



CHAPEL HILL ORANGE COUNTY, NORTH CAROLINA

DEVELOPMENT PROJECTS ON THE DRAWING TABLE

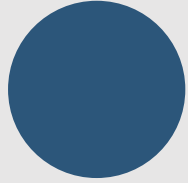
MARCH 2021

TOURISM AND TRAVEL INDUSTRY

MARCH 2021 UPDATES

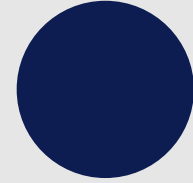


EMPTY STREETS WITH HINTS OF HOPE



TOURISM DOWN 70%

Since March 2020, hotel revenue in Chapel Hill is down -\$32.3 million or -69.9%. Room Night demand was down -200,894 room nights or -57.2%.



\$120 MILLION LOSS IN 2020

In 2019 the tourism generated \$218 million in and the pandemic will result in 55% reduction revenues in Orange County's tourism industry for 2020.

RECOVERY PROJECTIONS

- FY 2021 year revenues will reach \$17,666,876.
- This is a 53.3% decrease from previous year.
- For fiscal year 2021/22, the Visitors Bureau is projecting that revenues will reach \$38,237,897. This is a 216% increase over the global devastation of 2021; **yet just a 1% increase over 2019.**

by scenario

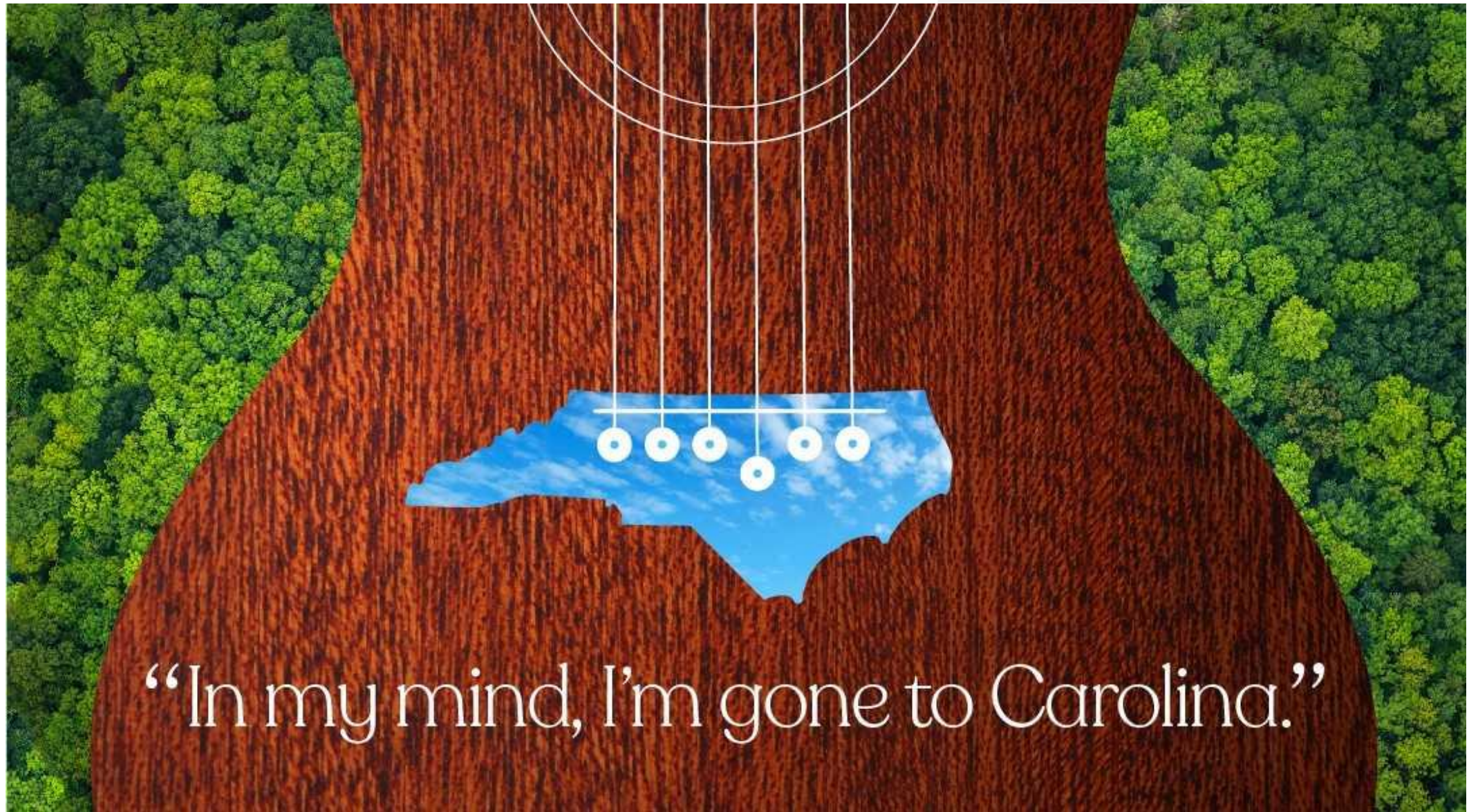
Fiscal Comparison	18/19	19/20	20/21	21/22	Var 18/19	Var 19/20	Var 20/21
Demand	417,609	299,944	191,466	349,601	-68,008	49,657	158,135
Revenue	52,940,994	37,884,093	17,553,401	37,703,356	-15,237,638	-180,737	20,149,955
ADR	126.77	126.30	91.68	107.85	-18.92	-18.46	16.17

CHAPEL HILL TOURISM OUTLOOK

- Historical figures show us Chapel Hill hotels did not get back to optimal Revenue or ADR in the two years recovery from the worst stage, but demand recovered in just one year.
- Most industry experts feel that recovery from COVID will be swifter than the last recession.
- The lag will be in the ADR.
- Looking at the ADR at local rate leaders we see that they are significantly lower than they are historically.

SIX TIER RECOVERY PLAN

- Drive demand in drive markets of NC and VA, SC through Search Engine Optimization and Search Engine Marketing.
- Recreate new meetings and events marketing tools to show new realities.
- Partner with VisitNC and assure Chapel Hill's new realities are promoted throughout the region. Especially Mid-Atlantic.
- Build trust: Lead with Safety.
- Open new hospitality and tourism draw.
- Marketing "There's more to Chapel Hill than Carolina Inn video." (New expanded hotel products).



EAST ROSEMARY STREET

Innovation lab, parking deck and green space



EAST ROSEMARY STREET CHAPEL HILL

- Grubb Properties will replace the Wallace deck with up to 250,000 square feet of office and wet lab space for startups and research companies.
- The town will replace the CVS deck and parking lot with a \$33.2 million, [1,100-space parking garage](#) with a patio for food trucks and pop-up retail.
- Two pocket parks will be built on East Rosemary Street, along with pedestrian and bike improvements.
- The new office building is expected to complement Grubb's Innovation Hub in the former CVS building at 136 E. Rosemary St. and 137 E. Franklin St. and spark more investment downtown.

W. ROSEMARY ST. HOTEL PROJECT

- The proposed W. Rosemary Hotel project will front West Rosemary Street and wrap around the historic Town Hall building to S Columbia Street and will include a pocket park, rooftop terrace.
- The current concept includes plans for an L-shaped hotel building with approximately 140 guest rooms, and building massing varying in height between 4 and 7 stories. There will be some underground and surface parking, approximately 70 spaces, with an additional 18-20 spaces in an adjacent parking lot on the Town-owned parcel to the east.

WEGMANS GROCERY

- Opens February 24, 2021.
- Third Wegmans in NC.
- Located next to former BCBS.
- The 99,000 sq. ft. store will include a Restaurant foods section, sushi bar, fresh produce and seafood and so much more .



SANCAR TURKISH CULTURAL COMMUNITY CENTER

- Construction is nearing completion on the new Turkish Cultural and Community Center situated on two acres of land on East Franklin Street and funded in part by the foundation of UNC professor and Nobel Prize winner Aziz Sancar, the new Community Center will
- The mission is to create interactions between American students and Turkish students at UNC.
- The Center will have a 9,700 square-foot, environmentally sustainable building with classrooms for students and the community, as well as a two-story, low-cost guest house that will host up to eight Turkish students or scholars.

AZIZ AND GWEN SANCAR





DURHAM TECH

DURHAM TECH EXPANSION

- Hillsborough
- Durham Tech will start building a \$26 million Durham Tech academic building in Hillsborough in 2021.
- The \$11,547,911 Orange County allocation was approved, and the discussion continues.
- Campus will focus on skilled trades and life sciences curriculum.
- J.B. Buxton, Durham Tech President is pictured.





RESEARCH TRIANGLE LOGISTICS PARK

HILLSBOROUGH

RESEARCH TRIANGLE LOGISTICS PARK HILLSBOROUGH

- The Orange County commissioners approved the Research Triangle Logistics Park to be built on the southeastern corner of N.C. 86 and Interstate 40 just outside Hillsborough.
- The zoning approval will let developer Terra Equity Inc. build a 2.3 million square-foot project aimed at attracting warehouse, light industry and research companies.
- Development officials have said the \$150 million project could generate up to 1,500 jobs.

AMERICAN LEGION POST 6

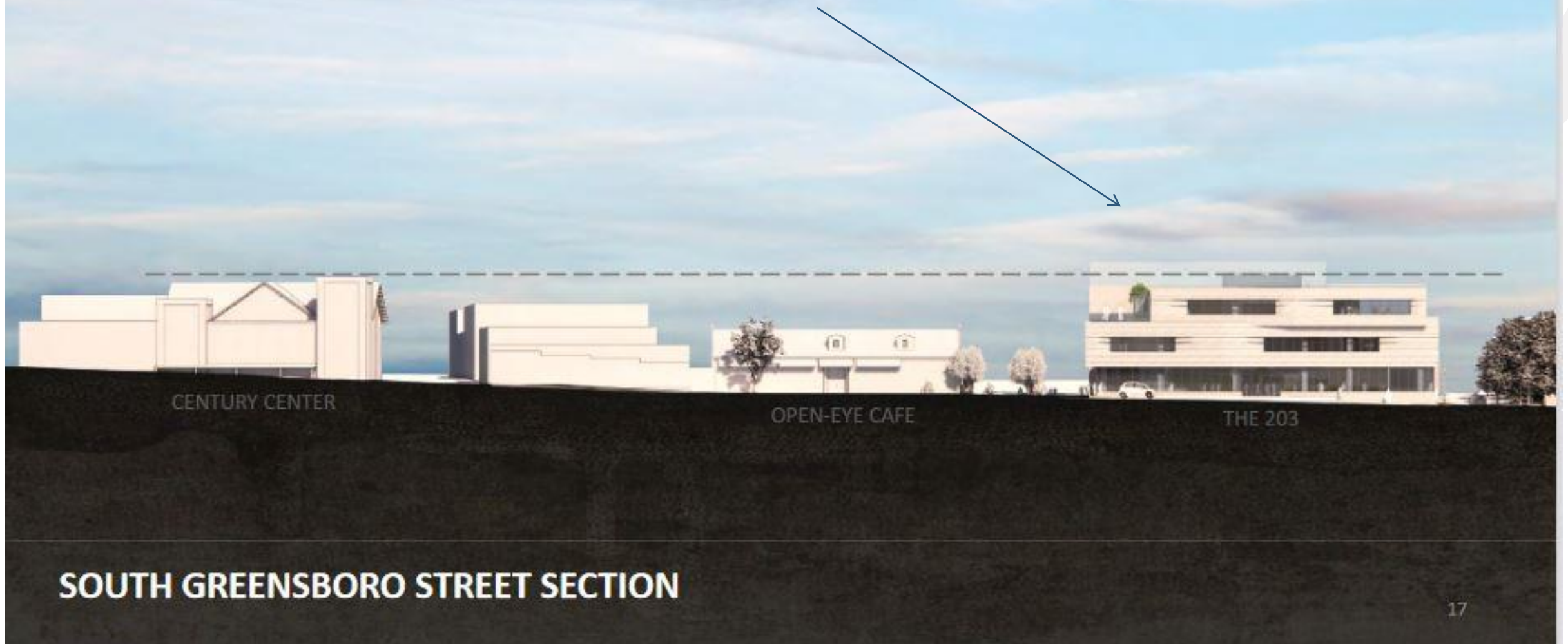
- Located across N.C. 54 from The Barn at Vahalla event center, the American Legion Post 6 club is situated on 128 acres of farmland surrounded by greenery, a pond, gazebo, outdoor deck.
- It is the third home for Post 6, which started in 1919. moved to 1714 Legion Rd, Chapel Hill.



ORANGE COUNTY SOUTHERN BRANCH LIBRARY IN CARRBORO

- Located at 203 S. Greensboro.
- With the Carrboro Town Council's approval in November 2020, the 203 Project, a major economic development project in downtown Carrboro, is now progressing to permitting and further development stages.
- In addition, the building will house Recreation, Parks staff and more.
- From here, the 203 Project will now undergo more design phases, with an initial site plan approval coming to the Carrboro Town Council in 2021.
- More information about The 203 Project can be found on the Town of Carrboro's [website](#).

Proposed Orange County Library in Carrboro (far right), near Open Eye Café and Century on Greensboro Road.



SHERATON REOPENS TRU HOTEL OPENS



HOTEL DEVELOPMENTS

- Sheraton Chapel Hill, is under full renovation and will late August 2021. Atma Hotel properties now owns and will operate Sheraton.
- Construction on another Atma Hotel (Hilton brand) is now out of the ground and scheduled to open in the 3rd quarter of 2021.
- TRU Hotel stands in front of former Quality Inn on Fordham Blvd

COLONIAL INN

- The restored Colonial Inn is a 28-room hotel with event space, food and beverage service.
- Now Open with seven rooms on the second level of the main building. All of the design is neo-classical, comfortable, warm and accommodating.
- There are seven different interior room designs.



THE PARKLINE AT FORMER BCBS BUILDING NOW OPEN



PARKLINE OFFICE DEVELOPMENT (FORMER BCBS)

- Former Blue Cross Blue Shield Building in Chapel Hill.
- Originally built in 1973, The Parkline brings notable history and architecture to the workplace, while revitalizing it with state-of-the-art amenities and numerous collaborative spaces engaging the outdoors.
- Within walking distance of under construction Wegmans.
- 25,000 square foot covered upper level patio.
- 20,000 square foot lower level patio place.

MOREHEAD PLANETARIUM REOPENS AFTER \$9.2 MILLION RENOVATION

- New wide range of exhibits that highlight multiple STEM disciplines.
- Exhibits in the rotunda focus on Morehead and its astronomy roots.
- The Breakthrough Hub at the exhibit level features interactive displays that demonstrate research from UNC scientists.



THANK YOU!



LPAOLICELLI@ORANGECOUNTYNC.GOV



PHOTO: CAROLINA INN