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Millennial Campus Initiative Planning Update

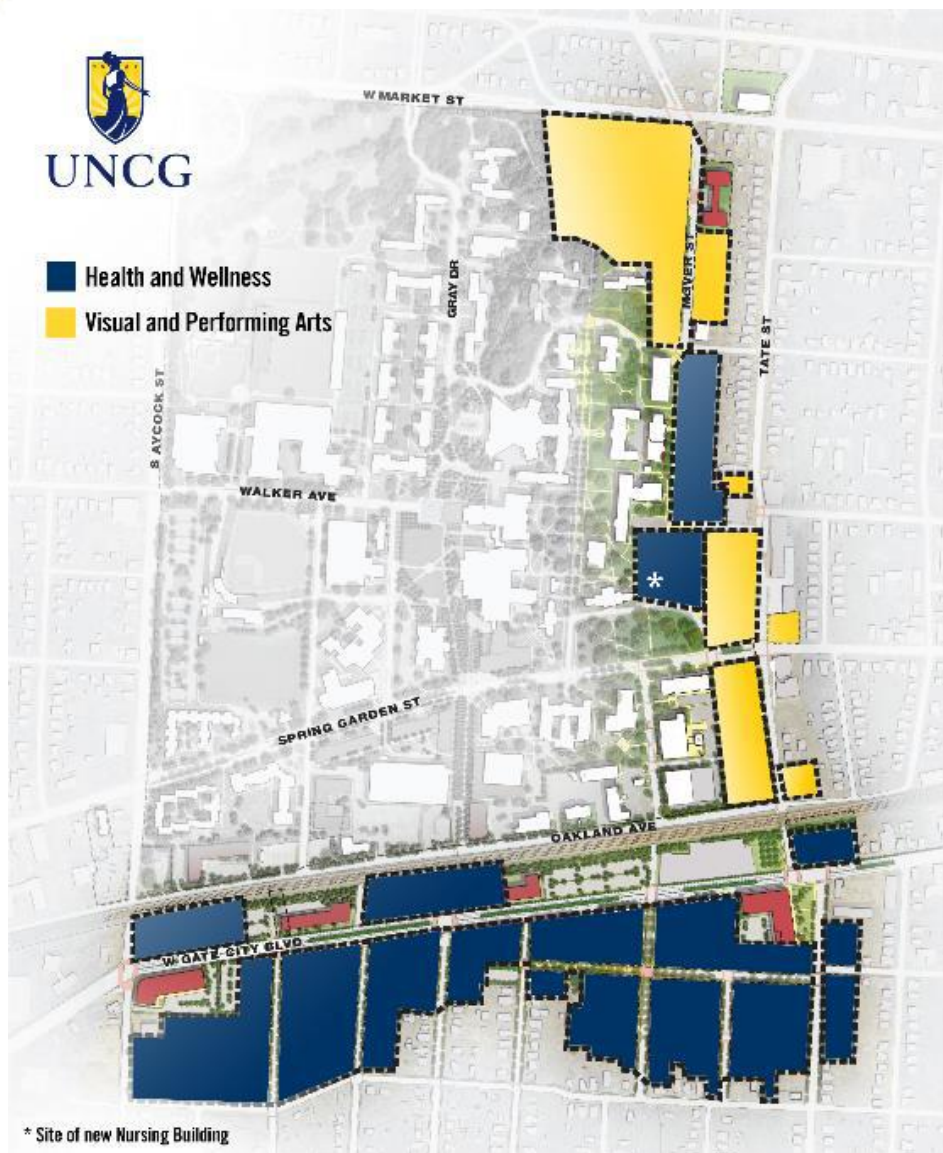
The University of North Carolina at Greensboro
Board of Trustees
Business Affairs Committee
November 27, 2018



“This is about our **future**. It is about Greensboro’s future. It is about giving this university and this community the capabilities we require **to grow, to evolve, to thrive** and to create something truly unique in our region. I hope you will join me in looking forward with optimism, and I hope that you are ready to take this **Giant Step** together!”



Millennial Campus



■ Health and Wellness
 ■ Visual and Performing Arts

* Site of new Nursing Building

- **Two districts** on our campus
 - integrated into the **fabric of our community**
 - 73 acres
 - Part of Campus master plan, and aligned with UNCG and UNC System strategic plans
- **Health and Wellness:** Primarily along Gate City Blvd.
 - Leveraging existing resources like the Kaplan Center to create an ecosystem of services and research activities designed to help foster healthy living.
- **Visual and Performing Arts:** Along Tate St.
 - Building from the core of UNCG Auditorium, the Weatherspoon, Taylor Theatre and our unique local area businesses.

Benefits of Millennial Campus

- Develop UNCG **research and academic capability**
- Respond to community-driven needs/opportunities to **drive economic development**
- **Forge new partnerships** with private partners
- **Strengthen connections** between campus and community

UNCG's millennial campus plan takes big step forward



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UNCG gets the green light to expand into a 'millennial campus'

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GREENSBORO, N.C. - University of North Carolina at Greensboro got the green light Friday to expand into a millennial campus.

OUR OPINION Spartan initiatives

UNC-Greensboro should get approval to create millennial campus districts for the arts and health and wellness.

UNC-Greensboro should get approval to develop two millennial campus districts when the UNC Board of Governors meets today and Friday.

System President Margaret Spellings has already recommended the green light.

A millennial campus is distinct in key ways from the rest of the university in that it allows partnerships with private entities. The dynamic Centennial Campus at N.C. State University was the first of this model in North Carolina. While the primary purposes are education and research, related business and commercial enterprises are part of the mix.

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That's not to say it ve strengths, because academic programs of the nation's best. It tiful campus, and its ent along Gate City is transforming a for-ollet stretch of that m-tery. Its push into the neighborhood got off start but communi-trust are improving. e, Tate Street gives roove perfectly suited district. The student y many first-generation ers, is diverse, and the an identity in there. re. g's recommendation G "has the adminis- d fiscal capacity that d, and the activities to ned on the millennial ould advance regional development." ard of Governors' Com- Budget and Finance prove the millennial stricts today, and the should follow Friday. re good projects for d for Greensboro.

R&D IS NOW INCREASINGLY OCCURRING IN MIXED-USE, WALKABLE, AND TRANSIT-RICH INNOVATION DISTRICTS.



THEN: 20th Century Research Campus

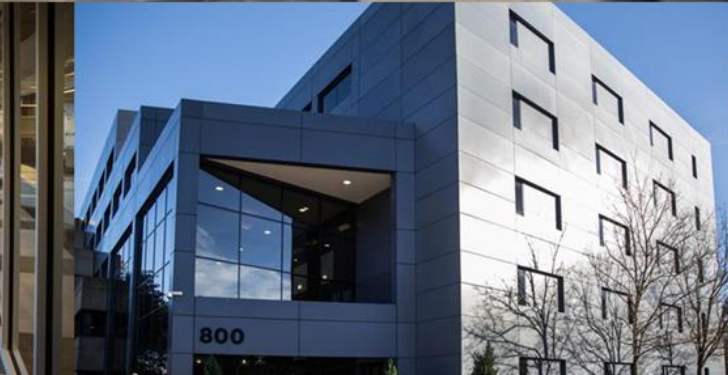


NOW: 21st Century Innovation District



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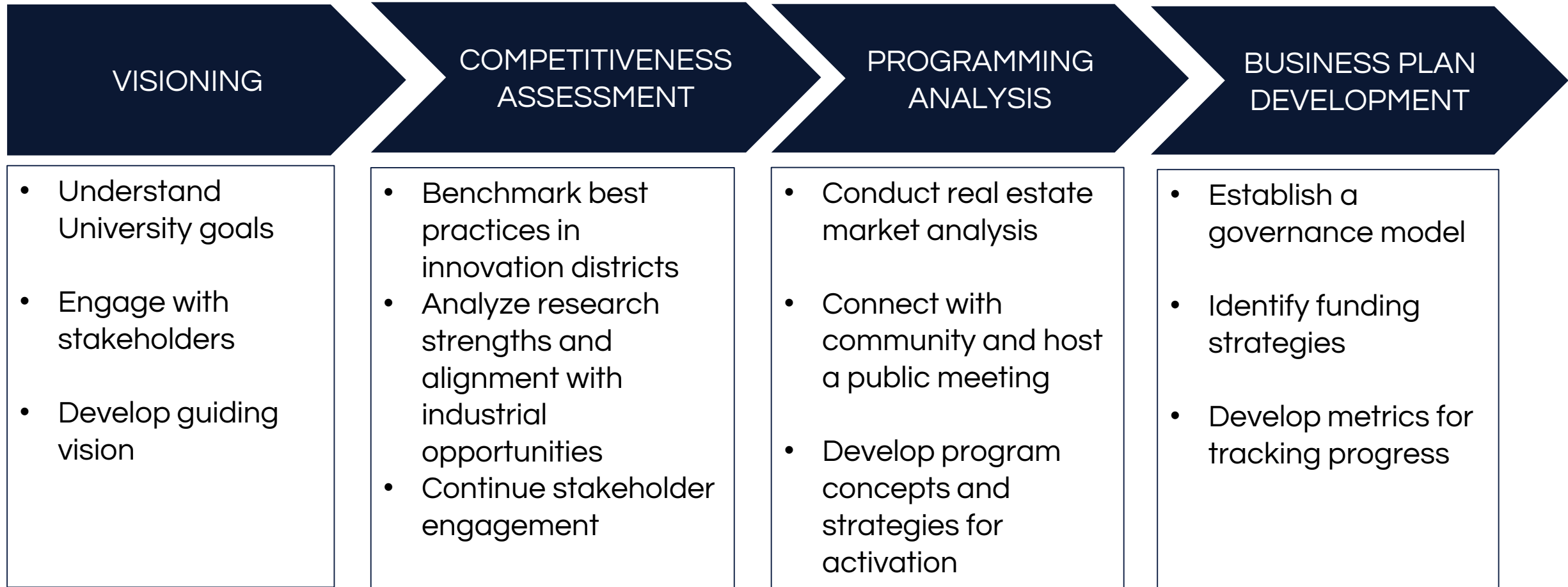
CONVERGENCE OF PEOPLE, PLACE, & PROGRAMS



THERE ARE FOUR KEY CHARACTERISTICS OF SUCCESSFUL INNOVATION DISTRICTS.



Overview of Millennial Campus Planning Process:



VISIONING

- Understand University goals
- Engage with stakeholders
- Develop guiding vision



Health & Wellness Across the Lifespan



Visual & Performing Arts



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*“The UNC Greensboro Millennial Campus initiative will fuel **strategic partnerships and community collaborations** to create unique, meaningful academic experiences for our students; **inspire new research and creative endeavors**; and drive innovation, economic growth, and cultural enrichment, **transforming our University and our region.**”*



COMPETITIVENESS ASSESSMENT

- Benchmark best practices in successful innovation districts
- Analyze research strengths and alignment with industrial opportunities
- Continue stakeholder engagement

Innovation District Case Studies

Buffalo Niagara Medical Campus



Chattanooga Innovation District



Holyoke Innovation District



PROGRAMMING ANALYSIS

- Conduct real estate market analysis
- Connect with community and host a public meeting
- Develop program concepts and strategies for activation



BUSINESS PLAN DEVELOPMENT

- Establish a governance model
- Identify funding strategies
- Develop metrics for tracking progress

- Start “campfire” with a few key projects
- Full business plan = Phase II
- Update University master plan
- Update University transportation plan





UNC GREENSBORO

Thank You
Questions?