



# Agenda

## Greenville City Council

August 5, 2013  
6:00 PM  
City Council Chambers  
200 West Fifth Street

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**I. Call Meeting To Order**

**II. Invocation - Council Member Smith**

**III. Pledge of Allegiance**

**IV. Roll Call**

**V. Approval of Agenda**

- **Public Comment Period**

The Public Comment Period is a period reserved for comments by the public. Items that were or are scheduled to be the subject of public hearings conducted at the same meeting or another meeting during the same week shall not be discussed. A total of 30 minutes is allocated with each individual being allowed no more than 3 minutes. Individuals who registered with the City Clerk to speak will speak in the order registered until the allocated 30 minutes expires. If time remains after all persons who registered have spoken, individuals who did not register will have an opportunity to speak until the allocated 30 minutes expires.

**VI. Consent Agenda**

1. Minutes from the January 14 and January 17, 2013, City Council meetings
2. Amendment to the position allocation within the Accounting Division of the Financial Services Department
3. Resolution amending the Assignment of Classes to Salary Grades and Ranges (Pay Plan) by civilianizing the Police Accreditation Coordinator, Police Public Information Officer, and Code Enforcement Coordinator classification titles and pay grades

4. Ordinance amending the Traffic Regulations in City Code Title 10, Chapter 2
5. Resolution authorizing the disposition of 13 surplus bicycles to Building Hope Community Life Center
6. Purchase of two used BMW motorcycles for use by the Police Department Traffic Safety Unit
7. Approval of purchase order for thirteen (13) Ford Interceptors to be assigned to the Police Department
8. Contract with NextBus, Inc. for the purchase, installation, operation, and maintenance of a real-time passenger information system for the Greenville Area Transit (GREAT) bus system
9. Authorization to transfer the deed of trust on 1228 Farmville Boulevard to another property within the city limits
10. Preliminary engineering agreement with CSXT for design review of plans associated with the South Tar River Greenway Phase 3 project
11. Resolutions and deeds of release for abandonment of utility easements in the Georgetowne Apartments area

**VII. New Business**

12. Presentations by Boards and Commissions
  - a. Historic Preservation Commission
  - b. Neighborhood Advisory Board
13. 2013-2014 Economic Development Initiatives
14. Resolution requesting the designation of an area as an Urban Progress Zone
15. Selection of Uptown Parking Deck Design Firm
16. Budget ordinance amendment #1 to the 2013-2014 City of Greenville budget (Ordinance #13-026) and amendment to the Small Business Loan Fund (Ordinance #98-75)

**VIII. Review of August 8, 2013, City Council Agenda**

**IX. Comments from Mayor and City Council**

**X. City Manager's Report**

**XI. Adjournment**



# City of Greenville, North Carolina

Meeting Date: 8/5/2013  
Time: 6:00 PM

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**Title of Item:** Minutes from the January 14 and January 17, 2013, City Council meetings

**Explanation:** Proposed minutes from City Council meetings held on January 14 and January 17, 2013 are attached for consideration.

**Fiscal Note:** There is no direct cost to the City.

**Recommendation:** Review and approve proposed minutes from the City Council meetings held on January 14 and January 17, 2013.

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Viewing Attachments Requires Adobe Acrobat. [Click here](#) to download.

**Attachments / click to download**

[Proposed\\_Minutes\\_of\\_January\\_14\\_2013\\_City\\_Council\\_Meeting\\_952073](#)

[Proposed\\_Minutes\\_of\\_January\\_17\\_2013\\_City\\_Council\\_Meeting\\_956806](#)

PROPOSED MINUTES  
MEETING OF THE CITY COUNCIL  
CITY OF GREENVILLE, NORTH CAROLINA  
MONDAY, JANUARY 14, 2013



The Greenville City Council met in a regular meeting on the above date at 6:00 p.m. in the City Council Chambers, third floor of City Hall, with Mayor Allen M. Thomas presiding. The meeting was called to order, followed by the invocation by Council Member Dennis J. Mitchell and the Pledge of Allegiance to the flag.

Those Present:

Mayor Allen M. Thomas; Mayor Pro-Tem Rose H. Glover; Council Member Kandie D. Smith; Council Member Marion Blackburn; Council Member Calvin R. Mercer; Council Member Max R. Joyner, Jr.; and Council Member Dennis J. Mitchell

Those Absent:

None

Also Present:

Barbara Lipscomb, City Manager; David A. Holec, City Attorney; Carol L. Barwick, City Clerk and Polly Jones, Deputy City Clerk

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**APPROVAL OF THE AGENDA**

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Motion was made by Council Member Joyner and seconded by Council Member Mercer to approve the agenda. Motion carried unanimously.

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**PUBLIC COMMENT PERIOD**

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Charles Pennington – 100 Hickory Street

Mr. Pennington requested that the City Council consider the continuance of the Bradford Creek Public Golf Course. Mr. Pennington stated that he will contribute \$1,700 to the program that is being set up at this golf course to teach young people to play golf. Also, he will contribute \$1,000 to the Coastal Plains Junior Amateur so that, hopefully, gifts will be presented to each individual who plays golf. This amount of money is insignificant when considering how important it is to keep children active and to fight childhood obesity.

Frank Cassiano – 1205 East 5<sup>th</sup> Street

Mr. Cassiano stated that TRUNA (Tar River/University Neighborhood Association) having 100 members in a neighborhood of 2,000 residents is not a good representation of a neighborhood that is bound by 5<sup>th</sup> Street, Reade Circle, Cemetery Road and the Tar River. When conducting business and requiring membership to be homeowners or residents of

more than 4 years, the Association excludes 80 percent of the people who live in that neighborhood. In fact, that 80 percent of the residents includes renters and East Carolina University students who usually relocate in 3-5 years and are not really concerned with the neighborhood in terms of laws and structure in that fifth year in as much as they are interested in job hunting, etc. Fugacious is a term that is applied to the tenants who are unorganized, loud, and disrespectful and seek all of the pleasures of life that they can find. He does not disagree that the students should not be able to seek the joy of life while they are growing up, in college, and having independent experiences, but he feels that it is not a pack mentality that is to be defined by the neighborhood. There are problems, i.e. a photo of a house in The Daily Reflector this past week of trying to advocate for a rental registry was an owner occupied house. It was not a rental house and that misconception was a big deal. It is untrue that the neighborhood is rich in single family homes inhabited by families who own the houses because the neighborhood is down to 17 percent of homeowners.

#### Mike Leach - 103 Briarwood Drive

Mr. Leach commented on the property tax impact, stating that everybody recognizes that the City needs money and the County needs more revenue to provide customer service and fairly compensate employees. Basically, in 2012, the residential property tax revenues decreased substantially due to the revaluations. This morning in their meeting, the County Commissioners received a tax update and still are not questioning why the rich were rewarded with tax decreases last year and the poor incurred tax increases. In 2012, Pitt County and City tax bills decreased by 13 percent for properties valued over \$30,000 and these are residential properties only. Parcels valued \$103,000-\$300,000 averaged a decrease of 5 percent. He is concerned that parcels under \$100,000 increased in value 6 percent. There is nothing wrong with tax decreases on values but not when unimproved properties went up. By not questioning the unfair taxes, he feels that the City Council is not really aware of who is giving the City the tax revenue and the poor people are being penalized. Extra tax revenue is needed, but it should be recognized that the people who already had the 2012 increase are being penalized.

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### CONSENT AGENDA

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City Manager Barbara Lipscomb introduced the following items on the Consent Agenda:

- Minutes from the City Council Planning Session held on January 20-21, 2012, a City Council budget work session held on May 21, 2012, and regular City Council meetings held on May 7 and June 14, 2012
- Sale and grant of easement by City of Greenville to Piedmont Natural Gas
- Sale and grant of easements by Greenville Utilities Commission to Piedmont Natural Gas

- Reimbursement resolution for financing Greenville Utilities Commission's heavy equipment and vehicles purchase with installment purchase loan (Resolution No. 001-13)
- Resolution relating to the authorization and issuance of a Greenville Utilities Commission enterprise system revenue refunding bond (Resolution No. 002-13)
- Electric capital project budget ordinance for Greenville Utilities Commission's Telephone System Replacement Project (Ordinance No. 13-001)
- Establishment of fair market value of City-owned property (a portion of the Perkins Complex) for purposes of conveyance
- Final Construction Change Order and Amendment No. 1 to the Construction Management Contract for the Dickinson Avenue/Chestnut Street Area Drainage Improvement Project
- Request by the North Carolina Department of Transportation to purchase City-owned property for the 10<sup>th</sup> Street Connector Project
- Authorization to use a Governor's Highway Safety Program grant for the purchase of radar units (Resolution No. 003-13)
- Report on contracts awarded

Motion was made by Council Member Joyner and seconded by Council Member Mitchell to approve all items on the Consent Agenda. Motion carried unanimously.

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**NEW BUSINESS**

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**PRESENTATIONS BY BOARDS AND COMMISSIONS**

**Environmental Advisory Commission**

Chairman Jay Holley of the Environmental Advisory Commission (EAC) gave the purpose and stated the visions and 2012 accomplishments of the Commission. Chairman Holley stated that EAC's 2020 Vision was developed in 2007 looking at ways EAC can improve educating the public and the City of Greenville about issues of environmental stewardship and how EAC can encourage citizens to make good sound environmental decisions in the City; to preserve green spaces, to increase energy efficiency of all new buildings; to participate in safe bike walking that interconnects areas, provides access to businesses and provides an alternative to driving; to use high energy efficiency, low emissions vehicles; and to recycle materials that are recyclable.

EAC's Points of Prides are the following:

- Diverse, talented membership
- Improved recycling
- Excellent working relationships:
  - Public Works Department
  - Greenville Climate Protection Partnership (Sustainability Planning, No Vehicular Idling Signs, and Greenville Television Public Service Announcements)
  - Other civic groups (Friends Of Greenville Greenways (FROGGS), ReLeaf, Keep Greenville Beautiful, Community Appearance, Urban Metropolitan Planning Organization
  - Awarded the first EAC Grant to Wahl Coates 4-H Club for stormwater monitoring at Green Mill Run
  - Energy Efficiency Conservation Block Grant
  - Implementation of high efficiency street lighting
  - Home energy efficiency loans and incentives
  - Participation in development of Greenville lighting standards
  - Contributed input to Tree Preservation Ordinance Committee
  - Producing a brochure on reducing plastic waste

EAC's 2013 priorities are to continue a lot of its initiatives to make Greenville a better and healthier place to live. The members of EAC are trying to find better ways to measure the results of the actions they have taken, engaging the citizens more in environmental responsibility and advocacy, and reducing the volume of plastic waste. EAC will really make a strong effort in engaging more intentionally with the City Council and other boards and commissions by attending City Council meetings providing an update of some of the things that EAC is doing. Members of EAC will continue the initiatives to protect water quality, participate in the sustainability planning process, advertise and seek new funding sources to expand the EAC grant program, and to continue the EAC/East Carolina University service learning partnership.

In order to make their priority a reality, the Environmental Advisory Commission will continue to work to increase an overall recycling building on existing networks and activities and to raise awareness. To expand the EAC grant program receiving more funding and to put Greenville on the map as a City that is engaged in environmentally responsible projects and to show what can be done to have a balance in between development and good stewardship of the environment. Hopefully, their initiatives will be a tool for the City Council in pursuing things that it will have the Environmental Advisory Commission do.

## Pitt-Greenville Airport Authority

Chairman Alton Holloman provided information regarding updates and changes in the Pitt-Greenville Airport Authority (PGAA) procedures, stating that meetings are held monthly rather than bi-monthly for quicker response time to developing changes in operation. Community meetings facilitated better communications regarding the Airport (PGV) capital improvements and activities with the citizens. Members of the Greenville City Council and Pitt County Commissioners have been invited to attend PGAA meetings. Responding to customers' complaints regarding deplaning involving US Airways began a relationship with US Airways leadership by inviting them to PGAA's meetings. Closer evaluation and financial help for the Airport began a five-year capital funding plan for future equipment needs. PGAA has authorized a Master Plan Study to help give the direction of the Airport for the next 25 years. PGV is implementing a generous buy-out program for adjacent property with Federal Aviation Administration (FAA) approval and in the process of developing the standardized contracts for leases and rental agreements on their hangers. PGV has purchased land for future geographical needs, approved the balanced budget for the first time, and updated and implemented a new personnel policy. Also, PGV has established a yearly process for evaluating the Executive Director implementing an annual review of the Executive Director's contract and establishing an annual self-evaluation of the Airport Authority. The Chairman of PGAA reviews and signs off on the Executive Officer's work and vacation time earned and taken.

Executive Director Jerry Vickers stated that there are approximately 150 jobs that are directly and indirectly associated with the Airport. However, PGV actually comprises a very small element of that with 14 full-time and 9 part-time employees. PGV is comprised of 1,000 acres, has 2 runways and is capable of handling "narrow body" commercial jets in the area of 737 or an Aerial Bus 830. PGV plays many different roles in the community. It is important to economic development because when industry is interested in locating in Greenville, the availability of an airport will be in the top 10 list of things they look for. The Airport does provide transportation access benefits whether for business or leisure or medical transport, and Vidant Medical Center utilizes the Airport's facility. The Airport is trying more to promote itself as a destination location for people who want to come to Greenville to visit and are too far away to drive and the Airport certainly provides the means to do that. Quality of life is an additional role of the Airport providing the opportunity for people to enjoy the quality of life by air.

The following PGV Economic Impact is the result of an economic study released two weeks ago that was done by the Department of Transportation, Department of Commerce, and North Carolina State University. The study is updated about every 5-6 years by the State. It shows that the Airport is an enterprise and has an economic impact in the community of approximately \$97 million. The previous study that was done 7 years ago indicated that number was \$52 million. Obviously, PGV has significance in the City of Greenville's and Pitt County's economy.



## PGV Economic Impact

### Pitt-Greenville Airport Economic Impact Summary

Impact Type	Jobs	Economic Contribution	Payroll per Year
Direct	150	\$21,380,000	\$4,600,000
Indirect	110	\$43,420,000	\$2,200,000
Induced	50	\$32,470,000	\$1,340,000
<b>Total Impact</b>	<b>310</b>	<b>\$97,270,000</b>	<b>\$8,140,000</b>

Presently, PGV has only one airline, US Airways Express, which provides 5 flights daily to and from Charlotte, North Carolina. Currently daily operations reflect 3 jets and 2 turboprops. The 2012 passenger traffic trend was approximately 2.8 percent below 2011. While staff would always like to see a year-end of annual growth, that is just about what the national numbers were for 2012 of 2-3 percent off.

PGV's average fare continues to be competitive in relation to Raleigh-Durham Airport (RDU). The average fares over the last 7 years are about a \$40 differential between PGV and RDU.

In commercial air service, the PGV's prime goal is to expand and enhance the level of its air service including increasing flight frequency and to increase the ratio of jets to turboprops because of the public's preference. A huge effort that PGV has is to continue to recruit an additional airline, which would be an economic boost, serving PGV with a second hub connection.

One of the major goals of PGAA is to continue to modernize and upgrade the PGV infrastructure. PGV depends heavily on federal grants, primarily from the FAA for capital improvements. Typically there is about 90 percent of funding in all of PGV's projects. The most significant project underway is to extend the Airport's Runway 2-20 by approximately 600 feet. The Runway is not being extended to get bigger jets or more jets, but to ensure that PGV has the optimum profile for regional jets that are serving airports today. Staff is reviewing the impact of this extension for West Greenville. There are trees that are penetrating the air space by FAA standards, and staff is working with the landowners to obtain easements and remove those trees that are providing an obstruction. The Runway 2-20 extension will be a \$10.2 million project and the design is underway. PGV is in the process of doing voluntary property purchases in the noise sensitive areas and construction will be in fiscal year 2014. The T-Hangar Development Project is being funded by the PGAA. A T-Hangar is a large building with a set of 10 compartments, and it has been the number 1 request of the general aviation community for quite a number of years. It is hoped to break ground within the next two weeks and to complete that project in May 2013.

PRESENTATION ON CITY BRANDING PROCESS

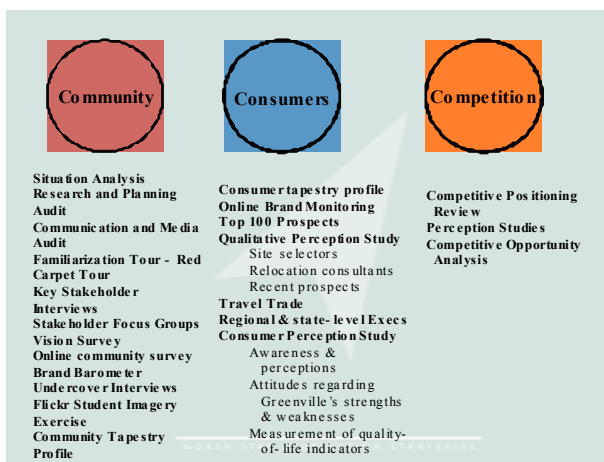
Economic Development Director Carl Rees stated that the City has hired North Star Destination Strategies of Nashville, Tennessee to complete a branding study as well as a marketing plan for the City. The three representatives who are visiting Greenville this week will be conducting focus group meetings, touring the City, and talking to business and community leaders, Council Members, and directors from various agencies and Economic Development allies as part of their in-marketing study.

Don McEachern, founder and Corporate Executive Officer of North Star Destination Strategies (North Star), stated that branding is what the City of Greenville can do to impact its reputation and in doing so grow its community and make the community as competitive as it possibly can be. People cannot resist having an emotional relationship where they have chosen to live, to grow their business or spend discretionary time visiting. Logos and lines do not create jobs, but the passion of people who can be articulate about what is relevant and distinct about their community does create more jobs.

Branding can impact your reputation by...

- Gaining a true understanding of your communities reputation in a rigorous and scientific fashion
- Collaborating with business and civic society to agree on a community strategy – a narrative of who this community is and where it is going
- Maintaining a steady stream of innovative products, services, policies, initiatives and communications in multiple sectors.

North Star began its research and broke it into the vision of the community, the perceptions of the consumers and the competitive situation that the City finds itself in.



North Star will reach out to a lot of different people in a lot of different ways, i.e., online, one-on-one conversations, focus groups, and surveys, put the City's data to work and do a tremendous amount of research. In the spring, North Star will return and present all of the findings from all of their research and the recommended strategy and then put that strategy to work. There will be a lot of creative recommendations about how this brand can work across a lot of different platforms for different audiences--how the City's tourism organization, economic development organization, private sector and City can use the brand. North Star will work with the City to make sure those pieces are the most effective and what is needed to move forward. When North Star sees ongoing innovation connected to the City's brand from people who were not necessarily part of this program including symphonies, loan products, wellness programs from the hospital, and people coming forward with new ideas and products, etc. they will know that the brand is taking root into the community and is not just a two-dimensional campaign.

Council Member Blackburn asked if North Star will be executing any marketing or will North Star be developing strategies, materials and an image for the City.

Mr. McEachern responded that when the research is completed, North Star will come back with the strategy and research. With the approval of that, North Star will develop some creative recommendations, eventually work with staff to narrow those down and produce some of the pieces that make sense. Some of them will be concepts and the brand behavior section is the strategic plan about how to assimilate that brand and put it to use in the community.

Council Member Blackburn asked if North Star will be part of that process and bridging the gap between that which would be a very important follow through opportunity.

Mr. McEachern responded that to be absolutely correct.

Council Member Mercer asked if North Star will do enough legal work to know about infringement issues.

Mr. McEachern responded that North Star checks it with a patent attorney office. When it gets down to a short list of any lines that the City wants to protect, North Star will present the City Council with all of the potential conflicts or anything that comes close to that registered mark. The actual securing of the trademark is the City's responsibility to do that.

Mayor Thomas asked about the data points, the vault of information that may end up being the most viable thing of all out of this process.

Mr. McEachern responded that there is a lot of research and he went over it quickly. One piece that is new and exciting is that North Star sees economic organizations spending a lot of time looking at industries and clusters to go after and not enough time developing relationships with potential businesses. Through registration and a series of data points including some other communities that have a similar labor force as Greenville,

information can be obtained about the top 100 businesses that would make sense to relocate in this area. Then the City can start to have that relationship with the businesses and to tell them the Greenville story.

#### MANAGEMENT AND OPERATIONAL ANALYSIS – BRADFORD CREEK PUBLIC GOLF COURSE

Interim Assistant City Manager Chris Padgett gave a brief background related to this item, stating that last spring, during the early stages of the Fiscal Years 2013 and 2014 bi-annual budget development process, the City Council spent a considerable amount of time discussing the Bradford Creek Public Golf Course (Bradford Creek). At that time, the facility was designated as an Enterprise Fund, but had operated at a deficit over the past two years leading to questions from the City Council regarding funding and operations. On May 7, 2012, staff presented the City Council a report outlining operational alternatives for the Golf Course. Following staff's presentation, the City Council decided to designate Bradford Creek as a recreational facility to be operated within the Recreation and Parks Department, effectively taking it out of the designation of an Enterprise Fund and moving it into the General Fund. In addition, the City Council directed staff to use an outside consultant to conduct an assessment of the facility so as to improve operational efficiency. Even though the Golf Course would be moved into the General Fund, the City Council wanted it to be as operational efficient as possible and to maximize the cost recovery of the facility. The City did conduct a qualification based selection process and hired Golf Convergence, Inc., a national recognized leader in these types of assessments.

Mr. Jim Keegan, Managing Principal-Golf Strategist of Golf Convergence, Inc. (Golf Convergence), stated that the Bradford Creek Public Golf Course is a living organism that requires \$130,000 annually just in replacement capital excluding the clubhouse or the maintenance areas. Golf is highly predictable by age, income, and ethnicity and population density. Trends are clear throughout the nation. Golf Convergence looked at the weather, technology, and financial benchmarks. Also, Golf Convergence looked at the performance of Bradford Creek in relationship to other golf courses located in North Carolina, within South Carolina and within the nation. Golf Convergence used statistics from over 3,000 golf courses that reported where their revenues stand and where their expenses are. Also, Golf Convergence looked at the City's facilities, and the golf course has talented personnel in this region, but why is the golf course struggling. Golf Convergence looked at operations and did a survey with the help of Will Davis of Greenville Country Club which includes Brook Valley and the database of 1,200 people. Over 700 golfers shared their thoughts about Bradford Creek. This golf course based on the City's capital report on June 30, 2011 is a \$3.2 million asset. The City Council made the decision to acquire Bradford Creek, based on an appraisal from a Charlotte firm that had an evaluation of data acquisition of \$3.6 million, but what is the Golf Course worth today. A golf course is valued based on net income, 8 times net income, the cap rate of 8.5 and a multiple of revenue. Today it is 1.6 times gross revenue so 800,000 times 1.6 equals \$1.4-\$1.5 million, which is a fair market value on an appraisal today. It has deferred capital expenditures and is a living organism. Personnel crews are doing a fabulous job of replacing leaking irrigation systems. The bunkers are contaminated because bunkers have liners and when liners are ripped and it rains, dirt

mixes with sand, they become different and the playing qualities change. For the year ending June 30, 2012, there is \$859,829 in revenue against \$872,948 in expenses within \$13,000 of breaking even. The dilemma is in the City of Greenville based upon age, income, ethnicity, city population, density, there only needs to be 2.3 golf courses and there are 4 with 3 being private clubs. Bradford Creek is the only public facility. In their survey, in terms of what the golfers would like for prices, the answer is always lower and golfers feel that the City should subsidize 100 percent of the capital requirements (\$130,000 annually). Golfers also felt that 7 percent of the operations deficit should be funded. When doing the reviews, it is so easy to say where there are expenses to be cut. All of the expenses in this well-managed operation are consistent with national benchmarks. Surely, 10 or 20 could be found, but in all significant and material respects, the golf course from an expense standpoint is operating efficiently for a municipality. The footnote is because of healthcare, fringe benefits, and pension, which all accelerate the costs so therefore benefits do tend to get to be over 40 percent which becomes an issue. All of the salaries are currently in line. There is a clear path of 3 things that need to happen for this golf course to become sustainable, but it is not a financial issue. The role of the golf course is to serve as an entry point for youth in teaching values. The instruction programs offered by Business Manager Cato to the youth are unbelievable. Bradford Creek provides a place for senior citizens and retirees to meet and greet. It is a community asset. Ball fields, tennis courses, and swimming pools are funded from the General Fund and how does the golf course differ. It is a value judgment in terms of what are the golf course contributions to 8 percent of the people; one out of every 12 people in this city uses that facility. Once the vision is determined and who the City wants that asset to serve, it answers all of the other questions in terms of the financial management and clubhouse, i.e. should there be catering, improve the food and beverage and put in a restaurant. Once the vision is defined and it defines the green fees and tournaments, leagues and all of the social opportunities. The driving range in the area is a great asset. In the survey, when golfers were asked if they would recommend the golf courses to their family and friends, Bradford Creek was in the middle of the courses within a 30-mile radius. Every single golf course to the left of the slide has one thing in common and that is they are private clubs. Every golf course to the right of Bradford Creek is a public golf course.



Based on the responses received from citizens within the 30-mile area, Bradford Creek is the best, most loyal and liked golf course in the area. The gardens, flowers and nature of the clubhouse and the building at Bradford Creek are very impressive and are good as any golf course located in San Francisco, Los Angeles, New York, or Georgia. The appearance and entrance of Bradford Creek are fabulous and the weakness is the location. It is 6.7 miles out of town and is a little inconvenient to get to. People confuse the business of golf with the game of golf. It is a business and management needs to be adept with technology, marketing, and customer service. There is some deferred maintenance on the Golf Course, but this marketing is not being use. There are only 1,200 customers in the email database when there should be 4,000. Technology makes it possible to make reservations off of the City's website homepage, and if this golf course was renovated, it would attract people to come play golf. There are always threats in making the decision as the information is being presented, the politics of appeasement and different interest as well as competition. It is his understanding that the Mayor and City Council have received emails maintaining the position that the golf course should be sold or closed. Ironwood Golf and Country Club is a fine golf course and citizens can go play there for \$55. Currently, the fee to play golf publicly at the Brook Valley Country Club is \$240 monthly without an initiation fee and with an expected increase in the fee. In a city that has a median household income of \$38,000, should citizens be asked to allocate those who do play golf 10 percent of their disposable income for golf or is this an asset like the City's ball and soccer fields. Mr. Keegan summarized the following capital requirements for Bradford Creek.

**The Course is a Living Organism  
That Requires Constant Capital Investment**

Course Component	Issues	Cost		Time
		Minimum	Maximum	
Sand Bunkers	56 bunkers reduce maintenance expenses, eliminate contamination	\$300,000	325,000	3 months
Trees	Improve turf playability, reduce maintenance expenses	4,000	6,000	1 week
Turf Reduction	Conversion of maintained to low maintenance area with planting fescue, etc.	10,000	15,000	3 weeks
Turf Fertility	Reduce of nitrogen and bolster herbicides, fungicides budgets	25,000	40,000	Progressive
Driving Range and Practice Facilities	Re-grading 3 tees to 1 to increase hitting area to enhance turf quality	7,500	10,000	1 month
Irrigation System	1994 irrigation system is nearing end of functional life.	900,000	1,400,000	4 months
Staffing	Conversion of three seasonal workers to an additional full time employee	10,000	20,000	N/A
		\$1,256,500	\$1,816,000	< Six Months

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The decision the City Council makes is what the City wants to do with the golf course over the next 5-10 years. The conflicting interest that exists within the community on the golf course is always a debate. In his presenting to City Council Members around the United

States, there is usually a long line behind him of avid golfers saying lower rates, a city funded facility, and this is great. For Bradford Creek to prosper, diverse interests should align. The solution lies in golfers paying fair value, taxpayers realizing that Bradford Creek is one of the City's assets, and if the City Council looks at the golf course as a facility taken for the City of Greenville at-large. All three of these specific goals need to be implemented to be able for this golf course to have a shot at becoming fiscally sustainable. Bunkers can be taken out of play and be flashed. If the City is going to operate a business it would be advocated and suggested that the golf course be run as a business. Finding a general manager who is skilled in the business of golf and bringing that person in and realigning the staff is the second part of this equation. Golf Convergence presented their research to the Golf Advisory Council. The Golf Advisory Council stated that the rates should be gently increased. The three things to make Bradford Creek fiscally sustainable are there needs to renovation to make the golf course competitive, management needs to be brought in to run it, and the rates should be of fair value in the market place. If that is done, the City of Greenville can achieve a golf course that is operationally sustainable; the City will always be looking to fund the capital requirements in the foreseeable future because of the existing deferral that needs to be addressed.

Council Member Mitchell stated that Golf Convergence's report on what the City should do seems stronger than its presentation as far as the pitfalls of Bradford Creek. Council Member Mitchell asked if the \$2 million expenditures needed include the \$400,000 initial investment and \$132,000 annually to subsidize the golf course.

Mr. Keegan responded that the \$132,000 is just a number that needs to be reinvested. Golf Convergence looked at the capital requirements over the next 5-year period including the irrigation system and the bunker renovation, and the total cost over that period of time could be \$1.2-\$1.8 million. If the City Council decides to go forward with the golf course, the operational report is very detailed with an outline of all of those things that Golf Convergence recommends to be considered to ensure that the golf course is sustainable.

Council Member Mitchell asked how much has the City subsidized in the General Fund for Bradford Creek.

Interim Assistant City Manager Padgett responded that the number included in the report over the lifetime of since the City purchased the Golf Course, it was about \$900,000. The Bradford Creek Public Golf Course actually ran operational surpluses for a number of years and those surpluses went toward paying down the debt service for purchasing the facility. However, there were a number of years that Bradford Creek was not able to cover the full amount of debt service and the City subsidized that debt service. As far as the underlining number associated with the facility since the City purchased it would be \$900,000 in the negative.

Council Member Blackburn stated that selling Bradford Creek is no longer an issue, although Golf Convergence looked at that option to give a parameter for their study. Hopefully, the City can incorporate Golf Convergence's recommendations into the City's

marketing strategy. The City has deferred a lot of capital improvements on its parks and the capital needs at this golf course are not a surprise. She is not sure if the idea about staggering fees related to tee times has been looked at or if that is something that will be part of this study or a long term plan. Council Member Blackburn asked if things like this are a part of this study or will they be developed later.

Mr. Keegan responded that Golf Convergence recommended a series of rates based on the day of the week, time of the day and time of the year. Therefore, the rates that are currently in place would stay such during the winter season and the increases would be based on the change to daylight savings times. The City's best months of the year at Bradford Creek are March, April and May and the volume of the rounds is done in those three months with the change of each season. Golf Convergence thought it was incumbent to look at all of the alternatives in terms of selling the golf course, which Golf Convergence completely agrees is not viable, based upon the value of the asset. Golf Convergence was also challenged by emails and comments that were received from various citizens about converting the golf course to open park space or letting it go unused. The rule of thumb of why that does not make sense or what a good benchmark is that it costs to maintain open park space about \$100,000 for 150 acres. Therefore, at 183 acres to the extent that the City's operating losses are less than \$150,000, the City should maintain the golf course.

Council Member Blackburn asked if Golf Convergence looked at some of the strategies that were already discussed in terms of not just a universal \$2-\$3 increase, but better times of the day or certain times during the week might be more expensive to play golf or tee times might be more desirable than another tee time. Council Member Blackburn asked if Golf Convergence got to that level of minutia for the price strategies.

Mr. Keegan responded that Golf Convergence did consider tee times and rates with the Golf Advisory Council. Friday, Saturday and Sunday rates are higher than Monday thru Thursday rates. Currently, there are ladies, senior and college days and favorable rates are being considered for these specific groups because the City would want to solicit their business to be on Monday thru Thursday when the Golf Course is not as full. The Golf Advisory Council feels strongly about gently raising the rates that carts may be made mandatory on Saturday-Sunday to noon. Raising the rates to play golf cannot be increased too high because there are alternatives in the market, and when the supply exceeds the demand and the value created, it is all value plus experience minus price. Therefore, the experience being created must equal or exceed the price to create loyalty.

Mayor Thomas asked how does 27 percent of the City's residents being users of the golf course compare to other public golf courses that Golf Convergence has serviced over the past several years.

Mr. Keegan responded that 27 percent is a far smaller number than in major metropolitan areas, which is higher, because a golf course is not part of the General Fund. The City is considering a differential rate for City residents versus non-residents. Doing so would create an enforcement problem and administrative challenges of implementation in terms



of how the City identifies a resident when the person has an address in one town and the driver's license actually shows the person as a resident of the City of Greenville. Second, rates are so competitive. Management and City administration are for a differential rate, but it is not one that Golf Convergence recommends even though it was pointed out as an option. It has been implemented in other cities and tends to go in and go out because it disfranchises those from the outlining area where golfers can play at public and competitive golf courses on the southwest or northwest part of the town.

Mayor Thomas asked about Bradford Creek's current personnel standpoint and whether the Golf Course should consider hiring seasonal part-time or permanent full-time personnel.

Mr. Keegan responded in the agronomy and maintenance areas, there are strong preferences for full-time workers because of their background experience, licensing that they need to dispense pesticides and herbicides on the Golf Course or to fix a broken sprinkler head versus merely hiring someone at \$10 or \$11 an hour to come in to try to fix it does not work. In the pro shop, based on the time of the year and weather, more seasonal workers were in place. Therefore, Golf Convergence envisioned Business Manager Cato as a director of tournaments, lessons and instructions and as the visible marketing head because his recognition is as good as a PGA (Professional Golf Association) pro and perhaps a full-time staff person, but looking at seasonal workers. By talking to various people, the City is looking at hiring full-time or seasonal personnel and that would go through a couple of levels for review. In the pro shop, more seasonal personnel is preferred than full-time personnel and in the maintenance area, more full-time personnel is preferred than seasonal.

Mayor Thomas asked if there is the right type of grass on the golf course fairways and other areas or is a conversion needed such as more maintenance friendly types.

Mr. Keegan responded that Bradford Creek is the only golf course that has bent grass greens in the area, and the heat of July and August tends to stress the greens and make them not as playable as desirable. The preference of most golfers would be for a bent grass greens golf course, and in the prime time of the year, March, April and May, the greens at Bradford Creek are as competitive as can be found at any private club. Bradford Creek could make a transition and there could be some potential savings and possible reduction in water.

Mayor Thomas asked about the marketing of the golf course and taking advantage of the economy scale there for the internet and other technology that is there for use.

Mr. Keegan responded that Bradford Creek has great software and four reservation systems are already installed. There is a marketing analysis program that will automatically generate an email based on if it is someone's first time playing at the golf course. That person would receive a thank you email for their visit to the facility. If that person has not revisited Bradford Creek in 90 days, staff would know and the system

would send an email message stating that the person is missed. That would be extremely beneficial. It was implemented in Kansas City generating \$35,000 in incremental revenue.

Mayor Thomas asked if Bradford Creek is missing any glaring revenue streams that the City should be approaching.

Mr. Keegan responded the students at East Carolina University may be an opportunity to develop. One of the challenges though is the clubhouse is beautiful, but dysfunctional due to not being able to cook food, a \$30,000 grease trap is needed to cater out and bring in some kind of restaurant operation. In the survey, the members of private clubs liked the restaurant operation and the ability to come in and have a few beers amongst the group. Televisions should replace the popcorn machines and the hot dog machines and coolers should be removed because Bradford Creek is understaffed by the pro shop to create an amenity area. Golf Convergence can recommend all kind of ways to spend money, but the City needs to be prudent, make an investment in and market the golf course and put in the right business managers. When the golf course starts to grow and there is progress, the City can change the rates. If there is profitability, there will be plenty of places to invest afterwards.

Council Member Smith asked for the estimated value of Bradford Creek presently.

Mr. Keegan responded \$1.4 million.

Council Member Smith asked about the interviewing of 700 golfers.

Mr. Keegan responded that Golf Convergence has a database of 1,200 email addresses plus the ability of taking a survey was available at the City's website. The interviewing was electronically done in a 10-day period. 700 people responded to the survey completing 86.4 percent of the 37 questions on the survey.

Council Member Smith asked if Golf Convergence could identify any respondents who might complete and submit more than one survey.

Mr. Keegan responded that technology limits the ability to do that because the TCP/IP (Transmission Control Protocol/Internet Protocol) settings would permit only one entry per TCP/IP address. The software allows Golf Convergence to download and scan from multiple entries to the TCP/IP addresses to make sure that nobody has tried to contaminate the survey.

Council Member Smith asked if Golf Convergence obtained any information regarding the average median household income of those individuals who actually use the golf course.

Mr. Keegan responded that they had. The median household income of those who played golf was \$88,000. The median household income of the members at the country clubs was

\$138,000. There is a \$50,000 gap in the incomes between the clubs and the public golf courses.

Council Member Smith asked what is needed presently to make Bradford Creek marketable and more sustainable without the City using money from the General Fund and how many years will it take.

Mr. Keegan responded that the immediate need is \$400,000 which includes \$350,000 for the bunker contamination and the cost to maintain perhaps as much as 30 fallow acres of the 183 acres by planting different kinds of grass on the golf course. There is an irrigation system that requires the replacement of heads, joints, and controls from scratch in the next 5-10 years with a cost \$1.4 million. The bunkers should be done starting in October or November of 2013 during the winter season when playing golf is not at its peak. That is construction work that can be done during that time period. Considering the time required for floating a bond, advertising the RFP, and getting the construction documents in, the City may not even make the October 2013 to February of 2014 timeframe. Also, the construction may slide because of political purposes until 2014-2015. It is an issue that needs to be taken care of sooner rather than later.

Council Member Smith asked if approximately 700 golfers are using the golf course on a regular basis.

Mr. Keegan responded that this is one of the challenges in terms of existing technology because the software is not capturing the name of the golfer when he/she appears. The City should be able to know how many times anyone has played golf and what he/she spent so that the City can market to those individuals. It is all about loyalty programs. The software is being basically used as a cash register and staff is not receiving the critical data at the check-in of the customers to be able to track that spending. In this city of approximately 90,000 people, 9 percent of those people play golf and there are two clubs including Ironwood. A normal municipal golf course when Golf Convergence has the data available would play as little as 3,500 unique customers and up to as many 11,000 different customers in places like New York, San Francisco and other major cities. Without having the data available, the City of Greenville probably has 4,500 unique citizens who each visit Bradford Creek within a year.

Motion was made by Council Member Joyner and seconded by Council Member Mitchell to direct staff to look at the report and to come back to the City Council with recommendations based upon the report findings so that the City Council can determine how to proceed.

Council Member Blackburn proposed to amend the motion to have the Golf Advisory Council be a part of this process as well.

Council Member Joyner stated that the Golf Advisory Council, Recreation and Parks Commission, and Recreation and Parks Department have already been a part of this study. Presently, this is a money issue and that is why it should be turned over to staff.

Council Member Blackburn stated that this is a community issue and those who use the golf course, care about it, and devote hours to make sure it is a success should be allowed to be a part of this process.

Council Member Mitchell asked if Golf Convergence has ever toured any place where municipalities use the golf course as an economic development area, i.e. having a corporate park around it. This type of economic development was mentioned in the meeting that Council Member Mercer and he attended this afternoon.

Mr. Keegan stated that economic development studies for golf courses are done for states, and an economic study of the impact of golf on the State of North Carolina has been done. Rarely, it is done on an individual basis. Golf nationally is a \$68 billion business and a study was just released 10 days ago. He will email Interim Assistant City Manager Padgett a list of those cities that he can specifically recall where that has been done. He would like to make sure that they were funded by an economic development agency, just not as a golf course, and presently has commercial enterprise around them. There is a difference of funding on how that all started.

Council Member Mercer stated that the meeting this afternoon wasn't so much the economic impact of having a golf course in terms of the revenue that comes in or 50 percent of the people coming from the outside. The people that City Council Members were talking with are tasked with identifying the strengths and opportunity and weaknesses in the City in order to recruit economic development. They were talking about locating things in that area. The City Council Members would like to do what is possible to raise the quality of life because of its economic value. These economic developers were elated when they found that the City had a golf course. They want to know all of the details and to review North Star's report and the information from staff.

Council Member Smith asked about the recommendation that part of the golf course could be fallow, asking how would that decrease the amount of funds that the City would have to spend instead of \$400,000 or could the City make more money if the golf course was smaller.

Mr. Keegan responded that a golf course only requires 100 playable acres. The land mass at Bradford Creek being maintained is 183 acres. On holes 6 and 7 at Bradford Creek, it is very wide with a bunker running down between those holes. There is a turf being maintained on the outside of the holes that do not come into play and fescue grass can be planted and not maintained at all. The playing area will be reduced to something consistent with national standards for playable turf. The impact of that would be after the investment in the seed, it should reduce some of the maintenance costs in maintaining areas that are not in play.

Council Member Mercer asked if Golf Convergence received input from the Golf Advisory Council.

Mr. Keegan responded that Golf Convergence had two meetings with the Golf Advisory Council to frame the engagement and to present the findings to them. Golf Convergence is very sensitive of getting citizens involved and that input is already considered in this report and the recommendations and details that are there. Golf Convergence was extensive in visiting with the General Managers of the golf courses and the Golf Advisory Council as well as soliciting citizens for their input.

Council Member Mercer stated that he is inclined to vote against this because this report was placed onto the City agenda last Wednesday night. The task of the consultant was to conduct the management and operational analysis of the facility so as to improve operational efficiency. He assumed that the City Council had answered the question of whether the City was going to have a municipal golf course and the goal was to approve operational efficiency. On the agenda item, the recommendation which is where the potential action is identified for this City Council is to accept the consultant's report. It is his understanding that the City Council would hear the presentation at this meeting about a report that was posted about 5 days ago and ask questions. If the City Council decided to do something with it substantially, the report would be on the agenda as an item and let the public know about that. He is not questioning the legality of what the City Council is doing tonight. Since this has been such a controversial issue, he was not expecting the City Council to have a substantial motion about any action. He may still vote for it depending how the debate goes. He has hesitation because there is a lot of interest out there about this item.

Council Member Joyner stated that for a long time, Bradford Creek has been a topic discussed by the City Council. Two years ago the Recreation and Parks Director asked the City to assume the debt and if the City assumed the debt, the golf course could make a profit within a 1 ½-2-year period.

Recreation and Parks Director Gary Fenton stated that once the City agreed to pay off the debt remaining on the purchase of the golf course, staff really felt that without the City assuming the debt, Bradford Creek did not stand a chance of being self-sustainable. Over time, staff would like to average out to try to target a self-sustainable operation. Part of the issue of the debt being paid off and it being part of the General Fund was the capital end of the operation. Prior to that, the City acquired the Golf Course in 1999. He came abroad in 2007 and no capital was put into Bradford Creek because the debt payment could not be met on the purchase price. There was no chance that staff would suggest that \$100,000 for capital was needed and staff deferred to trying to break even.

Council Member Joyner asked for the timeframe for staff to provide the requested information to the City Council.

City Manager Lipscomb responded that this item was placed on the agenda for the City Council to accept the report only because she felt that the City Council would have a number of questions for the consultant and that the City Council would want to absorb the information provided. Her intention was to bring this item back in a workshop format at

some point. She wanted to know if the City Council needed more discussion, would provide recommendations or needed more input.

Interim City Manager Padgett responded that the City Council could look at the availability of funds to meet the capital identified in the plan and come back and talk about where that money might come from. The second alternative would be to look more comprehensively at the Recreation and Parks Department's capital needs. The money available to fund these capital needs will really compete with the City's normal process with facilities all across the City. That critical review would take a little longer and the timeframe would be March 2013.

Council Member Joyner asked if his motion was not broad enough and instead of looking at Bradford Creek and the City Council should be looking at where the City is completely on this.

Interim City Manager Padgett stated that any time the City Council is talking about a significant capital investment of \$130,000 a year, the number of needs Recreation and Parks Department has with very limited dollars should be considered. It is best to look at all the facilities needs and the Capital Improvement Projects possibly using the recently drafted capital facilities rating index. This index will identify what these needs are and how they could stack up. Then look at Bradford Creek in that context to see where it weighs in relationship to the City's other needs. For example, if Bradford Creek is a top 5 project, the City Council can come back and credibly say that there will probably be funding in the next upcoming years to make the improvements. If it is rated much lower and there are multiple millions of dollars of needs identified above it, then the conversation would probably be different.

City Manager Lipscomb stated that the consultant did give staff a blueprint of where the golf course's operation could be made more efficient, i.e. marketing better, making some of the land fallow, whether another General Manager is needed, etc. The City has a budget for Fiscal Year 2014 that the City Council has already seen that the funds that are required by this report are not available in that budget. The City Council will decide to make the investment or not and if so, the City will cut some things and provide the additional money needed.

Council Member Smith stated that first the City Council should receive the options from staff, then the community can give their input and the City Council can move forward. If the City Council is considering 9 percent of the City's population and \$88,000 median household income as the individuals who use the Golf Course, it is difficult for her to make a favorable decision. When the City Council is considering the other 91 percent of people in Greenville who do not play golf and are not in that median household income, what is the City doing for them. The City Council's decision has to make sense since the City Council is looking at this strange economic forecast.

Mayor Thomas asked City Clerk Carol Barwick to read the motion.

City Clerk Barwick stated that motion was made by Council Member Joyner and seconded by Council Member Mitchell to refer the report to staff for recommendation on how to proceed with work at the golf course and how to fund it.

Mayor Pro-Tem Glover stated that the \$38,000 median household income people are not playing golf. It is hard to believe that is the median household income in the City with its unemployment rate being 8 times the national average. The City cannot cut dollars in any other recreational service area, which the poor people use because those services are free. Children should be able to play basketball, soccer, etc. and should not be left out because of the golf course. The costs (salaries, benefits, and other operational costs) to maintain the golf course is a lot of money and the City is still not breaking even. The City does not want to sell property when the economy is down and to give up some nice land, but something else can be done with it. She does not want the recommendations from staff to come back to the City Council involving any cuts at other recreational facilities. The lower income people are the ones who are hurting most when it comes down to the parks and other facilities. Some of the facilities in their neighborhood have started to be renovated and other work has ceased because the funds ran out. The City continues to put off repairing the older facilities and trying to hold on to a facility that is costing the City a lot of money. She is concerned for all who live in the City. Knowing that the City is already facing a budget with a deficit, the City Council will have to make some tough decisions. Those who are paying taxes for a \$50,000 home should not be paying for a golf course that they cannot play on.

Mayor Thomas stated that the whole purpose of the report was to get a third party analysis of the capabilities of the City's existing infrastructure. There were a lot of opinions on what the City is doing well and not doing well as a golf course and when there is an opportunity to smoke those out, that is important. That is why the City has staff and professionals to digest this report and come back and work within the recreational and parks structure and to make recommendations. The City made the decision years ago to get in the golf business so now a decision has to be made on how to go forward and handle that. He is comfortable in putting this in the hands of staff and having them to come back with an analysis. Also, to give the City Council some feedback on what needs to be done to be as efficient as possible and look for revenue streams without infringing upon the City's other important needs and with services maybe for more of our population across the City. For now, this is the City's asset and it needs to be a positive asset and have a good return for our community.

Council Member Mercer stated that the new information is thinking about the Golf Course in terms of it being something of a magnet for recruiting economic development around it.

Motion was made by Council Member Mercer and seconded by Council Member Blackburn to amend the motion to direct staff to consult with the Greenville-Pitt County Chamber of Commerce's economic development consultant regarding the development of the golf course as a magnet for economic development.

City Manager Lipscomb responded that staff will try to do that but they are not the City's consultants.

Council Member Blackburn stated that one of the prudent things that the City Council could do is to discuss this item when doing the budget in the spring.

Council Member Joyner stated that Mr. Keegan is going to give a report to the City Council based upon what was discussed this evening. Staff will talk to the correct people before bringing their recommendations back to the City Council. Some of the things that are being asked are things that Golf Convergence has already done. If the City wants to have a successful golf course, the things to be done are in the report, and the City Council will decide whether to implement this success plan given by Golf Convergence.

Council Member Lipscomb stated that as recalled that consultant referred to in the motion asked if the City has any land that the City could market successfully for economic development. She responded to their question stating that the City might have a golf course at some point. Their response was may be the City could get a type of corporate park that would be able to use that golf course and use that as a draw, but it was not really a residential situation.

Council Member Blackburn asked if an economic partnership with a corporate park is that when the golf course will be used as an asset to attract a corporate.

City Manager Lipscomb responded that to be correct.

The motion to amend the motion to direct staff to consult with the Greenville-Pitt County Chamber of Commerce's economic development consultant regarding the development of the golf course as a magnet for economic development failed with 2:4 vote. Council Members Blackburn and Mercer voted in favor of the motion and Mayor Pro-Tem Glover and Council Members Mitchell, Joyner and Smith voted in opposition.

Motion was made by Council Member Blackburn and seconded by Council Member Mercer to amend the motion to accept the report by Golf Convergence and to table the review of the recommendations until March to review these recommendations. Motion failed with a 2:4 vote. Council Members Blackburn and Mercer voted in favor of the motion and Mayor Pro-Tem Glover and Council Members Mitchell, Joyner and Smith voted in opposition.

Council Member Mitchell stated that this 90-page plan indicates what has to be done to make this golf course viable. The City Council should decide whether it can be done or cannot do it and that is what staff should bring back to the City Council. If it can be done, tell them how to do. If it cannot be done, staff should provide alternative means of what to do with the Bradford Creek Public Golf Course. \$400,000 for improvements and \$130,000 annually for operational needs are required.

Council Member Blackburn stated that she will not vote for the original motion because she feels the appropriate context for this discussion is within the budget when looking at all of



the City's parks needs. Additionally, she does not know of any park or recreational building or center where the City Council has said not only do we want you to break even but we also want you to fund your own capital investments. It has not been done for anything else in the City, and it is premature to do that with Bradford Creek. The City recently moved it from an Enterprise Fund and is about to break even. Capital improvements are needed, but it is prudent to integrate those needs into the budget to feed this with some capital money so that the City can avoid that downward spiral. To do it in a way that will allow the City to work into the context of the budget and within the context of all of the City's park needs. To separate this one out for some kind immediate up or down vote on \$400,000 of capital investments, she will have real trouble with grappling with the issue in that context. She cannot imagine saying that if the City does not get the \$400,000 capital investment for a park that the City is going to close it down.

Mayor Thomas stated that no one has made that motion or said that, and all that has been discussed is directing staff to do an analytical look at this report and to come back with some recommendations.

Council Member Joyner stated that this golf course was set up as an Enterprise Fund and it was set up to break even, and this City Council has bent over backwards to keep this enforced. He has not made a motion to close Bradford Creek, but has made a motion to see what the City can afford to do to make this golf course successful. For 3 years, he has supported keeping Bradford Creek by voting to put \$91,944, \$161,654, and this past year \$31,650, which the Golf Course did not have, in the General Fund.

Mayor Pro-Tem Glover stated that it is not a matter about closing Bradford Creek. The matter is where the money is going to come from for the City's every capital need and not just the needs for recreation and parks. This is not the first facility facing problems that has been brought before the City Council. The decision was made to close the Teen Center. This is taxpayers' money and if the revenue is not coming in for the City to pay the bills and to do capital projects that have been put off for many years, then the City Council will have to act like adults and make executive decisions.

Council Member Mercer stated that he has no problem with receiving analysis and input regarding this item. If the amendments had passed, they would have added more of a thoughtful reasonable approach to the original motion. It sounds as though staff will still look at the economic development possibilities. A more systematic time to look at this question again is in the budget process, but that amendment failed too. The City Council's comments have indicated to the staff to look at a lot of different options. Virtually, all of the recreational opportunities in this City and in most cities do not collect enough fees to cover the entire costs of service. Hopefully, and he assumes that the City Council is not going to start looking at individual parks and summer camps and tennis courts and the meeting facilities in our parks and sports connections, etc. and say that the bottom line here, are they paying their way and are they making their money. There is no question about it that the City needs to look at efficiency, all kinds of things to make this and other aspects of the City more efficient. That is why he wants staff's feedback and input. It is interesting that

the motion to refer to staff for recommendation on how to proceed with work at the golf course and how to fund it, but the commentary on the motion is certainly not consistent with what the motion actually said. Given that the amendments did not pass and that he feels that the City Council is singling this particular recreational activity, he will vote against the motion. His voting against the motion, he will be wide open to having staff to give the City Council feedback and having a discussion about this at what he sees would be a more appropriate time which is during the budget process.

The original motion to refer the report to staff for recommendation on how to proceed with work at the golf course and how to fund it passed with a 4:2 vote. Mayor Pro-Tem Glover and Council Members Mitchell, Smith and Joyner voted in favor of the motion and Council Members Blackburn and Mercer voted in opposition.

#### LEGISLATIVE INITIATIVES FOR THE 2013 SESSION OF THE NORTH CAROLINA GENERAL ASSEMBLY

City Attorney David A. Holec stated that the North Carolina General Assembly will convene at noon on January 30, 2013. Tonight's meeting is the time chosen to have discussion of issues and local acts which the City Council desires to pursue with the City's legislative delegation so that the City's legislative initiatives can be developed and identified. Upon the City Council reaching a consensus, resolutions for the City Council's consideration will be presented at its January 17, 2013 meeting requesting the City's legislative delegation to seek enactment of identified initiatives during the Session. The City is not alone in its efforts to secure legislation which will assist it in providing services to its citizens. The North Carolina League of Municipalities, in representing its more than 530 member cities, towns, and villages, promotes the common interests of municipalities in the General Assembly.

The following are potential legislative initiatives for the City Council to consider for this session or future sessions:

#### Preservation of Municipal Revenue Sources

Support efforts to preserve the existing revenue sources of cities. One issue to be addressed during the 2013 Session will be approval of the budget for the State. In past sessions, proposals were considered which involved transferring municipal revenue sources to State revenue sources. Cities are reliant upon these revenue sources in order to provide services to their citizens. Any transfer of municipal revenue sources from cities will result in passing the State's budget problems on to cities. Cities, in turn, would then be required to either reduce services provided to citizens or increase revenues. It is important that existing municipal revenue sources be preserved.

#### Additional Municipal Revenue Sources

Support efforts to grant additional authorities to cities to implement new revenue sources. It is expected that tax reform will be an issue addressed during the 2013 Session. While addressing this issue, it would be appropriate to consider and grant more flexibility to cities in funding their services. An example of one option available to certain cities, as a result of local acts, is a prepared food and beverage tax. Allowing all cities the authority to implement new revenue sources would assist Greenville in having a broader revenue base and being not as reliant on ad valorem property taxes.

#### Retention of the Equity Formula

Support the existing Equity Formula utilized for allocating highway construction funds in North Carolina. The Equity Formula was created in 1989 by the North Carolina General Assembly for the purpose of distributing equitably the Transportation Improvement Program funds among the regions of the State. The Equity Formula has allowed areas of North Carolina which are not within the major urban population centers of North Carolina to address critical transportation improvement projects. The Equity Formula is based upon fairness and equity and has allowed transportation improvement projects to be completed in eastern North Carolina. There have been proposals to adjust the Equity Formula which are anticipated to adversely impact eastern North Carolina including the City of Greenville. Retaining the existing Equity Formula will assist in addressing eastern North Carolina transportation needs.

#### Organizations Which Assist in Economic Development Efforts

Support State funding of statewide and regional organizations which assist in economic development. The North Carolina Rural Center has a focus on job creation programs and receives funding from the State. North Carolina's Eastern Region economic development partnership is one of seven State sanctioned regional economic development partnerships in North Carolina and it previously received State funding on a recurring basis as a component of the State budget. The City has received assistance from both organizations in funding. Additionally, the Eastern Region economic development partnership has served as a resource for the City for assistance in recruiting business and providing advice on structuring economic development initiatives. The Rural Center has provided a building re-use grant to the City which helped fund the architectural study on the Uptown Theater. Additionally, the City has recently endorsed the application for a Rural Center grant by One Source Communications, Inc. involving a pledge of the creation of 50 jobs. The Eastern Regional economic development partnership acted as the primary sponsor for a BMX Showcase event and has assisted financially in other Greenville based projects in which the City was not involved. Continued and possibly expanded State funding of these organizations will promote economic development.

#### Effective Date of Pay Increases for Elected Officials

Council Member Mercer requested that consideration be given to legislation specifying that North Carolina elected officials may not vote to change their compensation during their current term in office. Council Member Mercer's request seeks legislation on the state level that is generally similar to the 27<sup>th</sup> Amendment to the U.S. Constitution. The legislation he seeks would require that changes in the compensation of elected officials be enacted in

public deliberation and go into effect only after an election takes place. The 27th Amendment to the U.S. Constitution provides that "No law, varying the compensation for the services of the Senators and Representatives, shall take effect, until an election of Representatives shall have intervened."

Motion was made by Council Member Mitchell and seconded by Mayor Pro-Tem Glover to identify Preservation of Municipal Revenue Sources, Additional Municipal Revenue Resources, Retention of the Equity Formula, and Organizations Which Assist in Economic Development Efforts as the City's Legislative Initiatives for the 2013 Session of the North Carolina General Assembly so that resolutions for City Council action at the January 17, 2013 meeting can be developed.

Council Member Blackburn asked if the City's annual funding for East Carolina University, the Brody School of Medicine and School of Dental Medicine is included with the proposed legislative initiatives.

City Attorney Holec responded that in developing this list annually, staff contacts East Carolina University (ECU) to determine what initiatives that it may have, which the City would support. Staff has done that in the past because what is good for East Carolina University is often good for the City of Greenville. He contacted ECU Chief of Staff Philip Rogers who indicated that the University is not at the stage where it has developed legislative initiatives for this Session. What the University's staff is looking at is having the statewide universities system develop their goals and then the University will follow with their local legislative initiatives. East Carolina University did not have any information this year. Mr. Rogers will share the University's initiatives with the City once they are developed and those can be brought back for the City Council's attention.

Council Member Blackburn stated that she would like to move forward with all of the proposed legislative initiatives presented by City Attorney Holec. She feels that the Effective Date of Pay Increases for Elected Officials is an innocuous and potentially useful one.

Motion was made by Council Member Blackburn and seconded by Council Member Mercer to amend the motion to identify Preservation of Municipal Revenue Sources, Additional Municipal Revenue Resources, Retention of the Equity Formula, and Organizations Which Assist in Economic Development Efforts as well as Effective Date of Pay Increases for Elected Officials as the City's Legislative Initiatives for the 2013 Session of the North Carolina General Assembly so that resolutions for City Council action at the January 17, 2013 meeting can be developed.

Council Member Mercer stated that the City Council Members' salary has not been raised in a very long time. His opposition to a raise for their salary was never about suggesting that a raise was not warranted, but as public servants it is better to do things in a way that allows the public to provide feedback. Hopefully, the City Council will recommend that our

legislature take time to change this part of the State's codes to conform to the wisdom of the U. S. Constitution.

Council Member Mitchell stated that the reason that he did not include Effective Date of Pay Increases for Elected Officials in his motion is just the logistics of this City Council voting a next City Council's pay increase without knowing the budget ramifications going with that City Council. That is why the General Statutes are written the way they are that no City Council can adopt a budget for a next City Council. It is politically hard to raise a salary, but this City Council approved a tax decrease and there was funding left for that salary raise for members of this City Council.

Mayor Pro-Tem Glover stated that General Statutes 160A-64 provides that the council may fix its own compensation and the compensation of the mayor and any other elected officers of the city by adoption of the annual budget ordinance. Otherwise the compensation of board members may not be changed until the next budget is adopted. The same is true of the expense allowance. Mayor Pro-Tem Glover stated that this information is provided in the publication, County and Municipal Government in North Carolina.

City Attorney Holec stated that is the basis of what was done when the City Council adopted the compensation rate as a part of the 2012-2013 Budget.

Council Member Joyner stated he feels that it is the City Council's job to set a budget, and being elected as a City Council Member is not a moneymaking job. He is making a huge donation to the City when considering the amount of money spent for telephone and gas expenses related to his serving as a City Council Member. Six months ago, Members of the City Council had not received an increase in salary since 1998 and it was voted to increase their salary. There are State laws versus Federal laws and the City Council operates by State laws. He prefers that the City Council Members address any issues about the City their salary.

The motion to identify Preservation of Municipal Revenue Sources, Additional Municipal Revenue Resources, Retention of the Equity Formula, and Organizations Which Assist in Economic Development Efforts as well as Effective Date of Pay Increases for Elected Officials as the City's Legislative Initiatives for the 2013 Session of the North Carolina General Assembly so that resolutions for City Council action at the January 17, 2013 meeting can be developed failed with a 2:4 vote. Council Members Blackburn and Mercer voted in favor and Mayor Pro-Tem Glover and Council Members Mitchell, Smith and Joyner voted in opposition.

Council Member Mercer stated that the City Code is firmly rooted in State law. That is the reason why he is proposing to give the Effective Day of Pay Increases for Elected Officials to the City's legislative delegation and recommend that they change it. These types of basic rules are actually best made at a higher level as possible like the 27<sup>th</sup> Amendment related to the Congress and then it filters down.

Motion was made by Council Member Mercer and seconded by Council Member Blackburn to identify Preservation of Municipal Revenue Sources, Additional Municipal Revenue Resources, Retention of the Equity Formula, and Organizations Which Assist in Economic Development Efforts as well as Effective Date of Pay Increases for Elected Officials as a local act for Greenville only as the City's Legislative Initiatives for the 2013 Session of the North Carolina General Assembly so that resolutions for City Council action at the January 17, 2013 meeting. These legislative initiatives will relate only to Greenville and not to the remainder of the municipalities of the State of North Carolina.

Council Member Joyner stated that in order for the State legislation to look at items those items must have the unanimous consent by the City Council. Every city and town council members are smart enough to decide their pay except for Greenville, and Effective Day of Pay Increases for Elected Officials should not be submitted as one of Greenville's legislative initiatives.

Council Member Mercer stated that no advocate of transparent accountable government wants Council Members giving themselves a raise in the dark of the night in New Bern, Kinston or anywhere else. He is asking that the City Council recommend Effective Day of Pay Increases for Elected Officials for the City Council Members of Greenville.

Council Member Mitchell stated that the requested amendment is related to more than a pay raise. Including Effective Day of Pay Increases for Elected Officials as a legislative initiative would be asking the State legislation to change the budget process as it exists for cities. Also, the federal government can run a deficit, but the City of Greenville must balance its budget.

Council Member Smith stated that this City Council's debate is about a \$100 pay increase for the Members of the Greenville City Council after 17 years without one.

The motion to identify Preservation of Municipal Revenue Sources, Additional Municipal Revenue Resources, Retention of the Equity Formula, and Organizations Which Assist in Economic Development Efforts as well as Effective Date of Pay Increases for Elected Officials as a local act for Greenville only as the City's Legislative Initiatives for the 2013 Session of the North Carolina General Assembly so that resolutions for City Council action at the January 17, 2013 meeting can be developed; and these legislative initiatives will relate only to Greenville and not to the remainder of the municipalities of the State of North Carolina failed with a 2:4 vote. Council Members Blackburn and Mercer voted in favor and Mayor Pro-Tem Glover and Council Members Mitchell, Smith and Joyner voted in opposition.

The original motion to identify Preservation of Municipal Revenue Sources, Additional Municipal Revenue Resources, Retention of the Equity Formula, and Organizations Which Assist in Economic Development Efforts as the City's Legislative Initiatives for the 2013 Session of the North Carolina General Assembly so that resolutions for City Council action at the January 17, 2013 meeting can be developed passed with an unanimous vote.

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**REVIEW OF JANUARY 17, 2013 CITY COUNCIL AGENDA**

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The Mayor and Council reviewed the agenda for the January 17, 2013 City Council meeting.

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**COMMENTS BY MAYOR AND CITY COUNCIL**

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The Mayor and City Council made comments about past and future events.

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**CITY MANAGER'S REPORT**

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City Manager Lipscomb announced that the City Council Annual Planning Session is scheduled for January 25, 2013, 5:30 p.m. in Conference Room 337, Third Floor at City Hall and January 26, 2013, 8:00 a.m. at the Bradford Creek Golf Course Clubhouse.

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**CLOSED SESSION**

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Council Member Joyner moved to enter closed session in accordance with G.S. §143-318.11(a)(1) to prevent the disclosure of information that is privileged or confidential pursuant to the law of this State or of the United States, or not considered a public record within the meaning of Chapter 132 of the General Statutes, said laws rendering the information as privileged or confidential being the Personnel Privacy Statute and the Open Meetings Law and in accordance with G.S. §143-318.11(a)(3) to consult with an attorney employed or retained by the public body in order to preserve the attorney-client privilege between the attorney and the public body. Council Member Mitchell seconded the motion, which passed by unanimous vote.

Mayor Thomas declared the City Council in closed session at 9:39 p.m., calling a brief recess to allow the Council and staff to relocate to Conference Room 33.

Upon conclusion of closed session discussion, motion was made by Council Member Joyner and seconded by Council Member Mitchell to return to open session. Motion carried unanimously, and Mayor Thomas returned the City Council to open session at 10:35 p.m.

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**ADJOURNMENT**

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Motion was made by Council Member Joyner and seconded by Council Member Smith to adjourn the meeting. Motion carried unanimously. Mayor Thomas declared the meeting adjourned at 10:36 p.m.

Respectfully Submitted



Polly Jones  
Deputy City Clerk





PROPOSED MINUTES  
MEETING OF THE CITY COUNCIL  
CITY OF GREENVILLE, NORTH CAROLINA  
THURSDAY, JANUARY 17, 2013

A regular meeting of the Greenville City Council was held on Thursday, January 17, 2013 in the Council Chambers, located on the third floor at City Hall, with Mayor Allen M. Thomas presiding. Mayor Thomas called the meeting to order at 7:00 pm, then gave the invocation, followed by the Pledge of Allegiance.

Those Present:

Mayor Allen M. Thomas, Council Member Kandie Smith, Council Member Marion Blackburn, Council Member Calvin R. Mercer, Council Member Max R. Joyner, Jr. and Council Member Dennis J. Mitchell

Those Absent:

Mayor Pro-Tem Glover

Also Present:

City Manager Barbara Lipscomb, City Attorney David A. Holec, City Clerk Carol L. Barwick and Deputy City Clerk Polly W. Jones

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**APPROVAL OF THE AGENDA**

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City Manager Barbara Lipscomb stated Mayor Pro-Tem Glover requested that discussion on the contract with the Chamber of Commerce be continued to February.

Upon motion by Council Member Joyner and second by Council Member Blackburn, the agenda with the requested change was approved by unanimous vote.

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**APPOINTMENTS**

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Community Appearance Commission

Council Member Mercer made a motion to appoint Lucy Fox to fill an unexpired term that will expire April 2014 in replacement of Carol Phillips, who did not meet attendance requirements. The motion was seconded by Council Member Blackburn and carried unanimously.



#### Firefighters Relief Fund Committee

Council Member Mercer made a motion to reappoint William Franklin to a third two-year term that will expire January 2015. The motion, which was seconded by Council Member Smith and carried unanimously.

#### Greenville Bicycle Pedestrian Commission

Council Member Mercer made a motion to reappoint John Kenney, Henry Robbins and Gunnar Swanson to first three-year terms, all expiring January 2016, and to appoint Titus Yancey to a first three-year term that will also expire January 2016. Mr. Yancey will replace Chip Davis, who did not seek a second term. The motion was seconded by Council Member Joyner and it carried unanimously.

#### Historic Preservation Commission

Council Member Blackburn made a motion to reappoint Roger Kammerer and Ryan Webb to second three-year terms that will expire January 2016 and to continue the appointment of Ann Schwarzmann's seat, as Ms. Schwarzmann did not seek a second term. The motion was seconded by Council Member Joyner and carried unanimously.

#### Human Relations Council

City Manager Lipscomb stated that Mayor Pro Tem Glover asked that Maurice Whitehurst be appointed to the student seat for Pitt Community College to fill an unexpired term that will expire October 2013, and that both the appointment of the East Carolina University seat and the replacement of Abdel Abdel-Rahman, who is no longer eligible to serve, be continued. Council Member Joyner moved to appoint Mr. Whitehurst and continue other seats as requested by Mayor Pro-Tem Glover. The motion was seconded by Council Member Smith and carried unanimously.

#### Pitt-Greenville Convention & Visitors Authority

City Manager Lipscomb stated that Mayor Pro Tem Glover asked that Jose Morales be appointed to fill an unexpired term that will expire July 2014, in replacement of Linda Snell, who is no longer eligible to serve. Council Member Joyner moved to appoint Mr. Morales, seconded by Council Member Blackburn. The motion carried unanimously.

#### Public Transportation & Parking Commission

Council Member Mercer continued the appointment of Eric Foushee's seat, who had resigned.

#### Youth Council

Council Member Blackburn continued appointments for this board due to lack of applicants.



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**OLD BUSINESS**

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**RESOLUTIONS ESTABLISHING STATE LEGISLATIVE INITIATIVES** [Resolution No. 004-13, Resolution No. 005-13, Resolution No. 006-13, Resolution No. 007-13]

City Attorney Dave Holec reviewed the following four resolutions, which he prepared based on direction from the City Council during Monday's discussion of potential legislative initiatives:

- Resolution supporting the preservation of municipal revenue sources
- Resolution supporting additional municipal revenue sources
- Resolution supporting the equity formula so that eastern NC needs are addressed
- Resolution supporting state funding of statewide and regional organizations which assist in economic development efforts

Upon motion by Council Member Mercer and second by Council Member Blackburn, the City Council unanimously voted to adopt the four resolutions listed above.

**PRESENTATION ON THE PROPOSED CITY OF GREENVILLE LIGHTING STANDARDS**

Public Works Director Kevin Mulligan stated an interim lighting standard was adopted from Greenville Utilities Commission on April 15, 2011 which directly reflects the lighting standard currently used throughout the City. The Public Works Department addressed City Council on December 8, 2011 with an overview of the City of Greenville Draft Lighting Standard and to receive recommendation to move forward by developing two stakeholders Groups – one to review the draft standard for street lighting standards and the other to review the draft parking lot lighting standards. The overall goals are to (1) provide for the safety of nighttime traffic operations, (2) provide pedestrians with a safe and secure feeling, and (3) provide a street lighting plan that is consistent with industry standards.

Mr. Mulligan reported that meetings have been held with the stakeholders groups over the past several months in order to inform, openly discuss and form recommendations on what the proposed lighting standard should include. Some of the topics that were discussed involved different types of light bulbs, varying fixtures, energy efficient lighting, glare control, and nighttime visibility.



According to Mr. Mulligan, the street lighting stakeholders group decided that public safety should be the primary focus for lighting requirements and suggested adding a requirement for certain light types to the street lighting policy because of better color-rendering properties. Certain bulbs produce a white light compared to the orange luminance of the standard high pressure sodium (HPS) bulbs that are currently used for street lighting.

Mr. Mulligan said the parking lot stakeholders group concluded that the City's proposed draft standards should be modified to be more flexible, with average illumination levels which would give an illumination range that parking lot owners would have to abide by, rather than basing it on parking lot usage. Also included were conditions to maintain a maximum lighting level at the owner's property boundaries to not cause a nuisance on adjacent property.

Mr. Mulligan stated these Lighting Standards, if approved by the City Council, will be included in the City's Manual of Standard Design and Details. Public Works Department is currently working on proposed additions/changes to the related City ordinance and plans to review these amendments with the stakeholders groups and the Planning and Zoning Commission prior to presenting them for final adoption by the City Council.

Following a general discussion, Council Member Joyner moved to approve the proposed lighting standard and provide that these standards be included in the City's Manual of Standard Design and Details. Council Member Blackburn seconded the motion, which passed by unanimous vote.

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**NEW BUSINESS**

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**PUBLIC HEARINGS**

**AMENDMENT OF THE 2011-2012 HOME PROGRAM FUNDING PLAN**

Community Development Director Merrill Flood stated the 2011-2012 Annual Plan for housing activities funded with CDBG and HOME program funds was approved by City Council on April 14, 2011. Following approval of the Annual Plan, the North Carolina Housing Finance Agency, as part of the 2011 Housing Tax Credit program application rules, placed a temporary moratorium for application submission by jurisdictions in several North Carolina counties that had received past tax credit awards. This moratorium was put in place to allow application consideration from counties in other areas of the state that had not recently received tax credits for the development of affordable rental housing. Pitt County was one of the counties impacted because 4 multi-family projects had been awarded in Greenville in a 24-month period.



The annual plan for the City of Greenville included HOME funding of \$226,000 for affordable multi-family housing development. The funds were to be used as a local match to partner with a multi-family housing developer. This has been done successfully and in compliance with program guidelines in developments such as Crystal Springs, Nathaniel Village and Winslow Point, which is now under development. The local commitment provides additional points in the application ranking by the NC Housing Finance Agency. Because Pitt County was excluded from participating in the 2012 affordable tax credit application process, the \$226,000 budgeted must be allocated to another eligible activity under the HOME program. Mr. Flood stated that staff recommends that the funds be re-allocated to the Housing Rehabilitation activity to provide needed resources in this activity. The new HOME budget for Housing Rehabilitation in the HOME program will be \$336,000. This will also allow the program to meet timeliness guidelines established under the program.

Mayor Thomas declared the public hearing open at 7:38 pm and invited anyone wishing to comment in support of the amendment to the 2011-2012 HOME program funding plan to come forward. Hearing no one, he invited anyone wishing to comment in opposition to come forward. Also hearing no one, Mayor Thomas closed the public hearing at 7:39 pm.

Council Member Blackburn moved to approve the program amendment and re-allocation of project funding. Council Member Joyner seconded the motion, which passed by unanimous vote.

### **PUBLIC COMMENT PERIOD**

Mayor Thomas opened the public comment period at 7:39 pm and explained procedures to be followed by anyone who wished to speak.

- Deanna Lynn Kaller – 108 Brownlea Drive, Apartment 3  
Ms. Kaller expressed concern about the Town Common after reading in the newspaper that there is a proposal for putting a hotel and parking lot there. She stated that many people use the park for exercise and it serves as home to the July 4<sup>th</sup> celebration, Sunday in the Park and many charitable events.
- Rodney Cogdell – No Address Given  
Mr. Cogdell stated he had recently returned from Air Force training and wants to be more active in the community. He expressed a desire to see more entertainment options that cater to a creative audience rather than a secular one.

There being no one else present who wished to address the City Council, Mayor Thomas declared the public comment period closed at 7:45 pm.



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**OTHER ITEMS OF BUSINESS**

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**(CONTINUED TO FEBRUARY 14, 2013) DISCUSSION ON CONTRACT FOR SERVICES WITH THE GREENVILLE-PITT COUNTY CHAMBER OF COMMERCE**

**BUDGET ORDINANCE AMENDMENT #5 TO THE 2012-2013 CITY OF GREENVILLE BUDGET (ORDINANCE #12-027) AND AMENDMENT TO THE SPECIAL REVENUE GRANT FUND (ORDINANCE #11-003) - [ORDINANCE NO. 13-002]**

Financial Services Director Bernita Demery presented an amendment to the 2012-2013 budget ordinance, stating that the ordinance is needed for the following purposes:

- To appropriate remaining funds from the American Reinvestment Recovery Act Funds for Public Transportation. These funds will be used for the purchase of new bus shelters and replacement garage equipment needed to maintain the GREAT buses (\$145,797)
- To appropriate Program Income received from HOME and CDBG activities during fiscal years 2011 and 2012 that may be used for future program activities (\$169,041)
- To appropriate grant funds to the Police Department received from Walmart to purchase iPads to be used for crime scenes, conducting interviews, and writing reports (\$2,884)

Upon motion by Council Member Blackburn and second by Council Member Joyner, the City Council unanimously voted to adopt budget ordinance amendment #5 and the amendment to the Special Revenue Grant Fund.

**PROPOSED COMPLETION SCHEDULE FOR 2013-2018 CONSOLIDATED PLAN AND 2013-2014 ANNUAL ACTION PLAN (CDBG AND HOME FUNDS)**

Senior Planner Niki Jones stated the Community Development Department, Housing Division, is in the process of updating the five-year Consolidated Plan, which is mandated by the U.S. Department of Housing and Urban Development (HUD). The Consolidated Plan is designed to assist municipalities in assessing their needs in affordable housing, community development, and economic development. The plan is a data-driven approach which takes market conditions into consideration. Ultimately, the plan helps ensure that the City is making good place-based investment decisions. The current Consolidated Plan was last updated in 2008 and remained in effect until 2013.



In addition to the Consolidated Plan update, Mr. Jones stated the Housing Division is also in the process of identifying activities for the upcoming 2013-2014 Annual Action Plan. The Annual Action Plan is the annual allocation of resources for housing activities utilizing Community Development Block Grant (CDBG) and HOME Investment Partnership Funds. The proposed activities must tie back to the identified objectives of the Consolidated Plan.

As a requirement for receiving CDBG and HOME Investment Partnership Funds, Mr. Jones stated that the City must prepare an Annual Action Plan each year. The City of Greenville is an "Entitlement City" under the CDBG program and a "Participating Jurisdiction" under the HOME Investment Partnership Funds program. Those designations result in an annual formula allocation of CDBG and HOME funds to the City by HUD to benefit low to moderate income residents. Expenditure of CDBG and HOME funds must meet grant program national objectives.

Mr. Jones stated both the Consolidated Plan and Annual Action Plan process require the City to hold two separate public hearings prior to the adoption of a final resolution approving each plan. The first public hearing is considered a "planning" hearing to allow for public participation in the process. This will help identify possible activities that might be carried out within the five years (Consolidated Plan) and/or the current fiscal year (Annual Action Plan).

Mr. Jones said it is anticipated that the City will receive \$781,037 in CDBG funds and \$387,237 from the HOME program for fiscal year 2013-2014, based upon the December 2012 preliminary projections released by Assistant Secretary of the U.S. Department of Housing and Urban Development.

He then reviewed the following plan development schedule:

CITY OF GREENVILLE, NC CITY COUNCIL MEETING		CITY OF GREENVILLE, NC CITY COUNCIL MEETING	
<b>2013-2018 CONSOLIDATED PLAN AND 2013-2014 ANNUAL ACTION PLAN PROPOSED DEVELOPMENT SCHEDULE</b>		<b>SCHEDULE CONTINUED...</b>	
January 11, 2013	Deadline for Submission of Subrecipient Applications for funding	April 10, 2013	Affordable Housing Loan Committee Review/Recommendation of Subrecipient Funding
February 13, 2013	Subrecipient Organizations presentations of funding requests to Affordable Housing Loan Committee	April 10, 2013	Affordable Housing Loan Committee Review of Draft Annual Action Plan
February 14, 2013	First Public Hearing	May 9, 2013	Second and Final Public Hearing
February 27 & March 13, 2013	Community Meetings to receive comments	May 9, 2013	City Council Adoption/Resolution
April 1-30, 2013	Thirty (30) Day Public Comment Period	May 16, 2013	Submission to U.S. Dept. of H.U.D.
April 2, 2013	Redevelopment Commission Review of Draft Annual Action Plan		

The City Council thanked Mr. Jones for his presentation. No action was taken.



## **REPORT ON 1ST STREET PARKING IMPROVEMENT PROJECT**

Economic Development Officer Carl Rees stated that parking improvements in Greenville's uptown commercial district were identified as a goal by the City Council for the current year. As part of their current year program of work, the Redevelopment Commission hired land planning and engineering firm Kimley-Horn and Associates, Inc. to develop alternatives that would lead to the addition of parking along the 1st Street corridor between Reade and Cotanche Streets.

Travis Fluitt, of Kimley-Horn, reviewed their report regarding a road diet which would decrease from four to two lanes along 1st Street, a recommended parking alternative that includes parallel parking to the north of 1st Street and angled parking to the south of 1<sup>st</sup> Street and inclusion of bike lanes along the corridor. Mr. Fluitt stated recommendations were based on analysis of current traffic patterns and four parking alternatives, along with extensive discussion with City staff. The recommended parking alternative provides a net gain of 106 parking spaces and minimally impacts traffic along the corridor. As part of the project, it is recommended that the roadway be resurfaced allowing for restriping to be laid down on fresh pavement.

With City Council approval tonight, Mr. Fluitt stated that Kimley-Horn will produce construction documents for the project by February 11, 2013, with resurfacing and restriping scheduled to take place approximately three (3) months later following a competitive bid process.

Mr. Rees stated staff estimates the cost for resurfacing along 1st Street to be \$175,000, and the estimated cost for restriping along 1st Street is \$20,000. Final estimates for resurfacing and restriping will be completed as part of the construction documentation process by Kimley-Horn. Funds for the restriping portion of this project have been designated in the current Redevelopment Commission budget through the 2004 general obligation bond issue for Center City revitalization. Funds for street resurfacing will come from the City's street resurfacing budget.

Mr. Rees stated the proposal is consistent with Town Common Master Plan, Uptown Parking Review, & MPO Bike/Ped Plan. It provides approximately 141 total parking spaces, 106 of which are new. The parallel parking on the Town Common side will benefit families with children so they do not have to cross the street, and the angled parking for eastbound traffic will improve their ease of access to the park. The plan adds bike lanes and will not require any anticipated changes to existing traffic signals.

Mayor Thomas asked if turn lanes would remain at Pitt and Greene Streets. Mr. Fluitt stated they would.





Council Member Joyner asked if this street actually needs resurfacing or if the proposal to do so is simply to accommodate restriping. Mr. Rees stated the road is being moved up a little in the schedule to accommodate restriping; however, the road is full of cracks so the work is warranted. This work will not replace any other scheduled for the current year because the money is coming from the redevelopment project.

Council Member Blackburn stated it was her understanding that the City planned for a sort of inner loop, and that 1<sup>st</sup> Street would become more of a thoroughfare, although the goal was to slow traffic, and have bike lanes and trees. She stated she does not see the trees in this plan. Mr. Rees stated Council Member Blackburn is likely thinking of the streetscape in the Town Common Master Plan. This is not that, nor is it intended to be. This is simply intended to address near-term parking issues for Town Common users, particularly for events, and to help alleviate some of the extreme congestion for parking in the Courthouse area. The desired landscaping can be easily added to or changed in the future.

Council Member Mercer stated more foot traffic is desired in the uptown area. He asked about pedestrian crossings. Mr. Fluitt stated existing crosswalks will be maintained and it may be advisable to consider a reduction in speed limits.

Council Member Mercer stated he shares Council Member Joyner's concern about resurfacing priorities. He expressed a need for a systematic and reasonable approach to prioritizing needs and asked if there was a pressing need to move forward on this matter now. He also asked if the Parking and Transportation Commission has reviewed the plan.

City Manager Lipscomb stated there will be big picture discussion of streets and sidewalks at the Planning Session, which should give Council Members a better understanding of needs and costs. Mr. Rees stated the decision could be delayed until February without being problematic, and responded that the Parking and Transportation Commission had reviewed the plan earlier in the week. He said he was not present, but it was his understanding that they were supportive of the plan.

Council Member Joyner asked how much Kimley-Horn was paid for their work. Mr. Rees stated \$50,000.

Upon motion by Council Member Joyner and second by Council Member Smith, the City Council unanimously voted to table the matter to the Planning Session for further discussion.



## **REPORT ON THE DEVELOPMENT OF A RENTAL REGISTRY PROGRAM**

Community Development Director Merrill Flood stated that, following the City Council's directive at their December 13, 2012 meeting, the City Manager appointed several staff members to prepare a report on the development of a rental registry program.

Representatives of the City Attorney's Office, Information Technology Department, Police Department, Community Development Department and the Inspections Division of the Public Works Department met on December 21, 2012 to begin identifying the process and data needed for the development of a pilot rental registry program.

Mr. Flood stated that City Attorney Holec provided information to the team on North Carolina General Statute (NCGS) requirements for rental registry programs.

Representatives from the various departments also identified the current data being collected by existing software systems for calls for service, minimum housing and nuisance violation tracking. The team discussed staffing resources and infrastructure needs for implementation of a program on both a city-wide basis and for a limited geographic area.

The NCGS allow for three variations of the registry program concept. The following are options for the City:

- A city may implement a residential property inspection program for landlords or owners having more than 2 verified violations of its housing ordinances or codes within a 12-month period. A city may also implement a residential property inspection program in a targeted area designated by the City Council.
- A city may implement a registration program for residential rental units. No fee for a registration program may be charged except for properties where there are more than 2 verified violations of local ordinances within the previous 12 months or which are within the top 10% of crime and disorder problems.
- A city may implement a permit program for residential rental properties with more than 3 verified violations in a 12-month period or which are within the top 10% of crime and disorder problems.

Mr. Flood stated that, based upon the initial assessment, it was determined that violation data required to provide the baseline summary information for a registry program is being collected by two systems. Code Enforcement uses the Mobile 311 system to track city code and minimum housing violation cases and the Police Department tracks calls for service cases with the New World Records Management Service. In addition, a third system – the Pitt County Tax Property Ownership Database – is utilized to identify addresses that are rental properties.



These current database programs are independent, non-integrated systems. As a result, the collection of addresses with 3 or more violations will require some manual tabulation and matching to identify a list of properties that would be placed on any type of rental registry program. This will involve significant effort and is estimated to take approximately 90 days to identify matching addresses and determine their ownership status. Moving forward, a system will be needed to eliminate this manual tabulation if a program is implemented.

Police Chief Hassan Aden stated that his department has manually reviewed 10,000 records dating back to April 2010 and they have found 870 properties with three or more violations; however, most registries only look at the previous 12 months so Greenville's database would likely be somewhat smaller than the 870 properties identified.

Mr. Flood stated development of an ordinance with a survey of other cities that have implemented a rental registry program will take approximately 60 days, and the Police Department needs 30-45 days to fully evaluate their needs in this area. A conservative estimate is that it will take approximately 6 months to complete data collection, analysis, evaluation of staff and program resources, prepare an ordinance and develop appropriate operational procedures.

Council Member Mitchell stated there is an intent behind creating a registry. The City has many nuisance violations, such as weeds and parking on the grass, but there are also structural safety violations. There is much discussion about demolition of dilapidated properties, but the same properties often come before the City Council repeatedly.

City Manager Lipscomb stated until staff has adequate time to cull through all the data, it is difficult to identify the ideal program or estimate costs. Additionally, Ms. Lipscomb stated she feels it would be prudent to look at Code Enforcement needs. She said it was her understanding a study was done some years ago, but the only real action was to transfer the function from one department to another. The City should insure it is working at optimum capacity before adding another program to it.

Council Member Mitchell made a motion, seconded by Council Member Joyner, to allow staff to assess entire situation and bring back a viable plan to accomplish the goal of cleaning up rental property throughout the City.

Council Member Blackburn said the motion surprised her because she felt certain the City Council was ready to move forward with a registry. There is a funding mechanism built-in if the City is able to charge a permit fee for properties with more than two violations and moving forward with a registry would result in a reduction in violations.



Council Member Mercer stated the process in any kind of policy like this is to give staff a sense of direction and his recollection was that the sentiment of the City Council was to move forward. He heard the City Manager say she didn't know if we could afford this, so the fiscal piece will need to be addressed as we move forward. If there was a will on this City Council to establish a registry, it would happen. This seems to be a shift in the sentiment expressed in December.

Council Member Smith stated her interest is to have a registry for the entire community, not just one for the university neighborhood.

There being no further discussion, the City Council voted 3 to 2 to approve the motion to allow staff to assess entire situation and bring back a viable plan to accomplish the goal of cleaning up rental property throughout the City.

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**COMMENTS FROM MAYOR AND CITY COUNCIL**

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The Mayor and City Council made general comments about past and future events.

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**CITY MANAGER'S REPORT**

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City Manager Lipscomb recommended that the first meeting of the Planning Session scheduled to begin at 5:00 pm on Friday, January 25<sup>th</sup> at Bradford Creek be rescheduled to begin at 5:30 pm in Room 337 at City Hall on the same date.

Upon motion by Council Member Joyner, and second by Council Member Smith, the City Council voted unanimously to amend the location and start time of the first meeting of the Planning Session as recommended by Ms. Lipscomb.



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**ADJOURNMENT**

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Council Member Mercer moved to adjourn the meeting, seconded by Council Member Joyner. There being no discussion, the motion to adjourn passed by unanimous vote and Mayor Thomas adjourned the meeting at 9:25 pm.

Respectfully submitted,

A handwritten signature in black ink that reads "Carol L. Barwick". The signature is written in a cursive style and is set against a light blue rectangular background.

Carol L. Barwick, CMC  
City Clerk



# City of Greenville, North Carolina

Meeting Date: 8/5/2013  
Time: 6:00 PM

**Title of Item:** Amendment to the position allocation within the Accounting Division of the Financial Services Department

**Explanation:** **Abstract:** To maximize efficiencies and organizational structure during the ERP implementation process, the Financial Services Department is proposing to reclassify a vacant Accounting Technician I position to Accounting Technician II.

**Explanation:** In anticipation of the upcoming retirement of the Accounting Supervisor and recognizing the value of having the Accounting Division fully staffed during the ERP implementation process, the Financial Services Department has requested to reclassify the vacant Accounting Technician I position to an Accounting Technician II classification. This reclassification will allow the current Accounting Supervisor to assume the role of Accounting Technician II and a permanent Accounting Supervisor to be hired, thus ensuring that Division is fully staffed to address the challenges that will come with a new ERP system.

Position title	Current Number of Positions	Revised Number of Positions	Pay Grade
Accounting Technician I	2 (1 of the 2 is currently vacant)	1	109
Accounting Technician II	2	3	111

**Fiscal Note:** No fiscal impact. Sufficient personnel funds are available in the Division's current budget to cover this request during FY 2013-14.

**Recommendation:** Approve the request for an amendment to the position allocation within the Accounting Division of the Financial Services Department.

Viewing Attachments Requires Adobe Acrobat. [Click here](#) to download.

Attachments / click to download

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## City of Greenville, North Carolina

Meeting Date: 8/5/2013  
Time: 6:00 PM

**Title of Item:** Resolution amending the Assignment of Classes to Salary Grades and Ranges (Pay Plan) by civilianizing the Police Accreditation Coordinator, Police Public Information Officer, and Code Enforcement Coordinator classification titles and pay grades

**Explanation:** **Abstract:** In the Greenville Police Department 2014-2016 Strategic Plan, the goal statement for optimizing organizational structure states that “we will regularly review our organizational structure to ensure the most effective distribution of resources.” One objective outlined for helping to achieve this goal is the “civilianization of applicable positions”.

**Explanation:** At the May 9, 2013, City Council meeting, Council approved the reclassification of the Code Enforcement Supervisor position from a sworn position to a civilian position. In addition, Chief Aden has requested that the Police Accreditation Coordinator and the Police Public Information Officer positions be civilianized. The requests and documentation were reviewed by the Human Resources Department and The Waters Consulting Group, Inc., the consultant that developed the City's current pay plan. The process used to review the request included an analysis of Job Description Questionnaires and Job Evaluation Manuals, as well as a review of the current job evaluation ratings for similar classifications in the classification and compensation system. The table below displays the proposed reclassifications.

Current Pay Grade	Current Position Title	Current Minimum Salary	Proposed Pay Grade	Proposed Position Title	Proposed Minimum Salary
520	Police Corporal	\$43,804	112	Police Accreditation Coordinator	\$38,833
530	Police Sergeant	\$52,374	115	Police Public Information Officer	\$48,484
540	Police Lieutenant	\$60,070	117	Code Enforcement Coordinator	\$56,534

The civilianization of these positions is in alignment with the aforementioned goal and objective, and will help maximize the effectiveness of the Police Department through returning sworn officers to positions with more traditional policing duties. Additionally, civilianizing the positions will ensure that they are staffed by appropriately trained and experienced professionals.

**Fiscal Note:** Civilianizing these positions would result in a decrease in each position's starting salary. The Police Accreditation Coordinator position, currently held by a Police Corporal, has a starting salary of \$43,804. Civilianizing this position and reclassifying the salary range to grade 112 would reduce the starting salary to \$38,833 annually. The Police Public Information Officer position is currently held by a Police Sergeant, and the starting salary is \$52,374. The reclassification of this position to a pay grade of 115 would reduce the starting salary to \$48,484. As indicated at the May 9, 2013, City Council meeting, the starting salary for the Code Enforcement Coordinator position would go from \$60,070 to \$56,534 by civilianizing the position to pay grade 117.



The changes in pay grades and salary ranges will not reduce the pay of existing staff since these employees will return to sworn positions within the Police Department. The City will recruit for the newly civilianized positions. The total number of authorized positions within the Police Department will remain unchanged since staff in the three positions slated for civilianization will return to vacant (unfilled) authorized sworn positions.

**Recommendation:** Approve the proposed resolution amending the City of Greenville Assignment of Classes to Salary Grades and Ranges.

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📎 [Amendment to pay plan august 2013\\_959109](#)

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RESOLUTION NO. \_\_\_\_\_-13  
A RESOLUTION AMENDING THE CITY OF GREENVILLE  
ASSIGNMENT OF CLASSES TO SALARY GRADES AND RANGES

THE CITY COUNCIL OF THE CITY OF GREENVILLE, NORTH CAROLINA, DOES  
HEREBY RESOLVE:

Section 1. The City of Greenville “Assignment of Classes to Salary Grades and Ranges” is amended by adding the following classification titles:

<u>Classification Title</u>	<u>Grade</u>
Police Accreditation Coordinator	112
Police Public Information Officer	115
Code Enforcement Coordinator	117

Section 2. All inconsistent provisions of former resolutions, ordinances, or policies are hereby appealed.

Section 3. This resolution shall be effective upon its adoption.

ADOPTED this the 5<sup>th</sup> day of August, 2013.

\_\_\_\_\_  
Allen M. Thomas, Mayor

ATTEST:

\_\_\_\_\_  
Carol L. Barwick, City Clerk

Doc. #959109



# City of Greenville, North Carolina

Meeting Date: 8/5/2013  
Time: 6:00 PM

**Title of Item:** Ordinance amending the Traffic Regulations in City Code Title 10, Chapter 2

**Explanation:** **Abstract:** This is an amendment to the Traffic Regulations to add the definition of Parking Control Officer and to include a Parking Control Officer within the list of persons who may issue parking citations along with the Chief of Police and other peace officers of the city. The amendment also includes the addition of a section to allow temporary suspension of parking restrictions for special events as deemed necessary by the Chief of Police or his/her designee.

**Explanation:** City Code Title 10, Chapter 2, Traffic Regulations, governs the restrictions relating to parking within the city limits. This ordinance amendment is designed to give enforcement capabilities to reserve officers that will be hired by the Police Department to increase enforcement of the parking ordinance and associated permits in the UNRI area. Additionally, authority to suspend parking restrictions by the Chief of Police or his/her designee is being given to ensure that special events are tailored to allow reasonable exceptions to the parking enforcement regulations.

**Fiscal Note:** No fiscal impact will be associated with the amendment.

**Recommendation:** Approve the ordinance amending the Traffic Regulations in City Code Title 10, Chapter 2.

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ORDINANCE NO. 13-

AN ORDINANCE AMENDING THE TRAFFIC REGULATIONS  
FOR THE CITY OF GREENVILLE, NORTH CAROLINA

THE CITY COUNCIL OF THE CITY OF GREENVILLE, NORTH CAROLINA, DOES  
HEREBY ORDAIN:

Section 1. That Title 10, Chapter 2 of the Code of Ordinances, City of Greenville, is hereby amended by adding the definition of “parking control officer” to Section 10-2-1 as follows:

*Parking control officer.* A non-sworn employee of the City of Greenville, including those employees designated as reserve parking control officers, designated by the Chief of Police or his designee to enforce parking regulations including issuing citations and the initiation of vehicle tows for vehicles parked in violation of the provisions of this Chapter.

Section 2. That Title 10, Chapter 2 of the Code of Ordinances, City of Greenville, is hereby amended by deleting Section 10-2-221 in its entirety and substituting the following:

**Section 10-2-221. NOTICE THAT VEHICLE HAS BEEN PARKED ILLEGALLY, OVERTIME OR IN VIOLATION OF ARTICLE; DUTY OF POLICE.**

If any vehicle shall be found illegally parked or parked overtime or in violation of any of the provisions of Articles L through Q of this chapter, it shall be the duty of the Chief of Police, other peace officers of the city or parking control officers as designated by the Chief of Police to attach to the vehicle a notice to the owner or operator thereof, if the owner or operator is absent, or to deliver to the owner or operator, if he or she is present, a notice to the effect that the vehicle has been illegally parked or parked overtime or in violation of a provision of Articles L through Q.

Section 3. That Title 10, Chapter 2 of the Code of Ordinances, City of Greenville, is hereby amended by adding a section to be numbered 10-2-150, which section reads as follows:

**SEC. 10-2-150. TEMPORARY SUSPENSION OF PARKING RESTRICTIONS FOR SPECIAL EVENTS.**

The Chief of Police or designee is authorized to temporarily suspend parking restrictions on public streets, highways and alleys and on the lots, garages, or other facilities owned or leased by the city for a special event for a period of time as needed for the special event, but not in excess of 48 hours. Special events shall include, but are not limited to, festivals, parades, bicycle races, football games and other similar events. Parking restrictions may only be suspended upon a determination that the suspension will assist in the avoidance of a safety or operational hazard to the citizens of Greenville.

Section 4. All ordinances or parts of ordinances in conflict herewith are hereby repealed to the extent of such conflict.

Section 5. Any part or provision of this ordinance found by a court of competent jurisdiction to be in violation of the Constitution or laws of the United States or North Carolina is hereby deemed severable and shall not affect the validity of the remaining provisions of the ordinance.

Section 6. This ordinance shall become effective upon its adoption.

This the 5<sup>th</sup> day of August, 2013.

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Allen M. Thomas, Mayor

ATTEST:

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Carol L. Barwick, City Clerk



# City of Greenville, North Carolina

Meeting Date: 8/5/2013  
Time: 6:00 PM

**Title of Item:** Resolution authorizing the disposition of 13 surplus bicycles to Building Hope Community Life Center

**Explanation:** **Abstract:** The Police Department recently upgraded the entire fleet of bicycles used for community patrolling and desires to donate the old bicycles, which have been declared as surplus, to the Building Hope Community Life Center for use in the Recycle Bike Shop program.

**Explanation:** The bicycle fleet for the Police Department was replaced due to age and the desire to put more officers on bicycles as part of daily activities. As a result, 13 Mongoose bicycles were surplus according to City policy. However, Police Chief Hassan Aden learned about the Bicycle Shop program offered at the Building Hope Community Life Center and suggested that the bicycles be donated to Building Hope to be used in the training program.

Building Hope Community Life Center is a youth development program that has operated gang prevention and dropout prevention programs for over ten years. Since 2010, Building Hope has provided workforce training for gang-risk youth at the ReCycle Bike Shop located at 309 West 9th Street. Through working to recycle donated bicycles, the young men and women are taught the value of honest work and given the experience of making a profitable paycheck while learning all the nuances of small business ownership. The participants have excelled not only in their work and behavior, but also in improved grades and a desire to succeed.

The surplus Police Department bicycles would be a welcome donation to Building Hope's ReCycle Bike Shop.


**Fiscal Note:** There will be no fiscal expenditures associated with this donation. One dollar (\$1.00) will be collected from Building Hope to complete the transaction.

**Recommendation:** Approve the resolution authorizing the conveyance of surplus bicycles to Building Hope Community Life Center.

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 [Resolution to Donate Surplus Bicycles 959658](#)

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RESOLUTION NO. \_\_\_\_\_-13  
RESOLUTION DECLARING CERTAIN PROPERTY AS SURPLUS AND AUTHORIZING  
ITS DISPOSITION TO BUILDING HOPE COMMUNITY LIFE CENTER

WHEREAS, the Greenville Police Department has determined that certain property is surplus to the needs of the City of Greenville;

WHEREAS, the non-profit organization Building Hope Community Life Center can put this property to use; and

WHEREAS, North Carolina General Statute 160A-279 permits City Council to authorize the disposition, upon such terms and conditions it deems wise, with or without consideration, of real or personal property to an entity which carries out a public purpose;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Greenville that the hereinafter described property is declared as surplus to the needs of the City of Greenville and that said property shall be conveyed to Building Hope Community Life Center at a cost of \$1.00 with the condition that it be used in connection with its Bicycle Shop program, said property being described as follows:

13 Mongoose bicycles

This the 5<sup>th</sup> day of August, 2013.

\_\_\_\_\_  
Allen M. Thomas, Mayor

ATTEST:

\_\_\_\_\_  
Carol L. Barwick, City Clerk



# City of Greenville, North Carolina

Meeting Date: 8/5/2013  
Time: 6:00 PM

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**Title of Item:** Purchase of two used BMW motorcycles for use by the Police Department Traffic Safety Unit

**Explanation:** **Abstract:** The Police Department is requesting to purchase two (2) BMW motorcycles that were used by the Raleigh Police Department for traffic enforcement and have been traded to Capital BMW due to purchase of new motor units.

**Explanation:** The Police Department is expanding the motorcycle complement with the purchase of two (2) additional BMW motorcycles. This will increase the total number of motorcycles from four (4) to six (6). These motorcycles are used vehicles previously in service in the Raleigh Police Department. Raleigh is trading these vehicles to Capital BMW for new units. The traded units have lower mileage than the four BMWs currently in use by the Greenville Police Department. Additionally, they carry warranties until September of 2013.

**Fiscal Note:** Each of these vehicles is priced at \$13,480.30. The Police Department is requesting the purchase of two for a total of \$26,960.60. These funds were not budgeted for FY 2013-2014. The requested expenditure will come from the Controlled Substance line within the Police Department's budget. In addition to the \$26,960.60, there will be taxes, title and registration fees that are expected to be less than \$1,000.00. This additional expenditure will come from the Vehicles line within the Police Department's budget.

**Recommendation:** Approve the acquisition of two used BMW motorcycles to allow for greater response capabilities within the Traffic Safety Unit of the Police Department.

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 [Capital BMW Motorcycle Quote](#)

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*Copy of BMW*

**R 1200 RT-P City of Greenville Pre-Owned Motor Pricing Quote**

2009 MY R 1200 RT-P motor complete with saddlebags, pre-wired US harness, ABS brakes, radio box, full suppression, F&R protection bars, oil cooler fan, linked auxiliary box, electrically adjustable windshield and housing, siren/LED amplifier, siren speaker, radio head mounts, blue license plate ID lights, heated grips, heated seats and head guards. All items listed below are an additional charge.

Quotation:	Motorcycle
City Of Greenville pre-owned quote	10,000.00

Qty Per	Item Description	Retail	Total Retail
	<b>Mounted Inside Main LED Light Housing</b>		
10	Blue Optix LED Light	127.14	1,271.43
2	Supplementary LED Turn Signals	70.86	141.71
1	Supplementary LED Brake/Tail Light	70.86	70.86
	<b>Mounted Outside of Main Light Housing</b>		
1	Ext. LED Mount F/Forward L&R	69.64	69.64
1	Ext. LED Front wiring Harness	40.71	40.71
1	Ext. LED Mount F/Side L&R	79.29	79.29
	<b>Non-BMW Options or Additional Labor Operation Provided by Dealer</b>		
	Installation of department supplied radar/radio/MDT equipment and additional lights		950.00
	<b>Additional Options</b>		
1	NEW Dual Bracket / PVP/SetCom PTT	0.00	0.00
1	Locking Side Stand Mount	0.00	0.00
1	Locking Stand Mount	0.00	0.00
1	Locking Side Stand "Kicker" Ped	0.00	0.00
1	Head Seat - STD	0.00	0.00
1	Power Socket Harness - Fused	0.00	0.00
1	Radio Power Plug Connector	0.00	0.00
1	Front 12v Power Outlet (Lighter Style)	0.00	0.00
1	Rear 12v Power Outlet (Lighter Style)	0.00	0.00
2	Take Down/WigWag lights	338.12	338.12
1	Take Down Light Controller	63.13	63.13
1	Wiring Harness for Take Down Lights (already Installed)	141.24	0.00

**Total Retail Price per Unit with Options      \$13,480.30**



# City of Greenville, North Carolina

Meeting Date: 8/5/2013  
Time: 6:00 PM

**Title of Item:** Approval of purchase order for thirteen (13) Ford Interceptors to be assigned to the Police Department

**Explanation:** **Abstract:** The Police Department requests approval to replace thirteen (13) police sedans at a cost of \$382,088.20. The vehicles meet the criteria for replacement and have been approved by City Council as part of the Vehicle Replacement Fund authorized purchases in the FY 2013-2014 budget. The vehicles will replace thirteen (13) sedans currently assigned to the Police Department. The replaced sedans will be surplus and sold through GovDeals.

**Explanation:** The Police Department requests approval for purchasing thirteen (13) Ford Interceptors. The purchase is being made from the 2013-2014 State Purchasing Contract – 2013 Model Year Law Enforcement Vehicle (070B). The total cost is \$382,088.20. The proposed amount of these vehicles has met all the replacement criteria set.

The thirteen (13) sedans being replaced have been utilized for approximately six to seven years and have over 95,000 miles. The established life expectancy for police vehicles is five years. The vehicles being replaced will be surplus and sold on GovDeals. The funds from the sale will be returned to the Vehicle Replacement Fund.

The Police Department currently has 202 vehicles for use by Police, Code Enforcement, Animal Control, and Support Staff.

**Fiscal Note:** The requested police cars are replacement vehicles and are included in the City's approved budget in the FY 2013-2014 Vehicle Replacement Program Purchase List in the amount of \$382,088.20. The police cars will not increase existing maintenance and fuel cost or the amount of vehicles already assigned. Thirteen (13) existing police cars will be removed from the fleet and sold on GovDeals.

**Recommendation:** Approve the purchase order request for the thirteen (13) police sedans from the

2013-Model Year Law Enforcement Vehicle (070B) State Purchase Contract.

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 [Purchase Order for Police Cars](#)

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# PUBLIC WORKS DEPARTMENT REQUEST FOR PURCHASE ORDER

Attachment number 1  
Page 1 of 1

<b>Date:</b>	July 16, 2013	<b>Account Nos.:</b>	200-1400-463.74-01	<b>P.O. #:</b>	
VRF 2013/2014 - PD-6142-6143-6146-5804-5883-6162-6397-4851-6161-6660-6673-6674-6787- State Contract 0770-B				<b>Requested By:</b> Angel Maldonado	
<b>Department Head Approval:</b>			Circle All that Apply		
<b>Division Head /Supervisor Approval:</b>			<b>GF</b>	<b>PB</b>	<b>SW</b>
<b>Division Charged:</b>			<b>Cap. Outlay</b>	<b>CIP</b>	
VRF		<b>Other:</b>		<b>Adm. to Order</b>	<b>Yes</b>
<b>Vendor:</b>	Capital Ford Inc.	<b>Vendor No.:</b>	177	<b>Contact Person:</b>	Tom Lowe
<b>Address:</b>	4900 Capital Blvd			<b>Fed ID #:</b>	56-7456873
<b>City:</b>	Raleigh	<b>State:</b>	NC	<b>EMAIL</b>	tlowe@capitalford.com
<b>Phone:</b>	919-790-4732	<b>ZIP:</b>		<b>Minority Status:</b>	no

QTY	PRICE	UNIT	DESCRIPTION	ITEM #	COLOR	SIZE	TOTAL
3	\$29,391.40	each	2014-Ford Interceptor-All-wheel Drive ECO Boost Turbo- (1-Medium Titanium Metallic(YG)-1- Sterling Gray Metallic(UJ)-1-Ultra Blue Metallic(MM)-vinyl flooring/2nd row seat vinyl-dark car feature-LED spot light-wheel cover-rear door handle/lock inoperable-rear window delete/operate from driver-front headlight solution-rear tail light solution-trunk up-fit package-reverse sensing sensor.				\$ 88,174.20
7	\$29,391.40	each	2014- Ford Interceptor-All-wheel drive-ECO Boost Turbo-(White)-vinyl flooring/2nd row seat vinyl-dark car feature-daytime running light-LED spot light-wheel cover-rear door handle/lock inoperable-rear window delete/operate from driver-front headlight solution-rear tail light solution-trunk up-fit package-reverse sensing sensors-key alike.		White		\$ 205,739.80
3	\$29,391.40	each	2014-Ford Interceptor-All-wheel Drive-ECO Boost Turbo-(1-Dark Blue (LK)-1-Dark Loreador Red Metallic(JL)-1-Ebony(UA)-vinyl flooring-dark car feature-LED spot light-wheel cover-rear door handle/lock inoperable-rear window delete/operate from driver-front headlight solution-rear tail light solution-trunk up-fit package-reverse sensing sensor.				\$ 88,174.20
13		each					\$ -
<b>SHIPPING</b>							\$ -
<b>Price Quote</b>							<b>Vendor Name</b>
<b>SUBTOTAL</b>							<b>\$ 382,088.20</b>
<b>TOTAL</b>							<b>\$ 382,088.20</b>

Attach copies of other quotes.  
Doc.# 930452

Item # 7



# City of Greenville, North Carolina

Meeting Date: 8/5/2013  
Time: 6:00 PM

**Title of Item:** Contract with NextBus, Inc. for the purchase, installation, operation, and maintenance of a real-time passenger information system for the Greenville Area Transit (GREAT) bus system

**Explanation:** **Abstract:** GREAT customers want to know when their bus will arrive to pick them up, and they want the information to be real-time. Providing this information currently involves a phone call to the GREAT office and a radio call to the driver of the desired route. A real-time passenger information system is proposed, which will significantly improve both the efficiency and effectiveness of this current process.

**Explanation:** The real-time passenger information system proposed within the attached contract will allow GREAT customers three ways to learn when the next bus will arrive to pick them up. First, a GPS enabled smart phone would allow customers to connect with the host web site and automatically obtain the information, and even view the ever-changing location of the bus on a background map. Second, with any cell phone, customers could call the phone number that would be posted on every bus stop sign and obtain the information via an automated voice information system. And third, customers could text the number posted at each bus stop location to obtain the arrival time of the next bus at that stop.

The East Carolina University Student Transit Authority (ECUSTA) already uses the real-time passenger information system provided by NextBus, Inc., and Vidant Hospital intends to offer the same service to its customers as well. Thus, the recommended sole-source contract with NextBus, Inc. is the only means of allowing the public to “one stop shop” for the real-time information for any one of the three transit systems. This is especially important for the bus stops that are shared between the transit systems so that people can transfer from one system to another.

**Fiscal Note:** The initial capital cost equals \$48,610 and is already fully funded in the Federal



Transit Administration's (FTA's) 5307 Transit Grant to the City for fiscal year 2014. The recurring operating cost equals \$13,380 for the first full year, which has also already been included in the fiscal year 2014 budget. The recurring operating cost for each of the next four (4) years equals \$15,575, which will need to be included in future budgets. Fifty (50) percent of all of the recurring operating costs are reimbursed by the FTA, with the City being responsible for the remaining 50 percent.

**Recommendation:** Authorize the City Manager to execute the attached sole-source contract with NextBus, Inc. with a capital cost not to exceed \$48,610, and an annual operating cost not to exceed \$13,380 the first year and \$15,575 each of the next four years.

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 [Next\\_Bus\\_Contract\\_958880](#)

 [Next\\_Bus\\_Final\\_Price\\_958808](#)

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## AGREEMENT

This Agreement, entered into this \_\_\_\_\_ day of \_\_\_\_\_, 2013, by and between the City of Greenville, NC, hereinafter referred to as the "CITY", and NextBus, Inc., hereinafter referred to as the "CONTRACTOR".

WITNESSETH

**WHEREAS**, the CITY is authorized and empowered to contract with the CONTRACTOR for the provision of the hardware and software necessary to establish and maintain a fully functioning real-time passenger information system for the CITY's transit service; and

**WHEREAS**, the CONTRACTOR represents it is licensed, qualified and willing to provide such services pursuant to terms and conditions of this Agreement.

**NOW, THEREFORE**, CITY and CONTRACTOR agree as follows:

### I. SERVICES TO BE PERFORMED BY THE CONTRACTOR

- A. Authorized Scope of Work: The CONTRACTOR agrees to perform all work necessary to establish and maintain a real-time passenger information system as denoted in Exhibit "A" under "One-time costs" and "Recurring costs."

### II. TIME OF PERFORMANCE

The CONTRACTOR shall commence performance of this Agreement within sixty (60) days following City Council approval of this Agreement and shall complete the work outlined under "One-time costs" in Exhibit "A" within ninety (90) days thereafter, unless otherwise extended in writing by CITY, in its sole discretion.

If the CONTRACTOR fails to complete the work within the time specified, plus any extensions of time which may be granted, the CITY shall determine the percent of each work item completed and shall pay the CONTRACTOR on that basis.

CONTRACTOR shall not be responsible for delays which are due to causes beyond the CONTRACTOR's reasonable control. In the case of any such delay, the time of completion shall be extended accordingly in a writing signed by both parties.

### III. COMPENSATION

- A. Total Compensation: For services performed pursuant to this Agreement, the CITY agrees to pay and the CONTRACTOR agrees to accept, as payment in full for the "One-time costs" denoted in Exhibit A, a sum not to exceed forty-eight thousand, six hundred ten and 00/100

dollars (\$48,610.00). Additionally, the CITY agrees to pay and the CONTRACTOR agrees to accept, as payment in full for the "Recurring costs" denoted in Exhibit A, a sum not to exceed thirteen-thousand, three hundred eighty and 00/100 dollars (\$13,380.00) for year one of the contract period, and a sum not to exceed fifteen thousand, five hundred seventy five and 00/100 dollars (\$15,575.00) for each the succeeding four years of the contract period. These amounts shall constitute complete compensation by the City for all work in establishing and maintaining a fully functional real time passenger information system.

**B. Payment of Compensation:** The CONTRACTOR shall be compensated in full for the "one-time costs" within 30 days of the successful completion of this work and submittal of the appropriate corresponding invoice. The CONTRACTOR shall be paid no later than thirty (30) days following submission of the "Recurring costs" invoices in the year for which the invoices apply/

#### **IV. AUTHORIZED REPRESENTATIVE**

**A. CITY:** The Transit Manager shall represent the CITY in all matters pertaining to the materials, supplies, and services to be rendered under this Agreement, except where approval of the City Council of the CITY is specifically required.

**B. CONTRACTOR:** The \_\_\_\_\_ shall represent and act as principle for CONTRACTOR in all matters pertaining to the materials, supplies, and services to be rendered by it under this Agreement.

#### **V. FEDERAL LAWS**

This contract is financed in part with funding received under Section 5307 of the Federal Transit Act. All services performed by CONTRACTOR pursuant to the AGREEMENT shall be performed in accordance and full compliance with all applicable federal laws and requirements including, but not limited to:

##### **A. No Obligation by the Federal Government.**

(1) The City and Contractor acknowledge and agree that, notwithstanding any concurrence by the Federal Government in or approval of the solicitation or award of the underlying contract, absent the express written consent by the Federal Government, the Federal Government is not a party to this Contract and shall not be subject to any obligations or liabilities to the City, Contractor, or any other party (whether or not a party to that contract) pertaining to any matter resulting from the underlying contract.

(2) The Contractor agrees to include the above clause in each sub contract financed in whole or in part with Federal assistance provided by FTA. It is further agreed that the clause shall not be modified, except to identify the sub contractor who will be subject to its provisions.

## **B. Program Fraud and False or Fraudulent Statements or Related Acts.**

(1) The Contractor acknowledges that the provisions of the Program Fraud Civil Remedies Act of 1986, as amended, 31 U.S.C. § 3801 et seq. and U.S. DOT regulations, "Program Fraud Civil Remedies," 49 C.F.R. Part 31, apply to its actions pertaining to this Contract. Upon execution of the underlying contract, the Contractor certifies or affirms the truthfulness and accuracy of any statement it has made, it makes, it may make, or causes to be made, pertaining to the underlying contract or the FTA assisted project for which this Contract work is being performed. In addition to other penalties that may be applicable, the Contractor further acknowledges that if it makes, or causes to be made, a false, fictitious, or fraudulent claim, statement, submission, or certification, the Federal Government reserves the right to impose the penalties of the Program Fraud Civil Remedies Act of 1986 on the Contractor to the extent the Federal Government deems appropriate.

(2) The Contractor also acknowledges that if it makes, or causes to be made, a false, fictitious, or fraudulent claim, statement, submission, or certification to the Federal Government under a contract connected with a project that is financed in whole or in part with Federal assistance originally awarded by FTA under the authority of 49 U.S.C. § 5307, the Government reserves the right to impose the penalties of 18 U.S.C. § 1001 and 49 U.S.C. § 5307(n)(1) on the Contractor, to the extent the Federal Government deems appropriate.

(3) The Contractor agrees to include the above two clauses in each sub contract financed in whole or in part with Federal assistance provided by FTA. It is further agreed that the clauses shall not be modified, except to identify the sub contractor who will be subject to the provisions.

## **C. Access to Records**

The following access to records requirements apply to this Contract:

(1) The Contractor agrees to provide the City, the FTA Administrator, the Comptroller General of the United States or any of their authorized representatives access to any books, documents, papers and records of the Contractor which are directly pertinent to this Contract for the purposes of making audits, examinations, excerpts and transcriptions. Contractor also agrees, pursuant to 49 C.F.R. 633.17 to provide the FTA Administrator or his authorized representatives including any PMO Contractor access to Contractor's records and construction sites pertaining to a major capital project, defined at 49 U.S.C. 5302(a)1, which is receiving federal financial assistance through the programs described at 49 U.S.C. 5307, 5309 or 5311.

(2) The Contractor shall make available records related to the Contract to the City, the Secretary of Transportation and the Comptroller General or any authorized officer or employee of any of them for the purposes of conducting an audit and inspection.

(3) The Contractor agrees to permit any of the foregoing parties to reproduce by any means whatsoever or to copy excerpts and transcriptions as reasonably needed.

(4) The Contractor agrees to maintain all books, records, accounts and reports required under this Contract for a period of not less than three years after the date of termination or expiration of this

Contract, except in the event of litigation or settlement of claims arising from the performance of this Contract, in which case Contractor agrees to maintain same until the City, the FTA Administrator, the Comptroller General, or any of their duly authorized representatives, have disposed of all such litigation, appeals, claims or exceptions related thereto. Reference 49 CFR 18.39(i)(11).

#### **D. Federal Changes**

Contractor shall at all times comply with all applicable FTA regulations, policies, procedures and directives, including without limitation those listed directly or by reference in the Master Agreement between City and FTA, as they may be amended or promulgated from time to time during the term of this Contract. Contractor's failure to so comply shall constitute a material breach of this Contract.

#### **E. Civil Rights**

The following requirements apply to the underlying Contract:

(1) Nondiscrimination - In accordance with Title VI of the Civil Rights Act, as amended, 42 U.S.C. § 2000d, section 303 of the Age Discrimination Act of 1975, as amended, 42 U.S.C. § 6102, section 202 of the Americans with Disabilities Act of 1990, 42 U.S.C. § 12132, and Federal transit law at 49 U.S.C. § 5332, the Contractor agrees that it will not discriminate against any employee or applicant for employment because of race, color, creed, national origin, sex, age, or disability. In addition, the Contractor agrees to comply with applicable Federal implementing regulations and other implementing requirements FTA may issue.

(2) Equal Employment Opportunity - The following equal employment opportunity requirements apply to the underlying Contract:

(a) Race, Color, Creed, National Origin, Sex - In accordance with Title VII of the Civil Rights Act, as amended, 42 U.S.C. § 2000e, and Federal transit laws at 49 U.S.C. § 5332, the Contractor agrees to comply with all applicable equal employment opportunity requirements of U.S. Department of Labor (U.S. DOL) regulations, "Office of Federal Contract Compliance Programs, Equal Employment Opportunity, Department of Labor," 41 C.F.R. Parts 60 et seq., (which implement Executive Order No. 11246, "Equal Employment Opportunity," as amended by Executive Order No. 11375, "Amending Executive Order 11246 Relating to Equal Employment Opportunity," 42 U.S.C. § 2000e note), and with any applicable Federal statutes, executive orders, regulations, and Federal policies that may in the future affect construction activities undertaken in the course of the Project. The Contractor agrees to take affirmative action to ensure that applicants are employed, and that employees are treated during employment, without regard to their race, color, creed, national origin, sex, or age. Such action shall include, but not be limited to, the following: employment, upgrading, demotion or transfer, recruitment or recruitment advertising, layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. In addition, the Contractor agrees to comply with any implementing requirements FTA may issue.

(b) Age - In accordance with section 4 of the Age Discrimination in Employment Act of 1967, as amended, 29 U.S.C. § 623 and Federal transit law at 49 U.S.C. § 5332, the Contractor agrees to refrain from discrimination against present and prospective employees for reason of age. In addition, the Contractor agrees to comply with any implementing requirements FTA may issue.

(c) Disabilities - In accordance with section 102 of the Americans with Disabilities Act, as amended, 42 U.S.C. § 12112, the Contractor agrees that it will comply with the requirements of U.S. Equal Employment Opportunity Commission, "Regulations to Implement the Equal Employment Provisions of the Americans with Disabilities Act," 29 C.F.R. Part 1630, pertaining to employment of persons with disabilities. In addition, the Contractor agrees to comply with any implementing requirements FTA may issue.

(3) The Contractor also agrees to include these requirements in each sub contract financed in whole or in part with Federal assistance provided by FTA, modified only if necessary to identify the affected parties.

#### **F. Incorporation of Federal Transit Administration (FTA) Terms**

The preceding provisions include, in part, certain Standard Terms and Conditions required by DOT, whether or not expressly set forth in the preceding contract provisions. All Contractual provisions required by DOT, as set forth in FTA Circular 4220.1E, are hereby incorporated by reference. Anything to the contrary herein notwithstanding, all FTA mandated terms shall be deemed to control in the event of a conflict with other provisions contained in this Agreement. The Contractor shall not perform any act, fail to perform any act, or refuse to comply with any City requests which would cause City to be in violation of the FTA terms and conditions.

#### **G. Energy Conservation**

The Contractor agrees to comply with mandatory standards and policies relating to energy efficiency which are contained in the state energy conservation plan issued in compliance with the Energy Policy and Conservation Act.

#### **H. Termination for Convenience**

The City may terminate this Contract, in whole or in part, at any time by written notice to the Contractor when it is in the City's best interest. The Contractor shall be paid its costs, including contract close-out costs, and profit on work performed up to the time of termination. The Contractor shall promptly submit its termination claim to the City to be paid the Contractor. If the Contractor has any property in its possession belonging to the City, the Contractor will account for the same, and dispose of it in the manner the City directs.

#### **I. Termination for Default**

If the Contractor does not deliver supplies in accordance with the Contract delivery schedule, or, if the Contract is for services, the Contractor fails to perform in the manner called for in the Contract, or if the Contractor fails to comply with any other provisions of the Contract, the City may

terminate this Contract for default. Termination shall be effected by serving a notice of termination on the Contractor setting forth the manner in which the Contractor is in default. The Contractor will only be paid the Contract price for supplies delivered and accepted, or services performed in accordance with the manner of performance set forth in the Contract.

If it is later determined by the City that the Contractor had an excusable reason for not performing, such as a strike, fire, or flood, events which are not the fault of or are beyond the control of the Contractor, the City, after setting up a new delivery of performance schedule, may allow the Contractor to continue work, or treat the termination as a termination for convenience.

If the Contractor fails to deliver supplies or to perform the services within the time specified in this Contract or any extension or if the Contractor fails to comply with any other provisions of this Contract, the City may terminate this Contract for default. The City shall terminate by delivering to the Contractor a Notice of Termination specifying the nature of the default. The Contractor will only be paid the Contract price for supplies delivered and accepted, or services performed in accordance with the manner or performance set forth in this Contract.

If, after termination for failure to fulfill Contract obligations, it is determined that the Contractor was not in default, the rights and obligations of the parties shall be the same as if the termination had been issued for the convenience of the City.

#### **J. Opportunity to Cure**

The City in its sole discretion may, in the case of a termination for breach or default, allow the Contractor 10 business days in which to cure the defect. In such case, the notice of termination will state the time period in which cure is permitted and other appropriate conditions

If Contractor fails to remedy to the City's satisfaction the breach or default of any of the terms, covenants, or conditions of this Contract within ten business days after receipt by Contractor of written notice from the City setting forth the nature of said breach or default, the City shall have the right to terminate the Contract without any further obligation to Contractor. Any such termination for default shall not in any way operate to preclude the City from also pursuing all available remedies against Contractor and its sureties for said breach or default.

#### **K. Waiver of Remedies for any Breach**

In the event that the City elects to waive its remedies for any breach by Contractor of any covenant, term or condition of this Contract, such waiver by City shall not limit the City's remedies for any succeeding breach of that or of any other term, covenant, or condition of this Contract.

#### **L. Suspension and Debarment**

This Contract is a covered transaction for purposes of 49 CFR Part 29. As such, the Contractor is required to verify that none of the Contractor, its principals, as defined at 49 CFR 29.995, or affiliates, as defined at 49 CFR 29.905, are excluded or disqualified as defined at 49 CFR 29.940 and 29.945.

The Contractor is required to comply with 49 CFR 29, Subpart C and must include the requirement to comply with 49 CFR 29, Subpart C in any lower tier covered transaction it enters into.

By signing and submitting this Contract, the Contractor certifies as follows:

The certification in this clause is a material representation of fact relied upon by the City. If it is later determined that the Contractor knowingly rendered an erroneous certification, in addition to remedies available to the City, the Federal Government may pursue available remedies, including but not limited to suspension and/or debarment.

The Contractor agrees to comply with the requirements of 49 CFR 29, Subpart C throughout the period of this Contract. The Contractor further agrees to include a provision requiring such compliance in its lower tier covered transactions.

### **M. Disputes**

Disputes arising in the performance of this Contract which are not resolved by agreement of the parties shall be decided in writing by the authorized representative of the City Public Works Director. This decision shall be final and conclusive unless within [ten (10)] days from the date of receipt of its copy, the Contractor mails or otherwise furnishes a written appeal to the City Manager. In connection with any such appeal, the Contractor shall be afforded an opportunity to be heard and to offer evidence in support of its position. The decision of the City Manager shall be binding upon the Contractor and the Contractor shall abide by the decision.

### **N. Performance During Dispute**

Unless otherwise directed by the City, Contractor shall continue performance under this Contract while matters in dispute are being resolved.

### **O. Claims for Damages**

Should either party to the Contract suffer injury or damage to person or property because of any act or omission of the party or of any of his employees, agents or others for whose acts he is legally liable, a claim for damages therefor shall be made in writing to such other party within a reasonable time after the first observance of such injury of damage.

### **P. Remedies**

Unless this Contract provides otherwise, all claims, counterclaims, disputes and other matters in question between the City and the Contractor arising out of or relating to this agreement or its breach will be decided by arbitration if the parties mutually agree, or in a court of competent jurisdiction within Pitt County, North Carolina.



## **Q. Rights and Remedies**

The duties and obligations imposed by the Contract and the rights and remedies available thereunder shall be in addition to and not a limitation of any duties, obligations, rights and remedies otherwise imposed or available by law. No action or failure to act by the City or Contractor shall constitute a waiver of any right or duty afforded any of them under the Contract, nor shall any such action or failure to act constitute an approval of or acquiescence in any breach thereunder, except as may be specifically agreed in writing.

## **R. Contract Work Hours and Safety Standards**

(1) Overtime requirements - No contractor or subcontractor contracting for any part of the Contract work which may require or involve the employment of laborers or mechanics shall require or permit any such laborer or mechanic in any workweek in which he or she is employed on such work to work in excess of forty hours in such workweek unless such laborer or mechanic receives compensation at a rate not less than one and one-half times the basic rate of pay for all hours worked in excess of forty hours in such workweek.

(2) Violation; liability for unpaid wages; liquidated damages - In the event of any violation of the clause set forth in paragraph (1) of this section the Contractor and any subcontractor responsible therefor shall be liable for the unpaid wages. In addition, the Contractor and subcontractor shall be liable to the United States for liquidated damages. Such liquidated damages shall be computed with respect to each individual laborer or mechanic, including watchmen and guards, employed in violation of the clause set forth in paragraph (1) of this section, in the sum of \$10 for each calendar day on which such individual was required or permitted to work in excess of the standard workweek of forty hours without payment of the overtime wages required by the clause set forth in paragraph (1) of this section.

(3) Withholding for unpaid wages and liquidated damages - The City shall upon its own action or upon written request of an authorized representative of the Department of Labor withhold or cause to be withheld, from any moneys payable on account of work performed by the Contractor or subcontractor under any such contract or any other Federal contract with the same prime contractor, or any other federally-assisted contract subject to the Contract Work Hours and Safety Standards Act, which is held by the same prime contractor, such sums as may be determined to be necessary to satisfy any liabilities of such contractor or subcontractor for unpaid wages and liquidated damages as provided in the clause set forth in paragraph (2) of this section.

(4) Subcontracts - The Contractor or subcontractor shall insert in any subcontracts the clauses set forth in paragraphs (1) through (4) of this section and also a clause requiring the subcontractors to include these clauses in any lower tier subcontracts. The Contractor shall be responsible for compliance by any subcontractor or lower tier subcontractor with the clauses set forth in paragraphs (1) through (4) of this section.

## **S. Clean Air**

(1) The Contractor agrees to comply with all applicable standards, orders or regulations issued pursuant to the Clean Air Act, as amended, 42 U.S.C. §§ 7401 et seq. The Contractor agrees to report each violation to the City and understands and agrees that the City will, in turn, report each violation as required to assure notification to FTA and the appropriate EPA Regional Office.

(2) The Contractor also agrees to include these requirements in each subcontract exceeding \$100,000 financed in whole or in part with Federal assistance provided by FTA.

## **T. Clean Water**

(1) The Contractor agrees to comply with all applicable standards, orders or regulations issued pursuant to the Federal Water Pollution Control Act, as amended, 33 U.S.C. 1251 et seq. The Contractor agrees to report each violation to the City and understands and agrees that the City will, in turn, report each violation as required to assure notification to FTA and the appropriate EPA Regional Office.

(2) The Contractor also agrees to include these requirements in each subcontract exceeding \$100,000 financed in whole or in part with Federal assistance provided by FTA.

## **U. Byrd Anti-Lobbying Amendment, 31 U.S.C. 1352, as amended by the Lobbying Disclosure Act of 1995, P.L. 104-65 [to be codified at 2 U.S.C. § 1601, et seq.]**

Contractors who apply or bid for an award of \$100,000 or more shall file the certification required by 49 CFR part 20, "New Restrictions on Lobbying." Each tier certifies to the tier above that it will not and has not used Federal appropriated funds to pay any person or organization for influencing or attempting to influence an officer or employee of any agency, a member of Congress, officer or employee of Congress, or an employee of a member of Congress in connection with obtaining any Federal contract, grant or any other award covered by 31 U.S.C. 1352. Each tier shall also disclose the name of any registrant under the Lobbying Disclosure Act of 1995 who has made lobbying contacts on its behalf with non-Federal funds with respect to that Federal contract, grant or award covered by 31 U.S.C. 1352. Such disclosures are forwarded from tier to tier up to the recipient.

## **VI. INTEREST OF OFFICIALS AND THE CONTRACTOR**

**A.** No officer, member, or employee of the CITY who exercises any functions or responsibilities in the review or approval of this Agreement shall:

- 1 Participate in any decision relating to this Agreement which effects his personal interest or the interest of any corporation, partnership, or association in which he has, directly or indirectly, any interest; or
- 2 Have any interest, direct or indirect, in this Agreement or the proceeds thereof during his tenure or for one year thereafter.

- B.** The CONTRACTOR hereby covenants that he has, at the time of the execution of this Agreement, no interest, and that he shall not acquire any interest in the future, direct or indirect, which would conflict in any manner or degree with the performance of services required to be performed pursuant to this Agreement. The CONTRACTOR further covenants that in the performance of this work, no person having any such interest shall be employed.

## **VII. NO PERSONNEL, AGENCY OR COMMISSION**

The CONTRACTOR warrants, by execution of this Agreement, that no personnel agency has been employed or retained to solicit or secure this contract upon an agreement or understanding for a commission, percentage, brokerage or contingent fee, excepting bona fide established commercial or selling agencies maintained by the CONTRACTOR for the purpose of securing business. For breach or violation of this warranty, the CITY shall have the right to annul this Agreement without liability or, in its discretion, to deduct from this Agreement price or consideration, or otherwise recover, the full amount of such fee, commission, percentage, brokerage fee, gift, or contingent fee.

## **VIII. SUBCONTRACTING**

The CONTRACTOR shall not subcontract or otherwise assign any portion of the work to be performed under this Agreement without the prior written approval of the CITY. In no event shall the CONTRACTOR subcontract work in excess of 50% of the contract amount, excluding specialized services. Specialized services are those items not ordinarily furnished by a CONTRACTOR performing the particular type of project.

## **IX. INDEPENDENT CONTRACTOR**

In the performance of the services herein provided for, the CONTRACTOR shall be, and is, an independent CONTRACTOR and is not an agent or employee of the CITY. The CONTRACTOR has and shall retain the right to exercise full control and supervision of all persons assisting the CONTRACTOR in the performance of said services hereunder. The CONTRACTOR shall be solely responsible for all matters relating to the payment of its employees including compliance with social security and income tax withholding and all other regulations governing such matters.

## **X. SPECIFICATIONS**

All specifications, manuals, standards, etc., either attached to this Agreement or incorporated by reference, are binding as to the performance of the work specified in this Agreement unless they are changed by written amendment to this Agreement modified in writing to incorporate such changes.

## **XI. DOCUMENTS/DATA**

- A.** Ownership of Documents: All original papers and documents, produced as a result of this Agreement, shall become the property of the CITY. In addition, CITY shall be provided

with access and use of any other papers and documents consistent with the purpose and scope of services covered by this Agreement. Any additional copies, not otherwise provided for herein, shall be the responsibility of the CITY.

- B. Publication: No report, information, or other data given or prepared or assembled by the CONTRACTOR pursuant to this Agreement, shall be made available to any individual or organization by the CONTRACTOR without the prior written approval of the CITY. Notwithstanding the foregoing, however, the CONTRACTOR shall not be required to protect or hold in confidence and confidential information which (1) is or becomes available to the public with the prior written consent of the CITY; (2) must be disclosed to comply with law; or (3) must be disclosed in connection with any legal proceedings.
- C. Copyrights: The CONTRACTOR shall be free to copyright material developed under this Agreement with the provision that the CITY be given a nonexclusive and irrevocable license to reproduce, publish or otherwise use, and to authorize others to use the material for government or public purposes.

## **XII. INDEMNIFICATION AND INSURANCE**

As respects acts, errors, or omissions in the performance of professional services, CONTRACTOR agrees to indemnify and hold harmless CITY, its elected and appointed officers, employees, and CITY designated volunteers from and against any and all claims, demands, defense costs, or liability arising directly out of CONTRACTOR's negligent acts, errors or omissions in the performance of his/her professional services under the terms of this Agreement.

As respects all acts or omissions which do not arise directly out of the performance of professional services, including but not limited to those acts or omissions normally covered by general and automobile liability insurance, CONTRACTOR agrees to indemnify and hold harmless CITY, its elected and appointed officers, employees, representatives, and volunteers from and against any and all claims, demands, defense costs, or liability arising out of or in connection with CONTRACTOR's (or CONTRACTOR's sub CONTRACTORS, if any) performance or failure to perform, under the terms of this Agreement; except to the extent those arise out of the negligence or willful misconduct of CITY.

Without limiting CITY's right to indemnification, it is agreed that CONTRACTOR shall secure prior to commencing any activities under this Agreement, and maintain during the term of this Agreement, insurance coverage as follows:

- 1 Workers' compensation insurance as required by North Carolina statutes.
- 2 Commercial general liability insurance with a combined single limit of not less than One Million Dollars (\$1,000,000) per occurrence. Such insurance shall include coverage for Premises and Operations, Contractual Liability, Personal Injury Liability, Products and Completed Operations Liability, Broad Form Property Damage (if applicable), Independent CONTRACTOR's Liability (if applicable).

- 3 Professional liability insurance coverage, in an amount not less than One Million Dollars (\$1,000,000). CONTRACTOR shall maintain such coverage for at least four (4) years from the termination of this Agreement. During this four (4) year period, CONTRACTOR shall use CONTRACTOR'S best efforts to ensure that there is no change of the retroactive date on this insurance coverage.
- 4 Comprehensive Automobile Liability coverage with a combined single limit of not less than One Million Dollars (\$1,000,000) per occurrence. Such insurance shall include coverage for owned, hired, and non-owned automobiles and shall be provided by a business automobile policy.

CITY'S Risk Manager is hereby authorized to reduce the requirements set forth above in the event he/she determines that such reduction is in the CITY'S best interest.

Each insurance policy required by this Agreement shall contain the following clause:

"This insurance shall not be canceled, limited in scope or coverage, or non-renewed until after thirty (30) days prior written notice has been given to the City Clerk, City of Greenville NC, PO Box , Greenville NC, 27835."

In addition, the commercial general liability and comprehensive automobile liability policies required by this Agreement shall contain the following clauses:

"It is agreed that any insurance maintained by the City of Greenville shall apply in excess of and not contribute with insurance provided by this policy."

"The City of Greenville, its officers, agents, employees, representatives and volunteers are added as additional insured's as respects operations and activities of, or on behalf of the named insured, performed under contract with the City of Greenville."

Prior to commencing any work under this Agreement, CONTRACTOR shall deliver to CITY insurance certificates confirming the existence of the insurance required by this Agreement, and including the applicable clauses referenced above. Within thirty (30) days of the execution date of this Agreement, CONTRACTOR shall provide to CITY endorsements to the above-required policies, which add to these policies the applicable clauses referenced above. Said endorsements shall be signed by an authorized representative of the insurance company and shall include the signatory's company affiliation and title. Should it be deemed necessary by CITY, it shall be CONTRACTOR's responsibility to see that CITY receives documentation acceptable to CITY which sustains that the individual signing said endorsements is indeed authorized to do so by the insurance company. CITY has the right to demand, and to receive within a reasonable time period, copies of any insurance policies required under this Agreement.

In addition to any other remedies CITY may have if CONTRACTOR fails to provide or maintain any insurance policies or policy endorsements to the extent and within the time herein required, CITY may, at its sole option:

- 1 Obtain such insurance and deduct and retain the amount of the premiums for such insurance from any sums due under the Agreement; or
- 2 Order CONTRACTOR to stop work under this Agreement and/or withhold any payment(s) which become due to CONTRACTOR hereunder until CONTRACTOR demonstrates compliance with the requirements hereof; or
- 3 Terminate this Agreement.

Exercise of any of the above remedies, however, is an alternative to other remedies CITY may have and is not the exclusive remedy for CONTRACTOR's failure to maintain insurance or secure appropriate endorsements.

Nothing herein contained shall be construed as limiting in any way the extent to which CONTRACTOR may be held responsible for payments of damages to persons or property resulting from CONTRACTOR's or its subcontractor's performance of the work covered under this Agreement.

### **XIII. MISCELLANEOUS PROVISIONS**

- A. Successors and Assigns: This Agreement shall be binding upon and shall inure to the benefit of any successors to or assigns of the parties.
- B. Prohibition of Assignment: Neither the CITY nor CONTRACTOR shall assign, delegate or transfer their rights and duties in this Agreement without the written consent of the other party.
- C. Dispute/Governing Law: Any dispute not resolvable by informal arbitration between the parties to this Agreement shall be adjudicated in a Court of Law under the laws of the State of North Carolina.
- D. Notices: Notice shall be sufficient hereunder if personally served upon the City Clerk of the CITY or an officer or principal of the CONTRACTOR, or if sent via the United States Postal Service, postage prepaid, addressed as follows:
- E. Jurisdiction/Venue/Waiver Of Removal: This Agreement shall be administered and interpreted under the laws of the State of North Carolina. Jurisdiction of litigation arising from this Agreement shall be in the State of North Carolina. Any action brought to interpret or enforce this Agreement, or any of the terms or conditions hereof, shall be brought in Pitt County, North Carolina.
- F. Integration/Modification: This Agreement and each of the exhibits referenced herein, which are incorporated by reference, represents the entire understanding of the CITY and the CONTRACTOR as to those matters contained herein. No prior oral or written understanding shall be of any force or effect with respect to those matters covered hereunder. This Agreement may not be modified or altered except in writing signed by the CITY and the CONTRACTOR.



Account Number: 030-9500 403.75-00

**CERTIFICATION REGARDING LOBBYING**  
Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned [Contractor] certifies, to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for making lobbying contacts to an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form--LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions [as amended by "Government wide Guidance for New Restrictions on Lobbying," 61 Fed. Reg. 1413 (1/19/96). Note: Language in paragraph (2) herein has been modified in accordance with Section 10 of the Lobbying Disclosure Act of 1995 (P.L. 104-65, to be codified at 2 U.S.C. 1601, *et seq.*)]

(3) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by 31, U.S.C. § 1352 (as amended by the Lobbying Disclosure Act of 1995). Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

[Note: Pursuant to 31 U.S.C. § 1352(c)(1)-(2)(A), any person who makes a prohibited expenditure or fails to file or amend a required certification or disclosure form shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such expenditure or failure.]

The Contractor, \_\_\_\_\_, certifies or affirms the truthfulness and accuracy of each statement of its certification and disclosure, if any. In addition, the Contractor understands and agrees that the provisions of 31 U.S.C. A 3801, *et seq.*, apply to this certification and disclosure, if any.

\_\_\_\_\_ Signature of Contractor's Authorized Official

\_\_\_\_\_ Name and Title of Contractor's Authorized Official



\_\_\_\_\_ Date

**EXHIBIT A**

**Price Proposal for Greenville Area Transit System**  
NextBus Real-Time Passenger Information System

**One-time Costs**

	Unit List Price Included	Units	Extended Price Included
Real-time Passenger Information System		1	
Tracker Suite with IMDT*	\$1,995	11	\$21,945
Hardware shipping (trackers)	\$15	11	\$165
Route Configuration	\$3,000	6	\$18,000
Telephone Information System	\$0	1	\$0
SMS Text Messaging System	\$1,000	1	\$1,000
Project Management			\$4,000
Travel and Expenses			\$3,000
Training Onsite			\$500
<b>Total one-time costs</b>			<b>\$48,610</b>

\*->Will use ECU's already established number

**Recurring Costs**

	Per Month	Hardware Units	Per Year
Cellular service (3 second reporting rate)	\$30	11	\$3,960
ASP (Software) service - trackers	\$55	11	\$7,260
Telephone Information System (6 routes @ \$15/route/month)	\$90		\$1,080
SMS Text messaging (6 routes @ \$15/route/month)	\$90		\$1,080
Tracker Suite hardware warranty (after Year 1)			\$2,195

**Project Year Breakdown**

	One-time	Recurring	Total
Year 1 Costs	\$48,610	\$13,380	\$61,990
Year 2 Costs**	\$0	\$15,575	\$15,575
Year 3 Costs**	\$0	\$15,575	\$15,575
Year 4 Costs**	\$0	\$15,575	\$15,575
Year 5 Costs**	\$0	\$15,575	\$15,575

**Five-year cost with recurring charges rolled into capital costs**  
**\$124,288**

**EXHIBIT A**

	Capital	Operating (Year)	Ext. Warranty (Year)
<b>Other Options</b>			
<b>Mobile Data Terminal (MDT) Options</b>			
Driver Covert Alarm (\$2,000 one-time setup fee)	\$100	N/A	\$10
<b>LCD Television Type Displays</b>			
52" LCD panel with modem&custom page* (per sign)	\$7,860	\$2,400	\$750
42" LCD panel with modem&custom page* (per sign)	\$5,450	\$2,400	\$435
32" LCD panel with modem&custom page* (per sign)	\$5,000	\$2,400	\$375
26" LCD panel with modem&custom page* (per sign)	\$4,700	\$2,400	\$330
LCD Panel Shipping (per sign)	\$50-\$500	N/A	N/A
26" LCD Outdoor Kiosk with modem&custom page*	\$26,800	\$2,400	\$3,008
32" LCD Outdoor Kiosk with modem&custom page*	\$30,500	\$2,400	\$3,494
42" LCD Outdoor Kiosk with modem&custom page*	\$34,850	\$2,400	\$4,058
52" LCD Outdoor Kiosk with modem&custom page*	\$39,650	\$2,400	\$4,688
LCD Kiosk Shipping (per kiosk)	\$500	N/A	N/A
<b>LED Variable Message Displays</b>			
24" 2-line LED sign*	\$3,900	\$960	\$390
32" 2-line LED sign*	\$5,800	\$960	\$580
44" 2-line LED sign*	\$5,500	\$960	\$550
54" 2-line LED sign*	\$6,000	\$960	\$600
24" 4-line LED sign*	\$6,500	\$960	\$650
40" 4-line(w/message line) LED sign*	\$9,400	\$960	\$940
52" 5-line (w/message line) LED sign*	\$10,500	\$960	\$1,050
53" 10-line (w/message line) LED sign*	\$15,000	\$960	\$1,500
LED Sign Shipping (per sign)	\$50-\$500	N/A	N/A
Add ADA Audible Voice to LED Signs* (per sign)	\$750	N/A	\$75
Solar Powered 24" 2-line LED Signs* (per sign)	\$12,500	\$960	\$1,250
Solar Powered LED Sign Shipping (per sign)	\$500	N/A	N/A
<b>Wi-Fi Hotspot for Passenger Use</b>			
Wi-Fi Hardware*	\$1,000	N/A	\$100
Unlimited Data Plan	N/A	\$1,000	N/A

\*Includes installation

\*\*Includes optional extended warranty

Please note that the LCD and LED signs require available 120V power at installation location

Passenger information website, passenger alerts, and WAP-enabled website (for PDAs and cell phones) are included at no additional cost.

Pricing valid until October 12, 2013



# City of Greenville, North Carolina

Meeting Date: 8/5/2013  
Time: 6:00 PM

**Title of Item:** Authorization to transfer the deed of trust on 1228 Farmville Boulevard to another property within the city limits

**Explanation:** **Abstract:** Authorization is desired to transfer a deed of trust associated with an owner-occupied home rehabilitation at 1228 Farmville Boulevard to a new home within the city limits (311 Oak Grove Drive).

**Explanation:** Ms. Katie Taylor's property at 1228 Farmville Boulevard received rehabilitation assistance through the Community Development Block Grant program in June 2008. Since that time, Ms. Taylor has maintained the home as her residence in accordance with the program guidelines. Five (5) of the 15 years associated with the mandatory deed of trust have been fulfilled. The total rehabilitation cost was \$51,131.48, and there is a remaining balance of \$34,258.09.

Staff received a request on behalf of Ms. Taylor to forgive the remaining debt of \$34,258.09 on the City's deed of trust and promissory note. Staff, in consultation with the U.S. Department of Housing and Urban Development, was advised that the debt could not be forgiven; however, it could be transferred to another property if approved by City Council.

As part of the 10th Street Connector project, NCDOT is currently planning a real estate closing for the 1228 Farmville Boulevard property. At the closing, Ms. Taylor will receive \$58,575.00 for the land and structure and \$16,425.00 for relocation. The total amount of compensation that Ms. Taylor will receive is \$74,820.00. However, after the deed of trust is paid to the City, the new compensation amount will equal \$40,562.00. Staff was advised that Ms. Taylor would not be able to qualify for the purchase of the home she is considering unless the debt is transferred. In addition, this action would allow her to purchase the home without a mortgage.

Staff is concerned that if the deed of trust is not transferred, Ms. Taylor will not have an adequate amount of funds to purchase a new home. Therefore, staff has discussed possible solutions with the U.S. Department of Housing and Urban

Development. Through those discussions, transferring the deed of trust to a new property was recommended.

Ms. Taylor has already employed a real estate agent and an attorney to help facilitate the purchase of her new home. After some discussion with the City Attorney, it has been recommended that staff ensures that the new home in which the deed of trust will be transferred remain within city limits and pass North Carolina State Building Code.

Staff has been in contact with NCDOT, Telics, Lanier, King, & Paysour (NCDOT attorney), the real estate agent, and Graham, Nuckolls, & Conner (Ms. Taylor's attorney). All have agreed to an August closing date in which the NCDOT acquisition and the new home closing will occur simultaneously.

**Fiscal Note:**

There is no budgetary impact related to transferring of the deed of trust. The ten (10) years remaining on the deed of trust at the current location will be transferred to the new home. Therefore, the City will still recapture all funds associated with the owner-occupied rehabilitation.

**Recommendation:**

Authorize the transfer of the existing deed of trust to a home located within the city limits, that passes all necessary inspections, and the value of the home and property cover the City's existing deed of trust.

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Viewing Attachments Requires Adobe Acrobat. [Click here](#) to download.

Attachments / [click to download](#)

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# City of Greenville, North Carolina

Meeting Date: 8/5/2013  
Time: 6:00 PM

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**Title of Item:** Preliminary engineering agreement with CSXT for design review of plans associated with the South Tar River Greenway Phase 3 project

**Explanation:** **Abstract:** This agreement will set up an escrow fund which CSXT will charge against when performing design review services associated with construction documents for the South Tar River Greenway Phase 3 project.

**Explanation:** The proposed South Tar River Greenway Phase 3 project must cross CSXT right-of-way between 3<sup>rd</sup> Street and the Tar River. In conjunction with preparation of construction documents, CSXT and their third-party consultant, AECOM, must review the plans for conformance to their specifications.

CSXT estimates the design review fee to be no more than \$15,000. The City will submit a check to CSXT upon execution of this agreement. If the actual costs are less than the estimate, CSXT will issue a reimbursement for the remaining amount.

The City Attorney's Office has reviewed this agreement and found it to be acceptable.

**Fiscal Note:** This agreement will be funded by the South Tar River Greenway Phase 3 project account.

**Recommendation:** Approve the attached agreement with CSXT for design review services associated with development of construction documents for the South Tar River Greenway Phase 3 project.

Viewing Attachments Requires Adobe Acrobat. [Click here](#) to download.

Attachments / click to download

 [South Tar River Greenway Phase 3 Agreement](#)

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Project: Greenville, Pitt County, North Carolina – Proposed construction of the Tar River Greenway Trail beneath an existing CSXT undergrade bridge; Milepost AA-148.94, Florence Division, Parmele Subdivision; CSXT OP# NC0725

## PRELIMINARY ENGINEERING AGREEMENT

This Preliminary Engineering Agreement (this “**Agreement**”) is made as of \_\_\_\_\_, 20\_\_\_, by and between CSX TRANSPORTATION, INC., a Virginia corporation with its principal place of business in Jacksonville, Florida (“**CSXT**”), and the CITY OF GREENVILLE, a body corporate and political subdivision of the State of North Carolina (“**City**”).

### EXPLANATORY STATEMENT

1. City wishes to facilitate the development of the proposed Tar River Greenway Trail beneath an existing CSXT undergrade bridge at CSXT Milepost AA-148.94 on the Parmele Subdivision of the Florence Division in Greenville, Pitt County, North Carolina (the “**Project**”).
2. City has requested that CSXT proceed with certain necessary engineering and/or design services for the Project to facilitate the parties’ consideration of the Project.
3. Subject to the approval of CSXT, which approval may be withheld for any reason directly or indirectly related to safety or CSXT operations, property, or facilities, the Project is to be constructed, if at all, at no cost to CSXT, under a separate construction agreement to be executed by the parties at a future date.

NOW, THEREFORE, for and in consideration of the foregoing Explanatory Statement and other good and valuable consideration, the receipt and sufficiency of which are acknowledged by the parties, the parties agree as follows:

#### 1. Scope of Work

- 1.1. Generally. The work to be done by CSXT under this Agreement shall consist of: (i) the preparation or review and approval of preliminary and final engineering and design plans, specifications, drawings, agreements and other documents pertaining to the Project, (ii) the preparation of cost estimates for CSXT’s work in connection with the Project, and (iii) the review of construction cost estimates, site surveys, assessments, studies, agreements and related construction documents submitted to CSXT by City for the Project (collectively, the “**Engineering Work**”). Engineering Work may also include office reviews, field reviews, attending hearings and meetings, and preparing correspondence, reports, and other documentation in connection with the Project. Nothing contained in this Agreement shall oblige CSXT to perform work which, in CSXT’s opinion, is not relevant to CSXT’s participation in the Project.
  - 1.2. Effect of CSXT Approval or Preparation of Documents. By its review, approval or preparation of plans, specifications, drawings or other documents pursuant to this Agreement (collectively, the “**Plans**”), CSXT signifies only that the Plans and the Project proposed to be constructed in accordance with the Plans satisfy CSXT’s requirements. CSXT expressly disclaims all other representations and warranties in connection with the Plans, including, but not limited to, the integrity, suitability or fitness for the purposes of City or any other persons of such Plans or the Project constructed in accordance with the Plans.
2. Project Construction. Nothing contained in this Agreement shall be deemed to constitute CSXT’s approval of or consent to the construction of the Project, which approval or consent may be withheld for any reason directly or indirectly related to safety or CSXT operations, property, or facilities. The



Project: Greenville, Pitt County, North Carolina – Proposed construction of the Tar River Greenway Trail beneath an existing CSXT undergrade bridge; Milepost AA-148.94, Florence Division, Parmele Subdivision; CSXT OP# NC0725

Project if constructed is to be constructed, if at all, under a separate construction agreement to be executed by the parties at a future date.

3. Reimbursement of CSXT Expenses.

3.1. Reimbursable Expenses. City shall reimburse CSXT for all costs and expenses incurred by CSXT in connection with the Engineering Work, including, without limitation: (i) all out of pocket expenses, (ii) travel and lodging expenses, (iii) telephone, facsimile, and mailing expenses, (iv) costs for equipment, tools, materials and supplies, (v) sums paid to consultants and subcontractors, and (vi) labor, together with labor overhead percentages established by CSXT pursuant to applicable law (collectively, the “**Reimbursable Expenses**”).

3.2. Estimate. CSXT has estimated the total Reimbursable Expenses for the Project to be approximately \$15,000 (the “**Estimate**” as amended or revised). In the event CSXT anticipates that actual Reimbursable Expenses may exceed such Estimate, it shall provide City with the revised Estimate of total Reimbursable Expenses for City's approval and confirmation that sufficient funds have been appropriated to cover the total Reimbursable Expenses as reflected in the revised Estimate. CSXT may elect, by delivery of notice to City, to immediately cease all further Engineering Work, unless and until City provides such approval and confirmation.

3.3. Payment Terms.

3.3.1. Advance Payment in Full. Upon execution and delivery of this Agreement by City, City will deposit with CSXT a sum equal to the Reimbursable Expenses, as shown by the Estimate. City shall pay CSXT for Reimbursable Expenses in the amount set forth in CSXT Schedule PA attached hereto, a copy of which shall accompany the advance payment. If CSXT anticipates that it may incur Reimbursable Expenses in excess of the deposited amount, CSXT will request an additional deposit equal to the then remaining Reimbursable Expenses which CSXT estimates that it will incur. CSXT shall request such additional deposit by delivery of invoices to City. City shall make such additional deposit within thirty (30) days following delivery of such invoice to City.

3.3.2. Following completion of all Engineering Work, CSXT shall reconcile the total Reimbursable Expenses incurred by CSXT against the total payments received from City and shall submit to City a final invoice if required. City shall pay to CSXT the amount by which actual Reimbursable Expenses exceed total payments, as shown by the final invoice, within thirty (30) days following delivery to City of the final invoice. CSXT will provide a refund of any unused deposits if the deposit exceeds the incurred Reimbursable Expenses for the Project.

3.3.3. In the event that City fails to pay CSXT any sums due CSXT under this Agreement: (i) City shall pay CSXT interest at the lesser of 1.0% per month or the maximum rate of interest permitted by applicable law on the delinquent amount until paid in full; and (ii) CSXT may elect, by delivery of notice to City: (A) to immediately cease all further work on the Project, unless and until City pays the entire delinquent sum, together with accrued interest; and/or (B) to terminate this Agreement.

3.4. Effect of Termination. City's obligation to pay CSXT Reimbursable Expenses in accordance with this Section shall survive termination of this Agreement for any reason.

Project: Greenville, Pitt County, North Carolina – Proposed construction of the Tar River Greenway Trail beneath an existing CSXT undergrade bridge; Milepost AA-148.94, Florence Division, Parmele Subdivision; CSXT OP# NC0725

4. Appropriations. City represents to CSXT that: (i) City has obtained appropriations sufficient to reimburse CSXT for the Reimbursable Expenses encompassed by the initial Estimate; (ii) City shall use its best efforts to obtain appropriations necessary to cover Reimbursable Expenses encompassed by subsequent Estimates approved by City; and (iii) City shall promptly notify CSXT in the event that City is unable to obtain such additional appropriations.
  
5. Termination.
  - 5.1. By City. City may terminate this Agreement, for any reason, by delivery of notice to CSXT. Such termination shall become effective upon the expiration of fifteen (15) calendar days following delivery of notice to CSXT or such later date designated by the notice.
  
  - 5.2. By CSXT. CSXT may terminate this Agreement (i) as provided pursuant to Section 3.3.3., or (ii) upon City's breach of any of the terms of, or its obligations under, this Agreement and such breach continues without cure for a period of ninety (90) days after written notification from CSXT to City of such breach.
  
  - 5.3. Consequences of Termination. If the Agreement is terminated by either party pursuant to this Section or any other provision of this Agreement, the parties understand that it may be impractical to immediately stop the Engineering Work. Accordingly, both parties agree that, in such instance a party may continue to perform Engineering Work until it has reached a point where it may reasonably and/or safely suspend the Engineering Work. City shall reimburse CSXT pursuant to this Agreement for the Engineering Work performed, plus all costs reasonably incurred by CSXT to discontinue the Engineering Work and all other costs of CSXT incurred as a result of the Project up to the time of full suspension of the Engineering Work. Termination of this Agreement or Engineering Work on the Project, for any reason, shall not diminish or reduce City's obligation to pay CSXT for Reimbursable Expenses incurred in accordance with this Agreement. In the event of the termination of this Agreement or the Engineering Work for any reason, CSXT's only remaining obligation to City shall be to refund to City payments made to CSXT in excess of Reimbursable Expenses in accordance with Section 3.3.2.
  
6. Subcontracts. CSXT shall be permitted to engage outside consultants, counsel and subcontractors to perform all or any portion of the Engineering Work.
  
7. Notices. All notices, consents and approvals required or permitted by this Agreement shall be in writing and shall be deemed delivered (i) on the expiration of three (3) days following mailing by first class U.S. mail, (ii) on the next business day following mailing by a nationally recognized overnight carrier, or (iii) on the date of transmission, as evidenced by written confirmation of successful transmission, if by facsimile or other electronic transmission if sent on a business day (or if not sent on a business day, then on the next business day after the date sent), to the parties at the addresses set forth below, or such other addresses as either party may designate by delivery of prior notice to the other party:

If to CSXT: CSX Transportation, Inc.  
500 Water Street, J301  
Jacksonville, Florida 32202  
Attention: Director Project Management – Public Projects

Project: Greenville, Pitt County, North Carolina – Proposed construction of the Tar River Greenway Trail beneath an existing CSXT undergrade bridge; Milepost AA-148.94, Florence Division, Parmele Subdivision; CSXT OP# NC0725

If to City: City of Greenville  
1500 Beatty Street  
Greenville, North Carolina 27834  
Attention: Mr. James Lynn Raynor, PE

- 8. Entire Agreement. This Agreement embodies the entire understanding of the parties, may not be waived or modified except in a writing signed by authorized representatives of both parties, and supersedes all prior or contemporaneous written or oral understandings, agreements or negotiations regarding its subject matter. In the event of any inconsistency between this Agreement and the Exhibits, the more specific terms of the Exhibits shall be deemed controlling.
- 9. Waiver. If either party fails to enforce its respective rights under this Agreement, or fails to insist upon the performance of the other party’s obligations hereunder, such failure shall not be construed as a permanent waiver of any rights or obligations in this Agreement.
- 10. Assignment. CSXT may assign this Agreement and all rights and obligations herein to a successor in interest, parent company, affiliate, or future affiliate. Upon assignment of this Agreement by CSXT and the assumption by CSXT’s assignee of CSXT’s obligations under this Agreement, CSXT shall have no further obligations under this Agreement. City shall not assign its rights or obligations under this Agreement without CSXT’s prior written consent, which consent may be withheld for any reason.
- 11. Applicable Law. This Agreement shall be governed by the laws of the State of North Carolina, exclusive of its choice of law rules. The parties further agree that the venue of all legal and equitable proceedings related to disputes under this Agreement shall be situated in Duval County, Florida, and the parties agree to submit to the personal jurisdiction of any State or Federal court situated in Duval County, Florida.

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed in duplicate, each by its duly authorized officers, as of the date of this Agreement.

**CITY OF GREENVILLE**

By: \_\_\_\_\_  
Print Name: \_\_\_\_\_  
Title: \_\_\_\_\_

**CSX TRANSPORTATION, INC.**

By: \_\_\_\_\_  
Print Name: Dale W. Ophardt  
Title: Assistant Vice President – Engineering

Project: Greenville, Pitt County, North Carolina – Proposed construction of the Tar River Greenway Trail  
beneath an existing CSXT undergrade bridge; Milepost AA-148.94, Florence Division, Parmele  
Subdivision; CSXT OP# NC0725

**CSXT Schedule PA**

(Advance Payment – Preliminary Engineering Agreement)

**PAYMENT SUBMISSION FORM**

\*\*\*\*\*

Payment is hereby provided in accordance with the terms of Section 3.3 of the Agreement dated \_\_\_\_\_, 20\_\_, between City and CSXT.

\*\*\*\*\*

A copy of this Payment Submission Form shall accompany all payments delivered by City to CSXT which shall be forwarded to the following address:

**CSX Transportation, Inc.  
P. O. Box 116651  
Atlanta, GA 30368-6651**

.....

**Payment due within ten (10) days of City's receipt of fully executed agreement**

\*\*\*\*\*

**(All information below to be completed by City providing Payment)**

<u>Payment Date</u>	<u>Payment Amount</u>	<u>Check No.</u>
_____	<u>\$15,000</u>	_____

\*\*\*\*\*

Date: \_\_\_\_\_

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_



# City of Greenville, North Carolina

Meeting Date: 8/5/2013  
Time: 6:00 PM

**Title of Item:** Resolutions and deeds of release for abandonment of utility easements in the Georgetowne Apartments area

**Explanation:** **Abstract:** Greenville Utilities Commission (GUC) seeks to abandon existing utility easements located in the Georgetowne Apartments area.

**Explanation:** On May 16, 2013, the GUC Board of Commissioners approved a request to abandon the existing utility easements within the block east of Evans Street, west of Cotanche Street, south of Reade Circle and north of Eighth Street, more specifically as follows:

Parcel No. 31724 – Georgetowne Apartments of Greenville, LLC

Parcel Nos. 24837 and 25898 – Ward Holdings, LLC

Parcel Nos. 13451, 23585, and 28624 – Income Investments, LLC

On June 10, 2013, the City Council of the City of Greenville approved the abandonment of these easements, and the Mayor and the City Clerk executed deeds of release.

The deeds of release were delivered to GUC for recording, but before the recording took place, the three owners conveyed all three properties (6 separate parcels) to a new entity entitled Taft-Ward ECU Campus Edge Apts., LLC. The new entity which now owns all of this property for the purpose of development has a goal to obtain a clear site free of all easements in favor of GUC and the City of Greenville, and would like for new correction deeds of release to be executed in favor of the new owner. The former owners will also quit claim their interest in the previous deeds of releases to the new entity.

At its July 18, 2013 regular meeting, the GUC Board of Commissioners adopted resolutions for the abandonment of previous utility easements, and recommends similar resolutions and new correction deeds of release by the City Council of the

City of Greenville in favor of the current owner, Taft-Ward ECU Campus Edge Apts., LLC.

**Fiscal Note:** No costs to the City.

**Recommendation:** Adopt the attached resolutions for the abandonment of previous utility easements and the attached correction deeds of release in favor of the current owner, Taft-Ward ECU Campus Edge Apts., LLC

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Viewing Attachments Requires Adobe Acrobat. [Click here](#) to download.

**Attachments / click to download**

- [City Resolution Georgetown Apartments of Greenville, LLC](#)
  - [Correction Deed of Release - Georgetown Apartments of Greenville, LLC](#)
  - [City Resolution Ward Holdings, LLC](#)
  - [Correction Deed of Release Ward Holdings, LLC](#)
  - [City Resolution Income Investments, LLC](#)
  - [Correction Deed of Release Income Investments, LLC](#)
-

RESOLUTION \_\_\_\_\_

RESOLUTION OF THE CITY COUNCIL  
OF THE CITY OF GREENVILLE, NORTH CAROLINA,  
ABANDONING ALL RECORDED AND UNRECORDED UTILITIES EASEMENTS  
ACROSS TAX PARCEL NUMBER 31724 CURRENTLY OWNED BY  
TAFT-WARD ECU CAMPUS EDGE APTS., LLC,  
A NORTH CAROLINA LIMITED LIABILITY COMPANY,  
AND REQUESTING EXECUTION OF DEED OF RELEASE

WHEREAS, Greenville Utilities Commission of the City of Greenville, North Carolina (hereinafter referred to as "Commission"), heretofore obtained various Utilities Easements across property now owned by Taft-Ward ECU Campus Edge Apts., LLC, a North Carolina Limited Liability Company, commonly known as Tax Parcel No. 31724, according to the records in the Office of the Tax Assessor and Tax Collector of Pitt County, North Carolina; and

Attachment number 1  
Page 1 of 4

WHEREAS, all such Utilities Easements, including water, sewer, gas, electric, fiber optic, and storm drainage heretofore granted to the Commission and to the City of Greenville are no longer needed by the Commission or the City of Greenville; and

WHEREAS, the Commission and the City of Greenville anticipate no use or need now or in the future for such Utilities Easements recorded or unrecorded, hereinafter described as to be abandoned; and

WHEREAS, the Council of the City of Greenville previously authorized abandonment of such easements by Resolution adopted on June 10, 2013, and appropriate officials of the City of Greenville executed a Deed of Release in favor of the then owner of the subject property, Georgetowne Apartments of Greenville, LLC, on June 14, 2013. On June 20, 2013, however, Georgetowne Apartments of Greenville, LLC, conveyed the subject property to Taft-Ward ECU Campus Edge Apts., LLC.

WHEREAS, the Commission and the City of Greenville desire to abandon all such Utilities Easements, all as is shown on that certain Easement Abandonment Map, Greenville Utilities Commission & City of Greenville, Property of Georgetowne Apartments of Greenville, LLC, Income Investments, LLC, and Ward Holdings, LLC, City of Greenville, Greenville Township, Pitt Co., N.C., dated April 3, 2013, prepared by Patrick W. Hartman, Professional Land Surveyor, License No. L-4262, Rivers & Associates, Inc., Engineers Planners Surveyors, License No. F-0334, 107 East Second Street, Greenville, NC 27858, telephone number (252) 752-4135, denominated Drawing No. Z – 2516, a copy of which is marked Exhibit "A" and is attached hereto and made a part hereof, to which reference is hereby made for a more particular and accurate description of the Utilities Easements to be abandoned; and

WHEREAS, the current owner of such property, Taft-Ward ECU Campus Edge Apts., LLC, has requested that the Commission and the City of Greenville to abandon all such Utilities Easements as shown on the plat hereto attached and marked Exhibit "A" and indicated as to be abandoned, and has requested that the City of Greenville, North Carolina, to acknowledge such abandonments and releases by the execution of a Correction Deed of Release to Taft-Ward ECU Campus Edge Apts., LLC, as the current owner of subject property; and

WHEREAS, the Commission and the City of Greenville deem such abandonments to be reasonable and in the best interest of the Commission and the City of Greenville and all parties have requested the City of Greenville to acknowledge such abandonments and releases of all such Utilities Easements, all as is shown on the plat hereto attached and marked Exhibit "A" and indicated as to be abandoned as hereinabove described.

Attachment number 1  
Page 2 of 4

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Greenville, North Carolina, in Regular Session on the \_\_\_\_ day of \_\_\_\_\_, 2013, as follows:

1. That the City Council of the City of Greenville does hereby abandon all those Utilities Easements and other easements shown on that certain Easement Abandonment Map, Greenville Utilities Commission & City of Greenville, Property of Georgetowne Apartments of Greenville, LLC, Income Investments, LLC, and Ward Holdings, LLC, City of Greenville, Greenville Township, Pitt Co., N.C., dated April 3, 2013, prepared by Patrick W. Hartman, Professional Land Surveyor, License No. L-4262, Rivers & Associates, Inc., Engineers Planners Surveyors, License No. F-0334, 107 East Second Street, Greenville, NC 27858, telephone number (252) 752-4135, denominated Drawing No. Z – 2516, a copy of which is marked Exhibit "A" and is attached hereto and made a part hereof, to which reference is hereby made for a more particular and accurate description of all of the said Utilities Easements to be abandoned; and

2. That the appropriate City Officials be and are hereby empowered to make, execute and deliver a Correction Deed of Release to Taft-Ward ECU Campus Edge Apts., LLC, a North Carolina Limited Liability Company, the current owner of such property encumbered by said Utilities Easements and other easements to be abandoned, in a form suitable for recording to release whatever interests the City of Greenville, North Carolina, for the use and benefit of Greenville Utilities Commission and the City of Greenville, North Carolina, might have in and to the those Utilities Easements to be abandoned as hereinabove described.



Adopted this the \_\_\_\_ day of \_\_\_\_\_, 2013.

CITY OF GREENVILLE

By \_\_\_\_\_  
ALLEN M. THOMAS, Mayor

(SEAL)

ATTEST:

Attachment number 1  
Page 3 of 4

\_\_\_\_\_  
CAROL L. BARWICK, City Clerk

I, \_\_\_\_\_, A REVIEW OFFICER OF PITT COUNTY, N.C., CERTIFY THAT THE MAP OR PLAT TO WHICH THIS CERTIFICATION IS AFFIXED MEETS ALL STATUTORY REQUIREMENTS FOR RECORDING.

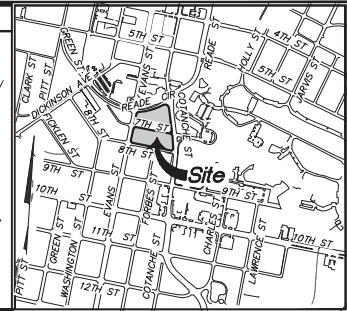
BY \_\_\_\_\_ REVIEW OFFICER  
DATE \_\_\_\_\_

I HEREBY CERTIFY THAT NO APPROVAL IS REQUIRED BY THE CITY OF GREENVILLE PLANNING DEPARTMENT.

CITY OF GREENVILLE PLANNING DEPARTMENT

NOTICE - EASEMENT ABANDONMENT

THE PURPOSE OF THIS MAP TOGETHER WITH ACTION TAKEN BY THE CITY COUNCIL & THE GREENVILLE UTILITIES COMMISSION IS TO WITHDRAW FROM DEDICATION AND ABANDON ALL UTILITY & STORM DRAINAGE EASEMENTS RECORDED AND NON-RECORDED FOR THE BENEFIT OF THE CITY OF GREENVILLE & GREENVILLE UTILITIES ON OR CROSSING THE PROPERTIES AS SHOWN HEREON, INCLUDING THAT PORTION OF SEVENTH STREET BETWEEN EVANS AND COTANCHE STREETS, AS BEING GEORGETOWNE APARTMENTS OF GREENVILLE, LLC, INCOME INVESTMENTS, LLC AND WARD HOLDING, LLC



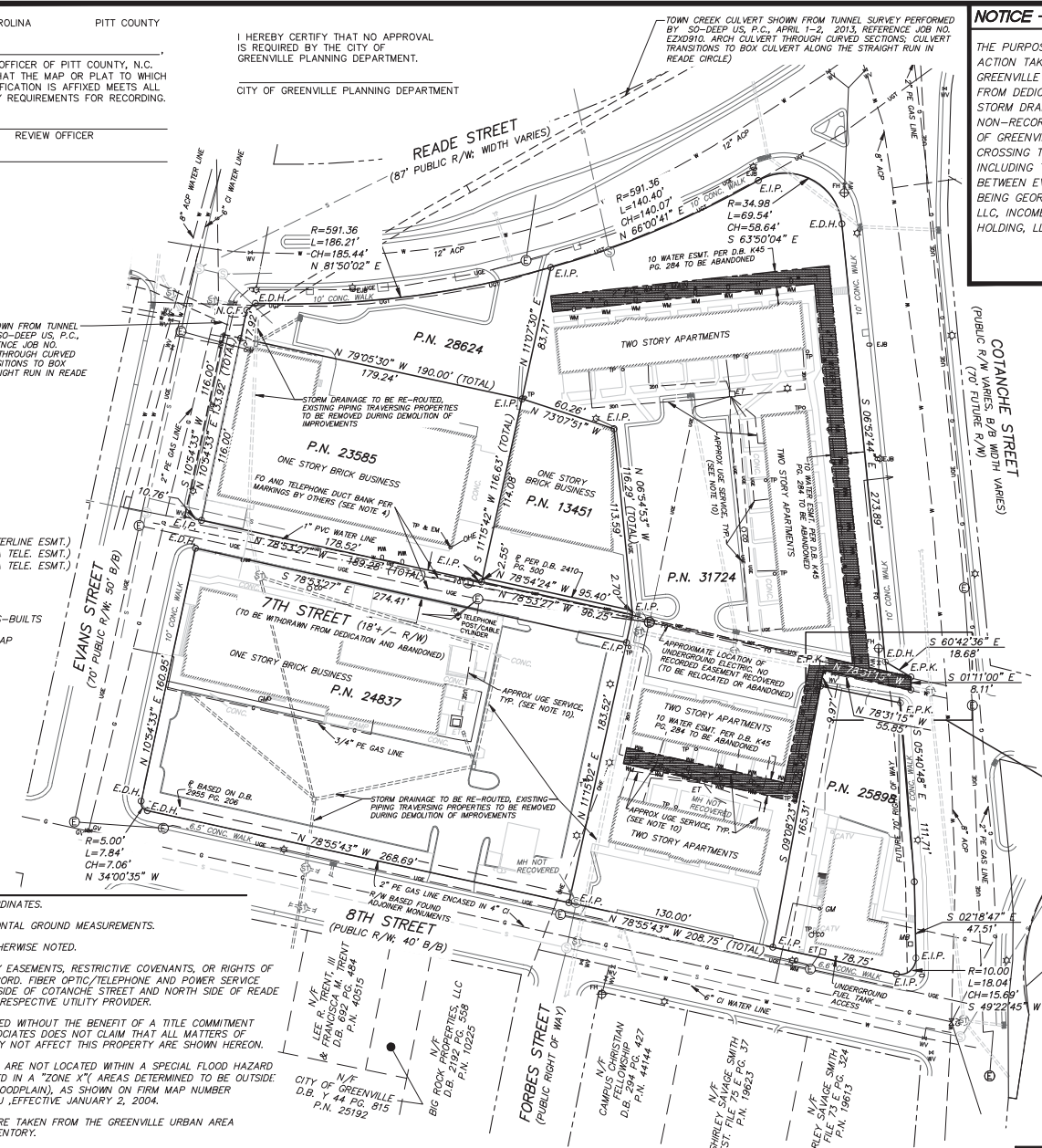
VICINITY MAP SCALE: 1" = 1000'

REFERENCES

- D.B. 2797 PG. 49
D.B. 2955 PG. 206
D.B. 2410 PG. 500
D.B. 1332 PG. 415
D.B. 1081 PG. 826
D.B. M 46 P.G. 393
D.B. K 44 PG. 112
D.B. K 45 PG. 284 (GUC WATERLINE ESMT.)
D.B. G 45 PG. 139 (CAROLINA TELE. ESMT.)
D.B. R 44 PG. 415 (CAROLINA TELE. ESMT.)
D.B. Y 41 PG. 516
M.B. 24 PG. 40
M.B. 14 PG. 59
ESTATE FILE 99 PG. 353
GEORGETOWNE APARTMENTS AS-BUILTS - RIVERS DRAWING 2752
7TH STREET ABANDONMENT MAP - RIVERS DRAWING Z-2567
P.N. 28624
P.N. 23585
P.N. 13451
P.N. 31724
P.N. 24837

NOTES

- 1. AREA DETERMINED BY COORDINATES.
2. ALL DISTANCES ARE HORIZONTAL GROUND MEASUREMENTS.
3. NO POINTS SET UNLESS OTHERWISE NOTED.
4. PROPERTY SUBJECT TO ANY EASEMENTS, RESTRICTIVE COVENANTS, OR RIGHTS OF WAY WHICH MAY BE OF RECORD. FIBER OPTIC/TELEPHONE AND POWER SERVICE PROPERTIES ON THE EAST SIDE OF COTANCHE STREET AND NORTH SIDE OF READE CIRCLE ACCORDING TO THE RESPECTIVE UTILITY PROVIDER.
5. THIS SURVEY WAS PERFORMED WITHOUT THE BENEFIT OF A TITLE COMMITMENT REPORT. RIVERS AND ASSOCIATES DOES NOT CLAIM THAT ALL MATTERS OF RECORD WHICH MAY OR MAY NOT AFFECT THIS PROPERTY ARE SHOWN HEREON.
6. THE LIMITS OF THIS SURVEY ARE NOT LOCATED WITHIN A SPECIAL FLOOD HAZARD AREA, PROPERTY IS LOCATED IN A "ZONE X" (AREAS DETERMINED TO BE OUTSIDE THE 1% ANNUAL CHANCE FLOODPLAIN), AS SHOWN ON FIRM MAP NUMBER 372046800J PANEL 4688 X, EFFECTIVE JANUARY 2, 2004.
7. STREET RIGHT OF WAYS WERE TAKEN FROM THE GREENVILLE URBAN AREA THROUGHFARE STREET INVENTORY.
8. UNDERGROUND UTILITIES PLOTTED IN PART FROM ACTUAL FIELD LOCATION OF ABOVE GROUND FEATURES AND FROM MAPS ON RECORD AT GUC OR PROVIDED BY CLIENT. ACTUAL LOCATIONS MAY VARY. OTHER UTILITIES MAY EXIST. CONTRACTOR SHOULD CONTACT NORTH CAROLINA ONE-CALL CENTER (NC ONE-CALL) AT 1-800-632-4949 TO HAVE UNDERGROUND UTILITIES LOCATED PRIOR TO EXCAVATING OR TRENCHING.
9. THE SURVEYOR MAKES NO GUARANTEE THAT THE UTILITIES SHOWN ARE COMPRISED OF ALL SUCH UTILITIES IN THE AREA OF SURVEY EITHER IN SERVICE OR ABANDONED. THE SURVEY FURTHER DOES NOT WARRANT THAT THE UNDERGROUND UTILITIES SHOWN ARE IN THE EXACT LOCATION INDICATED. THE SURVEYOR DOES HEREBY CERTIFY THAT ALL UTILITIES ARE LOCATED AS ACCURATELY AS POSSIBLE FROM INFORMATION AVAILABLE. THE SURVEYOR HAS NOT PHYSICALLY UNCOVERED AND LOCATED ANY UNDERGROUND UTILITIES.
10. INCOME INVESTMENTS, LLC, WARD HOLDINGS, LLC AND GEORGETOWNE APARTMENTS, LLC PROPERTIES TO BE COMBINED INTO SINGLE OWNERSHIP. ALL UTILITIES SERVING THESE PARCELS TO BE ABANDONED, ALL EXISTING BUILDINGS AND IMPROVEMENTS TO BE REMOVED. ALL SERVICE PERMITS ARE ABANDONED BY REMOVAL OF SAID UTILITY SERVICES.

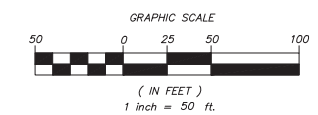
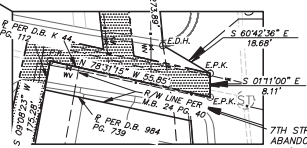


Legend

Table with 3 columns: PROPERTY LINE, EXISTING DRILL HOLE, EXISTING PK NAIL, etc., and their corresponding symbols and abbreviations.

OWNER SUMMARY

- GEORGETOWNE APARTMENTS OF GREENVILLE, LLC (D.B. 2797 PG. 49) PARCEL NO. 31724
INCOME INVESTMENTS, LLC (D.B. 2410 PG. 500) PARCEL NO. 13451, 23585, 28624
WARD HOLDING, LLC (D.B. 2955 PG. 206) PARCEL NO. 24837
WARD HOLDING, LLC (D.B. 1051 PG. 826 & D.B. 984 PG. 739) PARCEL NO. 25898



I, PATRICK W. HARTMAN, CERTIFY THAT THIS PLAT WAS DRAWN UNDER MY SUPERVISION FROM AN ACTUAL FIELD SURVEY MADE BY JEW ON 11/9/08 -11/30/08, BY WG ON 10/24/09 -10/30/09 AND RB ON 12/26/12-1/9/13, OF THE PROPERTY SHOWN; THAT THE BOUNDARIES NOT SURVEYED ARE SHOWN AS BROKEN LINES PLOTTED FROM INFORMATION FOUND IN THE BOOKS REFERENCED HEREON; THAT THE RATIO OF PRECISION AS CALCULATED IS 1:10,000; THAT THIS PLAT WAS PREPARED IN ACCORDANCE WITH G.S. 47-30(a) AS AMENDED. I FURTHER CERTIFY PURSUANT TO G.S. 47-30(a)(11) & THAT THE SURVEY IS OF ANOTHER CATEGORY, SUCH AS THE RECOMBINATION OF EXISTING PARCELS, A COURT ORDERED SURVEY OR OTHER EXCEPTION TO THE DEFINITION OF SUBDIVISION, EASEMENT ABANDONMENT MAP; WITNESS MY ORIGINAL SIGNATURE, LICENSE NUMBER AND SEAL THIS 3RD DAY OF APRIL, A.D. 2013.

PROFESSIONAL LAND SURVEYOR LICENSE NO. L-4282

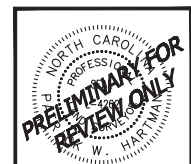


Table with columns: DATE (4/3/13), SURVEY (JEW), DRAFT (KP/PH), DESIGN (CHECK PWH).

Item # 11

Advertisement for Rivers & Associates, Inc. including contact information and services like EASEMENT ABANDONMENT MAP and GREENVILLE UTILITIES COMMISSION & CITY OF GREENVILLE.

Prepared by: Phillip R. Dixon

Attachment number 2  
Page 1 of 7

Return To: Phillip R. Dixon, Attorney at Law  
Dixon Law Group, PLLC  
110 E. Arlington Boulevard  
Greenville, NC 27858

NORTH CAROLINA

**CORRECTION  
DEED OF RELEASE**

PITT COUNTY

THIS DEED OF RELEASE, made and entered into this the \_\_\_\_ day of \_\_\_\_\_, 2013, by and between the City of Greenville, North Carolina, a municipal corporation in Pitt County, North Carolina, party of the first part (hereinafter called GRANTOR), and Taft-Ward ECU Campus Edge Apts., LLC, a North Carolina Limited Liability Company, party of the second part (hereinafter called GRANTEE).

W I T N E S S E T H

THAT WHEREAS, the GRANTOR for the use and benefit of Greenville Utilities Commission of the City of Greenville, North Carolina ("Commission"), and the City of Greenville previously obtained certain Utilities Easements and other easements across property commonly known as Tax Parcel Number 31724, according to the records in the Office of the Tax Assessor and Tax Collector of Pitt County, North Carolina, and currently owned by Taft-Ward ECU Campus Edge Apts., LLC; and

WHEREAS, GRANTEE desires to demolish and remove all existing buildings and improvements on such property in order to construct new buildings and improvements on such property in conjunction with the redevelopment of various adjoining properties; and

WHEREAS, neither the Commission nor the City of Greenville have any further use or need for such Utilities Easements and other easements to be abandoned; and

WHEREAS, the Commission previously requested that the City of Greenville, North Carolina, to indicate formally that it had no claims or any interest in such property currently encumbered by such easements as shown as to be abandoned on the plat attached hereto marked Exhibit "A"; and

WHEREAS, the City Council of the City of Greenville previously authorized the execution of a Deed of Release in favor of the then owner of subject property, Georgetowne Apartments of Greenville, LLC, and duly authorized Officials of the City of Greenville executed a Deed of Release in favor of the subject property's then owner, Georgetowne Apartments of Greenville, LLC, abandoning such easements on June 14, 2013. On June 20, 2013, however, Georgetowne Apartments of Greenville, LLC, conveyed the subject property to Taft-Ward ECU <sup>Attachment number 2</sup> Campus Edge Apts., LLC.

WHEREAS, the current owner of such property and the Commission have therefore requested that the City of Greenville execute a Correction Deed of Release to Taft-Ward ECU Campus Edge Apts., LLC, a North Carolina Limited Liability Company, to indicate its abandonment and release of any Utilities Easements and other easements shown as to be abandoned on the attached Exhibit "A"; and

WHEREAS, the City Council of the City of Greenville as GRANTOR, acting on the recommendation of the Commission and the request of owner, has duly adopted a Resolution abandoning to Taft-Ward ECU Campus Edge Apts., LLC, such Utilities Easements and other easements, a copy of which said Resolution is marked Exhibit "B" and is attached hereto and made a part hereof.

NOW THEREFORE, pursuant to and in accordance with said Resolution, the City of Greenville, North Carolina, as GRANTOR, does hereby remise, release, discharge and forever quitclaim unto GRANTEE, Taft-Ward ECU Campus Edge Apts., LLC, a North Carolina Limited Liability Company, its successors and assigns, all of the GRANTOR's rights, title and interests in all said Utilities Easements and other easements shown on the plat marked Exhibit "A" entitled Easement Abandonment Map, Greenville Utilities Commission & City of Greenville, Property of Georgetowne Apartments of Greenville, LLC, Income Investments, LLC, and Ward Holdings, LLC, City of Greenville, Greenville Township, Pitt Co., N.C., dated April 3, 2013, prepared by Patrick W. Hartman, Professional Land Surveyor, License No. L-4262, Rivers & Associates, Inc., Engineers Planners Surveyors, License No. F-0334, 107 East Second Street, Greenville, NC 27858, telephone number (252) 752-4135, denominated Drawing No. Z – 2516, a copy of which is marked Exhibit "A" and is attached hereto and made a part hereof, to which reference is hereby made for a more particular and accurate description of the said easements to be abandoned. The singular shall include the plural. Any reference to gender shall include masculine, feminine and neuter.

IN TESTIMONY WHEREOF, GRANTOR has caused this Deed of Release to be executed in its name by its Mayor, attested by the City Clerk, and its official seal hereto affixed, all by Resolution duly entered by the City Council of GRANTOR, on the day and year first above written.

CITY OF GREENVILLE, NORTH CAROLINA

Attachment number 2  
Page 3 of 7

By: \_\_\_\_\_  
ALLEN M. THOMAS, Mayor

[SEAL]

Attest:

\_\_\_\_\_  
CAROL L. BARWICK, City Clerk

NORTH CAROLINA

PITT COUNTY

I, \_\_\_\_\_, a Notary Public of the aforesaid County and State, certify that CAROL L. BARWICK personally came before me this day and acknowledged that she is City Clerk of the City of Greenville, North Carolina, and that by authority duly given and as the act of the City of Greenville, North Carolina, the foregoing instrument was signed in its name by its Mayor, sealed with its official seal and attested by her as its City Clerk.

WITNESS my hand and official stamp or seal, this the \_\_\_\_\_ day of \_\_\_\_\_, 2013.

\_\_\_\_\_  
NOTARY PUBLIC

My Commission Expires:

\_\_\_\_\_

I, \_\_\_\_\_, A REVIEW OFFICER OF PITT COUNTY, N.C., CERTIFY THAT THE MAP OR PLAT TO WHICH THIS CERTIFICATION IS AFFIXED MEETS ALL STATUTORY REQUIREMENTS FOR RECORDING.

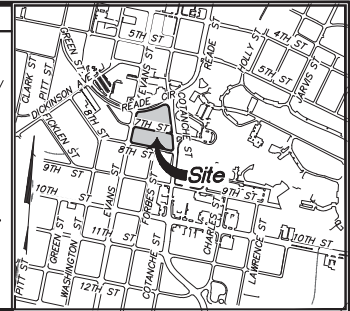
BY \_\_\_\_\_ REVIEW OFFICER  
DATE \_\_\_\_\_

I HEREBY CERTIFY THAT NO APPROVAL IS REQUIRED BY THE CITY OF GREENVILLE PLANNING DEPARTMENT.

CITY OF GREENVILLE PLANNING DEPARTMENT

**NOTICE - EASEMENT ABANDONMENT**

THE PURPOSE OF THIS MAP TOGETHER WITH ACTION TAKEN BY THE CITY COUNCIL & THE GREENVILLE UTILITIES COMMISSION IS TO WITHDRAW FROM DEDICATION AND ABANDON ALL UTILITY & STORM DRAINAGE EASEMENTS RECORDED AND NON-RECORDED FOR THE BENEFIT OF THE CITY OF GREENVILLE & GREENVILLE UTILITIES ON OR CROSSING THE PROPERTIES AS SHOWN HEREON, INCLUDING THAT PORTION OF SEVENTH STREET BETWEEN EVANS AND COTANCHE STREETS, AS BEING GEORGETOWNE APARTMENTS OF GREENVILLE, LLC, INCOME INVESTMENTS, LLC AND WARD HOLDING, LLC



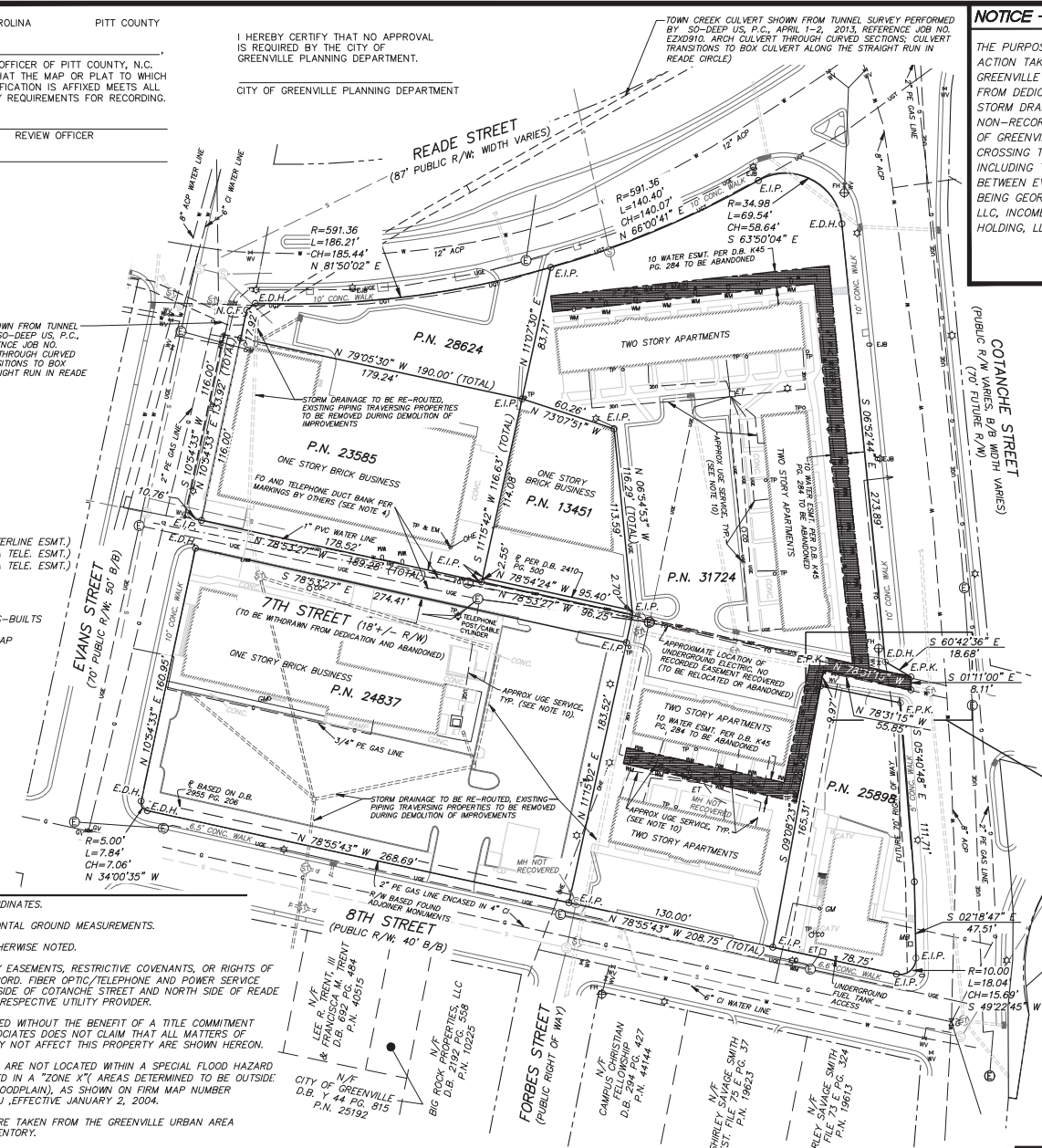
**VICINITY MAP**  
SCALE: 1" = 1000'

**REFERENCES**

- D.B. 2797 PG. 49
- D.B. 2955 PG. 206
- D.B. 2410 PG. 500
- D.B. 1332 PG. 415
- D.B. 1081 PG. 826
- D.B. M 46 P.G. 393
- D.B. K 44 PG. 112
- D.B. K 45 PG. 284 (GUC WATERLINE ESMT.)
- D.B. G 45 PG. 139 (CAROLINA TELE. ESMT.)
- D.B. R 44 PG. 415 (CAROLINA TELE. ESMT.)
- D.B. Y 41 PG. 516
- M.B. 24 PG. 40
- M.B. 14 PG. 59
- ESTATE FILE 99 PG. 353
- GEORGETOWNE APARTMENTS AS-BUILTS - RIVERS DRAWING 2752
- 7TH STREET ABANDONMENT MAP - RIVERS DRAWING Z-2567
- P.N. 28624
- P.N. 23585
- P.N. 13451
- P.N. 31724
- P.N. 24837

**NOTES**

- AREA DETERMINED BY COORDINATES.
- ALL DISTANCES ARE HORIZONTAL GROUND MEASUREMENTS.
- NO POINTS SET UNLESS OTHERWISE NOTED.
- PROPERTY SUBJECT TO ANY EASEMENTS, RESTRICTIVE COVENANTS, OR RIGHTS OF WAY WHICH MAY BE OF RECORD. FIBER OPTIC/TELEPHONE AND POWER SERVICE PROPERTIES ON THE EAST SIDE OF COTANCHE STREET AND NORTH SIDE OF READE CIRCLE ACCORDING TO THE RESPECTIVE UTILITY PROVIDER.
- THIS SURVEY WAS PERFORMED WITHOUT THE BENEFIT OF A TITLE COMMITMENT REPORT. RIVERS AND ASSOCIATES DOES NOT CLAIM THAT ALL MATTERS OF RECORD WHICH MAY OR MAY NOT AFFECT THIS PROPERTY ARE SHOWN HEREON.
- THE LIMITS OF THIS SURVEY ARE NOT LOCATED WITHIN A SPECIAL FLOOD HAZARD AREA. PROPERTY IS LOCATED IN A "ZONE X" (AREAS DETERMINED TO BE OUTSIDE THE 1% ANNUAL CHANCE FLOODPLAIN), AS SHOWN ON FIRM MAP NUMBER 372046800J PANEL 4688 X, EFFECTIVE JANUARY 2, 2004.
- STREET RIGHT OF WAYS WERE TAKEN FROM THE GREENVILLE URBAN AREA THROUGHFARE STREET INVENTORY.
- UNDERGROUND UTILITIES PLOTTED IN PART FROM ACTUAL FIELD LOCATION OF ABOVE GROUND FEATURES AND FROM MAPS ON RECORD AT GUC OR PROVIDED BY CLIENT. ACTUAL LOCATIONS MAY VARY. OTHER UTILITIES MAY EXIST. CONTRACTOR SHOULD CONTACT NORTH CAROLINA ONE-CALL CENTER (NC ONE-CALL) AT 1-800-632-4949 TO HAVE UNDERGROUND UTILITIES LOCATED PRIOR TO EXCAVATING OR TRENCHING.
- THE SURVEYOR MAKES NO GUARANTEE THAT THE UTILITIES SHOWN ARE COMPRISED OF ALL SUCH UTILITIES IN THE AREA OF SURVEY EITHER IN SERVICE OR ABANDONED. THE SURVEY FURTHER DOES NOT WARRANT THAT THE UNDERGROUND UTILITIES SHOWN ARE IN THE EXACT LOCATION INDICATED. THE SURVEYOR DOES HEREBY CERTIFY THAT ALL UTILITIES ARE LOCATED AS ACCURATELY AS POSSIBLE FROM INFORMATION AVAILABLE. THE SURVEYOR HAS NOT PHYSICALLY UNCOVERED AND LOCATED ANY UNDERGROUND UTILITIES.
- INCOME INVESTMENTS, LLC, WARD HOLDINGS, LLC AND GEORGETOWNE APARTMENTS, LLC PROPERTIES TO BE COMBINED INTO SINGLE OWNERSHIP. ALL UTILITIES SERVING THESE PARCELS TO BE ABANDONED, ALL EXISTING BUILDINGS AND IMPROVEMENTS TO BE REMOVED. ALL SERVICE PERMITS ARE ABANDONED BY REMOVAL OF SAID UTILITY SERVICES.

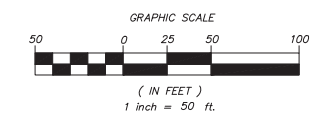
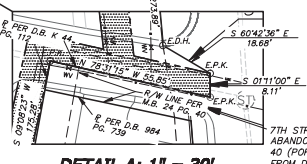


**Legend**

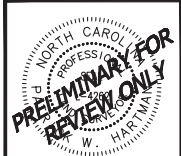
PROPERTY LINE	E	PARCEL NUMBER	P.N.
EXISTING DRILL HOLE	E.D.H.	MAP BOOK	M.B.
EXISTING PK NAIL	E.P.K.	PAGE	PG.
EXISTING IRON PIPE	E.I.P.	DEED BOOK	D.B.
NAIL AND CAP FOUND	N.C.F.	NOW OR FORMERLY	N/F
CENTERLINE	E	SEWER MANHOLE	⊙
ELECTRIC JUNCTION BOX	EJB	STORM DRAIN MANHOLE	⊕
TELEPHONE PEDESTAL	TP	TELEPHONE MANHOLE	⊖
ELECTRIC TRANSFORMER	ET	ELECTRIC MANHOLE	⊕
WATER LINE	— W —	GAS METER	GM
UNDERGROUND ELECTRIC	— U —	FIRE HYDRANT	⊕
GAS	— G —	WATER VALVE	⊕
OVERHEAD UTILITY	— OHE —	WATER METER	WM
STORM DRAIN LINE	— SD —	GAS VALVE	⊕
SANITARY SEWER LINE	— SSL —	CABLE TV	⊕
FIBER OPTIC LINE	— FO —	CATCH BASIN	CB
UNDERGROUND TELEPHONE	— UGT —	DROP INLET	DI

**OWNER SUMMARY**

- GEORGETOWNE APARTMENTS OF GREENVILLE, LLC (D.B. 2797 PG. 49)  
PARCEL NO. 31724
- INCOME INVESTMENTS, LLC (D.B. 2410 PG. 500)  
PARCEL NO. 13451  
PARCEL NO. 23585  
PARCEL NO. 28624
- WARD HOLDING, LLC (D.B. 2955 PG. 206)  
PARCEL NO. 24837
- WARD HOLDING, LLC (D.B. 1051 PG. 826 & D.B. 984 PG. 739)  
PARCEL NO. 25898



NORTH CAROLINA PITT COUNTY  
I, PATRICK W. HARTMAN, CERTIFY THAT THIS PLAT WAS DRAWN UNDER MY SUPERVISION FROM AN ACTUAL FIELD SURVEY MADE BY JEW ON 11/9/08 -11/30/08, BY WG ON 10/24/09 -10/30/09 AND RB ON 12/26/12-1/9/13, OF THE PROPERTY SHOWN; THAT THE BOUNDARIES NOT SURVEYED ARE SHOWN AS BROKEN LINES PLOTTED FROM INFORMATION FOUND IN THE BOOKS REFERENCED HEREON; THAT THE RATIO OF PRECISION AS CALCULATED IS 1:10,000; THAT THIS PLAT WAS PREPARED IN ACCORDANCE WITH G.S. 47-30 AS AMENDED. I FURTHER CERTIFY PURSUANT TO G.S. 47-30(1)(11) & THAT THE SURVEY IS OF ANOTHER CATEGORY, SUCH AS THE RECOMBINATION OF EXISTING PARCELS, A COURT ORDERED SURVEY OR OTHER EXCEPTION TO THE DEFINITION OF SUBDIVISION, EASEMENT ABANDONMENT MAP; WITNESS MY ORIGINAL SIGNATURE, LICENSE NUMBER AND SEAL THIS 3RD DAY OF APRIL, A.D. 2013.  
PROFESSIONAL LAND SURVEYOR LICENSE NO. L-4282



DATE 4/3/13  
SURVEY JEW DRAFT KP/PH  
DESIGN CHECK PWH

**Rivers & Associates, Inc.**  
107 East Second Street  
Greenville, NC 27608 (252) 788-4188  
EASEMENT ABANDONMENT MAP  
GREENVILLE UTILITIES COMMISSION & CITY OF GREENVILLE  
PROPERTY OF:  
GEORGETOWNE APARTMENTS OF GREENVILLE, LLC, INCOME INVESTMENTS, LLC AND WARD HOLDINGS, LLC  
CITY OF GREENVILLE, GREENVILLE TOWNSHIP, PITT CO., N.C.  
SCALE 1" = 50'  
DRAWING NO. Z - 2516  
SHEET 1 OF 1

RESOLUTION \_\_\_\_\_

RESOLUTION OF THE CITY COUNCIL  
OF THE CITY OF GREENVILLE, NORTH CAROLINA,  
ABANDONING ALL RECORDED AND UNRECORDED UTILITIES EASEMENTS  
ACROSS TAX PARCEL NUMBER 31724 CURRENTLY OWNED BY  
TAFT-WARD ECU CAMPUS EDGE APTS., LLC,  
A NORTH CAROLINA LIMITED LIABILITY COMPANY,  
AND REQUESTING EXECUTION OF DEED OF RELEASE

WHEREAS, Greenville Utilities Commission of the City of Greenville, North Carolina Attachment number 2  
Page 5 of 7  
(hereinafter referred to as "Commission"), heretofore obtained various Utilities Easements across property now owned by Taft-Ward ECU Campus Edge Apts., LLC, a North Carolina Limited Liability Company, commonly known as Tax Parcel No. 31724, according to the records in the Office of the Tax Assessor and Tax Collector of Pitt County, North Carolina; and

WHEREAS, all such Utilities Easements, including water, sewer, gas, electric, fiber optic, and storm drainage heretofore granted to the Commission and to the City of Greenville are no longer needed by the Commission or the City of Greenville; and

WHEREAS, the Commission and the City of Greenville anticipate no use or need now or in the future for such Utilities Easements recorded or unrecorded, hereinafter described as to be abandoned; and

WHEREAS, the Council of the City of Greenville previously authorized abandonment of such easements by Resolution adopted on June 10, 2013, and appropriate officials of the City of Greenville executed a Deed of Release in favor of the then owner of the subject property, Georgetowne Apartments of Greenville, LLC, on June 14, 2013. On June 20, 2013, however, Georgetowne Apartments of Greenville, LLC, conveyed the subject property to Taft-Ward ECU Campus Edge Apts., LLC.

WHEREAS, the Commission and the City of Greenville desire to abandon all such Utilities Easements, all as is shown on that certain Easement Abandonment Map, Greenville Utilities Commission & City of Greenville, Property of Georgetowne Apartments of Greenville, LLC, Income Investments, LLC, and Ward Holdings, LLC, City of Greenville, Greenville Township, Pitt Co., N.C., dated April 3, 2013, prepared by Patrick W. Hartman, Professional Land Surveyor, License No. L-4262, Rivers & Associates, Inc., Engineers Planners Surveyors, License No. F-0334, 107 East Second Street, Greenville, NC 27858, telephone number (252) 752-4135, denominated Drawing No. Z – 2516, a copy of which is marked Exhibit "A" and is attached hereto and made a part hereof, to which reference is hereby made for a more particular and accurate description of the Utilities Easements to be abandoned; and

WHEREAS, the current owner of such property, Taft-Ward ECU Campus Edge Apts., LLC, has requested that the Commission and the City of Greenville to abandon all such Utilities Easements as shown on the plat hereto attached and marked Exhibit "A" and indicated as to be abandoned, and has requested that the City of Greenville, North Carolina, to acknowledge such abandonments and releases by the execution of a Correction Deed of Release to Taft-Ward ECU Campus Edge Apts., LLC, as the current owner of subject property; and

WHEREAS, the Commission and the City of Greenville deem such abandonments to be reasonable and in the best interest of the Commission and the City of Greenville and all parties have requested the City of Greenville to acknowledge such abandonments and releases of all such Utilities Easements, all as is shown on the plat hereto attached and marked Exhibit "A" and indicated as to be abandoned as hereinabove described.

Attachment number 2  
Page 6 of 7

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Greenville, North Carolina, in Regular Session on the \_\_\_\_ day of \_\_\_\_\_, 2013, as follows:

1. That the City Council of the City of Greenville does hereby abandon all those Utilities Easements and other easements shown on that certain Easement Abandonment Map, Greenville Utilities Commission & City of Greenville, Property of Georgetowne Apartments of Greenville, LLC, Income Investments, LLC, and Ward Holdings, LLC, City of Greenville, Greenville Township, Pitt Co., N.C., dated April 3, 2013, prepared by Patrick W. Hartman, Professional Land Surveyor, License No. L-4262, Rivers & Associates, Inc., Engineers Planners Surveyors, License No. F-0334, 107 East Second Street, Greenville, NC 27858, telephone number (252) 752-4135, denominated Drawing No. Z – 2516, a copy of which is marked Exhibit "A" and is attached hereto and made a part hereof, to which reference is hereby made for a more particular and accurate description of all of the said Utilities Easements to be abandoned; and

2. That the appropriate City Officials be and are hereby empowered to make, execute and deliver a Correction Deed of Release to Taft-Ward ECU Campus Edge Apts., LLC, a North Carolina Limited Liability Company, the current owner of such property encumbered by said Utilities Easements and other easements to be abandoned, in a form suitable for recording to release whatever interests the City of Greenville, North Carolina, for the use and benefit of Greenville Utilities Commission and the City of Greenville, North Carolina, might have in and to the those Utilities Easements to be abandoned as hereinabove described.



Adopted this the \_\_\_\_ day of \_\_\_\_\_, 2013.

CITY OF GREENVILLE

By \_\_\_\_\_  
ALLEN M. THOMAS, Mayor

(SEAL)

ATTEST:

Attachment number 2  
Page 7 of 7

\_\_\_\_\_  
CAROL L. BARWICK, City Clerk

RESOLUTION \_\_\_\_\_

RESOLUTION OF THE CITY COUNCIL  
OF THE CITY OF GREENVILLE, NORTH CAROLINA,  
ABANDONING ALL RECORDED AND UNRECORDED UTILITIES EASEMENTS  
ACROSS TAX PARCEL NUMBERS 24837 AND 25898 CURRENTLY OWNED BY  
TAFT-WARD ECU CAMPUS EDGE APTS., LLC,  
A NORTH CAROLINA LIMITED LIABILITY COMPANY,  
AND REQUESTING EXECUTION OF DEED OF RELEASE

WHEREAS, Greenville Utilities Commission of the City of Greenville, North Carolina (hereinafter referred to as "Commission"), heretofore obtained various Utilities Easements across property now owned by Taft-Ward ECU Campus Edge Apts., LLC, a North Carolina Limited Liability Company, commonly known as Tax Parcel Numbers 24837 and 25898, according to the records in the Office of the Tax Assessor and Tax Collector of Pitt County, North Carolina; and

WHEREAS, all such Utilities Easements, including water, sewer, gas, electric, fiber optic, and storm drainage heretofore granted to the Commission and to the City of Greenville are no longer needed by the Commission or the City of Greenville; and

WHEREAS, the Commission and the City of Greenville anticipate no use or need now or in the future for such Utilities Easements recorded or unrecorded, hereinafter described as to be abandoned; and

WHEREAS, the Council of the City of Greenville previously authorized abandonment of such easements by Resolution adopted on June 10, 2013, and appropriate officials of the City of Greenville executed a Deed of Release in favor of the then owner of the subject property, Ward Holdings, LLC, on June 14, 2013. On June 20, 2013, however, Ward Holdings, LLC, conveyed the subject property to Taft-Ward ECU Campus Edge Apts., LLC.

WHEREAS, the Commission and the City of Greenville desire to abandon all such Utilities Easements, all as is shown on that certain Easement Abandonment Map, Greenville Utilities Commission & City of Greenville, Property of Georgetowne Apartments of Greenville, LLC, Income Investments, LLC, and Ward Holdings, LLC, City of Greenville, Greenville Township, Pitt Co., N.C., dated April 3, 2013, prepared by Patrick W. Hartman, Professional Land Surveyor, License No. L-4262, Rivers & Associates, Inc., Engineers Planners Surveyors, License No. F-0334, 107 East Second Street, Greenville, NC 27858, telephone number (252) 752-4135, denominated Drawing No. Z – 2516, a copy of which is marked Exhibit "A" and is attached hereto and made a part hereof, to which reference is hereby made for a more particular and accurate description of the Utilities Easements to be abandoned; and

WHEREAS, the current owner of such property, Taft-Ward ECU Campus Edge Apts., LLC, has requested that the Commission and the City of Greenville to abandon all such Utilities Easements as shown on the plat hereto attached and marked Exhibit "A" and indicated as to be abandoned, and has requested that the City of Greenville, North Carolina, to acknowledge such abandonments and releases by the execution of a Correction Deed of Release to Taft-Ward ECU Campus Edge Apts., as the current owner of subject property; and

WHEREAS, the Commission and the City of Greenville deem such abandonments to be reasonable and in the best interest of the Commission and the City of Greenville and all parties have requested the City of Greenville to acknowledge such abandonments and releases of all such Utilities Easements, all as is shown on the plat hereto attached and marked Exhibit "A" and indicated as to be abandoned as hereinabove described.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Greenville, North Carolina, in Regular Session on the \_\_\_\_ day of \_\_\_\_\_, 2013, as follows:

1. That the City Council of the City of Greenville does hereby abandon all those Utilities Easements and other easements shown on that certain Easement Abandonment Map, Greenville Utilities Commission & City of Greenville, Property of Georgetowne Apartments of Greenville, LLC, Income Investments, LLC, and Ward Holdings, LLC, City of Greenville, Greenville Township, Pitt Co., N.C., dated April 3, 2013, prepared by Patrick W. Hartman, Professional Land Surveyor, License No. L-4262, Rivers & Associates, Inc., Engineers Planners Surveyors, License No. F-0334, 107 East Second Street, Greenville, NC 27858, telephone number (252) 752-4135, denominated Drawing No. Z – 2516, a copy of which is marked Exhibit "A" and is attached hereto and made a part hereof, to which reference is hereby made for a more particular and accurate description of all of the said Utilities Easements to be abandoned; and

2. That the appropriate City Officials be and are hereby empowered to make, execute and deliver a Correction Deed of Release to Taft-Ward ECU Campus Edge Apts., LLC, a North Carolina Limited Liability Company, the current owner of such property encumbered by said Utilities Easements and other easements to be abandoned, in a form suitable for recording to release whatever interests the City of Greenville, North Carolina, for the use and benefit of Greenville Utilities Commission and the City of Greenville, North Carolina, might have in and to the those Utilities Easements to be abandoned as hereinabove described.

Adopted this the \_\_\_\_ day of \_\_\_\_\_, 2013.

CITY OF GREENVILLE

By \_\_\_\_\_  
ALLEN M. THOMAS, Mayor

(SEAL)

ATTEST:

\_\_\_\_\_  
CAROL L. BARWICK, City Clerk

NORTH CAROLINA PITT COUNTY

I, \_\_\_\_\_, A REVIEW OFFICER OF PITT COUNTY, N.C., CERTIFY THAT THE MAP OR PLAT TO WHICH THIS CERTIFICATION IS AFFIXED MEETS ALL STATUTORY REQUIREMENTS FOR RECORDING.

BY REVIEW OFFICER

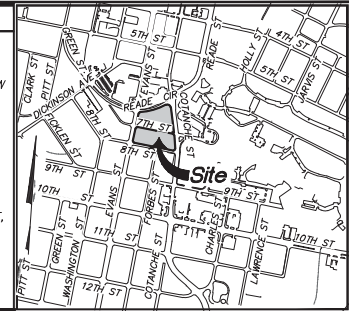
DATE

I HEREBY CERTIFY THAT NO APPROVAL IS REQUIRED BY THE CITY OF GREENVILLE PLANNING DEPARTMENT.

CITY OF GREENVILLE PLANNING DEPARTMENT

NOTICE - EASEMENT ABANDONMENT

THE PURPOSE OF THIS MAP TOGETHER WITH ACTION TAKEN BY THE CITY COUNCIL & THE GREENVILLE UTILITIES COMMISSION IS TO WITHDRAW FROM DEDICATION AND ABANDON ALL UTILITY & STORM DRAINAGE EASEMENTS RECORDED AND NON-RECORDED FOR THE BENEFIT OF THE CITY OF GREENVILLE & GREENVILLE UTILITIES ON OR CROSSING THE PROPERTIES AS SHOWN HEREON, INCLUDING THAT PORTION OF SEVENTH STREET BETWEEN EVANS AND COTANCHE STREETS, AS BEING GEORGETOWNE APARTMENTS OF GREENVILLE, LLC, INCOME INVESTMENTS, LLC AND WARD HOLDING, LLC



VICINITY MAP SCALE: 1" = 1000'

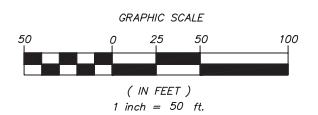
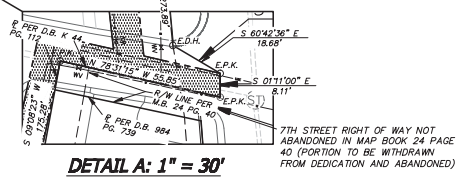
Legend

Table with 3 columns: Symbol, Description, and Abbreviation. Includes items like PROPERTY LINE, EXISTING DRILL HOLE, EXISTING PK NAIL, etc.

OWNER SUMMARY

- GEORGETOWNE APARTMENTS OF GREENVILLE, LLC (D.B. 2797 PG. 49) PARCEL NO. 31724
INCOME INVESTMENTS, LLC (D.B. 2410 PG. 500) PARCEL NO. 13451, 23585, 28624
WARD HOLDING, LLC (D.B. 2955 PG. 206) PARCEL NO. 24837
WARD HOLDING, LLC (D.B. 1051 PG. 826 & D.B. 984 PG. 739) PARCEL NO. 25898

DETAIL A: 1" = 30'



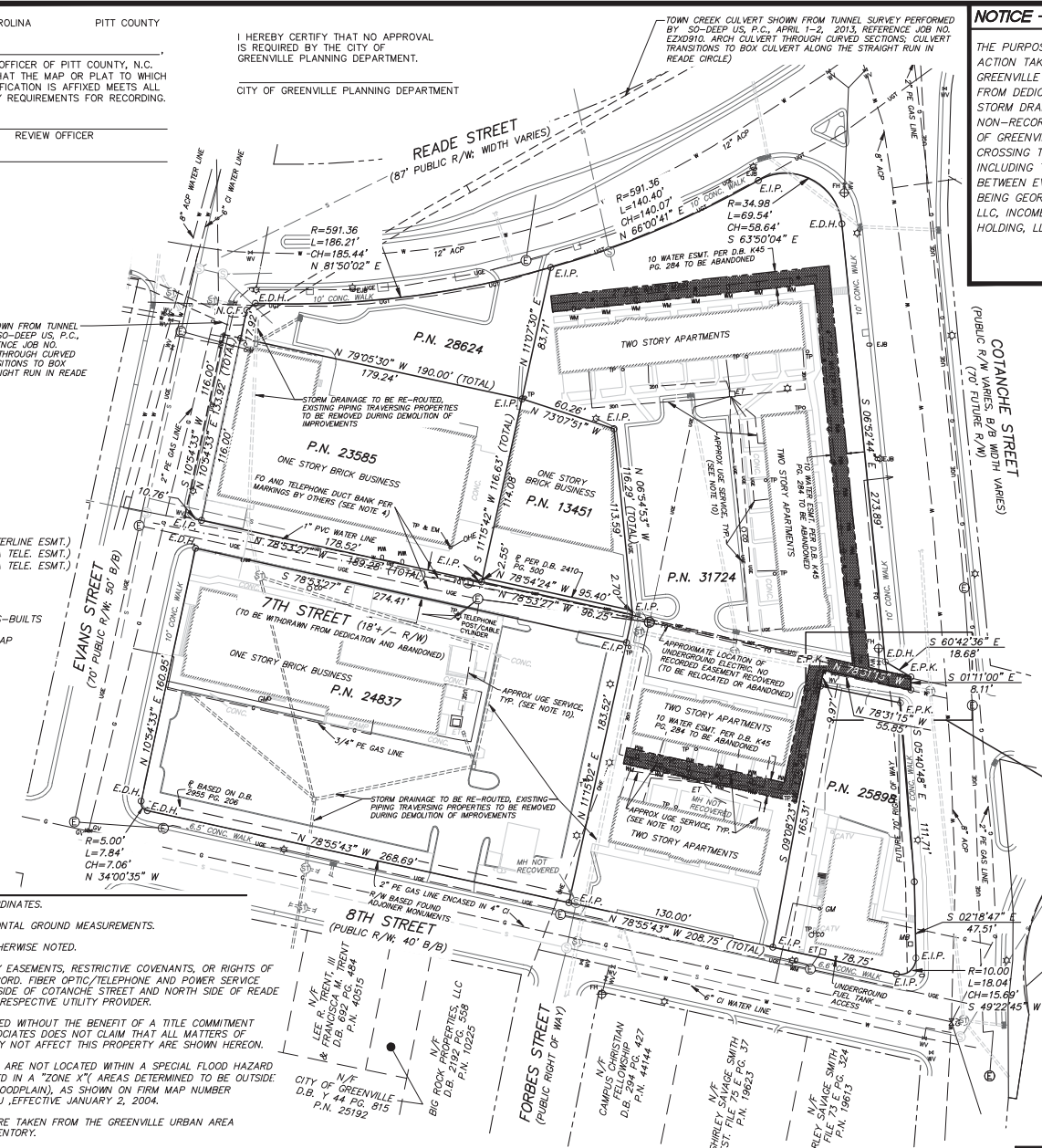
#2-4-3-13: REVISED TO INCLUDE P.N. 24837. REVISIONS: #1-12-09: REVISED PER CLIENT COMMENTS.

REFERENCES

- D.B. 2797 PG. 49
D.B. 2955 PG. 206
D.B. 2410 PG. 500
D.B. 1332 PG. 415
D.B. 1051 PG. 826
D.B. M 46 P.G. 393
D.B. K 44 PG. 112
D.B. K 45 PG. 284 (GUC WATERLINE ESMT.)
D.B. G 45 PG. 139 (CAROLINA TELE. ESMT.)
D.B. R 44 PG. 415 (CAROLINA TELE. ESMT.)
D.B. Y 41 PG. 516
M.B. 24 PG. 40
M.B. 14 PG. 59
ESTATE FILE 99 PG. 353
GEORGETOWNE APARTMENTS AS-BUILTS - RIVERS DRAWING 2752
7TH STREET ABANDONMENT MAP - RIVERS DRAWING Z-2567
P.N. 28624
P.N. 23585
P.N. 13451
P.N. 31724
P.N. 24837

NOTES

- 1. AREA DETERMINED BY COORDINATES.
2. ALL DISTANCES ARE HORIZONTAL GROUND MEASUREMENTS.
3. NO POINTS SET UNLESS OTHERWISE NOTED.
4. PROPERTY SUBJECT TO ANY EASEMENTS, RESTRICTIVE COVENANTS, OR RIGHTS OF WAY WHICH MAY BE OF RECORD.
5. THIS SURVEY WAS PERFORMED WITHOUT THE BENEFIT OF A TITLE COMMITMENT REPORT.
6. THE LIMITS OF THIS SURVEY ARE NOT LOCATED WITHIN A SPECIAL FLOOD HAZARD AREA.
7. STREET RIGHT OF WAYS WERE TAKEN FROM THE GREENVILLE URBAN AREA THROUGHFARE STREET INVENTORY.
8. UNDERGROUND UTILITIES PLOTTED IN PART FROM ACTUAL FIELD LOCATION OF ABOVE GROUND FEATURES AND FROM MAPS ON RECORD AT GUC OR PROVIDED BY CLIENT.
9. THE SURVEYOR MAKES NO GUARANTEE THAT THE UTILITIES SHOWN ARE COMPRISED OF ALL SUCH UTILITIES IN THE AREA OF SURVEY EITHER IN SERVICE OR ABANDONED.
10. INCOME INVESTMENTS, LLC, WARD HOLDINGS, LLC AND GEORGETOWNE APARTMENTS, LLC PROPERTIES TO BE COMBINED INTO SINGLE OWNERSHIP. ALL UTILITIES SERVING THESE PARCELS TO BE ABANDONED, ALL EXISTING BUILDINGS AND IMPROVEMENTS TO BE REMOVED. ALL SERVICE PERMITS ARE ABANDONED BY REMOVAL OF SAID UTILITY SERVICES.



I, PATRICK W. HARTMAN, CERTIFY THAT THIS PLAT WAS DRAWN UNDER MY SUPERVISION FROM AN ACTUAL FIELD SURVEY MADE BY JEW ON 11/9/08 -11/30/08, BY WG ON 10/24/09 -10/30/09 AND RB ON 12/26/12-1/9/13, OF THE PROPERTY SHOWN; THAT THE BOUNDARIES NOT SURVEYED ARE SHOWN AS BROKEN LINES PLOTTED FROM INFORMATION FOUND IN THE BOOKS REFERENCED HEREON; THAT THE RATIO OF PRECISION AS CALCULATED IS 1:10,000; THAT THIS PLAT WAS PREPARED IN ACCORDANCE WITH G.S. 47-30 AS AMENDED. I FURTHER CERTIFY PURSUANT TO G.S. 47-30(1)(11) & THAT THE SURVEY IS OF ANOTHER CATEGORY, SUCH AS THE RECOMBINATION OF EXISTING PARCELS, A COURT ORDERED SURVEY OR OTHER EXCEPTION TO THE DEFINITION OF SUBDIVISION, EASEMENT ABANDONMENT MAP; WITNESS MY ORIGINAL SIGNATURE, LICENSE NUMBER AND SEAL THIS 3RD DAY OF APRIL, A.D. 2013.

PROFESSIONAL LAND SURVEYOR LICENSE NO. L-4282

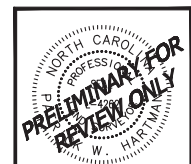


Table with columns: DATE (4/3/13), SURVEY (JEW), DRAFT (KP/PH), DESIGN (CHECK), PWH

Logo for Rivers & Associates, Inc. and text: EASEMENT ABANDONMENT MAP GREENVILLE UTILITIES COMMISSION & CITY OF GREENVILLE. CITY OF GREENVILLE, GREENVILLE TOWNSHIP, PITT CO., N.C. SCALE: 1" = 50'. DRAWING NO. Z - 2516. SHEET 1 OF 1.

"Exhibit A"

Prepared by: Phillip R. Dixon

Return To: Phillip R. Dixon, Attorney at Law  
Dixon Law Group, PLLC  
110 E. Arlington Boulevard  
Greenville, NC 27858

Attachment number 4  
Page 1 of 7

NORTH CAROLINA  
PITT COUNTY

**CORRECTION  
DEED OF RELEASE**

THIS DEED OF RELEASE, made and entered into this the \_\_\_\_ day of \_\_\_\_\_, 2013, by and between the City of Greenville, North Carolina, a municipal corporation in Pitt County, North Carolina, party of the first part (hereinafter called GRANTOR), and Ward Holdings, LLC, a North Carolina Limited Liability Company, party of the second part (hereinafter called GRANTEE).

W I T N E S S E T H

THAT WHEREAS, the GRANTOR for the use and benefit of Greenville Utilities Commission of the City of Greenville, North Carolina ("Commission"), and the City of Greenville previously obtained certain Utilities Easements and other easements across property commonly known as Tax Parcel Numbers 24837 and 25898, according to the records in the Office of the Tax Assessor and Tax Collector of Pitt County, North Carolina, and currently owned by Taft-Ward ECU Campus Edge Apts., LLC; and

WHEREAS, GRANTEE desires to demolish and remove all existing buildings and improvements on such property in order to construct new buildings and improvements on such property in conjunction with the redevelopment of various adjoining properties; and

WHEREAS, neither the Commission nor the City of Greenville have any further use or need for such Utilities Easements and other easements to be abandoned; and

WHEREAS, the Commission previously requested that the City of Greenville, North Carolina, to indicate formally that it had no claims or any interest in such property currently encumbered by such easements as shown as to be abandoned on the plat attached hereto marked Exhibit "A"; and

WHEREAS, the City Council of the City of Greenville previously authorized the execution of a Deed of Release in favor of the then owner of subject property, Ward Holdings, LLC, and

duly authorized Officials of the City of Greenville executed a Deed of Release in favor of the subject property's then owner, Ward Holdings, LLC, abandoning such easements on June 14, 2013. On June 20, 2013, however, Ward Holdings, LLC, conveyed the subject property to Taft-Ward ECU Campus Edge Apts., LLC.

WHEREAS, the current owner of such property and the Commission have therefore requested that the City of Greenville execute a Correction Deed of Release to Taft-Ward ECU Campus Edge Apts., LLC, a North Carolina Limited Liability Company, to indicate its abandonment and release of any Utilities Easements and other easements shown as to be abandoned on the attached Exhibit "A"; and

WHEREAS, the City Council of the City of Greenville as GRANTOR, acting on the recommendation of the Commission and the request of owner, has duly adopted a Resolution abandoning to Taft-Ward ECU Campus Edge Apts., LLC, such Utilities Easements and other easements, a copy of which said Resolution is marked Exhibit "B" and is attached hereto and made a part hereof.

NOW THEREFORE, pursuant to and in accordance with said Resolution, the City of Greenville, North Carolina, as GRANTOR, does hereby remise, release, discharge and forever quitclaim unto GRANTEE, Taft-Ward ECU Campus Edge Apts., LLC, a North Carolina Limited Liability Company, its successors and assigns, all of the GRANTOR's rights, title and interests in all said Utilities Easements and other easements shown on the plat marked Exhibit "A" entitled Easement Abandonment Map, Greenville Utilities Commission & City of Greenville, Property of Georgetowne Apartments of Greenville, LLC, Income Investments, LLC, and Ward Holdings, LLC, City of Greenville, Greenville Township, Pitt Co., N.C., dated April 3, 2013, prepared by Patrick W. Hartman, Professional Land Surveyor, License No. L-4262, Rivers & Associates, Inc., Engineers Planners Surveyors, License No. F-0334, 107 East Second Street, Greenville, NC 27858, telephone number (252) 752-4135, denominated Drawing No. Z – 2516, a copy of which is marked Exhibit "A" and is attached hereto and made a part hereof, to which reference is hereby made for a more particular and accurate description of the said easements to be abandoned. The singular shall include the plural. Any reference to gender shall include masculine, feminine and neuter.

IN TESTIMONY WHEREOF, GRANTOR has caused this Deed of Release to be executed in its name by its Mayor, attested by the City Clerk, and its official seal hereto affixed, all by Resolution duly entered by the City Council of GRANTOR, on the day and year first above written.

CITY OF GREENVILLE, NORTH CAROLINA

Attachment number 4  
Page 3 of 7

By: \_\_\_\_\_  
ALLEN M. THOMAS, Mayor

[SEAL]

Attest:

\_\_\_\_\_  
CAROL L. BARWICK, City Clerk

NORTH CAROLINA

PITT COUNTY

I, \_\_\_\_\_, a Notary Public of the aforesaid County and State, certify that CAROL L. BARWICK personally came before me this day and acknowledged that she is City Clerk of the City of Greenville, North Carolina, and that by authority duly given and as the act of the City of Greenville, North Carolina, the foregoing instrument was signed in its name by its Mayor, sealed with its official seal and attested by her as its City Clerk.

WITNESS my hand and official stamp or seal, this the \_\_\_\_ day of \_\_\_\_\_, 2013.

\_\_\_\_\_  
NOTARY PUBLIC

My Commission Expires:

\_\_\_\_\_



I, \_\_\_\_\_, A REVIEW OFFICER OF PITT COUNTY, N.C., CERTIFY THAT THE MAP OR PLAT TO WHICH THIS CERTIFICATION IS AFFIXED MEETS ALL STATUTORY REQUIREMENTS FOR RECORDING.

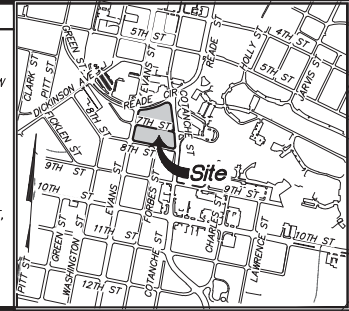
BY \_\_\_\_\_ REVIEW OFFICER  
DATE \_\_\_\_\_

I HEREBY CERTIFY THAT NO APPROVAL IS REQUIRED BY THE CITY OF GREENVILLE PLANNING DEPARTMENT.

CITY OF GREENVILLE PLANNING DEPARTMENT

NOTICE - EASEMENT ABANDONMENT

THE PURPOSE OF THIS MAP TOGETHER WITH ACTION TAKEN BY THE CITY COUNCIL & THE GREENVILLE UTILITIES COMMISSION IS TO WITHDRAW FROM DEDICATION AND ABANDON ALL UTILITY & STORM DRAINAGE EASEMENTS RECORDED AND NON-RECORDED FOR THE BENEFIT OF THE CITY OF GREENVILLE & GREENVILLE UTILITIES ON OR CROSSING THE PROPERTIES AS SHOWN HEREON, INCLUDING THAT PORTION OF SEVENTH STREET BETWEEN EVANS AND COTANCHE STREETS, AS BEING GEORGETOWNE APARTMENTS OF GREENVILLE, LLC, INCOME INVESTMENTS, LLC AND WARD HOLDING, LLC



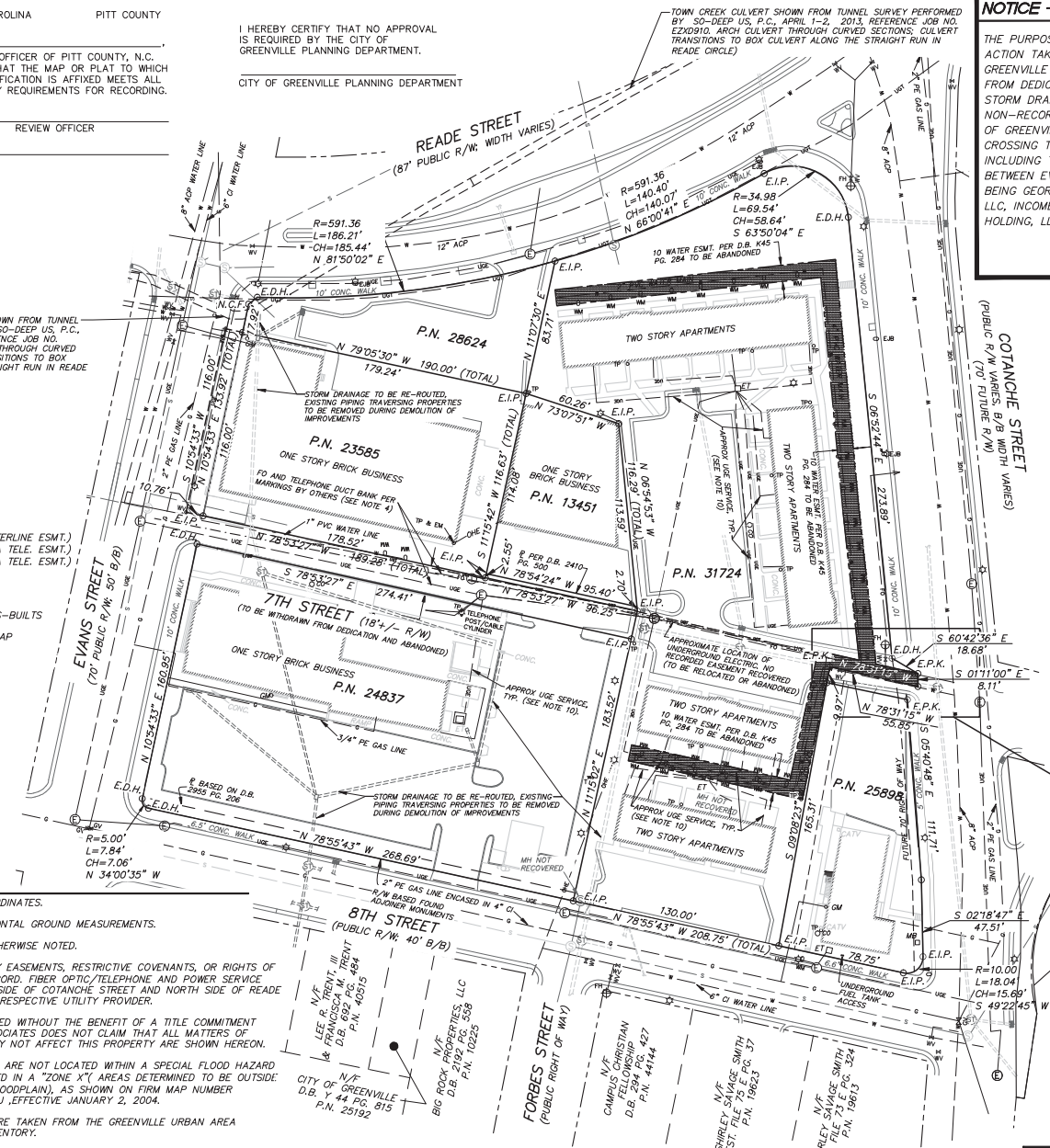
VICINITY MAP SCALE: 1" = 1000'

REFERENCES

- D.B. 2797 PG. 49
D.B. 2955 PG. 206
D.B. 2410 PG. 500
D.B. 1332 PG. 415
D.B. 1081 PG. 826
D.B. M 46 P.G. 393
D.B. K 44 PG. 112
D.B. K 45 PG. 284 (GUC WATERLINE ESMT.)
D.B. G 45 PG. 139 (CAROLINA TELE. ESMT.)
D.B. R 44 PG. 415 (CAROLINA TELE. ESMT.)
D.B. Y 41 PG. 516
M.B. 24 PG. 40
M.B. 14 PG. 59
ESTATE FILE 99 PG. 353
GEORGETOWNE APARTMENTS AS-BUILTS - RIVERS DRAWING 2752
7TH STREET ABANDONMENT MAP - RIVERS DRAWING Z-2567
P.N. 28624
P.N. 23585
P.N. 13451
P.N. 31724
P.N. 24837

NOTES

- 1. AREA DETERMINED BY COORDINATES.
2. ALL DISTANCES ARE HORIZONTAL GROUND MEASUREMENTS.
3. NO POINTS SET UNLESS OTHERWISE NOTED.
4. PROPERTY SUBJECT TO ANY EASEMENTS, RESTRICTIVE COVENANTS, OR RIGHTS OF WAY WHICH MAY BE OF RECORD. FIBER OPTIC/TELEPHONE AND POWER SERVICE PROPERTIES ON THE EAST SIDE OF COTANCHE STREET AND NORTH SIDE OF READE CIRCLE ACCORDING TO THE RESPECTIVE UTILITY PROVIDER.
5. THIS SURVEY WAS PERFORMED WITHOUT THE BENEFIT OF A TITLE COMMITMENT REPORT. RIVERS AND ASSOCIATES DOES NOT CLAIM THAT ALL MATTERS OF RECORD WHICH MAY OR MAY NOT AFFECT THIS PROPERTY ARE SHOWN HEREON.
6. THE LIMITS OF THIS SURVEY ARE NOT LOCATED WITHIN A SPECIAL FLOOD HAZARD AREA, PROPERTY IS LOCATED IN A "ZONE X" (AREAS DETERMINED TO BE OUTSIDE THE 1% ANNUAL CHANCE FLOODPLAIN), AS SHOWN ON FIRM MAP NUMBER 372048800J PANEL 4688 X, EFFECTIVE JANUARY 2, 2004.
7. STREET RIGHT OF WAYS WERE TAKEN FROM THE GREENVILLE URBAN AREA THROUGHFARE STREET INVENTORY.
8. UNDERGROUND UTILITIES PLOTTED IN PART FROM ACTUAL FIELD LOCATION OF ABOVE GROUND FEATURES AND FROM MAPS ON RECORD AT GUC OR PROVIDED BY CLIENT. ACTUAL LOCATIONS MAY VARY. OTHER UTILITIES MAY EXIST. CONTRACTOR SHOULD CONTACT NORTH CAROLINA ONE-CALL CENTER (NC ONE-CALL) AT 1-800-632-4949 TO HAVE UNDERGROUND UTILITIES LOCATED PRIOR TO EXCAVATING OR TRENCHING.
9. THE SURVEYOR MAKES NO GUARANTEE THAT THE UTILITIES SHOWN ARE COMPRISED OF ALL SUCH UTILITIES IN THE AREA OF SURVEY EITHER IN SERVICE OR ABANDONED. THE SURVEY FURTHER DOES NOT WARRANT THAT THE UNDERGROUND UTILITIES SHOWN ARE IN THE EXACT LOCATION INDICATED. THE SURVEYOR DOES HEREBY CERTIFY THAT ALL UTILITIES ARE LOCATED AS ACCURATELY AS POSSIBLE FROM INFORMATION AVAILABLE. THE SURVEYOR HAS NOT PHYSICALLY UNCOVERED AND LOCATED ANY UNDERGROUND UTILITIES.
10. INCOME INVESTMENTS, LLC, WARD HOLDINGS, LLC AND GEORGETOWNE APARTMENTS, LLC PROPERTIES TO BE COMBINED INTO SINGLE OWNERSHIP. ALL UTILITIES SERVING THESE PARCELS TO BE ABANDONED, ALL EXISTING BUILDINGS AND IMPROVEMENTS TO BE REMOVED. ALL SERVICE PERMITS ARE ABANDONED BY REMOVAL OF SAID UTILITY SERVICES.

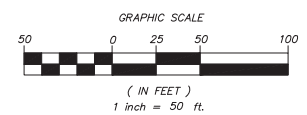
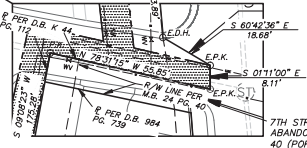


Legend

Table with 3 columns: PROPERTY LINE, EXISTING DRILL HOLE, EXISTING PK NAIL, etc. and their corresponding symbols.

OWNER SUMMARY

- GEORGETOWNE APARTMENTS OF GREENVILLE, LLC (D.B. 2797 PG. 49) PARCEL NO. 31724
INCOME INVESTMENTS, LLC (D.B. 2410 PG. 500) PARCEL NO. 13451, 23585, 28624
WARD HOLDING, LLC (D.B. 2955 PG. 206) PARCEL NO. 24837
WARD HOLDING, LLC (D.B. 1051 PG. 826 & D.B. 984 PG. 739) PARCEL NO. 25898



I, PATRICK W. HARTMAN, CERTIFY THAT THIS PLAT WAS DRAWN UNDER MY SUPERVISION FROM AN ACTUAL FIELD SURVEY MADE BY JEW ON 11/9/08 -11/30/08, BY WG ON 10/24/09 -10/30/09 AND RB ON 12/26/12-1/9/13, OF THE PROPERTY SHOWN; THAT THE BOUNDARIES NOT SURVEYED ARE SHOWN AS BROKEN LINES PLOTTED FROM INFORMATION FOUND IN THE BOOKS REFERENCED HEREON; THAT THE RATIO OF PRECISION AS CALCULATED IS 1:10,000; THAT THIS PLAT WAS PREPARED IN ACCORDANCE WITH G.S. 47-30(a) AS AMENDED. I FURTHER CERTIFY PURSUANT TO G.S. 47-30(a)(11) & THAT THE SURVEY IS OF ANOTHER CATEGORY, SUCH AS THE RECOMBINATION OF EXISTING PARCELS, A COURT ORDERED SURVEY OR OTHER EXCEPTION TO THE DEFINITION OF SUBDIVISION, EASEMENT ABANDONMENT MAP; WITNESS MY ORIGINAL SIGNATURE, LICENSE NUMBER AND SEAL THIS 3RD DAY OF APRIL, A.D. 2013.

PROFESSIONAL LAND SURVEYOR LICENSE NO. L-4282

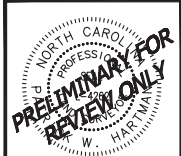


Table with columns: DATE (4/3/13), SURVEY (JEW), DRAFT (KP/PH), DESIGN (CHECK PWH).

Rivers & Associates, Inc. EASEMENT ABANDONMENT MAP GREENVILLE UTILITIES COMMISSION & CITY OF GREENVILLE. Includes address, phone, and license information.

Item # 11

RESOLUTION \_\_\_\_\_

RESOLUTION OF THE CITY COUNCIL  
OF THE CITY OF GREENVILLE, NORTH CAROLINA,  
ABANDONING ALL RECORDED AND UNRECORDED UTILITIES EASEMENTS  
ACROSS TAX PARCEL NUMBERS 24837 AND 25898 CURRENTLY OWNED BY  
TAFT-WARD ECU CAMPUS EDGE APTS., LLC,  
A NORTH CAROLINA LIMITED LIABILITY COMPANY,  
AND REQUESTING EXECUTION OF DEED OF RELEASE

WHEREAS, Greenville Utilities Commission of the City of Greenville, North Carolina Attachment number 4  
Page 5 of 7  
(hereinafter referred to as "Commission"), heretofore obtained various Utilities Easements across property now owned by Taft-Ward ECU Campus Edge Apts., LLC, a North Carolina Limited Liability Company, commonly known as Tax Parcel Numbers 24837 and 25898, according to the records in the Office of the Tax Assessor and Tax Collector of Pitt County, North Carolina; and

WHEREAS, all such Utilities Easements, including water, sewer, gas, electric, fiber optic, and storm drainage heretofore granted to the Commission and to the City of Greenville are no longer needed by the Commission or the City of Greenville; and

WHEREAS, the Commission and the City of Greenville anticipate no use or need now or in the future for such Utilities Easements recorded or unrecorded, hereinafter described as to be abandoned; and

WHEREAS, the Council of the City of Greenville previously authorized abandonment of such easements by Resolution adopted on June 10, 2013, and appropriate officials of the City of Greenville executed a Deed of Release in favor of the then owner of the subject property, Ward Holdings, LLC, on June 14, 2013. On June 20, 2013, however, Ward Holdings, LLC, conveyed the subject property to Taft-Ward ECU Campus Edge Apts., LLC.

WHEREAS, the Commission and the City of Greenville desire to abandon all such Utilities Easements, all as is shown on that certain Easement Abandonment Map, Greenville Utilities Commission & City of Greenville, Property of Georgetowne Apartments of Greenville, LLC, Income Investments, LLC, and Ward Holdings, LLC, City of Greenville, Greenville Township, Pitt Co., N.C., dated April 3, 2013, prepared by Patrick W. Hartman, Professional Land Surveyor, License No. L-4262, Rivers & Associates, Inc., Engineers Planners Surveyors, License No. F-0334, 107 East Second Street, Greenville, NC 27858, telephone number (252) 752-4135, denominated Drawing No. Z – 2516, a copy of which is marked Exhibit "A" and is attached hereto and made a part hereof, to which reference is hereby made for a more particular and accurate description of the Utilities Easements to be abandoned; and

WHEREAS, the current owner of such property, Taft-Ward ECU Campus Edge Apts., LLC, has requested that the Commission and the City of Greenville to abandon all such Utilities Easements as shown on the plat hereto attached and marked Exhibit "A" and indicated as to be abandoned, and has requested that the City of Greenville, North Carolina, to acknowledge such abandonments and releases by the execution of a Correction Deed of Release to Taft-Ward ECU Campus Edge Apts., as the current owner of subject property; and

WHEREAS, the Commission and the City of Greenville deem such abandonments to be reasonable and in the best interest of the Commission and the City of Greenville and all parties have requested the City of Greenville to acknowledge such abandonments and releases of all such Utilities Easements, all as is shown on the plat hereto attached and marked Exhibit "A" and indicated as to be abandoned as hereinabove described.

Attachment number 4  
Page 6 of 7

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Greenville, North Carolina, in Regular Session on the \_\_\_\_ day of \_\_\_\_\_, 2013, as follows:

1. That the City Council of the City of Greenville does hereby abandon all those Utilities Easements and other easements shown on that certain Easement Abandonment Map, Greenville Utilities Commission & City of Greenville, Property of Georgetowne Apartments of Greenville, LLC, Income Investments, LLC, and Ward Holdings, LLC, City of Greenville, Greenville Township, Pitt Co., N.C., dated April 3, 2013, prepared by Patrick W. Hartman, Professional Land Surveyor, License No. L-4262, Rivers & Associates, Inc., Engineers Planners Surveyors, License No. F-0334, 107 East Second Street, Greenville, NC 27858, telephone number (252) 752-4135, denominated Drawing No. Z – 2516, a copy of which is marked Exhibit "A" and is attached hereto and made a part hereof, to which reference is hereby made for a more particular and accurate description of all of the said Utilities Easements to be abandoned; and

2. That the appropriate City Officials be and are hereby empowered to make, execute and deliver a Correction Deed of Release to Taft-Ward ECU Campus Edge Apts., LLC, a North Carolina Limited Liability Company, the current owner of such property encumbered by said Utilities Easements and other easements to be abandoned, in a form suitable for recording to release whatever interests the City of Greenville, North Carolina, for the use and benefit of Greenville Utilities Commission and the City of Greenville, North Carolina, might have in and to the those Utilities Easements to be abandoned as hereinabove described.

Adopted this the \_\_\_\_ day of \_\_\_\_\_, 2013.

CITY OF GREENVILLE

By \_\_\_\_\_  
ALLEN M. THOMAS, Mayor

Attachment number 4  
Page 7 of 7

(SEAL)

ATTEST:

\_\_\_\_\_  
CAROL L. BARWICK, City Clerk

RESOLUTION \_\_\_\_\_

RESOLUTION OF THE CITY COUNCIL  
OF THE CITY OF GREENVILLE, NORTH CAROLINA,  
ABANDONING ALL RECORDED AND UNRECORDED UTILITIES EASEMENTS  
ACROSS TAX PARCEL NUMBERS 13451, 23585, AND 28624 CURRENTLY OWNED BY  
TAFT-WARD ECU CAMPUS EDGE APTS., LLC,  
A NORTH CAROLINA LIMITED LIABILITY COMPANY,  
AND REQUESTING EXECUTION OF DEED OF RELEASE

WHEREAS, Greenville Utilities Commission of the City of Greenville, North Carolina (hereinafter referred to as "Commission"), heretofore obtained various Utilities Easements across property now owned by Taft-Ward ECU Campus Edge Apts., LLC, a North Carolina Limited Liability Company, commonly known as Tax Parcel No.'s 13451, 23585, and 28624, according to the records in the Office of the Tax Assessor and Tax Collector of Pitt County, North Carolina; and

WHEREAS, all such Utilities Easements, including water, sewer, gas, electric, fiber optic, and storm drainage heretofore granted to the Commission and to the City of Greenville are no longer needed by the Commission or the City of Greenville; and

WHEREAS, the Commission and the City of Greenville anticipate no use or need now or in the future for such Utilities Easements recorded or unrecorded, hereinafter described as to be abandoned; and

WHEREAS, the Council of the City of Greenville previously authorized abandonment of such easements by Resolution adopted on June 10, 2013, and appropriate officials of the City of Greenville executed a Deed of Release in favor of the then owner of the subject property, Income Investments, LLC, on June 14, 2013. On June 20, 2013, however, Income Investments, LLC, conveyed the subject property to Taft-Ward ECU Campus Edge Apts., LLC.

WHEREAS, the Commission and the City of Greenville desire to abandon all such Utilities Easements, all as is shown on that certain Easement Abandonment Map, Greenville Utilities Commission & City of Greenville, Property of Georgetowne Apartments of Greenville, LLC, Income Investments, LLC, and Ward Holdings, LLC, City of Greenville, Greenville Township, Pitt Co., N.C., dated April 3, 2013, prepared by Patrick W. Hartman, Professional Land Surveyor, License No. L-4262, Rivers & Associates, Inc., Engineers Planners Surveyors, License No. F-0334, 107 East Second Street, Greenville, NC 27858, telephone number (252) 752-4135, denominated Drawing No. Z – 2516, a copy of which is marked Exhibit "A" and is attached hereto and made a part hereof, to which reference is hereby made for a more particular and accurate description of the Utilities Easements to be abandoned; and

WHEREAS, the current owner of such property, Taft-Ward ECU Campus Edge Apts., LLC, has requested that the Commission and the City of Greenville to abandon all such Utilities Easements as shown on the plat hereto attached and marked Exhibit "A" and indicated as to be abandoned, and has requested that the City of Greenville, North Carolina, to acknowledge such abandonments and releases by the execution of a Correction Deed of Release to Taft-Ward ECU Campus Edge Apts. , as the current owner of subject property; and

WHEREAS, the Commission and the City of Greenville deem such abandonments to be reasonable and in the best interest of the Commission and the City of Greenville and all parties have requested the City of Greenville to acknowledge such abandonments and releases of all such Utilities Easements, all as is shown on the plat hereto attached and marked Exhibit "A" and indicated as to be abandoned as hereinabove described.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Greenville, North Carolina, in Regular Session on the \_\_\_\_ day of \_\_\_\_\_, 2013, as follows:

1. That the City Council of the City of Greenville does hereby abandon all those Utilities Easements and other easements shown on that certain Easement Abandonment Map, Greenville Utilities Commission & City of Greenville, Property of Georgetowne Apartments of Greenville, LLC, Income Investments, LLC, and Ward Holdings, LLC, City of Greenville, Greenville Township, Pitt Co., N.C., dated April 3, 2013, prepared by Patrick W. Hartman, Professional Land Surveyor, License No. L-4262, Rivers & Associates, Inc., Engineers Planners Surveyors, License No. F-0334, 107 East Second Street, Greenville, NC 27858, telephone number (252) 752-4135, denominated Drawing No. Z – 2516, a copy of which is marked Exhibit "A" and is attached hereto and made a part hereof, to which reference is hereby made for a more particular and accurate description of all of the said Utilities Easements to be abandoned; and

2. That the appropriate City Officials be and are hereby empowered to make, execute and deliver a Correction Deed of Release to Taft-Ward ECU Campus Edge Apts., LLC, a North Carolina Limited Liability Company, the current owner of such property encumbered by said Utilities Easements and other easements to be abandoned, in a form suitable for recording to release whatever interests the City of Greenville, North Carolina, for the use and benefit of Greenville Utilities Commission and the City of Greenville, North Carolina, might have in and to the those Utilities Easements to be abandoned as hereinabove described.

Adopted this the \_\_\_\_ day of \_\_\_\_\_, 2013.

CITY OF GREENVILLE

By \_\_\_\_\_  
ALLEN M. THOMAS, Mayor

(SEAL)

ATTEST:

\_\_\_\_\_  
CAROL L. BARWICK, City Clerk

NORTH CAROLINA      PITT COUNTY

I, \_\_\_\_\_, A REVIEW OFFICER OF PITT COUNTY, N.C., CERTIFY THAT THE MAP OR PLAT TO WHICH THIS CERTIFICATION IS AFFIXED MEETS ALL STATUTORY REQUIREMENTS FOR RECORDING.

BY \_\_\_\_\_ REVIEW OFFICER

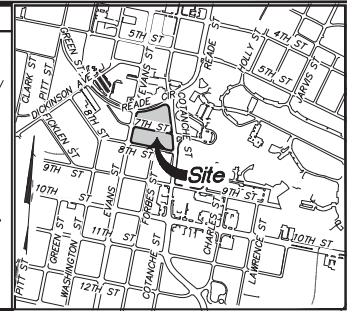
DATE \_\_\_\_\_

I HEREBY CERTIFY THAT NO APPROVAL IS REQUIRED BY THE CITY OF GREENVILLE PLANNING DEPARTMENT.

CITY OF GREENVILLE PLANNING DEPARTMENT

### NOTICE - EASEMENT ABANDONMENT

THE PURPOSE OF THIS MAP TOGETHER WITH ACTION TAKEN BY THE CITY COUNCIL & THE GREENVILLE UTILITIES COMMISSION IS TO WITHDRAW FROM DEDICATION AND ABANDON ALL UTILITY & STORM DRAINAGE EASEMENTS RECORDED AND NON-RECORDED FOR THE BENEFIT OF THE CITY OF GREENVILLE & GREENVILLE UTILITIES ON OR CROSSING THE PROPERTIES AS SHOWN HEREON, INCLUDING THAT PORTION OF SEVENTH STREET BETWEEN EVANS AND COTANCHE STREETS, AS BEING GEORGETOWNE APARTMENTS OF GREENVILLE, LLC, INCOME INVESTMENTS, LLC AND WARD HOLDING, LLC



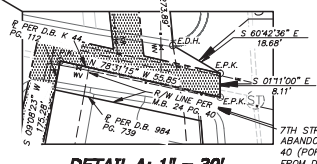
VICINITY MAP  
SCALE: 1" = 1000'

### Legend

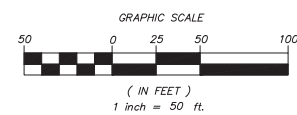
PROPERTY LINE	E	PARCEL NUMBER	P.N.
EXISTING DRILL HOLE	E.D.H.	MAP BOOK	M.B.
EXISTING PK NAIL	E.P.K.	PAGE	PG.
EXISTING IRON PIPE	E.I.P.	DEED BOOK	D.B.
NAIL AND CAP FOUND	N.C.F.	SEWER MANHOLE	⊙
NOW OR FORMERLY	N/F	STORM DRAIN MANHOLE	⊕
CENTERLINE	CL	TELEPHONE MANHOLE	⊖
ELECTRIC JUNCTION BOX	EJB	ELECTRIC MANHOLE	⊕
TELEPHONE PEDESTAL	TP	GAS METER	GM
ELECTRIC TRANSFORMER	ET	FIRE HYDRANT	⊕H
WATER LINE	— W —	VALVE	⊕V
UNDERGROUND ELECTRIC	— UE —	WATER METER	WM
GAS	— G —	GAS VALVE	⊕GV
OVERHEAD UTILITY	— OHE —	CABLE TV	⊕TV
STORM DRAIN LINE	-----	CATCH BASIN	⊕CB
SANITARY SEWER LINE	-----	DROP INLET	DI
FIBER OPTIC LINE	— FO —		
UNDERGROUND TELEPHONE	— UGT —		

### OWNER SUMMARY

- GEORGETOWNE APARTMENTS OF GREENVILLE, LLC (D.B. 2797 PG. 49)  
PARCEL NO. 31724
- INCOME INVESTMENTS, LLC (D.B. 2410 PG. 500)  
PARCEL NO. 13451  
PARCEL NO. 23585  
PARCEL NO. 28624
- WARD HOLDING, LLC (D.B. 2955 PG. 206)  
PARCEL NO. 24837
- WARD HOLDING, LLC (D.B. 1051 PG. 826 & D.B. 984 PG. 739)  
PARCEL NO. 25898



DETAIL A: 1" = 30'



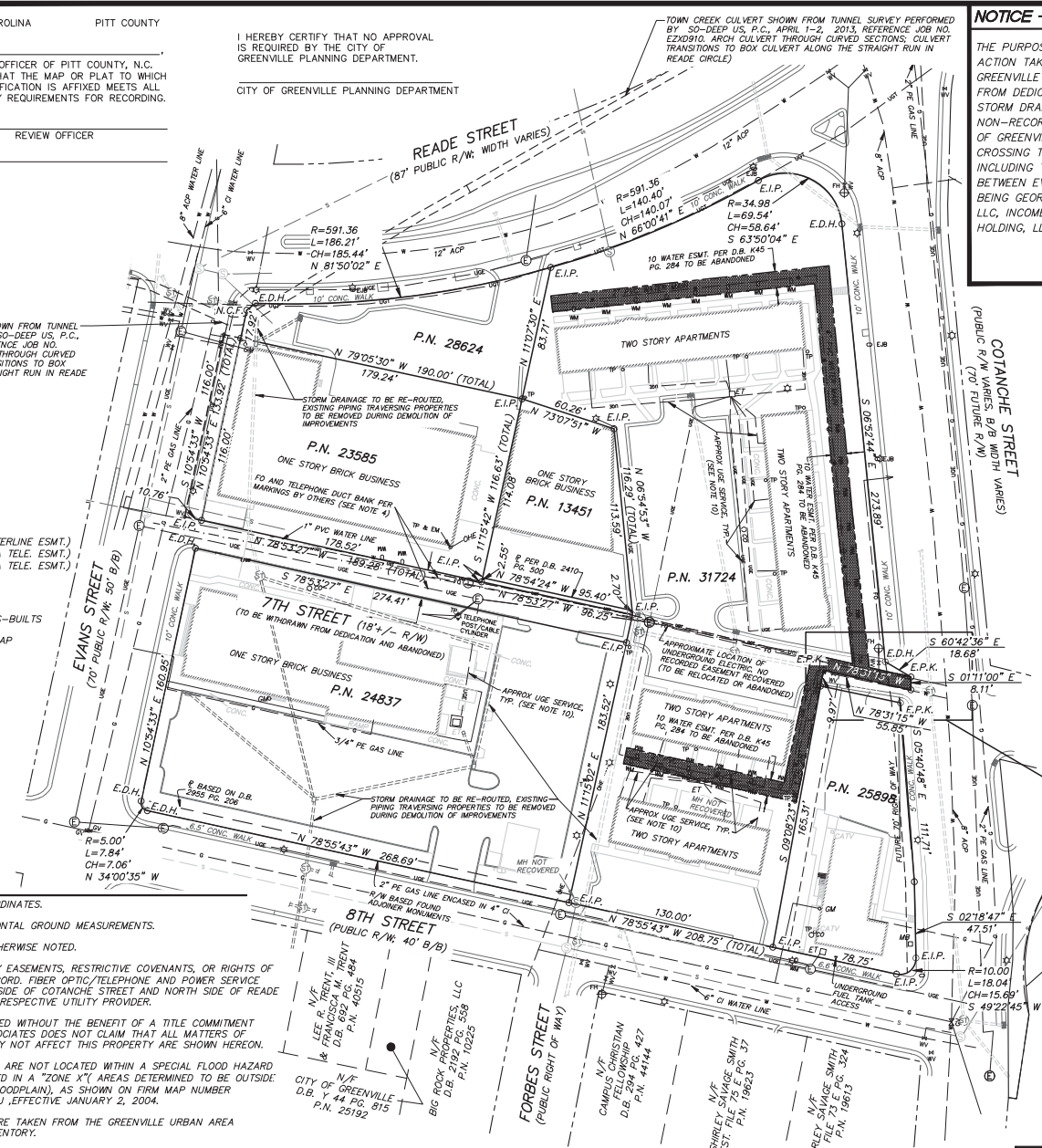
#2-4-3-13: REVISED TO INCLUDE P.N. 24837.  
REVISIONS: #1-12-09: REVISED PER CLIENT COMMENTS.

### REFERENCES

- D.B. 2797 PG. 49
- D.B. 2955 PG. 206
- D.B. 2410 PG. 500
- D.B. 1332 PG. 415
- D.B. 1051 PG. 826
- D.B. M 46 P.G. 393
- D.B. K 44 PG. 112
- D.B. K 45 PG. 284 (GUC WATERLINE ESMT.)
- D.B. G 45 PG. 139 (CAROLINA TELE. ESMT.)
- D.B. R 44 PG. 415 (CAROLINA TELE. ESMT.)
- D.B. Y 41 PG. 516
- M.B. 24 PG. 40
- M.B. 14 PG. 59
- ESTATE FILE 99 PG. 353
- GEORGETOWNE APARTMENTS AS-BUILTS - RIVERS DRAWING 2752
- 7TH STREET ABANDONMENT MAP - RIVERS DRAWING Z-2567
- P.N. 28624
- P.N. 23585
- P.N. 13451
- P.N. 31724
- P.N. 24837

### NOTES

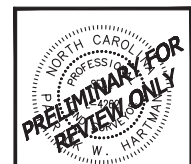
- AREA DETERMINED BY COORDINATES.
- ALL DISTANCES ARE HORIZONTAL GROUND MEASUREMENTS.
- NO POINTS SET UNLESS OTHERWISE NOTED.
- PROPERTY SUBJECT TO ANY EASEMENTS, RESTRICTIVE COVENANTS, OR RIGHTS OF WAY WHICH MAY BE OF RECORD. FIBER OPTIC/TELEPHONE AND POWER SERVICE PROPERTIES ON THE EAST SIDE OF COTANCHE STREET AND NORTH SIDE OF READE CIRCLE ACCORDING TO THE RESPECTIVE UTILITY PROVIDER.
- THIS SURVEY WAS PERFORMED WITHOUT THE BENEFIT OF A TITLE COMMITMENT REPORT. RIVERS AND ASSOCIATES DOES NOT CLAIM THAT ALL MATTERS OF RECORD WHICH MAY OR MAY NOT AFFECT THIS PROPERTY ARE SHOWN HEREON.
- THE LIMITS OF THIS SURVEY ARE NOT LOCATED WITHIN A SPECIAL FLOOD HAZARD AREA. PROPERTY IS LOCATED IN A "ZONE X" (AREAS DETERMINED TO BE OUTSIDE THE 1% ANNUAL CHANCE FLOODPLAIN), AS SHOWN ON FIRM MAP NUMBER 372046800J PANEL 4688 J, EFFECTIVE JANUARY 2, 2004.
- STREET RIGHT OF WAYS WERE TAKEN FROM THE GREENVILLE URBAN AREA THROUGHFARE STREET INVENTORY.
- UNDERGROUND UTILITIES PLOTTED IN PART FROM ACTUAL FIELD LOCATION OF ABOVE GROUND FEATURES AND FROM MAPS ON RECORD AT GUC OR PROVIDED BY CLIENT. ACTUAL LOCATIONS MAY VARY. OTHER UTILITIES MAY EXIST. CONTRACTOR SHOULD CONTACT NORTH CAROLINA ONE-CALL CENTER (NC ONE-CALL) AT 1-800-632-4949 TO HAVE UNDERGROUND UTILITIES LOCATED PRIOR TO EXCAVATING OR TRENCHING.
- THE SURVEYOR MAKES NO GUARANTEE THAT THE UTILITIES SHOWN ARE COMPRISED OF ALL SUCH UTILITIES IN THE AREA OF SURVEY EITHER IN SERVICE OR ABANDONED. THE SURVEY FURTHER DOES NOT WARRANT THAT THE UNDERGROUND UTILITIES SHOWN ARE IN THE EXACT LOCATION INDICATED. THE SURVEYOR DOES HEREBY CERTIFY THAT ALL UTILITIES ARE LOCATED AS ACCURATELY AS POSSIBLE FROM INFORMATION AVAILABLE. THE SURVEYOR HAS NOT PHYSICALLY UNCOVERED AND LOCATED ANY UNDERGROUND UTILITIES.
- INCOME INVESTMENTS, LLC, WARD HOLDINGS, LLC AND GEORGETOWNE APARTMENTS, LLC PROPERTIES TO BE COMBINED INTO SINGLE OWNERSHIP. ALL UTILITIES SERVING THESE PARCELS TO BE ABANDONED, ALL EXISTING BUILDINGS AND IMPROVEMENTS TO BE REMOVED. ALL SERVICE PERMITS ARE ABANDONED BY REMOVAL OF SAID UTILITY SERVICES.



NORTH CAROLINA      PITT COUNTY

I, PATRICK W. HARTMAN, CERTIFY THAT THIS PLAT WAS DRAWN UNDER MY SUPERVISION FROM AN ACTUAL FIELD SURVEY MADE BY JEW ON 11/9/08 -11/30/08, BY WG ON 10/24/09 -10/30/09 AND RB ON 12/26/12-1/9/13, OF THE PROPERTY SHOWN; THAT THE BOUNDARIES NOT SURVEYED ARE SHOWN AS BROKEN LINES PLOTTED FROM INFORMATION FOUND IN THE BOOKS REFERENCED HEREON; THAT THE RATIO OF PRECISION AS CALCULATED IS 1:10,000; THAT THIS PLAT WAS PREPARED IN ACCORDANCE WITH G.S. 47-30 AS AMENDED. I FURTHER CERTIFY PURSUANT TO G.S. 47-30(1)(11) & THAT THE SURVEY IS OF ANOTHER CATEGORY, SUCH AS THE RECOMBINATION OF EXISTING PARCELS, A COURT ORDERED SURVEY OR OTHER EXCEPTION TO THE DEFINITION OF SUBDIVISION, EASEMENT ABANDONMENT MAP; WITNESS MY ORIGINAL SIGNATURE, LICENSE NUMBER AND SEAL THIS 3RD DAY OF APRIL, A.D. 2013.

PROFESSIONAL LAND SURVEYOR      LICENSE NO. L-4282



**Rivers**  
Associates, Inc.  
107 East Second Street  
Greenville, NC 27602 (252) 768-4126

9191 Falls of Neuse Road, Suite 300  
Raleigh, NC 27608 (919) 948-3347

LICENSE NO. F-0594

**EASEMENT ABANDONMENT MAP**  
**GREENVILLE UTILITIES COMMISSION & CITY OF GREENVILLE**  
PROPERTY OF:  
**GEORGETOWNE APARTMENTS OF GREENVILLE, LLC, INCOME INVESTMENTS, LLC AND WARD HOLDINGS, LLC**  
CITY OF GREENVILLE, GREENVILLE TOWNSHIP, PITT CO., N.C.

DATE: 4/3/13

SURVEY: JEW    DRAFT: KP/PH    SCALE: 1" = 50'    DRAWING NO.: Z - 2516    SHEET: 1 OF 1

DESIGN:                      CHECK: PWH

"Exhibit A"



Prepared by: Phillip R. Dixon

Attachment number 6  
Page 1 of 7

Return To: Phillip R. Dixon, Attorney at Law  
Dixon Law Group, PLLC  
110 E. Arlington Boulevard  
Greenville, NC 27858

NORTH CAROLINA

**CORRECTION  
DEED OF RELEASE**

PITT COUNTY

THIS DEED OF RELEASE, made and entered into this the \_\_\_\_ day of \_\_\_\_\_, 2013, by and between the City of Greenville, North Carolina, a municipal corporation in Pitt County, North Carolina, party of the first part (hereinafter called GRANTOR), and Taft-Ward ECU Campus Edge Apts., LLC, a North Carolina Limited Liability Company, party of the second part (hereinafter called GRANTEE).

W I T N E S S E T H

THAT WHEREAS, the GRANTOR for the use and benefit of Greenville Utilities Commission of the City of Greenville, North Carolina ("Commission"), and the City of Greenville previously obtained certain Utilities Easements and other easements across property commonly known as Tax Parcel Numbers 13451, 23585, and 28624, according to the records in the Office of the Tax Assessor and Tax Collector of Pitt County, North Carolina, and currently owned by Taft-Ward ECU Campus Edge Apts., LLC; and

WHEREAS, GRANTEE desires to demolish and remove all existing buildings and improvements on such property in order to construct new buildings and improvements on such property in conjunction with the redevelopment of various adjoining properties; and

WHEREAS, neither the Commission nor the City of Greenville have any further use or need for such Utilities Easements and other easements to be abandoned; and

WHEREAS, the Commission previously requested that the City of Greenville, North Carolina, to indicate formally that it had no claims or any interest in such property currently encumbered by such easements as shown as to be abandoned on the plat attached hereto marked Exhibit "A"; and

WHEREAS, the City Council of the City of Greenville previously authorized the execution of a Deed of Release in favor of the then owner of subject property, Income Investments, LLC, and duly authorized Officials of the City of Greenville executed a Deed of Release in favor of the subject property's then owner, Income Investments, LLC, abandoning such easements on June 14, 2013. On June 20, 2013, however, Income Investments, LLC, conveyed the subject property to Taft-Ward ECU Campus Edge Apts., LLC.

Attachment number 6  
Page 2 of 7

WHEREAS, the current owner of such property and the Commission have therefore requested that the City of Greenville execute a Correction Deed of Release to Taft-Ward ECU Campus Edge Apts., LLC, a North Carolina Limited Liability Company, to indicate its abandonment and release of any Utilities Easements and other easements shown as to be abandoned on the attached Exhibit "A"; and

WHEREAS, the City Council of the City of Greenville as GRANTOR, acting on the recommendation of the Commission and the request of owner, has duly adopted a Resolution abandoning to Taft-Ward ECU Campus Edge Apts., LLC, such Utilities Easements and other easements, a copy of which said Resolution is marked Exhibit "B" and is attached hereto and made a part hereof.

NOW THEREFORE, pursuant to and in accordance with said Resolution, the City of Greenville, North Carolina, as GRANTOR, does hereby remise, release, discharge and forever quitclaim unto GRANTEE, Taft-Ward ECU Campus Edge Apts., LLC, a North Carolina Limited Liability Company, its successors and assigns, all of the GRANTOR's rights, title and interests in all said Utilities Easements and other easements shown on the plat marked Exhibit "A" entitled Easement Abandonment Map, Greenville Utilities Commission & City of Greenville, Property of Georgetowne Apartments of Greenville, LLC, Income Investments, LLC, and Ward Holdings, LLC, City of Greenville, Greenville Township, Pitt Co., N.C., dated April 3, 2013, prepared by Patrick W. Hartman, Professional Land Surveyor, License No. L-4262, Rivers & Associates, Inc., Engineers Planners Surveyors, License No. F-0334, 107 East Second Street, Greenville, NC 27858, telephone number (252) 752-4135, denominated Drawing No. Z – 2516, a copy of which is marked Exhibit "A" and is attached hereto and made a part hereof, to which reference is hereby made for a more particular and accurate description of the said easements to be abandoned. The singular shall include the plural. Any reference to gender shall include masculine, feminine and neuter.

IN TESTIMONY WHEREOF, GRANTOR has caused this Deed of Release to be executed in its name by its Mayor, attested by the City Clerk, and its official seal hereto affixed, all by Resolution duly entered by the City Council of GRANTOR, on the day and year first above written.

CITY OF GREENVILLE, NORTH CAROLINA

Attachment number 6  
Page 3 of 7

By: \_\_\_\_\_  
ALLEN M. THOMAS, Mayor

[SEAL]

Attest:

\_\_\_\_\_  
CAROL L. BARWICK, City Clerk

NORTH CAROLINA

PITT COUNTY

I, \_\_\_\_\_, a Notary Public of the aforesaid County and State, certify that CAROL L. BARWICK personally came before me this day and acknowledged that she is City Clerk of the City of Greenville, North Carolina, and that by authority duly given and as the act of the City of Greenville, North Carolina, the foregoing instrument was signed in its name by its Mayor, sealed with its official seal and attested by her as its City Clerk.

WITNESS my hand and official stamp or seal, this the \_\_\_\_\_ day of \_\_\_\_\_, 2013.

\_\_\_\_\_  
NOTARY PUBLIC

My Commission Expires:

\_\_\_\_\_

NORTH CAROLINA PITT COUNTY

I, \_\_\_\_\_, A REVIEW OFFICER OF PITT COUNTY, N.C., CERTIFY THAT THE MAP OR PLAT TO WHICH THIS CERTIFICATION IS AFFIXED MEETS ALL STATUTORY REQUIREMENTS FOR RECORDING.

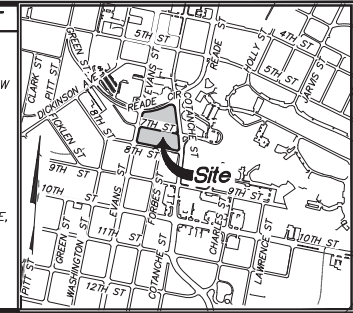
BY \_\_\_\_\_ REVIEW OFFICER  
DATE \_\_\_\_\_

I HEREBY CERTIFY THAT NO APPROVAL IS REQUIRED BY THE CITY OF GREENVILLE PLANNING DEPARTMENT.

CITY OF GREENVILLE PLANNING DEPARTMENT

### NOTICE - EASEMENT ABANDONMENT

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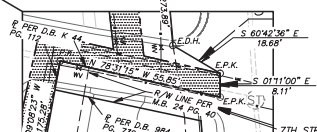
VICINITY MAP  
SCALE: 1" = 1000'

### Legend

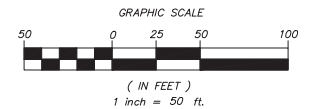
PROPERTY LINE	E	PARCEL NUMBER	P.N.
EXISTING DRILL HOLE	E.D.H.	MAP BOOK	M.B.
EXISTING PK NAIL	E.P.K.	PAGE	PG.
EXISTING IRON PIPE	E.I.P.	DEED BOOK	D.B.
NAIL AND CAP FOUND	N.C.F.	SEWER MANHOLE	⊙
NOW OR FORMERLY	N/F	STORM DRAIN MANHOLE	⊕
CENTERLINE	C	TELEPHONE MANHOLE	⊖
ELECTRIC JUNCTION BOX	EJB	ELECTRIC MANHOLE	⊕
TELEPHONE PEDESTAL	TP	GAS METER	GM
ELECTRIC TRANSFORMER	ET	FIRE HYDRANT	⊕H
WATER LINE	— W —	WATER VALVE	⊕ WV
UNDERGROUND ELECTRIC	— UE —	WATER METER	⊕ WM
GAS	— G —	GAS VALVE	⊕ GV
OVERHEAD UTILITY	— OHE —	CABLE TV	⊕ CATV
STORM DRAIN LINE	=====	CATCH BASIN	⊕ CB
SANITARY SEWER LINE	-----	DROP INLET	⊕ DI
FIBER OPTIC LINE	— FO —		
UNDERGROUND TELEPHONE	— UGT —		

### OWNER SUMMARY

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PARCEL NO. 31724
- INCOME INVESTMENTS, LLC (D.B. 2410 PG. 500)  
PARCEL NO. 13451  
PARCEL NO. 23585  
PARCEL NO. 28624
- WARD HOLDING, LLC (D.B. 2955 PG. 206)  
PARCEL NO. 24837
- WARD HOLDING, LLC (D.B. 1051 PG. 826 & D.B. 984 PG. 739)  
PARCEL NO. 25898



DETAIL A: 1" = 30'



#2-4-3-13: REVISED TO INCLUDE P.N. 24837.  
REVISIONS: #1-12-09: REVISED PER CLIENT COMMENTS.

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- 7TH STREET ABANDONMENT MAP - RIVERS DRAWING Z-2567
- P.N. 28624
- P.N. 23585
- P.N. 13451
- P.N. 31724
- P.N. 24837

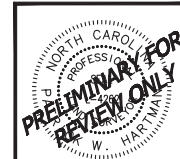
### NOTES

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NORTH CAROLINA PITT COUNTY

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PROFESSIONAL LAND SURVEYOR LICENSE NO. L-4282



DATE	4/3/13
SURVEY	JEW
DESIGN	DRAFT KP/PH
CHECK	PWH

Item # 11

**Rivers**  
Associates, Inc.  
107 East Second Street  
Greenville, NC 27608 (252) 788-4188

6191 Falls of Neuse Road, Suite 300  
Raleigh, NC 27608 (919) 948-3847

GREENVILLE UTILITIES COMMISSION & CITY OF GREENVILLE  
PROPERTY OF:  
**GEORGETOWNE APARTMENTS OF GREENVILLE, LLC, INCOME INVESTMENTS, LLC AND WARD HOLDINGS, LLC**  
CITY OF GREENVILLE, GREENVILLE TOWNSHIP, PITT CO., N.C.

EASEMENT ABANDONMENT MAP  
SHEET 1 OF 1

SCALE: 1" = 50'  
DRAWING NO. Z - 2516

RESOLUTION \_\_\_\_\_

RESOLUTION OF THE CITY COUNCIL  
OF THE CITY OF GREENVILLE, NORTH CAROLINA,  
ABANDONING ALL RECORDED AND UNRECORDED UTILITIES EASEMENTS  
ACROSS TAX PARCEL NUMBERS 13451, 23585, AND 28624 CURRENTLY OWNED BY  
TAFT-WARD ECU CAMPUS EDGE APTS., LLC,  
A NORTH CAROLINA LIMITED LIABILITY COMPANY,  
AND REQUESTING EXECUTION OF DEED OF RELEASE

WHEREAS, Greenville Utilities Commission of the City of Greenville, North Carolina Attachment number 6  
Page 5 of 7  
(hereinafter referred to as "Commission"), heretofore obtained various Utilities Easements across property now owned by Taft-Ward ECU Campus Edge Apts., LLC, a North Carolina Limited Liability Company, commonly known as Tax Parcel No.'s 13451, 23585, and 28624, according to the records in the Office of the Tax Assessor and Tax Collector of Pitt County, North Carolina; and

WHEREAS, all such Utilities Easements, including water, sewer, gas, electric, fiber optic, and storm drainage heretofore granted to the Commission and to the City of Greenville are no longer needed by the Commission or the City of Greenville; and

WHEREAS, the Commission and the City of Greenville anticipate no use or need now or in the future for such Utilities Easements recorded or unrecorded, hereinafter described as to be abandoned; and

WHEREAS, the Council of the City of Greenville previously authorized abandonment of such easements by Resolution adopted on June 10, 2013, and appropriate officials of the City of Greenville executed a Deed of Release in favor of the then owner of the subject property, Income Investments, LLC, on June 14, 2013. On June 20, 2013, however, Income Investments, LLC, conveyed the subject property to Taft-Ward ECU Campus Edge Apts., LLC.

WHEREAS, the Commission and the City of Greenville desire to abandon all such Utilities Easements, all as is shown on that certain Easement Abandonment Map, Greenville Utilities Commission & City of Greenville, Property of Georgetowne Apartments of Greenville, LLC, Income Investments, LLC, and Ward Holdings, LLC, City of Greenville, Greenville Township, Pitt Co., N.C., dated April 3, 2013, prepared by Patrick W. Hartman, Professional Land Surveyor, License No. L-4262, Rivers & Associates, Inc., Engineers Planners Surveyors, License No. F-0334, 107 East Second Street, Greenville, NC 27858, telephone number (252) 752-4135, denominated Drawing No. Z – 2516, a copy of which is marked Exhibit "A" and is attached hereto and made a part hereof, to which reference is hereby made for a more particular and accurate description of the Utilities Easements to be abandoned; and

WHEREAS, the current owner of such property, Taft-Ward ECU Campus Edge Apts., LLC, has requested that the Commission and the City of Greenville to abandon all such Utilities Easements as shown on the plat hereto attached and marked Exhibit "A" and indicated as to be abandoned, and has requested that the City of Greenville, North Carolina, to acknowledge such abandonments and releases by the execution of a Correction Deed of Release to Taft-Ward ECU Campus Edge Apts. , as the current owner of subject property; and

WHEREAS, the Commission and the City of Greenville deem such abandonments to be reasonable and in the best interest of the Commission and the City of Greenville and all parties have requested the City of Greenville to acknowledge such abandonments and releases of all such Utilities Easements, all as is shown on the plat hereto attached and marked Exhibit "A" and indicated as to be abandoned as hereinabove described.

Attachment number 6  
Page 6 of 7

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Greenville, North Carolina, in Regular Session on the \_\_\_\_ day of \_\_\_\_\_, 2013, as follows:

1. That the City Council of the City of Greenville does hereby abandon all those Utilities Easements and other easements shown on that certain Easement Abandonment Map, Greenville Utilities Commission & City of Greenville, Property of Georgetowne Apartments of Greenville, LLC, Income Investments, LLC, and Ward Holdings, LLC, City of Greenville, Greenville Township, Pitt Co., N.C., dated April 3, 2013, prepared by Patrick W. Hartman, Professional Land Surveyor, License No. L-4262, Rivers & Associates, Inc., Engineers Planners Surveyors, License No. F-0334, 107 East Second Street, Greenville, NC 27858, telephone number (252) 752-4135, denominated Drawing No. Z – 2516, a copy of which is marked Exhibit "A" and is attached hereto and made a part hereof, to which reference is hereby made for a more particular and accurate description of all of the said Utilities Easements to be abandoned; and

2. That the appropriate City Officials be and are hereby empowered to make, execute and deliver a Correction Deed of Release to Taft-Ward ECU Campus Edge Apts., LLC, a North Carolina Limited Liability Company, the current owner of such property encumbered by said Utilities Easements and other easements to be abandoned, in a form suitable for recording to release whatever interests the City of Greenville, North Carolina, for the use and benefit of Greenville Utilities Commission and the City of Greenville, North Carolina, might have in and to the those Utilities Easements to be abandoned as hereinabove described.

Adopted this the \_\_\_\_ day of \_\_\_\_\_, 2013.

CITY OF GREENVILLE

By \_\_\_\_\_  
ALLEN M. THOMAS, Mayor

Attachment number 6  
Page 7 of 7

(SEAL)

ATTEST:

\_\_\_\_\_  
CAROL L. BARWICK, City Clerk



# City of Greenville, North Carolina

Meeting Date: 8/5/2013  
Time: 6:00 PM

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**Title of Item:** Presentations by Boards and Commissions

- a. Historic Preservation Commission
- b. Neighborhood Advisory Board

**Explanation:** The Historic Preservation Commission and Neighborhood Advisory Board will make their annual presentations to City Council at the August 5, 2013, City Council meeting.

**Fiscal Note:** N/A

**Recommendation:** Hear the presentations from the Historic Preservation Commission and Neighborhood Advisory Board

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Attachments / click to download

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# City of Greenville, North Carolina

Meeting Date: 8/5/2013  
Time: 6:00 PM

**Title of Item:** 2013-2014 Economic Development Initiatives

**Explanation:** **Abstract:** The City's strategic economic development initiatives for this fiscal year continue the progress the City has made in promoting and implementing its 13 strategic goals for 2012-2015, while paying special attention to making Greenville more competitive in its five target industry sectors and developing retail to its full potential.

**Explanation:** The Office of Economic Development is presenting the *2013-2014 Initiatives*, an action-oriented report on the City's strategic economic development initiatives for this fiscal year. These initiatives continue on, and build off, the progress the City has made in promoting and implementing its 13 strategic goals, while paying special attention to making Greenville more competitive in its five target industry sectors and developing retail to its full potential.

The initiatives attempt to strengthen Greenville's competitive position in six core areas that were identified in the City's economic development assessment. The stronger Greenville is in these areas, the better positioned Greenville will be to attract new business activities in the five target sectors, plus retail, as well as spur new business activity more generally.

Pursuing these targeted "initiatives" will advance the City's larger economic vision of becoming a top-tier southern Uni-Med Marketplace; however, the report attached herein does not attempt to comprehensively list all of the City's active and future goals, strategies, and work items. Rather, the City's planning efforts, assessment and analyses, and comprehensive approaches to economic development help to inform our key initiatives for the next fiscal year. These initiatives represent the "spear point" of our efforts, but they are actually years in the making.

To measure our progress in each of the six core areas, the attached 2013-2014

Initiatives list four to six performance measures for each theme. At the end of the report are also included key summary data points that represent our current economic “baselines” – area median income, new businesses opened during the previous year, etc. In future years, along with that year’s initiatives, our annual report will summarize our progress in hitting the performance measures and improving on the baseline economic indicators.

**Fiscal Note:** The City will rely on general, grant, and 2004 General Obligation Bond funds to pursue these initiatives.

**Recommendation:** Approve the 2013-2014 Economic Development Initiatives.

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**Attachments / click to download**

- [Economic Development Assessment](#)
  - [Strategic Plan](#)
  - [Greenville Economic Development Timeline](#)
  - [Initiatives](#)
-



**OFFICE OF  
ECONOMIC  
DEVELOPMENT**  
City of Greenville, NC

# 2013 – 2014 ECONOMIC DEVELOPMENT INITIATIVES



# INTRODUCTION

Since adopting a Strategic Economic Plan last year, the City of Greenville made important progress in promoting the 13 strategic goals identified in the plan. Recently, the City's approach was further bolstered by the completion of an economic development assessment. That assessment identified five target industry sectors which are ripe for success. The initiatives outlined in the following pages are intended to create an action-oriented framework for success during the next 12 months. Our city will continue advancing the programs, projects, and initiatives that support all 13 goals while paying special attention to our key target sectors:

- Back office and data centers
- Digital media/software/simulation
- Pharmaceutical manufacturing
- Medical device manufacturing
- Advanced manufacturing
- Retail

Success in the target sectors will depend on a number of factors. Some of the most important factors can be synthesized under the following seven core areas:

- Talent/workforce
- Product development  
(e.g., office space)
- Quality of life
- Business Attraction and Retention
- Urban Revitalization
- Marketing

Greenville is already competitive in several of the above core areas – for example, our talent base is a major strength. As we get stronger in all six cores, we will turn our five target sectors into dynamic clusters. In turn, Greenville will be better positioned to attract a broad diversity of business activities across many industries and sectors, and as we advance Greenville's larger economic vision of becoming a top-tier southern Uni-Med Marketplace.

For some target sectors, Greenville is pre-positioned to succeed because the market area is already strong in all/most of the above six cores; this year we will actively recruit businesses in those sectors (e.g., back office and data centers, digital media/software/simulation). For other sectors, we must take preparatory steps before we're likely to accommodate all requisite business needs (e.g., pharmaceutical manufacturing, medical device manufacturing).

These 2013 – 2014 Initiatives establish the most critical steps the City can complete over the next 12 months to immediately capitalize on our strengths and begin turning all the important factors into *future* strengths. Next year, we will evaluate our progress by tracking the **performance measures** that correspond to each theme.

# STRATEGIC GOALS 2012 - 2015

## Regain Jobs and Increase City Revenue

- 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.
- Diversify the City's tax base and revenue sources to increase the City's General Revenue.
- Develop retail to full potential, maximizing revenue impact and neighborhood vitality.
- Nurture the success of local entrepreneurs and small businesses.
- Increase Greenville's profile in regional and state forums, emphasizing that Greenville serves the eastern North Carolina region and is a rising uni-med community.
- Promote Greenville's proven track record as a business-friendly community; demonstrate how Greenville's streamlined, consistent, predictable development review process reduces business costs.
- Support the Pitt County Development Commission and other economic development partners in promoting manufacturing, biotech, gaming, military support, and other "heavier" industries.

## Invest for Future Success

- Make transportation gateways and commercial corridors more attractive, legible, and accessible.
- Develop sports, recreational, arts, cultural, and entertainment offerings.
- 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.
- Support and promote the community's existing resources for developing human capital: Training; primary, secondary and technical education; career and small business support services.
- Build 21<sup>st</sup> century infrastructure that serves industry needs, attracts active and creative professionals, and improves mobility and accessibility for all Greenville citizens.
- 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.

# TALENT



East Carolina University | Photo courtesy of Bob Jones

The City's recently completed Economic Development Assessment identified talent as a strength. In particular, the report cited the strong working relationship between Pitt Community College and East Carolina University as a strong building block for the City's young economic development programs to build upon.

In order to better market what appears to be a varied and talented workforce within the City of Greenville, staff will partner with a consultant to complete a detailed study of the local workforce to include residents of surrounding counties able to commute to Greenville for employment. Results of the study will be used as a recruiting tool for businesses in the City's target clusters.

## PERFORMANCE MEASURES

- Complete workforce study.
- Partner with PCC & ECU to identify & support entrepreneurial faculty & students.
- Reach out to local business through BRE program to identify workforce issues and opportunities.
- Expand Operation Re-entry partnership with ECU to include development of veteran transitional housing.



# PRODUCT DEVELOPMENT

In surveys, corporate executives and site selectors routinely affirm the importance of available quality buildings/units and shovel-ready or pre-certified sites – and, in this area, Greenville has work to do. Among other recommendations, the City's recent economic development assessment calls for the City to build an innovation center, to partner with PGV Airport Authority to develop commercial land in front of Pitt – Greenville Airport, and to immediately address short-term product needs on an opportunistic basis.

Greenville's strategic goals also call for investments in infrastructure. Greenville and partners in Pitt County have unique opportunities in the coming year to pursue catalytic projects such as the Southwest Bypass, expanded air service at PGV and an expansion to the Convention Center.

## PERFORMANCE MEASURES

- Create database of available properties and development-ready properties.
- Complete feasibility reports:
  - I-CAM (Imperial Center for Advanced Manufacturing)
  - Innovation Center
- Visit two regional beverage manufacturers to understand facility requirements.
- Identify retail sites in Uptown
- Continue medical park discussions with partners.
- Continue discussions with PGV on commercial and industrial development.



# QUALITY OF LIFE

While much economic development activity is directed toward business development, it is important to remember that businesses depend on people who enjoy living in cities that offer a wide array of leisure activities.

In recent years Greenville's downtown has come alive with music, festivals and art. Greenville should build upon those successes, energetically pursuing opportunities to grow sports and cultural arts programming, as well as exploring opportunities to better use existing assets such as the Tar River corridor.

Working with community partners, the City of Greenville should explore and pursue initiatives that will attract and retain top talent across all demographics.

## PERFORMANCE MEASURES

- With ECU leadership, advance performing arts center feasibility study.
- Working with Arts Council, complete NEA Our Town arts grant application.
- With CVB, Chamber of Commerce and others, establish a sports development committee.
- Launch Phase 1 of Go-Science Center.
- Complete RFI for private partner for Uptown Theatre.





ONE  
SOURCE

# BUSINESS ATTRACTION AND RETENTION

The City's recent Economic Development Assessment identified opportunities for the City to recruit new business in several target sectors to include medical device and other advanced manufacturing, the beverage industry, digital media and software development, back office/data centers, and pharmaceutical manufacturing. Retail recruitment also continues to be a priority for the City.

It is common for more new jobs to be created by existing industry as opposed to businesses locating into a given jurisdiction. As such, the City will initiate a business retention program designed to support existing businesses within the City's corporate limits. The City will also selectively pursue new business opportunities within identified target clusters.

## PERFORMANCE MEASURES

- Launch BRE program and complete (50) business visits.
- Add 25,000 square feet of retail space. Add (2) new retail businesses Uptown.
- Recruit (1) new major retail development project.
- Target (8) "pipeline" projects in target sectors
- Land (4) new projects in target sectors.
- Catalog additional local incentives needed to close deals in target sectors.

# URBAN REVITALIZATION

Greenville has been engaged in urban revitalization since the early 2000's with heavily concentrated redevelopment efforts in the neighborhoods of West Greenville and the Uptown Commercial District. Much of the urban revitalization work is guided by the City's Redevelopment Commission whose overarching mission for this fiscal year is to "help put together processes, plans, and people to achieve success". The Uptown Greenville organization also serves as a strong partner in many of these efforts and is under contract with the City to complete select revitalization tasks.

The Office of Economic Development provides staff support to the Redevelopment Commission, and also manages the City's multifaceted EPA Brownfield programs.

## PERFORMANCE MEASURES

- Complete implementation of the priority and carry-over projects in the Redevelopment Commission's work plan.
- Pursue items in City's HUD Annual Action Plan for economic development activities.
- Complete Dickinson Corridor Market and Planning Study.
- Design and launch construction of Uptown parking deck.
- Launch EPA funded clean-up activities at Imperial brownfield site. Item # 13



# MARKETING

During the previous fiscal year, Greenville improved its internal marketing, including its communication with its economic development partners. More recently, the Office of Economic Development's new website went "live" to the public.

During the upcoming fiscal year, the City's branding study will be completed, at which point the City will launch an external marketing program and will include proactive, targeted marketing to decision-makers involved in key industry sectors. The City's economic development staff will create new marketing materials, host joint site selector visits, attend regional trade shows, and complete mission trips to "target rich" areas of the country as well as co-promote the City with a variety of partners.

## PERFORMANCE MEASURES

- Develop sector-specific marketing collateral for (5) target sectors.
- Promote Greenville at (8) target sector trade shows.
- Co-promote with Uptown at Chamber Business Expo.
- Co-promote Greenville MSA with PCDC at Site Selector's Guild.
- Co-promote Greenville with PCDC by sponsoring & hosting (1) site selector tour of Greenville.
- Begin implementation of strategies identified in branding study.

# ECONOMIC INDICATORS: 2013 BASELINES

## Business Activities

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New Privilege Licenses (July 1, 2012 to June 30, 2013): **112 new businesses**<sup>1</sup>

Taxable sales per capita (July 1, 2012 to June 30, 2013): **\$10,900 per capita**<sup>2</sup>

Value of new construction (January 2012 to December 2012): **\$94,761,641**<sup>3</sup>

Hotel occupancy rate:<sup>4</sup>

- Average Occupancy Rate (January to December 2012): **55.3%**
- Supply - total number of hotel rooms available (January to December 2012): **704,600**
- Demand - total number of rooms sold (January to December 2012): **389,339**

## Product<sup>5</sup>

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Existing and available industrial space – acreage of vacant land and heated SF of existing buildings

- **192.33 acres** – vacant land, zoned Industrial
- **1,262.04 acres** – developed land, zoned Industrial
- **1,428,967 combined heated SF** – existing buildings on parcels zoned Industrial
- **11,713 average heated SF** – existing buildings on parcels zoned Industrial

## City Tax Base<sup>3</sup>

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Total dollar amount of the City tax base (as of July 2013): **\$6,330,779,422**

Total dollar amount of non-residential (as of July 2013): **\$2,323,151,966**

## Economic Trends

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Gross domestic product of Greenville M.S.A. (2011): **\$6.74 billion**<sup>6</sup>

Median income:<sup>7</sup>

- **\$33,000** – median household income
- **\$53,475** – median family income
- **\$21,825** – per capita income

### Data sources

- 1 City of Greenville Finance Department, Priv. License database
- 2 NC Department of Revenue
- 3 Pitt County Tax Reports
- 4 Smith Travel Research, Inc. (2013)

- 5 City of Greenville GIS database
- 6 Bureau of Economic Analysis
- 7 American Community Survey 2012

# 2012

## Strategic Economic Plan for Greenville, North Carolina: A Roadmap to Community Prosperity



City of Greenville  
Office of Economic Development  
252-329-4502  
[www.greenvillenc.gov/economicdevelopment](http://www.greenvillenc.gov/economicdevelopment)

## Strategic Economic Plan for Greenville, North Carolina: A Roadmap to Community Prosperity

In recent decades, Greenville became a regional hub of commerce, education, and health services. At times, the city's development footprint grew even faster than its infrastructure and its economic fundamentals. Now, a new generation of business, community, and institutional leaders is reinvesting in Greenville's economic fundamentals and ushering the city into its next phase of growth: *Greenville will become a top-tier southern university-medical (uni-med) marketplace that serves the eastern North Carolina region.*

The uni-med marketplace is where the public university, the public-private medical sphere, and private commerce intersect – a catalyst for innovation, entrepreneurialism, and creativity, as well as health and information sciences, and technological experimentation, all supported by thriving sectors in finance, insurance, real estate (F.I.R.E.), retail, engineering, and construction.

Greenville's next phase of growth will build-on the community's longstanding assets while preserving its core values, but it will also be guided by forward-looking economic strategies designed to enhance Greenville's competitiveness in the changing global economy. Greenville will become a top-tier southern uni-med marketplace in part by realizing the following vision elements:

### **A top-tier southern uni-med community, Greenville is . . .**

- **Serving the eastern region:** Greenville provides specialized, high-value-added services and resources to people at all income levels throughout the eastern North Carolina region; Greenville is a regional center for broad-based, community-wide economic empowerment.
- **A community of innovation:** eastern North Carolina's heritage of pragmatic innovation in agriculture and industry made Greenville a thriving business community; the rise of ECU as a research institution, and the growth of the Vidant Health campus, will bolster all levels of community innovation – from grassroots entrepreneurialism and business innovation to applied/medical research and academic scholarship.
- **Where barbecue meets bistro:** Greenville is a diverse community with a diversifying marketplace in which modern southern flair is intermingling with other regional and international flavors; Greenville is becoming increasingly more cosmopolitan and eclectic while still preserving its down-to-earth sensibility and inviting atmosphere.
- **A health-enhancement community:** Greenville is becoming a model community for integrating sports and recreation for all ages, community parks and greenways, holistic medical services, health education, and community and family resources.
- **A destination community:** Greenville is a place where businesses thrive because families do; but it's also a great place in which to cultivate a career; investments in infrastructure, quality-of-life, and cultural and entertainment venues will attract new talent and additional visitors, ensure that economic opportunities keep pace with the community's wealth of training and higher-educational resources, and encourage young adults to stay in Greenville to harvest the rewards.

The preceding vision elements represent aspects of regional economy that the community can more actively shape via policy, public investments, and economic development (ED) plans, programs and projects. Many economic variables are beyond the control of governments and institutions; yet economic development strategies that promote the above vision elements will put Greenville in a better position to capitalize on its opportunities, rather than being at mercy of larger outside forces.

In the past, Greenville evolved from a thriving tobacco town into a regional hub as a result of farsighted actions by local and State leaders, entrepreneurs and business innovators, educators, and other people who capitalized on Greenville's many "natural" advantages, which included:

- A favorable climate and geographical alignment
- U.S. migration patterns
- Attractive regional business conditions: inexpensive land, amenable labor laws and economic regulations, emerging skilled workforce
- State of N.C. policies that recognized Greenville's importance to eastern N.C., such as when the legislature expanded the mission of ECU (as a major university) and when it located medical and dental schools in Greenville

Going forward, some of Greenville's past advantages will become less important, while other factors will become more important to Greenville's economy. Having a clear, compelling economic vision – a distinctive community identity – helps to focus community resources on priorities and strategies that will have the greatest positive impacts.

## Recommended Strategic Goals: 2012 – 2015

Greenville has identified 13 strategic economic goals (next page), which it will pursue with its economic development partners over the next three years. To maximize its resources, Greenville must simultaneously approach its economic challenges at two levels.

- **Immediate responses to economic trends:** Greenville's first seven strategic goals are designed to create jobs for its growing population and generate additional revenue for City services and infrastructure investment; the positive impacts from these strategies and higher-priority action items will be felt as early as within the next few years.
- **Intermediate economic development strategies:** at the same time, Greenville must also invest in its future success; the other six strategic goals will prepare Greenville to capitalize on its distinctive advantages, or success factors, which will make the city more competitive and attractive in the mid to long-term future.

Advancing both levels of strategic goals (immediate and intermediate) will address urgent needs while helping Greenville to realize its vision of becoming a top-tier southern uni-med marketplace.

## **Strategic Goals: 2012 – 2015\***

### **Regain Jobs and 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 entrepreneurs and small businesses.
- #4 Increase Greenville’s profile in regional and state forums, emphasizing that Greenville serves the eastern North Carolina region and is a rising uni-med community.
- #5 Diversify the City’s tax base and revenue sources to increase the 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 Pitt County Development Commission and other economic development partners in promoting manufacturing, biotech, gaming, military support, and other “heavier” industries.

### **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.
- #11 Support and promote the community’s existing resources for developing human capital: training; primary, secondary and technical education; career and small business support services.
- #12 Build 21<sup>st</sup> century infrastructure that serves industry needs, attracts active and creative professionals, and 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.

**\*The above strategic goals are not listed in order of ranking**



## Implementing the Strategy

Greenville will successfully implement its strategic goals through the active involvement of City government, including elected officials, administration leaders, and employees from many departments. Partners from business, education, labor, and the community have equally important roles to play.

Implementing the strategy will involve four main tracks:

- *Set Priorities for First Two Years* – the City Council has begun to identify the highest-priority strategic goals, and the highest-priority Actions within each of the 13 strategic goals, that should be pursued in the next two years (from 2012 to June 2014).
- *"Connect the Dots" Across the City Organization* - the Economic Development Division and the City Manager's Office will lead efforts to communicate the City's economic strategy throughout the City organization, so that every department/division and staff member can understand their contribution and align their work to support the strategy.
- *Build Implementation Partnerships with the Community* - City elected leaders and staff should take this strategy out into the business community and neighborhoods. They should engage key economic development partners and clarify how to move forward together on the strategic goals.
- *Track Performance and Progress* – on a regular basis (every 12 months) the City Council should conduct a review of the strategy. The City should track three kinds of measures related to implementation of the strategy: performance on desired economic outcomes, performance on community success factors, and milestones and results of implementing the Economic Strategy.

*As we implement this Strategy over the next three years, we need to be aware that economic conditions and variables will continue to change.* The strategy was developed at a time of significant economic flux and uncertainty. Even as we focus on implementing initial priorities, we will need to be opportunistic as new possibilities and problems emerge over time. We must continue learning from each other locally and from our increasingly interconnected world.

### Implementation Principles

City leaders and employees should consider how their work affects Greenville's economic development success and identify how they can contribute to implementing this Strategy.

On a day-to-day basis, the following principles are important:

- Economic development is a **citywide business**.
- Economic development and quality of life are **interdependent priorities**.
- **Employers are customers**, just like residents.
- Every City staff member is an **Economic Developer**.
- Be **responsive, adaptable, speedy, and aggressive**.
- **Be in communication** with Greenville employers for ongoing learning.
- Look out for **new opportunities that emerge** aligned with Greenville's Economic Vision.
- Engage the community and civic leaders to become **ambassadors for the economic development program**, realizing that all players are of vital importance to its success.

## Action Items

### ***#1 Attract and retain jobs by reaching out to companies in targeted economic sectors; complement efforts of 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***

For Greenville to become a top-tier southern uni-med marketplace, it must attract and sustain a growing concentration of “driving industry”<sup>1</sup> companies that can serve as economic engines of the city and regional economy, while also building on its successful track record of encouraging broad-based economic development that generates jobs for the entire community.

Greenville will work with its economic development partners to attract companies that prefer an urbanized location, either because they are attracted to the Greenville commercial market, or because they prefer to be close to the city’s uni-med cluster of medical offices, research labs, information-intensive and financial services, and public institutions. These companies – whether they are start-ups or growing companies – typically have many choices about where to locate and/or expand their operations. The City of Greenville will support and/or incentivize projects that contribute to the local tax base and the development of the uni-med marketplace.

In the short-term, the Greenville-Pitt County sub-region has an opportunity to build on its existing advantages in certain Key Industry Clusters<sup>2</sup>: Research, higher education, medical; financial services & insurance, pharmaceuticals. Developing these technology-intensive clusters in conjunction with other complementary business sectors will spur the uni-med marketplace. In addition, the East Carolina University Office of Engagement, Innovation and Economic Development identified eight targeted industry clusters in the areas of Advanced Learning Technologies, Health, Health Care and Medical Innovation; Marine Sciences; Bio Agriculture; Aerospace, Renewable Energy; Tourism and the Military.<sup>3</sup>

#### ***Actions to Achieve This Goal***

- Contract with site location firm to complete SWOT analysis of existing and emerging clusters within the Greenville/Pitt County area and to assess the City's organizational readiness to pursue ED (economic development) initiatives.
- Develop action plan for capitalizing on opportunities, and addressing potential issues, indicated by the SWOT analysis of Greenville/Pitt County-area clusters.
- Create a target list of 5-10 firms that do business in Greenville and which might be good fits for expansion in the Greenville/ENC market

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<sup>1</sup> “Driving industry” refers not just to basic (or primary) economic activities, which tend to make more direct use of natural or physical resources and produce goods & services primarily for export (for regions, states, nations outside of the local market area), but also non-basic yet catalytic retail, services, entertainment magnets that can be just as important to vibrant urban economies as traditional “basic industries.”

<sup>2</sup> See: Center for Regional Economic Competitiveness, *A Vision Plan for North Carolina’s Eastern Region* (May 2006), Figure 5, page 16.

<sup>3</sup> East Carolina Office of Engagement, Innovation and Economic Development, document (name, citation info?), page 2.

- Recruit new industries to the Greenville/Pitt County-area (CC goal) in concert with our ED partners.
- Collaborate with partners that perform ED planning and analyses to develop strategies for reaching out to, and attracting, firms in targeted sectors; seek input from fellow ED practitioners.
- Study options for developing an ED incentives toolkit; seek input from ED partners concerning what elements might best attract firms, talent and complement shared ED missions

## ***#2 Develop retail to full potential, maximizing revenue impact***

Retail has thrived in Greenville in part because the city has a strong “gravitational pull” on surrounding communities. Greenville has good gravity in the geographical sense: residents of eastern North Carolina are within reasonable driving distance of specialized retail, entertainment, and cultural offerings in larger metropolitan areas like Raleigh/Chapel Hill/Durham, Norfolk, and Wilmington; however, these places are far enough away that consumers often find it more convenient to shop in Greenville on a weekly or monthly basis.

Greenville will continue to capitalize on its regional advantages but will redouble its efforts to add a full range of retail shopping amenities, including currently under-provided retail niches that are likely to be supported by Greenville’s consumer base, yet do not require a very large concentration of upper-income households within a certain radius. Developing Greenville’s retail to its full potential is critically important for improving quality of life and increasing the City government’s tax base.

In particular, Greenville will recruit and retain retail and mixed-use development in the Center City and the Vidant Health campus area; Greenville will also encourage redevelopment and/or upgrading of outdated community or regional shopping centers, especially projects that enhance pedestrian and multimodal access and include mixed-uses, and which promote any applicable commercial corridor guidelines that the City develops in the future.

### ***Actions to Achieve This Goal***

- Identify strategies for increasing retail activity north of Tar River, including creating an ED Zone (CC goal); explore options for creating additional economic investment zones (CC).
- Present to City Council detailed plan on how to increase retail activity north of the Tar River in Economic Development Zone.
- Conduct detailed retail market analysis of Greenville-area market data to identify potential retail growth sectors; create list of under-served retail niches within the Greenville/Pitt County market area.
- Market to retail developers, major retailers, brokers, location specialists through appropriate targeted media sources.

## ***#3 Nurture the success of local small businesses***

Greenville’s small business and mid-sized businesses together employ up to a third of the local workforce. Some of these businesses aim to grow significantly in size, while many intend to remain smaller – providing an income stream to owners, offering job opportunities for residents,

and contributing to the fabric of the Greenville community. During economic upheaval, even more people are interested in self-employment or starting a new business.

Under the leadership of the Economic Development Division, the City of Greenville will embark on a more comprehensive effort to encourage and retain small businesses.

***Actions to Achieve This Goal***

- Consider the creation of targeted Business Retention & Expansion (BRE) programs in economic investment zone(s).
- Present to City Council detailed business and financial plans to create a small business incubator in West Greenville (CC goal)
- Study options for creating an arts incubator in the Uptown District.
- Support business opportunities for new and/or small companies (CC goal).
- Study the costs and benefits of Greenville pursuing recognition as a certified entrepreneurial community similar to several jurisdictions in western North Carolina.
- Partner with Chamber of Commerce to create Co-working Spaces (small business accelerator program).

***#4 Increase Greenville’s profile in regional and state forums, emphasizing that Greenville serves the eastern North Carolina region and is a rising uni-med marketplace***

Greenville should enhance its credibility as a regional service provider while enhancing its national brand as a rising uni-med community. Greenville will cultivate stronger intra- and inter-regional relationships with other governments, institutions, and private industry players, advocating for improvements that will benefit all of eastern North Carolina. Some of those improvements will lead to projects that fit within the Greenville uni-med hub; other projects will locate elsewhere in the region but will still benefit Greenville indirectly.

Likewise, when Greenville distinctively brands itself as a top-tier uni-med community, and successfully markets that brand beyond the eastern North Carolina region, the resulting positive economic impacts will be felt throughout the region.

***Actions to Achieve This Goal***

- Complete branding study and marketing plan for Greenville (CC goal); the ED office will collaborate with other City departments and partner agencies to develop a brand for Greenville.
- Build intergovernmental relationships (CC goal); develop list of "peer communities"; seek to develop working relationships with peer communities; consult with other state and regional ED offices.

***#5 Diversify the City’s tax base and revenue sources to increase the City’s general revenue***

In the process of becoming a top-tier southern uni-med marketplace, Greenville’s strategic economic goals will expand and diversify the tax base to increase City revenues, which in turn will reduce the tax burden on Greenville’s citizens.

Specifically, in addition to recruiting and retaining higher paying driving industry jobs, Greenville will promote mixed-use and focused development that has the potential to create vibrant life-style clusters that generate a diversity of taxable economic activities.

***Actions to Achieve This Goal***

- Seek to attract a major mixed-use commercial development project, which might be incentivized if it is located within an economic incentive zone.
- Establish a menu of ED indicators for tax base diversification; track key indicators.

***#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***

Greenville already has a responsive, expeditious, and consistent planning, zoning, and development review process. Greenville-based real estate developers, construction and engineering firms, and business owners know that the City provides excellent customer service.

Greenville must do a better job, however, of promoting its track record as a business-friendly community to prospective investors who are less familiar with the local development climate. Specifically, Greenville must develop a user-friendly, interactive web-based platform that clearly explains the different steps of the local development process and why Greenville is such a great place in which to do business.

***Actions to Achieve This Goal***

- Contract with website management firm to create OED website/pages to support businesses, developers, ED partners, location specialists, professionals who interested in Greenville ED.
- Serve as liaisons to businesses looking to relocate or expand operations in Greenville, including referrals from PCDC, helping them to navigate the development review & local regulatory processes.

***#7 Support area economic development partners in promoting manufacturing, biotech, gaming, military support, and other “heavy” industries***

Greenville and Pitt County support the preservation and creation of production-related companies and jobs. Manufacturing, fabrication, and assembly remain an essential part of the high-tech innovation mix in Pitt County and eastern North Carolina. The development of robust “clean” energy, green manufacturing/industry, and clean-tech clusters has become a national priority and Greenville/Pitt County must be alert to new opportunities in these and related economic sectors.

Some production-intensive companies that are attracted to Pitt County will be better served by locating within the tax-exempt Industrial Park, rather than downtown or adjacent to the Vidant Health campus. The positive economic impacts from such investments will nonetheless reverberate in Greenville and throughout eastern North Carolina. The City’s Economic Development Division will support the Pitt County Economic Development Commission’s efforts to attract new industry to the Greenville metropolitan area.

At the same time, companies in production-related sectors like high-tech support and medical applications might prefer to locate in Center City Greenville, in the Medical District, or adjacent to the ECU main campus.

The global decline in manufacturing employment (due in part to continual productivity gains) has made the old days of “big game chasing” in economic development less effective; nevertheless, Greenville must be ready to jump on opportunities as they present themselves.

#### ***Actions to Achieve This Goal***

- Promote inter-agency communication concerning our shared path for ED; strive to understand & complement partners' ED missions; partner with them on Entrepreneurial Initiative & Technology Transfer.
- Continue quarterly meetings of the Mayor's Economic Development Advisory Council.

### ***#8 Improve transportation gateways and commercial corridors; make them more attractive, legible, and accessible***

When shoppers, students, and business executives are introduced to Greenville, their first impressions are of the city's gateways and commercial corridors. Along with the ECU main campus and the Medical District, the city's commercial corridors represent the most important activity nodes in Greenville. By making the city's gateways and commercial corridors more dynamic and legible, Greenville will not only diversify its commercial mix; Greenville will become more of a destination community.

#### ***Actions to Achieve This Goal***

- Continue activities associated with construction of the 10th Street connector (CC goal)
- Complete commercial corridor studies to include potential candidates such as Dickinson Ave and East 10th Street
- Complete Evans Street Gateway Project.
- Complete planning for West 5th Street Streetscape Project Phase-II.

### ***#9 Develop sports, recreational, arts, cultural, and entertainment offerings***

Greenville is implementing an ambitious program to integrate amateur sports and recreation for all ages with its growing community parks and greenways network. The city should also step up efforts to develop a more diverse portfolio of arts, cultural, and entertainment offerings. Greenville recognizes the links between community amenities, health, education, and long-term economic development. Indeed, enhancing these connections is essential to Greenville becoming a top-tier uni-med community.

The City is building these connections along two mutually-reinforcing fronts: making Greenville a health-enhancement community; and making Greenville a more vibrant university village.

***Actions to Achieve This Goal***

- Plan for the development of a performing arts center (CC goal)
- Implement the recommendations of the Town Common Master Plan to provide additional parking along the frontage of First Street as per Town Common Master Plan.
- Continue collaboration with theatre fundraising committee, which aims to support renovation of Uptown Theatre.
- Attract regional sporting events and tournaments to the Greenville area.
- Partner with Go Science organization to lease portion, or all, of City-owned building for operation of a science & educational center.
- Reinvest in public park facilities within the urban core; Dream Park project and improvements to Epps Recreation Center.
- Explore the opportunity to develop, present, and implement plans for expanding on existing recreational "campus" north of the Tar River.

***#10 Position Center City area as the vibrant epicenter of Greenville's uni-med community; encourage mixed-use redevelopment and major "anchor" projects that reinforce the identities of downtown districts and adjacent neighborhoods***

In the six years since the City approved *The Center City – West Greenville Revitalization Plan (2006)*, Greenville has completed numerous projects that have furthered the City's revitalization goals, which include: supporting the continued growth of the University, building new street connections, redeveloping historic neighborhoods, spurring new business opportunities; developing an arts and sciences district; providing greater and more diverse housing opportunities; and preserving Greenville's historically significant structures.

Quality redevelopment of the Center City and West Greenville that improves the visual and functional image of the city's commercial core districts and neighborhoods will enhance the community's overall economy and identity.

***Actions to Achieve This Goal***

- Address issues to change downtown Greenville (CC goal)
- Study the potential for providing free public wi-fi throughout downtown and other targeted areas, including the West Greenville Redevelopment Area (CC goal)
- Plan for the development of a downtown parking deck (CC goal).
- Plan for the development of a downtown hotel.
- Continue West Greenville revitalization activities as per the Center City - West Greenville Revitalization Plan.

**#11 Support and promote the community's existing human-resources infrastructure: training; primary, secondary, and technical education; career support services**

In pursuance of a long-term goal, all communities in eastern North Carolina have been taking concerted actions to prepare their residents to participate in the 21<sup>st</sup> century economy, improving the quality of K-12 education and training workers to succeed in the information-intensive economy.

In the short-term, Greenville – which serves the eastern NC region – should do a better job of promoting the wealth of human-resources infrastructure that is already in place.

**Actions to Achieve This Goal**

- Serve as a "clearinghouse" for directing prospective entrepreneurs and young workers to the appropriate agency
- Evaluate local and regional workforce resources by participating in local Work Ready Committee.
- Consider potential for providing additional workforce development programming at the West Greenville Intergenerational Center.

**#12 Build 21<sup>st</sup> century infrastructure that serves industry needs, attracts active and creative professionals, and improves mobility and accessibility for all Greenville citizens**

A city's physical infrastructure (transportation, communications, utilities, etc.) is one of its most vital strategic assets. To become a top-tier uni-med community, Greenville must strategically prioritize its public investments in infrastructure – whether building new systems, upgrading existing infrastructure, or maintaining its resources.

**Actions to Achieve This Goal**

- Greenway west to hospital (CC goal)
- Study locations for Intermodal Transportation Center (CC goal)
- Address infrastructure, including fiber optics, water/sewer, public wi-fi (CC goal)
- Explore the option of providing airline flights to at least one additional hub.
- Review opportunities for providing bus service from Greenville to Amtrak station in Wilson or Rocky Mount.

**#13 Foster a proactive culture within the City government that anticipates needs and trends, cultivates new ideas, pursues innovation, and constantly seeks new ways to promote the City's strategic and long-range goals**

Greenville will foster a more proactive organizational culture in part by focusing all city employees on the community's vision, strategic goals, and main objectives – What kind of community are we going to be? What do we want to achieve and why is it important? What is the purpose of the City's economic development programs? Every city employee is an economic developer.



It is not enough that people believe in that vision, however. To foster a proactive culture within City government, the leaders of the organization must encourage the creation of creative hives of discussion that realizes and supports the concept of strategic risk-taking and idea-exchange within and across the departments and divisions.

***Actions to Achieve This Goal***

- Engage the City's constituents & stakeholders in dialogues concerning ED priorities; invite national economic development leaders to Greenville for talks and workshops.
- Attend innovation & "best practices" forums annually (e.g., Emerging Issues Forum); bring back ideas for internal discussions, encouraging City depts. & divisions to implement new organizational strategies.
- Enroll at least one City executive per year in Leadership North Carolina program.



# Economic Development Assessment

May 2013



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## Executive Summary

The City of Greenville has a new and evolving focus on economic development. The Office of Economic Development, within the Department of Community Development, was created in July 2012. One of the first questions for the new organization was: How does Greenville stack up against its competitors and, based on that assessment, where does Greenville need to focus its economic development efforts? The City engaged Creative Economic Development Consulting to answer those questions.

The Economic Development Assessment began with a review of Greenville's assets and challenges. Creative EDC met with city staff, partner agencies, and stakeholders to gather information and input. We also collaborated with North Star, a marketing firm engaged to re-brand the City. North Star gathered input and opinions from a vast array of community leaders and general citizens. This information was useful to our team's assessment.

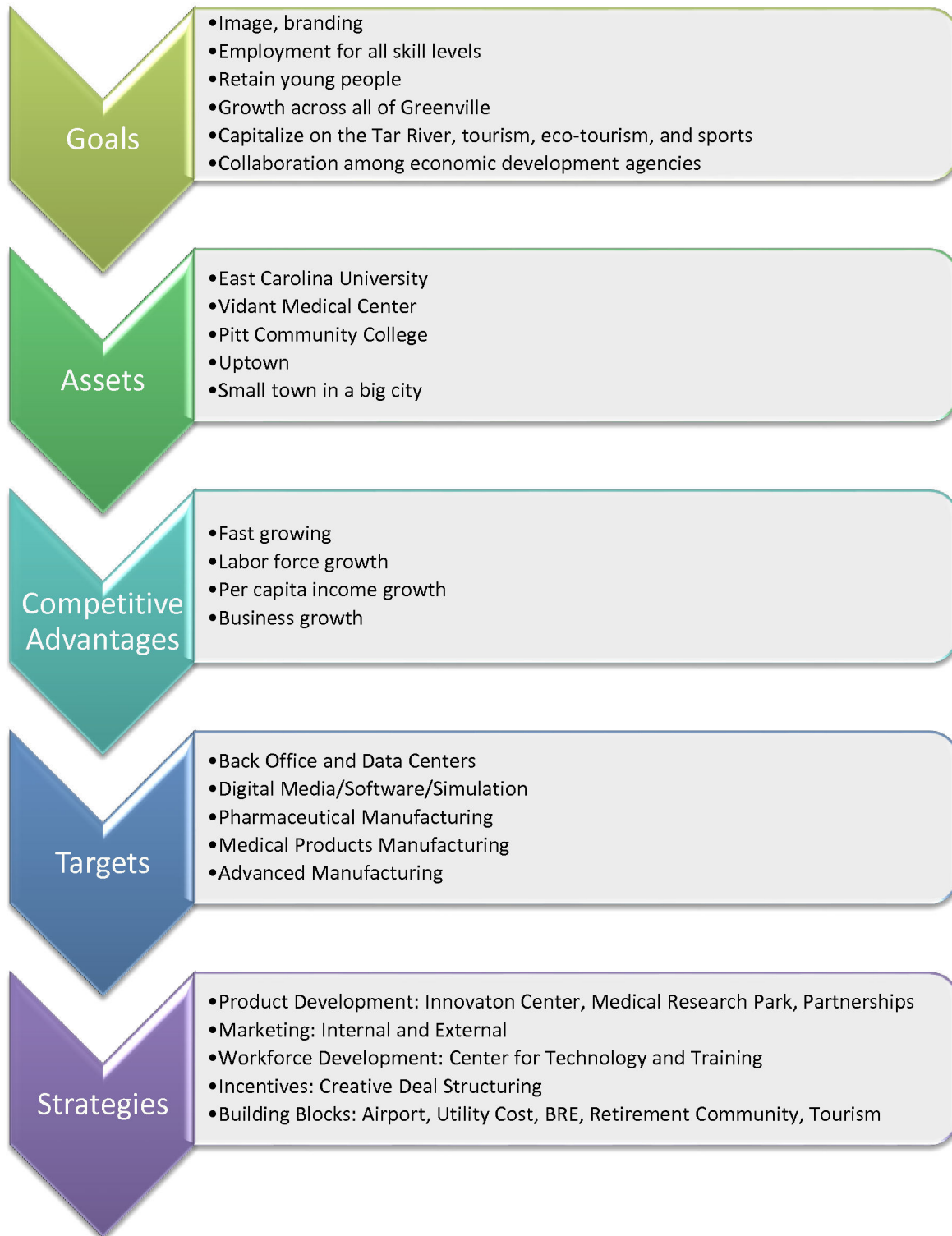
The next step in the study process was to benchmark Greenville against three competitor regions. Our team, with input from staff, selected Athens, GA; Johnson City, TN; and Lynchburg, VA. These three metropolitan statistical areas are similar to Greenville in size, location near metro areas, proximity to a major interstate, and home to a university with a medical program. Georgia, Tennessee, and Virginia are three of North Carolina's regular competitors for new and expanding business across all sectors. Each regularly ranks in the Top Ten Competitive States as ranked by Site Selection magazine – Virginia was number one in 2011.

Based on the results of the asset review and competitor benchmarking, Creative EDC's strategic partner Applied Marketing recommended five industry sectors that offer Greenville the best opportunities for recruitment. The purpose of target sectors is to focus the City's marketing and recruitment efforts - not to discourage other sectors from locating in the City. The marketing strategy discusses how to reach out to targets.

In order to leap frog its competitors, Greenville must be transformational. Simply trying to keep pace with the competition will never move Greenville ahead. The culmination of our research resulted in five key strategies for Greenville's economic development program: Product Development, Marketing, Workforce Development, Incentives, and Building Blocks. Creative EDC proposes transformational projects such as an Innovation Center where ECU is directly engaged with business; a medical research park where the asset of Vidant can be leveraged; and investments in product development where the City is an active partner.

The graphic on the next page summarizes the steps of this assessment process, findings, and resulting strategic recommendations. We encourage a reading of the full report to place this summary in context.

## ECONOMIC DEVELOPMENT ASSESSMENT OVERVIEW



## Economic Development Goals

Economic development has only recently been made a priority for Greenville. The Office of Economic Development is less than one year old. Even in its infancy, the organization has clearly defined goals from City Council and community leaders. The following are the key goals we heard from Greenville leaders.

- Greenville leadership sees the need to change the image of Greenville. The current rebranding study underway with North Star is an example. Challenges discussed at the beginning of this report include crime, remoteness, and access obstacles. Branding can help change the perception.
- Greenville's competitiveness is directly tied to talent. There is a talented pool of highly education and skilled workers. There is also a pool of low and unskilled workers. Creative EDC considered the diversity of workforce skill when recommending targets; thus, some targets are for low and semi-skilled workers such as the manufacturing of medical devices, fabricated metals, and machinery.
- One goal discussed in every conversation is the need to retain young people passing through East Carolina University. The target sectors such as pharmaceuticals, digital media, software, and simulation identified in this study will aid in that effort.
- The City is developing at a different pace in different locations. There are goals to ensure economic growth reaches all of Greenville. The West Greenville incubator project is on the drawing board and is exactly the type of project needed.
- Local leaders want to see the opportunity offered by the river and Town Common area realized. There are differing opinions on what the opportunity is and how it should be capitalized upon – but there is consensus that there is an opportunity in the City. This goal is in tandem with eco-tourism, sports development, and other amenities like greenways.
- Every person that had input into this study commented on the need for collaboration. There are many organizations involved in economic development. For the most part, roles are clear internally. However, to an outsider (customer of economic development services), the picture may not be so clear.

Creative EDC focused on the following areas to enhance competitiveness: Product Development, Marketing, Workforce Development, Incentives, and Building Blocks. The strategies align Greenville's goals with existing assets and opportunities as well as gaps that need to be filled, moving the city progressively beyond its comfort zone.

## Assets & Challenges

Creative EDC met with groups of key stakeholders of Greenville's economic development efforts. Our team interviewed city officials, staff, partner agencies, and community leaders. We also collaborated with North Star, engaged by the City to facilitate a community branding process. The assets and challenges listed below reflect the views of community leaders. When we reviewed assets and challenges through a site selector's lens, we saw a slightly different picture.

### ASSETS

The following asset list is not all encompassing. It reflects the most often cited assets related to economic development. Greenville has other assets that attract visitors, residents, and students.



East Carolina University Medical Campus

- East Carolina University (ECU)
- Vidant Medical Center
- Pitt Community College
- Uptown Greenville
- Location and access via highways
- Proximity to North Carolina beaches
- Friendly people
- Good place to retire
- Water resources
- Low cost of living
- Small town feel in a big city
- Growing arts and cultural programs
- Tar River
- Existing base of business and industry

From the perspective of this study, the key assets that offer Greenville a competitive advantage are ECU, Vidant, and Pitt Community College. Competitor communities have, or are developing, vibrant downtowns, amenities, and can match many of the assets listed above.

## CHALLENGES

These challenges constrain the City's ability to recruit new business and retain existing business.

- Public education
- Remoteness of Eastern North Carolina
- Workforce skill
- Air service
- Nonprofit status of medical facilities
- Greenville needs a "break-through" moment
- Economic development product (sites and buildings)
- Low risk tolerance and change adverse
- High rate of joblessness in some areas of City and overall weak job growth
- Public transportation
- Previous development standards led to haphazard development
- Crime
- Lack of unity in the community

Of the challenges above, Creative EDC is most concerned with public education, workforce skill, lack of product, and access. All of these competitive weaknesses are addressed with strategies designed to improve the current state.



## Competiveness: How Does Greenville Stack-Up?

### SITE SELECTOR'S PERSPECTIVE

Creative EDC provides site selection services to companies. Through that experience, we have an understanding of how companies would view Greenville. We evaluated Greenville from the perspective of a prospective new company analyzing the area for a new location. The table on the next page summarizes our view of Greenville as a business location.

Area Development magazine publishes a survey of corporate executives on the most important site location factors. According to the most recent survey (right), the most important factors are availability of skilled labor, highway accessibility, low union profile, right-to-work state, and availability of advanced ICT (information and communications technology) services. We used this ranking, as well as our own experience, to rank Greenville.

**FIGURE 29 Corporate Survey 2012\***

Site selection factors	Very important %	Important %	Minor Consideration	Of No Importance %
<b>Labor</b>				
Availability of skilled labor	53.9	35.5	7.1	3.5
Availability of unskilled labor	10.0	32.9	33.6	23.6
Training programs	18.0	36.7	33.1	12.2
Labor costs	42.6	48.2	5.7	3.5
Low union profile	47.1	26.4	11.4	15.0
Right-to-work state	45.8	26.8	13.4	14.1
<b>Transportation/Telecommunications</b>				
Highway accessibility	57.0	33.1	6.3	3.5
Railroad service	27.1	16.5	21.2	35.3
Accessibility to major airport	17.4	35.5	30.4	16.7
Waterway or oceanport accessibility	5.9	14.0	25.0	55.1
Availability of advanced ICT services	49.3	35.8	11.4	3.6
<b>Finance</b>				
Availability of long-term financing	31.9	31.2	20.6	16.3
Corporate tax rate	35.7	43.6	11.4	9.3
Tax exemptions	32.6	42.8	15.2	9.4
State and local incentives	33.1	38.0	21.1	7.7
<b>Other</b>				
Available buildings	41.7	36.7	14.4	7.2
Available land	18.7	40.3	22.3	18.7
Occupancy or construction costs	35.3	47.5	11.5	5.8
Expedited or "fast-track" permitting	29.2	38.0	22.6	10.2
Raw materials availability	19.3	30.4	25.9	24.4
Energy availability and costs	35.3	46.0	12.2	6.5
Environmental regulations	31.2	39.9	18.8	10.1
Proximity to major markets	32.1	40.1	18.2	9.5
Proximity to suppliers	15.8	39.1	30.8	14.3
Inbound/outbound shipping costs	26.7	37.0	18.5	17.8
Proximity to technical college/training	15.3	35.0	27.7	21.9
<b>Quality-of-life factors</b>				
Climate	18.6	36.4	37.9	7.1
Housing availability	15.8	54.0	23.0	7.2
Housing costs	19.4	47.5	25.9	7.2
Healthcare facilities	19.4	50.4	25.2	5.0
Ratings of public schools	21.6	41.7	29.5	7.2
Cultural opportunities	10.8	38.1	41.0	10.1
Recreational opportunities	11.0	41.9	38.2	8.8
Colleges and universities in area	17.4	44.2	33.3	5.1
Low crime rate	31.4	47.9	18.6	2.1

\*All figures are percentages and are rounded to the nearest tenth of a percent.

## GREENVILLE RANKING OF SITE SELECTION FACTORS

	Advantage	Disadvantage	Neutral
Labor	√	√	
Training	√		
Education	√		√
Taxes/Finance		√	
Access/Transportation		√	
Utilities			√
Incentives			√
Real Estate		√	
Quality of Life	√		

- Pitt County’s labor is rated as both an advantage and a disadvantage depending upon the industry sector. There is a segment of the workforce that is highly educated, skilled, and talented. There is another segment of the workforce that lacks current skills and is not engaged in skills enhancement opportunities at Pitt Community College.
- Training is excellent at Pitt Community College. There are specialized programs in biotechnology, health sciences, fabrication, industrial technology, and others. This is a standout asset for Greenville.
- Education is an advantage (ECU) and a neutral (public schools). SAT scores were middle of the pack of comparable communities and lower than the state average.
- Taxes are a disadvantage because of the high state tax burden placed on companies in North Carolina. There is an effort in the current legislative session to lower the state tax burden.
- Access is a disadvantage. Residents state that Greenville is just over an hour from Raleigh. That may be true, but it is a long hour. The desolation of US 264 makes Greenville feel much more remote than it actually is. Limited air service is also an access issue.
- Utilities are neutral because there is good capacity and excellent service, but electric utility pricing is slightly higher than investor owned utilities in other parts of the state and in other states.
- The City’s adopted capital investment incentive policy is average among local governments in North Carolina. At this time, there are no standouts to the policy that show how Greenville could or would be aggressive in the recruitment process.
- The City of Greenville is product poor. Although there are quality business parks outside the City in Pitt County, there is a severe lack of buildings and sites for new and expanding business within the City limits.

- Quality of life in Greenville is good and getting better. The City has made, and continues to make, substantial investments in amenities, especially in the uptown area.

What can Greenville do to enhance its competitive position? We address workforce development, product development, utility cost, and incentives in the recommendations section. State taxes are not controlled by Greenville and access by highway is not going to change near-term so we do not address those. The need for expanded air service is addressed later. Many points made in the summary above are expanded upon later in the report and in Appendix A, data section.

## COMPARABLE COMMUNITIES

Beyond our assessment of Greenville, it is important to understand how Greenville stacks up against competing communities.

Greenville was compared to three communities with similar economic, educational, and demographic climate. The communities are near metro areas but off a major interstate highway; they are each home to a university with medical programs; and they share economic similarities. One stand-out among the economic comparisons is the unemployment rate, Greenville's 10.7% in 2011 stood well above the others ranging from 7.3% to 8.9%.

- Athens-Clarke County, GA MSA
- Johnson City, TN MSA
- Lynchburg, VA MSA

Athens, GA is home to the University of Georgia. A new medical partnership between Georgia Regents University and the University of Georgia is bolstering the Public Health program. Athens lies about 75 miles northeast of Atlanta. With a metropolitan statistical area (MSA) population of approximately 192,000, it is comparable in size to the Greenville MSA. Athens and Clarke County have a unified government system that merged city and county government.

Johnson City, TN is approximately 100 miles northeast of Knoxville off I-81. It is home to East Tennessee State University and the Quillen College of Medicine. The Johnson City MSA population is about 199,000.

The Lynchburg MSA is the largest in the comparable group at approximately 252,000. Lynchburg is 60 miles east of Roanoke, accessed via state highways. Lynchburg College offers Master of Science in Nursing, Doctor of Physical Therapy, and will launch a Master of Science Physician Assistant program 2015. Nearby Liberty University has announced a new School of Osteopathic Medicine.



## ATHENS-CLARKE COUNTY, GA

The Athens-Clarke County Economic Development Foundation is the lead economic development organization for the area. It is a partnership between the unified governments of Athens and Clarke County, Athens Chamber of Commerce, Athens-Clarke Economic Development Authority, and the University of Georgia. "The foundation's sole purpose is to attract and establish new businesses that will create additional jobs and import capital investment to Clarke County, Georgia."

[www.athensbusiness.org](http://www.athensbusiness.org)

**Economic Development Foundation, Inc.**  
Athens, GA - Clarke County

Enter Keywords **FIND**

706-549-6800 Ext. 229

Home About Us Business Creation Business Expansion Quality of Life Resources Contact Us

### ACC EDF

A public-private agency created to work with the Athens-Clarke County Unified Government, The Athens Industrial Development Authority, Economic Development Authority, and the University of Georgia in partnership and located in the Athens-Clarke Chamber of Commerce. This partnership promotes job creation and capital investment through the attraction of new businesses and existing business expansion.

Athens-Clarke County Facts At-A-Glance

Area Profile

Demographics

Major Employers

Labor and Workforce

Logistics & Infrastructure

Sites & Buildings

Taxes & Incentives

Jan 23rd 2013  
**Caterpillar - Business Facilities 2012 Deal of the Year**

Airbus, Caterpillar, Bridgestone, eBay Earn Honorable Mentions from Business Facilities in 2012 Economic Deal Of The Year Competition Posted by: BF Staff | Posted date: January 24, 2013| comment : 0 Four projects were cited for Honorable...

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### Common Maps

- Athens & Surrounding Counties
- Athens Area Transportation
- Athens Industrial Park
- Athens-Clarke County Zoning
- Drive Times - Athens & Southeast
- Southeast Ports
- International Air Access
- Rail Lines

## JOHNSON CITY, TN

Economic development in Johnson City, TN is led by the Washington County Economic Development Council. Its mission, “to enhance job growth and increase the tax base of Washington County by engaging the community and business leaders through nurturing existing businesses and actively recruiting new industries and commerce,” focuses on core elements of existing business and recruitment.

[www.thewcedc.com](http://www.thewcedc.com)

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*Tennessee*  
Economic Development Council   Home

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**Upscale apartments come to former Memorial Hospital**

March 21, 2013 – It's one of Johnson City's most significant historic buildings, it gave birth to thousands of memories (and children), and it's getting a new lease on life that will bring new jobs and new residents to the downtown area. (Click headline or photo for more)

[ Read More ... ]

**Cost-effective business climate, strategic location, excellent workforce**

Chicago   Philadelphia  
Cincinnati   Washington D.C.

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Like 624

Washington County Economic Development Council  
<http://youtu.be/LV5Ps59qkM>  
Check out this video report on a wonderful visit local leaders hosted for FWG, a German company that will start its U.S. operations with an office at ETSU's Innovation Lab and hopes to begin its first-ever production in the U.S. here locally within a couple of years.

**Community Snapshot**

## LYNCHBURG, VA

The Lynchburg Office of Economic Development is a city economic development department. In Virginia, cities and counties are separate jurisdictions. Common in Virginia, Lynchburg has an Economic Development Authority that serves as an extension of the city program. As described on the city's website, "The Lynchburg Economic Development Authority, or LEDA, is a political subdivision of the Commonwealth of Virginia and serves as the incentive arm of the City of Lynchburg. But the LEDA takes a much more active role in economic development efforts than more passive, pass-through-oriented EDAs. LEDA actively pursues investment and development opportunities and elevates the economic development profile of the City."

[www.lynchburgida.com](http://www.lynchburgida.com)

**Lynchburg Virginia**

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Economic Development

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**Existing Business**

**Relocating a Business**

**Start a Business**

**Latest News**

- Lynchburg Store Owners See Growing Sunday Crowds
- Increase in City Inspections Mean an Economy Surge in Lynchburg
- Lynchburg wireless innovator named among top in state
- Increase in passenger traffic may help Lynchburg airport expand service
- Passenger Numbers Soaring at Lynchburg Regional

### Welcome to Lynchburg!

Welcome to the City of Opportunity! Nestled in the foothills of the majestic Blue Ridge mountains, Lynchburg is a distinctive city with all the amenities and resources to live, learn, work, play...and prosper.

With over 3,900 businesses ranging from traditional mom-and-pop shops to headquarters of global corporations, Lynchburg is the commercial, cultural, entertainment, residential and retail hub of the Central Virginia region. Our broad-based economy, highly-skilled workforce and unparalleled quality of life have positioned Lynchburg among the cities leading the nation into the New Economy.

Lynchburg is rich in history and tradition, but don't let the stunning architecture, cobblestoned streets and Victorian-era neighborhoods fool you—beyond Lynchburg's historic façade are energetic, forward-thinking residents, a business community leading technological innovation and the fiber-optic bandwidth to deliver that innovation to the world. Just as happening as it is historic, Lynchburg matches the strength of its economy with spectacular offerings of arts, music and culture, all in a setting of splendid natural beauty.

Business and people prosper here. We invite you to find out why.

**NOTABLE POINTS OF COMPARISON**

We compared Greenville, Athens, Johnson City, and Lynchburg in a wide range of economic and demographic data. Below are some notable points of comparison between the MSAs. The full data set and research is found in Appendix A.

<b>Greenville Stats</b>	<b>Greenville Relative to MSAs</b>
24.1%	• Fastest growing MSA
20.6%	• Second fastest per capita income growth
97	• Highest cost of living
93,016	• Smallest labor force
20%	• Second fastest labor force growth
10.7%	• Highest unemployment rate
\$721	• Highest average weekly wage
1.1438	• Lowest business innovation index
17,224	• Lowest number of nonfarm businesses
25.35%	• Second fastest growth in nonfarm businesses
0.665	• Middle of the pack in entrepreneurship environment

The advantages Greenville has to offer relative to the comparable communities are growing MSA, growing labor force, workforce availability, and growth in business establishments. Drawbacks to the Greenville market include high cost of living, small labor force, high wages, and low innovation index. We note in the marketing section that Greenville should hang its marketing hat on labor given the data above.

Most site selection projects begin with a multi-state search. Several of the site selection criteria points analyzed in a search process are generated by state policy and are state business climate issues. Creative EDC compared business climate factors in North Carolina, Georgia, Tennessee, and Virginia. These are the states of the comparable communities, and, more importantly, these are states with which North Carolina regularly competes.

The raw data is found in Appendix A. Below, we show where North Carolina has advantages and deficits.

## STATE COMPARISON

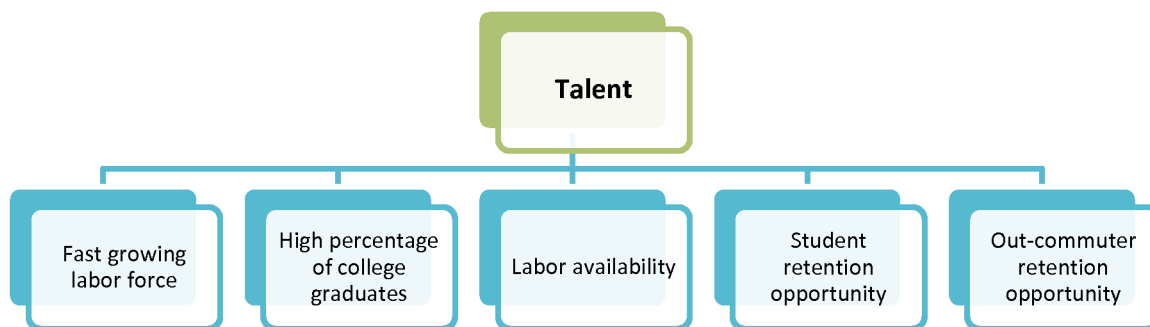
	NC	GA	TN	VA
Tax Environment		√		
Bond Rating	√	√	√	
Worker's Comp.				√
Unemployment Ins. Cost				√
New Business Starts		√		
Venture Capital				√
Federal R&D Funding				√
Electric Utility Cost	√			
Working Age Groups			√	
Educational Attainment		√		
Labor Force Size				√
Labor Force Availability	√			
Wages			√	
Income				√
Housing			√	

- North Carolina only has a clear advantage in lower electric utility cost and labor availability as measured by a higher unemployment rate. In Greenville specifically, the electric utility cost is likely not a clear advantage due to the relatively higher rates of public power.
- Virginia is a clear winner in business climate factors such as worker's compensation cost, unemployment insurance, venture capital, federal funding for research and development, and a higher per capita income.
- Tennessee's advantages are in a younger workforce, low wages, and affordable housing.
- Georgia has the lowest state tax burden, boasts the most business starts and has the highest educational attainment stats.



## SUMMARY OF HOW GREENVILLE STACKS-UP

Greenville's key competitive advantage is talent. Transportation, access, cost of living, cost of electric utility, taxes, and other factors are either neutral or a disadvantage. Below is what we believe the marketing points of the labor force should be. Incorporate this into the marketing materials recommended later.



## Target Industry Clusters

Creative EDC and strategic partner Applied Marketing Sciences assessed key target industry clusters for which Greenville has a competitive advantage. Our team used all of the data gathered in Appendix A, interviews with local business and community leaders, and national industry trends to determine those few sectors that offer the most opportunity for Greenville.

The purpose of the Target Industry Cluster Analysis is to review, identify, and validate promising industry sectors for the City of Greenville.

Based on our research and analysis, we recommend the following industries:

- Back office and data centers
- Digital media/software/simulation
- Pharmaceutical manufacturing
- Medical device manufacturing
- Advanced manufacturing

### BACK OFFICE AND DATA CENTERS

Rationale for selecting this target include:

- Availability and access to labor (East Carolina University)
- Existing cluster of companies in the region
- Projected industry growth for the next five years

The Telemarketing and Call Centers industry is forecast to increase its revenue at an average annual rate of 3.6% to \$20.5 billion over the five years to 2017. The industry will benefit from a push by the Federal Communications Commission (FCC) to create telemarketing and call center jobs in the United States. Furthermore, increased demand in the retail sector, along with improving financial and insurance industries should drive greater demand for telemarketing companies' services. In 2013, revenue is expected to grow 3.6% as continued improvement in consumer spending and corporate profit boost demand for call center and telemarketing services.

In-bound call centers handle customer inquiries, technical support, and other higher value customer service. These jobs are higher paying than jobs in out-bound call centers. Outbound call centers are businesses such as telemarketers and these jobs require a lower skill level. It is our recommendation that Greenville focus on in-bound call centers due to the higher skill level and wages associated.

### DIGITAL MEDIA/SOFTWARE/SIMULATION

This industry is a good fit for the city, due to the following:

- Programs and research at Eastern Carolina University in the area of simulation
- Pitt Community College offers a two-year program in Simulation and Game Development
- Strong medical community may be attractive to health-related software development

- High quality of life
- Strong industry growth expected over the near term

The overall Software Publishing industry will continue its strong financial performance in the five years to 2017, with industry revenue forecast to grow 2.2% annually on average to \$203.7 billion. Improving technology and falling hardware prices will continue making computers, cell phones, video games and ultimately software more accessible to more people. A major feature of the Obama administration's healthcare reform plan, passed in 2010, is tax incentives for health insurers and medical professionals to switch from paper- and folder-based record systems to digital records. In a wide range of industries, basic competence with software will likely become a prerequisite to employment. In 2013, industry revenue is projected to grow 3.7% to \$189.5 billion.

Revenue for the Design, Editing and Rendering Software Publishing industry (Simulation) is expected to increase at an annualized rate of 1.7% to \$10.6 billion during the five years to 2018, including revenue growth of 3.7% in 2014. This growth will be driven by the increasing importance of emerging technologies, including mass-market 3-D displays and low-cost 3-D printers, which will require more reliance on advanced design and rendering software. The emergence of low-cost 3-D printers, which are currently limited to rapid prototyping tasks at large manufacturers, will drive mass-market demand from hobbyists and small businesses for compatible CAD software.

#### **PHARMACEUTICAL MANUFACTURING**

- Existing cluster in the region
- Available and skilled labor
- Recent employment growth in the County
- Excellent education systems for training
- Strong growth expected, especially from generics sector

Pharmaceutical use varies by age and insurance status. Consequently, overall demographic shifts, notably an aging population, and healthcare reform's broadening of insurance coverage will likely expand drug sales over the five years to 2018. An estimated \$290.0 billion of pharmaceutical sales worldwide are at risk from patent expirations over the next five years, according to data from EvaluatePharma. The significant number of blockbuster drugs with expiring patents in upcoming years will hurt industry revenue; without a strong pipeline of chemical-based drugs to stimulate new product sales, companies have already begun to invest in new ways to generate revenue. Industry firms will particularly focus on specialty and biologic pharmaceuticals.

#### **MEDICAL PRODUCTS MANUFACTURING**

- Availability of labor
- Good fit for existing labor skills (low, medium, and high)
- Existing cluster base
- Strong industry growth expected over the near term

This target is recommended because it can capture low, medium, and high skilled workers. For example, a medical device manufacturer may have lower skilled assembly jobs, technical manufacturing jobs, as well as engineering jobs requiring higher skilled workers. Creative EDC learned through stakeholder engagement that employment for lower skilled workers is important and there are segments of this industry sector that serve that purpose.

Healthcare reform, increased regulation and maintaining quality will join an aging population, technological advancements and outsourcing as main factors influencing the Medical Device Manufacturing industry over the next five years. These divergent factors will lead to slightly weaker growth through the five years to 2017. Revenue is forecast to increase 5.5% in 2013 and grow by a lower average annual rate of 6.4% to \$88.2 billion during the five years to 2017.

The US population's changing demographics favor the industry though the majority of baby boomers are still a few years shy of reaching 65 years old. Still, a significant portion of this group will cross this threshold in the five years to 2017. This trend will result in average growth of nearly 3.1% per year for the demographic, which is considerably higher than the population at large and the historical average. Consequently, senior adults are projected to make up 14.9% of the population in 2017 compared with 13.2% in 2012 and about 12.4% from 1990 to 2005. Further medical innovations will expand the aging baby boomers' demographic. However, the contribution from this trend is projected to be slower than the past decade because advances are more incremental in nature and target increasingly specific ailments.

## ADVANCED MANUFACTURING

- Availability of labor
- Good fit for existing labor skills (low, medium, and high)
- Proposed new training programs
- Existing cluster in the region

**Beverages** - This sector includes soda, bottle water, juice, and beer producers. The sectors that are projected to experience the most growth include juice producers and craft beer and microbreweries. Revenue within the juice industry is projected to grow at an average annual rate of 6.8% over the next five years. While craft beer and microbreweries make up a smaller portion of the brewery industry, we recommend that Greenville target this subsector. This is an area projected for growth and North Carolina has recently experienced growth within this subsector. Given Greenville's water support, this target could be capitalized upon today.

**Fabricated Metals** - Bolstered by a strong uptick in construction activity, the Structural Metal Product Manufacturing industry will continue its recovery in 2013. After years of declines and stagnant growth, revenue is expected to increase 6.1% in 2013. In the short-term, gains in residential, commercial and infrastructure-related construction will drive growth in 2013. Strong growth is forecast to continue through 2017 as the economy improves. In the five years to 2017, industry revenue is forecast to grow at an average annual rate of 3.8% to \$47.8 billion.

Industry recovery depends on demand from the residential and commercial construction industries as well as demand stemming from public infrastructure projects such as roads, bridges, tunnels and highways. Fortunately for the industry, construction activity is set to increase during the outlook period. Over the next five years, the value of residential construction is forecast to rise at an average annual rate of 12.3% while private, nonresidential construction will increase an average of 6.5% per year over the same period.

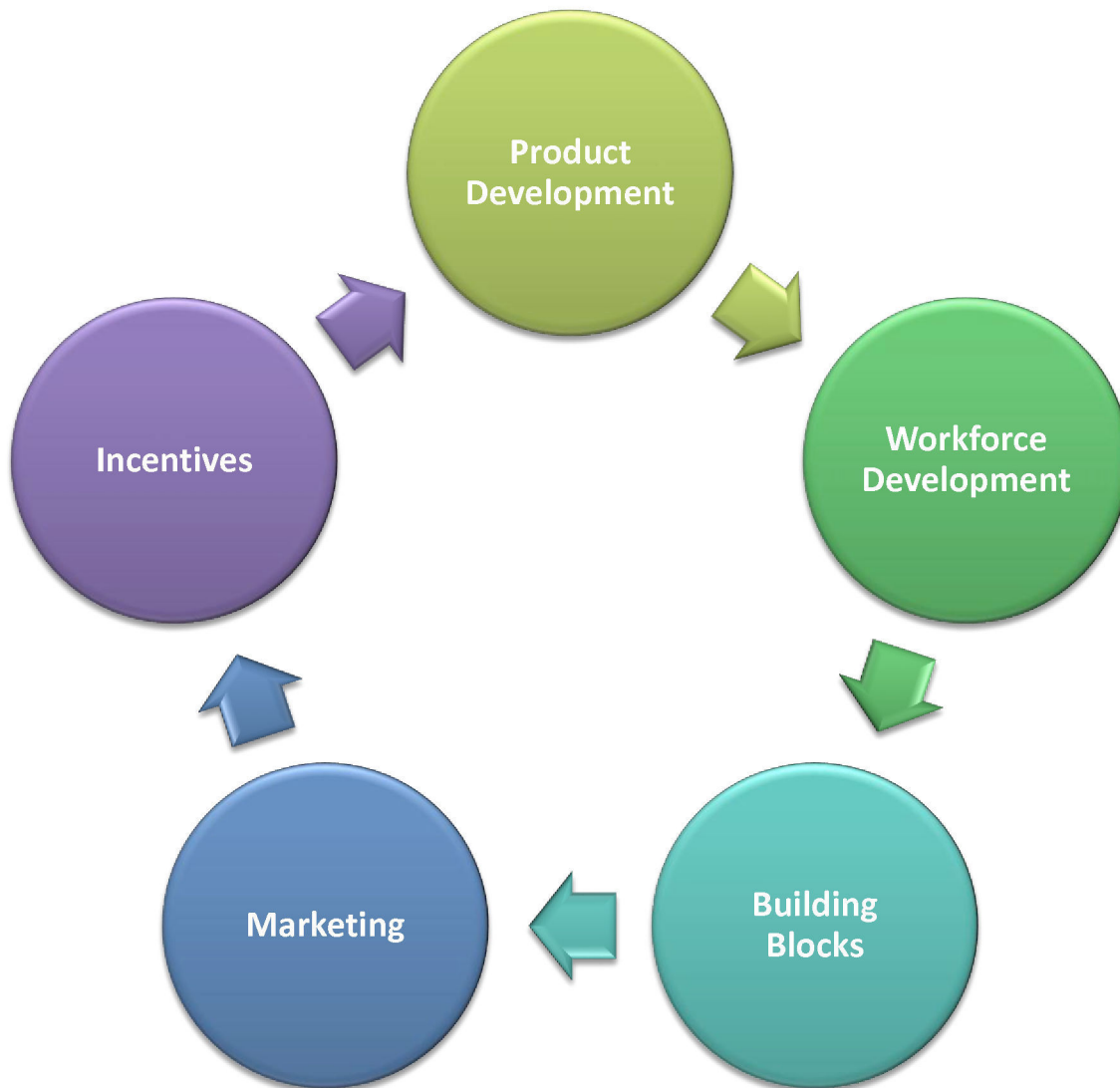
**Machinery** - Demand for the industry's heating, ventilation, air-conditioning and refrigeration (HVACR) products is forecast to increase during the next five years, especially as residential and nonresidential construction markets grow strongly early in the period. Concerns about climate change, energy consumption and the environment will drive the production of and stimulate demand for newer, environmentally friendly systems to replace less efficient ones. Meanwhile, stronger disposable incomes, facilitated by declines in unemployment, and growing corporate profit will further fuel replacement demand. As a result of these trends, industry revenue is projected to increase at an annualized rate of 2.1% and reach an estimated \$48.3 billion during the five years to 2018.

As with medical products manufacturing, there are segments of advance manufacturing that meet the need of low and medium skilled workers. Within both fabricated metals and machinery there could be warehousing, distribution, assembly, and other positions requiring low to medium skills. These sectors can serve a range of technical, skilled and unskilled workers.



# Recommendations to Improve Greenville's Competitiveness

## Strategies to Transform Greenville



## Product Development

Area Development magazine’s 27<sup>th</sup> Annual Survey of Corporate Executives notes the importance of quality sites and buildings. Seventy-eight percent said that available buildings were very important or important. “Moreover, when they are looking for available land for construction, 50 percent of Corporate Survey Respondents consider the existence of a shovel-ready or pre-certified site as very or somewhat important.” Greenville falls short in both categories: buildings and sites.

Local to the Greenville market, Uptown Greenville relayed to the consulting team that the number one concern of business is lack of space. The need for space spans all business sectors.

## BUILDINGS

Below are the buildings listed with the NC Department of Commerce as available within the City of Greenville. There are approximately 23 buildings listed with a Greenville address, but the five listed below are actually inside the City. There are likely other available buildings in Greenville; however, the Department of Commerce listing is a good snapshot.

The Flowers & Taylor Warehouse has low ceiling height of 12’ at the eaves. The AccuLink and two new buildings in Woodridge Corporate Park have good ceiling height at 20’. The Hospital Professional Center is a small medical office. There is no building above 30,000 square feet available in the City.

Building Name	Sales Price	Lease Price	Square Feet	Former Use
Flowers & Taylor Warehousing #3	\$200,000	\$0.85	32,500	Plastics recycling
AccuLink	\$1,700,000	\$6.75	29,857	Office-production-warehouse
967 Woodridge Corporate Park	\$1,000,000	\$8.00	18,000	New unfinished space
975 Woodridge Corporate Park	\$850,000	\$8.00	18,000	New unfinished space
Hospital Professional Center		\$13.00	2,400	Medical office

Source: NC Department of Commerce



**SITES**

There are only two sites listed on the Department of Commerce website within the City of Greenville. Both are small sites (1.56 and 7.92 acres) within Woodridge Corporate Park. Asking price ranges from \$76,000/acre to approximately \$195,000/acre.

Name	City	County	Sales Price	Site Acres	Former Use
987 Woodridge Park	Greenville	Pitt	\$305,000	1.56	Farmland
Woodridge Corporate Park	Greenville	Pitt	\$600,000	7.92	Farmland

Source: NC Department of Commerce

**PITT COUNTY PRODUCT**

Pitt County does have quality business and industrial parks and a few quality available buildings. The recent report by Insite Consulting found that there were no viable industrial buildings in the County. The report from the Department of Commerce shows some large warehouse and manufacturing space with high ceilings.



In total, there are 28 buildings and 14 sites. There are a few large acreage sites/parks: Farmville Corporate Park (300 acres), Indigreen Corporate Park (380 acres), and LandsEast Industrial Park (788 acres). None of the sites is certified by the Department of Commerce.

**PRODUCT DEVELOPMENT RECOMMENDATIONS**

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Innovation Center

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Medical Research Park

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Multi-Jurisdictional Park

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Airport Development

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Public-Private Partnerships

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Short-Term Product Development

- Innovation Center – Greenville needs a foundational building block for entrepreneurship, university spin-out development, and business engagement. East Carolina University owns an 84,000 square-foot historic tobacco warehouse and 20 acres surrounding in the

downtown. The building offers an opportunity for collaboration between the University, Pitt Community College, health sciences, and the private sector. ECU is already doing the kind of collaboration and work that would go into an Innovation Center; it just needs a home, a hub of activity, and a place for synergy to occur. It needs space to transform the collaboration into an economic driver.

A good example of this type of Innovation Center is the Florida Innovation Hub at the University of Florida in Gainesville. From their website: “The Florida Innovation Hub was created to serve as catalyst for startup companies whose technologies emanated from laboratories at the University of Florida and throughout the state. Our mission is to provide them with the infrastructure, logistics and resources needed to get up and running effectively and efficiently. In doing so, the Innovation Hub hopes to help those companies and others bring research discoveries to the marketplace, creating additional jobs for Floridians.” In fact, the Innovation Hub is the center-piece building that will physically link the University of Florida campus and downtown Gainesville.

The ECU development could be a similar economic catalyst for Greenville. It could house prototyping of technologies developed at the University, start-up businesses, visiting professors who are working on solutions for business and industry, Pitt Community College training, and many other activities.

- Medical Research Park – There have been discussions among city, university, and healthcare leaders to develop a medical research park. Such a development would give the City much needed product for pharmaceutical manufacturing and medical products manufacturing in and near a research and healthcare environment.

The location and feasibility of a medical research park should be studied. Staff or contract consultants can focus the City’s efforts to identify and assess sites for a medical research park.

We recommend that the park be explored with public and private partners. One issue for the City is the lack of tax revenue from nonprofit healthcare facilities. There are examples of parks that house research facilities in a nonprofit facility surrounded by for-profit private investment. A nearby example is Danville, VA’s Cyber Park. It is anchored by the Institute for Advanced Learning and Research.

- Multi-Jurisdictional Parks – A multi-jurisdictional business park is just as the name implies, two or more local jurisdictions partnering in developing a business park. The jurisdictions can be composed of any unit of local government and can be funded with or without private partners. Multi-jurisdictional parks are sometimes called revenue sharing parks. These types of parks have been established between cities, counties, and private partners. The combination of partnerships is limitless. Multi-jurisdictional parks are formed as an economic development tool, which allows localities to create a marketable product in order to recruit new and retain expanding companies.

This concept is not new to Pitt County. LandsEast is an example of a revenue sharing park. It is a joint effort between Pitt and Martin Counties. Greenville could join with Pitt County and become an investor in a park outside its jurisdiction to enjoy the revenue benefits of a business park development.

A revenue sharing park would bring together the City and County efforts for product development and business recruitment.

- Airport Development – The airport owns approximately 70 acres that is currently underutilized. The airport will be updating its master plan soon. Greenville should be at the table to discuss opportunities to develop the 70 acres for business use, specifically, businesses that need air support services. Creative EDC's recommendation is to develop a conceptual development plan, assemble due diligence, and develop a marketing position for the acreage in partnership with the airport. Boosted by air traffic demands around Charlotte, the City of Monroe has developed a model airport growth plan that should be of interest to Greenville. However, federal cost sharing for airports nationwide has declined recently and the FAA projects to continue cutbacks.
- Public-Private Partnerships – Beyond the specific projects above, Greenville should become an aggressive partner in real estate development. There are as many ways to structure a public-private partnership development as one can imagine. Just to offer a few examples:
  - Economic development nonprofits are building buildings and leasing to tenants.
  - Nonprofits and local governments are partnering with the private sector in speculative building development by carrying interest, providing low cost financing, or free land.
  - In Virginia, cities are purchasing buildings in downtown, redeveloping, and recruiting a retailer, technology company, or other tenant.

Examples of the bulleted list above include Danville's purchase and redevelopment of buildings in the tobacco warehouse district. The second bullet could be a venture between the City, County, and a private developer to put a spec building in a new multi-jurisdictional park development. The Innovation Center project could be an example of the first bullet. The building is owned by ECU. They could lease part of the space to start-up businesses that are collaborating with the University.

- Short-Term Product Development – Most of the recommendations above are medium or long term projects. There is a deficit today that needs to be addressed. We recommend remaining flexible to capture opportunities.
  - Be open to purchasing buildings and leasing to prospects in order to close an important economic development deal.

- Have staff conduct a site and building assessment to identify needed enhancements to existing buildings or sites. For example, does a building need minor maintenance in order to show better?
- Identify under-utilized properties through the site and building assessment. Contacts with landowners may yield more available properties and/or properties that could be candidates for public-private partnerships.
- Through business retention and expansion efforts, identify lease terms of existing businesses who may not be renewing the lease. For example, an existing business may be using warehouse space and will no longer need the space once an expansion is finished. The vacated warehouse space represents an opportunity for recruitment.
- Survey existing businesses about unused space that offers potential to recruit a tenant or sub-lease. For example, an existing business may have multiple buildings on a campus and is not currently using one of the buildings.

## Marketing

Greenville is probably a year or so away from launching an external marketing program. The information below provides a foundation for a targeted recruitment and external marketing program. However, before an external program is launched, it would be wise to spend some time and resources on internal marketing.

### INTERNAL MARKETING

- Improve internal communication with partners by using systems like EPulse to share information about existing businesses. Pitt County Development Corporation (PCDC) has a proactive Business Retention and Expansion (BRE) program. Using the information they mine to support the City efforts, as well as the efforts of other partners, would allow for greater synergies.

Beyond the efforts of PCDC, Greenville should ramp up its BRE efforts to include companies not targeted by PCDC, gazelles within the City, and at-risk firms.

- Utilize social media to connect Greenville stakeholders and citizens to the economic development program. Social media is low cost and reaches a wide ranging audience. Greenville can make use of City resources to aid with social media.
- Improve the City's economic development website. We understand this is underway now. Insite Consulting's report has good information on what an economic development website should contain.

## EXTERNAL MARKETING

When marketing to companies within the recommended industry sectors, we recommend a target marketing approach that focuses on those companies that are of size likely to indicate a significant expansion or relocation opportunity. We would further recommend focusing on companies that are likely to be in an expansion, consolidation or relocation mode based upon recently reported business events. These events include sales growth, employment growth, mergers and acquisitions, executive changes, new product announcements, etc. By focusing on these companies, Greenville can prioritize its marketing efforts to effectively target companies that are most likely to have an active project.

The table below outlines the estimated number of companies: 1) within the entire universe regardless of size; 2) within the target universe (minimum revenue and employment); and 3) within the target universe experiencing events likely to indicate a company with an expansion, relocation, or consolidation need.

Target Industry	Total Universe	Target Universe	Target Universe w/Growth and/or Events
Back Office and Call Centers	474,927	5,631	1,275
Digital Media/Software/Simulation	285,058	14,670	2,992
Pharmaceutical Manufacturing	16,989	1,145	299
Medical Device Manufacturing	31,608	853	181
Advanced Manufacturing	93,719	4,432	597
<b>Total</b>	<b>902,301</b>	<b>26,731</b>	<b>5,344</b>

We estimate that there are approximately 5,344 companies that Greenville, NC should consider for proactive targeting. We recommend a direct marketing approach that sets up meetings with decision-makers within the target universe of companies. This will give the opportunity for Greenville economic development staff to explain the benefits of a location within the region to companies that are most likely to be in an expansion mode. We recommend the following approaches:

## MISSION TRIPS TO TARGET RICH REGIONS

The first approach is to develop mission trips in markets that have the greatest number of companies within the target industries. This target sector report defines geographic areas for mission trips. Staff will not be traveling blindly; rather, staff will be traveling to areas with a concentration of target sectors.

Depending on Greenville’s needs and budget, this may be four trips per year. For each trip, Greenville representatives would be meeting with around five to eight companies and/or site selectors representing projects within Greenville’s target industries.

Mission trips are often coordinated with other travel. Staff can add pre-set appointments to trade shows, state and regional marketing trips, or conferences. Extending a trip is a cost-effective way to conduct mission trips.

To give Greenville an idea of where the greatest number of prospects is clustered, we have provided two maps below.

### NUMBER OF PROSPECTS BY STATE



The states with the greatest concentration of prospects are California, Virginia, Texas, New York, New Jersey, Illinois, Florida, Pennsylvania, Maryland and Massachusetts. These states should be considered when planning marketing mission trips. However, the map below further refines the geographic regions by metropolitan area, which will indicate which markets specifically have the greatest concentration of targeted prospects.

### NUMBER OF PROSPECTS BY METRO



The metropolitan regions with the greatest number of prospects are Washington, DC; Boston, MA; New York, NY; Chicago, IL; Los Angeles, CA; San Jose, CA; and Atlanta, GA. We would recommend that Greenville focus marketing missions on these markets. We would also recommend focusing trips by region rather than individual market. For example, a trip to Southern California could include both San Jose and Los Angeles for the same trip. This will allow you to maximize your travel budget by meeting with as many prospects as possible.

### NUMBER OF OFFICE PROSPECTS BY METRO



Because the greatest number of Greenville’s prospects is within the Back Office and Call Centers/Digital Media/Software/Simulation industries, we analyzed these prospects separately from industrial prospects. The metros with the greatest number of prospects include Washington DC, New York, NY, Chicago, IL, Boston, MA, San Jose, CA, Atlanta, GA, Los Angeles, CA and San Francisco, CA. We would recommend that Greenville, NC focus marketing missions on these markets.

**NUMBER OF INDUSTRIAL PROSPECTS BY METRO**



Metros with the greatest number of industrial prospects include: Boston, MA, San Diego, CA, Houston, TX, Los Angeles, CA and Chicago, IL. For industrial users, we would recommend that Greenville, NC focus marketing missions on these markets.

**LEVERAGING PARTNERS**

We recommend leveraging Greenville resources with activities of Pitt County, NC Department of Commerce, Eastern Region, and other regional economic development organizations. These agencies already provide external marketing support services that cover Pitt County and Greenville. Greenville should not duplicate these efforts but should, instead, utilize unique marketing opportunities not covered otherwise.

Greenville should focus on unique marketing activities such as:

- Electronic marketing through social media and other sources
- Host unique consultants and prospects in the local area
- Additional sales trips and consultant visits



- Niche trade shows not covered by other regional or state group
- Specialized marketing materials, website, and electronic marketing for the City

## **MARKETING MATERIALS**

Along with the aforementioned branding and website development, a primary task within the next year should be to develop marketing materials. The Insite Consulting report lists ideas on marketing materials for the County. We suggest one-page front/back marketing briefs on each target sector using the information in this report to create a compelling message for Greenville. The Eastern Region has good examples of industry briefs/positioning documents that Greenville can use as templates.

In addition to target sector marketing briefs, Creative EDC recommends developing a professional document template that staff can use to drop in information to provide to prospects. A template usually includes a designed header/footer graphics. Greenville staff can tailor proposals for companies and prospects, print in-house, and deliver a professionally designed look.

## **Workforce Development**

Pitt Community College (PCC) is a leading community college in North Carolina. Unlike in other parts of the state, where community colleges and universities may be at cross purposes, PCC has a great working relationship with the University. One good example of their partnership is Operation Re-Entry. It is a program to support veterans as they upgrade skills and re-enter the workforce. PCC leads the way helping veterans through the Career Readiness Certificate program, Six Sigma White Belt, and OSHA 10 training. The University is linked through Department of Defense funded research to develop new healthcare innovations. For example, the University has built games-based medical intervention programs serving veterans. The healthcare system is linked to the effort through the new VA clinic under construction.

Another standout in Pitt County is that the Community College is one of the first in the state to be a certified Work Ready Community. The College also has standout programs in health sciences, biotechnology, fabrication, and industrial technology.

We noted before, and reiterate here, talent should be the marketing message of Greenville.

## WORKFORCE DEVELOPMENT RECOMMENDATIONS

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### Workforce Study

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### Talent Recruitment and Retention

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### Center for Technology and Training

- Workforce Study – Greenville’s wage information is skewed because of the University and hospital. The average weekly wage was the highest among the comparable communities. In communities where one or two companies drive up the average wage, a specific wage study is a good way to level the field. Labor is the number one concern of new and expanding companies; therefore, Greenville needs to paint a whole picture concerning workforce availability, skill, and cost. This is the key marketing point, and it needs data to back up the sales pitch. Creative EDC can refer a list of firms that do specialized workforce studies.
- Talent Recruitment and Retention – The Danville Regional Foundation started a new program that subsidizes not only the business rent of a new company in the River District but also provides a subsidy for residential rent in the District. The purpose is to encourage entrepreneurs to live and work in the City’s redeveloped downtown. Greenville should consider similar incentives to attract and retain entrepreneurs to Uptown. Programs like these encourage bright, young college students to stay in Greenville, start a business, and live in the City.

The University already has internship programs; however, the City should take an interest from an economic development perspective. Developing a web portal that matches students to local internships provides an opportunity to recruit that student to stay post-graduation. We recommend a collaborative review of ways to turn the University internship program into an economic tool for talent retention.

- Center for Technology and Training - Many communities in the Southeast are developing specialized training centers. York County, SC has the Center for Advanced Manufacturing. Danville, VA has the Regional Center for Advanced Technology and Training. Facilities like these have the ability to house specialized manufacturing equipment for training and prototyping. PCC planned to visit a similar facility in Florence, SC. Carteret County is another good example. They developed a marine trades training facility to provide skilled labor for the marine industry – a target cluster.

Creative EDC recommends that PCC focus a Center for Technology and Training on the core clusters identified here, which align with their core competencies: health sciences, medical manufacturing, advanced manufacturing, and a core competency of ECU, gaming and simulation. This venture could be coordinated with the Innovation Center concept or housed separately. Location would depend upon the space availability of the Innovation Center and overall vision for the facility. Greenville can visit facilities in

neighboring states, identify companies that could donate training equipment, and apply for grants.

## Incentives

The City of Greenville adopted an incentive policy based on capital investment. The City has programs in place for façade improvement and a small business plan competition. The City has also discussed further support for small business through a small business loan pool and grants for neighborhood-serving retail establishments. We recommend the City approve additional support for small business. Below are some small business incentives offered by other cities.

The proposed Capital Investment Grant is typical among local governments in North Carolina. The incentive is a grant paid over a period of time. In Greenville’s proposed policy, the grant payment period is 3 – 5 years. That is a standard grant payment period in North Carolina. The Greenville grant would represent approximately 75% of net new tax revenue generated by the capital investment. Again, the percentage is a standard grant among local governments in North Carolina.

The proposed City policy does address catalytic projects in specified Economic Development Investment Zones. These projects may not meet general standards but are located with a geographic area of the City identified as needing catalysts to spur economic development.

## INCENTIVE POLICY RECOMMENDATIONS

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### Incentives for Uptown

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#### Creative Incentives

- Uptown Incentives - There has been growth in the area of non-traditional incentives in the last few years in North Carolina. By non-traditional, we are referring to incentives for non-industrial projects such as retail, small business, headquarters, and businesses that locate in downtowns and commercial districts. These types of incentives are designed to bring investment to a specific area, like Greenville’s Uptown. A few examples are:
  - Lincolnton has a Substantial Building Rehabilitation Grant to improve property and make it suitable for continued use.
  - The City of Gastonia’s downtown incentive grant is similar to traditional incentive grants for industrial development in that the grant is based on net new taxable investment. Separate from the City, Gastonia Downtown Development Corporation created a revolving loan program to spur development in downtown.
  - Hickory has a package of award-winning grants for vacant buildings, appearance, landscaping, and commercial revitalization.
  - Asheville’s Business Development Grant targets local, small business expansions and has a threshold investment level of \$250,000.

- Wilson encourages downtown investment through a Rent Incentive Grant (rent subsidy), Owner Occupied Building Incentive Grant, and a Downtown Loan Pool.
- The Danville Regional Foundation program mentioned earlier is another example of nontraditional incentives as it includes both business and residential rent subsidy in the River District.
  
- Creative Incentives – Site selection consultants see an incentive policy as a starting point for negotiations. Greenville should be prepared to go beyond the Capital Investment Grant for projects that meet specific economic development goals. However, we caution that more is not necessarily better. The key is to find out what is important to clients. Here are a few examples of creative incentives:
  - Some communities use product as incentive. For example, communities in Virginia buy industrial buildings and lease to companies at a below market rate.
  - Economic development nonprofits can build buildings and lease to companies at below market rate.
  - A nonprofit could borrow the full incentive grant amount, pay the company a smaller amount up front, repay the loan with the annual incentive grant payments, and withhold a small amount to cover interest.
  - Some grants can be made only to local governments, such as Golden LEAF grants. Communities in North Carolina have used grants such as these to offset an infrastructure cost which then allows the community to grant a higher amount for other project related costs.

A next step following the passage of the incentive policy is taking a look at best practices in incentives for downtown redevelopment, vacant buildings reuse, and small business development. Finally, be flexible with impactful projects and consider creative ways to use real estate in the incentive structure.

## Building Blocks

The following are recommendations that will strengthen an existing asset or help bridge a gap. Creative EDC focused on foundational elements to enhance competitiveness. The items below are important to the overall economic development effort.

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Utility Cost

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Airport Service

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Continuum of Care for Business

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Certified Retirement Community

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Recreation, Tourism, Sports

- Utility Cost – Pitt County Development Commission noted that one of the most often used points of elimination is utility cost. Investor-owned electric utilities have special economic development rate riders for large customers. Public power, for example, touts the ability to negotiate rates, but companies often want a rate sheet to review and will not go the extra step of negotiating. Greenville Utilities is an active partner in economic development. We recommend a review of how they can be more aggressive with electric rates and fees.

Greenville places in the middle of the pack on water and sewer costs compared to the benchmark communities. Generally, water rates are more competitive than sewer. Given Greenville's abundant supply, and a focus on water-intensive businesses, the City may want to conduct a specific study to show the cost efficiency of water and sewer. Natural gas rates are higher than other areas in North Carolina and specific research may be helpful here as well.

- Airport Service – Currently Pitt Greenville Airport has one carrier with six daily flights to Charlotte. Every leader in the community discussed the need for additional carriers and more flights. The airport has actively recruited carriers and lobbied for more flights; however, currently, economics are not on the side of Greenville. The airport has been aggressive and will continue to be.
- Continuum of Care for Business – Pitt County Development Commission has an active BRE program focused on manufacturers and large employers. There is currently no group responsible for a continuum of care for small business. There is the Chamber, Uptown, one of the incubators, and the City. We recommend defining the needs of small business and assigning responsibility to an agency that can provide continuous care as a business grows.
- Certified Retirement Community – North Carolina Department of Commerce has a Certified Retirement Community program that certifies that a location has amenities, housing, and services to support retirees. Some local leaders want to promote Greenville as a retirement location. We recommend looking into becoming a Certified Retirement Community because of the marketing exposure it could bring.
- Greenville has many opportunities related to outdoor recreation, eco-tourism, sports, Tar River, general tourism, greenways, BMX, and other activities that are all economic development. We do not want to overlook these opportunities even though this study is focused on the recruitment of a few key target clusters.

## **Special Note on Organization Structure**

Greenville's assets of the University and Vidant Health can also be weaknesses. Collaboration among huge bureaucracies like a university, hospital, city, and county government can be challenging. Sometimes progress may be stalled because of the perceived need to have all partners at the table on every project. We suggest that sometimes progress can be made with a smaller, more nimble group. Do not partner to the point of stalling progress.

# APPENDICES

## Appendix A: Economic and Demographic Trends

### POPULATION

	1990	2000	2010	% change 2000 to 2010
<b>Greenville MSA</b>	123,864	152,693	189,510	24.1%
<b>Athens MSA</b>	136,025	166,075	192,541	16%
<b>Johnson City MSA</b>	160,369	181,605	198,716	9.4%
<b>Lynchburg MSA</b>	206,226	228,616	252,634	10.5%

Sources: US Census 1990, 200, and 2010 ([www.census.gov](http://www.census.gov)) Metropolitan and Micropolitan Statistical Areas

### AGE DEMOGRAPHICS

Age Groups	Greenville MSA	Athens MSA	Johnson City MSA	Lynchburg MSA
<b>0 - 4</b>	6.5%	6.0%	5.4%	5.2%
<b>5 - 9</b>	6.1%	5.6%	5.0%	5.5%
<b>10 - 14</b>	6.3%	5.7%	6.4%	6.5%
<b>15 - 19</b>	9.1%	11.2%	6.5%	8.1%
<b>20 - 24</b>	12.2%	14.4%	7.4%	8.4%
<b>25 - 29</b>	7.4%	7.7%	6.1%	5.5%
<b>30 - 34</b>	6.6%	6.5%	5.9%	5.1%
<b>35 - 39</b>	5.9%	5.9%	6.6%	6.1%
<b>40 - 44</b>	6.6%	5.7%	7.0%	6.4%
<b>45 - 49</b>	6.5%	5.9%	7.3%	7.3%
<b>50 - 54</b>	6.3%	5.9%	7.2%	7.4%
<b>55 - 59</b>	5.6%	5.2%	7.0%	6.6%
<b>60 - 64</b>	4.6%	4.4%	6.3%	6.2%
<b>65 - 69</b>	3.1%	3.3%	4.9%	4.7%
<b>70 - 74</b>	2.6%	2.4%	4.0%	3.8%
<b>75 - 79</b>	1.9%	1.8%	2.9%	2.9%
<b>80 - 84</b>	1.4%	1.2%	2.2%	2.0%
<b>85+</b>	1.2%	1.2%	1.9%	2.1%

Source: US Census 2010 ([www.census.gov](http://www.census.gov)) American Community Survey 5 year estimates 2007-2011



## EDUCATION ATTAINMENT

	Greenville MSA	Athens MSA	Johnson City MSA	Lynchburg MSA
Less than 9 <sup>th</sup> grade	6.2%	5.3%	7.2%	6.0%
9 <sup>th</sup> to 12 <sup>th</sup> grade, no diploma	10.1%	11.5%	10.6%	10.4%
High School graduate (includes equivalency)	27.0%	25.4%	32.9%	32.9%
Some college, no degree	21.7%	18.5%	20.6%	21.7%
Associates degree	9.3%	5.0%	5.9%	6.7%
Bachelor degree	16.2%	17.8%	14.3%	14.6%
Graduate or professional degree or higher	9.6%	16.5%	8.6%	7.7%

Source: U.S. Census Bureau, 2007-2011 American Community Survey 5-Year Estimates ([www.census.gov](http://www.census.gov))

## PER CAPITA INCOME

Area	2002	2003	2004	2005	2006	2007	2008	2009	2010	Growth
Athens-Clarke County, GA	\$24,342	\$24,940	\$25,591	\$27,290	\$28,308	\$29,546	\$31,011	\$30,027	\$30,647	20.6%
Greenville, NC	\$25,294	\$25,881	\$26,947	\$28,208	\$29,261	\$30,403	\$31,884	\$30,662	\$31,337	19.3%
Johnson City, TN	\$23,710	\$24,278	\$25,885	\$26,689	\$28,111	\$29,856	\$30,973	\$30,337	\$30,977	23.5%
Lynchburg, VA	\$26,461	\$27,075	\$28,240	\$29,181	\$30,934	\$32,173	\$33,194	\$32,036	\$32,218	17.9%

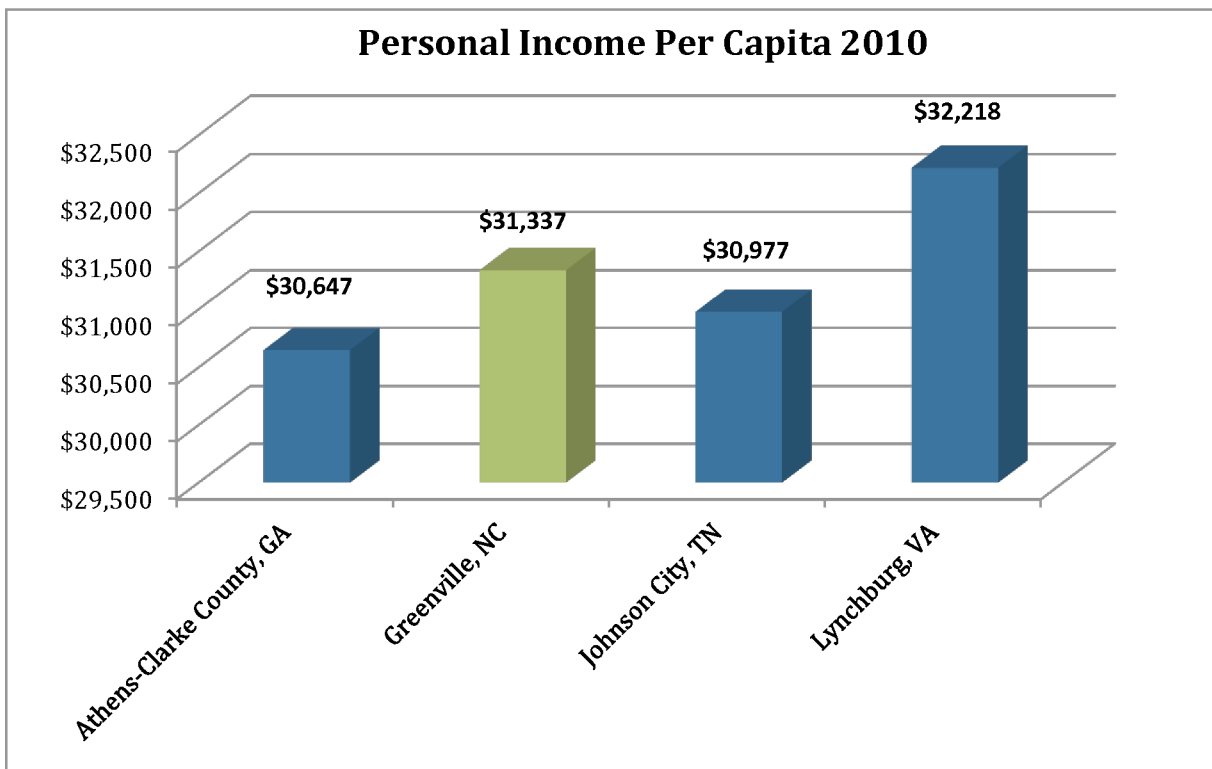
Source: Bureau of Economic Analysis, 2011 Annual ([www.bea.gov](http://www.bea.gov)) and City of Greenville Department of Research

**Legend/Footnote:** 2/ Per capita personal income was computed using Census Bureau midyear population estimates. Estimates for 2000-2010 reflect county population estimates available as of April 2012.

Note-- Virginia combination areas consist of one or two independent cities with 1980 populations of less than 100,000 combined with an adjacent county. The county name appears first, followed by the city name(s). Separate estimates for the jurisdictions making up the combination area are not available.

All state and local area dollar estimates are in current dollars (not adjusted for inflation).

Last updated: April 25, 2012 - new estimates for 2010; revised estimates for 2000-2009.



Source: Bureau of Economic Analysis, 2011 Annual ([www.bea.gov](http://www.bea.gov)) and City of Greenville Department of Research

### MEDIAN HOME VALUES

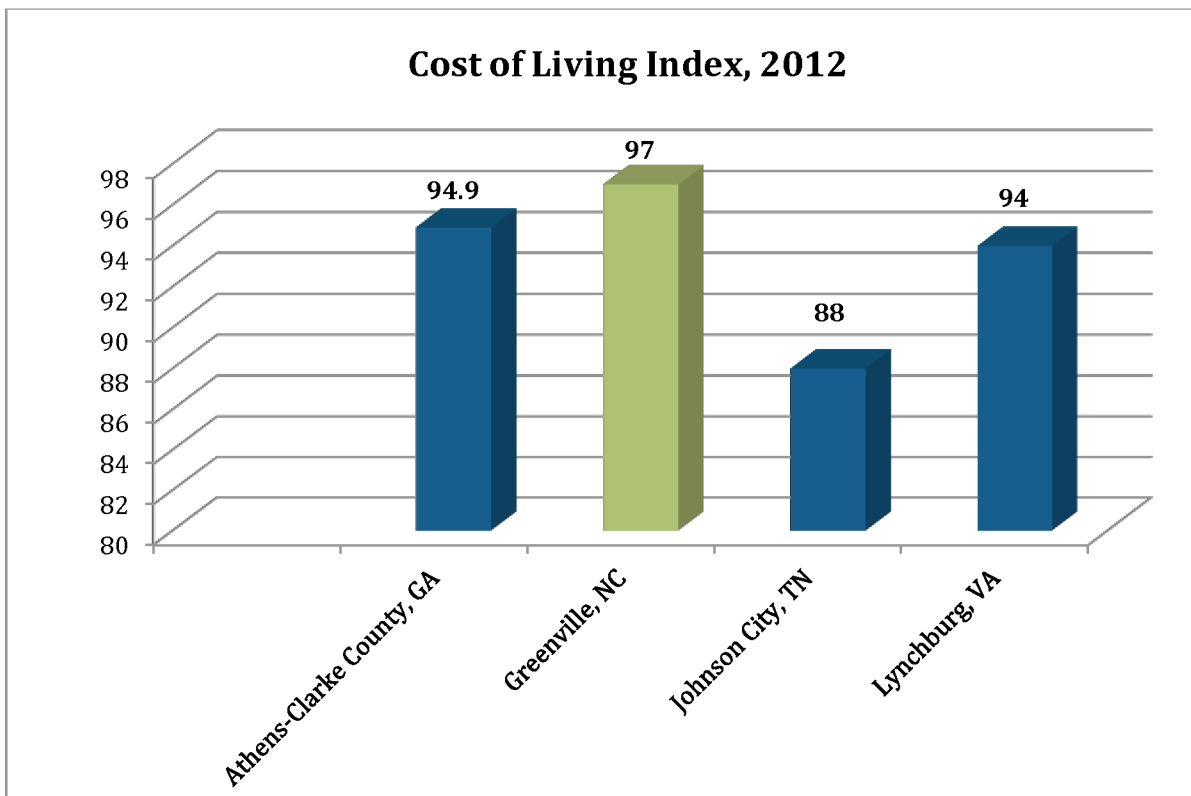
City	Median Home Value
Athens-Clarke County, GA	\$166,100
Greenville, NC	\$124,100
Johnson City, TN	\$123,700
Lynchburg, VA	\$157,300

Source: U.S. Census Bureau, 2007-2011 American Community Survey 5-Year Estimates

### COST OF LIVING INDEX

City	Cost of Living Index
Athens-Clarke County, GA	94.9
Greenville, NC	97
Johnson City, TN	88
Lynchburg, VA	94

Source: Kiplinger; ([http://www.kiplinger.com/tools/bestcities\\_sort/](http://www.kiplinger.com/tools/bestcities_sort/)) and City of Greenville Department of Research



Source: Kiplinger; ([http://www.kiplinger.com/tools/bestcities\\_sort/](http://www.kiplinger.com/tools/bestcities_sort/)) and City of Greenville Department of Research

## LABOR FORCE

	2000	2010	2012	% change 2000 to 2010
<b>Greenville MSA</b>	77,923	93,503	99,070	20%
<b>Athens MSA</b>	88,183	108,953	113,316	23.5%
<b>Johnson City MSA</b>	91,237	99,719	100,299	9.3%
<b>Lynchburg MSA</b>	114,074	125,868	120,835	10.3%

Source: Bureau of Labor Statistics: Civilian Laborforce and Unemployment by MSA

## UNEMPLOYMENT RATE

	Greenville MSA	Athens MSA	Johnson City MSA	Lynchburg MSA
<b>2012 Annual Average %</b>	9.3%	6.7%	7.3%	6.7%

Source: Bureau of Labor Statistics: Civilian Laborforce and Unemployment by MSA

## COMMUTING PATTERNS

### Greenville/Pitt County

	In-Commuters	Out-Commuters
<b>Beaufort</b>	1,772	2,557
<b>Craven</b>	582	789
<b>Edgecombe</b>	826	830
<b>Greene</b>	439	1,978
<b>Lenoir</b>	1,872	1,420
<b>Martin</b>	472	1,619
<b>Wilson</b>	561	493

Source: US Census ([www.census.gov](http://www.census.gov)) county-to-county worker flow files

**EMPLOYMENT BY 2-DIGIT NAICS**

	<b>Greenville MSA</b>	<b>Athens MSA</b>	<b>Johnson City MSA</b>	<b>Lynchburg MSA</b>
<b>Ag</b>	(D)	(D)	(D)	(D)
<b>Mining</b>	(D)	(D)	(D)	(D)
<b>Utilities</b>	(D)	(D)	(D)	(D)
<b>Construction</b>	4,405	4,047	5,442	(D)
<b>Manufacturing</b>	6,638	7,362	8,329	15,205
<b>Wholesale Trade</b>	,236	2,487 E	2,255 E	4,112 E
<b>Retail Trade</b>	10,456	10,799	12,029	15,792
<b>Transportation and Warehousing</b>	(D)	(D)	(D)	(D)
<b>Information</b>	1,072 E	903 E	2,072	1,382
<b>Finance and Insurance</b>	3,389	3,559	4,467	5,954
<b>Real Estate, Rental, Leasing</b>	3,264	4,225	3,142	5,563
<b>Professional and Technical Services</b>	3,056	5,001	3,429 E	7,369 E
<b>Management of Companies and Enterprises</b>	932	920	883 E	(D)
<b>Administrative and Water Services</b>	6,147	6,203	7516	(D)
<b>Educational Services</b>	1,514	1,975 E	(D)	(D)
<b>Healthcare and Social Assistance</b>	11,380	11,821 E	(D)	(D)
<b>Arts, Entertainment and Recreation</b>	(D)	2,101 E	1,273	(D)
<b>Accommodation and Food Services</b>	7,853 E	7,667 E	7,868	(D)
<b>Other Services excluding Public Admin.</b>	(D)	6,824	6,503	7,646
<b>Public Admin.</b>	26,215	28,164	18,377	15,208

Source: Bureau of Economic Analysis, 2011 Annual ([www.bea.gov](http://www.bea.gov)) and City of Greenville Department of Research  
**Legend / Footnotes:**

Note-- The estimates for 2007-2010 are based on the 2007 NAICS. The estimates for 2011 forward are based on the 2012 NAICS.

Geographic Note-- Virginia combination areas consist of one or two independent cities with 1980 populations of less than 100,000 combined with an adjacent county. The county name appears first, followed by the city name(s). Separate estimates for the jurisdictions making up the combination area are not available.

(D) Not shown in order to avoid the disclosure of confidential information; estimates are included in higher level totals.

(E) The estimate shown here constitutes the major portion of the true estimate.

Greenville, NC

**WAGES BY 2-DIGIT NAICS**

	<b>Greenville MSA</b>	<b>Athens MSA</b>	<b>Johnson City MSA</b>	<b>Lynchburg MSA</b>
<b>Ag</b>	ND	\$759	\$595	ND
<b>Mining</b>	\$480	\$585	\$922	ND
<b>Utilities</b>	ND	ND	ND	ND
<b>Construction</b>	\$640	\$747	\$706	ND
<b>Manufacturing</b>	\$979	\$1,062	\$884	\$1,033
<b>Wholesale Trade</b>	\$797	ND	ND	ND
<b>Retail Trade</b>	\$457	\$433	\$444	\$404
<b>Transportation and Warehousing</b>	ND	\$729	\$739	\$740
<b>Information</b>	ND	\$709	\$784	\$824
<b>Finance and Insurance</b>	\$958	\$1,265	\$796	\$977
<b>Real Estate, Rental, Leasing</b>	\$510	\$528	\$535	\$587
<b>Professional and Technical Services</b>	\$1,001	\$839	ND	ND
<b>Management of Companies and Enterprises</b>	\$1,239	\$983	ND	ND
<b>Administrative and Water Services</b>	\$592	\$453	\$461	\$379
<b>Educational Services</b>	\$321	\$611	ND	\$678
<b>Healthcare and Social Assistance</b>	\$727	\$886	ND	\$765
<b>Arts, Entertainment and Recreation</b>	ND	\$439	\$504	ND
<b>Accommodation and Food Services</b>	ND	ND	\$253	ND
<b>Other Services excluding Public Admin.</b>	ND	\$491	\$436	\$473
<b>Public Admin.</b>	ND	ND	\$721	ND
<b>Average Weekly Wage</b>	<b>\$721</b>	<b>\$715</b>	<b>\$670</b>	<b>\$712</b>

Source: Bureau of Labor Statistics, Employment, Wages and Earnings, 2011 ([www.bls.gov](http://www.bls.gov))

**MAJOR EMPLOYERS****Top 25 Employers for Pitt County**

Rank	Company Name	Industry	Employment Range
1	Pitt County Memorial Hospital	Education and Health Services	1,000+
2	East Carolina University	Education and Health Services	1,000+
3	Pitt County Board Of Education	Education and Health Services	1,000+
4	City Of Greenville	Public Administration	1,000+
5	Pitt County	Public Administration	500-999
6	Dsm Pharmaceuticals, Inc	Manufacturing	500-999
7	Nacco Materials Handling Group Inc	Manufacturing	500-999
8	Pitt Community College	Education and Health Services	500-999
9	The Roberts Company Field Services	Manufacturing	500-999
10	Alliance One International Inc	Manufacturing	500-999
11	University Health Systems Of	Education and Health Services	500-999
12	Wal-Mart Associates Inc	Trade, Transportation, and Utilities	500-999
13	Uhs Physicians LLC	Professional and Business Services	500-999
14	Overtons Inc	Trade, Transportation, and Utilities	500-999
15	Covergys Customer Mgmt Group	Professional and Business Services	500-999
16	Physicians East Pa	Education and Health Services	500-999
17	Dixon Foods Group Inc	Leisure and Hospitality	500-999
18	Wells Fargo Bank Na (A Corp)	Financial Activities	500-999
19	Food Lion LLC	Trade, Transportation, and Utilities	500-999
20	Asmo Greenville Of North Carolina	Manufacturing	250-499
21	Facilico	Professional and Business Services	250-499
22	Greenville Utilities Commission	Trade, Transportation, and Utilities	250-499
24	Bojangles Famous Chicken & Biscuits	Leisure and Hospitality	250-499
24	Metrics Inc	Manufacturing	250-499
25	Dsm Dyneema LLC	Manufacturing	250-499

Source: NCESC – 25 largest employers by county, 2012 Q2 data ([www.ncesc.com](http://www.ncesc.com))

**BUSINESS ESTABLISHMENT DATA**

	<b>Greenville MSA</b>	<b>Athens MSA</b>	<b>Johnson City MSA</b>	<b>Lynchburg MSA</b>
<b>Ag</b>	11	11	4	53
<b>Mining</b>	4	17	4	6
<b>Utilities</b>	6	12	7	11
<b>Construction</b>	399	346	304	849
<b>Manufacturing</b>	98	144	172	289
<b>Wholesale Trade</b>	159	180	157	213
<b>Retail Trade</b>	658	717	694	945
<b>Transportation and Warehousing</b>	85	92	59	159
<b>Information</b>	67	64	66	90
<b>Finance and Insurance</b>	258	274	316	381
<b>Real Estate, Rental, Leasing</b>	183	270	156	283
<b>Professional and Technical Services</b>	341	480	284	511
<b>Management of Companies and Enterprises</b>	22	23	21	26
<b>Administrative and Water Services</b>	194	237	154	299
<b>Educational Services</b>	42	64	32	64
<b>Healthcare and Social Assistance</b>	534	550	471	544
<b>Arts, Entertainment and Recreation</b>	52	59	52	88
<b>Accommodation and Food Services</b>	355	417	381	440
<b>Other Services excluding Public Admin.</b>	337	429	497	749
<b>Industries Not Classified</b>	6	4	4	6

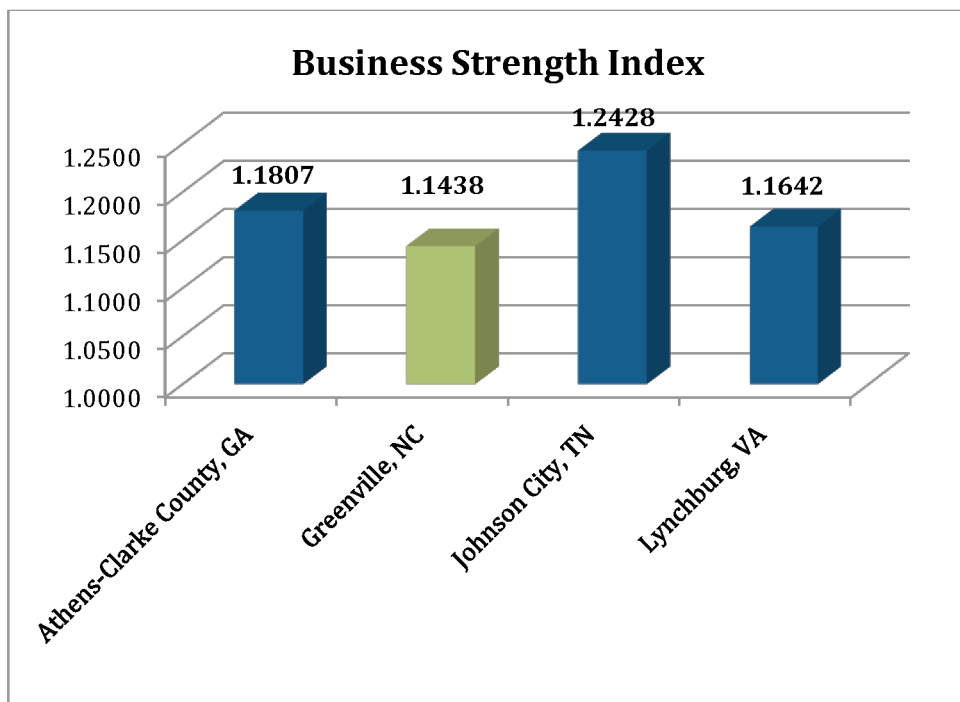
Source: US Census 2000 & 2010 County Business Patterns ([www.censtats.census.gov](http://www.censtats.census.gov))



### INNOVATION INDEX RAW CALCULATIONS

	High Wage Employment	Employment per Square feet	Employment Diversity Index	Index
Athens-Clarke County, GA	0.3293	0.008957	0.842398122	1.1807
Greenville, NC	0.3075	0.008786	0.827524196	1.1438
Johnson City, TN	0.3669	0.007967	0.867885447	1.2428
Lynchburg, VA	0.3312	0.015111	0.81792089	1.1642

Sources: Bureau of Economic Analysis and the City of Greenville Department of Research



Sources: Bureau of Economic Analysis and the City of Greenville Department of Research

**NUMBER OF NONFARM PROPRIETORS (NUMBER OF JOBS.)**

Area	2002	2003	2004	2005	2006	2007	2008	2009	2010	Growth
<b>Athens-Clarke County, GA</b>	15,273	16,780	18,131	19,503	20,538	21,759	21,371	22,020	22,231	31.30%
<b>Greenville, NC</b>	12,857	13,481	14,417	15,539	16,163	17,282	17,010	17,123	17,224	25.35%
<b>Johnson City, TN</b>	15,994	16,561	17,820	18,682	19,309	20,406	19,428	19,277	19,151	16.48%
<b>Lynchburg, VA</b>	21,036	21,358	21,944	23,653	24,424	26,006	25,272	25,768	25,890	18.75%

Source: Bureau of Economic Analysis ([www.bea.gov](http://www.bea.gov)) and City of Greenville Department of Research

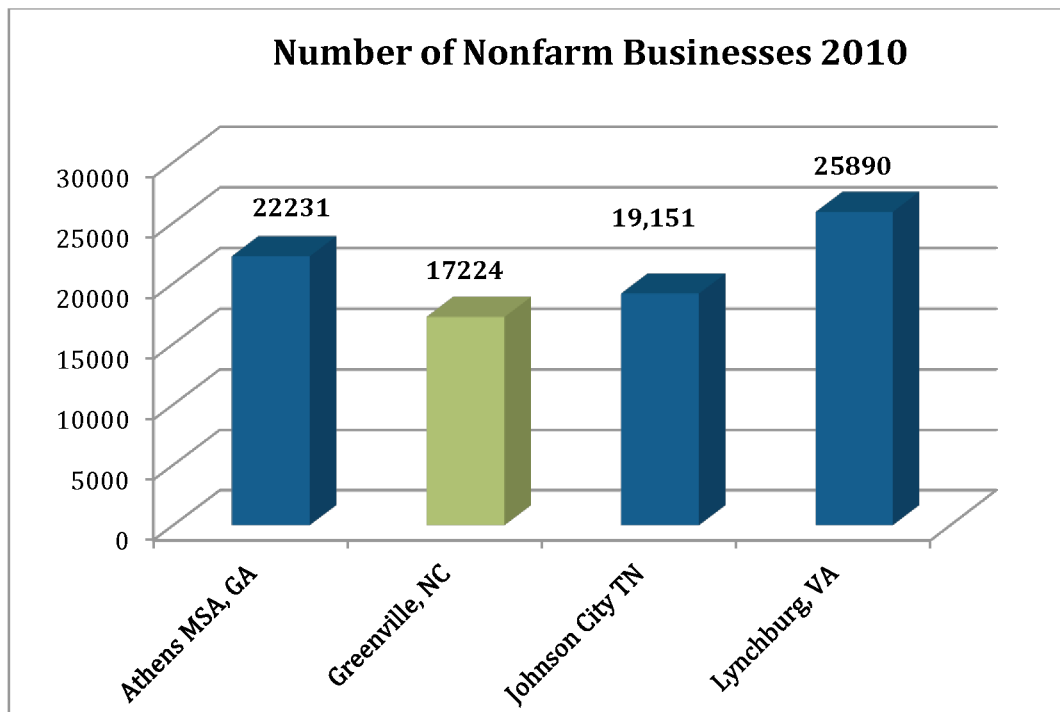
**Legend / Footnotes:**

5/ Excludes limited partners.

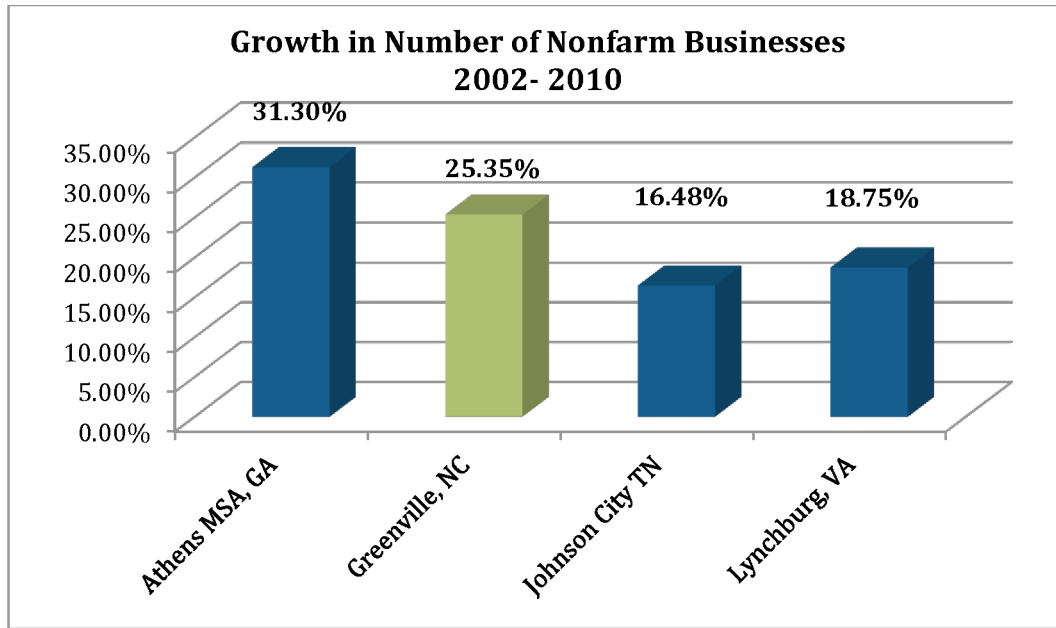
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All state and local area dollar estimates are in current dollars (not adjusted for inflation).

Last updated: April 25, 2012 - new estimates for 2010; revised estimates for 2000-2009.



Source: Bureau of Economic Analysis ([www.bea.gov](http://www.bea.gov)) and City of Greenville Department of Research



Source: Bureau of Economic Analysis ([www.bea.gov](http://www.bea.gov)) and City of Greenville Department of Research

### INDEX OF PROPRIETORS INCOME IN RELATION TO POPULATION

Area	2002	2003	2004	2005	2006	2007	2008	2009	2010
Athens-Clarke County, GA	65%	64%	56%	54%	63%	60%	57%	64%	61%
Greenville, NC	51%	50%	49%	47%	45%	51%	56%	60%	55%
Johnson City, TN	55%	53%	48%	46%	43%	46%	52%	57%	66%
Lynchburg, VA	52%	54%	48%	46%	46%	50%	63%	75%	129%

Source: Bureau of Economic Analysis ([www.bea.gov](http://www.bea.gov)) and City of Greenville Department of Research

**PRIVATE NONFARM EMPLOYMENT: PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES  
(NUMBER OF JOBS.)**

Area	2002	2003	2004	2005	2006	2007	2008	2009	2010	Per Capita
<b>Athens-Clarke County, GA</b>	4,151	4,386	4,696	4,844	4,966	5,212	5,260	5,151	5,231	0.05
<b>Greenville, NC</b>	2,683	2,750	2,980	3,065	3,126	3,131	3,052	3,018	3,024	0.04
<b>Johnson City, TN</b>	3,338	3,324	3,649	D	D	D	D	D	3,179	0.04
<b>Lynchburg, VA*</b>	D	D	D	D	7,001	7,441	D	D	7,441	0.12

Sources: Bureau of Economic Analysis ([www.bea.gov](http://www.bea.gov)) and City of Greenville Department of Research

Legend / Footnotes:

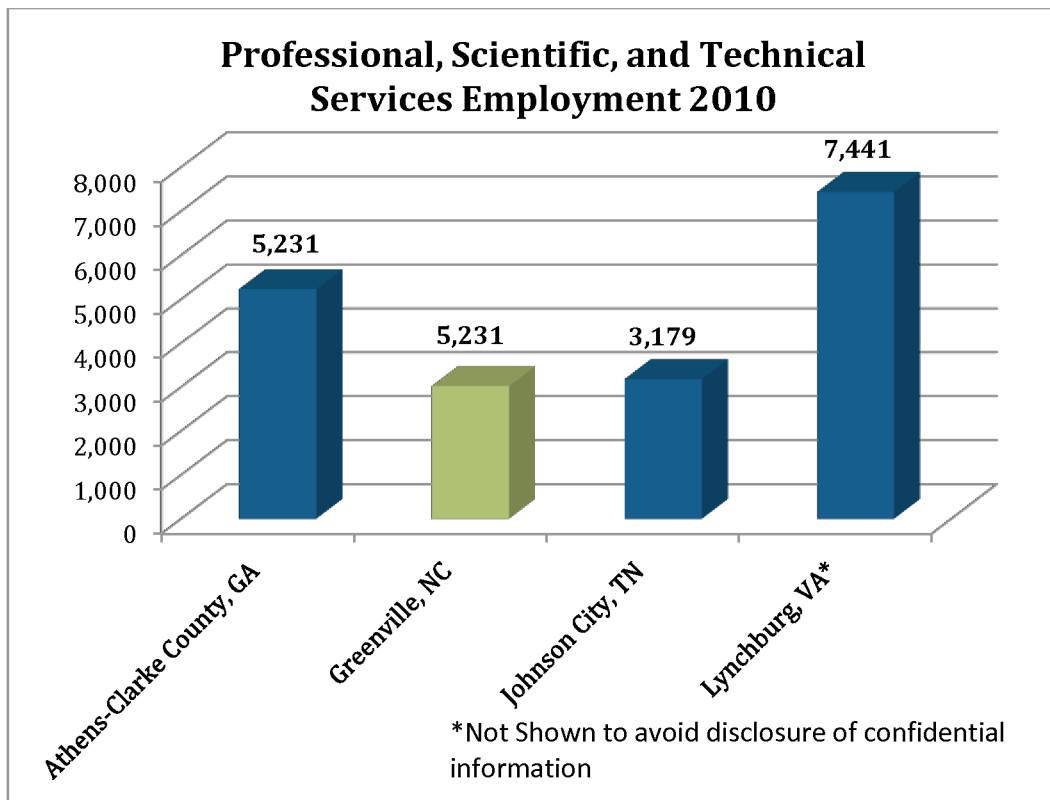
1/ The estimates of employment for 2001-2006 are based on the 2002 North American Industry Classification System (NAICS). The estimates for 2007 forward are based on the 2007 NAICS.

Geographic Note-- Virginia combination areas consist of one or two independent cities with 1980 populations of less than 100,000 combined with an adjacent county. The county name appears first, followed by the city name(s). Separate estimates for the jurisdictions making up the combination area are not available.

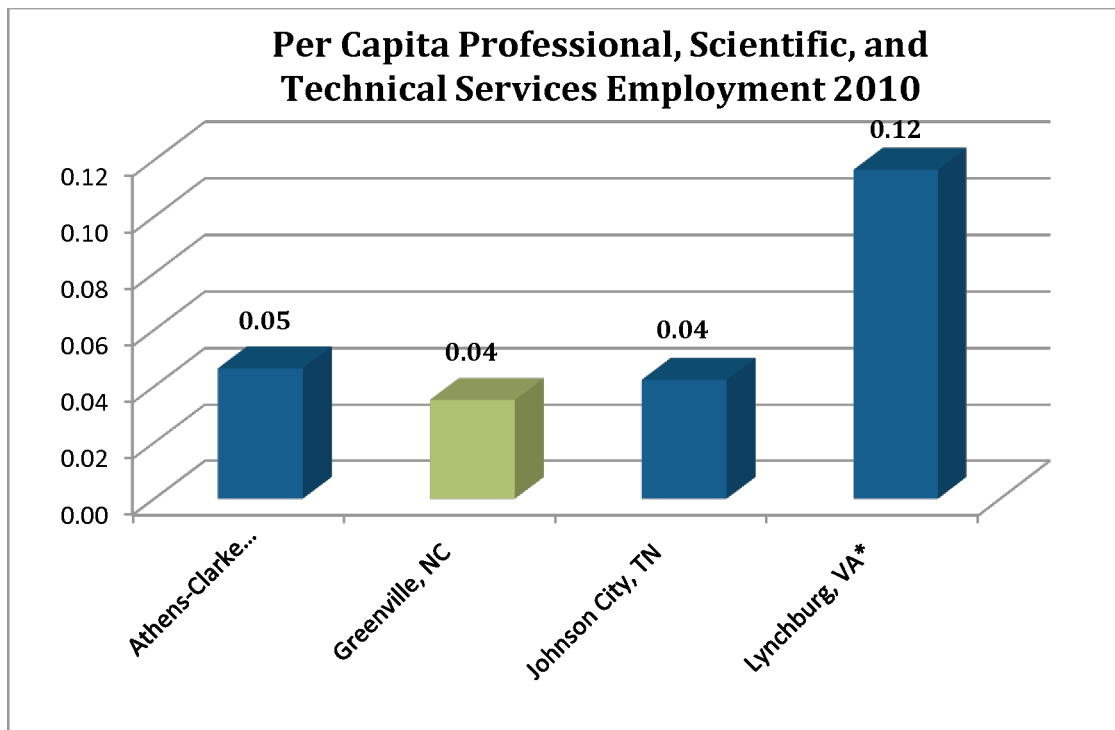
E The estimate shown here constitutes the major portion of the true estimate.

(D) Not shown to avoid disclosure of confidential information, but the estimates for this item are included in the totals.

Last updated: April 25, 2012 - new estimates for 2010; revised estimates for 2008-2009.



Sources: Bureau of Economic Analysis ([www.bea.gov](http://www.bea.gov)) and City of Greenville Department of Research



Sources: Bureau of Economic Analysis ([www.bea.gov](http://www.bea.gov)) and City of Greenville Department of Research

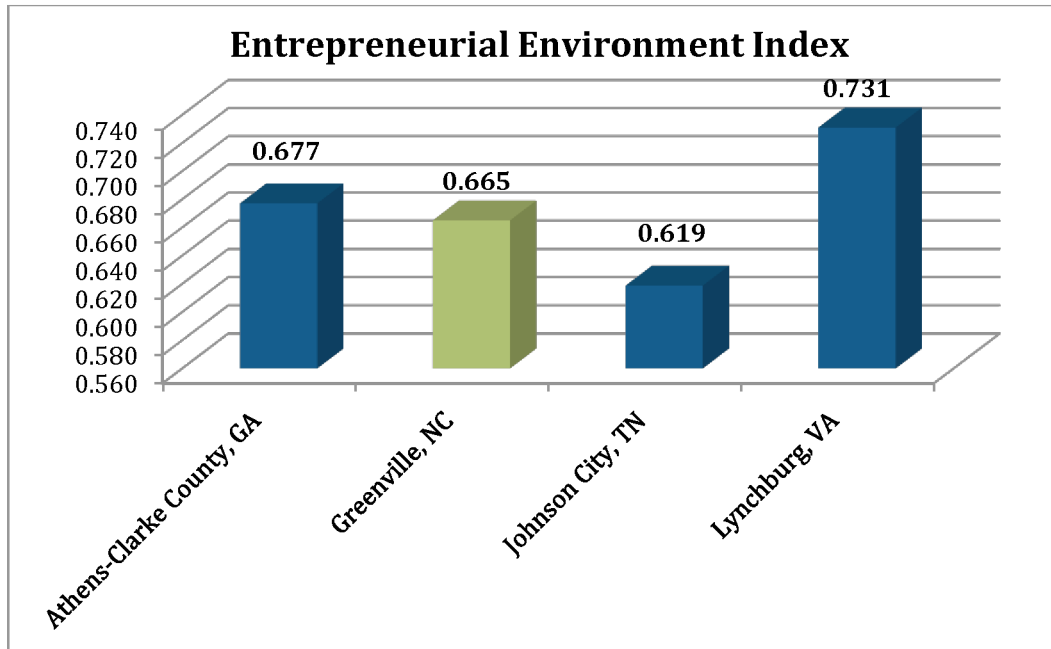
**NUMBER OF ESTABLISHMENTS WITH CORRESPONDING EMPLOYMENT CHANGE BY  
EMPLOYMENT SIZE OF THE ENTERPRISE FOR EACH METROPOLITAN STATISTICAL AREA (MSA),  
TOTALS: 2008-2009**

	Population	Initial Year			Establishment Births		Establishment Deaths	
		Number of Establishments	Employment	% Per Capita	Number of Establishments	Change in Employment	Number of Establishments	Change in Employment
<b>Athens-Clarke County, GA</b>	192,021	4,153	57,539	0.0216	369	2,673	514	-2,439
<b>Greenville, NC</b>	186,834	3,547	61,893	0.0190	312	3,278	373	-3,183
<b>Johnson City, TN</b>	197,698	3,684	68,265	0.0186	279	2,304	354	-2,700
<b>Lynchburg, VA</b>	251,441	5,805	99,369	0.0231	463	3,293	624	-3,076

SOURCE: 1989-2009 Business Information Tracking Series. For information on confidentiality protection, sampling error, non-sampling error, and definitions, see <http://www.census.gov/econ/sub/methodology.html>

	Weights	Athens-Clarke County, GA	Greenville, NC	Johnson City, TN	Lynchburg, VA
<b>Births 1989-2009</b>	X2	0.089	0.088	0.076	0.080
<b>Number of businesses per 1,000 employees</b>		0.022	0.019	0.019	0.023
<b>Per capita income generated by self-employed proprietors</b>		0.566611481	0.558017	0.524334	0.628090074
<b>Business Entrepreneurial Index</b>		0.677	0.665	0.619	0.731

Source: City of Greenville Department of Research



Source: City of Greenville Department of Research – calculation of Births 1989 – 2009 (weighted x2) plus number of businesses per 1,000 employees, and per capita income generated by self-employed proprietors.

Greenville, NC

**PITT COUNTY LAYOFFS AND CLOSINGS**

Effective Date	Company	Product	Affected	Reason	Event
01/06/2010	House of Screws, Inc.	Fasteners	4	Bankruptcy	Closing
02/01/2010	PIP Printing (Renascence)	Printing shop	7	Bankruptcy	Closing
02/18/2010	Peaden's Grill and Cafeteria	Restaurant	18	Fire	Closing
07/01/2010	Early Childhood Outreach	Special needs kids advocate	4	Economic conditions	Layoff
07/04/2010	Ham's Restaurant and Brewhouse	Restaurant	50	Economic conditions	Closing
07/14/2010	Golden Corral Grill/Buffer	Restaurant	52	Demolish/Re build	Closing
07/21/2010	Boli's on the Boulevard	Restaurant		Economic conditions	Closing
07/21/2010	Wendy's (S.W. Greenville Blvd.)	Restaurant	25	Underperformance	Closing
08/04/2010	Diviney's Bistro & Pizzeria	Restaurant	22	Bankruptcy	Closing
08/30/2010	Saena Thai House	Restaurant	5	Partnership dispute	Closing
09/17/2010	Wimpie's Steam Bar and Grill	Restaurant	17	Property redevelopment	Closing
12/31/2010	Kroger Food Stores	Grocery store	97	Not stated	Closing
01/31/2011	Woodworks Furniture	Furniture store		Owner's decision	Closing
03/15/2011	Henderix Barnhill Co	Construction		Bankruptcy	Closing
03/31/2011	Lane Bryant (Mall)	Womens apparel		Underperformance	Closing
03/31/2011	The Gap (Mall)	Clothing store		Expired lease	Closing
04/14/2011	Home Depot	Home center	96	Underperformance	Closing
05/01/2011	Saslows Inc (Mall)	Jewelry store		Expired lease	Closing
05/10/2011	Uncle Yammys Rib Shack	Restaurant		Owner's decision	Closing
07/01/2011	Old Mill Properties	Construction		Bankruptcy	Closing
07/01/2011	Sidus Financial LLC	Financial services	75	Restructuring	Layoff
07/26/2011	Door to Door of Pitt County	Transportation services		Bankruptcy	Closing
08/11/2011	Pirates Pub Inc	Restaurant		Bankruptcy	Closing
08/11/2011	Nance Properties	Car wash services		Bankruptcy	Closing
01/12/2012	Matthew Gaskill Homes	Construction		Bankruptcy	Closing
03/28/2012	Atlantic Grill	Restaurant		Owner's decision	Closing
05/14/2012	O'Charley's	Restaurant	65	Corporate decision	Closing
08/01/2012	Pro Golf Discount	Sporting goods store		Owner's decision	Closing



Greenville, NC

08/29/2012	Schlotsky's Deli	Restaurant		Owner's decision	Closing
08/31/2012	Bethel Family Medical Center	Medical clinic		Not enough funds	Closing
11/16/2012	Hostess Brands Inc	Commercial Bakery	9	Bankruptcy	Closing
12/14/2012	Anvil Knitwear Inc (Spectratex)	Clothing mfg	35	Owner's decision	

*Source: North Carolina Employment Security Commission*

## NEW AND EXPANDING COMPANIES

### Pitt County

Company	Location
One Source Communications	Greenville
Penco Storage Products	Greenville
Domtar	Pitt County
DSM	Pitt County
Cable Network Associates	Pitt County
Confidential Records Management	Pitt County
IOTO	Greenville
Pioneer Surgical	Greenville
Figure Technologies	Greenville
Game Theory Group	Pitt County
MX BioDevices	Greenville
LunaSee	Greenville

*Source: City of Greenville & Pitt County Development Corporation*

## BUSINESS CLIMATE

Business Climate Indicators	NC	GA	TN	VA
Corporate Tax Rate (2011)	6.9	6.0	6.5	6.0
Individual Income Tax Rate (2011)	6.0 – 7.75	1.0 - 6.0	Div & Int Income	2.0 – 5.75
Per Capita State Tax (2006)	\$2,256	\$1,526	\$1,657	\$2,051
General Obligation Bond Rating - Standard/Poor's (2011)	Aaa/Stable	Aaa/Stable	Aaa/Stable	Aaa/Negative
State Mfg GDP (2010) in millions	\$72,338	\$38,452	\$35,313	\$32,406
State Service GDP (2010) in millions	\$292,225	\$307,669	\$185,614	\$332,361
Foreign Direct Investment (2010) in millions	\$24,905	\$28,950	\$25,943	\$17,163
Annual Avg. Worker's Comp Rate/\$100 (2010)	\$2.12	\$2.08	\$2.19	\$1.39
Annual Avg. Unemp. Ins. Cost/Worker (3Q2011)	\$241.18	\$219.29	\$299.06	\$205.50
Federal R&D Funding (2007) in millions	\$9,204	\$4,425	\$3,659	\$9,473
New Business Starts (2009)	41,631	52,077	15,373	39,288
Business Failures (2009)	46,609	60,326	18,651	42,483
Small Bus. Innovation Research Fund (2010) in millions	\$44,196	\$21,208	\$12,216	\$113,691
Total Venture Capital Investments (1Q2011-4Q2011) in millions	\$325,214	\$343,166	\$103,056	\$607,603
Avg. Ind. Electric Cost/KWh (2010) in cents	6.17	6.22	6.58	6.66
Avg. Ind. Nat. Gas Cost/1000cuft (2010)	\$8.12	\$6.69	\$6.22	Unknown

Source: NC Department of Commerce

## LISTING OF UNIVERSITY DEGREES

### East Carolina University

#### **Thomas Harriot College of Arts and Sciences**

African and African American Studies, B.A.  
Anthropology, B.A., M.A.  
Applied Atmospheric Science, B.S.  
Biology, B.S., M.S.  
Biomedical Physics, PhD  
Biomedical Sciences, M.S.  
Chemistry, B.A., B.S., M.S.  
Classical Studies (See Multidisciplinary Studies)  
Coastal Resources Management, PhD  
Economics, B.A., B.S., MS (Applied and Resource Economics)  
Foreign Languages, (See specific language.)  
French, B.A., B.S. (Secondary Education)  
Geographic Information Science and Technology, B.S.  
Geography, B.A., B.S. (Applied Geography), M.A.  
Geology, B.S., M.S.  
German, B.A., B.S. (Secondary Education)  
Hispanic Studies, B.A., B.S. (Education), M.A.T.  
History, B.A., B.S. (Public History), MA (History), M.A. (Maritime Studies)  
History Education, B.S., (Secondary Education), MAEd, M.A.T.  
Interdisciplinary Biological Sciences, PhD  
International Studies, M.A.  
Maritime Studies, M.A.  
Molecular Biology and Biotechnology, M.S.  
Multidisciplinary Studies, B.A., B.S.  
Neuroscience Studies (See Multidisciplinary Studies)  
Philosophy, B.A.  
Physics, B.A., B.S., B.S.AP (Applied Physics), MS (See Biomedical Physics)  
Political Science, B.A., B.S., MPA (Public Administration), MS (Security Studies)  
Psychology, B.A.  
Psychology, Clinical, MA (See Health Psychology)  
Psychology, General Theoretic, M.A.  
Psychology, School, MA, C.A.S.  
Psychology, Health, PhD  
Religious Studies (See Multidisciplinary Studies)  
Security Studies, M.S.  
Sociology, B.A., B.S. (Applied Sociology), M.A.  
Women's Studies, B.A.

#### **College of Allied Health Sciences**

Clinical Laboratory Science, B.S.  
Audiology, AuD

Communication Sciences and Disorders, M.S., PhD  
English, B.A., MA (See Technical and Professional Discourse)  
Environmental Health, B.S., MSEH  
Family and Community Services, B.S.  
Family and Consumer Sciences  
Education, B.S., MAEd, M.A.T.  
Health Informatics and Information Management, M.S.  
Health Information Management, B.S.  
Health Psychology, PhD  
Health Services Management, B.S.  
Occupational Safety, M.S.  
Occupational Therapy, M.S.O.T.  
Physical Therapy, D.P.T.  
Physician Assistant, M.S.  
Public Health, M.P.H.  
Public Health Studies, B.S.  
Rehabilitation and Career Counseling, M.S.  
Rehabilitation Counseling and Administration, PhD  
Rehabilitation Services, B.S.  
Speech and Hearing Sciences, B.S.  
Substance Abuse and Clinical Counseling, M.S.

#### **College of Business**

Accounting, B.S.B.A., M.S.A.  
Business Administration, B.S.B.A., MB.A.  
Business Education, B.S.BE, MAEd  
Business and Marketing Education, B.S.BE, M.A.T.  
Finance, B.S.B.A.  
Management, B.S.B.A.  
Management Information Systems, B.S.B.A.  
Marketing, B.S.B.A.  
Marketing Education, MAEd  
Public Administration, M.P.A.  
Urban and Regional Planning, B.S.

#### **College of Education**

Adult Education, MAEd  
Birth-Kindergarten (BK) Teacher Education, B.S., MAEd  
Counselor Education, M.S.  
Education, Secondary, (See academic subject.)  
Educational Administration and Supervision, EdS  
Educational Leadership, EdD  
Elementary Education (K-6), B.S., MAEd, M.A.T.  
English Education, B.S. (Secondary Education), MAEd, M.A.T.

Library Science, M.L.S.  
Mathematics, B.A., B.S., M.A.  
Mathematics, Secondary Education, B.S., MAEd  
Middle Grades Education, B.S., MAEd, M.A.T.  
Reading Education, MAEd  
School Administration, M.S.A.  
School Health Education, B.S.  
School Psychology, C.A.S.  
Science Education, B.S., M.A., MAEd, M.A.T.  
Special Education (Behavioral/Emotional Licensure Area), MAEd  
Special Education (Learning Disabilities Licensure Area), MAEd  
Special Education (Low Incidence Disabilities Licensure Area), MAEd  
Special Education Adapted Curriculum, B.S.  
Special Education, General Curriculum, B.S.  
Special Education, Intellectual Disabilities, MAEd  
Teaching-MAT (See specific teaching area.)  
Vocational Education, M.S.  
Vocational Evaluation, M.S.

#### **College of Fine Arts and Communication**

Art, B.F.A., M.F.A.  
Art Education, BFA, MAEd, M.A.T  
Art History and Appreciation, B.A.  
Communication, B.A., B.S., M.A .  
Dance Education, B.F.A.  
Dance Performance, B.F.A .  
Music Education, B.M., M.M, M.A.T.  
(Music) Performance, B.M., M.M.  
(Music) Theory-Composition, B.M., M.M.  
Music Therapy, B.M.  
Theatre Arts, B.A., B.F.A.  
Theatre Arts Education, B.F.A.

#### **College of Health and Human Performance**

Athletic Training, B.S., M.S.  
Exercise Physiology, B.S.  
Exercise and Sport Science, M.S.  
Health Education, MA, MAEd, M.A.T.  
Health Fitness Specialist, B.S.  
Physical Education, B.S., MAEd, M.A.T.  
Recreation and Park Administration, M.S.  
Recreation and Park Management, B.S.  
Recreational Therapy, B.S.  
Recreational Therapy Administration, M.S.  
Sports Studies, B.S.

#### **College of Human Ecology**

Child Development and Family Relations, M.S.  
Child Life, B.S.  
Criminal Justice, B.S., M.S.  
Design, B.S.  
Hospitality Management, B.S.  
Interior Design, B.S.  
Merchandising, B.S.  
Nutrition, M.S.  
Nutrition and Dietetics, B.S.  
Social Work, B.S.W, M.S.W.  
Sustainable Tourism, M.S.

#### **College of nursing**

Nursing, B.S.N, MSN, PhD

#### **College of Technology and Computer Science**

Computer Science, B.A., B.S., M.S.  
Construction Management, B.S., M.C.M.  
Engineering, B.S.  
Industrial Distribution and Logistics, B.S.  
Industrial Engineering Technology, B.S.  
Industrial Technology, B.S.  
Information and Computer Technology, B.S.  
Information Technologies, B.S.BE  
Instructional Technology, M..S  
Instructional Technology Education, MAEd  
Software Engineering, M.S.  
Technical and Professional Discourse, PhD  
Technology Systems, M.S.

#### **School of Dental Medicine**

Dental Medicine, D.M.D.

#### **Brody School of Medicine**

Anatomy and Cell Biology, PhD  
Biochemistry, B.S.  
Biochemistry and Molecular Biology, PhD  
Bioenergetics and Exercise Science, PhD  
Marriage and Family Therapy, M.S.  
Medical Family Therapy, PhD  
Medicine, MD (See B.S.OM catalog)  
Microbiology and Immunology, PhD  
Pathology (See Interdisciplinary Biological Sciences)  
Pharmacology and Toxicology, PhD  
Physiology, PhD

*Source: East Carolina University ([www.ecu.edu](http://www.ecu.edu))*

## **Lynchburg College**

### **School of Business and Economics**

Accounting, B.S.  
Business Administration, B.S., MS  
Economic Crime Prevention and Investigation, B.S.  
Economics, B.S.  
Management Marketing, B.S.

### **School Of Communication and the Arts**

Art/Art Studies, B.A.  
Communication Studies, B.S.  
Music, B.A.  
Drama/Theatre, B.A.

### **School of Education and Human Development**

Teacher Education and Professional Development, B.S.  
MEd in Counselor Education with specializations in clinical  
mental health counseling and school counseling  
MEd in Curriculum and instruction  
MEd in Educational Leadership  
MEd in Reading  
MEd in Science Education  
Med in Special Education  
Education in Leadership Studies, PhD

### **School of Health Sciences and Human Performance**

Athletic Training, B.S.  
Exercise Physiology, B.S.  
Health and Physical Education, B.S.  
Bachelors in Health Promotion, B.S.  
Nursing (RN, ASN, B.S.N, MSN)  
Bachelors in Sport Management, B.S.  
Physical Therapy, PhD

### **School of Humanities and Social Sciences**

Criminology, B.S.  
English, B.A., M.S.  
French , B.A.  
History, B.A., M.A.  
International Relations, B.A.  
Philosophy, B.A.  
Political Science, B.S.  
Religious Studies, B.A.  
Sociology, B.S.  
Spanish, B.A.

### **School of Sciences**

Biology, B.S.  
Biomedical Science, B.S.  
Chemistry, B.S.  
Computer Science, B.S.  
Environmental Science, B.S.  
Environmental Studies, B.S.  
Mathematics, B.S.  
Physics, B.S.  
Psychology , B.S.  
Dual Degree Engineering Program with Old Dominion and  
University of VA  
Pre-dental  
Pre-medical  
Pre-optometry  
Pre-pharmacy  
Pre-veterinary medicine

Source: Lynchburg College and Cappex ([www.lyncburg.edu](http://www.lyncburg.edu) and [www.cappex.com](http://www.cappex.com))

## **Liberty University**

### **Accounting**

#### **Aeronautics**

Commercial/Corporate  
Military  
Missions  
Unmanned Aerial Systems

#### **American Sign Language and Interpreting**

#### **Athletic Training**

#### **Biblical Studies**

#### **Biochemistry and Molecular Biology**

#### **Biology**

#### **Biomedical Sciences**

#### **Business Administration**

#### **Fashion Merchandising & Interiors**

Fashion Merchandising  
Interior Design

#### **General Studies**

#### **Global Studies**

#### **Government**

International Relations

Politics and Policy

Western Legal Traditions

#### **Health Promotion**

Certified Health Education Specialist (CHES)

Clinical

- Communications
- Economics
- Finance
- Financial Planning
- Human Resource Management
- International Business
- Marketing
- Project Management
- Business Management Information Systems**
- Accounting
- Application
- Data Networking
- Database
- Gaming Technologies
- Global Studies
- Information Assurance
- Intelligence
- Web Development
- Church Ministries**
- Adventure Leadership & Outdoor Ministry
- Pastoral Leadership
- Worship
- Women's Ministries
- Youth Ministries
- Cell and Molecular Biology**
- Cinematic Arts**
- Communication Studies**
- Advertising/Public Relations
- Digital Media
- Journalism
- Speech Communication
- Computer Science**
- Intelligence
- Criminal Justice**
- Elementary Education Integrated Studies**
- English
- Mathematics
- Science
- Social Science
- Spanish
- Engineering: Computer**
- Engineering: Electrical Intelligence**
- Engineering: Industrial and Systems**
- English**
- Environmental Biology**
- Exercise Science**
- Fitness Specialist
- Pre-Professional
- Family and Child Development**
- Family and Consumer Sciences**
- History**
- Interdisciplinary Studies**
- International Relations**
- International Politics and Policy
- Strategic Intelligence Studies
- Kinesiology**
- Health and Physical Education
- Health and Physical Education, Non-Licensure
- Mathematics**
- Music**
- Choral
- Instrumental
- Nursing (B.S.N.)**
- Pastoral Leadership & Biblical Exposition**
- Philosophy**
- Psychology**
- Counseling, Clinical or Research
- Counseling and Human Development
- Human Services
- Religious Studies**
- Biblical Languages
- Global Studies
- Jewish Studies
- New Testament
- Old Testament
- Theology and Apologetics
- Social Sciences**
- Special Education Integrated Studies**
- Spanish**
- Sport Management**
- Teaching English as a Second Language**
- Theatre Arts**
- Performance
- Production
- Studio and Digital Arts**
- Graphic Design
- Studio Art
- Web Technology & Design**
- Worship and Music Studies**
- Biblical Studies
- Business
- Christian Music Artist and Songwriter
- Music In World Cultures
- Pastoral Leadership
- Theatre Ministries
- Women's Ministries
- Worship Leadership
- Worship Technology
- Youth Ministry
- Zoology**

Source: Liberty University ([www.liberty.edu](http://www.liberty.edu))

## **University of Georgia**

**College of Agricultural and Environmental Sciences**  
Bachelor of Science in Agriculture (B.S.A.)

Bachelor of Science in Agricultural Engineering (B.S.A.E.)  
Bachelor of Science in Applied Biotechnology (B.S.A.B.)

Bachelor of Science in Biological Engineering (B.S.B.E.)  
Bachelor of Science in Environmental Sciences (B.S.E.S.)

**College of Arts and Sciences**

Bachelor of Arts (A.B.)  
Bachelor of Science (B.S.)  
Bachelor of Science in Chemistry (B.S. Chem.)  
Bachelor of Fine Arts (B.F.A.)  
Bachelor of Music (B. Mus.)

**Terry College of Business**

Bachelor of Business Administration (B.B.A.)

**Odum School of Ecology**

Bachelor of Science in Ecology (B.S.)

**College of Education**

Bachelor of Science in Education (B.S.Ed.)

**College of Environment and Design**

Bachelor of Landscape Architecture (B.L.A.)

**College of Family and Consumer Sciences**

Bachelor of Science in Family and Consumer Sciences  
(B.S.F.C.S.)

**D. B. Warnell School of Forestry and Natural Resources**

Bachelor of Science in Forest Resources (B.S.F.R.)

**Henry W. Grady College of Journalism and Mass  
Communication**

*Source: University of Georgia ([www.uga.edu](http://www.uga.edu))*

Bachelor of Arts in Journalism (A.B.J.)

**Institute of the Faculty of Engineering**

Bachelor of Science in Biochemical Engineering (B.S.Bch.E.)  
Bachelor of Science in Computer Systems Engineering  
(B.S.C.S.E.)  
Bachelor of Science in Environmental Engineering (B.S.  
Env.E.)

**School of Law**

Juris Doctor (J.D.)

**College of Pharmacy**

Doctor of Pharmacy (Pharm.D.)

**College of Public Health**

Bachelor of Science in Environmental Health (B.S.E.H.)  
Bachelor of Science in Health Promotion (B.S.H.P.)

**School of Public and International Affairs**

Bachelor of Arts in Political Science (A.B.)  
Bachelor of Arts in International Affairs (A.B.)

**School of Social Work**

Bachelor of Social Work (B.S.W.)

**College of Veterinary Medicine**

Doctor of Veterinary Medicine (D.V.M.).

## **East Tennessee State University**

### **Clemmer College of Education**

Teacher Licensure programs, B.S.  
Counselor Education/School Counseling and Guidance Services, MS  
Early Childhood Education and Teaching, B.S., M.S., PhD  
Educational Leadership and Administration, M.S., PhD  
Educational/Instructional Media Design, M.S.  
Elementary Education and Teaching, M.S.  
Reading Teacher Education, M.S.  
School Librarian/School Library Media Specialist, M.S.  
Secondary Education and Teaching, M.S.  
Special Education and Teaching, B.S., M.S.  
Teacher Education and Professional Development, Specific Levels and Methods, Other, M.S.  
Teacher Education, Multiple Levels, B.S., MS  
Teaching English as a Second or Foreign Language/ESL Language Instructor, B.S., M.S.  
Health and Physical Education, B.S.  
Sport and Fitness Administration/Management, B.S.

### **College of Arts and Sciences**

Art/Art Studies, B.A.S, M.F.A.  
Drama and Dramatics/Theatre Arts, B.A.  
Interior Design, B.S.  
Music, B.A.  
Biology/Biological Sciences, B.S., M.S.  
Biomedical Sciences, PhD  
Criminal Justice/Law Enforcement Administration, B.A., B.S., M.S.  
Forensic Science and Technology, B.S., M.S.  
Child Development, B.S.  
Family and Consumer Sciences/Human Sciences, B.S.  
Gerontology, B.S., M.S.  
Multi-/Interdisciplinary Studies, Other, B.S.  
Communication Studies/Speech Communication and Rhetoric, B.S., M.S.  
Mass Communication/Media Studies, B.A., B.S.  
English Language and Literature, B.A., M.A.  
Rhetoric and Composition, B.S.  
Foreign Languages and Literatures, General History, B.A., B.S., M.A.  
Public/Applied History and Archival Administration B.S.  
General Studies, B.S., M.S.  
Liberal Arts and Sciences/Liberal Studies, B.A., M.A.L.S.  
Mathematics, B.S., M.S.  
Philosophy, B.A., B.S.  
Chemistry, B.S., M.S.  
Geology/Earth Science, General, B.S.

Physics, B.S.  
Clinical Psychology, B.A., B.S., M.S., PhD  
Psychology, B.A., B.S., M.A., M.S., PhD  
Human Services, B.S.  
Social Work, B.A., B.S., M.S.W.  
Anthropology, B.A.  
Economics, B.S.  
Geography, B.S.  
International Relations and Affairs, B.A.  
Political Science and Government, B.A., B.S.  
Sociology, B.A., M.A.  
Women's Studies, B.A.

### **College of Business and Technology**

Accounting, B.S., M.Acc  
Business Administration and Management, B.S., M.S.  
Business/Managerial Economics, B.S.  
Entrepreneurship/Entrepreneurial Studies, B.S., M.S.  
Finance, B.B.A.  
Marketing/Marketing Management, B.B.A.  
Non-Profit/Public/Organizational Management, B.B.A.  
City/Urban, Community and Regional Planning, MPA  
Animation, Interactive Technology, Video Graphics and Special Effects, B.S.  
Computer and Information Sciences, B.S., M.S.  
Engineering Technology, B.S.  
Surveying Technology/Surveying, B.S.

### **College of Clinical and Rehabilitative Health Sciences**

Audiology/Audiologist and Hearing Sciences , PhD  
Audiology/Audiologist and Speech-Language Pathology/Pathologist, M.S.  
Dental Hygiene/Hygienist, B.S.  
Health Professions and Related Clinical Sciences, B.S., M.S.  
Physical Therapy/Therapist, PhD

### **College of Nursing**

Nursing Science (M.S., PhD)  
Nursing/Registered Nurse (RN, ASN, B.S.N, MSN, RODP)

### **College of Public Health**

Public Health, B.S., M.P.H., PhD  
Health/Health Care Administration/Management, B.S., M.S.  
Environmental Health, B.S., M.P.H.  
Epidemiology, B.S., M.P.H., PhD  
Biostatistics, B.S., M.P.H.



Greenville, NC

**Gatton College of Pharmacy**  
Pharmacy, PhD

**Quillen College of Medicine**  
Medicine, M.D., M.P.H., PhD/M.S.

*Source: East Tennessee State University and Cappex ([www.etsu.edu](http://www.etsu.edu) and [www.cppex.com](http://www.cppex.com))*

## APPENDIX B: Target Industry Cluster Methodology

### ANALYSIS OF EXISTING PITT COUNTY, NC BUSINESSES:

Using US Bureau of Labor Statistics (BLS) data, we evaluated Pitt County existing businesses. Based on this analysis, the County's largest sector, aside from retail, is healthcare, social assistance (9,115 jobs), accommodation and food service (7,496 jobs) and manufacturing (6,087 jobs).

Annual Industry Distribution of Jobs and Avg. Wage in 2010 (by Major NAICS Sector)	Establishments	Jobs	Pct. Dist.	Annual Avg. Wage
<b>Total Covered Employment and Wages</b>	3,820	69,832	100.00%	\$38,032
<b>Private</b>	3,689	48,552	69.50%	\$32,989
<b>Agri., forestry, hunting</b>	75	D	D	D
<b>Mining</b>	3	D	D	D
<b>Construction</b>	360	2,384	3.40%	\$33,486
<b>Manufacturing</b>	108	6,087	8.70%	\$51,801
<b>Wholesale trade</b>	192	1,695	2.40%	\$42,750
<b>Retail trade</b>	598	8,393	12.00%	\$23,977
<b>Transportation, warehousing</b>	88	891	1.30%	\$38,082
<b>Utilities</b>	11	498	0.70%	\$53,268
<b>Information</b>	49	909	1.30%	\$38,513
<b>Finance and Insurance</b>	252	1,807	2.60%	\$50,296
<b>Real Estate, rental, leasing</b>	172	627	0.90%	\$26,362
<b>Professional, technical services</b>	359	1,518	2.20%	\$52,588
<b>Mgmt. of companies, enterprises</b>	23	758	1.10%	\$66,526
<b>Administrative, waste services</b>	213	4,098	5.90%	\$31,020
<b>Educational services</b>	72	499	0.70%	\$16,677
<b>Health care, social assistance</b>	481	9,115	13.10%	\$38,871
<b>Arts, entertainment, recreation</b>	57	605	0.90%	\$17,336
<b>Accommodation and food services</b>	332	7,496	10.70%	\$12,332
<b>Other services, exc. public admin.</b>	325	1,296	1.90%	\$24,073
<b>Public administration</b>	52	3,225	4.60%	\$43,074

Source: US Bureau of Labor Statistics(BLS) and STATS America

Note: Average wage may not match published numbers due to rounding.

**COMPARISON OF PITT COUNTY TO NORTH CAROLINA AND THE US**

We analyzed the distribution of business by major NAICS sectors to compare and contrast Pitt County with North Carolina and the US as a whole. Of note, Pitt County has a higher concentration of retail trade and accommodation and food service as compared with both North Carolina and the US average.

<b>Industry Distribution of Jobs: % Distribution in 2010</b>	<b>United States</b>	<b>North Carolina</b>	<b>Pitt County, NC</b>
<b>Private</b>	83.6%	82.3%	69.5%
<b>Agri., forestry, hunting</b>	0.9%	0.7%	NA
<b>Mining</b>	0.6%	0.1%	NA
<b>Construction</b>	4.4%	4.5%	3.4%
<b>Manufacturing</b>	9.1%	11.3%	8.7%
<b>Wholesale trade</b>	4.3%	4.4%	2.4%
<b>Retail trade</b>	11.4%	11.7%	12.0%
<b>Transportation, warehousing</b>	3.9%	3.3%	1.3%
<b>Utilities</b>	0.6%	0.3%	0.7%
<b>Information</b>	2.2%	1.8%	1.3%
<b>Finance and Insurance</b>	4.3%	3.9%	2.6%
<b>Real Estate, rental, leasing</b>	1.5%	1.2%	0.9%
<b>Professional, technical services</b>	6.0%	5.0%	2.2%
<b>Mgmt. of companies, enterprises</b>	1.5%	2.0%	1.1%
<b>Administrative, waste services</b>	6.0%	6.5%	5.9%
<b>Educational services</b>	9.3%	9.6%	0.7%
<b>Health care, social assistance</b>	14.2%	14.5%	13.1%
<b>Arts, entertainment, recreation</b>	1.8%	1.5%	0.9%
<b>Accommodation and food services</b>	8.9%	9.0%	10.7%
<b>Other services, exc. public admin.</b>	3.4%	2.5%	1.9%
<b>Public Administration</b>	5.7%	6.2%	4.6%
<b>Private</b>	83.6%	82.3%	69.5%

Source: US Bureau of Labor Statistics(BLS) and STATS America

Note: Average wage may not match published numbers due to rounding.

**MANUFACTURING ANALYSIS**

We further analyzed existing manufacturing business in the County by 3-digit NAICS code. Based on the analysis, the vast majority of Pitt County's manufacturing is found in chemical manufacturing. It should also be noted that the County has experienced losses in manufacturing employment between 2006 and 2011. However, this is certainly not unique to the County, but rather, reflective of the recession that hit the US during the timeframe represented. However, a few sectors also added jobs, including textile product mills and miscellaneous manufacturing.

3-Digit NAICS	Description	2006 Emp	2011 Emp	Emp Change	Percentage Change
311	Food mfg	NA	95	NA	NA
313	Textile mills	466	128	-338	-72.53%
314	Textile product mills	204	217	13	6.37%
323	Printing and related support activities	160	50	-110	-68.75%
325	Chemical mfg	1,186	1,578	392	33.05%
326	Plastics mfg	NA	36	NA	NA
327	Nonmetallic mineral product mfg	99	64	-35	-35.35%
332	Fabricated metals mfg	838	729	-109	-13.01%
333	Machinery mfg	NA	740	NA	NA
336	Transportation equipment mfg	762	NA	NA	NA
339	Miscellaneous mfg	165	315	150	90.91%

Source: US Bureau of Labor Statistics(BLS)

**INFORMATION, FINANCE AND INSURANCE, AND PROFESSIONAL, TECHNICAL SERVICES ANALYSIS**

We further analyzed existing information, finance and insurance and professional, technical services businesses by 3-digit NAICS code. Based on the analysis, the vast majority of Pitt County's employment is found in administrative and support services. However, the credit intermediation and related industry added the most jobs over this period.

<b>3-Digit NAICS</b>	<b>Description</b>	<b>2006 Emp</b>	<b>2011 Emp</b>	<b>Emp Change</b>	<b>Percentage Change</b>
<b>512</b>	Motion picture and sound recording	NA	116	NA	NA
<b>515</b>	Broadcasting, except Internet	97	94	-3	-3.09%
<b>517</b>	Telecommunications	606	437	-169	-27.89%
<b>518</b>	Data processing, hosting and related	38	17	-21	-55.26%
<b>522</b>	Credit intermediation and related	1,177	1,362	185	15.72%
<b>523</b>	Securities, commodity contracts, investments	123	153	30	24.39%
<b>524</b>	Insurance carriers and related	326	273	-53	-43.09%
<b>525</b>	Funds, trusts, and other financial vehicles	56	NA	NA	NA
<b>531</b>	Real estate	448	463	15	3.35%
<b>541</b>	Professional and technical services	1,649	1,518	-131	-7.94%
<b>551</b>	Management of companies and enterprises	752	758	6	0.80%
<b>561</b>	Administrative and support services	4,054	4,037	-17	-0.42%
<b>562</b>	Waste management and remediation services	99	61	-38	-38.38%

Source: US Bureau of Labor Statistics (BLS)

## Appendix C: Target Industry Cluster Profiles

### BACK OFFICE AND CALL CENTERS

#### Definition

Firms in this industry provide a variety of support through the consolidation and centralization of multiple services such as inbound customer service support, financial processing, human resources, etc.

#### Primary NAICS Codes

56111 Human Resources & Benefits Administration  
56142 Telemarketing & Call Centers  
51821 Data Processing, Hosting and Related Services

#### Secondary NAICS Codes

5241 Insurance Carriers  
5223 Activities Related to Credit Intermediation  
52211 Commercial Banking

#### Representative Companies

- ⊙ Convergys
- ⊙ West Corporation
- ⊙ Hewlett Packard
- ⊙ IBM

#### Industry Vitals

NAICS	Description	Revenue (\$bn)	Profit (\$bn)	Annual Growth 07-12 (%)	Annual Growth 12-17 (%)	Revenue per Employee (\$'000)	Wages % of Revenue	Emp. per Estab.	Average Wage (\$)
56111	Human Resources & Benefits Administration	59.2	7.3	0.6	3.6	83.70	63.14	2.91	52,847.85
56142	Telemarketing & Call Centers	17.2	.95	-1.7	3.6	36.37	62.68	29.02	22,794.22
52411a	Life Insurance & Annuities	904.4	42.5	-2.6	3.4	2,626.52	3.52	42.24	92,466.16
52411b	Health & Medical Insurance	707.4	28.3	2.8	5.1	1,780.11	4.48	98.12	79,770.10
52412	Property, Casualty and Direct Insurance	496.4	62.1	-2.4	0.4	777.36	10.36	30.45	80,551.62

Greenville, NC

<b>52413</b>	Reinsurance Carriers	37.6	9.2	1.7	1.1	2,100.14	5.53	27.30	116,051.45
<b>51821</b>	Data Processing & Hosting Services	81.3	9.8	2.4	3.1	376.55	18.71	4.09	70,454.31
<b>52232</b>	Credit Card Processing	46.5	5.3	0.4	4.2	381.02	16.42	27.12	62,580.47
<b>52211</b>	Commercial Banking	613.5	120.9	2.0	5.2	314.47	26.34	22.59	82,834.12

### Key External Drivers for the Industry

- ⊙ Corporate profit
  - As corporate profits rises, clients are able to increase their spending on telemarketing services, which increasing industry revenue. Currently, corporate profits are increasing, which lead to greater demand.
- ⊙ Outsourcing
  - To save on labor, many companies within this industry outsource their contracts overseas. Outsourcing is expected to remain steady.
- ⊙ Private investment in computers and software
  - Telecommunications, IT and software companies account for a large portion of industry revenue. An increase in private investment will boost industry demand. Currently, this driver is increasing.
- ⊙ Demand from finance and insurance
  - Finance and insurance companies use call centers for inbound customer service, card service and debt collection. As a result, increasing demand in the finance and insurance sector will boost industry demand. This driver is increasing.
- ⊙ Demand from ecommerce and online auctions
  - Nearly a fifth of industry revenue comes from this sector. This driver is increasing.

### Competitive Landscape/Key Success Factors

- ⊙ Ability to quickly adapt new technology
- ⊙ Ability to provide services in diverse locations
- ⊙ Provision of superior sales service
- ⊙ Access to a multi-skilled and flexible workforce
- ⊙ Having a large supply contract

## Prospect Counts

NAICS Code	Industry	Total Universe.	Target Universe (500+emps or \$20m+ sales)	Target Universe w/Growth and/or Events
56111	Human Resources & Benefits Administration	246,385	1,010	196
56142	Telemarketing & Call Centers	15,924	131	35
52411	Life, Health and Medical Insurance	20,481	856	149
52412	Property, Casualty and Direct Insurance	37,289	810	122
52413	Reinsurance Carriers	242	31	5
51821	Data Processing & Hosting Service	34,228	252	57
52232	Credit Card Processing	14,524	95	23
52211	Commercial Banking	105,646	2,446	686
Total		474,719	5,631	1,275

## Outlook

The Telemarketing and Call Centers industry is forecast to increase its revenue at an average annual rate of 3.6% to \$20.5 billion over the five years to 2017. The industry will benefit from a push by the Federal Communications Commission (FCC) to create telemarketing and call center jobs in the United States. Furthermore, increased demand in the retail sector, along with improving financial and insurance industries should drive greater demand for telemarketing companies' services. In 2013, revenue is expected to grow 3.6% as continued improvement in consumer spending and corporate profit boost demand for call center and telemarketing services.

Improved conditions in key downstream industries are expected to foster growth for the Telemarketing and Call Centers industry over the next five years. Operators will benefit from a continued rise in corporate profit, which is forecast to rise at an annual average rate of 4.5% in the five years to 2017 as the broader economy continues its recovery. An increase in corporate profit leads major clients such as AT&T and DIRECTV to spend on telemarketers in an effort to solicit new business. Clients' efforts to grow customer bases will be aided by rising consumer spending, forecast to rise at an annualized rate of 2.8% during the five years to 2017. As clients acquire more customers they will have a greater need for call centers to provide customer service.

Over the past five years, firms in this industry have increasingly relied on broadband technology, which allows industry employees to easily work from home. The increasing use of home-based agents is expected to continue during the five years to 2017, aided by the operations of the FCC. Furthermore, industry operators will increasingly rely on cloud-based systems that enable industry operators to host data on servers and only charge clients for what services or applications their customers use, providing cost savings that can be passed on to clients.

*Sources: IBISWorld Industry Reports and Dun & Bradstreet*



**DIGITAL MEDIA/SOFTWARE/SIMULATION****Definition**

Companies within this industry design develop and publish software for a variety industries, including video game, health and medical, financial, insurance software, etc.

51121 Software Publishers

51211 Motion Picture and Video Industries

54151 IT Consulting

**Representative Companies**

- ⊙ IBM
- ⊙ Hewlett Packard
- ⊙ Microsoft
- ⊙ Oracle

**Industry Vitals**

NAICS	Description	Revenue (\$bn)	Profit (\$bn)	Annual Growth 07-12 (%)	Annual Growth 12-17 (%)	Revenue per Employee (\$'000)	Wages % of Revenue	Emp. per Estab.	Average Wage (\$)
51121	Software Publishers	182.7	53.7	4.5	2.2	439.82	30.60	16.11	134,563.90
51211	Motion Picture & Video Industries	30.5	2.2	-1.4	1.2	365.85	19.41	13.05	71,022.18
54151	IT Consulting	327.5	24.6	3.3	3.0	189.32	41.71	3.85	78,964.53

**Key External Drivers for the Industry**

- ⊙ Private investment in computers and software
  - Most software is purchased in conjunction with hardware, and software licenses are often tied to the number of computers on which the software is installed. As companies invest in new equipment there is often a direct correlation to an increased software revenues. This drive is expected in increase in 2013, due to increased demand.
- ⊙ Government consumption and investment
  - Government is a major purchaser of software so increases and cutbacks in government spending will impact the industry. For 2013, government spending is likely to be cut which will lower demand for software used by government.
- ⊙ Per capita disposable income

- Software is a voluntary purchase for most consumers. Thus industry revenue is affected by changes in disposable income. For the next several months, disposable incomes are likely to increase which should have a positive impact on industry demand.
- Demand from video games
  - Video game is a thriving subcategory of software publishing. Increased sales of video game consoles drive higher software growth. This driver is expected to on the increase in 2013.
- Percentage of households with at least one computer
  - Most software is designed to run on personal computers (PCs). A higher rate of PC ownership translates to a larger market for software. As this percentage climbs higher, demand for software will increase. This driver is expected to increase slowly during 2013.

**Competitive Landscape/Key Success Factors**

- Undertaking technical research and development
- Protection of patents
- Access to highly skilled workforce
- Access to the latest available and most efficient technology and techniques
- Effective marketing
- Having a high profile in the market

**Prospect Counts**

NAICS Code	Industry	Total Universe	Target Universe (25+emps or \$10m+ sales)	Target Universe w/Growth and/or Events
51121	Software Publishers	33,478	1,738	357
51211	Motion Picture and Video Industries	59,871	877	89
54151	IT Consulting	191,709	12,055	2,546
Total		285,058	14,670	2,992

**Outlook**

The Software Publishing industry will continue its strong financial performance in the five years to 2017, with industry revenue forecast to grow 2.2% annually on average to \$203.7 billion. Improving technology and falling hardware prices will continue making computers, cell phones, video games and ultimately software more accessible to more people. A major feature of the Obama administration's healthcare reform plan, passed in 2010, is tax incentives for health insurers and medical professionals to switch from paper- and folder-based record systems to digital records. In a wide range of industries, basic competence with software will likely become a prerequisite to employment. In 2013, industry revenue is projected to grow 3.7% to \$189.5 billion.

While improving technology and falling hardware prices will bring the digital world to the masses, they will also change the landscape of software publishing. Software publishers and technology companies are anticipating an accelerated move toward cloud computing, in which storage and computing tasks are handled by networked machines (often servers in a data center owned by the service provider) rather than at the point of consumption. This technology will

greatly expand software capabilities on platforms that were previously limited by hardware sizes, particularly of mobile phones. Businesses and consumers alike have already embraced cloud computing services, such as Google's Gmail and Salesforce.com's customer relationship management (CRM) platform. This shift will favor the industry's major players who have the resources to make the large-scale hardware purchases necessary to run a cloud computing service. This trend is expected to drive industry consolidation, with the number of firms projected to fall 0.9% annually on average in the next five years, down to 18,885 enterprises in 2017.

The traditional software publishing business model, in which publishers periodically release new software versions for customers to purchase, is being replaced by a host of alternative models. Subscription-based business models, including software as a service (SaaS) and cloud computing, produce more stable cash flows than the traditional develop-and-release format. Furthermore, SaaS-type business models improve security by allowing the software publisher to release incremental updates that install automatically; with traditional antivirus programs, security is compromised because users have to install updates themselves, which they often fail to do.

In some software product niches, open-source software (OSS) will become the norm in the next five years. OSS is software that makes the underlying programming code available to users so that they can read it, make changes to it and build new versions. Growth in revenue from OSS will lag behind the growth in distribution of OSS because distribution of OSS is often free, resulting in an accentuated displacement of proprietary software. OSS, such as the Linux operating system, will threaten some proprietary software, such as Windows, but will also promote interoperability and new software developments. For instance, Sun Microsystems, a major developer of open-source systems, recently entered into an agreement with Microsoft that was intended to enable greater interoperability between the two companies' products. Legal requirements are forcing Microsoft to unbundle application software from its PC operating system and to offer interoperability information on its PC operating system to competitors. Increased use of OSS will help bring web and software content into the living room, where interoperability is a major concern due to variations in equipment used.

#### Design, Editing and Rendering Software (Simulation)

Revenue for the Design, Editing and Rendering Software Publishing industry is expected to increase at an annualized rate of 1.7% to \$10.6 billion during the five years to 2018, including revenue growth of 3.7% in 2014. This growth will be driven by the increasing importance of emerging technologies, including mass-market 3-D displays and low-cost 3-D printers, which will require more reliance on advanced design and rendering software. The emergence of low-cost 3-D printers, which are currently limited to rapid prototyping tasks at large manufacturers, will drive mass-market demand from hobbyists and small businesses for compatible CAD software. In the shorter term, the commercialization of 3-D TVs and video game systems will spark customer demand for entertainment content that takes advantage of these new features. Content producers, from video game developers to film studios, are expected to increase their software investments substantially in anticipation, driving revenue growth through 2014.

Over the next five years, 3-D printers, which combine the power of sophisticated inkjet printer technology, materials science and CAD software to rapidly produce custom objects, will increasingly become common sights in small businesses and hobbyists' garages. Automobile and aerospace manufacturers already use these devices in their product development processes, where they accelerate the turnaround time for prototype production. Cheaper 3-D printers will enable small businesses and hobbyists to create custom objects and products that would be prohibitively expensive to produce using traditional manufacturing technologies. For example, furniture designers could create a unique table or chair, even one with geometries that are impossible to replicate by traditional means. This technology will increase demand for compatible 3-D CAD software to make designs.

*Sources: IBISWorld Industry Reports and Dun & Bradstreet*

## PHARMACEUTICAL MANUFACTURING

### Definition

Firms in this industry manufacture pharmaceutical products.

32541 Pharmaceutical Mfg

32562 Cosmetic & Beauty Products Mfg

### Representative Companies

- ⊙ Merck and Co., Inc.
- ⊙ Pfizer, Inc.
- ⊙ Amgen
- ⊙ Johnson & Johnson
- ⊙ Teva Pharmaceutical Industries
- ⊙ Actavis, Inc.
- ⊙ Sandoz, Ltd.
- ⊙ The Proctor & Gamble Company
- ⊙ Unilever

### Industry Vitals

NAICS	Description	Revenue (\$bn)	Profit (\$bn)	Annual Growth Past 5 Years (%)	Annual Growth Next 5 Years (%)	Revenue per Employee (\$'000)	Wages % of Revenue	Emp. per Estab.	Average Wage (\$)
32541a	Brand Name Pharma Mfg	160.6	32.3	-2.3	1.9	880.8	12.7	155	111,750.10
32541b	Generic Pharma Mfg	52.8	7.8	5.4	6.3	688.7	11.5	57.7	79,483.60
32541c	Vitamin & Supplement Mfg	29.2	4.4	2.6	3.9	585.2	8.1	27.0	47,198.40
32562	Cosmetic & Beauty Prdt Mfg	56.6	6.1	1.6	3.3	1,007.0	5.6	29.2	56,434.60

### Key External Drivers for the Industry

- ⊙ Federal funding for Medicare and Medicaid
  - Prescription drug coverage is offered to everyone with Medicare. Similarly, all states currently provide coverage for outpatient prescription drugs to all categorically eligible individuals and most other enrollees within their Medicaid programs. As Medicare and Medicaid funding increases, industry products become more affordable for consumers who gain prescription drug coverage. As a result, demand for brand name pharmaceuticals and medicine increases. Federal funding for Medicare

and Medicaid is expected to increase strongly in 2013, representing an opportunity for the industry.

- ⊙ Median age of the population
  - More than 90.0% of seniors and 58.0% of all adults rely on a prescription medicine on a regular basis, according to the Agency for Healthcare Research and Quality. Typically, older individuals are more likely to contract illnesses and age-related diseases. As the US population ages, more people will demand industry products for treatment. The median age of the US population is expected to increase slowly during 2013.
- ⊙ Number of people with private health insurance
  - Private health insurance can provide coverage for prescription drugs. As private health insurance increases, industry products become more affordable for consumers who gain prescription drug coverage. As a result, demand for brand-name pharmaceuticals increases. The number of people with private health insurance is expected to increase slowly during 2013.
- ⊙ Regulation for the Brand Name Pharmaceutical Manufacturing Industry
  - The industry is subject to many regulations, with numerous governmental policies influencing the manufacturing, pricing and marketing of industry products. Heightened compliance requirements place additional budgetary pressures on industry operators, reducing the average profit margin. Industry regulation is expected to increase slowly during 2013, posing a threat to the industry.
- ⊙ Research and development expenditure
  - Brand name pharmaceutical manufacturers' expenditure on research and development (R&D) correlates to the number of new drugs released. In the private sector, R&D is complemented by health-related research funded by the public sector – most of it through the National Institutes of Health (NIH). As R&D increases, the industry has more opportunities to discover products that generate revenue. R&D expenditure is expected to increase slowly during 2013.

### **Competitive Landscape/Key Success Factors**

- ⊙ Establishment of brand names
- ⊙ Undertaking pharmaceutical and medicine R&D
- ⊙ Degree of globalization in the firm
- ⊙ Control of distribution arrangements
- ⊙ Ability to alter goods and services produced in favor of market conditions
- ⊙ Undertaking generic pharmaceutical and medicine research and development
- ⊙ Control of ingredient development

## Prospect Counts

NAICS Code	Industry	Total Universe.	Target Universe (100+emps or \$10m+ sales)	Target Universe w/Growth and/or events
32541	Pharmaceutical Mfg	12,488	931	267
32562	Cosmetic & Beauty Products Mfg	4,501	214	32
Total		16,989	1,145	299

## Outlook

Pharmaceutical use varies by age and insurance status. Consequently, overall demographic shifts, notably an aging population, and healthcare reform's broadening of insurance coverage will likely expand drug sales over the five years to 2018. During this period, forecasted revenue in the Brand Name Pharmaceutical Manufacturing industry will increase 1.9% per year on average to \$176.7 billion. Revenue is projected to perform well in 2014 due to expanded health insurance coverage, growing 1.1% over the year. However, employment cuts are anticipated to continue through 2018 as the industry persists with consolidation, albeit at a slowing pace, and cost-cutting efforts. During the next five years, the number of employees is projected to decrease at an average annual rate of 0.1% to 181,619, while the number of enterprises is anticipated to fall an average 0.2% per year to 906.

An estimated \$290.0 billion of pharmaceutical sales worldwide are at risk from patent expirations over the next five years, according to data from EvaluatePharma. The significant number of blockbuster drugs with expiring patents in upcoming years will hurt industry revenue; without a strong pipeline of chemical-based drugs to stimulate new product sales, companies have already begun to invest in new ways to generate revenue. Industry firms will particularly focus on specialty and biologic pharmaceuticals.

The Generic Pharmaceutical Manufacturing industry has positive prospects, with revenue forecast to grow at an average annual rate of 6.3% during the five years to 2017 to reach \$71.7 billion. This rate will outpace sales growth from 2007 to 2012, with growth in 2013 projected to be at 7.9%. The rapidly aging population and increasing pressure from insurance firms to cut healthcare costs will continue to drive the US generics market. More notably, the patent cliff will cause a host of blockbuster brand-name drugs to lose patent protection, opening the market to generic versions. Healthcare reform will largely benefit the industry, particularly in the area of biosimilars. Biosimilars is a term used to describe officially approved new versions of existing pharmaceutical products after patent expiration.

In 2012 and beyond, the generic wave will continue, but the most pronounced effects of the patent cliff will be felt in 2012 and 2013. Lipitor and Plavix lost patent protection in 2011 and a number of other blockbuster drugs will follow: drugs representing an estimated \$140.0 billion in current sales will lose patent protection over the next five years. These patent expirations will likely provide additional generic product opportunities.

Despite the 12-year exclusivity period established by the 2010 healthcare reform, the biosimilars market is too good of an opportunity to pass up for most generics companies. This market is also likely to attract specialists and large pharmaceutical companies with expertise in biologic products seeking to develop slightly differentiated generic versions. While biosimilars will be low contributors to the growth of the generics market through 2017, they will be a long-lasting investment as they continue to become part of the innovator market over time.

*Sources: IBISWorld Industry Reports and Dun & Bradstreet*



## MEDICAL DEVICE MANUFACTURING

### Definition

Firms in this industry manufacture products in the following sectors: communication equipment, semiconductors (primarily solar panel) and medical equipment.

33911 Medical Instrument & Supply Mfg

### Representative Companies

- ⊙ Medtronic
- ⊙ General Electric Company
- ⊙ St. Jude Medical

### Industry Vitals

NAICS	Description	Revenue (\$bn)	Profit (\$bn)	Annual Growth Past 5 Years (%)	Annual Growth Next 5 Years (%)	Revenue per Employee (\$'000)	Wages % of Revenue	Emp. per Estab.	Average Wage (\$)
33911a	Medical Instrument Mfg	106.6	9.0	5.9	4.1	344.1	18.7	16.4	64,352.70
33911b	Glasses & Contact Lens Mfg	6.2	.9	0.4	4.0	279.8	18.9	38.9	52,841.40

### Key External Drivers for the Industry

- ⊙ Number of physician visits
  - Hospitals are one of the industry's major markets. As such, when more individuals visit physicians, demand for medical devices increases. This driver is expected to increase during 2012, resulting in a potential opportunity for the industry.
- ⊙ Federal funding for Medicare and Medicaid
  - Health coverage is an important determining factor when patients and doctors choose among various treatment options. Medicare coverage is particularly significant in that it directly affects how much patients have to pay for industry products and how much operators will receive in payments from Medicare. This driver is expected to decrease slowly during 2012 and is a potential threat for the industry.
- ⊙ Number of adults aged 65 and older
  - The US population is aging rapidly, and greater life expectancy has increased the incidence of age-related illnesses. An aging population means that demand for medical treatments will increase. This driver is expected to increase over the short term.
- ⊙ Total health expenditure

- Public healthcare funding increases the income available for replacing equipment and supplies, contributing to demand for industry goods. This driver is expected to increase over the short term.
- ⊙ Number of people with private health insurance
  - Private health insurance provides insured patients with a larger choice of doctors and better ability to pay for healthcare services. As the number of people with private health insurance rises, demand for medical equipment and supplies increases. This driver is expected to increase slowly over 2012.
- ⊙ Price of plastic materials and resin
  - Many medical instruments and supplies use plastic injection molding techniques, making plastic a significant input into production. As the cost of plastic rises, industry profitability will suffer if manufacturers are not able to increase the price of goods sold. This driver is expected to increase slowly over 2012, potentially threatening the industry.

**Competitive Landscape/Key Success Factors**

- ⊙ Access to highly skilled workforce
- ⊙ Access to the latest technology
- ⊙ Establishment of export markets
- ⊙ Economies of scale
- ⊙ Having contacts within key markets
- ⊙ Undertaking technical research and development
- ⊙ Having a good reputation

**Prospect Counts**

NAICS Code	Industry	Total Universe.	Target Universe (100+emps or \$10m+ sales)	Target Universe w/Growth and/or events
33911	Medical Instrument and Supply Mfg	31,608	853	181
Total		31,608	853	181

**Outlook**

Healthcare reform, increased regulation and maintaining quality will join an aging population, technological advancements and outsourcing as main factors influencing the Medical Device Manufacturing industry over the next five years. These divergent factors will lead to slightly weaker growth through the five years to 2017. Revenue is forecast to increase 5.5% in 2013 and grow by a lower average annual rate of 6.4% to \$88.2 billion during the five years to 2017.

The US population's changing demographics favor the industry, though the majority of baby boomers are still a few years shy of reaching 65 years old. Still, a significant portion of this group will cross this threshold in the five years to 2017. This trend will result in average growth of nearly 3.1% per year for the demographic, which is considerably higher than the population at large and the historical average. Consequently, senior adults are projected to make up 14.9% of

the population in 2017 compared with 13.2% in 2012 and about 12.4% from 1990 to 2005. Further medical innovations will expand the aging baby boomers' demographic. However, the contribution from this trend is projected to be slower than the past decade because advances are more incremental in nature and target increasingly specific ailments.

The Patient Protection and Affordable Care Act (PPACA) of 2010 has created a degree of uncertainty for medical device companies. The reform has tightened the pricing environment for these companies and may pressure pricing across the board, while the proposed tax on device companies is expected to hurt profitability. However, the act may benefit the industry, as it aims to reduce the number of uninsured people.

On the positive side, US healthcare reform seeks to expand coverage to a broader range of patients. In part, the act accomplishes this expansion through a significant loosening of the eligibility criteria for enrollment in Medicaid. As a result, more people will have access to healthcare, boosting the number of physician visits and enhancing demand for medical services and some devices.

On the negative side, the act includes new taxes that apply to medical device manufacturers and other healthcare providers. The medical device fee will take effect on January 1, 2013, and medical device manufacturers will be required to pay 2.3% of the sales price for such devices as an industry fee. The medical device fee applies to all manufacturers, regardless of size and revenue, so it is projected to significantly affect smaller players' profit margins. Overall, the industry's profit margin as a percentage of revenue is forecast to fall to 8.5% in 2017, down from 9.0% in 2012.

A final negative aspect contained within the 2010 reform includes the Physician Payment Sunshine Act. The act is expected to increase costs and possibly reduce revenue because it requires covered manufacturers that make a payment or other transfer of value to a physician, such as consulting fees, payments for clinical trial participation or charitable donations, to report such payments annually in electronic form. Some small payments and other payment types are exempt from the disclosure obligations. The increased costs of monitoring such activity and accurately reporting it is a concern for the industry.

*Sources: IBISWorld Industry Reports and Dun & Bradstreet*

**ADVANCED MANUFACTURING****Definition**

Firms in this industry manufacture products in the following sectors: fabricated metals and machinery.

31211 Beverages  
 31212 Breweries  
 33231 Structural Metal Mfg  
 33232 Sheet Metal, Window & Door Mfg  
 33271 Machine Shop Services  
 33341 Heating & Air Conditioning Equipment  
 33351 Metalworking Machinery Mfg  
 33392 Forklift & Conveyor Mfg  
 33399 Power Tools & Other General Purpose Machinery Mfg

**Representative Companies**

- ⊙ The Nucor Corporation
- ⊙ Johnson Controls
- ⊙ Toyota Industries Corporation

**Industry Vitals**

NAICS	Description	Revenue (\$bn)	Profit (\$bn)	Annual Growth Past 5 Years (%)	Annual Growth Next 5 Years (%)	Revenue per Employee (\$'000)	Wages % of Revenue	Emp. per Estab.	Average Wage (\$)
33231	Structural Metal Mfg	39.6	1.5	-4.8	3.8	256.8	18.0	28.3	46,259.70
33232	Sheet Metal, Door, etc. Mfg.	41.7	1.9	-2.7	3.9	228.7	19.2	22.2	43,957.30
33271	Machine Shop Services	35.7	2.4	-2.2	1.8	164.6	32.8	11.0	54,000.30
33341	HVAC Equipment Mfg.	43.6	9.4	-0.2	2.1	326.3	13.3	70.8	43,256.80
33351	Metalworking Machry. Mfg.	29.8	3.8	-1.2	2.1	221.5	26.7	18.9	59,197.20
33392	Forklift & Conveyor Mfg.	33.6	7.9	2.1	4.1	463.9	12.4	46.5	57,675.50
33399	Power Tools & Other Mfg.	41.8	7.5	0.6	2.4	356.0	18.0	32.9	63,937.60

**Key External Drivers for the Industry (Metal Fabrication)**

- ⊙ Value of private nonresidential construction

- Nonresidential construction spurs demand for metal structures and components, such as airlocks, baffles, bins, casings, chutes, covers, culverts, ducting, flumes, hoppers, liners, pipes, smokestacks and sterilizing chambers. These structures and systems are used in commercial, industrial and public construction projects. This driver is expected to increase in 2013.
- ⊙ Value of residential construction
  - Residential construction activity drives demand for structural metal components for use in building materials, particularly in large multifamily construction projects. This driver is expected to increase significantly during 2013, representing a potential opportunity for the industry. Total health expenditure
- ⊙ World price of steel
  - The domestic price of metals, a major input cost for this industry, influences the cost and availability of products manufactured. In times of high demand, higher steel prices can generally be passed down to customers in the form of higher prices. However, with demand mostly weak from the recession over the past five years, higher steel prices negatively affected profitability. While this driver is expected to increase in 2013, the price hike will coincide with a significant pick-up in demand from the construction sector. Price of plastic materials and resin
- ⊙ World price of aluminum
  - The price of aluminum, like steel, is affected by global demand and supply trends. This price influences the cost and availability of products produced. In times of high demand, rising aluminum costs can be passed down to customers in the form of higher prices. However, with weak demand from the recession over the past five years, higher aluminum prices have hurt profitability and negatively affected the industry. This driver is expected to remain stagnant during 2013.

#### **Key External Drivers for the Industry (Machinery)**

- ⊙ Value of private nonresidential construction
  - Product demand is linked to new building construction, so demand moves roughly in line with construction markets. The nonresidential building construction market relies on government expenditure and private corporate investment, so rising spending from those markets increases demand for this industry. The value of private nonresidential construction is expected to increase during 2013. Consumer spending
- ⊙ Value of residential construction
  - Residential construction is a key market for industry products because new homes are typically built with related systems. An increase in housing construction boosts demand for industry products. The value of residential construction is expected to increase during 2013 and represents a potential opportunity for the industry. Electronic power consumption
- ⊙ World price of steel

- Changes in the price and availability of metals influence the cost of manufacturing ventilation, heating and air-conditioning products, with higher input prices increasing the cost of production. Steel prices are expected to increase during 2013 and pose a potential threat to the industry.
- ⊙ Demand from transportation and warehousing
  - Conveyor systems, forklifts and hoists are used to load freight for sea, air, road and rail transportation. An increase in demand for this type of freight increases demand for this industry's equipment. Demand from transportation and warehousing is expected to increase during 2013.
- ⊙ Demand from manufacturing
  - Manufacturers use conveyor belts and forklift equipment to produce goods. As manufacturing activity increases, demand for new or replacement conveyor belts and forklift equipment also increases. Demand from manufacturing is expected to increase slowly during 2013, thus presenting a potential opportunity for the industry.

**Competitive Landscape/Key Success Factors (Beverages)**

- ⊙ Market research and understanding
- ⊙ Economies of scope
- ⊙ Control of distribution arrangements
- ⊙ Establishment of brand names
- ⊙ Economies of scale

**Competitive Landscape/Key Success Factors (Metal Fabrication)**

- ⊙ Availability of resources
- ⊙ Ability to vary services to suit different needs
- ⊙ Having a diverse range of clients
- ⊙ Economies of scale
- ⊙ Proximity to key markets

**Competitive Landscape/Key Success Factors (Machinery)**

- ⊙ Having a diverse range of clients
- ⊙ Availability of resources
- ⊙ Ability to vary services to suit different needs
- ⊙ Ability to accommodate environmental requirements
- ⊙ Control of distribution arrangements
- ⊙ Establishment of brand names

**Prospect Counts**

NAICS Code	Industry	Total Universe.	Target Universe (100+emps or \$10m+ sales) or (25+emps or \$2.5m+ sales for bev. & brews.)	Target Universe w/Growth and/or events
31211	Beverages	4,199	560	36

Greenville, NC

31212	Breweries	1,720	208	23
33231	Structural Metal Mfg	14,412	839	128
33232	Sheet Metal, Door, etc. Mfg	13,567	708	85
33271	Machine Shop Services	25,655	459	93
33341	HVAC Equipment Mfg	4,877	369	47
33351	Metalworking Machinery Mfg	10,977	333	43
33392	Forklift & Conveyor Mfg	4,984	350	43
33399	Power Tools & Other Mfg	13,328	606	99
Total		93,719	4,432	597

### Outlook (Beverages)

For soda, industry revenue will decline as consumers continue to switch away from high-calorie, sugary drinks. Downstream demand from retailers is also expected to stagnate as a result. During the five years to 2018, industry revenue will decrease at a slower annual average rate of 1.0% to total \$16.7 billion. In 2014, revenue is estimated to decline 1.0% as macroeconomic conditions slowly recover but consumers stick to healthier habits. Although companies are expected to boost marketing spending to stimulate demand for soda, strong brand loyalty will also enable mainstream producers to continue significant markup practices.

Of the subsectors within beverages, the juice production industry is expected to see the greatest growth. The good news is that projected job growth will cause consumer spending to rebound, especially on pricier drinks. Of particular note to this industry, impulse purchases in convenience stores are anticipated to grow in line with rising consumer sentiment. As successful brands continue expanding their market reach, revenue is forecast to increase at an average annual rate of 6.8% to \$31.7 billion in the five years to 2018, including growth of 3.3% in 2014. At the same time, improving consumer sentiment and steady brand recognition will give a boost to profit margins. As a result, profit (earnings before interest and taxes) is forecast to expand to 6.2% of industry revenue by 2018.

On the other hand, beer is expected to attract a smaller share of the demand for alcoholic beverages over the five years to 2017 as consumers continue to switch to alternative alcoholic beverages. Competition from substitutes like spirits and wine is anticipated to slow revenue growth, despite robust demand in the craft and premium beer segments. Including initial growth of 3.3% in 2013, the Breweries industry's revenue is forecast to increase an average 1.0% per year to \$28.7 billion in the five years to 2017. Growth within the beer sector is expected to come from the craft and microbrewery subsector.

### Outlook (Fabricated Metals)

Bolstered by a strong uptick in construction activity, the Structural Metal Product Manufacturing industry will continue its recovery in 2013. After years of declines and stagnant growth, revenue is expected to increase 6.1% in 2013. In the short-term, gains in residential, commercial and infrastructure-related construction will drive growth in 2013. Strong growth is forecast to continue through 2017, as the economy improves. In the five years to 2017, industry revenue is forecast to grow at an average annual rate of 3.8% to \$47.8 billion.

Industry recovery depends on demand from the residential and commercial construction industries, as well as demand stemming from public infrastructure projects, such as roads, bridges, tunnels and highways. Fortunately for the industry, construction activity is set to increase during the outlook period. Over the next five years, the value of residential construction is forecast to rise at an average annual rate of 12.3%, while private, nonresidential construction will increase an average of 6.5% per year over the same period. While looming budget cuts from federal, state and local governments will take shape in the coming years, demand from infrastructure-related construction will remain somewhat consistent. While most of the money for infrastructure projects in the American Recovery and Reinvestment Act has been spent, those investments will continue. The Moving Ahead for Progress in the 21st Century Act (MAP-21), which was signed into law in July of 2012, designates \$105.0 billion toward transportation and infrastructure projects over the next two years. MAP-21 and other similar bills will help to prevent a loss of demand for public construction projects that could occur as the result of looming budget cuts at the federal, state and local levels. The increased demand will spur new facilities and reopen previously closed plants. It is anticipated that the number of establishments will grow at an average annual rate of 2.3% to 6,109 plants over the five years to 2017. With more plants set to open, the industry will need to hire additional workers. Employment is forecast to grow an average of 2.2% per year over the outlook period to 172,020 employees.

### **Outlook (Machinery)**

Demand for the industry's heating, ventilation, air-conditioning and refrigeration (HVACR) products is forecast to increase during the next five years, especially as residential and nonresidential construction markets grow strongly early in the period. Concerns about climate change, energy consumption and the environment will drive the production of and stimulate demand for newer, environmentally friendly systems to replace less efficient ones. Meanwhile, stronger disposable incomes, facilitated by declines in unemployment, and growing corporate profit will further fuel replacement demand. As a result of these trends, industry revenue is projected to increase at an annualized rate of 2.1% and reach an estimated \$48.3 billion during the five years to 2018.

As the economy continues to recover through 2017, the Forklift and Conveyor Manufacturing industry is also set to benefit from stronger demand in downstream freight and manufacturing markets. Toward the end of the five-year period, continued weakness in the US dollar will likely support exports, and industry manufacturers will experience moderate revenue growth. Revenue is forecast to increase at an annualized rate of 4.1% and total an estimated \$41.0 billion by 2017, including an increase of 8.8% in 2013.

Other trends in materials management include equipment that uses multiple modes of transport (e.g. truck-rail-truck), high growth in airfreight and technologies that automatically track goods throughout the supply chain. These trends will provide niche opportunities to introduce innovative material-handling systems. Additionally, the trend of outsourcing logistics to specialist transport companies is forecast to continue. The anticipated boost to capacity utilization may also reduce demand for some types of material-handling equipment.

*Sources: IBISWorld Industry Reports and Dun & Bradstreet*





# Greenville, North Carolina's Economic Development Year in Review

In July 2012, the City of Greenville launched its Office of Economic Development with a vision of accelerating Greenville's trajectory toward becoming a top tier, university-medical or "Uni-Med" community. Using the City's newly adopted Strategic Economic Plan as a base to build upon nearly a decade of successful urban revitalization work, City embarked on a broad array of economic development initiatives. Key first year accomplishments include completion of key projects, as well as the development of partnerships with a wide range of local and regional economic development allies on initiatives that will expand the City's tax base, create more jobs, and make Greenville an even better place to live.

## July 2012

- Greenville launches economic development programs working with newly adopted strategic economic development plan



## September 2012

- Completed Wayfinding Project
- Initiated SEED program



## November 2012

- Arts Resolution adopted
- Hired North Star Destination Strategies for Branding Project
- Visited with NC Commerce staff to promote Greenville economic development



## March 2013

- Accepted NC Rural Center grant for One Source expansion project
- Bankruptcy Court starts construction



## January 2013

- Formed Operation ReEntry partnership with ECU



## May 2013

- Greenville Economic Development Assessment completed
- Represented Greenville at ICSC GO-Science groundbreaking
- Awarded \$400,000 EPA Brownfield Grant
- Applied for \$1.5 million Golden Leaf grant for Project Sequence



## August 2012

- Launched USDA SET Initiative
- Established DOE revolving loan program

## October 2012

- Eastern NC Entrepreneurship Summit



## December 2012

- Parking deck approved
- Economic development incentive options considered

## February 2013

- Promoted Greenville at Public Private Partnership Conference
- Formed partnership with DOT for Dickinson Avenue project

## April 2013

- Represented Greenville at NC Nanotech Conference & EC Gaming Conference
- Adopted Capital Investment Grant Policy
- Presented interim Branding Report
- East 5th Street Redevelopment Project announced



## June 2013

- Georgetown Redevelopment Incentives approved
- Launched Sports Development Initiative



# City of Greenville, North Carolina

Meeting Date: 8/5/2013  
Time: 6:00 PM

**Title of Item:** Resolution requesting the designation of an area as an Urban Progress Zone

**Explanation:** **Abstract:** The purpose of the State Urban Progress Zone (UPZ) program is to provide enhanced state economic incentives to stimulate new investment and job creation in economically distressed urban areas. Greenville's proposed UPZ includes the City's designated redevelopment areas, as well as areas in north Greenville and in the medical district.

**Explanation:** As authorized by North Carolina General Statute 143B-437.09, designation of an Urban Progress Zone (UPZ) within a municipal jurisdiction allows for enhanced levels of state economic development incentives for new business investment within the UPZ. An Urban Progress Zone is an area comprised of one or more contiguous census tracts, census block groups, or both, or parts thereof, in the most recent federal decennial census. The City of Greenville's UPZ boundary was drawn around non-residential areas within current city limits that fell within six census tracts. A map of Greenville's proposed UPZ is attached to this agenda item. These areas met the threshold requirements for minimum combined population and poverty rate set forth by the N.C. Department of Commerce.

The UPZ program provides North Carolina state tax credits to qualifying businesses to include an enhanced state income tax credit for each new job created, with a minimum of 5 jobs created during the taxable year, as well as a 7% state income tax credit for business property investment. Businesses interested in pursuing state tax credits through the UPZ must meet certain eligibility requirements to include activity in certain business sectors such as aircraft maintenance and repair, manufacturing, customer service centers, and information technology. The average wage of all full-time workers employed by the taxpayer at the establishment during the taxable year must meet or exceed the applicable wage standard of the county in which the establishment is located. The taxpayer must offer qualifying health insurance for all full-time positions at the establishment and pay at least fifty percent (50%) of employee premiums.

Once Greenville's Urban Progress Zone has been designated by the City and accepted by the State of North Carolina, City staff will coordinate with the NC Department of Commerce to access the tax credits for new businesses who locate within the UPZ.

**Fiscal Note:**

There is no direct cost to the City of Greenville related to establishing an Urban Progress Zone. Certain new businesses that locate within Greenville's established UPZ and meet other state eligibility criteria will be eligible to receive enhanced state tax credits as a result of their location within the UPZ.


**Recommendation:**


Authorize the submission of the Urban Progress Zone application to the NC Department of Commerce for their review and designation. City Council should adopt the attached resolution in order to formalize that authorization.

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Viewing Attachments Requires Adobe Acrobat. [Click here](#) to download.

**Attachments / click to download**

 [Map of Urban Progress Zone](#)

 [Resolution and Legal Description 958875](#)

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RESOLUTION - 13  
RESOLUTION OF THE CITY COUNCIL OF THE CITY OF GREENVILLE REQUESTING  
THE DESIGNATION OF AN AREA AS AN URBAN PROGRESS ZONE

WHEREAS, the State of North Carolina has established a program which provides incentives to stimulate new investment and job creation in economically distressed urban areas which have been designated as Urban Progress Zones;

WHEREAS, North Carolina General Statute 143B-437.09 establishes the conditions and limitations which an area must meet in order to be designated as an Urban Progress Zone; and

WHEREAS, the City of Greenville has identified an area which meets the conditions and limitations in order to be designated as an Urban Progress Zone and has determined to seek the designation by submittal of the required application to the Secretary of Commerce of the State of North Carolina;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Greenville that it does hereby request the designation of the hereinafter described area as an Urban Progress Zone, pursuant to the provisions of North Carolina Statute 143B-437.09, said area being shown on the attached map and being described as follows:

Beginning at a known point, said point being the intersection of the eastern right-of-way of Charles Blvd. and the northern right-of-way of the Southern Rail Road Line, thence running along the westerly right-of way for 93+/- feet; thence cornering and running along the westerly property line of the property identified as Pitt County Parcel number 004389 in a westerly direction for 166 +/- feet; thence cornering and running along in a westerly direction for 56 +/- feet; thence cornering and running along in a southerly direction for 20+/- feet; thence cornering and running along in a westerly direction for 435+/- feet; thence cornering and running along in a southerly direction for 26+/- feet; thence cornering and running along in a westerly direction for 121+/- feet; thence crossing Cotanche St right-of-way in a westerly direction for 50 +/- feet; thence cornering and running along the westerly property line of the property identified as Pitt County Parcel number 018720 in a westerly direction for 154 +/- feet; thence cornering and running along the westerly property line of the property identified as Pitt County Parcel number 009099 in a westerly direction for 44+/- feet; thence cornering and running along the westerly property line of the property identified as Pitt County Parcel number 029126 in a westerly direction for 108 +/- feet; thence crossing Forbes St. in a westerly direction for 50 +/- feet; thence cornering the westerly property line of the property identified as Pitt County Parcel number 003627; thence crossing the Southern Railroad Line right-of way for 50+/- feet; thence cornering and running in a southerly direction of property identified as Pitt County Parcel number 017909 in a southerly direction for 390 +/- feet; thence cornering in a westerly direction of property identified as Pitt County Parcel number 017909 in a westerly direction for 111 +/- feet; thence cornering and running along the westerly direction of property identified as Pitt County Parcel number 016133 in a westerly direction for 124 +/- feet ; thence crossing Evans St right-of-way in a westerly direction for 50 +/- feet; thence running along in a westerly direction of Howell St for 667 +/- feet; thence cornering and running in a northerly direction of property

identified as Pitt County Parcel number 007667 in a northerly direction for 168 +/- feet; thence cornering and running in a northerly direction of property identified as Pitt County Parcel number 007666 in a northerly direction for 77 +/- feet; thence cornering and running along in a northerly direction of property identified as Pitt County Parcel number 007374 in a northerly direction for 292 +/- feet; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 024952 in a westerly direction for 203 +/- feet; thence crossing S. Pitt St right-of-way in a westerly direction for 50 +/- feet; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 033804 in a westerly direction for 621 +/- feet; thence crossing Beatty St right-of-way in a westerly direction for 50 +/- feet; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 005936 in a westerly direction for 961 +/- feet; ; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 025040 in a westerly direction for 380 +/- feet; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 025042 in a westerly direction for 423 +/- feet; thence crossing over S Skinner St right-of-way in a westerly direction for 50 +/- feet; thence cornering and running along in a southerly direction of S Skinner St in a southerly direction for 449 +/- feet; then crossing over Norris St right-of-way in a southerly direction for 50 +/- feet; thence cornering and running southerly direction of S Skinner St in a southerly direction for 153 +/- feet; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 006393 in a westerly direction for 57+/- feet; cornering and running along in a westerly direction of property identified as Pitt County Parcel number 006394 in a westerly direction for 121 +/- feet; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 019857 in a westerly direction for 60 +/- feet; thence cornering and running along in a northerly direction of property identified as Pitt County Parcel number 019857 in a northerly direction for 152 +/- feet; thence crossing Norris St in a northerly direction for 50 +/- feet; then cornering and running along in a northerly direction of property identified as Pitt County Parcel number 033425 in a northerly direction for 147 +/- feet; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 023588 in a westerly direction for 206 +/- feet; then cornering and running along in a northerly direction of property identified as Pitt County Parcel number 024177 & 012253 in a northerly direction for 93 +/- feet; cornering and running along in a westerly direction of property identified as Pitt County Parcel number 012253 in a westerly direction for 92+/- feet; thence crossing over Perkins St right-of-way in a westerly direction for 50 +/- feet; thence cornering and running along in southerly direction on Perkins St for 1,350 +/- feet; thence cornering and running along in westerly direction of property identified as Pitt County Parcel number 044247 in a westerly direction for 277 +/- feet; thence cornering and running along in westerly direction of property identified as Pitt County Parcel number 033825 in a westerly direction for 248 +/- feet; thence crossing over Hooker Rd right-of-way in a westerly direction for 50 +/- feet; thence cornering and running along in westerly direction of property identified as Pitt County Parcel number 025524 in a westerly direction for 235 +/- feet; thence cornering and running along in westerly direction of property identified as Pitt County Parcel number 006344 in a westerly direction for 228 +/- feet; thence crossing over Truman St in a westerly direction of 50+/- feet; thence cornering and running along in westerly direction of property identified as Pitt County Parcel number 020568 in a westerly direction for 207 +/- feet; thence cornering and running along in westerly direction of property identified as Pitt County Parcel number 020558 in a westerly direction for 199 +/- feet; thence crossing over May St right-

of-way in a westerly direction for 50 +/- feet; thence cornering and running along in westerly direction of property identified as Pitt County Parcel number 020553 in a westerly direction for 152 +/- feet; thence cornering and running along in southerly direction of property identified as Pitt County Parcel number 018657 in a southerly direction for 125 +/- feet; thence cornering and running along in southerly direction of property identified as Pitt County Parcel number 006886 in a southerly direction for 93 +/- feet; thence cornering and running along in westerly direction of property identified as Pitt County Parcel number 006886 in a westerly direction for 106 +/- feet; thence crossing over Sylvan Dr right-of-way in a southerly direction of 50 +/- feet; thence cornering and running along in southerly direction of S Memorial Dr in a southerly direction for 415 +/- feet; thence crossing over Glenwood Av in a southerly direction for 50 +/- feet; thence cornering and running along in southerly direction of S Memorial Dr in a southerly direction for 1,068 +/- feet; thence crossing over S Memorial Dr right-of-way in a westerly direction for 50 +/- feet; thence cornering and running along in a north westerly direction of W Arlington Blvd in a north westerly direction for 2,391 +/- feet; thence crossing over Dickinson Av Ex in north westerly direction for 50 +/- feet; thence cornering and running along in a north westerly direction of W Arlington Blvd in a westerly direction for 2,275 +/- feet; thence crossing the Southern Railroad right-of-way in a north westerly direction for 50 +/- feet; thence cornering and running along in a north westerly direction of property identified as Pitt County Parcel number 061330 in a north westerly direction for 235 +/- feet; then crossing over the Emerald Pl right-of-way in a north westerly direction for 50 +/- feet; thence running along in a north westerly direction of W Arlington Blvd in a north westerly direction for 206 +/- feet; thence crossing over W Arlington Blvd right-of-way in a southerly direction for 50 +/- feet; ; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 055375 in a southerly direction for 385 +/- feet; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 079025 in a southerly direction for 189 +/- feet; thence running along the Southern Railroad right-of-way in a westerly direction for 1,150 +/- feet; thence crossing over Spring Forest Rd right-of-way in a westerly direction for 50 +/- feet; ; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 069694 in a westerly direction for 673 +/- feet; thence running along the eastern property line identified as Pitt County Parcel number 012068 in a northerly direction for 1,033 +/- feet; thence cornering and running along the northern edge property line identified as Pitt County Parcel number 012068 in westerly direction for 1,069 +/- feet; thence running along in a northerly direction on Allen Rd in a northerly direction for 1,172 +/- feet; thence crossing over Stantonsburg Rd right-of-way in a northerly direction for 50 +/- feet; thence crossing over Allen Rd right-of-way in a westerly direction for 50 +/- feet; cornering and running along in a westerly direction of Stantonsburg Rd in a westerly direction for 1,923 +/- feet; thence crossing over Waterford Commons Dr right-of-way in a westerly direction for 50 +/- feet; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 078539 in a westerly direction for 371 +/- feet; thence running along in a northerly direction of B's Barbeque Rd in a northerly direction for 825 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 020925 in a easterly direction for 418 +/- feet; thence cornering and running along in a northerly direction of property identified as Pitt County Parcel number 024028 in a northerly direction for 44 +/- feet; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 062118 in a westerly direction for 210 +/- feet; thence cornering and running along in a northerly direction of property identified as

Pitt County Parcel number 062118 in a northerly direction for 172 +/- feet; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 062118 in a westerly direction for 137 +/- feet; thence cornering and running along in a northerly direction of property identified as Pitt County Parcel number 062118 in a northerly direction for 277 +/- feet; thence cornering and running along in a westerly direction on Macgregor Downs Rd in a westerly direction for 913 +/- feet; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 005763 in a southerly direction for 344 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 005763 in a easterly direction for 127 +/- feet; thence cornering and running along in a northerly direction of property identified as Pitt County Parcel number 005763 in a northerly direction for 97 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 027180 in a easterly direction for 174 +/- feet; thence cornering and running along in a northerly direction of property identified as Pitt County Parcel number 027180 in a northerly direction for 241 +/- feet; thence crossing over Macgregor Downs Rd right-of-way in a northerly direction for 50 +/- feet; thence running along in a easterly direction of Macgregor Downs Rd in a easterly direction for 1,137 +/- feet; thence cornering and running along in a northerly direction of property identified as Pitt County Parcel number 011467 in a northerly direction for 1,114 +/- feet; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 019941 in a westerly direction for 576 +/- feet; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 038307 in a westerly direction for 705 +/- feet; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 036701 in a westerly direction for 739 +/- feet; thence cornering and running along in a northerly direction on B's Barbeque Rd in a northerly direction for 529 +/- feet; thence crossing over Westover Dr right-of-way in a northerly direction for 50 +/- feet; thence cornering and running along in a northerly direction on B's Barbeque Rd in a northerly direction for 515 +/- feet; thence crossing over Best Rd right-of-way in a northerly direction for 50 +/- feet; thence cornering and running along in a northerly direction on B's Barbeque Rd in a northerly direction for 1,052 +/- feet; thence cornering and running along in a easterly direction on W 5<sup>th</sup> St in a easterly direction for 855 +/- feet; thence crossing over W 5<sup>th</sup> St right-of-way in a northerly direction for 50 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 022731 in a easterly direction for 67 +/- feet; thence cornering and running along in a northerly direction of property identified as Pitt County Parcel number 022731 in a northerly direction for 1,086 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 040144 in a easterly direction for 392 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 049130 in a easterly direction for 288 +/- feet; thence crossing over Paladin Dr right-of-way in a easterly direction for 50 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 051029 in a easterly direction for 350 +/- feet; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 051029 in a southerly direction for 209 +/- feet; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 052365 in a southerly direction for 200 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 054263 in a easterly direction for 92 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 053961 in a easterly direction for 345 +/-

feet; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 053961 in a southerly direction for 93 +/- feet; ; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 038800 in a easterly direction for 159 +/- feet; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 038800 in a southerly direction for 202 +/- feet; ; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 069689 in a easterly direction for 171 +/- feet; thence crossing over Brighton Park Dr right-of-way in a easterly direction for 50 +/- feet; thence following along Melrose Dr in a easterly direction for 628 +/- feet; thence crossing over in a W Arlington Blvd right-of-way way in a easterly direction for 50 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 07747 in a easterly direction for 342 +/- feet; ; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 073297 in a easterly direction for 298 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 077000 in a easterly direction for 196 +/- feet; thence crossing over Treybrooke Ci right-of-way in a easterly direction for 50 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 077001 in a easterly direction for 206 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 077002 in a easterly direction for 210 +/- feet; thence crossing over Treybrooke Ci right-of-way in a easterly direction for 50 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 059774 in a easterly direction for 226 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 042879 in a easterly direction for 70 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 035856 in a easterly direction for 288 +/- feet; thence cornering and running along in a northerly direction of property identified as Pitt County Parcel number 080961 in a northerly direction for 201 +/- feet; thence cornering and running along in a northerly direction of property identified as Pitt County Parcel number 080962 in a northerly direction for 242 +/- feet; thence cornering and running along in a northerly direction of property identified as Pitt County Parcel number 080963 in a northerly direction for 1,071 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 080963 in a easterly direction for 592 +/- feet; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 080963 in a southerly direction for 1,327 +/- feet; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 080964 in a southerly direction for 261 +/- feet; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 078569 in a southerly direction for 171 +/- feet; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 076161 in a southerly direction for 224 +/- feet; thence cornering and running along in a easterly direction of W 5<sup>th</sup> St in a southerly direction for 1,343 +/- feet; thence cornering and running along in a northerly direction of property identified as Pitt County Parcel number 017562 in a northerly direction for 187 +/- feet; thence cornering and running along in a northerly direction of property identified as Pitt County Parcel number 011987 in a northerly direction for 279 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 011987 in a easterly direction for 578 +/- feet; thence cornering and running along in a northerly direction of property identified as Pitt County Parcel number 010608 in a northerly direction for



271 +/- feet; thence cornering and running along in a northerly direction of S Memorial Dr in a southerly direction for 1,820 +/- feet; thence cornering and running along the Tar River as it meanders along the high water mark of the following property identified as Pitt County parcel number 029143 in a northerly direction for 7,904 +/- feet; thence cornering and running along in a northerly direction of property identified as Pitt County Parcel number 029143 in a northerly direction for 1,928 +/- feet; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 029143 in a westerly direction for 845 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 029143 in a easterly direction for 1,245 +/- feet; thence cornering and running along in a northerly direction of property identified as Pitt County Parcel number 039406 in a northerly direction for 1,364 +/- feet; thence cornering and running along in a northerly direction of property identified as Pitt County Parcel number 029143 in a northerly direction for 909 +/- feet; thence cornering and running along in a northerly direction of property identified as Pitt County Parcel number 034259 in a northerly direction for 736 +/- feet; thence cornering and running along in a northerly direction of property identified as Pitt County Parcel number 036050 in a northerly direction for 2,708 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 023118 in a easterly direction for 1,378 +/- feet; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 023118 in a southerly direction for 1,152 +/- feet; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 023118 in a westerly direction for 998 +/- feet; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 029143 in a southerly direction for 1,162 +/- feet; thence cornering and running along in a northerly direction of property identified as Pitt County Parcel number 029143 in a northerly direction for 1,953 +/- feet; thence crossing over W Belvoir Rd right-of-way in a northerly direction for 50 +/- feet; thence running along in a easterly direction on W Belvoir Rd in a easterly direction for 761 +/- feet; thence running along in a northerly direction on N Memorial Dr in a northerly direction for 1,567 +/- feet; thence running along in a westerly direction on Springfield Dr in a westerly direction for 985 +/- feet; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 058789 in a southerly direction for 636 +/- feet; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 058789 in a westerly direction for 486 +/- feet; thence cornering and running along in a northerly direction of property identified as Pitt County Parcel number 058789 in a northerly direction for 709 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 058789 in a easterly direction for 393 +/- feet; thence running along in a easterly direction on Springfield Dr in a westerly direction for 985 +/- feet; thence running along in a northerly direction on N Memorial Dr in a northerly direction for 1,076 +/- feet; thence crossing over N Memorial Dr right-of-way in a easterly direction for 50 +/- feet; thence crossing over Seaboard Coast Line Railroad right-of-way in a easterly direction for 50 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 036382 in a easterly direction for 123 +/- feet; thence running along N Greene St in a southerly direction for 2,874 +/- feet; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 036382 in a southerly direction for 120 +/- feet; running along N Greene St in a southerly direction for 383 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 029308 in a easterly direction for 209 +/- feet;

thence cornering and running along in a northerly direction of property identified as Pitt County Parcel number 036039 in a northerly direction for 83 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 036039 in a easterly direction for 177 +/- feet; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 036039 in a southerly direction for 297 +/- feet; thence crossing over Pactolus Hwy right-of-way in a southerly direction for 50 +/- feet; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 021784 in a westerly direction for 148 +/- feet; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 004855 in a westerly direction for 296 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 007517 in a easterly direction for 260 +/- feet; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 007517 in a southerly direction for 86 +/- feet; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 015241 in a southerly direction for 252 +/- feet; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 010785 in a southerly direction for 52 +/- feet; thence running along in a southerly direction on N Pitt St. for 1,696 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 007726 in a easterly direction for 148 +/- feet; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 003616 in a southerly direction for 193 +/- feet; thence running along in a easterly direction along Martin St right-of way for 743 +/- feet; thence running along in a southerly direction along Meadowbrook Dr right-of-way for 426 +/- feet; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 007436 in a southerly direction for 317 +/- feet; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 033421 in a southerly direction for 148 +/- feet; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 033421 in a westerly direction for 131 +/- feet; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 033422 in a westerly direction for 612 +/- feet; thence running along in a westerly direction along Farmer St right-of- way for 720 +/- feet; ; thence running along in a northerly direction along N Greene St right-of- way for 1,040 +/- feet; thence crossing over Seaboard Coast Line Railroad right-of-way in a easterly direction for 50 +/- feet; thence running alone in a easterly direction on W Dudley St for 1,004 +/- feet; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 039455 in a westerly direction for 385 +/- feet; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 042980 in a westerly direction for 438 +/- feet; thence running in a southerly direction on N Memorial Dr for 1,866 +/- feet; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 029143 in a southerly direction for 2,377 +/- feet; thence cornering and running along the Tar River as it meanders along the high water mark of the following properties identified as Pitt County parcel number 029143 in a westerly direction for 1,571 +/- feet; thence running in a southerly direction for S Memorial Dr for 1,564 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 028959 in a easterly direction for 505 +/- feet; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 028959 in a southerly direction for 240 +/- feet; thence running along in a easterly direction on Ward St for 2,595 +/- feet; thence running along in a

northerly direction on Contentnea St for 1,793 +/- feet; thence cornering and running along the Tar River as it meanders along the high water mark of the following properties as Pitt County parcel numbers 028933,031462,029030, 013500, 027788, 027654, 023797 in a easterly direction for 4,389 +/- feet; thence crossing over E 1<sup>st</sup> St right-of-way in a southerly direction for 50 +/- feet; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 029282 in a southerly direction for 1,021 +/- feet; thence crossing over E 3<sup>rd</sup> St right-of-way in a southerly direction for 50 +/- feet; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 029290 in a southerly direction for 343 +/- feet; thence crossing over E 4<sup>th</sup> St right-of-way in a southerly direction for 50 +/- feet; ; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 029291 in a southerly direction for 654 +/- feet; thence running along in a southerly direction on Reade Ci for 621 +/- feet; thence running along in a southerly directions on Contanche St for 476 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 025894 in a easterly direction for 111 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 037960 in a easterly direction for 341 +/- feet; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 037962 in a southerly direction for 208 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 026914 in a easterly direction for 224 +/- feet; thence crossing over in a southerly direction on Library Dr for 50 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 037959 in a easterly direction for 324 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 010636 in a easterly direction for 56 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 024424 in a easterly direction for 62 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 029273 in a easterly direction for 61 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 006164 in a easterly direction for 67 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 020830 in a easterly direction for 62 +/- feet; thence running along in a southerly direction of Lawrence St for 320 +/- feet; thence crossing over in a southerly direction on E 10<sup>th</sup> St right-of-way for 50 +/- feet; thence running along in an easterly direction on E 10<sup>th</sup> St for 1,312 feet; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 001711 in a southerly direction for 358 +/- feet; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 001703 in a westerly direction for 724 +/- feet; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 006791 in a westerly direction for 144 +/- feet; thence crossing over in a westerly direction on Anderson St for 50 +/- feet; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 006644 in a westerly direction for 115 +/- feet; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 013166 in a westerly direction for 109 +/- feet; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 019316 in a westerly direction for 232 +/- feet; thence crossing over Lawrence St right-of-way in a westerly direction for 50 +/- feet; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 018460 in a westerly direction for 56 +/- feet; thence cornering and

running along in a westerly direction of property identified as Pitt County Parcel number 017836 in a westerly direction for 67 +/- feet; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 015596 in a westerly direction for 233 +/- feet; thence crossing over Charles St right-of-way in a westerly direction for 50 +/- feet; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 015575 in a westerly direction for 304 +/- feet; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 015578 in a southerly direction for 155 +/- feet; thence crossing over E 11<sup>th</sup> St right-of-way in a southerly direction for 50 +/- feet; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 015578 in a southerly direction for 155 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 015611 in a easterly direction for 295 +/- feet; thence crossing over Charles St in a easterly direction for 50 +/- feet; thence cornering and running along in a easterly direction of property identified as Pitt County Parcel number 080026 in a easterly direction for 208 +/- feet; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 080026 in a southerly direction for 256 +/- feet; thence cornering and running along in a westerly direction of property identified as Pitt County Parcel number 080026 in a westerly direction for 88 +/- feet; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 015608 in a southerly direction for 109 +/- feet; thence cornering and running along in a southerly direction of property identified as Pitt County Parcel number 015608 in a southerly direction for 102 +/- feet; thence running along in a southerly direction on Charles Blvd. for 1,035 +/- feet and returning to the point of beginning and containing 20.3 +/- square miles.

BE IT FURTHER RESOLVED by the City Council of the City of Greenville that the Mayor is hereby authorized to execute, for and on behalf of the City of Greenville, the Urban Progress Zone application that will be submitted to the Secretary of Commerce of the State of North Carolina requesting a written determination that the above described area is an Urban Progress Zone that satisfies the conditions and limitations of subsections (a) and (b) of North Carolina General Statute 143B-437.09.

This the 5th day of August, 2013.

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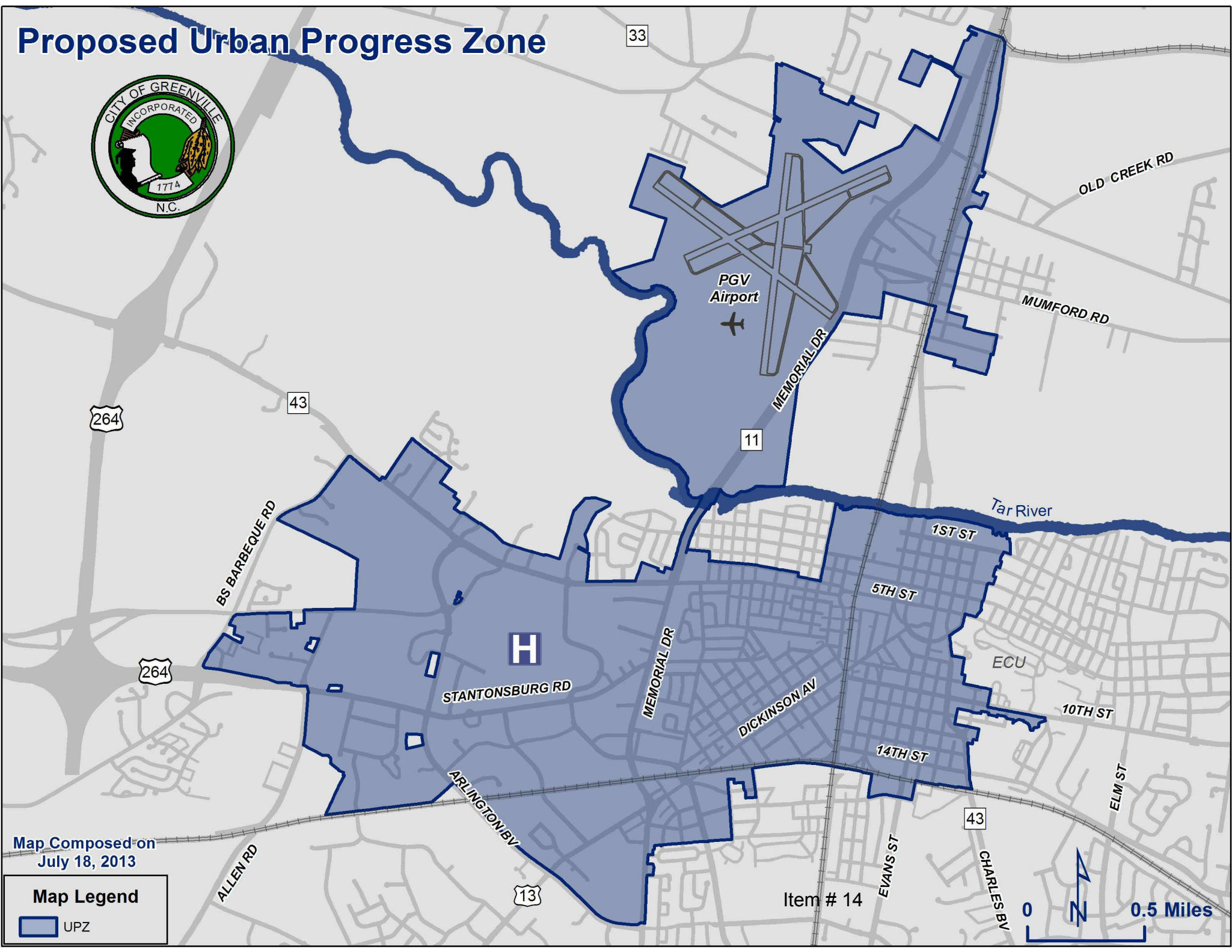
Allen M. Thomas, Mayor

ATTEST:

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Carol L. Barwick, City Clerk

# Proposed Urban Progress Zone



Map Composed on  
July 18, 2013

## Map Legend

 UPZ





# City of Greenville, North Carolina

Meeting Date: 8/5/2013  
Time: 6:00 PM

**Title of Item:** Selection of Uptown Parking Deck Design Firm

**Explanation:** **Abstract:** Development of a parking deck in Greenville’s Uptown Commercial District was identified as a goal by the City Council for the current year. City Council has selected a City-owned parking lot at the corner of 4<sup>th</sup> and Cotanche Streets for construction of the parking deck. The next step in the development process is for City Council to select a design firm for the project.

**Explanation:** Review of opportunities for construction of a parking deck in Greenville’s Uptown Commercial District was identified as a goal by the City Council for the current year. City Council has selected a City-owned parking lot at the corner of 4<sup>th</sup> and Cotanche Streets for construction of the parking deck. In December 2012, the Greenville City Council authorized staff to move forward with a procurement process that culminated in May with City Council’s selection of Barnhill Contracting Company to serve as “construction manager at risk” (CMAR) for the project. As construction manager for the project, Barnhill will work with the City’s selected design firm to ensure that the project is completed in a safe, cost effective, and aesthetically pleasing manner.

As required by North Carolina law, staff has utilized a competitive procurement process in order to select a qualified design firm to complete construction plans for the parking deck project. The solicitation was advertised on June 24, 2013, with interested firms required to submit their proposals no later than July 12, 2013. A copy of the solicitation is included with this agenda item. A total of five (5) firms submitted their qualifications for the project. A team of City staff members, along with advisors from Barnhill Construction, subsequently narrowed that list to four (4) firms that were invited to interview for the project on July 23, 2013. The firms selected for interview were Kimley-Horn and Associates, Little Diversified Architectural Consulting, Walker Parking Consultants, and Stewart Engineering. Each firm demonstrated a strong record of design and management for parking deck projects.

Following the interviews, Walker Parking Consultants, a national firm with an

office in Charlotte, NC was selected by the review panel as the top firm. Walker is a specialty parking firm who has completed tens of thousands of parking deck spaces in projects throughout North Carolina and the United States. In addition, Walker has joined forces on this project with local firms to include Robert Griffin Architecture, Rivers and Associates, as well as The East Group. Staff is confident that Walker and their team can complete an attractive, buildable, and safe parking deck design in a timely manner for the City of Greenville. Under the current project schedule, initial design concepts will be presented to City Council as well as various City boards and commissions in October, with final design completed by January.

**Fiscal Note:**

Staff estimates place the cost for construction of a pre-cast parking deck at approximately \$4 million. Design services associated with the project are included within the estimate cited above. Staff will negotiate a final scope of services and budget with the selected designer and return to City Council in September to request authorization to enter into a contract with Walker Parking Consultants.

**Recommendation:**

Staff recommends that City Council select Walker Parking Consultants to serve as designer for the Uptown Parking Deck Project. Staff further requests authorization from City Council to enter into negotiations with Walker Parking Consultants to develop a scope of services for design with the associated fee subject to approval by City Council.

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Attachments / click to download

 [Parking Deck Design RFQ](#)

# REQUEST FOR QUALIFICATIONS

## Uptown Parking Deck Engineering & Design Services



**City of Greenville, NC**

Response Deadline: July 12, 2013 4:00 p.m. EDT

For further information,  
Contact:

Carl Rees  
City of Greenville  
Office of Economic Development  
[crees@greenvillenc.gov](mailto:crees@greenvillenc.gov)  
252-329-4510



## **1.0 Background**

The City of Greenville is a thriving economic hub that is the center of commerce, healthcare and education in the heart of eastern North Carolina. The City has enjoyed relatively strong growth and prosperity in recent years, leading to a current population approaching 90,000 persons.

Since 2002, the Greenville Redevelopment Commission has been leading the City's efforts to revitalize its "Uptown" commercial and office area, which is adjacent to East Carolina University – the fastest growing public university in North Carolina. The revitalization plan



initiated a series of incremental revitalization activities that laid the groundwork for pending larger-scale redevelopment projects in Uptown Greenville, which the City is prepared to support on a strategic basis. One such public investment is construction of a 250-275 space parking deck in the heart of the City's Uptown Commercial District.

City of Greenville officials have discussed the possibility of constructing a parking deck in Uptown Greenville since as early as 2003 and set aside funds in reserve for its construction. In December of 2012, the Greenville City Council signed off on construction of the parking deck and soon thereafter hired Barnhill Contracting Company to serve as construction manager at risk on the project. This project will be the first municipal parking deck ever constructed in Greenville.

## **2.0 The Project**

### *2.1 Parking Deck*

- Pre-cast construction
- A sketch plan of the parking deck site is provided on Page 6 and listed as Figure "A".
  - Two pedestrian access areas will be maintained and additional pedestrian access areas from Fifth Street and Evans Street will be considered. (Please note that the building identified as "Visitor Center – Mixed Use" will not be constructed at this time)
- Design features: required handicap accessibility features, stair and elevator access, energy efficient lighting, emergency call stations and security cameras wired into the existing City of Greenville network.

- Although attended parking will not be offered initially, the deck should be constructed in such a manner that an attendant booth could be added at a later date.
- A variety of exterior up-fit options might be considered during the design phase but it is expected that the exterior would be treated in such a manner that the parking deck is compatible with the surrounding structures.
- Geological conditions: A recently completed site assessment indicated that foundation enhancements and/or a pier system will be required for a structure of the magnitude of a parking deck. A copy of the geological report from Terracon is available upon request.
- Deck operations: Lower floor spaces available for lease, with upper floor spaces available for hourly parking. With leased spaces converting to free parking during evening and weekend hours. The metered spaces on the top level would also convert to free parking during evening and weekend hours. Management of the hourly spaces will be conducted via parking pay stations.
- The parking deck site is fully owned by the City of Greenville.
- A final construction budget for this project has not been developed at this time, although the initial budget for the project has been set at \$4 million to include hard and soft costs.
- A survey of the parking deck site is available at the City of Greenville's Office of Economic Development website:  
[http://www.greenvillenc.gov/departments/community\\_development/information/default.aspx?id=18734](http://www.greenvillenc.gov/departments/community_development/information/default.aspx?id=18734)

## 2.2 Site Context

The project site is located within the Uptown Commercial District, which is part of the Center City Revitalization Area. The project site is also within the historic Commercial District, which is listed on the National Register historic places but is *not* a local historic district subject to design review. It might be characterized as a "main street" downtown, with predominantly 1-2 story commercial buildings, civic/government buildings, and churches.

The project site is served by water, sewer, and electric services provided by Greenville



Utilities Commission. Other utility infrastructure includes telephone service provided by Embarq, cable television service provided by Suddenlink Communications, and free public wi-fi in the Uptown area.

The parking deck site, at the corner of Fourth and Cotanche streets, is currently used as a municipal parking lot with a total parking capacity of 77 spaces (approximately 200 feet along Cotanche Street and 120 feet along Fourth Street). The site is served by one-way south traffic on Cotanche Street and two-way traffic along Fourth Street. It appears that a four level parking deck could be erected at the location that would provide vehicular access from both Fourth and Cotanche Streets.

### *2.3 Procurement Goals*

The City of Greenville is seeking a multidisciplinary engineering firm to provide professional consultation and design services for the parking deck project to include civil engineering, soil borings and geotechnical engineering, structural engineering, traffic engineering, plumbing engineering, electrical engineering (including security) as well as landscape and other architecture services.

The selected firm must demonstrate a proven track record of designing and completing parking deck structures in the state of North Carolina.

### *2.4 Designer Requirements*

The City of Greenville seeks a qualified firm to develop site, design and construction documents for an urban parking deck. The selected firm/team will be required to assist the City and its construction management firm in the planning process to include attendance at public meetings as well as to subsequently produce construction drawings, cost estimates and contract documents. The selected firm will be required to develop a biddable set of plans and construction documents for the Uptown Parking Deck project. In addition, the selected design firm must demonstrate acceptance and/or compliance with the following:

- Insurance

The City of Greenville requires the selected firm to have a minimum of \$1,000,000 of professional errors and omissions insurance prior to entering into an agreement with the City.

□ Acceptance of Terms

Submission of a proposal shall constitute acknowledgment and acceptance of all terms and conditions hereinafter set forth in the RFQ unless otherwise expressly stated in the proposal.

□ Financial Responsibility

The firm making the proposal understands and agrees that the City shall have no financial responsibility for any costs incurred by the firm in responding to this RFQ prior to the issuing of an agreement. This includes but is not limited to costs related to site visit(s) and estimate preparation(s) for contract negotiations.

□ Minority Business Enterprises and Women's Business Enterprises

The City of Greenville is committed to an annual goal of 10% for Minority Business Enterprises (MBE) and 6% for Women's Business Enterprises (WBE) participation for all professional services contracts. Firms demonstrating a commitment to assist the City in attaining these goals by designating a percentage of the contract to be assigned to qualified MBE/WBE firms will be given priority consideration. Please note that as of July 1, 2009, the City of Greenville only accepts State-certified HUB consultants to fulfill the M/WBE requirements for City funded projects.

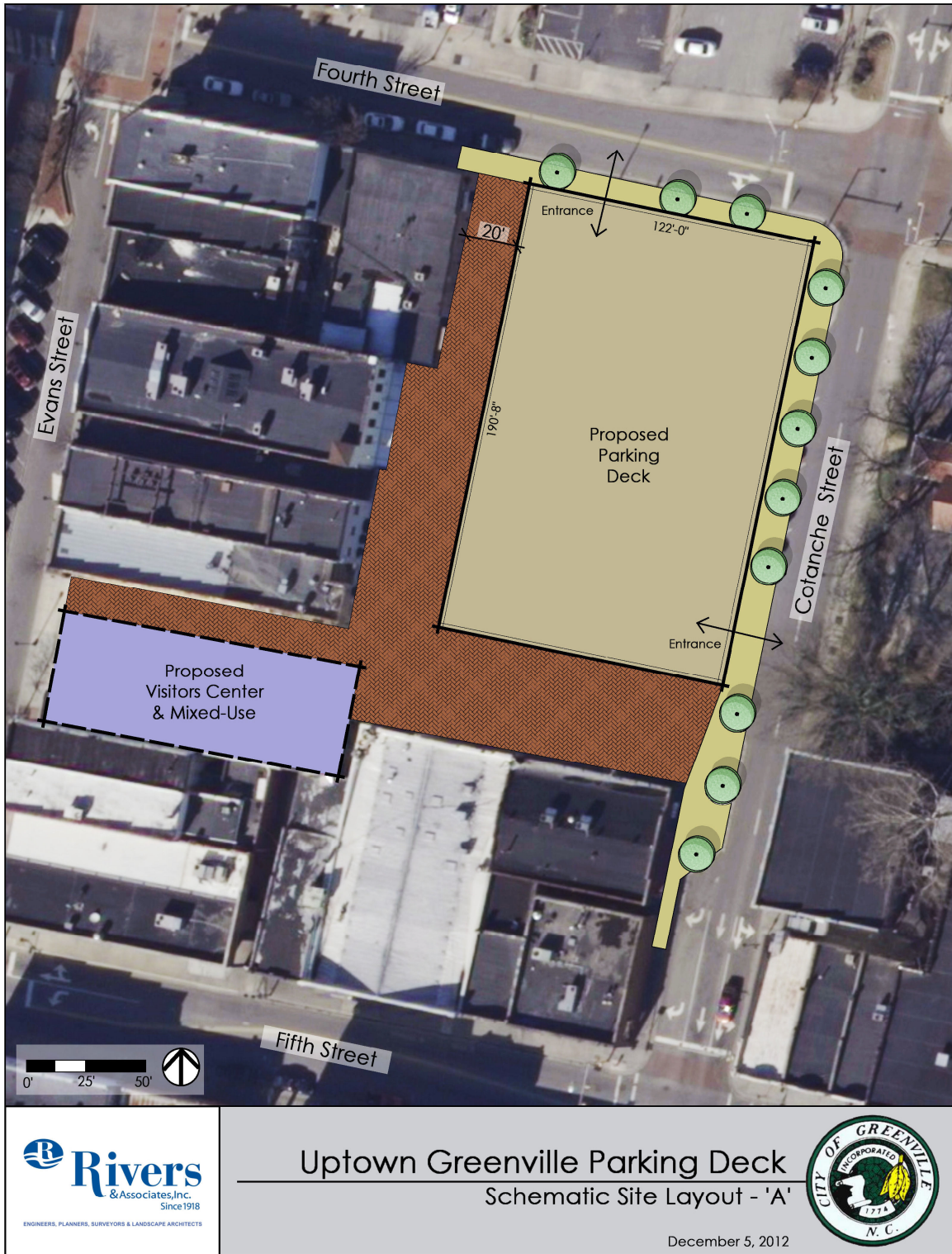
### *2.5 City Participation*

During the design phase, it is expected City of Greenville and its construction management firm will support the project as follows:

- Provide timely reviews of plans and specifications
- Provide approvals of construction plans, budgets and specifications
- Make available the project site for testing and other required site recon cense

2.6 Site

FIGURE "A"



### **3.0 Proposals**

#### *3.1 Submittal Deadline*

In order to be considered, six (6) copies of all designer submissions must be received on or before July 12, 2013, by 4:00 p.m. EDT. All submissions must be delivered in a sealed envelope marked: Uptown Parking Deck Design Proposal. All materials submitted in response to this notice become the property of the Greenville Redevelopment Commission and may be returned at their option. Any proposals received after the deadline will not be considered.

Proposals may be mailed or delivered to:

City of Greenville  
Office of Economic Development  
Att. Mr. Carl Rees  
P.O. Box 7207  
201 West Fifth Street  
Greenville, NC 27835

#### *3.2 Proposal Format*

##### Cover Letter

Briefly describe why your firm is interested and should be considered for this project. Please describe current workload of your firm or team and describe your ability to take on this project. Also, provide contact information for any questions or additional requests for information that may arise during the review of your proposal.

##### Designer Background

Provide the following information for the lead design firm and any proposed sub-consultants: Firm names, background, history, number of years in business, size of firm, number of employees dedicated to this project and their proposed responsibilities to this project. Please include applicable professional registrations of team members as well as any specialized experience in applicable areas to include implementation of CEPTED principles in parking structure design.

## Experience

List a minimum of three (3) recent projects similar to this one completed by your firm. The list should include:

- ❑ Project name
- ❑ Brief description of the project
- ❑ Client name and client contact information
- ❑ Total estimated construction budget and budget at project completion
- ❑ Design budget
- ❑ Initial estimated project length and actual project length at completion

## Project Approach

Briefly outline your technical and procedural approach for this project. Also, describe key issues and potential problems facing this project and how your firm or team would address these issues. Please be as specific as possible with regard to any potential site or scheduling issues.

## Equal Employment Opportunity Statement

The City of Greenville does not discriminate in administering any of its programs and activities. The consultant awarded the contract for work on this project is required to insure that no person shall be denied employment, fair treatment or be discriminated against on the basis of race, sex, religion, age, national origin or handicap. (Please include a copy of any EEO policy or statement adopted by your firm)

## **4.0 Evaluation and Selection Process**

### *4.1 Submission Review Team*

The initial submission review team will consist of 3-4 City of Greenville staff members along with representatives of the construction management firm.

### *4.2 Selection Criteria*

Criteria for the selection of the consultant will include but not be limited to:

- ❑ Ability to undertake and complete the project in a timely manner

- ❑ Previous performance with similar projects
- ❑ Proven ability to facilitate a comparable design process
- ❑ Qualifications of key personnel
- ❑ Technical approach to the project

#### 4.3 Process

The proposal review team will evaluate all proposals submitted on time to determine those firms that will be granted an interview. Costs for developing the proposal and costs attributed to any interviews are at the consultant's expense and will not be reimbursed. Following the interviews, City of Greenville staff will attempt to negotiate an agreement with the top ranked firm. If no agreement can be reached with the top ranked firm, that firm will be dismissed and staff will proceed to the second ranked firm and so on, until an agreement can be negotiated that is satisfactory to both parties. The City reserves the right to accept the proposal that best fits the Scope of Services as defined by the City of Greenville and is deemed to be in the best interest of the City; or the City can reject all proposals.

#### 4.4 Project Timeline

A preliminary schedule for the preconstruction phase of the project is provided as Appendix "A" to this solicitation. The schedule for the procurement process is listed below.

6/24/2013	Design RFQ issued
7/12/2013	Submittal deadline
7/13 – 7/24/2013	Review of responses & interviews
	<b>*** Proposed interview date 7-23-2013</b>
8/5/2013	Selection of project designer
8/7/2013	Start of design process

The above dates represent a projected timeline, which is subject to modification by the City. In such event, the City will provide notice of such changes.



## **5.0 Questions**

In an effort to ensure that all potential respondents to this proposal have access to the same information, all questions should be posed via email to Mr. Carl Rees, Project Manager at the following email address: [crees@greenvillenc.gov](mailto:crees@greenvillenc.gov)

Questions will be posted along with appropriate responses on the Office of Economic Development web page at:  
[www.greenvillenc.gov/economicdevelopment](http://www.greenvillenc.gov/economicdevelopment)

Questions will be accepted until July 9, 2013 and will typically be responded to within one business day.

**- End of RFQ -**



# City of Greenville, North Carolina

Meeting Date: 8/5/2013  
Time: 6:00 PM

**Title of Item:** Budget ordinance amendment #1 to the 2013-2014 City of Greenville budget (Ordinance #13-026) and amendment to the Small Business Loan Fund (Ordinance #98-75)

**Explanation:** **Abstract:** The budget amendment is for City Council to review and approve proposed changes to the adopted 2013-2014 budget.

**Explanation:** Attached is an amendment to the 2013-2014 budget ordinance for consideration at the August 5, 2013, City Council meeting. For ease of reference, a footnote has been added to each line item of the budget ordinance amendment, which corresponds to the explanation below:

**A** To appropriate Federal Forfeiture funds that will be used for eligible activities during the year (Total - \$30,000).

**B** To allocate Controlled Substance funds to purchase two additional motorcycles for the Police Department (Total - \$26,961).

**C** To transfer the approved budget for the Inspections Division from the Public Works Department to the Community Development Department. This action was approved by City Council during the prior year (Total - \$820,540).

**D** To reallocate budgeted funds approved as a "Transfer" into Capital Improvements, based on the nature of the expense. These funds will be used for a river study (Total - \$200,000).

**E** To appropriate and transfer funds from the Small Business Loan Fund into the Housing Fund to subsidize the personnel costs of a Loan Administrator. These funds have already been appropriated and approved within the Housing Fund for fiscal year 2012-2013. Additionally, this amendment will adjust the overall budget of this fund to align with the receipts that have been recognized during the previous year(s) (Total - \$123,810).

**F** To appropriate grant funds received from the Curbside Value Partnership in the Sanitation Fund. These funds will be used to increase the education and participation of recycling within the city (Total - \$5,000).

**G** To appropriate funds from the Vehicle Replacement Fund to purchase more efficient Stormwater equipment to maintain sixty-five miles of ditches throughout the city (Total - \$490,000).

**H** To adjust the Community Development Housing Fund based on the expiration of the LEAD grant. This amendment includes the actual approval of grant funds for CDBG and HOME. This amendment will align the City budget with the federal approved plan. The amendment will require an additional \$83,896 to be funded by the General Fund (Total - \$102,424)

**Fiscal Note:**

The budget ordinance amendment affects the following funds: increase the General Fund by \$140,857; increase the Sanitation Fund by \$5,000; increase the Small Business Loan Fund by \$123,810; and increase the Vehicle Replacement Fund by \$490,000:

<u>Fund Name</u>	<u>Original /Amended Budget</u>	<u>Proposed Amendment</u>	<u>Amended Budget 8/5/2013</u>
General	\$ 86,136,987	\$ 140,857	\$ 86,277,844
Sanitation	\$ 7,659,636	\$ 5,000	\$ 7,664,636
CD - Small Business Loan	\$ 945,787	\$ 123,810	\$ 1,069,597
Vehicle Replacement	\$ 3,832,662	\$ 490,000	\$ 4,322,662

**Recommendation:**

Approve budget ordinance amendment #1 to the 2013-2014 City of Greenville budget (Ordinance #13-026) and the amendment to the Small Business Loan Fund (Ordinance #98-75)

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**Attachments / click to download**

 [Budget Amendment FY 2013 2014 958470](#)

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ORDINANCE NO. 13-  
CITY OF GREENVILLE, NORTH CAROLINA  
Ordinance (#1) Amending the 2013-2014 Budget (Ordinance No. 13-026) and  
Amendment to the Small Business Loan Fund (Ordinance No. 98-75)

**THE CITY COUNCIL OF THE CITY OF GREENVILLE, NORTH CAROLINA , DOES ORDAIN:**

**Section I:** Estimated Revenues and Appropriations. **General Fund**, of Ordinance 13-026, is hereby amended by increasing estimated revenues and appropriations in the amount indicated:

	<b>ORIGINAL 2013-2014 BUDGET</b>		<b>#1 Amended 8/5/13</b>		<b>Total Amendments</b>		<b>Amended 2013-2014 Budget</b>
<b>ESTIMATED REVENUES</b>							
Property Tax	\$ 30,725,377		\$ -		\$ -		\$ 30,725,377
Sales Tax	14,910,654		-		-		14,910,654
Video Prog. & Telecom. Service Tax	988,360		-		-		988,360
Rental Vehicle Gross Receipts	124,554		-		-		124,554
Utilities Franchise Tax	5,650,969		-		-		5,650,969
Motor Vehicle Tax	947,925		-		-		947,925
Other Unrestricted Intergov't Revenue	773,961		-		-		773,961
Powell Bill	2,190,005		-		-		2,190,005
Restricted Intergov't Revenues	906,300	A,B	56,961		56,961		963,261
Privilege License	635,694		-		-		635,694
Other Licenses, Permits and Fees	4,441,905		-		-		4,441,905
Rescue Service Transport	3,109,570		-		-		3,109,570
Parking Violation Penalties, Leases, & Meters	320,760		-		-		320,760
Other Sales & Services	594,405		-		-		594,405
Other Revenues	368,049		-		-		368,049
Interest on Investments	1,416,062		-		-		1,416,062
Transfers In GUC	6,482,380		-		-		6,482,380
Other Financing Sources	2,083,920		-		-		2,083,920
Appropriated Fund Balance	9,466,137	H	83,896		83,896		9,550,033
<b>TOTAL REVENUES</b>	<b>\$ 86,136,987</b>		<b>\$ 140,857</b>		<b>\$ 140,857</b>		<b>\$ 86,277,844</b>
<b>APPROPRIATIONS</b>							
Mayor/City Council	\$ 388,957		\$ -		\$ -		\$ 388,957
City Manager	1,307,015		-		-		1,307,015
City Clerk	273,769		-		-		273,769
City Attorney	453,843		-		-		453,843
Human Resources	2,632,937		-		-		2,632,937
Information Technology	3,089,753		-		-		3,089,753
Fire/Rescue	13,465,164		-		-		13,465,164
Financial Services	2,388,772		-		-		2,388,772
Recreation & Parks	7,532,229		-		-		7,532,229
Police	23,120,136	A,B	56,961		56,961		23,177,097
Public Works	10,196,796	C	(820,540)		(820,540)		9,376,256
Community Development	1,917,798	C	820,540		820,540		2,738,338
OPEB	350,000		-		-		350,000
Contingency	200,000		-		-		200,000
Indirect Cost Reimbursement	(1,014,572)		-		-		(1,014,572)
Capital Improvements	6,550,990	D	200,000		200,000		6,750,990
Total Appropriations	\$ 72,853,587		\$ 256,961		\$ 256,961		\$ 73,110,548
<b>OTHER FINANCING SOURCES</b>							
Debt Service	\$ 4,503,760		\$ -		\$ -		\$ 4,503,760
Transfers to Other Funds	8,779,640	D,H	(116,104)		(116,104)		8,663,536
	\$ 13,283,400		\$ (116,104)		\$ (116,104)		\$ 13,167,296
<b>TOTAL APPROPRIATIONS</b>	<b>\$ 86,136,987</b>		<b>\$ 140,857</b>		<b>\$ 140,857</b>		<b>\$ 86,277,844</b>

**Section II:** Estimated Revenues and Appropriations. **Sanitation Fund**, of Ordinance 13-026, is hereby amended by increasing estimated revenues and appropriations in the amount indicated:

	<b>ORIGINAL 2013-2014 BUDGET</b>		<b>Amended 8/5/13</b>	<b>Total Amendments</b>		<b>Amended 2013-2014 Budget</b>
<b><u>ESTIMATED REVENUES</u></b>						
Refuse Fees	\$ 6,911,561		\$ -	\$ -	\$ -	\$ 6,911,561
Extra Pickup	5,307		-	-	-	5,307
Recycling Revenue	13,748	<b>F</b>	5,000	5,000		18,748
Cart and Dumpster	155,000		-	-		155,000
Solid Waste Tax	56,997		-	-		56,997
Transfer from General Fund	252,597		-	-		252,597
Appropriated Fund Balance	264,426		-	-		264,426
<b>TOTAL REVENUES</b>	<b>\$ 7,659,636</b>		<b>\$ 5,000</b>	<b>\$ 5,000</b>		<b>\$ 7,664,636</b>
<b><u>APPROPRIATIONS</u></b>						
Sanitation Fund	\$ 7,659,636	<b>F</b>	\$ 5,000	\$ 5,000		\$ 7,664,636
Total Expenditures	\$ 7,659,636		\$ 5,000	\$ 5,000		\$ 7,664,636
<b>TOTAL APPROPRIATIONS</b>	<b>\$ 7,659,636</b>		<b>\$ 5,000</b>	<b>\$ 5,000</b>		<b>\$ 7,664,636</b>

**Section III:** Estimated Revenues and Appropriations. **Small Business Loan Fund**, of Ordinance 98-75, is hereby amended by increasing estimated revenues and appropriations in the amount indicated:

	<b>ADJUSTED 2013-2014 BUDGET</b>		<b>Amended 8/5/13</b>	<b>Total Amendments</b>		<b>Amended 2013-2014 Budget</b>
<b><u>ESTIMATED REVENUES</u></b>						
Loan Payment / CDBG Income	\$ 253,552	<b>E</b>	\$ 123,810	\$ 123,810	\$ -	\$ 377,362
Investment Earnings	1,706		-	-		1,706
Transfers In from Other Funds	142,500		-	-		142,500
Other Revenue	548,029		-	-		548,029
<b>TOTAL REVENUES</b>	<b>\$ 945,787</b>		<b>\$ 123,810</b>	<b>\$ 123,810</b>		<b>\$ 1,069,597</b>
<b><u>APPROPRIATIONS</u></b>						
Small Business Loan	\$ 945,787	<b>E</b>	\$ 123,810	\$ 123,810		\$ 1,069,597
Total Expenditures	\$ 945,787		\$ 123,810	\$ 123,810		\$ 1,069,597
<b>TOTAL APPROPRIATIONS</b>	<b>\$ 945,787</b>		<b>\$ 123,810</b>	<b>\$ 123,810</b>		<b>\$ 1,069,597</b>

**Section IV:** Estimated Revenues and Appropriations. **Vehicle Replacement Fund**, of Ordinance 13-026, is hereby amended by increasing estimated revenues and appropriations in the amount indicated:

	ORIGINAL 2013-2014 BUDGET		Amended 8/5/13	Total Amendments		Amended 2013-2014 Budget
<b>ESTIMATED REVENUES</b>						
Transfer from Other Funds	\$ 3,772,949		\$ -	\$ -		\$ 3,772,949
Appropriated Fund Balance	1,941,712	G	490,000	490,000		2,431,712
<b>TOTAL REVENUES</b>	<b>\$ 5,714,661</b>		<b>\$ 490,000</b>	<b>\$ 490,000</b>		<b>\$ 6,204,661</b>
<b>APPROPRIATIONS</b>						
Vehicle Replacement	\$ 5,714,661	G	\$ 490,000	\$ 490,000		\$ 6,204,661
Total Expenditures	\$ 5,714,661		\$ 490,000	\$ 490,000		\$ 6,204,661
<b>TOTAL APPROPRIATIONS</b>	<b>\$ 5,714,661</b>		<b>\$ 490,000</b>	<b>\$ 490,000</b>		<b>\$ 6,204,661</b>

**Section V:** Estimated Revenues and Appropriations. **Community Development Housing Fund**, of Ordinance 13-026, is hereby amended by increasing estimated revenues and appropriations in the amount indicated:

	ORIGINAL 2013-2014 BUDGET		Amended 8/5/13	Total Amendments		Amended 2013-2014 Budget
<b>ESTIMATED REVENUES</b>						
Annual CDBG Grant Funding	\$ 781,037	H	\$ 70,411	\$ 70,411		\$ 851,448
HUD City of Greenville	387,237	H	(29,261)	(29,261)		357,976
Transfer from Small Business Loan	73,622	H	(22,622)	(22,622)		51,000
Transfer from General Fund	211,369	H	83,896	83,896		295,265
<b>TOTAL REVENUES</b>	<b>\$ 1,453,265</b>		<b>\$ 102,424</b>	<b>\$ 102,424</b>		<b>\$ 1,555,689</b>
<b>APPROPRIATIONS</b>						
Housing Fund	\$ 1,453,265	H	\$ 102,424	\$ 102,424		\$ 1,555,689
Total Expenditures	\$ 1,453,265		\$ 102,424	\$ 102,424		\$ 1,555,689
<b>TOTAL APPROPRIATIONS</b>	<b>\$ 1,453,265</b>		<b>\$ 102,424</b>	<b>\$ 102,424</b>		<b>\$ 1,555,689</b>

**Section VI:** All ordinances and clauses of ordinances in conflict with this ordinance are hereby repealed.

Adopted this 5th day of August, 2013.

\_\_\_\_\_  
Allen M. Thomas, Mayor

ATTEST:

\_\_\_\_\_  
Carol L. Barwick, City Clerk