

8. Millennial Campus Designation – ECUJonathan Pruitt

Situation: The Board of Trustees of East Carolina University has requested that the Board of Governors designate as a Millennial Campus approximately 328.35 acres in four separate sites based on their proximity to existing campus academic, health science, athletic and human performance activities, Greenville historic and arts districts, and the Tar River front.

Background: NCGS 116-198 Article 21B: *The Centennial Campus, the Horace Williams Campus, and the Millennial Campuses Financing Act* outlines the process for seeking the Millennial Campus designation. The legislation states that the Board of Governors may act on recommendation made by the President of The University of North Carolina after consultation by the President with the Chancellor and the Board of Trustees of a constituent institution, to designate real property held by, or to be acquired by, a constituent institution as a Millennial Campus of the institution.

That designation shall be based on an express finding by the Board of Governors that the institution desiring to create a Millennial Campus has the administrative and fiscal capability to create and maintain such a campus and provided further, that the Board of Governors has found that the creating of the constituent institution’s Millennial Campus will enhance the institution’s research, teaching, and service missions as well as enhance the economic development of the region served by the institution.

Assessment: The Millennial Campus concept has been widely and successfully used by NCSU, UNC-CH, NCA&T/UNCG, ASU, UNCC, UNCW, and WCU. The proposed East Carolina Research and Innovation Campus (ECRIC) would have a unique and extensive geographic footprint, leveraging current and future real property assets of East Carolina University to enhance economic and community development for both Greenville and the region.

Action: This item requires a vote.

Millennial Campus Designation – East Carolina University

The Board of Trustees of East Carolina University has requested that the Board of Governors designate as a Millennial Campus approximately 328.35 acres in four separate sites based on their proximity to existing campus academic, health science, athletic and human performance activities, Greenville historic and arts districts, and the Tar River front. Each Millennial Campus site would function in a manner similar to the Centennial Campus at North Carolina State University and each would be exempt from the provisions of the Umstead Act.

The Warehouse District site (22.3 acres) represents converging opportunities to restore and reuse valuable historic structures, anchor the planned Dickinson Avenue Arts & Innovation District, revitalize the Greenville Center City area, and develop highly-productive collaborative research, innovation, commercialization, and economic development spaces connecting ECU's Health Sciences and Main campuses.

The Uptown Area site (19.04 acres) borders the east side of Uptown Greenville, bridging the main campus with the Uptown area and the (Tar) river front. When combined with ECU's Warehouse District holdings, these properties comprise a significant portion of Greenville's Uptown/Center City area and position ECU to join a select group of the nation's campuses leading revitalization in an urban core.

ECU's Health Science Campus (214.16 acres) is immediately adjacent to its long-time partner, Vidant Medical Center, to the south and the new Durham VA Medical Center facility (Greenville health Care Center) located to the north. Together, ECU, Vidant and the VA offer significant opportunities for patient-centered clinical research, discovery, and innovation with industry, government, military and community partners.

The Stratford Arms and Blount Fields site properties (72.85 acres) are proximate to ECU's athletic and human performance complex and represent some of Greenville's most strategically located pieces of real estate. This property represents longer term opportunities through public-private partnerships for a live/work/play community; similar in some respects to NC State's Centennial Campus, Raleigh's North Hills, and Durham's West Village and American Tobacco District.

The Millennial Campus, which will be known as ECRIC (East Carolina Research and Innovation Campus) would be developed to enhance the research, teaching, and service missions of ECU by accelerating and expanding collaborative research, health sciences, teaching, and service to champion economic and community development for both Greenville and the region, producing innovations in education, science, technology, and the arts that address local and regional challenges while equipping the region with a magnet to attract talent and investment.