

# NOTES

TO: Honorable Mayor and City Council Members

FROM: Ann E. Wall, City Manager

DATE: November 18, 2020

SUBJECT: Materials for Your Information

Please find attached the following materials for your information:

1. A memo from Byron Hayes, Director of Financial Services, regarding Incubate to Accelerate Initiative (MWBE) update
2. A memo Meredith Hawke, Executive Director, Uptown Greenville, regarding the Uptown Greenville Economic Implementation Plan timeline
3. Chart outlining building permits issued during October for new residential and commercial construction
4. Monthly Inspections Division report for October

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Attachments

# Memorandum

**To:** Ann E. Wall, City Manager  
**From:** Byron Hayes, Director of Financial Services  
**Date:** November 18, 2020  
**Subject:** Incubate to Accelerate (MWBE) Update

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The Incubate to Accelerate Initiative of the MWBE Program utilizes a three-pronged approach to supporting the City's small, minority and women-owned firms. The menu of services are as follows:

- Rental assistance for retail space:
  - One retail space located in Uptown Greenville at 415 Evans Street
  - Shared kitchen space located in West Greenville at 804 West 5<sup>th</sup> Street – Gold Post Café
- Enterprise Loan Fund to provide access to capital
- Back-office support from a local CPA firm.

The following is an update on the program initiatives:

## Rental Assistance

Over the last 30 days, staff has taken this concept and conducted best practices research to begin the creation of a formal business plan and program manual. The business plan and manual address performance metrics, operational agreements, marketing strategies, applications, and desired outcomes. Staff has also worked with the leaseholders to fine-tune agreements and prepare the spaces for occupancy.

## Enterprise Loan Fund

We are also happy to report that the application and underwriting process for an Enterprise Loan has been completed by Ronald C. Dixon of Flight Café, LLC, a local MWBE business. Flight Café has been significantly impacted by COVID-19 and the enterprise loan will be of great benefit for its operations. A Letter of Intent with loan terms and conditions has been provided and will be signed within the next few days. Closing documents are being prepared and will take place within a few weeks.

## Back-office Support

Conversations with Jenkins Management Consulting have finalized the reimbursement rate for back-office support and complimentary marketing strategies that will drive eligible firms to take advantage of the business service.

Please feel free to contact me with questions.

**Cc:** Michael Cowin, Assistant City Manager/CFO  
Denisha Harris, Financial Services Manager/Purchasing



**MEMORANDUM**

**To:** Ann E. Wall, City Manager

**From:** Meredith Hawke, Executive Director, Uptown Greenville

**Date:** November 18, 2020

**Re:** Uptown Greenville Economic Implementation Plan Timeline

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Uptown Greenville has developed a timeline to accompany our Economic Implementation Plan for the 2020-21 Fiscal year. As requested by Council in the October 7, 2020 Council Workshop the timeline outlines both planning and execution phases. Uptown Greenville Staff has been working to execute the timeline as appropriate.

Please let me know if there are any questions.

cc: Ken Graves, Assistant City Manager, City of Greenville

## **EXECUTIVE SUMMARY**

Uptown Greenville is the voice of the downtown. Our mission is to promote quality cultural, residential, and economic development within the borders of Uptown Greenville. We continue to create a vibrant center city attractive to the community and visitors alike. Uptown Greenville is proud to partner alongside city leaders to achieve these goals. Outlined below is a four-prong approach of how we plan to make significant strides over the next twelve months towards continuing this success.

We will create a foundation for the organization of a structured staff with defined positions and responsibilities working with a shared schedule of accountability. This is imperative to the success of Uptown Greenville. We will continue to develop relationships with merchants to act as a conduit for merchant needs including a survey establishing the economic impact of COVID-19. We will also concentrate on working with stakeholders on district initiatives towards a unified goal.

One focus area will be making the membership sector of Uptown Greenville more attractive not only to our merchants but also to merchants and investors outside of the district. This can be used as a recruitment tool to entice businesses to open within the district with certain in-district benefits. Once the benefits packages are established, our team will deploy a marketing plan alongside other stakeholders to retain our current membership and attract new members.

Due to inhibiting restrictions from COVID-19, we will look at restructuring our Fall event portfolio with events that draw the community to the district while adhering to the Governor's orders. During this time, we will sustain our well-known event catalog once restrictions are lifted but will look to rework segments of the events to be more inclusive to the entire district. We also will look to collaborate with ECU to build the town-gown relationship by crafting ways to market to the students. Initially, we will work alongside ECU to identify venues for students to utilize while completing work online. Due to the uncertainty of virus restrictions, it is possible Uptown will need to continuously adjust our event efforts to remain in tandem with local and state-level guidelines.

An equally important initiative for our organization is Economic Development. While events and marketing draw visitors to the district, we must present them with an area that is walkable, attractive, and vibrant. Our organization will look at raising funds for a streetscape program in collaboration with the city to connect other capital projects in the district such as the BUILD grant and Emerald Loop. A secondary focus is continuing the conversation of freeing up public parcels for private development thus increasing the offerings and tax base in the heart of the city. As we know COVID-19 has strained our businesses, to provide relief, our organization will develop a fund to provide marketing, including advertisements in vacant spaces, as well as shop local advertisement pushes.

This proposed work plan was approved by the Uptown Greenville Board and is ready for consideration by the Greenville City Council. Uptown Greenville appreciates the Council's continued support and we look forward to continuing our partnership with the City.

## Uptown Greenville Economic Implementation Plan - 2020-21

**Vision:** The vision is for Uptown Greenville to be a great place to live, work, eat, shop and invest.

**Mission:** *Uptown Greenville is the voice of the downtown. We exist to promote quality cultural, residential and economic development.*

**Implementation Strategy:** Uptown Greenville will use the Main Street America™ model of establishing economic development strategies and applying a four-prong approach to center city revitalization: Organization, Membership, Attraction, and Economic Vitality, to implement a plan that achieves measurable results.

CENTER CITY ECONOMIC DEVELOPMENT STRATEGIES	ORGANIZATION	MEMBERSHIP	ATTRACTION	ECONOMIC VITALITY
<p><b>Goal 1: Establish a concrete foundation for growth within the organization.</b></p> <p><b>Economic Development Strategy: Structure</b></p>	<p>Action:</p> <ol style="list-style-type: none"> <li>Determine a permanent organizational staff- 2 FTE, 1PTE.</li> <li>Establish regular office procedures including staff meetings, reports, check-ins, etc.</li> <li>Collaborate with stakeholders on district initiatives working towards one goal.</li> </ol>	<p>Action:</p> <ol style="list-style-type: none"> <li>Collaborate with other urban place management organizations to identify benefit packages.</li> <li>Rebuild benefits package complementary to our district offerings.</li> </ol>	<p>Action:</p> <ol style="list-style-type: none"> <li>Produce a timeline and RFP for the organizational rebrand. Identify strengths and weaknesses.</li> <li>Engage a branding company to design a new brand for the organization.</li> </ol>	<p>Action:</p> <ol style="list-style-type: none"> <li>Review current district plans and advocate for connecting those through streetscaping. Prioritizing Cotanche, Reade, Greene, and Washington.</li> <li>Work with City to designate firm for a district masterplan.</li> </ol>
<p><b>Goal 2: Adjust organizational events and marketing to reflect COVID-19 guidelines while in recovery mode.</b></p> <p><b>Economic Development Strategy: COVID-19</b></p>	<p>Action:</p> <ol style="list-style-type: none"> <li>Connect with merchants regularly to ensure needs are being met. Act as a conduit for merchant needs.</li> <li>Engage merchants in a survey to collect data based on economic figures.</li> <li>Ensure proper practices to file for Paycheck Protect Loan Forgiveness</li> </ol>	<p>Action:</p> <ol style="list-style-type: none"> <li>Research other member organizations to develop national level benefits, i.e. NCRLA.</li> <li>Identify levels of membership attractive to merchants inside and outside of the district.</li> </ol>	<p>Action:</p> <ol style="list-style-type: none"> <li>Restructure the COVID-19 event plan including social distanced opportunities like restaurant week, themed guided events, Town Common pop-up events, etc.</li> <li>Sustain event portfolio for the long-term and review event operations for optimal engagement.</li> </ol>	<p>Action:</p> <ol style="list-style-type: none"> <li>Compose a COVID-19 micro-grant program with benefits for merchants.</li> <li>Incorporate opportunities for new businesses into the marketing plan including advertisements on vacant spaces.</li> </ol>
<p><b>Goal 3: Be a leader in initiatives for Center City connectivity.</b></p> <p><b>Economic Development Strategy: Connectivity</b></p>	<p>Action:</p> <ol style="list-style-type: none"> <li>Build a relationship with the City of Greenville to be instrumental in decision-making processes affecting the district.</li> <li>Act as an advocate for City projects benefitting district merchants.</li> <li>Interact with the Board of Directors on a regular basis including meetings, check-ins, support, etc.</li> </ol>	<p>Action:</p> <ol style="list-style-type: none"> <li>Develop a recruitment plan to attract new organization members.</li> <li>Identify deliverables beneficial to members contributing to the beautification of the district.</li> </ol>	<p>Action:</p> <ol style="list-style-type: none"> <li>Develop a marketing plan to attract local and regional visitors coinciding with Visitor's Bureau.</li> <li>Collaborate with ECU departments to market opportunities for students within the district.</li> </ol>	<p>Action:</p> <ol style="list-style-type: none"> <li>Initiate conversations around merging county facilities to allow for the private use of parcels.</li> <li>Identify parcels, prioritizing 1<sup>st</sup> St., with private interest for development.</li> <li>Work with property owners to develop leases clauses beneficial to the district as a whole.</li> </ol>

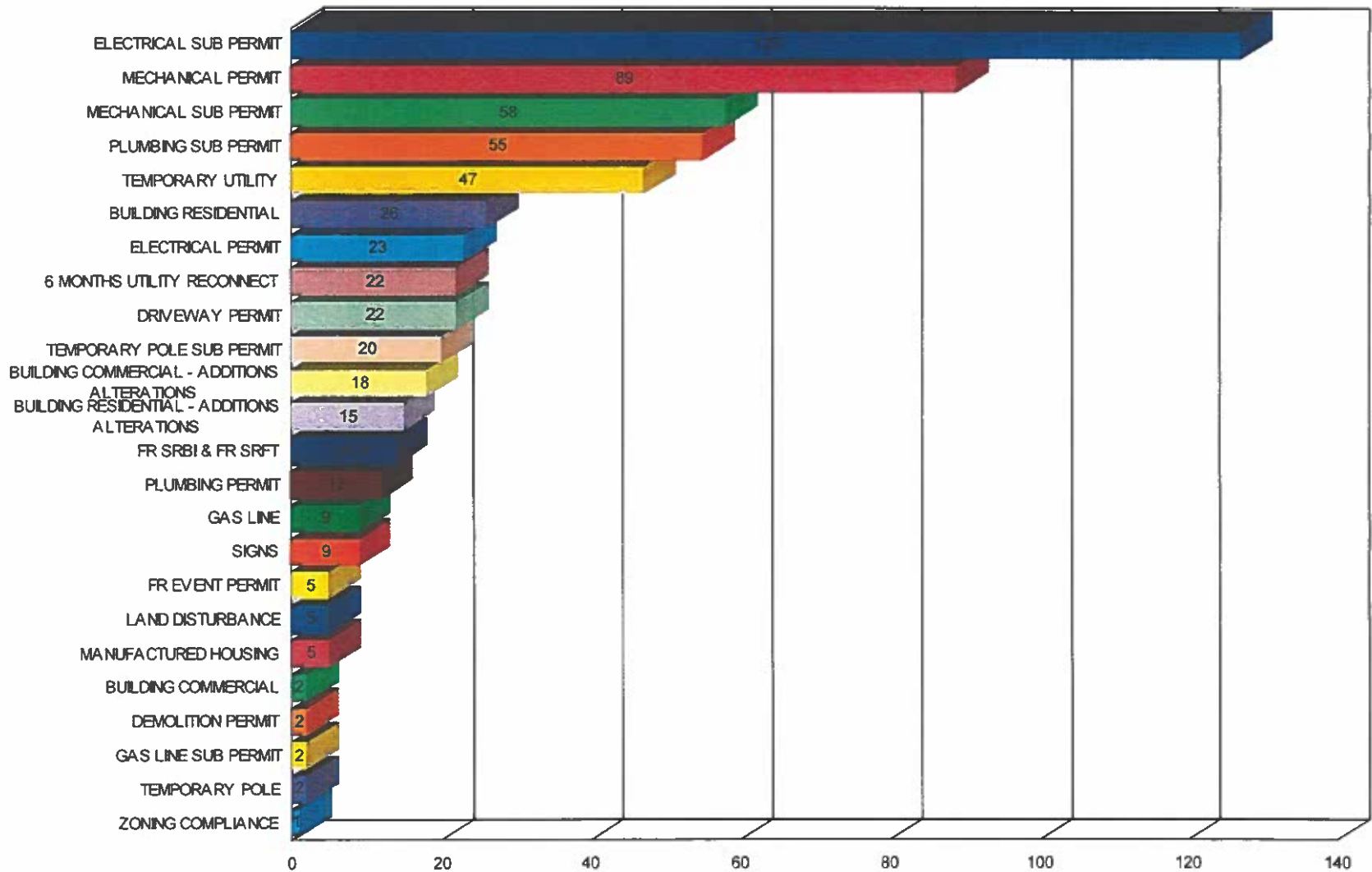






Fast, pursued in good conscience

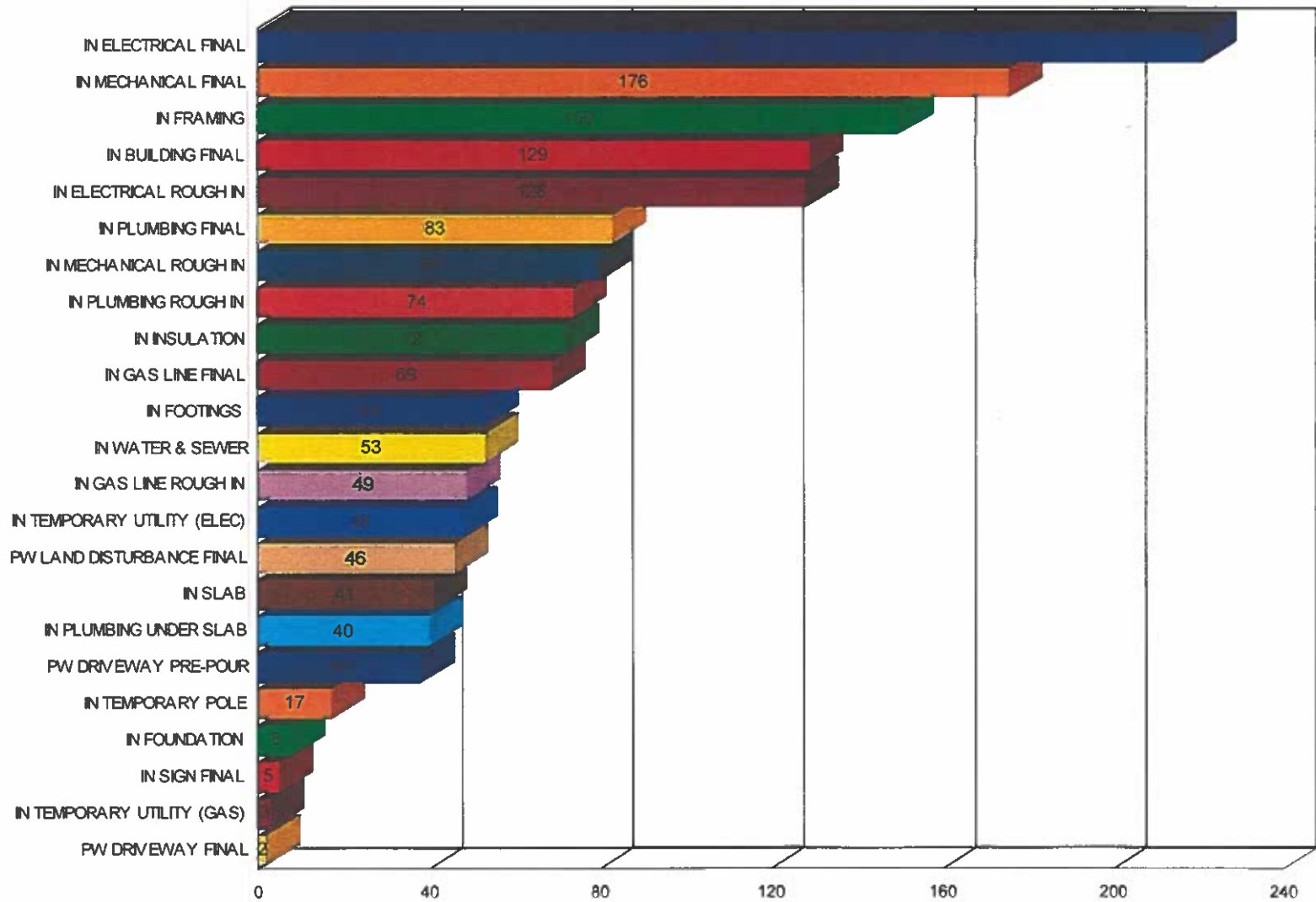
# PERMITS ISSUED BY TYPE (10/01/2020 TO 10/31/2020) FOR GREENVILLE, NC





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### COMPLETED INSPECTIONS BY ACTUAL START DATE BY INSPECTION TYPE (10/01/2020 TO 10/31/2020) FOR GREENVILLE, NC





## PERMITS ISSUED BY PERMIT TYPE (10/01/2020 TO 10/31/2020)

Selected Permit Type: Building Commercial, Building Commercial - Additions Alterations, Building Residential, Building Residential - Additions Alterations

Permit Type	Permit Number	Work Class	Issue Date	Address	Contractor	Owner	Value
Building Commercial	BLD-COM-2020-0145	Swimming Pools	10/21/2020	1310 13Th St E Greenville, NC 27858	Edgewater Pools, LLC		190,800.00
<b>TOTAL VALUATION FOR BUILDING COMMERCIAL:</b>							<b>190,800.00</b>
<b>TOTAL PERMITS FOR BUILDING COMMERCIAL:</b>							<b>1</b>
Building Commercial - Additions Alterations	BLD-AAC-2020-0226	Commercial Additions	10/01/2020	410 Evans St Greenville, NC 27858	Tozer Builders, Inc.		500,000.00
	BLD-AAC-2020-0242	Commercial Alterations	10/02/2020	835 Johns Hopkins Dr D Greenville, NC 27834	Construction and Maintenance Company, LLC		59,730.00
	BLD-AAC-2020-0250	Commercial Alterations	10/06/2020	601 Staton Rd 5-6 Greenville, NC 27834	P. West Company, Inc. DBA Custom Building Company		100,000.00
	BLD-AAC-2020-0252	Commercial Alterations	10/06/2020	2400 Memorial Dr N Greenville, NC 27834	Kendale Design/Build General Contractors, LLC		3,300,000.00
	BLD-AAC-2020-0248	Commercial Alterations	10/13/2020	1046 Greenville Bv Sw Greenville, NC 27834	Hightower Communications		15,000.00
	BLD-AAC-2020-0251	Commercial Alterations	10/13/2020	1908 Old Fire Tower Rd B Greenville, NC 27858	Hightower Communications		15,000.00
	BLD-AAC-2020-0260	Commercial Alterations	10/21/2020	210 Airport Rd Greenville, NC 27834	mastec network solutions		18,500.00
	BLD-AAC-2020-0263	Commercial Alterations	10/21/2020	2101 Mimosa Ct Greenville, NC 27858	PM&A		22,000.00
	BLD-AAC-2020-0258	Commercial Alterations	10/22/2020	301 Greenville Bv Se Greenville, NC 27858	Hightower Communications		15,000.00
	BLD-AAC-2020-0261	Commercial Alterations	10/23/2020	3550 Greenville Bv Ne 4 Greenville, NC 27834	mastec network solutions		18,500.00
	BLD-AAC-2020-0273	Commercial Alterations	10/29/2020	115 Red Banks Rd B2 Greenville, NC 27858	Sterling Rental Company, LLC		77,000.00
	BLD-AAC-2020-0249	Multi-family Alterations	10/06/2020	100 Kristin Dr C1 Greenville, NC 27834	All Home Repairs		17,000.00
	BLD-AAC-2020-0115	Multi-family Alterations	10/14/2020	600 Glen Dale Dr 13 A-F Greenville, NC 27834	Empire Corporation of Tennessee, Inc.		269,278.50
	BLD-AAC-2020-0257	Multi-family Alterations	10/14/2020	2919 Cedar Creek Rd 4 Greenville, NC 27834	Wainright Properties		32,450.00

**PERMITS ISSUED BY PERMIT TYPE (10/01/2020 TO 10/31/2020)**

Permit Type	Permit Number	Work Class	Issue Date	Address	Contractor	Owner	Value
	BLD-AAC-2020-0256	Roofing	10/14/2020	5900 Martin Luther King Jr Hw Greenville, NC 27834	Simon Roofing and Sheet Metal Corp		77,272,085.00
	BLD-AAC-2020-0265	Roofing	10/21/2020	1205 Dickinson Av Greenville, NC 27834	Baker Roofing		337,920.00
<b>TOTAL VALUATION FOR BUILDING COMMERCIAL - ADDITIONS ALTERATIONS:</b>							<b>82,069,463.50</b>
<b>TOTAL PERMITS FOR BUILDING COMMERCIAL - ADDITIONS ALTERATIONS:</b>							<b>16</b>
Building Residential	BLD-RES-2020-0395	Garage/Carport	10/20/2020	207 Martinsborough Rd Greenville, NC 27858	CareMaster LLC		53,955.59
	BLD-RES-2020-0384	Garage/Carport	10/27/2020	2024 Sedbrook Ln Greenville, NC 28590			28,560.00
	BLD-RES-2020-0352	Single-family	10/08/2020	712 Vassar Rd Greenville, NC 27858	Cherry Construction Company		700,000.00
	BLD-RES-2020-0368	Single-family	10/08/2020	4200 Dunhagan Rd Greenville, NC 27858	Cherry Construction Company		360,000.00
	BLD-RES-2020-0370	Single-family	10/08/2020	3407 Brayden Ct Greenville, NC 27834	ROBERSON BUILDERS LLC		270,000.00
	BLD-RES-2020-0371	Single-family	10/08/2020	624 Megan Dr Greenville, NC 27834	GRE Construction, LLC		231,750.00
	BLD-RES-2020-0372	Single-family	10/08/2020	360 Sequoia Dr Greenville, NC 27858	BILL CLARK HOMES OF GREENVILLE, LLC		239,400.00
	BLD-RES-2020-0375	Single-family	10/12/2020	2141 Moxie Ln Greenville, NC 28590	BILL CLARK HOMES OF GREENVILLE, LLC		285,150.00
	BLD-RES-2020-0380	Single-family	10/15/2020	1533 Penncross Dr Greenville, NC 27834	Spain Builders LLP		175,875.00
	BLD-RES-2020-0381	Single-family	10/15/2020	3901 Pensacola Dr Greenville, NC 27834	Spain Builders LLP		133,275.00
	BLD-RES-2020-0383	Single-family	10/15/2020	628 Moonstone Ct Greenville, NC 28590	BILL CLARK HOMES OF GREENVILLE, LLC		154,425.00
	BLD-RES-2020-0385	Single-family	10/20/2020	833 Knoll Ct Greenville, NC 27858	BILL CLARK HOMES OF GREENVILLE, LLC		253,500.00
	BLD-RES-2020-0388	Single-family	10/20/2020	2129 Moxie Ln Greenville, NC 28590	BILL CLARK HOMES OF GREENVILLE, LLC		248,400.00
	BLD-RES-2020-0391	Single-family	10/21/2020	2124 Moxie Ln Greenville, NC 28590	BILL CLARK HOMES OF GREENVILLE, LLC		395,475.00

**PERMITS ISSUED BY PERMIT TYPE (10/01/2020 TO 10/31/2020)**

Permit Type	Permit Number	Work Class	Issue Date	Address	Contractor	Owner	Value
	BLD-RES-2020-0392	Single-family	10/23/2020	206 Longmeadow Rd N Greenville, NC 27858	Tozer Builders, Inc.		436,575.00
	BLD-RES-2020-0400	Single-family	10/23/2020	609 Moonstone Ct Greenville, NC 28590	BILL CLARK HOMES OF GREENVILLE, LLC		163,425.00
	BLD-RES-2020-0347	Single-family	10/26/2020	306 St. Andrews Dr Greenville, NC 27834			97,500.00
	BLD-RES-2020-0398	Single-family	10/29/2020	341 Sequoia Dr Greenville, NC 27858	BILL CLARK HOMES OF GREENVILLE, LLC		181,350.00
	BLD-RES-2020-0399	Single-family	10/29/2020	617 Moonstone Ct Greenville, NC 28590	BILL CLARK HOMES OF GREENVILLE, LLC		179,550.00
	BLD-RES-2020-0390	Storage/Accessory Structure	10/20/2020	216 Churchill Dr Greenville, NC 27858	Everett East Construction, Inc.		15,000.00
	BLD-RES-2020-0393	Storage/Accessory Structure	10/22/2020	3200 Rounding Bend Rd Winterville, NC 28590			8,400.00
	BLD-RES-2020-0394	Storage/Accessory Structure	10/28/2020	712 Hooker Rd Greenville, NC 27834			18,000.00
<b>TOTAL VALUATION FOR BUILDING RESIDENTIAL:</b>							<b>4,629,565.59</b>
<b>TOTAL PERMITS FOR BUILDING RESIDENTIAL:</b>							<b>22</b>
Building Residential - Additions Alterations	BLD-AAR-2020-0181	Residential Additions	10/02/2020	1701 Thames Ct S 73 Greenville, NC 27858	Carolina East Home Improvements, LLC		24,000.00
	BLD-AAR-2020-0194	Residential Additions	10/08/2020	211 Field St Greenville, NC 27858			3,000.00
	BLD-AAR-2020-0196	Residential Additions	10/15/2020	1720 Forest Hill Dr Greenville, NC 27858	Coltrain Construction and Remodeling, Inc.		32,000.00
	BLD-AAR-2020-0203	Residential Additions	10/21/2020	216 Churchill Dr Greenville, NC 27858	Everett East Construction, Inc.		60,000.00
	BLD-AAR-2020-0206	Residential Additions	10/29/2020	1529 Ashmoor Ln Winterville, NC 28590	Dream Work's Inc Construction		13,400.00
	BLD-AAR-2020-0192	Residential Alterations	10/05/2020	323 Oxford Rd Greenville, NC 27858	Carolina Home Exteriors		29,900.00
	BLD-AAR-2020-0193	Residential Alterations	10/07/2020	1409 Paramore Dr Greenville, NC 27858	Port Bath Builders II LLC		10,000.00
	BLD-AAR-2020-0199	Residential Alterations	10/20/2020	900 3Rd St WA Greenville, NC 27834			82,500.00

**PERMITS ISSUED BY PERMIT TYPE (10/01/2020 TO 10/31/2020)**

<b>Permit Type</b>	<b>Permit Number</b>	<b>Work Class</b>	<b>Issue Date</b>	<b>Address</b>	<b>Contractor</b>	<b>Owner</b>	<b>Value</b>
	BLD-AAR-2020-0204	Residential Alterations	10/22/2020	303 Campden Wy 21 Greenville, NC 27858	Mattox Design & Build, LLC		49,000.00
	BLD-AAR-2020-0209	Residential Alterations	10/29/2020	204 Greenfield Bv Greenville, NC 27834	Unshakable Builders INC		50,000.00
	BLD-AAR-2020-0205	Roofing	10/28/2020	2009 Southside Dr Greenville, NC 28590			14,520.00
	BLD-AAR-2020-0190	Storage Additions	10/06/2020	3628 Flora Dr Winterville, NC 28590			5,760.00
	BLD-AAR-2020-0154	Swimming Pools	10/02/2020	3804 Forsyth Park Ct Winterville, NC 28590	POOL PROS OF GREENVILLE, LLC		33,750.00
	BLD-AAR-2020-0207	Swimming Pools	10/29/2020	1824 Tucker Rd Winterville, NC 28590	Elite Pools & Hardscapes		62,725.00
<b>TOTAL VALUATION FOR BUILDING RESIDENTIAL - ADDITIONS ALTERATIONS:</b>							<b>470,555.00</b>
<b>TOTAL PERMITS FOR BUILDING RESIDENTIAL - ADDITIONS ALTERATIONS:</b>							<b>14</b>
<b>GRAND TOTAL OF VALUATION OF ISSUED PERMITS:</b>							<b>87,360,384.09</b>
<b>GRAND TOTAL OF ISSUED PERMITS:</b>							<b>53</b>

## PDS INSPECTIONS Monthly Report Information

	Current Year 2020-2021		Prior Year 2019-2020	
	October		October	
	For Month	YTD	For Month	YTD
<b>Building Permits</b>	61	320	92	376
<b>Mechanical Permits</b>	158	804	232	855
<b>Plumbing Permits</b>	67	239	44	240
<b>Electrical Permits</b>	241	1110	278	1105
<b>Total Permits</b>	527	2473	646	2576
<b>Building Inspections</b>	458	1670	398	1205
<b>Plumbing Inspections</b>	250	937	253	754
<b>Mech. Inspections</b>	377	1346	356	1077
<b>Elect. Inspections</b>	414	1644	415	1375
<b>Fire Inspections</b>	3	18	4	14
<b>Stop Work Orders</b>	0	4	0	4
<b>Condemnations</b>	0	0	2	9
<b>ABC Lic. Insp</b>	2	17	5	10
<b>Total Inspections</b>	1504	5636	1433	4448
<b>Commercial Plan Reviews</b>	40	147	34	106
<b>Residential Plan Reviews</b>	47	215	50	208
<b>Demolition Plan Reviews</b>	2	9	0	0
<b>Site Plan Reviews</b>	13	31	7	32
<b>BOA Reviews</b>	4	20	0	9
<b>Turnover</b>	\$ 85,824.45	\$ 592,541.13	\$ 201,974.31	\$ 748,687.54
<b>Valuation</b>	\$ 87,360,384.09	\$ 166,367,468	\$ 14,536,473	\$ 147,680,964