

**CITY OF GREENVILLE
BOND ADVISORY COMMITTEE
MEETING #5 AGENDA**

**Wednesday, September 10, 2014
5:30 p.m.
City Hall Conference Room 337**

1. **Meeting Called to Order** – *Chair Mitchell*
2. **Roll Call and Establishment of a Quorum** – *Chair Mitchell*
3. **Review and Approval of August 27, 2014 Committee Meeting Summary** – *Chair Mitchell*
4. **Project Ranking Exercise** – *Chair Mitchell*
5. **Discussion of Remaining Committee Decisions** – *Chair Mitchell*
Does the Committee want to recommend that City Council pursue a GO Bond?
 - If yes:
 - For what amount?
 - For which questions?
 - For which specific projects?
 - If no, prepare summary report for Council.
6. **Announcement of Next Meeting (September 24, 2014)** – *Chair Mitchell*
7. **Adjournment** – *Chair Mitchell*

Bond Advisory Committee Directive

To advise the City Council on the content, amount, timing, structure of an advocacy committee, and other relevant aspects of a voter bond referendum.

CITY OF GREENVILLE BOND ADVISORY COMMITTEE MEETING SUMMARY

**Wednesday, August 27, 2014
5:30 p.m.
City Hall Conference Room 337**

1. Meeting Called to Order

- Chair Mitchell called the meeting to order at 5:31 p.m.

2. Roll Call and Establishment of a Quorum

- Chair Mitchell conducted roll call and it was determined that a quorum was present.
- Members present when roll called: Kelly Barnhill, Alberto Blanco, Ashley Breedlove, Bill Clark, Will Franklin, Tony Khoury, Dennis Mitchell, Michael Overton, Tony Parker, Tammy Perdue, Bianca Shoneman, Tee Steinberg, and Jon Tart.
- Terri Williams arrived within 20 minutes of the meeting being called to order.
- Staff Present: Dave Holec, Merrill Flood, Carl Rees, Gary Fenton, Eric Griffin, Scott Godefroy, Bernita Demery, and Chris Ivey.

3. Review and Approval of August 13, 2014 Committee Meeting Summary

- There was no discussion regarding the meeting summary.
- Motion made by Tony Khoury and seconded by Ashley Breedlove to approve the meeting summary as presented. Motion passed unanimously.

4. Presentation of Potential Economic Development Opportunities

- Community Development Director Merrill Flood discussed why more municipalities, including Greenville, are becoming involved in Economic Development. He explained that many cities are doing different things, depending on what is important to that individual municipality. A strategy needs to be developed that fits our community.
- Economic Development is multi-faceted and helps facilitate growth of diverse business and industry in each community, which in turn creates more jobs and grows the tax base.

- Economic Development is a marathon, not a sprint; it requires time to develop a strategic vision for the future and to grow the economy.
- Three examples of successful, long-term economic development planning were discussed: Falls Park in Greenville, SC; the American Tobacco Company in Durham, NC; and, the Piedmont Triangle Airport in Greensboro, NC.
- Economic Development Officer Carl Rees then began his presentation by distributing a copy of the Economic Development Profile brochure. He noted that Greenville is a growing, vibrant community; one recognized regularly for growth and opportunity.
- We have been a city in transition over the past 3 decades, transitioning from the center of tobacco commerce to a developing uni-med community and a population increase from approximately 35,000 in 1980 to over 85,000 currently.
- The growth has not been balanced; we have seen a great deal of growth in the residential sector, but much less in the industry sector.
- One factor to consider is the high percentage of tax exempt property in the jurisdiction; many of our greatest assets are non-taxable and the largest source of municipal revenues is property tax.
- Medical opportunities are vast for this community; the Medical District Plan was established in the 1980s.
- It would be wise to also develop the right opportunities around the airport, keeping in mind “Floyd” flooding memories. After Floyd, the land use plan was amended to remove high density out of that area; the right project for the area would work well.
- Some target sectors to pursue or expand on include back office, digital media, retail, life science, and advanced manufacturing.
- There is the perception that development is only being focused on downtown; that will have to be considered and factored into future discussions for any bond program.
- Six potential opportunities for consideration are: 10th Street Connector, Dickinson Corridor, First Street and Town Common, Frontgate Retail Corridor, Sports Development and Attraction, and Medical District Tech Park. Portions of the first three projects were included in what was previously presented in potential bond packages; the last three are possible new bond projects.

10th Street Connector

- This is a vital corridor, allowing the closest link for “direct access” to an interstate. The proposed corridor will accommodate many vehicle trips per day, which is appealing to retailers, and promotes high density zoning.

- This project involves “streetscape betterments” such as decorative lighting, wayfinding signs, street trees, sidewalks, berms, drainage improvements, fiber, and gateway intersection improvements at 10th and Evans at a total estimated cost of \$1.25 - \$1.75 million.
- This project provides the opportunity to increase property values / tax base.
- Usually where public investment is prevalent, there is a tendency to see increased private investment. There may be some shift from other businesses in town, but mostly new business will develop.
- The “street diet” plan for Evans Street developed a couple of years ago was discontinued because of the traffic volumes anticipated from planned and future projects.
- Anticipated completion for this project is 2017.
- NCDOT is picking up the largest portion of the tab on this project.
- ECU and Vidant each gave \$2 million to help get the corridor jump-started.
- The intersection near Evans Street will become a major gateway to the downtown area.

Dickinson Corridor

- The “design to” concept for Dickinson Avenue includes returning to a brick road, removing street parking and widening the sidewalks, and adding street trees and decorative lighting. Other potential improvements include land acquisition and public parking with an estimated cost of \$3.25 million.
- The Dickinson Avenue Corridor plan is scheduled to be presented to City Council in September.
- This location will include the new Greenville Transportation Activity Center (GTAC); staff is exploring different ways to take advantage of what it will offer.
- The area provides opportunities for high density development; public parking improvements are also being considered.
- Again, there is the possibility to greatly increase the tax value in this area.
- There is some emphasis to restore and/or preserve some of the properties; one such example is the Haynie Building. The 80,000 square foot facility has a potential \$25million tax value when fully redeveloped.

First Street and Town Common

- A major component of downtown revitalization is a focal point on the north end; Town Common area is key.
- There are many opportunities along the river that need to be explored and developed. For example, there is nowhere for families to stay downtown when they are visiting and touring ECU.
- Potential improvements that would attract people to this area might include a new boat / kayak launch area, restrooms and concessions, amenities for kids including a sprayground, improvements that allow for pay performances, and streetscape improvements along 1st Street. The total cost of these improvements are estimated from \$3 - \$4 million.
- Once a plan is in place, we need to “GO BIG”.
- Carl indicated his business colleagues tell him they would “kill to have a river” to work with; it is an opportunity waiting to happen.
- The five blocks south of Town Common, along First Street, are potential tax revenue generators; we need to find a way to activate this end of town to grow the tax base. For example, the postal sorting facility can be moved to another area; keep a post office downtown, but relocate the sorting facility.
- Committee members discussed the need to revisit the Town Common Master Plan.

Frontgate Retail Corridor

- There is no regional retail hub in this area of the state. The location along Frontgate Drive, if extended through to Thomas Langston Road, is prime for this type of development.
- A large retail market in a college town needs good infrastructure.
- There is also the benefit of increasing public safety with this specific project. Interim Fire/Rescue Chief Eric Griffin spoke to how this road extension would help decrease call times in the area, almost cutting them in half.
- Currently, nearby property is valued at approximately \$45,000/acre. With the correct public investment of roads and infrastructure, the potential value of this property after full development could generate \$1million/acre.
- The estimated project costs include \$2.9 million for the street and associated infrastructure and \$750,000 for land acquisition, which could potentially be donated.
- A project of this magnitude will likely take public and private investment, but the potential is there to create a large eastern NC retail center.

Sports Development and Attraction

- Sports tourism is the fastest growing sector of the travel industry.
- Sports entertainment spending in Greenville is a huge boost to our local economy.
- The Rocky Mount, NC sports complex was reviewed as an example of a successful program. It was established approximately seven years ago and incorporates 140 acres. Hotels in Rocky Mount and Wilson are always full during major events. The facility has events/programs booked 32 weeks out of the year and the financial impact is around \$9million annually. Rocky Mount staff indicated in hind-sight, they would have doubled the size of their facility if possible.
- Greenville has the option to explore two similar projects: a North Greenville recreation complex/12 field sport facility (\$5million investment) and a 2,500 seat college league stadium (\$5 - \$7 million investment).
- The proposed sports complex north of the river would not be as costly in the event of another flood; instead of homes being lost, we would need to replace fields.
- The proposed ball stadium would allow more off-season options and not compete with ECU baseball.
- Other options to consider are a swimming facility, beach volleyball courts, or an extreme sports complex.
- Large sports events like this will also help maintain hotel use in Greenville, especially in times when they are typically underutilized.

Medical District Tech Park

- One of our greatest economic development weaknesses is the lack of “ready sites”.
- The typical economic development project is looking for sites between 10-30 acres and buildings between 30,000 – 150,000 square feet. They also like to see that the geo-tech study has been performed, potential site plans established, and the land subdivided, ready for use. Without this, we are not a player in the game with other potential contenders.
- Holly Springs, NC was discussed as a location that had the land ready and was able to secure Novartis which brought 550 new jobs to the area, with an average \$50,000 starting salary/person.
- Public investment for this type of project would involve land acquisition, site planning and certification, and infrastructure development (i.e. utilities, roads, fiber) at a total estimated cost of \$3 - \$4 million. However, the potential economic impact could increase tax values from \$50,000/acre to over \$850,000/acre.

5. **Programs for Future Meetings**

- Staff asked if there were any additional topics the Committee would like to cover. The question was asked if Public Safety was going to be covered. Staff responded that most of the Public Safety items presented to City Council were maintenance in nature and would be addressed in the new Facility Improvement Fund adopted by Council this fiscal year.
- Committee members indicated they would like a spreadsheet (or summary) of each bond area presented for them to review, rank, and discuss at the next meeting.
- Another question they would like addressed is for what specific purposes a GO Bond can be used.
- There was some discussion again about reaching out to the community to get an idea from citizens/voters on how they feel about the bond and discuss the potential items to be included with them.
- It was mentioned that the Committee does not have a budget to enlist public input. Their charge is as an advisory group and not an advocacy group. If the bond is proposed and placed on the ballot, a separate advocacy group will be established.
- It was also asked if there should be a ceiling amount to consider for a bond package.
- Members felt they should go through the project ranking exercise to see what comes out, and if they feel it is necessary to pursue a bond, then make adjustments as needed.

6. **Other Items of Discussion**

- Gary Fenton announced potential dates for a tour of the Recreation and Parks facilities, as mentioned during his presentation on August 13, 2014. Potential tour times are 5:30 p.m. on September 2nd, 3rd, or 4th or one Saturday morning beginning at 9:00a.m. No decision was made by the group on when to conduct the tour.

7. **Announcement of Next Meeting (September 10, 2014)**

The next scheduled meeting is September 10, 2014, 5:30 p.m. in City Hall CR 337.

8. **Adjournment**

There being no further business, Chair Mitchell adjourned the meeting at 7:31 p.m.

Reasons why municipalities develop an Economic Development Program/Strategy

1. To maintain and diversify the employment base of the community
2. Grow and attract small businesses
3. Retain Talent

Reasons why municipalities develop an Economic Development Program/Strategy

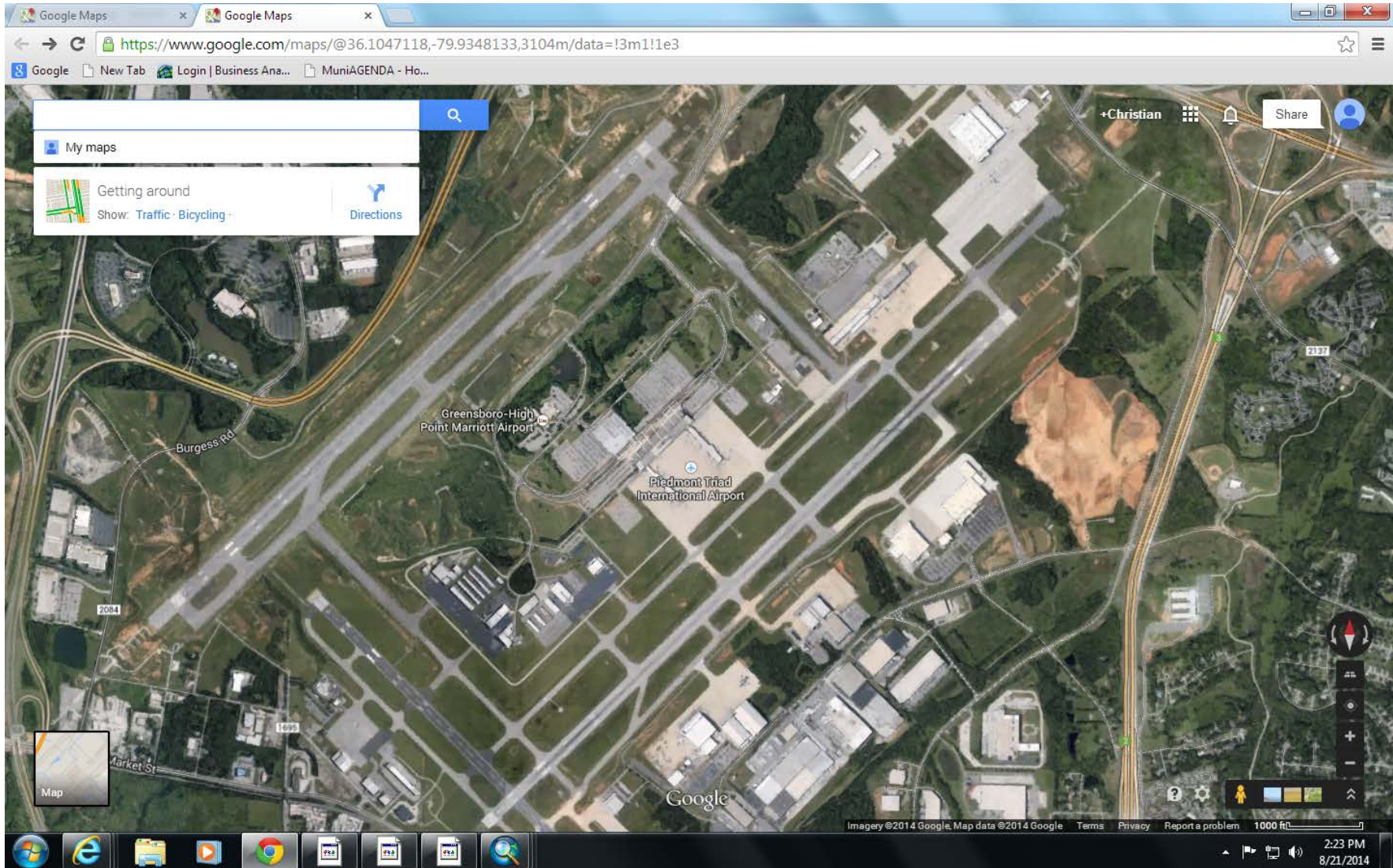
4. Diversify the Business, Commercial and Industrial, Base
5. Create “draws” that bring discretionary spending into the city
6. Create Jobs and GROW THE TAX BASE

Economic Development Programs should be viewed as long term strategies to achieve the goals of the community's economic development strategy that reflect the community's goals.



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GREENVILLE
North Carolina
Founded 1774

Bond Advisory Committee Meeting
August 27, 2014



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Presentation Overview

- Greenville's economic challenges
 - Transitions & economic drivers
- Greenville's economic plan
 - Goals
 - ED Targets
- Potential economic opportunities
 - Discussion



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10th Largest City in NC

Vidant – “One of Nation’s Best Regional Hospitals”
US News & World Report
2013


#50 out of 241 “Best Small Cities for Job Growth” – New Geography 2013

#36 out of 379 metropolitan areas in the US for “Overall business potential”
Area Development Magazine
2013

Top 10 in Nation for “Best Small Places for Business & Careers” – Forbes Magazine 2013

30 “Best Performing Small Metro Cities” Milken Institute 2013

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Greenville then...
center of tobacco commerce

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Greenville today... university-medical marketplace



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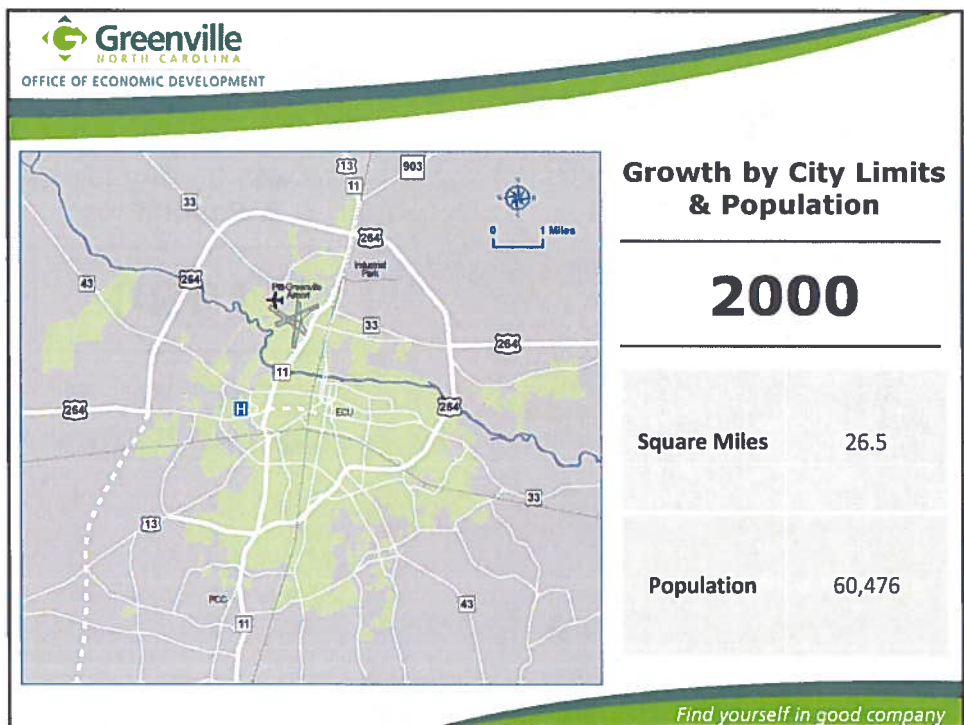
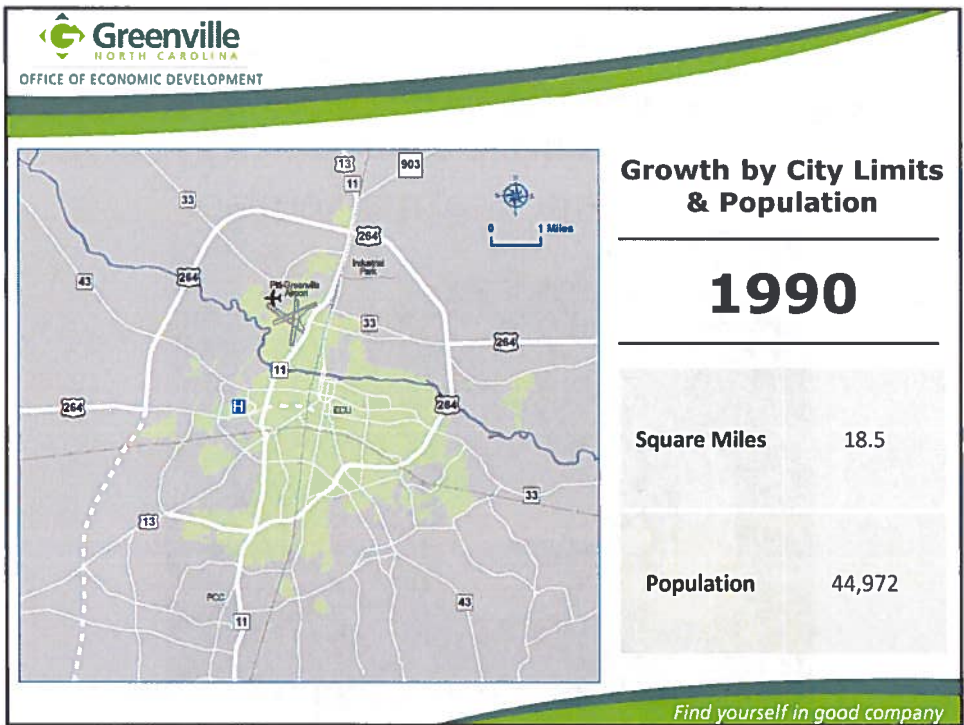


Growth by City Limits & Population

1980

Square Miles	14.9
Population	35,740

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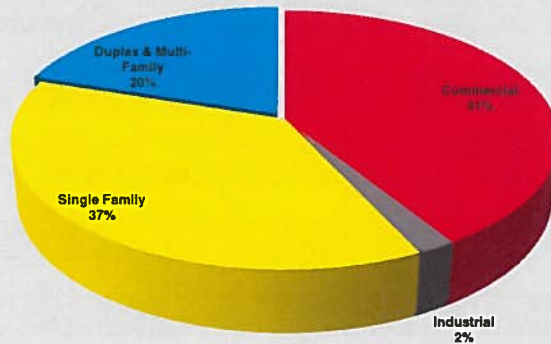
Growth by City Limits & Population

2010

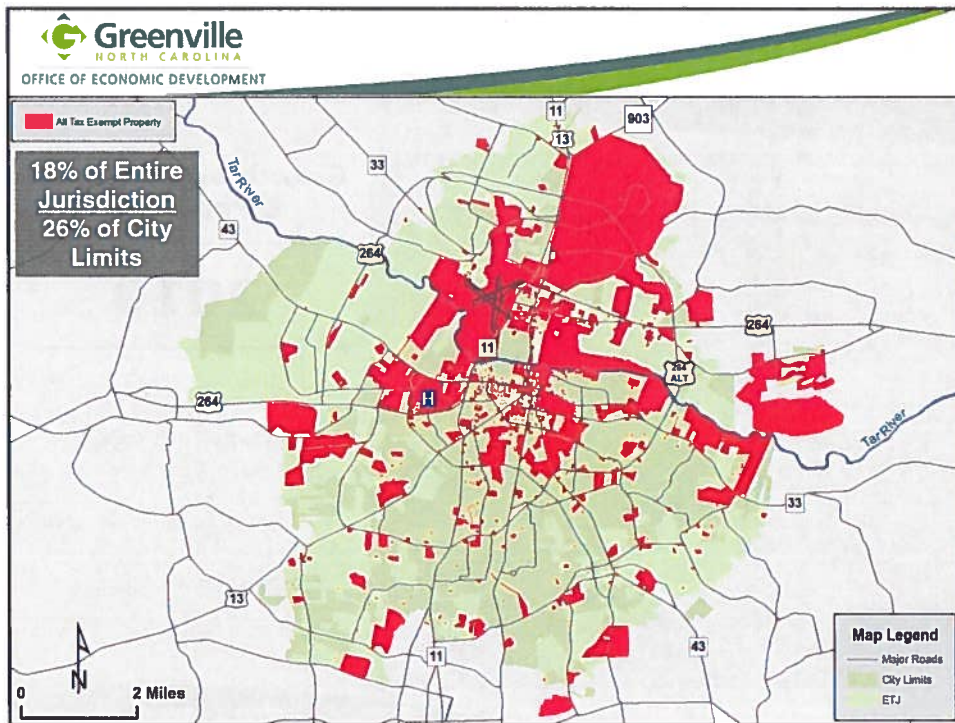
Square Miles	35.2
Population	84,554

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Building Tax Valuation by Type



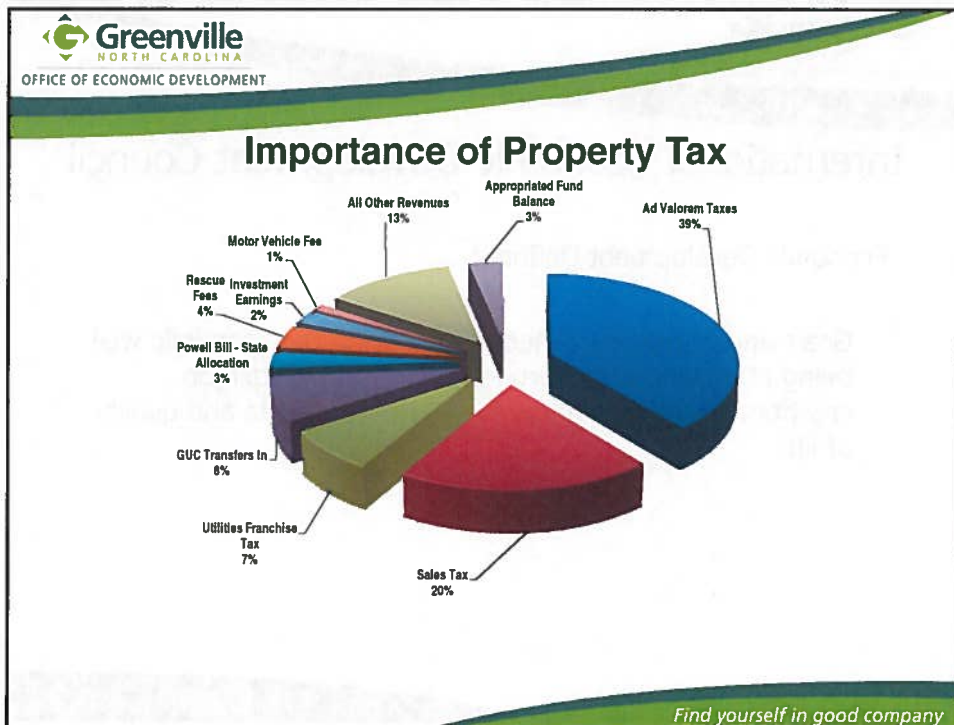
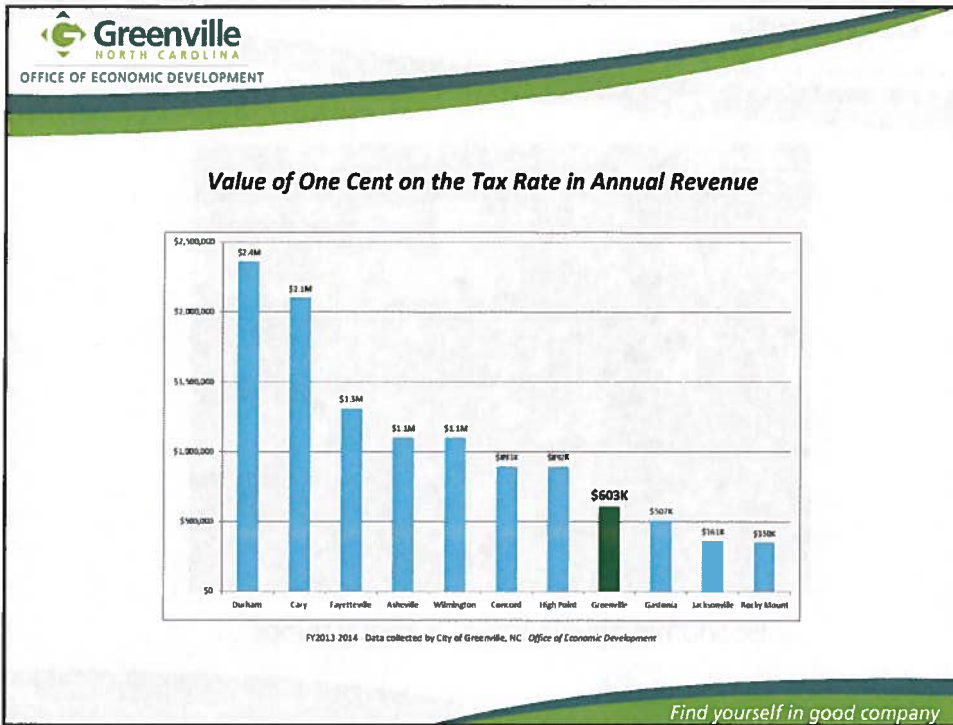
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Tax Exempt Properties	# of Parcels	Acres	Sq Miles	Total Tax Value
Airport Authority	6	698.93	1.09	\$13,106,164
City of Greenville	662	2263.97	3.54	\$73,048,003
East Carolina	181	724.52	1.13	\$516,613,974
Federal	19	23.02	0.04	\$7,912,523
Greenville Housing Authority	47	154.55	0.24	\$22,459,920
Greenville Utilities	35	385.71	0.60	\$32,571,066
Other Utility	31	42.86	0.07	\$12,742,250
Pitt Community College	4	4.24	0.01	\$1,953,580
Pitt County	65	734.30	1.15	\$143,516,199
Religious / Cemetery / Fraternal	239	545.34	0.85	\$143,348,411
State of NC	21	96.02	0.15	\$14,936,876
Vidant Medical	60	185.43	0.29	\$293,947,432
Totals	1370	5858.90	9.15	\$1,276,156,398

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Economic development is many things . .

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International Economic Development Council

Economic Development Defined:

Goals and objectives aimed at improving the economic well being of a community through efforts that entail job creation, job retention, tax base enhancements and quality of life.

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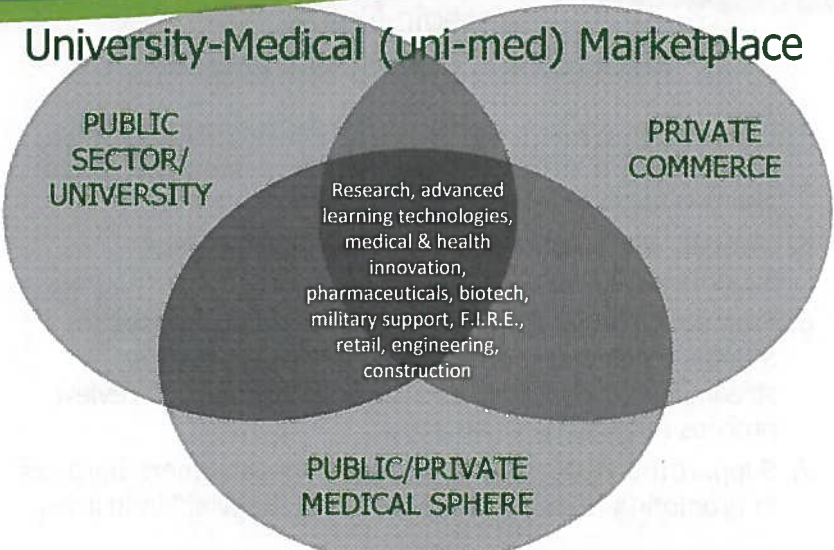


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University-Medical (uni-med) Marketplace



PUBLIC SECTOR/ UNIVERSITY

PRIVATE COMMERCE

Research, advanced learning technologies, medical & health innovation, pharmaceuticals, biotech, military support, F.I.R.E., retail, engineering, construction

PUBLIC/PRIVATE MEDICAL SPHERE

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Strategic Goals:

Regain Jobs & Increase City Revenue

1. Attract and retain jobs by reaching out to companies in targeted economic sectors; complement the efforts of Greenville's economic development partners by focusing on business operations that wish to locate in close proximity to a university or medical campus, at a downtown location, or along a major commercial corridor.
2. **Develop retail to full potential, maximizing revenue impact and neighborhood vitality.**
3. Nurture the success of local small businesses.

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Strategic Goals:

Regain Jobs & Increase City Revenue

4. Increase Greenville's profile in regional and state forums, emphasizing that Greenville serves the eastern NC region and is a rising uni-med community.
5. Diversify City's tax base to increase City's General Revenue.
6. Promote Greenville's proven track record as a business-friendly community; demonstrate how Greenville's streamlined, consistent, predictable development review process reduces business costs.
7. Support the PCDC & other economic development partners in promoting manufacturing, biotech, "heavier" industries.

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Strategic Goals:
Invest for Future Success

8. Make transportation gateways and commercial corridors more attractive, legible, and accessible.
9. Develop sports, recreational, arts, cultural, and entertainment offerings.
10. Position Center City as the vibrant epicenter of Greenville's uni-med community; encourage mixed-use redevelopment including residential and major "anchor" projects that reinforce the identities of downtown districts and adjacent neighborhoods.

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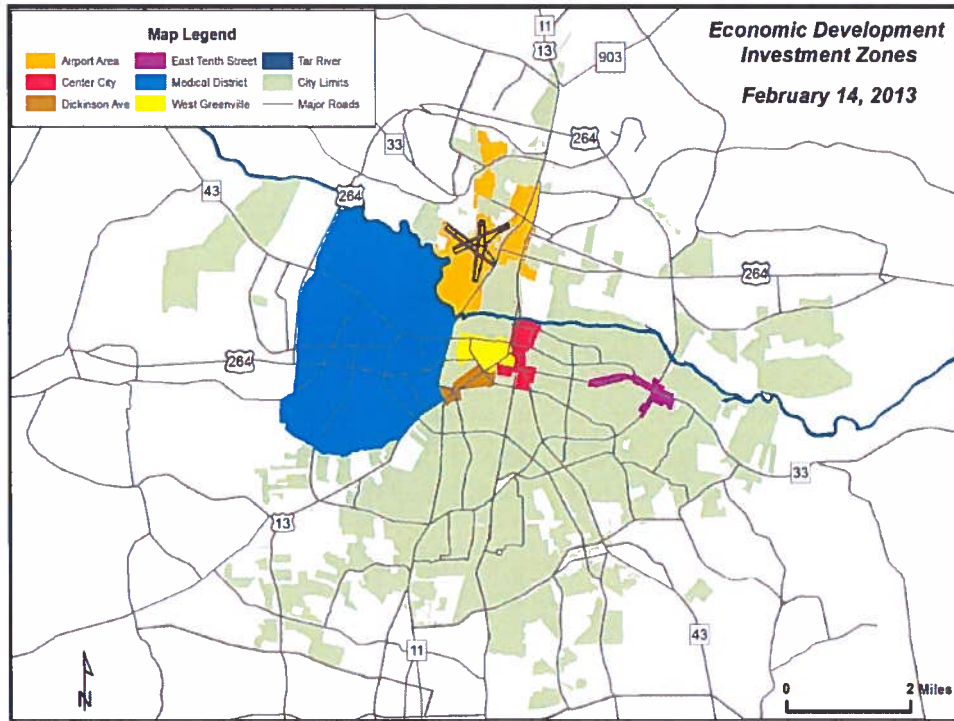


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Strategic Goals:
Invest for Future Success

11. Support & promote community's existing resources for developing human capital: training, technical education, and career and small business support services.
12. Build 21st century infrastructure that serves industry needs, attracts active & creative professionals, improves mobility and accessibility for all Greenville citizens.
13. Foster a proactive culture within the City government that anticipates needs and trends, cultivates new ideas, pursues innovations, and constantly seeks new ways to promote the City's strategic and long-range goals.

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Target Sectors

- Requirements for success:
 - Workforce
 - **Product**
 - Marketing
 - Incentives
 - **Infrastructure**
 - Partners
 - Performance metrics



BACK OFFICE



DIGITAL MEDIA



RETAIL




LIFE SCIENCE




ADVANCED MANUFACTURING

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Six Growth Opportunities: Jobs, Tax Base and Quality of Life




Work on 10th Street in Greenville (1957)
Photo courtesy of ECU Joyner archives

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1

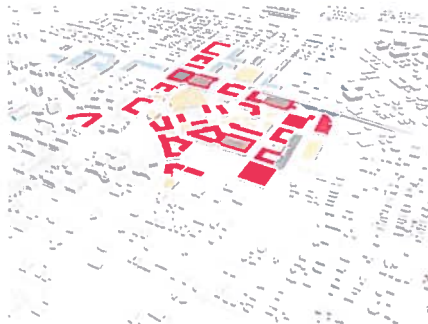
10th Street Connector



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10th St. Corridor Development Potential

- Greater than 30K vehicle trips per day
- Direct access to interstate
- Adjacent to ECU & ECU Millennial Campus
- High density zoning
- Relatively easy land assembly




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Public Investment

- Streetscape betterments
 - Decorative lights
 - City Wayfinding
 - Street trees
 - Fiber
 - Intersection improvements at 10th and Evans
- Total: \$1.25-1.75 million




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Potential Impact

- Current Uptown Area
 - \$933,000 per acre
- 10th Street Corridor near Dickinson
 - \$295,000 per acre
- High value to enhanced access from interstate to urban core




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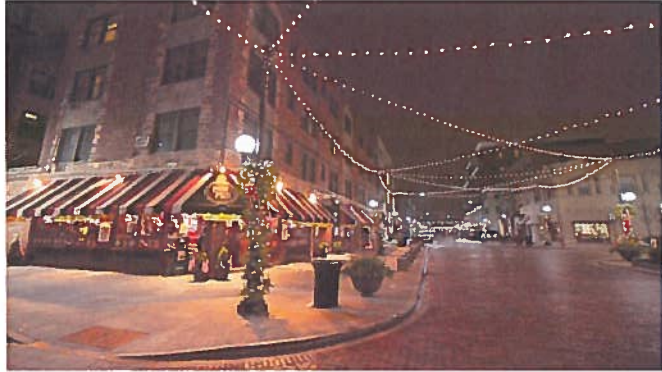
10th Street Corridor

Comments & Discussion


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2 Dickinson Corridor

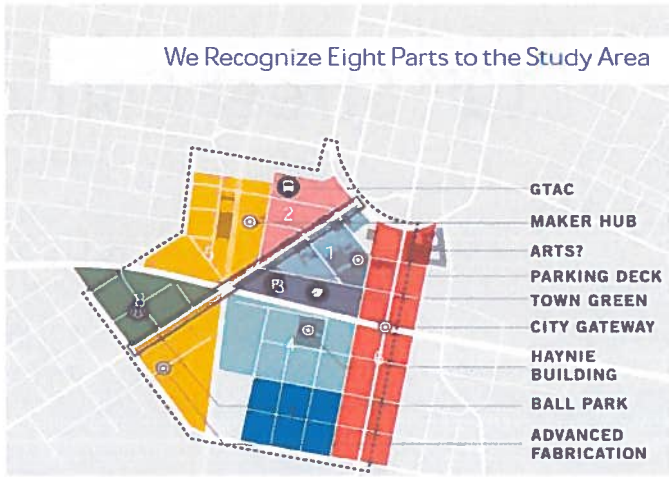


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The Dickinson Avenue Corridor Eight Distinct Areas

We Recognize Eight Parts to the Study Area



- 1 Historic Core
- 2 IOD Zone
- 3 10th Street Gateway
- 4 Millennium Campus
- 5 PDR Zone
- 6 Evans Gateway
- 7 Bungalow
- 8 Ballpark

- GTAC
- MAKER HUB
- ARTS?
- PARKING DECK
- TOWN GREEN
- CITY GATEWAY
- HAYNIE BUILDING
- BALL PARK
- ADVANCED FABRICATION



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Public Investment

- Dickinson Avenue streetscape betterments
- Land acquisition for R/W and parking
- Public parking improvements
- Total: \$3.25 million




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Potential Tax Base Impact

- Current Uptown Area
 - \$933,000 per acre
- Dickinson Study Area
 - \$295,000 per acre
- Potential Tax Base
 - Current: \$49.2 million
 - Potential: \$ 155.8 million




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Dickinson Corridor

Comments & Discussion

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3 **1st Street and Town Common**



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Public Investment

- Park improvements that attract people
 - Boat/kayak launch area
 - Restrooms & concessions
 - Fun for kids including “sprayground”
 - Improvements that allow for pay performances
 - Streetscape along 1st Street
- Total: \$3-4 million



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Potential Tax Base Impact

- 5 Blocks South of Town Common = \$444,330 acre
 - Taxes generated = \$2,399 acre
- Entire Uptown District = \$933,586 acre
 - Taxes generated = \$5,041 acre
- Georgetown Common (Taft-Ward Site) = \$7.26 Million acre
 - Taxes generated = \$39,204 acre
- Block 1 generates \$0.00 in taxes
 - Redeveloped \$9,578 - \$74,488



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1st Street & Town Common

Comments & Discussion

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4 **Frontgate Retail Corridor**



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What Developers, Retailers & Restaurants miss about college towns

The use of U.S. Census-based Claritas, ESGI or other demographic studies exclusively causes Developers, Retailers and Restaurants to:

- 1) Underestimate average household incomes in college towns
- 2) Underestimate college towns' regional draw
- 3) Misunderstand the affluence of today's college students ("College students are poor, like when I was a student.")



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What developers, retailers & restaurants miss about college towns



4) The huge economic impact of the “Direct Visitor” market that comes to colleges for specific events

5) The Baby Boomer alumni’s movement back to colleges & universities

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REAL ESTATE, INC.

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UNIVERSITY	# OF STUDENTS	DIRECT SPENDING*	DIRECT SPENDING PER STUDENT	SHOPPING CENTER GOODS PER STUDENT
University of Wisconsin	42,545	\$578.1 Million	\$13,588	\$3,400
Tulane University	11,157	\$164.8 Million	\$12,906-U \$16,450-GR	\$3,227 \$4,113
University of Florida	50,844	\$727.3 Million	\$14,305	\$3,576
University of Georgia	33,000	\$420.0 Million	\$12,720	\$3,180
LSU	28,000	\$420.0 Million	\$15,000	\$3,750
University of Oregon	23,400	\$357.0 Million	\$15,256	\$3,814
360 Youth/Harris Survey			\$13,000	\$3,250

*Excludes Tuition and Fees
¹Economic Impact Report, University of Wisconsin, March 2011
²Economic Impact Report, Tulane University, 2009
³Economic Impact Report, University of Florida, 2009-10
⁴Economic Impact Report, University of Georgia, 2009-10
⁵Economic Impact Report, LSU, February 2011
⁶Economic Impact Report, University of Oregon, December 2010
⁷360/Harris College Student Survey

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Public Investment

Road and Infrastructure cost: \$2.9 million
Land acquisition: \$750,000***
Total project cost: \$3.65 million



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Potential Impact

54 acres at \$45,000 per acre



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Potential Impact

42 acres at \$1 million per acre
\$42 million potential in new tax base



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Frontgate RetailCorridor

Comments & Discussion

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5

Sports Development & Attraction



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Sports Tourism

Travel which involves either viewing or participating in a sporting event, staying apart from their usual environment.

Sports tourism is a fast growing sector of the global travel industry and equates to \$600 billion a year.

sportsnc

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Sports Entertainment Spending in Greenville

Football Spending
\$12,862,060

Total Impact \$22,084,160 Employment Impact 307

Recent Greenville Impact

SW Tournament of State Champions	July 25-30, 2014	\$153,600.00
NC 3 on 3 State Basketball Tournament	October 23-25, 2013	\$85,920.00
Beast of the East Soccer Tournament	May 16-18, 2014	\$240,960.00

Courtesy Pitt/Greenville CVB

Other Sports Spending
\$6,603,070

Total Impact \$11,349,360 Employment Impact 157

Courtesy ECU Office of the Chancellor


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Retail Sales in Pitt County 2010 totals - Pitt County Government

Month	Sales in Millions	State Rank
June	\$135	10
July	\$98	18
August	\$134	12
September	\$140	11
October	\$244	8
November	\$130	10

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Rocky Mount, NC sports complex

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L-R, North Greenville recreation complex, college wood bat league stadium

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Public Investment

12 field sports facility: \$ 4-5 million
2,500 seat college league stadium: \$5-7 million



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Potential Impact

USTA Adult & Super Senior Series State Tournament

Room nights generated $931 \times \$150 = \$139,650$

Day travelers $118 \times 60 \times 3 = \$21,240$

Total $(\$160,890 \times \text{multiplier}) 2 = \text{EECI } \$321,780$

*Estimated

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Sports Development & Attraction

Comments & Discussion

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6

Medical District Business & Technology Park



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Development Ready Sites Essential


- ED SWOT's identified lack of sites as greatest weakness for Greenville.
- Availability of ready sites is one of top site location criteria.
- Typical ED projects looking for sites of 10-30 acres and buildings between 30,000 – 150,000 sq. ft.
- Only one such site in Greenville and no buildings.



Pinnacle Business Park – Apex, NC

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ED TOWNSHIP
Holly Springs
NORTH CAROLINA

HOLLY SPRINGS BUSINESS PARK

- Occupied
- Available
- Commercial Available
- Future Business Park

Town of Holly Springs
Economic Development Department
P.O. Box 64 122 South Main Street
Holly Springs, NC 27540
919-557-7921
Info@edtownship.org

Home Of



NOVARTIS

This map is for informational purposes only and is not a guarantee. The map is not intended to be used as a legal document. The user acknowledges that the user is using the map at their own risk and that the user is not responsible for any errors or omissions.

Map Prepared By:
Economic Development & Planning
Town of Holly Springs, NC
Map Date: 02/2014
Map Scale: 1:10,000

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NCEC 1002 Holly Springs North Carolina
04/08/14

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Public Investment

- Land purchase
- Site planning and certification
- Infrastructure
 - Utilities***
 - Roads***
 - Fiber***
- Total: \$3-4 million

*** State and federal matching grant available




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Potential Impact

- Vacant land in medical district
 - \$40,000 – \$60,000 per acre
- Average of improved land in medical district
 - \$851,000 per acre
- Enhanced ability to recruit select life science projects
 - Average wage for recent life science project at \$85,000



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Medical District Business & Technology Park

Comments & Discussion

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OFFICE OF ECONOMIC DEVELOPMENT

Summary of Opportunities

1		Tenth Street Connector	\$1.75 million
2		Dickinson Corridor	\$3.25 million
3		1 st Street & Town Common	\$3-4 million
4		Frontgate Retail Corridor	\$3.65 million
5		Sports Development	\$5-10 million
6		Medical District Tech Park	\$3.5 million

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TO: Dennis Mitchell, Chair, and
Bond Advisory Committee Members

FROM: David A. Holec, City Attorney 

DATE: September 4, 2014

SUBJECT: Purposes for General Obligation Bonds

At the August 27, 2014, meeting of the Bond Advisory Committee a request was made for information on what purposes general obligation bonds are authorized to be issued. North Carolina General Statute 159-48 lists the purposes for which bonds may be issued. A copy of the statute is attached.

Generally, bonds may be issued by the City for the purpose of paying for the capital costs for a purpose which the City is authorized by the general law of the State to raise or appropriate money. Capital costs are defined by G.S. 159-48 (h) to include the costs of the following:

- (1) The costs of doing any or all of the following that is considered necessary or convenient in connection with the purpose authorized;
 - (a) Acquire, construct, erect, provide, develop, install, furnish, and equip; and
 - (b) Reconstruct, remodel, alter, renovate, replace, refurbish, and reequip; and
 - (c) Enlarge, expand, and extend; and
 - (d) Demolish, relocate, improve, grade, drain, landscape, pave, widen, and resurface; and
- (2) The costs of all property, both real and personal and both improved and unimproved, plants, works, appurtenances, structures, facilities, furnishings, machinery, equipment, vehicles, easements, water rights, franchises, and licenses used or useful in connection with the purpose authorized; and
- (3) The costs of demolishing or moving structures from land acquired and acquiring any lands to which such structures are to be moved; and
- (4) Financing charges, including estimated interest during construction and for six months thereafter; and
- (5) The costs of plans, specifications, studies and reports, surveys, and estimates of costs and revenues; and
- (6) The costs of bond printing and insurance; and
- (7) Administrative and legal expenses; and
- (8) Any other services, costs, and expenses necessary or incidental to the purpose authorized.

Purposes listed in G.S. 159-48 (b) and (d) for which a City may issue bonds are for the payment of any capital cost for the following:

- (1) Providing airport facilities, including without limitation related land, landing fields, runways, clear zones, lighting, navigational and signal systems, hangars, terminals, offices, shops, and parking facilities.
- (2) Providing armories for the North Carolina National Guard.
- (3) Providing auditoriums, coliseums, arenas, stadiums, civic centers, convention centers, and facilities for exhibitions, athletic and cultural events, shows, and public gatherings.
- (4) Providing beach improvements, including without limitation jetties, seawalls, groins, moles, sand dunes, vegetation, additional sand, pumps and related equipment, and drainage channels, for the control of beach erosion and the improvement of beaches.
- (5) Providing cemeteries.
- (6) Providing facilities for fire fighting and prevention, including without limitation headquarters buildings, station buildings, training facilities, hydrants, alarm systems, and communications systems.
- (7) Providing hospital facilities, including without limitation general, tuberculosis, mental, chronic disease, and other types of hospitals and related facilities such as laboratories, outpatient departments, nurses' homes and training facilities, and central service facilities operated in connection with hospitals; facilities for the provision of public health services, including related facilities such as laboratories, clinics, and administrative offices; facilities specially designed for the diagnosis, treatment, education, training, or custodial care of the mentally retarded, including facilities for training specialists and sheltered workshops for the mentally retarded; nursing homes; and in connection with the foregoing, laundries, nurses', doctors', or interns' residences, administrative buildings, research facilities, maintenance, storage, and utility facilities, auditoriums, dining halls, food service and preparation facilities, fire prevention facilities, mental and physical health care facilities, dental care facilities, nursing schools, mental teaching facilities, offices, parking facilities, and other supporting service structures.
- (8) Providing land for corporate purposes.
- (9) Providing facilities for law enforcement, including without limitation headquarters buildings, station buildings, jails and other confinement facilities, training facilities, alarm systems, and communications systems.
- (10) Providing library facilities, including without limitation fixed and mobile libraries.
- (11) Providing art galleries, museums, and art centers, and providing for historic properties.
- (12) Providing parking facilities, including on- and off-street parking, and in connection therewith any area or place for the parking and storing of automobiles and other vehicles open to public use, with or without charge, including without limitation meters, buildings, garages, driveways, and approaches.
- (13) Providing parks and recreation facilities, including without limitation land, athletic fields, parks, playgrounds, recreation centers, shelters, stadiums,

- arenas, permanent and temporary stands, golf courses, swimming pools, wading pools, marinas, and lighting.
- (14) Providing public building, including without limitation buildings housing courtrooms, other court facilities, and council rooms, office buildings, public markets, public comfort stations, warehouses, and yards.
 - (15) Providing public vehicles, including without limitation those for law enforcement, fire fighting and prevention, sanitation, street paving and maintenance, safety and public health, and other corporate purposes.
 - (16) Providing for redevelopment through the acquisition of land and the improvement thereof for assisting local redevelopment commissions.
 - (17) Providing sanitary sewer systems, including without limitation community sewerage facilities for the collection, treatment, and disposal of sewage or septic tank systems and other on-site collection and disposal facilities or systems.
 - (18) Providing solid waste disposal systems, including without limitation land for sanitary landfills, incinerators, and other structures and buildings.
 - (19) Providing storm sewers and flood control facilities, including without limitation levees, dikes, diversionary channels, drains, catch basins, and other facilities for storm water drainage.
 - (20) Providing voting machines.
 - (21) Providing water systems, including without limitation facilities for the supply, storage, treatment, and distribution of water.
 - (22) Providing for any other purpose for which it is authorized, by general laws uniformly applicable throughout the State, to raise or appropriate money, except for current expenses.
 - (23) Providing public transportation facilities, including without limitation equipment for public transportation, buses, surface and below-ground railways, ferries, and garage facilities.
 - (24) Providing industrial parks, land suitable for industrial or commercial purposes, shell buildings, in order to provide employment opportunities for citizens of the county or city.
 - (25) Providing property to preserve a railroad corridor.
 - (26) Undertaking public activities in or for the benefit of a development financing district pursuant to a development financing plan.
 - (27) Providing cable television systems.
 - (28) Providing electric systems, including without limitation facilities for the generation, transmission, and distribution of electric light and power.
 - (29) Providing gas systems, including without limitation facilities for the production, storage, transmission and distribution of gas, where systems shall also include the purchase and/or lease of natural gas fields and natural gas reserves and the purchase of natural gas supplies, and where any parts of such systems may be located either within the State or without.
 - (30) Providing streets and sidewalks, including without limitation bridges, viaducts, causeways, overpasses, underpasses, and alleys; paving, grading, resurfacing, and widening streets; sidewalks, curbs and gutters, culverts, and drains; traffic

controls, signals, and markers; lighting; and grade crossings and the elimination thereof and grade separations.

- (31) Improving existing systems or facilities for the transmission or distribution of telephone services.
- (32) Providing housing projects for the benefit of persons of low income, or moderate income, or low and moderate income, including without limitation (i) construction or acquisition of projects to be owned by a city, redevelopment commission or housing authority, and (ii) loans, grants, interest supplements and other programs of financial assistance to persons of low income, or moderate income, or low and moderate income, and developers of housing for persons of low income, or moderate income, or low and moderate income. A housing project may provide housing for persons of other than low or moderate income, as long as at least twenty percent (20%) of the units in the project are set aside for housing for the exclusive use of persons of low income. No rent subsidy may be paid from bond proceeds.

Additionally, G.S. 159-48(a) provides that bonds may be issued for the following purposes:

- (1) To suppress riots, insurrections, or any extraordinary breach of law and order.
- (2) To supply an unforeseen deficiency in the revenue when taxes actually received or collected during the fiscal year fall below collection estimates made in the annual budget ordinance within the limits prescribed in G.S. 159-13.
- (3) To meet emergencies threatening the public health or safety, as conclusively determined in writing by the Governor.
- (4) To refund outstanding revenue bonds or revenue bond anticipation notes.
- (5) To refund outstanding general obligation bonds or general obligation bond anticipation notes.
- (6) To fund judgments for specified sums of money entered against the unit by a court of competent jurisdiction.
- (7) To fund valid, existing obligations of the unit not incurred by the borrowing of money.

cc: Mayor and Council Members
Barbara Lipscomb, City Manager
Chris Padgett, Assistant City Manager

§ 159-48. For what purposes bonds may be issued.

(a) Each unit of local government is authorized to borrow money and issue its bonds under this Article in evidence thereof for any one or more of the following purposes:

- (1) To suppress riots, insurrections, or any extraordinary breach of law and order.
- (2) To supply an unforeseen deficiency in the revenue when taxes actually received or collected during the fiscal year fall below collection estimates made in the annual budget ordinance within the limits prescribed in G.S. 159-13.
- (3) To meet emergencies threatening the public health or safety, as conclusively determined in writing by the Governor.
- (4) To refund outstanding revenue bonds or revenue bond anticipation notes.
- (5) To refund outstanding general obligation bonds or general obligation bond anticipation notes.
- (6) To fund judgments for specified sums of money entered against the unit by a court of competent jurisdiction.
- (7) To fund valid, existing obligations of the unit not incurred by the borrowing of money.

(b) Each county and city is authorized to borrow money and issue its bonds under this Article in evidence thereof for the purpose of paying any capital costs of any one or more of the following:

- (1) Providing airport facilities, including without limitation related land, landing fields, runways, clear zones, lighting, navigational and signal systems, hangars, terminals, offices, shops, and parking facilities.
- (2) Providing armories for the North Carolina National Guard.
- (3) Providing auditoriums, coliseums, arenas, stadiums, civic centers, convention centers, and facilities for exhibitions, athletic and cultural events, shows, and public gatherings.
- (4) Providing beach improvements, including without limitation jetties, seawalls, groins, moles, sand dunes, vegetation, additional sand, pumps and related equipment, and drainage channels, for the control of beach erosion and the improvement of beaches.
- (5) Providing cemeteries.
- (6) Providing facilities for fire fighting and prevention, including without limitation headquarters buildings, station buildings, training facilities, hydrants, alarm systems, and communications systems.
- (7) Providing hospital facilities, including without limitation general, tuberculosis, mental, chronic disease, and other types of hospitals and related facilities such as laboratories, outpatient departments, nurses' homes and training facilities, and central service facilities operated in connection with hospitals; facilities for the provision of public health services, including related facilities such as laboratories, clinics, and administrative offices; facilities specially designed for the diagnosis, treatment, education, training, or custodial care of the mentally retarded, including facilities for training specialists and sheltered workshops for the mentally retarded; nursing homes; and in connection with the foregoing, laundries, nurses', doctors', or interns' residences, administrative buildings, research facilities, maintenance, storage, and utility facilities, auditoriums, dining halls, food service and preparation facilities, fire prevention facilities, mental and physical health care facilities, dental care facilities, nursing schools, mental teaching facilities, offices, parking facilities, and other supporting service structures.
- (8) Providing land for corporate purposes.
- (9) Providing facilities for law enforcement, including without limitation headquarters buildings, station buildings, jails and other confinement facilities, training facilities, alarm systems, and communications systems.
- (10) Providing library facilities, including without limitation fixed and mobile libraries.

- (11) Providing art galleries, museums, and art centers, and providing for historic properties.
- (12) Providing parking facilities, including on- and off-street parking, and in connection therewith any area or place for the parking and storing of automobiles and other vehicles open to public use, with or without charge, including without limitation meters, buildings, garages, driveways, and approaches.
- (13) Providing parks and recreation facilities, including without limitation land, athletic fields, parks, playgrounds, recreation centers, shelters, stadiums, arenas, permanent and temporary stands, golf courses, swimming pools, wading pools, marinas, and lighting.
- (14) Providing public building, including without limitation buildings housing courtrooms, other court facilities, and council rooms, office buildings, public markets, public comfort stations, warehouses, and yards.
- (15) Providing public vehicles, including without limitation those for law enforcement, fire fighting and prevention, sanitation, street paving and maintenance, safety and public health, and other corporate purposes.
- (16) Providing for redevelopment through the acquisition of land and the improvement thereof for assisting local redevelopment commissions.
- (17) Providing sanitary sewer systems, including without limitation community sewerage facilities for the collection, treatment, and disposal of sewage or septic tank systems and other on-site collection and disposal facilities or systems.
- (18) Providing solid waste disposal systems, including without limitation land for sanitary landfills, incinerators, and other structures and buildings.
- (19) Providing storm sewers and flood control facilities, including without limitation levees, dikes, diversionary channels, drains, catch basins, and other facilities for storm water drainage.
- (20) Providing voting machines.
- (21) Providing water systems, including without limitation facilities for the supply, storage, treatment, and distribution of water.
- (22) Providing for any other purpose for which it is authorized, by general laws uniformly applicable throughout the State, to raise or appropriate money, except for current expenses.
- (23) Providing public transportation facilities, including without limitation equipment for public transportation, buses, surface and below-ground railways, ferries, and garage facilities.
- (24) Providing industrial parks, land suitable for industrial or commercial purposes, shell buildings, in order to provide employment opportunities for citizens of the county or city.
- (25) Providing property to preserve a railroad corridor.
- (26) Undertaking public activities in or for the benefit of a development financing district pursuant to a development financing plan.

(c) Each county is authorized to borrow money and issue its bonds under this Article in evidence of the debt for the purpose of, in the case of subdivisions (1) through (4b) of this subsection, paying any capital costs of any one or more of the purposes and, in the case of subdivisions (5) and (6) of this subsection, to finance the cost of the purpose:

- (1) Providing community college facilities, including without limitation buildings, plants, and other facilities, physical and vocational educational buildings and facilities, including in connection therewith classrooms, laboratories, libraries, auditoriums, administrative offices, student unions, dormitories, gymnasiums, athletic fields, cafeterias, utility plants, and garages.
- (2) Providing courthouses, including without limitation offices, meeting rooms, court

facilities and rooms, and detention facilities.

- (3) Providing county homes for the indigent and infirm.
- (4) Providing school facilities, including without limitation schoolhouses, buildings, plants and other facilities, physical and vocational educational buildings and facilities, including in connection therewith classrooms, laboratories, libraries, auditoriums, administrative offices, gymnasiums, athletic fields, lunchrooms, utility plants, garages, and school buses and other necessary vehicles.
- (4a) Providing improvements to subdivision and residential streets pursuant to G.S. 153A-205.
- (4b) Providing land for present or future county corporate, open space, community college, and public school purposes.
- (5) Providing for the octennial revaluation of real property for taxation.
- (6) Providing housing projects for persons of low or moderate income, including construction or acquisition of projects to be owned by a county, redevelopment commission, or housing authority and the provision of loans, grants, interest supplements, and other programs of financial assistance to such persons. A housing project may provide housing for persons of other than low or moderate income if at least forty percent (40%) of the units in the project are exclusively reserved for persons of low or moderate income. No rent subsidy may be paid from bond proceeds.

(d) Each city is authorized to borrow money and issue its bonds under this Article in evidence thereof for the purpose of paying any capital costs of any one or more of the following:

- (1) Repealed by Session Laws 1977, c. 402, s. 2.
- (2) Providing cable television systems.
- (3) Providing electric systems, including without limitation facilities for the generation, transmission, and distribution of electric light and power.
- (4) Providing gas systems, including without limitation facilities for the production, storage, transmission and distribution of gas, where systems shall also include the purchase and/or lease of natural gas fields and natural gas reserves and the purchase of natural gas supplies, and where any parts of such systems may be located either within the State or without.
- (5) Providing streets and sidewalks, including without limitation bridges, viaducts, causeways, overpasses, underpasses, and alleys; paving, grading, resurfacing, and widening streets; sidewalks, curbs and gutters, culverts, and drains; traffic controls, signals, and markers; lighting; and grade crossings and the elimination thereof and grade separations.
- (6) Improving existing systems or facilities for the transmission or distribution of telephone services.
- (7) Providing housing projects for the benefit of persons of low income, or moderate income, or low and moderate income, including without limitation (i) construction or acquisition of projects to be owned by a city, redevelopment commission or housing authority, and (ii) loans, grants, interest supplements and other programs of financial assistance to persons of low income, or moderate income, or low and moderate income, and developers of housing for persons of low income, or moderate income, or low and moderate income. A housing project may provide housing for persons of other than low or moderate income, as long as at least twenty percent (20%) of the units in the project are set aside for housing for the exclusive use of persons of low income. No rent subsidy may be paid from bond proceeds.

(e) Each sanitary district, mosquito control district, hospital district, merged school administrative unit described in G.S. 115C-513; metropolitan sewerage district, metropolitan water district, metropolitan water and sewerage district, county water and sewer district, regional public

transportation authority and special airport district is authorized to borrow money and issue its bonds under this Article in evidence thereof for the purpose of paying any capital costs of any one or more of the purposes for which it is authorized, by general laws uniformly applicable throughout the State, to raise or appropriate money, except for current expenses.

(f) For any of the purposes authorized by subsections (b), (c), (d), or (e) of this section, a unit may do any of the following that it considers necessary or convenient:

- (1) Acquire, construct, erect, provide, develop, install, furnish, and equip; and
- (2) Reconstruct, remodel, alter, renovate, replace, refurbish, and reequip; and
- (3) Enlarge, expand, and extend; and
- (4) Demolish, relocate, improve, grade, drain, landscape, pave, widen, and resurface.

(g) Bonds for two or more unrelated purposes, not of the same general class or character, shall not be authorized by the same bond order. However, bonds for any of the purposes listed in any subdivision of any subsection of this section shall be deemed to be for one purpose and may be authorized by the same bond order. In addition, nothing herein may be deemed to prohibit the combining of purposes from any of such paragraphs and the authorization of bonds therefor by the same bond order to the extent that the purposes are not unrelated.

(h) As used in this section, "capital costs" include, without limitation, the following:

- (1) The costs of doing any or all of the things mentioned in subsection (f) of this section; and
- (2) The costs of all property, both real and personal and both improved and unimproved, plants, works, appurtenances, structures, facilities, furnishings, machinery, equipment, vehicles, easements, water rights, franchises, and licenses used or useful in connection with the purpose authorized; and
- (3) The costs of demolishing or moving structures from land acquired and acquiring any lands to which such structures are to be moved; and
- (4) Financing charges, including estimated interest during construction and for six months thereafter; and
- (5) The costs of plans, specifications, studies and reports, surveys, and estimates of costs and revenues; and
- (6) The costs of bond printing and insurance; and
- (7) Administrative and legal expenses; and
- (8) Any other services, costs, and expenses necessary or incidental to the purpose authorized.

(i) This section does not authorize any unit to undertake any program, function, joint undertaking, or service not otherwise authorized by law. It is intended only to authorize the borrowing of money and the issuance of bonds within the limitations set out herein to finance programs, functions, joint undertakings, or services authorized by other portions of the General Statutes or by city charters.

(1917, c. 138, s. 16; 1919, c. 178, s. 3(16); C.S., s. 2937; 1921, c. 8, s. 1; Ex. Sess. 1921, c. 106, s. 1; 1927, c. 81, s. 8; 1929, c. 171, s. 1; 1931, c. 60, ss. 48, 54; 1933, c. 259, ss. 1, 2; 1935, c. 302, ss. 1, 2; 1939, c. 231, ss. 1, 2(c); 1943, c. 13; 1945, c. 403; 1947, cc. 520, 931; 1949, c. 354; c. 766, s. 3; c. 1270; 1953, c. 1065, s. 1; 1957, c. 266, s. 1; c. 856, s. 1; c. 1098, s. 16; 1959, c. 525; c. 1250, s. 2; 1961, c. 293; c. 1001, s. 2; 1965, c. 307, s. 2; 1967, c. 987, s. 2; c. 1001, s. 1; 1971, c. 780, s. 1; 1973, c. 494, s. 4; c. 1037; 1975, c. 549, s. 1; c. 821, s. 1; 1977, c. 402, ss. 1, 2; c. 811; 1979, c. 619, s. 3; c. 624, s. 1; c. 727, s. 3; 1985, c. 639, s. 2; 1987, c. 464, s. 7; c. 564, s. 10; 1989, c. 600, s. 7; c. 740, s. 4; 1991, c. 325, s. 5; 1997-6, s. 19; 1999-366, s. 4; 1999-378, s. 1; 2003-403, s. 3; 2009-281, s. 1; 2013-50, s. 4.)



Project Ranking Exercise

City of Greenville Bond Advisory Committee

DIRECTIONS: On the pages that follow is information related to 17 potential bond projects that have been presented at previous Bond Advisory Committee meetings. Committee Members are being asked to rank each project from 1 – 17, with the project you support most for inclusion in a potential bond referendum receiving a ranking of 1 and the project you least support receiving a 17. Please complete the rankings in the right column of the table, which is highlighted in yellow and titled “Project Rank” and return the completed table to the City Manager’s Office by noon on Tuesday, September 9. The results of this exercise will be presented and discussed at the Committee’s meeting the following day (Wednesday, September 10).

BOND QUESTION / PROJECT NUMBER AND TITLE	PROJECT DESCRIPTION	ESTIMATED COST	POTENTIAL BENEFIT	PROJECT RANK
STREETS				
Project 1: Street Improvements	This project involves resurfacing (i.e. either full depth reclamation or mill and resurface) of approximately 65 lane miles of streets to include: <ul style="list-style-type: none"> - Arlington Blvd from Beasley Drive to Firetower Rd. - Elm St. from Charles Blvd. to 10th St. - Hooker Rd. from Burrington Road to Sedgefield Drive - Reade St. from 1st St. to 4th St. - 1st St. from North Summitt to Brownlea Drive - 5th St. from Reade St. to 10th St. - 14th St from W. 5th Street to Beatty Street 	\$7,900,000	Benefits associated with improved streets may include: <ul style="list-style-type: none"> -Improved aesthetics. - Economic development (i.e. private investment is more likely in a community with good infrastructure). - Better mobility and access to businesses and residents. - Improved public safety response times. - Future cost avoidance (i.e. it is significantly less expensive to resurface a street now that to reconstruct it later). - Sidewalks provide opportunities for an alternative mode of transportation with ADA accessibility. 	
Project 2: 10th Street Connector	This project involves constructing facility enhancements beyond NCDOT's typical design to include additional berm width, 6-foot wide sidewalks, decorative LED lighting, and 9 th Street improvements associated with project drainage.	\$1,241,000		
Project 3: Dickinson Avenue Streetscape	This project involves constructing streetscape enhancements in accordance with the corridor's Master Plan at the same time as NCDOT's planned improvements to the street. Improvements would include brick pavers, street trees, and wider sidewalks from Reade Cir. to the 10 th St. overpass and decorative LED street lights from Reade Cir. to Memorial Dr.	\$2,450,000		
Project 4: Sidewalks	This projects involves constructing new sidewalks that are depicted in the City's current 10-year plan including the following: <ul style="list-style-type: none"> - Evans St. – from Arlington Blvd. to Red Banks Rd. - Dickinson Av. – from Hooker Rd. to Arlington Blvd. - Red Banks Rd. – from Evans St. to Greenville Blvd. - Memorial Dr. – from Dickinson Ave. to Arlington Blvd. - Charles Blvd. – from Hyde Dr. to Firetower Rd. - Red Banks Rd. – from Greenville Blvd. to Charles Blvd. - Dickinson Avenue – from Arlington Blvd. to Spring Forest Rd. 	\$2,135,000		
	Debt Issuance	\$274,000		
	TOTAL ESTIMATED COST	\$14,000,000		

BOND QUESTION / PROJECT NUMBER AND TITLE	PROJECT DESCRIPTION	ESTIMATED COST	POTENTIAL BENEFIT	PROJECT RANK
PARKS				
Project 5: South Greenville Recreation Center	Major gym renovation and replacement of the recreation center. Note: Potential for partnership with Pitt County Schools. The design for this project is currently funded (\$200,000) and the project is included in the City's Strategic Plan.	\$3,100,000	Benefits associated with improved parks and recreational facilities may include:	
Project 6: Land Acquisition; Westgate and Southwest Site and New Park Development in Westgate	Allows purchase of parkland in Westgate area and in southwest Greenville; currently lacking facilities. Allows park development on Westgate site. ---- Acquisition Westgate site - \$250,000 ---- Acquisition SW Greenville site - \$250,000 ---- Park Development, Westgate site - \$375,000	\$875,000	-Ability to attract larger tournaments and special events to Greenville, along with their economic impacts. -Foster crime prevention through providing mentors & on-going opportunities for positive activity.	
Project 7: Town Common	Phase I Master Plan implementation to include constructing a concession/restroom building, sprayground, pier for water access, and design documents for future park development. Note: This project is included in the City's Strategic Plan and funding for limited improvements has been provided in the current year budget (\$150,000) (See Project #13 under "Economic Development" for enhanced options at Town Common.)	\$1,250,000	-Positive effects on the value of lands in proximity to parks & greenways, increasing the property tax base.	
Project 8: River Related Improvement Projects	South Tar Greenway Amenities: Upgrade linear parkland along greenway; install a shelter, sand volleyball, mountain bike trail (on old city landfill), skateboard area, exercise amenities, small stage area, additional parking, & lake trail; expand and light dog park, and possibly develop pocket park site with small playground. \$550,000 (Seek PARTF grant for total project cost of \$1,050,000) River Park North; Park Renovation & Expansion: Develop western section of park (fishing piers, shelter, trails, access to currently developed eastern section). \$375,000	\$1,725,000	-Facilitating healthy life styles, through opportunities for walking, cycling & active living. -Conservation, thru environmental education, preserving wildlife habitat, providing flood plain, buffering waterways	

	<p>Eastside Park Initial Development: Implement Design/Development phase (construction plans/specs) per Master Plan, install Phase 1 trail system w/interpretive panels, water to site, community garden, road access, and possible dog park development. - \$450,000</p> <p>Phil Carroll Nature Preserve: Develop park access, install trails, picnic shelter, fishing areas, & other basic amenities at Hwy 43 property for new park development. - \$350,000</p>		<p>& fostering cleaner air through preserving forests & providing opportunities for non-motorized transportation.</p> <p>-Foster recreation related business startups.</p>	
<p>Project 9: City-Wide Park Improvements</p>	<p>Boyd Lee Park: Reconstruct and extend the cross county trail, air condition the gym, renovate building interior, replace gym floor, add youth baseball/multi-purpose athletic field, improve parking. - \$430,000</p> <p>Bradford Creek Public Golf Course: Green Stabilization and irrigation improvements. - \$150,000</p> <p>Bradford Creek Soccer Complex: Light two soccer fields and acquire additional land for parking. - \$375,000 (See Project #15 under "Economic Development" for enhanced athletic complex options.)</p> <p>Greenfield Terrace Park: Install a youth baseball field, a walking path to the Boys & Girls Club, a mini-sprayground, and other amenities. - \$400,000</p> <p>Paramore Park: Install mini-sprayground, restroom/mechanical room. - \$350,000</p>	\$1,705,000	<p>Stimulate local sales of sports equipment & clothing, camping & fishing gear, watercraft, bikes, & art supplies.</p> <p>-QUALITY OF LIFE: Attract retirees Assist in attracting business relocations and startups.</p> <p>-Enhance community image</p>	
<p>Project 10: Infrastructure Upgrade and ADA Compliance</p>	<p>Systematically begin to address facility and building renovations to improve facilities & address identified ADA compliance issues. Improvements at Guy Smith Stadium, Peppermint Park, Westhaven Park, Thomas Foreman Park, Elm Street Center, Bradford Creek Public Golf Course, Hillsdale Park, Woodlawn Park, and possibly other locations.</p> <p>Note: The recently approved Facilities Improvement Plan, if fully funded in future years, will address many of the needs identified by this item.</p>	\$1,635,000		
	Debt Issuance	\$210,000		
	TOTAL ESTIMATED COST	\$10,500,000		

BOND QUESTION / PROJECT NUMBER AND TITLE	PROJECT DESCRIPTION	ESTIMATED COST	POTENTIAL BENEFIT	PROJECT RANK
ECONOMIC DEVELOPMENT				
Project 11: 10th Street Connector	<p>Base Option: This project involves constructing facility enhancements to NCDOT’s typical design to include additional berm width, 6-foot wide sidewalk, decorative LED lighting, and 9th Street improvements associated with project drainage.</p> <p>Enhanced Option: Include gateway treatment at Evans Street and dark fiber for additional project cost of \$500,000</p>	<p>\$1,750,000</p> <p>(includes base option)</p>	<p>Catalytic project that will provide direct access from the City’s urban core to Highway 264 and interstate system. With 30,000 vehicle trips per day, the roadway will provide opportunities for commercial redevelopment in the section from CSX rail line to Charles Boulevard. Redevelopment can grow tax base from \$295,000 per acre today to downtown Greenville average valuation of \$933,000 per acre.</p>	
Project 12: Dickinson Corridor Enhancements	<p>Base Option: This project involves constructing streetscape enhancements in accordance with the corridor’s Master Plan at the same time as NCDOT’s planned improvements to the street. Improvements would include brick pavers, street trees, and wider sidewalks from Reade Cir. to the 10th St. overpass and decorative LED street lights from Reade Cir. to Memorial Dr.</p> <p>Enhanced Option: Includes \$800,000 for land and right-of-way acquisition as well as construction for off-street parking along the Dickinson corridor to replace on-street spaces lost during street rebuild.</p>	<p>\$3,250,000</p> <p>(Includes base option)</p>	<p>The current tax base in the approximately 200 acre Dickinson corridor area is \$49 million. The potential tax base for the area following several public investments to include the corridor enhancements is estimated at \$159 million.</p>	
Project 13: 1st Street & Town Common	<p>Base Option: (See Project # 7 under “Parks” for description)</p> <p>Enhanced Option: Includes funding for additional user attraction capacity. Improvements related to pay performances, food and beverage vending, water sports concessions and streetscape enhancements along 1st Street.</p>	<p>\$3,500,000</p> <p>Includes base option)</p>	<p>The five blocks south of 1st Street across from Town Common are lightly developed and produce little tax base. Private</p>	

			investment leveraged through targeted public investment can create increased tax base from current \$444,000 per acre to area average of \$933,000 per acre.	
Project 14: Frontgate Retail Corridor	Project includes improvements to existing segment of Frontgate Drive and Thomas Langston Road, as well as constructing a new boulevard roadway and utility improvements to connect the two. The new boulevard will provide opportunity for a regional scale retail center, improve mobility in the area, and improve public safety response times to the southwest portion of the City.	\$3,650,000 Note: \$750,000 of this cost is for land acq. which could potentially be donated.	Due to the strong retail demand in Greenville the opportunity exists to develop a minimum of 42 acres of undeveloped commercial property accessed via Frontgate Drive adding an additional \$42 million in tax base.	
Project 15: Medical District Tech Park	Greenville’s medical district has developed rapidly over the last 25 years, however much of the development is not taxable as part of the campuses of East Carolina University or Vidant Health Systems. A well planned office and technology park situated in close proximity to those two anchors would be attractive to private sector businesses that would benefit from such proximity. Municipal ownership of the real estate asset allows for thoughtful and opportunistic development that parallels continued development on the two anchor campuses.	\$3,500,000	Current undeveloped land values in the medical district are \$40,000 to \$50,000 per acre. The average value of land in the medical district is \$851,000 per acre. Life science and allied health businesses likely to locate in close proximity to the ECU and Vidant campuses pay wages that are often 2 to 3 times the area’s average wage of \$762 per week.	
Project 16: Sports Development – Option 1 Sports Complex Development	Create a 10-12 venue competition sport complex in North Greenville near existing city soccer fields and golf course. The facility would attract regional sports tournaments as well be used by Greenville citizens. The venue could include a combination of soccer, softball, baseball, volleyball and possibly aquatic sport facilities. Costs for this option including land	\$4,000,000 to \$6,000,000	Development of sports venues especially for non-scholastic travel league teams can create significant visitor spending and is especially a driver of hotel	

	acquisition are in a range of \$4 - \$6 million.		room nights. A recent two-day soccer tournament hosted in Greenville was estimated to have an economic impact of \$240,000. A slightly larger sports complex in Rocky Mount, NC reports sell out booking of their facility and local hotels for 32 weekends per year.	
Project 17: Sports Development – Option 2 Baseball Complex Development	Develop or enhance an existing baseball facility such that the venue could attract a minor league or college summer league baseball team. Cost for this option would range from \$1.5 million for upgrades to an existing facility to \$7 million for land acquisition and construction of a college summer league facility.	\$1,500,000 to \$7,000,00		
	Debt Issuance	\$423,000 to \$573,000		
	TOTAL ESTIMATED COST	\$21,573,000 to \$29,223,000		