

# NOTES

TO: Honorable Mayor and City Council Members

FROM: Ann Wall, City Manager

DATE: October 25, 2017

SUBJECT: Materials for Your Information

Please find attached the following materials for your information:

1. A memo from Gary Fenton, Director of Recreation and Parks, regarding a Sycamore Hill Gateway Plaza Update
2. A letter from Leo Corbin, President of the Greenville-Pitt County Chamber of Commerce, providing a summary of work for 2016-2017

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Attachments

# Memo

**To:** Ann Wall, City Manager  
**From:** Gary Fenton, Director of Recreation and Parks   
**Date:** October 25, 2017  
**Re:** Sycamore Hill Gateway Plaza Update

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Rhodeside & Harwell, Inc. and its sub-consultant Gallagher Associates will meet with ECU staff at the Joyner Library on November 3, 2017. Gallagher Associates specializes in gallery design, and the purpose of the meeting is to review the extensive collection of historic documents that the University has related to the Downtown Urban Renewal Project and the Sycamore Hill Missionary Baptist Church.

The end goal is to form a mutual partnership with ECU to curate historic documents and artifacts for designing and programming the exhibit. The ECU Joyner Library has expressed an interest in using the proposed exhibit at the Sycamore Hill Gateway Plaza for education and as part of their digital exhibit.

Please let me know if there are any questions.

cc: Michael Cowin, Assistant City Manager  
Ken Graves, Assistant City Manager



October 24, 2017

Ms. Ann E. Wall  
City Manager  
City of Greenville  
P.O. Box 7207  
Greenville, NC 27835

RE: City/Chamber Contract

Dear Ms. Wall:

The Greenville-Pitt County Chamber of Commerce is very grateful to have had another successful year. Our membership numbers remained steady and we established new relationships, and nurtured existing ones, that allowed our organization to keep up with the growth of our city. Through effective leadership and careful oversight, the Chamber successfully completed year-one of a three-year strategic plan (2016-2018) that focuses on Business Success, Strategic Economic Growth, and Community Development. The Chamber remained an energetic and visionary organization, committed to building a more prosperous community and promoting business success. We set positive standards to encourage and enhance a vibrant, diverse and sustainable economy and sought to strengthen community involvement that fosters a high ranking quality of life for residents of Greenville and Pitt County.

Recognizing the impact that small businesses have on our community remained at the forefront of the Chamber's priorities this past year. This was evident during National Small Business Week when over 200 people joined the Chamber in recognizing The Scullery as the 2016 Small Business Leader of the Year during its Small Business Awards Breakfast. We followed that event with the Pitt County Business Expo which included 134 exhibitors and nearly 2,000 attendees.

Inspiring community leaders with a vision of what our community can become through effective leadership was the focus of one of the Chamber's premier events this past year, The Heart-Led Leader Luncheon. This event featured East Carolina University alumnus and two-time New York Times bestselling author Tommy Spaulding. The Chamber remains a firm believer that effective leadership plays a significant role in fostering partnerships that will contribute to the betterment of our community.

The Chamber would be unable to achieve its top priorities and goals without the support of its active partners such as the City of Greenville. We value the positive relationship we share and look forward to working with you again this year.

Thank you for allowing the Chamber the opportunity to report the details of our success in meeting the goals of the City/Chamber contract.



- **Visitor traffic** remained constant in our Uptown Greenville location. As the “front door to the community,” the Fleming House (Chamber Office) was a place of activity this year, with hundreds of walk-in visitors. Maps, brochures, and local business materials remain stocked at all times to meet the needs of visitors who come in person.
- Our internet address continues to be just as important as our physical address on Greene Street. Thousands of questions are answered with website referrals. During the 2016-2017 contract period, chamber staff responded to various mail, email, internet, and phone requests for information pertaining to the City of Greenville.
- The **Fleming House** remains one of Greenville’s greatest sources of historical pride. Since our last update, we installed a brand new door at the back entrance which includes a customized mail slot. The Chamber also made repairs to its front yard sign to make it more visible and installed brand new parking lot signs. The Executive Committee continues to keep a close eye on the Capital Improvement Account that was created a couple of years ago for future maintenance of the Fleming House. We take great pride in upholding the Fleming House as one of Greenville’s historical landmarks.
- Since July 1, 2016, more than 1,500 Greenville-Pitt County maps have been distributed through the Chamber office.
- We distributed, at no charge, the Chamber’s **Glimpse** magazine, Greenville lap maps, Visitor’s Guides, telephone books, and The Daily Reflector Fact Book as well as other publications. We also stocked and distributed more than 500 North Carolina state maps.
- We continued to update and maintain **packages of information for newcomers**, full of valuable information needed by those considering a move to Greenville and those who are new residents. The package includes a Glimpse magazine, The Daily Reflector Fact Book, lap map, and a Greenville-Pitt County Visitor’s Guide. We also include a city/county map when requested. Along with the standard information, we strive to include any other information that the newcomer has requested. Additionally, we make the Newcomer Packages available to businesses, and many use them for incoming employees. Real Estate agents find them especially helpful for clients.
- The Chamber offers a variety of information for **potential entrepreneurs**. In most cases, we give prospective business owners general information about our community, providing useful print materials such as the Glimpse Magazine. We also connect them to our community partners so they can get the specific help needed to (1) determine whether to actually go into business and/or (2) to proceed with a business opening. In providing this help, our partnerships with the City of Greenville, Pitt County, the Pitt Community College Small Business Center, ECU’s SBTDC, and Greenville SEED are critical.
- We provide assistance to the **City’s Economic Development Office** and local developers as they recruit business to the area. Most often, our work on these projects is totally confidential and the Chamber is only recognized if owners include us in opening activities. We provide as much assistance as needed for those opening activities.

- The **Chamber's Website** continues to provide the community with pertinent information about the Chamber, its members, and Greenville-Pitt County through a web-based content management system. Visitors can access a calendar to register for events (the site is secure so payments can be accepted), view community statistics, read chamber news, and access links to other helpful community websites. In addition, our website provides members with exposure and access to a "members only" section, which allows them to update their business information in an efficient manner. The "members only" section allows features such as linking Facebook and Twitter to the listings in the business directory, adding images, creating Hot Deals, putting community events on the community calendar, and posting jobs in the job bank. The Chamber is in the process of redesigning its website for 2018.
- The Chamber continued to effectively utilize its **Social Media** platforms for the process of creating, communicating and delivering offerings that have value to our members. We recognize the value that social media has in increasing our visibility and we continued to experiment with new ideas and concepts that helped us build relationships and communicate with our members. Our staff kept a close eye on social media trends that allowed us to keep pace with the continuously developing internet market industry.
- The Greenville-Pitt County Chamber of Commerce held the **2017 Pitt County Business Expo**, presented by Suddenlink, on May 5th at the Greenville Convention Center. The event featured 134 local businesses and organizations. An estimated 2,000 people visited the convention center. This is a very popular event that strengthens our business community more and more each year.
- This was the ninth year of a joint **appreciation dinner for Law Enforcement and Greenville Fire-Rescue professionals**. The event was held on June 20th and was highly successful with over 200 people being treated to dinner, door prizes, and a featured speaker. This event included the presentation of the Law Enforcement Officer of the Year and the Fire/Rescue Employee of the Year.
- The **2016 Greenville-Pitt County Chamber of Commerce Leadership Institute** began in September and the class graduated 25 participants in May 2017. The program continued its tradition of providing local professionals with exceptional leadership training and development while reiterating the significance of becoming better-informed of local challenges facing our community. The program provides participants with an in-depth look at specific topics of community interest, including: local government, law enforcement and the courts, education, economic development, community history and growth, cultural enrichment programs, health care, and leadership training from experts in the leadership field. Since its inception in 1983, the program has graduated over 900 professionals.
- The **Safety Awards Banquet**, in conjunction with the North Carolina Department of Labor, was held on April 20th at Rock Springs Center. We had great attendance, as 170 people representing businesses in eastern North Carolina took part in celebrating safety in our work places with Labor Commissioner Cherie Berry. This event promotes our community's excellence in safety in our industries.
- To promote and enhance small business and retail, the Chamber partnered with ECU to organize the annual **ECU Merchant's Fair** last September and again this year in late August. Chamber members, ECU organizations and other businesses participated in this unique marketing experience. The

Chamber sold out its allotment of vendor tables (40). The fair afforded merchants the opportunity to showcase their goods and services to all ECU students.

- **The 20th Annual Community Unity Breakfast** was held on January 16th inside Harvey Hall at the ECU Murphy Center. More than 350 people attended the event. This joint effort of the City of Greenville, the Chamber and local businesses was again quite successful in recognizing and celebrating the diversity of Greenville.
- On February 7th, the Chamber hosted its 12th annual **Economic Outlook Luncheon** at the Holiday Inn with a record crowd of nearly 220 attendees. Dr. Rick Niswander, Vice Chancellor for Administration and Finance at ECU, served as the keynote speaker. Dr. Niswander provided attendees with high level data and projections for the upcoming year.
- **The Small Business Awards Breakfast** was held on May 2nd at the Holiday Inn, with over 200 people in attendance. Each year at the Small Business Awards Breakfast, the Chamber presents the Small Business Leader of the Year award and First Citizens Bank Forever First Award (formerly the Customer Service Award). For the third consecutive year, we chose to honor the nominees for the Small Business Leader in a special way, teaming up with Evolve to create a video for each nominee. The videos offered attendees an “inside look” at each nominee, which illuminated the qualities that led to their respective nominations. The outstanding turnout showed how important small business is to the Greenville and Pitt County.
- **Education** continued to be a top priority among the Chamber's membership in 2016-2017. The Chamber continued to work and provide programs that will move our education system forward to the next level.
  - The Chamber, ECU, Pitt Community College, and Pitt County Schools hosted an Education Summit, “The State of the Student,” on December 13th at the Eastern AHEC building. This panel style event showcased the collaboration between Pitt Community College, Pitt County Schools and ECU, in addition to speaking on the current state of students and teachers in Pitt County.
  - The 2016-2017 **Teen Leadership Institute (TLI)** for thirty-five (35) high school sophomores and juniors was a success. The TLI is committed to creating opportunities for youth in Pitt County to participate in leadership activities and have an active role in the growth and success of our community. Similarly to the Leadership Institute, these students participate in a series of sessions teaching them more about Greenville and Pitt County through our local government and law, as well as volunteer opportunities in the area, leadership and team building skills and interviewing and resume sessions.
  - Through collaboration with Pitt County Schools and Parents for Public Schools of Pitt County, the Chamber held its fourth annual Education Network Luncheon on August 25th. This event brings the business community and teachers together for a unique networking experience. Additionally, lunch for every teacher is sponsored by the business community. Five teachers from each school in the Pitt County Schools system, as chosen by the school system, are selected to attend this luncheon at Rock Springs. This year's featured speakers were Dr. Andy Herdman, Vice President of Human Resources for Mayne Pharma, and Allison Setser, Principal at H.B. Sugg and Sam D. Bundy Elementary School.

- In monitoring issues at the local, state, and federal levels, key topics were presented to members and guests. Opportunities to meet and discuss significant issues impacting our community and region were the focus of the Chamber's **Power Luncheon Series**. The 2016-2017 series featured the following speakers and presentations:
  - **Aug. 16, 2016** - "*GPD & The Community: A True Partnership*" featuring Mark Holtzman, Chief of Police - City of Greenville
  - **Sept. 20, 2016** - "*A New Vision*" featuring Dr. Cecil Staton, Chancellor - ECU
  - **Oct. 19, 2016** - "*Business Leaders + NC Community Colleges = A Winning Formula*" featuring Dr. Jimmie Williamson, President - NC Community College System
  - **Nov. 15, 2016** - "*Baseball's Back in Kinston*" - featuring Wade Howell, General Manager - Down East Wood Ducks
  - **Jan. 17, 2017** - "*Project Unify*" featuring Dr. Michael Waldrum, Chief Executive Officer - Vidant Health
  - **Feb. 21, 2017** - "*What's Taking Shape in Greenville*" featuring Bianca Shoneman, President & CEO - Uptown Greenville and Roger Johnson, Economic Development Manager - City of Greenville
  - **March 21, 2017** - "*Innovation = Motivation*" featuring Michael Bonner, Educator - South Greenville Elementary School
  - **April 18, 2017** - "*Tourism in Pitt County*" featuring Andrew Schmidt, Executive Director - Greenville-Pitt County Convention & Visitors Bureau
  - **May 16, 2017** - "*The State of Athletics*" featuring Jeff Compher, Director of Athletics - ECU
  - **June 20, 2017** - "*Transportation & Infrastructure*" featuring Jim Trogdon, Transportation Secretary - North Carolina Department of Transportation
  - **August 15, 2017** - "*Moving Greenville Forward*" featuring Ann E. Wall, City Manager - City of Greenville
  - **September 19, 2017** - "*Maximizing University Research*" featuring Dr. Jay Golden, Vice Chancellor in the Division of Research, Economic Development and Engagement - ECU
  - **October 17, 2017** - "*Mayoral Candidates Forum*" featuring the four (4) candidates running for the mayoral seat for the City of Greenville
  
- The Chamber and the City continued its strong partnership in the **Greenville SEED** program. The SEED is a co-working space, which provides entrepreneurs with a turn-key environment to cultivate a business idea/concept. In 2016, East Carolina University became a working partner with the City of Greenville and the Greenville-Pitt County Chamber of Commerce, offering assistance in this multi-partner collaboration. In August 2016, SEED moved from Art Avenue in Uptown Greenville, to the Willis Building on First Street, and is currently working to secure tenants and rent space to students, graduates and residents in Pitt County.
  
- On Friday, August 18th, the Chamber hosted its annual **Legislative Breakfast** featuring members of Pitt County's legislative delegation. This annual event offers the perfect opportunity for Chamber members and guests to meet area legislators and have a voice on the issues impacting the business community.

- On Tuesday, October 3rd, the Chamber (in partnership with Vidant Health), held the 2017 **Health Care Summit** at the Hilton Greenville. This event featured a keynote address from internationally renowned speaker Dr. Pritpal Tamber, Co-Founder and CEO of Bridging Health & Community. Chris Smedley, Vice President of Premier, Inc., also provided a presentation on the ability of health care organizations to improve the delivery of care and patient outcomes. Nearly 150 people attended the event and local businesses participated by setting up vendor booths and offering health screenings.
- **Governmental advocacy** at all levels continues to be a vital part of the Chamber's mission. The Chamber is committed to promoting and advocating for the interests of our members to help the business community grow and prosper. Working closely with member businesses, the Chamber strives to make government more business friendly and stimulate the economic environment of Greenville and Pitt County. **Legislative priorities** in 2016-2017 focused on, but were not limited to:

- **Education**

The Chamber recognizes education as the foundation for a productive and diverse workforce and believes that life-long education is a driver of economic development.

**The Chamber supported:**

- A commitment to professional pay for educators, including veteran teachers.
- Investments in workforce training for community colleges and additional funding to increasing student completion of degrees and certificates.

- **Transportation & Infrastructure**

An efficient transportation system is in an indispensable component of economic development and commerce.

**The Chamber supported:**

- Transportation plans that promote and enhance the growth in eastern North Carolina.
- Designating US264 an interstate highway, connecting from the SW Bypass project (US264 in Greenville) to I-795 in Wilson County.

- **Healthcare**

Hospitals do more than their fair share for communities every day and favorably impact the economy of eastern North Carolina.

**The Chamber supported:**

- Preserving the hospital sales tax exemption.
- Preserving the Certificate of Need to allow Vidant Health to maintain facilities and provide critical health care services in underserved areas.
- Continued efforts to reform Medicaid that includes a provider led model of care phased in over five years and preservation of supplemental payments.

- **Economic Development**

The Chamber is strongly committed to investments in infrastructure that will enhance economic growth and further supports additional programs to stimulate job creation.

**The Chamber Supported:**

- Efforts to attract jobs and fully fund job recruitment efforts including economic development partnerships.
- Tax and regulatory reform plans that increase the ability of the business community to create and retain jobs, while continuing to invest in the growth of North Carolina.



- **The Young Professionals (YP) of Pitt County** is a diverse group of 21-40-year old professionals in the Greenville-Pitt County Community. The group has a committee of nine local volunteers that represent multiple businesses and industries in our community. The organization currently has 76 active (paid) members, up from 51 members in December 2016. The organization has a goal of 90 members by December 2017. This past year, the YP's completed nearly 100 hours of community service/volunteer opportunities. The YP's continued to host their monthly 3rd Thursday networking event at the Villedge, which featured a local business professional speaking on topics relevant to the successes and struggles along their way in the business world. The 3rd annual 9 and Wine golf event brought in 17 teams for a casual yet fun golf outing at Greenville Country Club, bringing together members and non-members for their annual fundraiser. The 2017 Wiggin' Out for Charity event, held on Thursday, October 19th, at the Hilton Greenville, was a huge success. From that event, the YP's raised \$10,000 for the Vidant Cancer Campaign.

I want to thank you for your support of the Chamber. Please also relay my sincere thanks to the Mayor and City Council for supporting the Chamber, as we continue to be the recognized leader for business success, strategic economic growth, and community development.

Regards,



Leo Corbin  
President

cc: Mayor Kandie Smith  
Bennie Hardy, Chairman of the Board  
Greenville-Pitt County Chamber of Commerce