AGENDA

1 Opening Remarks from Chancellor Gilliam
2 Overview of Innovation Districts
3 Significance of the Millennial Campus Designation
4 UNCG’s Vision for the Millennial Campus
5 Table Discussions
Overview of Innovation Districts
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
CONVERGENCE OF PEOPLE, PLACE, & PROGRAMS
THERE ARE FOUR KEY CHARACTERISTICS OF SUCCESSFUL INNOVATION DISTRICTS.

- **COLLABORATIVE**
- **AUTHENTIC**
- **INSPIRING**
- **ACCESSIBLE & AFFORDABLE**
Significance of the Millennial Campus Designation
NC STATE CENTENNIAL CAMPUS
UNCG is one of North Carolina’s most diverse educational institutions. Its research activities, including over $36.5 M in external awards for FY ‘17-’18, bring economic benefits to the City and the greater Triad region.
The creation of a Millennial Campus is an exciting opportunity for UNCG to:

- Grow its **research capacity**
- Forge new partnerships with private partners
- Build a dynamic **innovation ecosystem**
- Strengthen connections between campus and community
UNCG’s Vision for the Millennial Campus
“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.”
UNCG Millennial Campus Districts

Two districts on our campus, but integrated into the fabric of our community. Areas where we can partner with the private sector to create new academic experiences, fuel economic development for our region, and create jobs.

Health & 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 & Performing Arts
(Along Tate St.)
Building from the core of UNCG Auditorium, the Weatherspoon, Taylor Theatre and our unique local area businesses.
### Overview of Millennial Campus Planning Process:

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

#### COMPETITIVENESS ASSESSMENT
- Benchmark best practices in successful 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
Table Discussions
PRIMARY TOPICS FOR DISCUSSION

- Overall Vision
- Partnerships
- Health & Wellness
- Visual & Performing Arts
- Mix of Uses
STAY IN TOUCH

Connect to WiFi

Network: UNCG-Wireless | No password needed

Project Website

go.uncg.edu/mc-initiative
UNC Greensboro
Millennial Campus District Planning
October 18, 2018