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
• 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
R&D IS NOW INCREASINGLY OCCURRING IN MIXED-USE, WALKABLE, AND TRANSIT-RICH INNOVATION DISTRICTS.
CONVERGENCE OF PEOPLE, PLACE, & PROGRAMS
THERE ARE FOUR KEY CHARACTERISTICS OF SUCCESSFUL INNOVATION DISTRICTS.

COLLABORATIVE

AUTHENTIC

INSPIRING

ACCESSIBLE & AFFORDABLE
Overview of Millennial Campus Planning Process:

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

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

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
VISIONING

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

Health & Wellness Across the Lifespan

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

BUSINESS PLAN DEVELOPMENT
- Establish a governance model
- Identify funding strategies
- Develop metrics for tracking progress
Thank You

Questions?