



## **Economic Development & Global Competitiveness** **FY2016 Strategic Focus Area Plan**

"Charlotte will strengthen its position as a city of prominence in the global marketplace by building upon its competitive advantages."

To achieve its vision, the City must leverage partnerships to seize new opportunities in a global marketplace. The City's economic development strategy will focus on:

- Developing a global logistics center at Charlotte/Douglas International Airport,
- Enhancing relationships with our universities and education system to support and commercialize research and technology,
- Targeting industry growth in high-potential sectors, capitalizing on Charlotte's unique profile,
- Developing neighborhoods and business districts to create places attractive for people to live and businesses to invest,
- Encouraging business expansion by streamlining the regulatory environment, and
- Preparing youth and young adults for employment success.

<b>FY2016 Initiatives</b>	<b>Key Indicators</b>
Facilitate the growth of small businesses and high growth entrepreneurs in our community.	<ul style="list-style-type: none"> <li>• Increased utilization of the City's web portal (CharlotteBusinessResources.com) to meet the needs of emerging and growing small businesses</li> <li>• Source solutions to the City's needs from local start-ups and small businesses by using the Small Business Services program and Code for America Charlotte Brigade</li> <li>• Increased contracting opportunities for small businesses and local minority and women-owned firms through the Charlotte Business INCLUSION Program</li> <li>• Participation in Community Collaborative(s) to advance technology and promote digital inclusion to startup companies in light of Google Fiber's planned investment</li> </ul>
Promote the holistic development of targeted business districts and neighborhoods.	<ul style="list-style-type: none"> <li>• Private investment stimulated in targeted areas of opportunity and within areas identified by the Community Investment Plan and the Business Corridor Revitalization Plan. Examples include the Applied Innovation Corridor, the Northwest Corridor, the Eastland area, the West Boulevard area, and the Freedom Drive area</li> </ul>
Work with universities and the education system, local industry leaders, and other economic development partners to drive global competitiveness, job creation, and job retention in the energy, finance, information technology, logistics, and advanced manufacturing sectors.	<ul style="list-style-type: none"> <li>• Creation of a Global Logistics Center Strategy for the area surrounding the airport</li> <li>• Increased leads for foreign direct investment through the International Relations Office</li> <li>• Support of Charlotte's emergence as the center of a two-state energy hub by collaborating with partners, such as E4 Carolinas and CLT Joules</li> <li>• Re-tooling of the Business Investment Grant program to better align with business needs</li> <li>• Incorporate Smart City attributes as part of economic growth in Charlotte</li> </ul>
Introduce youth and young adults to employment opportunities with potential for long-term growth and development.	<ul style="list-style-type: none"> <li>• Increased number of work experiences and summer internships through Mayor's Youth Employment Program</li> <li>• Creation of an apprenticeship strategy</li> </ul>
Grow Charlotte's tourism industry through amateur sports development and programming.	<ul style="list-style-type: none"> <li>• Continue to pursue a plan for the redevelopment of the Bojangles/Ovens area</li> <li>• Identified solutions for needs associated with amateur sports, such as swimming, tennis, baseball, rugby, lacrosse, and soccer</li> <li>• Maximized utilization of community-use days at Bank of America Stadium and BB&amp;T Ballpark</li> </ul>