and plan their day(s) touring and experiencing the ever-expanding options available in Pittsboro and Chatham County.

Idea: Main Street Pittsboro is proposing to address this need by leasing and converting a vacant downtown Pittsboro storefront to become the "**Chatham County and Pittsboro Welcome Center.**" This storefront would offer a centrally located, visible presence accessible to residents and visitors alike to provide information on businesses, restaurants, the arts, entertainment, parks, attractions, and general things to see and do in Chatham County. To maximize impact, we are seeking strategic collaboration, funding, and staffing from three key stakeholder groups:

1. Main Street Pittsboro, Inc.,
2. Chatham Chamber of Commerce,
3. Chatham County.

Main Street Pittsboro, Inc. is a 501(c)(3) non-profit affiliated with the NC Department of Commerce's NC Main Street & Rural Planning Center which works to stimulate economic development within the context of historic preservation. Main Street Pittsboro (MSPBO) seeks to cultivate Pittsboro's vibrant and authentic downtown, grow and sustain a high level of economic vitality, and nurture our uniqueness while preserving our historic character.

MSPBO endeavors to do so through advocacy, promotion, education and celebration. Part of our goal is to create a destination location for tourism. While Pittsboro is our main area of focus, we are aware of and understand the benefits of thinking more broadly. Through cross promotion of towns, attractions and businesses throughout the county, we believe we will not only strengthen the attraction of visitors to Pittsboro but to all of Chatham County.

Main Street Pittsboro has identified 37 Hillsboro Street, Pittsboro as an appropriate location for such a center. Its position on the courthouse circle, which, according to NCDOT figures, sees more than 15,000 vehicles a day pass by, would provide the high visibility a successful welcome center requires. In addition to its vehicular visibility, this location sees, just outside its doors, thousands of people attending area events such as PBA First Sundays, Summer Fest, Pepper Fest, the Holly Days Tree Lighting, the Pittsboro Holiday Parade, and Main Street's Local on Main community farm to table dining. These events offer excellent opportunities to cross promote other Chatham County towns and their activities and businesses. Collaborating organizations, if located within the 3 offices which this building offers, would benefit from this high level of exposure and ease of public access to their organizations.

In an effort to realize our mission of enhancing visitor services and economic vitality in Pittsboro and Chatham County, it is our endeavor to create a center which:

- Communicates through its design the character of Chatham County
- Provides a welcoming and comfortable space for visitors, residents and small groups to collect information on countywide businesses, attraction and events
- Provides self-serve kiosks
- Provides paid, trained staff to assure the accuracy and quality of information
- Provides volunteers to meet and greet visitors as a way to engage the community
- Provides office space for organizations with the shared goals of economic vitality through tourism and attracting, informing and directing visitors and residents to businesses, attractions and events.

In addition to these goals, we desire to create a space that goes beyond a place to gather information. Main Street Pittsboro recognizes that people are interested in more than just meeting a need or desire; eating a meal, buying a product or gathering information. They want a shared experience. Therefore, our plan is to establish a space in which visitors and residents could experience:

- Indoor and outdoor space to relax and recharge
- Interaction and engagement with staff and volunteers
- Virtual tours
- Photo-op murals

Our ask of the County is to share in the funding of upfitting the center to make it ready for initial occupancy. A detailed financial analysis of investor contributions as well as startup and operational costs is provided as an attachment to this proposal.

Benefits: Strategic collaboration between these three organizations with the shared goal of economic vitality through increased tourism and promotion can strengthen and enhance the work of each organization. A highly visible welcome center would be the appropriate space for such collaboration, providing visitors and residents with information on County and Pittsboro attractions, businesses and events, thereby furthering shared goals.

Pittsboro is situated in the heart of Chatham County. It is the county seat and home to Chatham County's Government Complex. A Welcome Center located here would enable

Chatham County and the Pittsboro-Siler City Convention & Visitors Bureau (CVB) to create a visible, centrally located presence for its current literature & information and would complement the current CVB operation located in the Performance Building on East St.

A welcome center would enhance the good work of Neha Shah. According to The Economic Impact of Travel on North Carolina Counties prepared for Visit North Carolina by the U.S. Travel Association, in 2018, Chatham County saw \$36.89 million in visitors spending. This translated into \$680,000.00 in tax revenue. This revenue will increase even more with the addition of Pittsboro's first hotel to be built in MOSAIC over the next two years. Visitors and travelers brought to the area through the CVB would have an easily locatable space in which to gather more information on shopping, dining and other activities throughout Chatham, lengthening time and dollars spent in our County. More time and dollars spent generates more tax revenue.

The Town of Pittsboro gains a new downtown tenant for a vacant building. The building owner is willing to invest \$5,000 to utilize the Main Street façade grant program to return the exterior of the building to the original brick which lies behind the current T-111 exterior siding. This would integrate the building's appearance with other downtown properties.

Pittsboro is home to numerous diverse small businesses, fine restaurants, artists' workshops, unique retail establishments, and a variety of locally owned shops full of art, crafts, gifts, and antiques. MSPBO, already working closely with the Town of Pittsboro, would now have a physical base of operations to continue its efforts to improve and market downtown Pittsboro, partner with key stakeholder groups, conduct key events such as the recent Local on Main dinner, support downtown merchants, work to make downtown Pittsboro more economically viable, and satisfy NC Main Street program requirements for MSPBO staffing as Pittsboro continues to grow.

The Chatham County Comprehensive Land Use Plan recommends "Reinforce Towns as Residential and Commercial Centers of the County." Adding a staffed welcome center enables strategic collaboration between Chatham County, the Chatham County Chamber of Commerce, and the Main Street Pittsboro organizations to implement this recommendation. The Chatham County Economic Development Corporation (aka EDC) is the lead economic development agency for Chatham County and is responsible for business recruitment, retention, expansion, and entrepreneurship for Chatham County. Partnering between MSPBO and the EDC makes sense to fulfill the economic development focus in downtown Pittsboro and has already begun with joint support for EG-Gilero, a medical device equipment manufacturer planning to operate in the old Biolex facility in downtown.

Chatham County is one of the fastest growing counties in the state. Both Pittsboro and Chatham County are experiencing significant change as expansion from the Triangle region spreads west and Chatham Park development takes hold. Chatham Park is interested in seeing downtown Pittsboro and the surrounding areas thrive economically. Chatham Park has been a strong supporter of MSPBO, having funded the initial Downtown Vision Plan and continues to sponsor MSPBO events like Local on Main as well as other downtown events like Summerfest and Holly Days. Chatham Park and MOSAIC also support the idea of a local trolley to connect Chatham Park with downtown Pittsboro. This location is perfect as a

trolley stop with space to pass through directly in front of the building without disrupting traffic on Hillsboro Street. Chatham Park recognizes that having a strong and vibrant downtown will only enhance the value of Chatham Park as it continues to develop.

Evidence: Main Street Pittsboro has already secured financial and public support from numerous organizations which include (but are not limited to):

- The Town of Pittsboro
- Pittsboro Business Association
- Chatham Economic Development Corporation
- Chatham Park Investors
- MOSAIC – Lee-Moore Development
- The Pittsboro Roadhouse
- Pittsboro ABC Board
- Paula Stafford
- The Beverage District
- The Abundance Foundation

Conclusion: Chatham County's support for this initiative can cement a logical and powerful collaboration amongst three strategic organizations committed to increasing the economic vitality of Chatham County for the benefit of all its citizens and visitors. A Welcome Center supported by these organizations can bring tremendous value to Pittsboro and Chatham County, as well as increase visibility and exposure for each of the stakeholder groups. It behooves the stakeholders to seize this opportunity in partnership with MSPBO to drive collective impact for Chatham County.

Next Step: We humbly request your vote of approval to fund this effort as detailed in the financial analysis.

We are very excited at the potential this project provides. It is our hope that you also see the promise of such a collaboration.

Thank you for your consideration,
Maria Parker-Lewis
President, Main Street Pittsboro



Welcome Center

37 Hillsboro Street

11/4/2019

Concept Budget Expenditure: FY 2019-2020

Upfit and Façade Complete February 28; Occupancy begins March 1

Monthly Occupancy Expense

Rent	\$	1,650.00 /mo	
Taxes	\$	190.00 /mo	
Commercial General Insurance	\$	100.00 /mo	
Contents Insurance	\$	35.00 /mo	
On Site destination/marketing Printing	\$	450.00 /mo	
Utilities	\$	450.00 /mo	
Utility Maintenance	\$	25.00 /mo	
Interior Maintenance	\$	150.00 /mo	
Grounds Maintenance	\$	100.00 /mo	
	\$	<u>3,150.00 /mo</u>	\$ 12,600.00 /yr

Employment Expense

Employee 1	\$	2,025.00 /mo	
Employee 2	\$	- /mo	
Employee 3	\$	- /mo	
Employee 4	\$	- /mo	
	\$	<u>2,025.00 /mo</u>	\$ 8,100.00 /yr

Upfit Capital Expense

Option Payment	\$	-	
Option Extension Payment	\$	3,200.00	
Upfit Design/Permitting	\$	4,000.00	
Upfit	\$	20,000.00	
Furniture	\$	8,000.00	
Fixtures	\$	1,000.00	
Equipment	\$	8,000.00	
Utility Account Deposit	\$	500.00	
Parking Lot	\$	-	
Signage	\$	2,800.00	
	\$	<u>47,500.00</u>	\$ 47,500.00

Exterior Capital Expense

Facade Grant Match		\$ 5,000.00
Sub-Total	\$	<u>73,200.00</u>
Contingency	\$	5,250.00
Grand Total	\$	<u>78,450.00</u>



Welcome Center

37 Hillsboro Street

Concept Budget Revenue: FY 2019-2020

11/4/2019

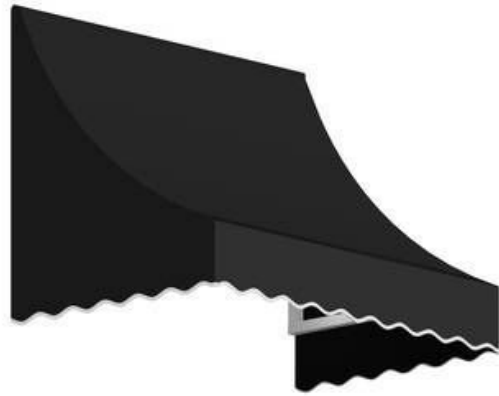
Investor	Value	% of Total
MS PBO	\$ 23,035.00	29.36%
Chatham County	\$ 16,000.00	20.40%
ABC Board Earmark	\$ 8,000.00	10.20%
Second Tenant	\$ 5,415.00	6.90%
Third Tenant	\$ -	0.00%
Local Restaurants	\$ 2,000.00	2.55%
Beverage District	\$ 2,000.00	2.55%
Paula Stafford	\$ 2,000.00	2.55%
Lee-Moore Capital Co	\$ 10,000.00	12.75%
Chatham Park	\$ 10,000.00	12.75%
Total	\$ 78,450.00	100.00%



**37 Hillsboro Street
Pittsboro NC
27312**

August 7,2019

Take facade off & keep Brick
Add black awnings



Inspiration

Change facade Metal roof over existing



Paint building inspiration





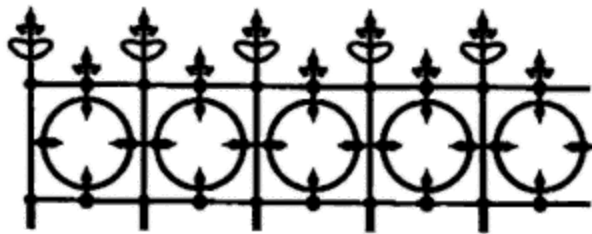
Exterior



Trim

Lakeland Patio Square Planter

Add architectural height & charm



THE GRAMERCY

The Gramercy Finial

3/16" Material Only

Height: 35"

Width: 11.1"

Item No. 384FSA

Price Each: \$111.00

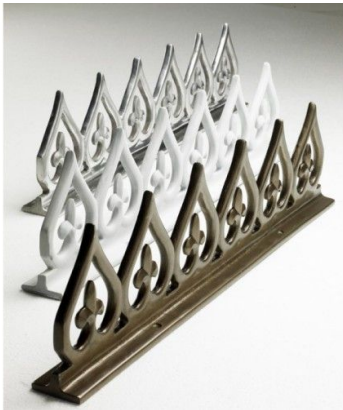
Style No. 384NC Architectural Iron Company
104 Ironwood Court
Milford, PA 18337-0126

Web Home Page: <http://www.architecturaliron.com>

Toll Free: 800-442-IRON/4766

Fax: 570-296-IRON/4766

E-mail: sales@architecturaliron.com



Aluminium Spaded Fleur Cresting (590mm)

Normal Price: £26.99

Special Price: £21.59 sales@blackcountrymetalworks.co.uk

Product Code: CP503

Add Lighting

Clio Outdoor Barn Light wayfair.com **\$67.21**



11.5 H x 12 W x 12 D

Add Nature



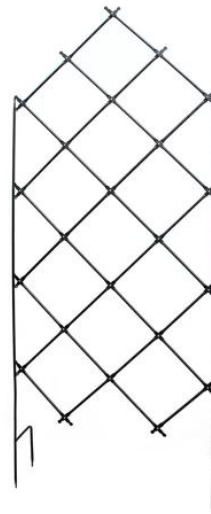
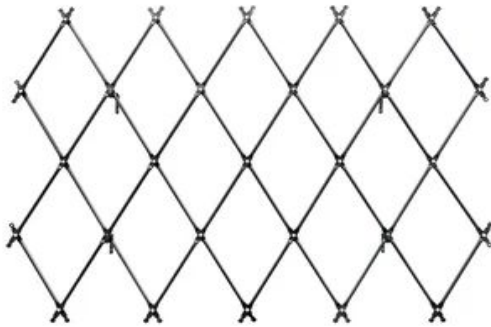
Lakeland Patio Square Planter
Target.com 20 x 20 \$86.99

Add seating



SKU: ACOT9282 Wayfair.com \$114.74

Ismenia Checkered Outdoor Cast Aluminum Patio Garden Bench



Interior

Change flooring



Item # 895539 Model # G3606401

**Armstrong Flooring Pickwick Landing III 12-ft W x
Cut-to-Length Light Walnut Wood Look Low-Gloss Finish Sheet
Vinyl \$1.19 / Sq. Ft. Purchase Price: \$14.28 / Linear Ft.**



Internet #300461649 Model # I96713L Store SKU #1002849568 Store SO SKU #100214524 LifeProof home depot.com
Trail Oak 8.7 in. x 47.6 in. Luxury Vinyl Plank Flooring (20.06 sq. ft. / case)
\$2.99 /sq. Ft. \$59.97 /case





Paint
inspiration



BM

Walls Steam AF-15



Ceiling night mist-1569

ADD wood trim



Trim color



Conference room Wall partition



County Scape



office glass forested with each Logo

Conference room lighting



3x

SKU: W000238743 Clío 1-Light Outdoor Pendant \$104.99



Large table



More work space



Visitor center



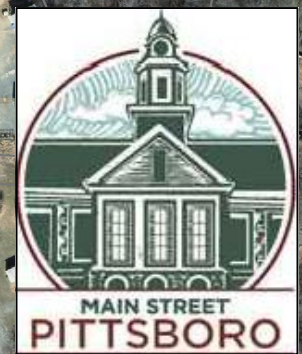
**New Pittsboro
Town Hall site**

Building Location

**New Chatham
County Government
Center Campus**

Welcome Center

**A collaboration of:
Main Street Pittsboro and
the Chatham Chamber of Commerce**





Site Parking

Building Location

Public Parking

Public Parking

Public Parking

Public Parking

Welcome Center

A collaboration of:
Main Street Pittsboro and
the Chatham Chamber of Commerce



Welcome Center

Street View

Facade Grant to remove siding and faux roof to expose original brick

Similar awnings to be installed above existing Welcome Center windows



Google Earth

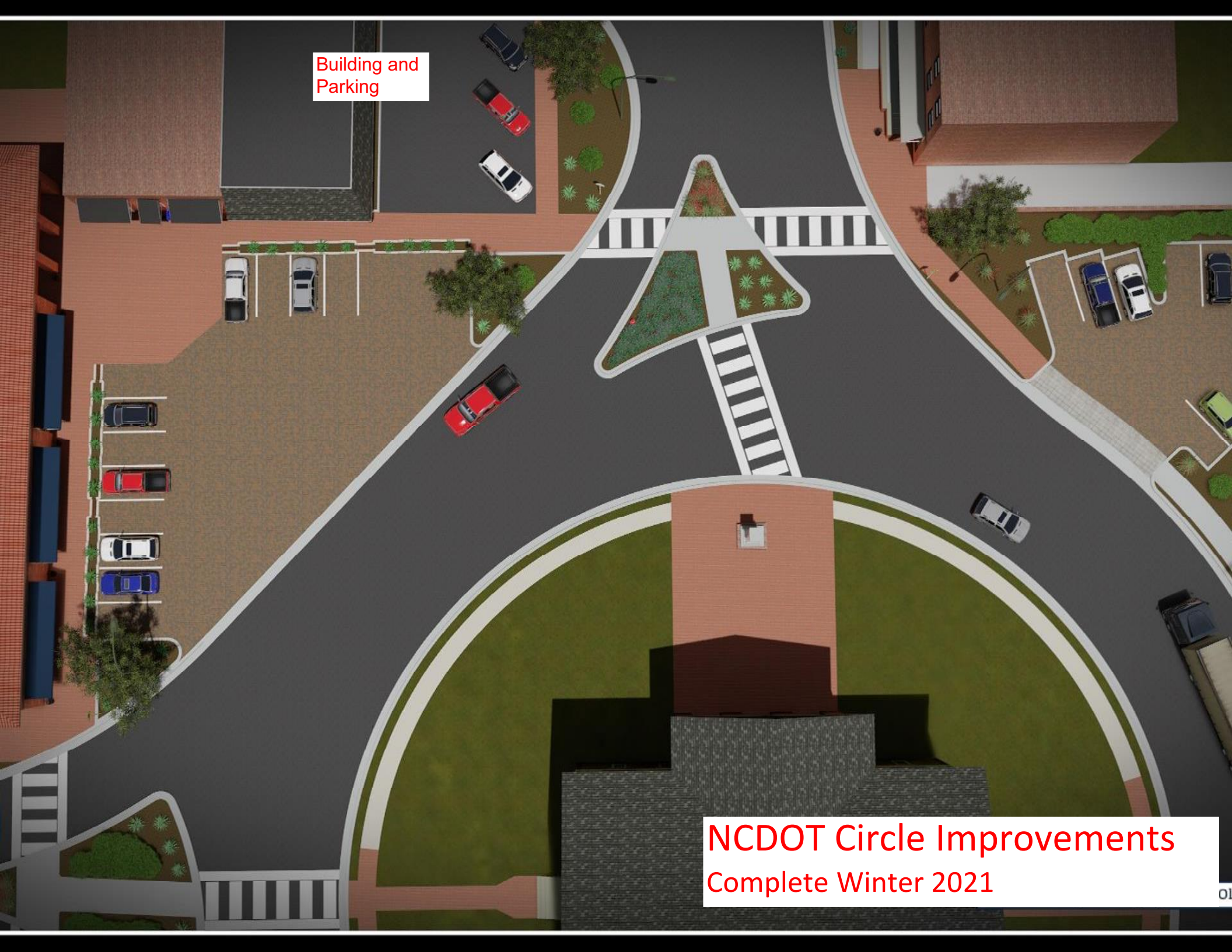
© 2018 Google

© 2019 Google

6.52 ft



Building and
Parking



NCDOT Circle Improvements
Complete Winter 2021



Building

NCDOT Circle Improvements
Complete Winter 2021

A RESOLUTION IN FAVOR OF MAIN STREET PITTSBORO ESTABLISHING A WELCOME CENTER AT 37 HILLSBORO STREET IN DOWNTOWN PITTSBORO

Whereas, the Town of Pittsboro is a member of the "Main Street Program" which is administered by the North Carolina Department of Commerce; and

Whereas, the Town of Pittsboro has established a Main Street District with a zoning overlay and a map indicating the properties within the district; and

Whereas, the Town of Pittsboro endorsed a Downtown Vision Plan on June 14, 2014; and

Whereas, the Town of Pittsboro has determined that the economic vitality and unique qualities of historic downtown Pittsboro are important to preserve, revitalize and enhance; and

Whereas, the Town of Pittsboro works through the local non-profit, "Main Street Pittsboro", whose mission through "Main Street America" supports a commitment to creating high-quality places and stronger communities through preservation based economic development; and

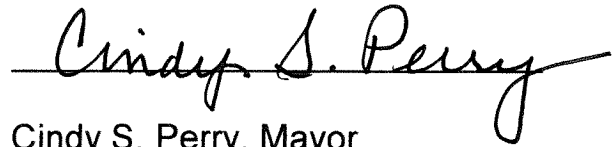
Whereas, public spaces are valuable and important within the Town and especially the Main Street District;

Now, therefore be it resolved that the Town of Pittsboro supports efforts by Main Street Pittsboro to lease 37 Hillsboro Street, improve said property, and utilize the property as a space for a Pittsboro/Chatham County welcome center with potential partners and users of the space including, but not limited to, Chatham Chamber of Commerce, the Pittsboro Business Association, Pittsboro-Siler City Convention and Visitors Bureau and similar organizations.

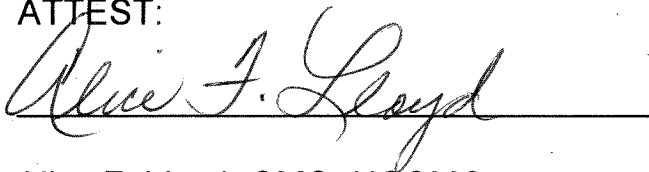
Furthermore, be it resolved, that the Town of Pittsboro supports efforts by Main Street Pittsboro to secure short term and long term funding support

for the "Welcome Center" from public and private sources including, but not limited to, Chatham County.

Adopted this the 28th day of October, 2019


Cindy S. Perry, Mayor

ATTEST:


Alice F. Lloyd, CMC, NCCMC

Alice F. Lloyd, CMC, NCCMC

Town Clerk



North Carolina General Assembly
Senate

SENATOR VALERIE P. FOUSHEE
23RD DISTRICT

OFFICE: 517 LEGISLATIVE OFFICE BUILDING
300 N. SALISBURY STREET
RALEIGH, NC 27603-5925
PHONE: (919) 733-5804
FAX: (919) 754-3268



COMMITTEES:

APPROPRIATIONS/JUSTICE AND PUBLIC SAFETY
COMMERCE AND INSURANCE
EDUCATION/HIGHER EDUCATION
HEALTHCARE
STATE AND LOCAL GOVERNMENT

JOINT OVERSIGHT LEGISLATIVE COMMITTEES
GENERAL GOVERNMENT
HEALTH AND HUMAN SERVICES
LOCAL GOVERNMENT
PROGRAM EVALUATION

November 7, 2019

Chatham County Board of Commissioners
12 East Street
Pittsboro, NC 27312

Dear Commissioners:

I submit this letter in total support of Main Street Pittsboro's efforts to lease 37 Hillsboro Street for a Pittsboro/Chatham County Welcome Center. The proposed renovations of this site coupled with the establishment of the Pittsboro/Chatham County Welcome Center align with the Town of Pittsboro's commitment to the enhancement of its economic vitality and the preservation of its historic downtown.

The Pittsboro/Chatham County Welcome Center could be a multifaceted service center for Pittsboro and Chatham County; i.e., serve as an information center regarding the Town and County, promote tourism, stimulate local economic growth/opportunities, etc. This is a great opportunity for the Town of Pittsboro and Chatham County.

Again, I support this effort wholeheartedly! The best of luck with this endeavor!

Sincerely,

Valerie P. Foushee



The Pittsboro Business Association
PO Box 107 Pittsboro, NC 27312
Downtown.pittsboro@gmail.com

October 30, 2019

Dear Chatham County Board of Commissioners,

The Pittsboro Business Association is committed to supporting and promoting a healthy economic climate in Pittsboro. Towards that end, in addition to promoting our members, the organization hosts several events throughout the year, bringing thousands of visitors to our downtown district.

While our focus is Pittsboro, we recognize the importance of working together and cross promoting other commercial centers and visitor attractions across Chatham County. An economically strong County contributes to the health and vibrancy of its individual communities and vice versa. A Welcome Center in the heart of Pittsboro, the County seat, would enable and facilitate these cross-promotional efforts. The proposed location on the courthouse circle provides a high level of visibility and would be easily accessible to the many attendees the PBA brings to our events.

Therefore, I am submitting this letter in support of Main Street Pittsboro's efforts to create a Welcome Center located at 37 Hillsboro Street.

On behalf of the Pittsboro Business Association,

A handwritten signature in black ink, appearing to read "Pam", written in a cursive style.

Pam Fulk
President

ML&M VENTURES

105 Old Legacy Lane, Chapel Hill, NC 27516

To whom it may concern:

My name is Travis Kososki and I am the owner of 37 Hillsboro (Old Capital Bank Building). I am writing to express my support for Main Street's plans for the Pittsboro Visitor Center.

I have seen the plans for the Visitor Center and believe it will be great addition to the town of Pittsboro. Given the central location of the building, 37 Hillsboro would serve as the hub to educate people about Pittsboro and Chatham County. Further, it could help to attract and facilitate new business development within the town and county.

I have agreed to help with building improvements of 37 Hillsboro to make the visitor center more welcoming, including a restoration of the original brick façade in order to make the property more cohesive with the look and feel of Pittsboro.

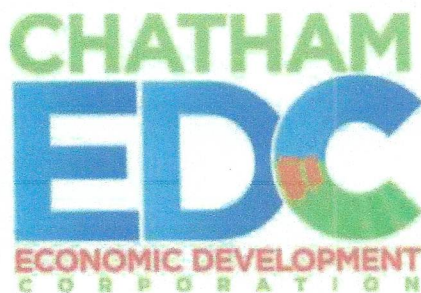
I believe that the Pittsboro Visitor Center can be a long-lasting landmark on Main Street that will help to promote the town and make it more welcoming to visitors.

If I can be of further assistance, please feel free to reach out to me anytime.

Best regards,



Travis



CHATHAM EDC RESOLUTION SUPPORTING MAIN STREET PITTSBORO

WHEREAS, the Chatham County Board of Commissioners adopted the Chatham County Comprehensive Land Use Plan (the "Plan") on November 20th 2017, including Economic Development as one of ten plan elements; and

WHEREAS, Chatham County Economic Development Corporation (the "EDC") is the lead economic development agency for Chatham County, North Carolina and is responsible for business recruitment, retention, expansion, and entrepreneurship for Chatham County; and

WHEREAS, the Plan's Economic Development element lists as its fifth recommendation, "Reinforce Towns as Residential and Commercial Centers of the County"; and

WHEREAS, the Town of Pittsboro (the "Town") in 2017 supported the formation of Main Street Pittsboro, Inc. ("Main Street Pittsboro"), a nonprofit North Carolina Main Street organization based on the Main Street model developed by the National Trust Main Street Center, as a method to support revitalization of neighborhood commercial districts; and

WHEREAS, Main Street Pittsboro and the Town desire to maintain an economically vital and vibrant town center for its residents, visitors and tourists and have created a special Downtown Overlay District ("Downtown District") for this purpose; and

WHEREAS, Main Street Pittsboro and the Town realize that a sustainable Downtown District economy contributes to the community's economic health; and

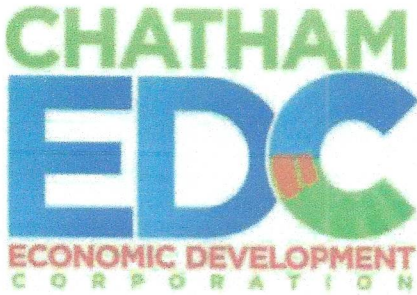
WHEREAS, Main Street Pittsboro and the Town recognize its Downtown District represents the unique history and culture of its community; and

WHEREAS, Main Street Pittsboro and the Town wish to maintain a livable, walkable Downtown District with opportunities to shop, work, live and discover recreational, cultural and heritage opportunities.

NOW, THEREFORE, the Chatham Economic Development Corporation Board of Directors adopts the following resolution:

1. The EDC supports the efforts of Main Street Pittsboro to enhance Pittsboro's Downtown District to be economically viable; and

[Continued on next page]



2. The EDC commits to work collaboratively with the Town and Main Street Pittsboro to create a successful downtown economic development program; and
3. The EDC will collaborate with Main Street Pittsboro to conduct its annual small business survey and share information on businesses comprising the Downtown District; and
4. The EDC president will update the Main Street Pittsboro board annually on EDC activity as it relates to the Main Street Pittsboro program.

Adopted, this the 4 day of November, 2019



Jeff Wilson, Chair

Chatham Economic Development Corporation Board of Directors

Eco CP Partners LLC

P.O. Drawer 9
Sanford, NC 27331

November 4, 2019

Mr. Mike Dasher, Chairman
Chatham County Board of Commissioners
12 East Street
Pittsboro, NC 27312

Dear Chair Dasher,

As the developers of Mosaic at Chatham Park, we fully support the vision of Main Street Pittsboro to create high-quality places and stronger communities through preservation-based economic development.

The Welcome Center planned for 37 Hillsboro Street is an important part of this vision. We agree that their plan to lease and improve this property as a visitor's center for Pittsboro/Chatham County will help promote the town and make it more welcoming to visitors, as well as help attract new business development to Pittsboro by sharing the many great attributes of this community.

We join other community members, business owners and the Town of Pittsboro in asking for your support of Main Street Pittsboro's efforts to bring their vision of a Welcome Center to reality in downtown Pittsboro.

Sincerely,



Kirk J. Bradley, Manager

CC: Chatham County Commissioners



490 WEST STREET – PITTSBORO, NC 27312 - 919-545-2333

November 03, 2019

Chatham County Commissioners

12 East St

Pittsboro, NC 27312

Dear Commissioners,

I am writing in support of the Visitor Center in Downtown Pittsboro. It would be a great location for all visitors and also for our local folks to learn what is happening Downtown and around Chatham County.

The events thus far have been well received with the Main Street Dinner and Pepperfest. Visitors are always drawn to Downtown and having the Welcome Center in a prime location will build excitement for upcoming events and for our local shop owners.

The Visitor Center would be a huge asset to Pittsboro.

Sincerely,

A handwritten signature in black ink that reads "Kris Howard".

Kris Howard

Broker/Owner

Chatham Homes Realty

khowardchatham@aol.com



www.abundancenc.org

Cultivating and celebrating resilient community

220 Lorax Lane #5 · Pittsboro, NC 27312 · 919-533-5181

October 22, 2019

Chatham County Board of Commissioners
12 East Street
Pittsboro, NC 27312

Dear Commissioners,

Abundance NC fully supports the vision of a Vistor Center in Downtown Pittsboro. It fits with Main Street's mission of boosting economic resiliency and diversity as well as supporting downtown Pittsboro and further out across the county. Investment in our local economy and the Main Street District is even more crucial as our small town becomes a city.

Our mission of community resilience includes a vibrant downtown full of diversity, commerce and an eclectic mix of art and entertainment.

Our recent PepperFest was a huge hit. Downtown is the perfect home for this event and the building was a big part of the success as we operated out of there for the weekend.

Thank you for your consideration,

Tami Schwerin
Executive Director
919-444-9300
tami.schwerin@gmail.com

The Abundance Foundation is a 501(c)3 nonprofit organization, Federal Tax ID# 20-4327530

local food • renewable energy • community