BUSINESS RECRUITMENT

Workforce and Business Development Committee Meeting
February 10, 2020

WHO WE ARE

We lead business recruitment for the City of Charlotte in partnership with several economic development agencies across the country, region, and state.
SUCCESES

WHAT WE DO

Prospective New Business
(create jobs & increase tax base)

• Business relocations to Charlotte
• Expansion of existing businesses
• Community Partnerships
• Talent Acquisition Strategies
• Business Investment Grants

Retention of Existing Business
(keep jobs)

• Remove barriers to success
• Real estate assistance
• Workforce Partnerships
• Community Partnerships
• Connecting to resources
TARGET SECTORS

- TECH & FINTECH
- LOGISTICS, DISTRIBUTION & MANUFACTURING
- CORPORATE HEADQUARTERS & BACK OFFICE SUPPORT
- FINANCIAL SERVICES
- INTERNATIONAL

LEAD GENERATION

- Prospects
  - SITE SELECTORS
  - EDO’S
  - BROKERAGE COMMUNITY
- Referrals
  - CAROLINA FINTECH HUB
  - EDUCATION PARTNERS
- Community Awareness
  - MEDIA
  - COMMUNITY FACING
SITE SELECTION FACTORS

- Real Estate
- Talent
- Incentives

REAL ESTATE
- Partner with the development and brokerage community to ensure the product is available for companies to lease or build.
- Assist existing companies with retention and expansion needs.
- Assist with targeted infrastructure needs to allow for optimal business operations.
HOW WE DO IT

TALENT

• Develop customized talent acquisition strategies in collaboration with our education and workforce development partners to put Charlotte residents to work.

• Assist existing companies with finding local talent.

“Still, when we made the strategic decision to invest in technology as a driver of growth for Lowe’s, we did our due diligence. We considered multiple cities across North America well known as “tech hubs.” But we realized Charlotte – right here in our own backyard – offers what we need:

▪ A growing tech workforce, bolstered by millennials who recognize Charlotte’s bright future, and those who want to be part of innovative change and seek opportunities for career growth.

▪ An opportunity to partner with schools and universities leading the nation in priming the tech talent pipeline…”

Marvin Ellison
CEO
Lowes Companies

INCENTIVES

• Our tool to offset the cost of expanding or relocating your business to Charlotte, and creating jobs for our residents.

• Embarked on a pilot program in October 2019

• Reimbursement of net new property taxes generated by their capital investment

**HOW WE DO IT**

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HOW WE DO IT

INCENTIVES
Minimum Criteria:
• Create 20 jobs
• Pay average of $51,150 OR SOC
• Invest $3 Million
Considerations:
• Quality of jobs (benefits, career path)
• Willingness to partner with workforce and educational partners
• Corporate Stewardship

COMMUNITY IMPACT

Bank of America, Albemarle Corp announce $1 million grant for 4-year college readiness

Honeywell donates $500K for new science, technology, engineering and mathematics (STEM) programs

Lab Time: Students Get Hands On with STEM
The next generation of engineers get inspired through science and math activities at Discovery Place science center in Charlotte.

Honeywell Puts the Right Smart City Tech
Honeywell and IBM will help local governments build smarter cities.

Michael Radar - 2021
Academy Chair - Community Development Coordinator at Olympic High School

Lowry LED Lab Opens @ OSU
Today was the Grand Opening of a computer lab where Olympic High School career academy students serve as paid interns. The students receive valuable work experience as they repair, repackage, and repurpose computers for economically challenged families.

What High School Should Be...
COMMUNITY IMPACT: CHIME SOLUTIONS

Now Hiring 400+ Jobs

We are looking for energetic, customer care focused individuals interested in joining our Business Process Outsourcing team.

WE ARE RECRUITING FOR THESE FOLLOWING POSITIONS:

- OPERATIONS MANAGER
- SERVICE DELIVERY CONSULTANT
- PROJECT MANAGER
- FACILITIES MANAGER
- TECHNICAL SUPPORT

Apply online and bring a copy of your resume.
Customer service experience preferred.

FOLLOW US & APPLY TODAY

CHIME SOLUTIONS VIDEO
https://vimeo.com/373947662