

Economic Development Department Update

November 28th, 2023

Department Focus Areas



**BUSINESS
RECRUITMENT & RETENTION**



MARKETING



ENTREPRENEURSHIP

Business Recruitment & Retention

Business Recruitment

▶ State and County Partnerships

- Site elimination process
- Keeping Garner top of mind
- Relationship building



▶ Requests For Information

- 99 RFI's Received FY 22-23
- 37,104 Jobs
- \$14.9B Total Investment
- 2 Site Visits



Product Development

▶ Current Product

- Beacon Commerce Park
- Greenfield 27
- Garner Business Park 70
- INQ4300

▶ Future Opportunities

- E District
- Northeast Gateway
- I-540 Corridor
- Transit-Oriented Development



Site Identification

▶ Wake County Economic Development Site Identification Program

- I-540 Opportunities
- Access to Utilities
- Land Control

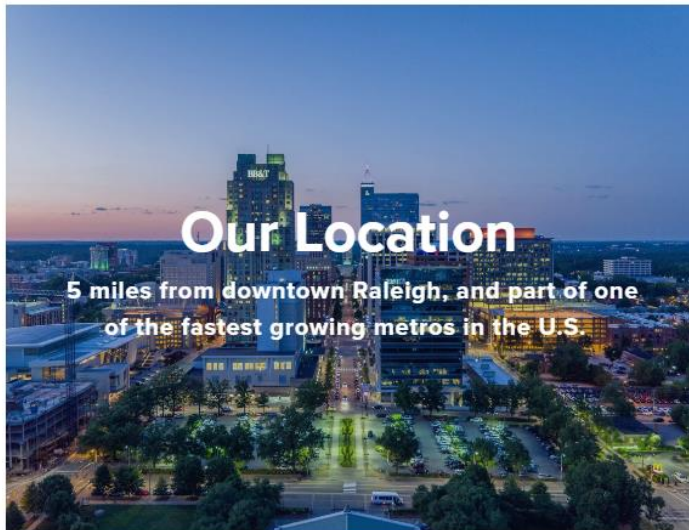
▶ Small Area Studies

- Northeast Gateway Underway

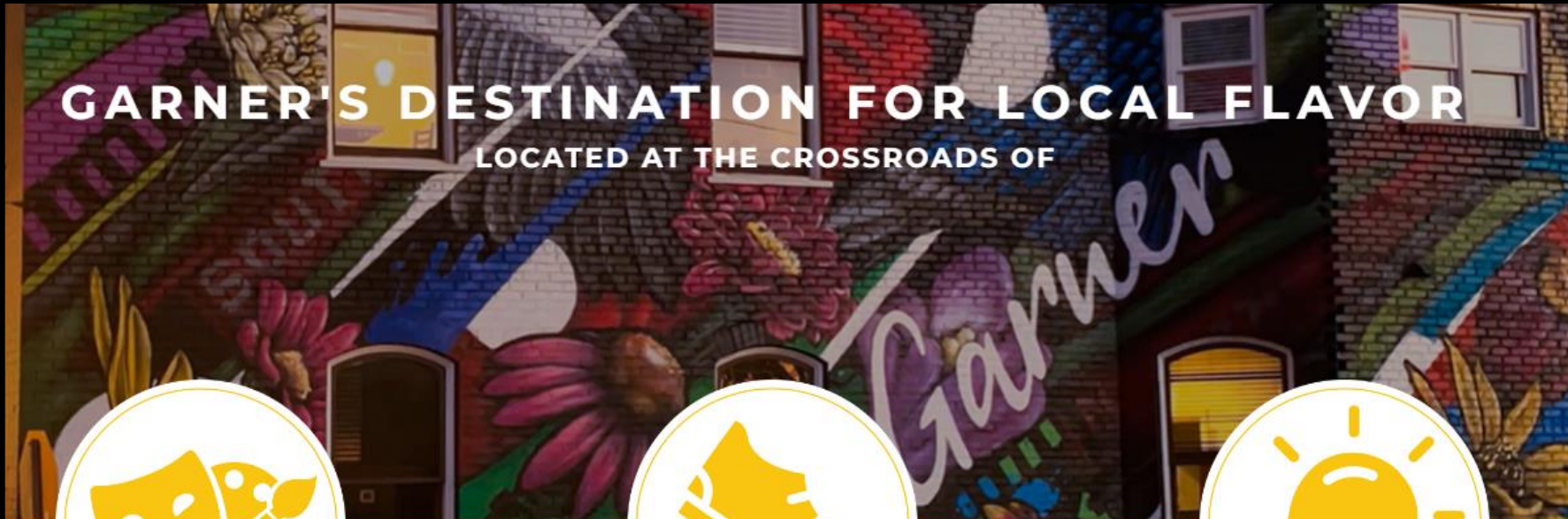


Marketing


Our Advantages




www.DowntownGarner.com




GARNER'S DESTINATION FOR LOCAL FLAVOR
LOCATED AT THE CROSSROADS OF



**CULTURAL
ARTS**



**COMMUNITY
RECREATION**



**CREATIVE
ENTREPRENEURSHIP**

Entrepreneurship

LaunchGarner

- ▶ A total of 30 LaunchGarner Graduates over the last three cohorts
- ▶ Graduation for the last Cohort was held on November 16th, 2023
- ▶ New workspace Launch graduates being developed at GearWorks



LaunchGarner Partners





GARNER ENTREPRENEURS @ TOMORROW BUSINESS PITCH COMPETITION

School Business Alliance Partnerships

▶ Garner Magnet High School

▶ South Garner High School

▶ Events

- Reality of Money
- Dress for Success
- Mock Interviews



Economic Development Partners



Garner Economic Development Corporation

- ▶ **Developed New Work Plan to Better Define Goals and Objectives**
- ▶ **Northeast Gateway Small Area Study**
- ▶ **Two New Board Members**
 - Megan Pumarejo
 - Bill Moyer



2023-24 GEDC Work Plan

- ▶ **Serve as an advisor and advocate**
 - Champion implementation and recommendations for Comp Plan Update
 - Advocate for ETJ Expansion
- ▶ **Implement innovative initiatives**
 - Northeast Gateway Study
 - Partner with Launch Garner
- ▶ **Promote and market Garner**
 - Foster opportunities for investment
 - Assist ED staff in managing relationships in existing businesses
- ▶ **Effective management of the organization**
 - Ensure financial viability to respond to investment opportunities
 - Develop and utilize advisory committees as needed



Northeast Gateway Study

▶ Background

- First of three Small Area Studies
- Funding from Town

▶ Process

- RFP Issued
- GEDC Committee and Staff Review

▶ Consultant

- Inspire Placemaking

▶ Timeline

- Kickoff November 2023
- Target Completion June 2024



Downtown Garner Association

▶ 2 New Board Members

- Mary Smalling
- Bahr Jervay

▶ 185 Volunteer Hours Contributed

- Valued at \$5,524

▶ 8 Downtown Events in 2023

- 2 Night Markets
- 3 Food Truck Rodeos
- 3 Pop-Up Markets



2023-24 DGA Work Plan

▶ Organization

- Partnering with Garner PRCR/ Garner Area Historical Society

▶ Promotion

- Grow Downtown's social media footprint
- Continue to plan new and existing events

▶ Design

- Create 1 new opportunity for public art by the end of 2024

▶ Economic Vitality

- Create opportunities for alternative retail & restaurant mechanisms
- Create opportunities for local artisans to benefit economically



Garner Social District

- ▶ **Garner Social District has been operating since March 1, 2023**
- ▶ **4 Downtown Businesses sell to-go beverages**
 - Aristotle Spirits
 - Zin Yoga & Wine Studio
 - Shady's
 - Full Bloom
- ▶ **Over 2,000 to-go beverages sold**



2022-2023 Downtown Statistics

- ▶ **2 New Businesses in Downtown**
 - Zin Yoga & Wine Studio
 - Pedal 2 Petal Bicycle and Plant Shop
- ▶ **2 Building Rehabilitation Projects**
- ▶ **3 New Full-Time Jobs Created**
- ▶ **2 New Part-Time Jobs Created**
- ▶ **\$177,321 in Public Investment**
- ▶ **\$250,000 in Private Investment**



Main Street Awards

- ▶ **Town of Garner received an award for Best In-fill Development Project for the Garner Recreation Center**
- ▶ **Mari Howe honored as a Main Street Champion award for her 7 years of service to Downtown Garner**



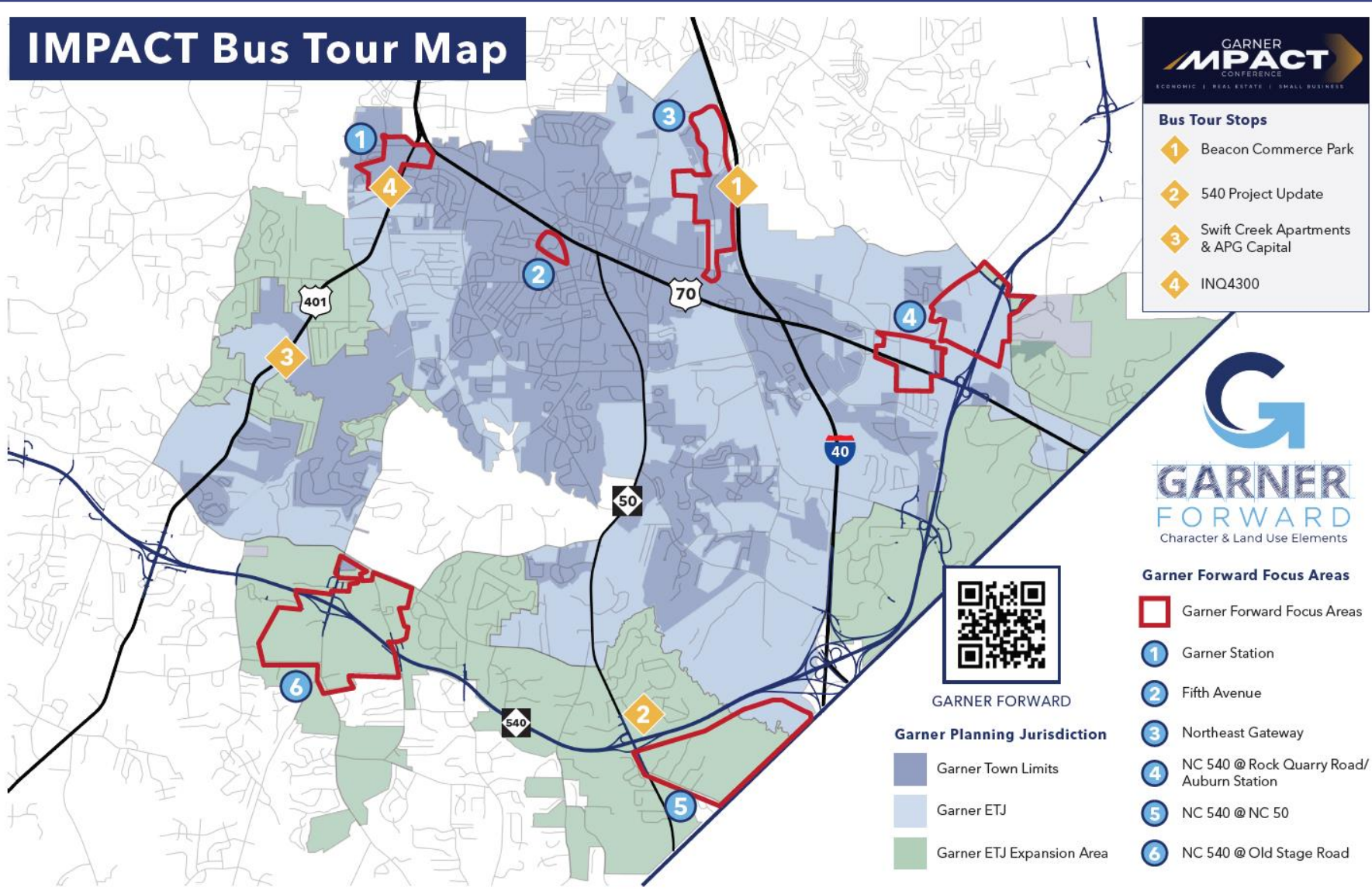
Garner Chamber of Commerce

▶ Current Partnership Programming

- Impact Conference
- Summit Awards
- LaunchGarner
- Inter-City Visit
- Small Business Week Events



Garner IMPACT Conference



What's Next?