

City Council
Economic Development & Global Competitiveness Committee

Thursday, January 21, 2016 at Noon
Room CH-14

Committee Members: James Mitchell, Chair
Vi Lyles, Vice Chair
Ed Driggs
Julie Eiselt
LaWana Mayfield

Staff Resource: Ron Kimble, Deputy City Manager

AGENDA

I. Regulatory Land Development User Fees Update – 45 minutes
Staff: Debra Campbell, City Manager's Office & Mike Davis, Transportation
Action: Staff will provide background information on the referral to review the current Regulatory Land Development User Fees Policy and determine, if any, changes are needed. This item was referred to the ED&GC Committee by City Council at the conclusion of last year's budget process and will be discussed as part of the upcoming annual budget process.

II. Brief Discussion of Focus Area Update Process for FY'2017 – 15 minutes
Staff: Ron Kimble, City Manager's Office
Attachment

III. Future Meeting Topics and Schedule – 5 minutes
Staff: Ron Kimble, City Manager's Office

Topics	Meeting Date	Lead Department
Eastland Mall Redevelopment	On-going as needed	Neighborhood & Business Services
Immigrant Integration Task Force Recommendations Updates	On-going as needed	Neighborhood & Business Services
Business Investment Grant Revisions	On-going as needed	Neighborhood & Business Services
High Growth Entrepreneur Strategy	On-going as needed	Neighborhood & Business Services
Charlotte Business INclusion Update	On-going as needed	Management & Financial Services
City Protocol Society	On-going as needed	Neighborhood & Business Services
Amateur Sports Development at Bojangles Coliseum/Ovens Auditorium	Future discussions (TBD)	Neighborhood & Business Services
Applied Innovation Corridor Strategy & Planning	Discussions (TBD)	Neighborhood & Business Services
Pearl Park	Discussions (TBD)	City Manager's Office
Talent Pipeline (apprenticeship and pre-apprenticeship)	Discussions (TBD)	Neighborhood & Business Services
Review of Regulatory Land Development User Fees	On-going as needed	Management & Financial Services
Local Hiring Initiative Using Anchor Institutions and Economic Inclusion (referred by CM Howard on 11-23-15)	Discussions (TBD)	Neighborhood & Business Services

IV. NEXT DATE: Thursday, February 11, 2016 at 12:00pm, Room CH-14



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.

FY2016 Initiatives	Key Indicators
Facilitate the growth of small businesses and high growth entrepreneurs in our community.	<ul style="list-style-type: none"> • Increased utilization of the City's web portal (CharlotteBusinessResources.com) to meet the needs of emerging and growing small businesses • 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 • Increased contracting opportunities for small businesses and local minority and women-owned firms through the Charlotte Business INCLUSION Program • Participation in Community Collaborative(s) to advance technology and promote digital inclusion to startup companies in light of Google Fiber's planned investment
Promote the holistic development of targeted business districts and neighborhoods.	<ul style="list-style-type: none"> • 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
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"> • Creation of a Global Logistics Center Strategy for the area surrounding the airport • Increased leads for foreign direct investment through the International Relations Office • 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 • Re-tooling of the Business Investment Grant program to better align with business needs • Incorporate Smart City attributes as part of economic growth in Charlotte
Introduce youth and young adults to employment opportunities with potential for long-term growth and development.	<ul style="list-style-type: none"> • Increased number of work experiences and summer internships through Mayor's Youth Employment Program • Creation of an apprenticeship strategy
Grow Charlotte's tourism industry through amateur sports development and programming.	<ul style="list-style-type: none"> • Continue to pursue a plan for the redevelopment of the Bojangles/Ovens area • Identified solutions for needs associated with amateur sports, such as swimming, tennis, baseball, rugby, lacrosse, and soccer • Maximized utilization of community-use days at Bank of America Stadium and BB&T Ballpark