



CITY/COUNTY JOINT ECONOMIC DEVELOPMENT COMMITTEE MEETING

OCTOBER 22, 2020

Office of Economic Development



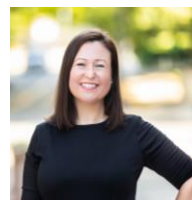
Tracy Dodson
Assistant City Manager
Economic Development Director



Fran West
Assistant Director
Business
Recruitment &
Retention and
Talent Development



Todd DeLong
Assistant Director
Great Places,
Placemaking,
Corridors, and
Development



Holly Eskridge
Assistant Director
Small Business
Development &
Entrepreneurship, and
Business Innovation



Business Recruitment and Retention

PROJECTS LANDED:

- 6,303 new jobs announced
- 3,430 jobs retained
- \$81,750 average salary of new jobs
- \$1,074,040,000 in capital investment
- 68% of new jobs were in technology



FY20 SUCCESSES

PILOT INCENTIVE POLICY

- ✓ Increased focus: target industries and inclusive salary requirements, promoting upward economic mobility

CHARLOTTE MARKETING CAMPAIGN

- ✓ Developed custom Charlotte pitch book, powerpoint decks, and [Why Charlotte](#) video

COVID-19 RESPONSE

- ✓ Announcements: Chime Solutions expansion & Centene, 3,300+ jobs
- ✓ Open for Business:
 - ✓ Launched Thrive Hiring program
 - ✓ Business Recruitment website launching next week



Workforce Development



OPEN FOR BUSINESS:
WORKFORCE PARTNER
SUPPORT GRANTS

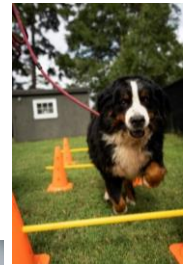
OPEN FOR BUSINESS:
RENEW TRAINING
PROGRAM

PILOT INCENTIVE:
OPPORTUNITY
HIRING GRANT

**TECH TALENT
STUDY**

GO CLT
*Getting Opportunities
in CLT*

SMALL BUSINESS DEVELOPMENT



Due to COVID-19, team pivoted to develop and implement Open for Business Survive & Thrive strategy

Developed and implemented small business programs:

- Access to Capital Small Business Grant Program: \$30M
- Access to Capital Food & Beverage Support: \$5M
- Access to Capital Hotel Support: \$3M
- Small Business Innovation Fund: \$1.5M
- Small Business Partner Support: \$2M
- Resilient ReUP Program:\$250K



Corridors of Opportunity

Corridors

Central/Albemarle Road



Graham St/N Tryon



Beatties Ford/Rozzelles Ferry



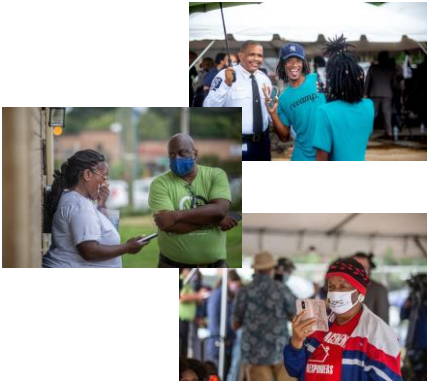
West Boulevard



Freedom Drive/Wilkinson



Sugar Creek/I-85




Corridors of Opportunity

Investing in People + Places

Unique approach for each corridor

Leveraging Partnerships

