

# Committed to Growing Jobs & Businesses

## ECONOMIC DEVELOPMENT DEPARTMENT UPDATE

September 7, 2021

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## Prioritizing Jobs and Upward Mobility

- **Economic Development's mission is to create economic opportunities for all by focusing on:**
  - Building and maintaining successful business climate and workforce talent
  - Encouraging business development, innovation and entrepreneurship
  - Investing in equitable and meaningful development to establish vibrant communities

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# Unifying Charlotte-Mecklenburg's Employment Ecosystem

- **Develop a vision and framework for the entire employment ecosystem on how to create and fill jobs today and tomorrow**
  - Determine shared goals
  - Assess where we are today, what's needed/missing & desired future state
  - Identify specific action steps
- **Framework will inform and help direct ARPA decision-making**



## Business Recruitment Activity

- **Companies Continue to Choose Charlotte**
  - Arrival (HQ + Microfactory)
  - Credit Karma
  - Centene
  - InterContinental Capital Group
  - Robinhood
- **11,564 (Previous 2-Year Total) + 6,131 (Last 12 Months) =  
17,695 Jobs Created & Retained**

## Growing Our Reach: Meet Charlotte Marketing Campaign

- **Using RNC2020 Host Committee Grant to increase awareness of Charlotte as great place to do business and invest**
- **Focused on creating a brand for Charlotte Business Recruitment and securing earned media**
  - Targeted topics have focused on fintech, diversity and inclusion, and sustainability initiatives
- **Goal is to bring new companies and jobs in Finance, Fintech, HQ, Professional Services, and Technology**

## Training People and Connecting to Jobs: RENEW Training Program

- **Partnership between the City of Charlotte, Trane Technologies, Urban League of Central Carolinas and Goodwill Industries of the Southern Piedmont to provide residents paid training for careers in HVAC and Electrical fields**
- **The City developed and has grown a Corporate Advisory Council (CAC) to support RENEW and provide employment opportunities to graduates**
- **As of August 2021, 56 training participants have successfully graduated, with 21 more expected to graduate this month**
- **88% of participants who graduated and remained engaged with the program have either retained employment, sought higher education, or obtained a new position in HVAC industry with starting average hourly pay of \$17.13**

## RENEW Success Stories



### Bethany Wessell, Horne Heating and Air

Bethany was a graduate of the first Urban League training cohort. She completed her EPA certification and was hired by Horne Heating and Air. She recently received her own company vehicle!



### Marcus Carr, Roby Electric

Marcus was a graduate of the second Urban League training cohort. Marcus completed his EPA certification AND five additional certifications outside of the core curriculum. After graduation, Marcus accepted a position as a Commercial Electrician with Roby Electrical with a starting wage of \$20/hr.

## Jobs Connector

- Connects residents to new jobs created by companies working with Business Recruitment team
- 6 companies on Jobs Connector launched in 2021 (Robinhood, Credit Karma, Arrival & more)
- 60+ residents registered to receive job updates
- Targeting any newly landed project and 150 registrants by year-end



### Here's who's hiring right now

Share



The Jobs Connector is a tool that connects job seekers and residents in the Charlotte area to career opportunities announced through economic development projects. Job seekers can browse through each employer's profile and click to apply to jobs directly on the company's website. Only companies that are working with the City of Charlotte Business Recruitment team are featured on the Jobs Connector.

Residents and job seekers may register to receive future job updates by clicking below.

[REGISTER NOW](#)

# Growing Business: AMP Up! Charlotte

City of Charlotte business growth education program for ethnic minority business owners

- Helps small business owners increase revenues, create jobs, and prepares them for growth and expansion
- Powered by Interise StreetWise MBA curriculum



## 'AMPed' Up By Results

- In 2020, AMP Up participants reported:
  - 115 total jobs created/retained
  - 21% average revenue growth
  - 71% maintaining or adding new positions
  - 33% of businesses secured government contracts
  - 67% of participants full-time staff are hired from local community



# Growing Your Business: Additional MWSBE-Focused Programs

- **NXT CLT**

- 6-month professional development program that builds on the AMP Up program, done in partnership with the City of Charlotte

- **Scale Up CLT**

- Partnership between the City of Charlotte, Charlotte Regional Business Alliance Foundation, and the Entrepreneurs Organization (EO)
- Program goal is accelerating the growth of MWSBE businesses in the Charlotte Region

## Innovate Charlotte

### MIT Venture Mentoring Service

- Program originated at MIT as a structured approach to mentorship
- Guides coachable entrepreneurs to launch and build value in their ventures and community
- City is sole funder and in year two of three-year funding commitment
- For INCLT, equity is a core value. In 2020,
  - 25 founders enrolled
  - 87% minority and/or female founders
  - 96% report level of satisfaction as 8 or higher (scale 1-10)



## Prioritizing Economic Mobility, Jobs and Businesses: Corridors of Opportunity

- **Strengthen Community**
  - \$24.5M was committed in FY21 and additional \$14M committed in FY22
- **Cultivate Prosperity**
  - Ongoing support of small business owners
- **Build Legacy**
  - Focus on improving jobs and entrepreneurship opportunities
  - HIRE Charlotte strategic alignment
- **Customized approach to Central/Albermarle strategy features enhanced emphasis on jobs**
  - Economic studies underway on real estate market and small business ecosystem

## Corridors of Opportunity – EY Labor Study

- **In November 2020, the City engaged EY to conduct a jobs study in five of six Corridors of Opportunity geographies**
  - Freedom, Wilkinson, West Blvd; Beatties Ford and Rozzelles Ferry; North Graham and North Statesville/I-85
- **Study analyzed workforce, real estate and targeted industries within these geographies**
  - Consultants also conducted stakeholder interviews and a resident survey
- **Study recommendations to create jobs within these geographies include goals for targeting employers, commercial real estate development and services to overcome employment barriers for residents**
  - Economic Development is building an implementation strategy around these goals

# Continuing the Momentum: ARPA Phase I Recommendations Workforce Development & Employment

INVESTMENT	AMOUNT
Open for Business Digital Platform	\$1M
HIRE Charlotte/Corridors Workforce Study	\$1M
Hospitality Sector Support	\$4M
Workforce/Jobs Support	\$5M
Small Business Support	\$5M
<b>TOTAL</b>	<b>\$16M</b>