

**Economic Development Baseline Data**  
**Chapel Hill, NC**

**Infrastructure**

- The University of North Carolina's Horace Williams Airport, a small private airport close to campus, did not close as originally scheduled for January 1, 2005. The Town of Chapel Hill recently hired a consulting firm to guide the Town through a process potentially leading to the negotiation of a development agreement for mixed-use projects on two downtown parking lots. Plan also includes identifying sites as "opportunity areas" for future development.  
Source: Horace Williams Airport, Town of Chapel Hill Downtown Economic Initiative
- Inventory and availability of utility capacity (water, sewer, electric, gas)  
(See Attached)  
Source: Town of Chapel Hill, Progress Energy, PSNC Energy
- Inventory and availability of vacant buildings and land served and properly zoned  
(See – Attachment, Town of Chapel Hill Zoning Map)  
Source: Chapel Hill Planning Department

**Business Environment**

- Ad valorem and utility rates; permitting regimen/costs  
(Ad valorem – 5.1 town millage rate, 13.98 total millage rate; Utility Rates – See Attachment; Permitting Costs – See Attachment)  
Source: Town of Chapel Hill Annual Financial Report – 2003, Progress Energy, PSNC Energy, Chapel Hill Inspections Department
- Growth in firms measured by occupational licenses and non-farm proprietors  
(Business Licenses Issued: 2,840 - 2003; Non-farm proprietors 9,961 – 2002)  
Source: Chapel Hill Revenue Office, Bureau of Economic Analysis – US Department of Commerce
- Growth in jobs measured by annual worker employment data  
(Unavailable)  
Source: Bureau of Labor Statistics - US Dept of Labor
- Annual business satisfaction survey: Unavailable  
Source: Town of Chapel Hill

**Work Force**

- Unemployment rate (2003 – Population 52,440; Unemployment Rate 4.0%)  
Source: Town of Chapel Hill Annual Financial Report - 2003
- *Durham Technical Community College* provides seminars and workshops to assist businesses and entrepreneurs in starting a business, as well as many job specific training programs. *The UNC Center for Public Service* leads the way for efforts and service to the state of North Carolina by linking the expertise and energy of faculty, staff, and students to the needs of the people. The *North Carolina Small Business and Technology Development Center (SBTDC)* helps small business owners, and those interested in starting a business, and North Carolina's workforce meet the challenges of today's business environment. The *SBTC* also provides a full range of services, from management counseling to technology commercialization assistance.  
Source: Durham Technical Community College, NC Small Business and Technology Development Center
- Earning per capita/Average wage per job - 2002  
(Orange County: Earnings per capita \$33,375; Average wage per job \$34,677)

Source: Bureau of Economic Analysis – US Department of Commerce

### Diversified Economy

- **Percentage of individuals employed in various sectors.**  
(See Attached Table)  
Source: 2000 US Census
- **Total taxable property citywide 2003 (Real Property - \$3.688 billion; Personal Property - \$415 million; Public Service Companies - \$63.8 million; Total Assessed Value - \$4.167 billion)**  
Source: Town of Chapel Hill Annual Financial Report - 2003
- **University technological transfer back into the community**  
Among the top 4 research universities in the US, pulled in \$577 million in external grants and contracts, 29 start-up companies in the last 5 years.  
Source: UNC Office of Technology Development

### Quality of Life

- **Poverty rate, Cost of living (Poverty Rate – 21.6%; COL 2004 – ACCRA data unavailable)**  
Source: 2000 US Census
- **Per capita spending on community arts/cultural and recreation activities**  
(Parks and Recreation - \$37 per capita; Total Leisure Spending - \$75 per capita)  
Source: Town of Chapel Hill Annual Financial Report - 2003
- **Crime rate statistics; (crimes per 1,000 residents; 2.15 police officers per 1,000)**  
Source: Town of Chapel Hill Annual Financial Report - 2003

**Economic Development Baseline Data**  
**Raleigh, NC**

**Highlights**

- With a diversified and prosperous business climate and an environment attractive to tomorrow's technology, Raleigh and the entire Triangle area boasts one of the most highly educated and diverse workforces in the nation. With a third of the area's 25-or-older population holding a bachelor's degree or higher, it's no wonder that Fortune Magazine ranked Raleigh-Durham-Chapel Hill the number one region to find knowledge workers.
- *Centennial Campus* is North Carolina State University's vision of the future. This "technopolis" consists of multi-disciplinary R&D neighborhoods, with university, corporate, and government facilities intertwined. A middle school, residential housing, executive conference center and hotel, golf course, town center and recreational amenities will weave the campus into a true interactive community.

**Infrastructure**

- The Roadway/Assessments Division is responsible for the design and construction oversight of street, sidewalk, bridge and various other types of public improvement projects. The division is also responsible for the management of the City's petition program for street and sidewalk improvements, assessment calculation and maintenance of assessment fee files. Assessment staff within the division manages the property owner petition improvements program, the assessment program for City Council directed projects, and maintain the assessment fee files. Staff conducts deed, property owner, and easement research for engineering projects, calculates preliminary and final assessment charges and maintain assessment cost files. Maintenance of the departmental map files is also a responsibility of this group.  
The Raleigh-Durham International Airport served 7.9 million passengers and opened a 6,000-space parking garage bringing the total number of spaces to 11,000 in 2003.
- Inventory and availability of utility capacity (water, sewer, electric, gas)  
(See Attached)  
Source: City of Raleigh, Progress Energy, PSNC Energy
- Inventory and availability of vacant buildings and land served and properly zoned  
(See – Attachment, City of Raleigh Zoning Map)  
Source: City of Raleigh Planning Department

**Business Environment**

- Ad valorem and utility rates; permitting regimen/costs  
(Ad valorem – 3.85 city millage rate; Utility Rates – See Attachment; Permitting Costs – See Attachment)  
Source: City of Raleigh Comprehensive Annual Financial Report – 2004, City of Raleigh, Progress Energy, PSNC Energy, Raleigh City Clerk's Office
- Growth in firms measured by occupational licenses and non-farm proprietors  
(Occupational Licenses Issued 2,400 roughly - 2004; Non-farm proprietors 78,373 – 2002)  
Source: Raleigh City Clerk's Office; Bureau of Economic Analysis – US Department of Commerce
- Growth in jobs measured by annual worker employment data  
(15,262 jobs in 2004 as compared to 2003)  
Source: Bureau of Labor Statistics - US Dept of Labor
- Annual business satisfaction survey: Raleigh Chamber of Commerce  
Source: Raleigh Chamber of Commerce

### Work Force

- Unemployment rate (September 2004: Labor Force 503,200; Employment 486,300; Unemployment 16,900; Unemployment Rate 3.4%)  
Source: Bureau of Labor Statistics - US Dept of Labor
- NC State's *Office of Extension and Engagement* provides leadership and vision for partnerships with external communities. These partnerships facilitate research and discovery; teaching and learning; and outreach services in a range of areas including; workforce training, as well as economic and small business development. *Wake Technical Community College* provides extensive, cost free, customized training for any new or expanding industry that creates new jobs. *The North Carolina Small Business and Technology Development Center (SBTDC)* helps small business owners, and those interested in starting a business, and North Carolina's workforce meet the challenges of today's business environment. The *SBTC* also provides a full range of services, from management counseling to technology commercialization assistance.  
Source: NC State Office of Extension and Engagement, Wake County Community College, NC Small Business and Technology Development Center
- Earning per capita/Average wage per job - 2002  
(Earnings per capita \$33,293; Average wage per job \$36,200)  
Source: Bureau of Economic Analysis – US Department of Commerce

### Diversified Economy

- Percentage of individuals employed in various sectors.  
(See Attached Table)  
Source: 2000 US Census
- Total taxable property citywide 2005 (Real Property \$24.076 billion; Personal Property \$4.544 billion; Corporate Excess \$758.867 million; Total Assessed Taxable Property \$29.380 billion)  
Source: City of Raleigh Comprehensive Annual Financial Report - 2004
- University technological transfer back into the community  
50 start-up companies creating over 2000 jobs, brought \$125 of venture capital since 1999, 2003 – \$4 million in sponsored research money as a result of licensing and \$2 million as a result of start-up companies.

### Quality of Life

- Poverty rate, Cost of living (Poverty Rate – 11.5%; COL 2004 – 92.7 on a scale of 100)  
Source: 2000 US Census, ACCRA
- Per capita spending on community arts/cultural and recreation activities  
(Recreation and Cultural - \$66 per capita; Total Leisure Spending - \$151 per capita)  
Source: City of Raleigh Comprehensive Annual Financial Report – 2004
- Crime rate statistics; (crimes per 1,000 residents; 2.18 police officers per 1,000)  
Source: City of Raleigh Comprehensive Annual Financial Report - 2004

Economic Development Baseline Data  
Gainesville, FL

**Infrastructure**

- Assessment roadway resurfacing/repair; new lane miles; implementation of Airport Master Plan (See Pavement Management System Map; Airport Master Plan)  
Source: City of Gainesville Public Works Department, Gainesville Regional Airport
- Inventory and availability of utility capacity (water, sewer, electric, gas, broadband)  
(See visual representation of utility capacity – circa 2003) Source: GRU
- Inventory and availability of vacant buildings and land served and properly zoned  
(See GIS depiction of inventory of vacant land Citywide and corresponding land use and zoning)  
Source: City of Gainesville Planning Department

**Business Environment**

- Ad valorem and utility rates; permitting regimen/costs  
(Ad valorem – 4.9416; Utility rates – See attachment; Permitting Costs – See attachment)  
Source: City of Gainesville Office of Management and Budget, GRU, City of Gainesville Community Development Department
- Growth in firms measured by occupational licenses and non-farm proprietors  
(6,000 Occupational Licenses Issued 10/1/04; Non-farm proprietors 18,467 – 2002)  
Source: City of Gainesville Treasury and Bureau of Economic Analysis – US Department of Commerce
- Growth in jobs measured by worker employment data (4,154 jobs compared to August, 2003)  
Source: Florida Agency for Workforce Innovation
- Annual business satisfaction survey Source: To be conducted in Calendar Year 2005

**Workforce**

- Unemployment rate (September, 2004: Labor Force 118,714; Employment 116,099; Unemployed 2,615; Unemployment rate 2.2%) Source: Florida Agency for Workforce Innovation
- Implementation of community training programs and graduates; high school graduation rates See attached Santa Fe Outline Source: Santa Fe Community College, Alachua County School Board
- Earnings per capita/Average wage per job  
(Earnings per capita = \$25,033; Average wage per job=\$27,415) Source: Bureau of Economic Analysis – US Department of Commerce

**Diversified Economy**

- Percentage of individuals employed in various sectors  
(See attached table) Source: 2000 US Census
- Percentage of tax base off rolls; total taxable value of property Citywide and per CRA districts  
(Tax Base off rolls – 53%; taxable value of property - \$3.6 billion Citywide; per CRA District – CPUH - \$131 million; Eastside - \$42 million; FAPS - \$23.7 million; DT - \$94 million) Source: City of Gainesville Office of Management and Budget and CRA
- Number of spin-offs captured at incubators and absorbed by community  
(Start-ups receiving investments – 13; Beneficiaries of business development services –15; # of firms in incubators – 26)  
Source: University of Florida, Office of Technology and Licensing

**Quality of Life**

- Poverty rate, Cost of Living (Poverty Rate – 22.8%; COL – 95.29 on Statewide scale of 100)  
Source: US Census, Gainesville Area Chamber of Commerce
- Per capita spending on community arts/cultural and recreation activities  
(\$69.00 per capita) Source: City of Gainesville Office of Management and Budget
- Crime rate statistics (crime/1,000 residents); per capita provision of police officers  
(6,124 crimes per 100,000 residents; 2.36 police officers per 1,000 population)  
Source: City of Gainesville Office of Management and Budget

\*These attributes and indices will be measured in absolute terms regarding the community's progress and relative to the fifteen (15) peer cities indicated in Exhibit B on an annual basis