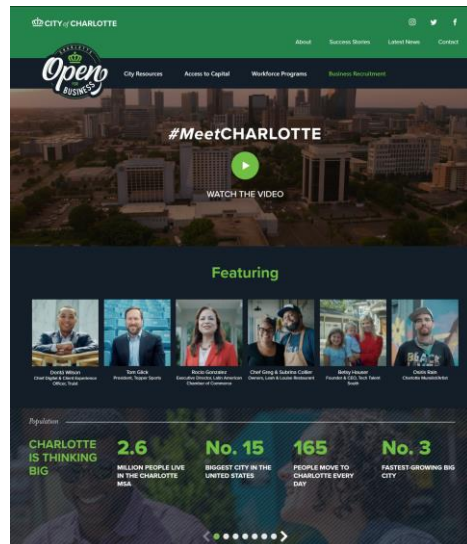




Open for Business Website



Open for Business Website

Future Iterations

- Buildout of #MeetCharlotte content
- Jobs Connector
- Migration of Charlotte Business Resources website

Small Business Recovery Fund

- Foundation for the Carolinas is the grant administration partner
- 2,466 awards totaling \$30m
 - 70% micro and 30% small
 - 63% minority-owned business
 - 42%% women-owned business
 - 73% in business four or more years in business
- Business surveys December

Food and Beverage Support

- Available budget: \$6.4m
- Total applications (include carry over): 752
- Total amount in applications: \$14,365,000
- Awards to date : 123 Grants for \$2,595,000
 - 47% minority-owned business
 - 25% female owned business
 - 72% in business for four or more years

Hotel/Motel Support

- Total Budget: \$6m
- Total Applications Submitted: 123
- Estimate of eligible hotel rooms: 15,086 – 15,660
- Finalizing review and documentation approval

Music Venue Support

- Launched a Music Venue Grant, from October 12 to October 23, to provide a financial assistance locally owned and operated music venues
- Eligible venues will receive a nine-month subsidy towards rent or mortgage assistance
- Minimum subsidy award is \$15,000
- Staff is reviewing and finalizing the awards to grant recipients and looking to fund \$757k.



Resilient ReUP

- Program to provides structured programming and one-on-one coaching to help small businesses stabilize
- Curriculum provides cohort-based training approach to risk/crisis management and business continuity and will serve up to 60 small businesses
- Asfalit Advisors is contractor for program
- Program application is open and information about the program is located at www.CharlotteOpenforBusiness.com



Small Business Partner Support

- \$1.96M awarded to 12 Small Business Resource Partners in June
- Projects started in July/August
- All Partners on are track to complete projects by December 30

Project Examples



17 businesses completed a 10-week course concluding last week with a Pitch Day.



Ready CLT Hotline served about 10,000 businesses before it closed on October 15. About 200,000 pieces of PPE were distributed to local small businesses.



“Community Kitchens” served 40 Hispanic/Latino owned food businesses and served over 8,000 local families.

Workforce Partner Support

- Grants provided to workforce development and education organizations who provide direct services to Charlotte residents.
- \$3.5 Million has been awarded to 25 organizations.
- Example projects include:
 - Funding for at-risk youth for career awareness and “winternships”
 - Expansion of career services to underserved areas
 - Paid skilled trades training in construction, electrical, HVAC, de-contamination, etc.
 - Tuition and scholarships for displaced residents and students adversely affected by COVID-19



RENEW

- Provides paid skilled training for Charlotte residents to prepare them for careers in HVAC and electrical occupations
- 50 participants enrolled in training classes with training partners, Urban League and Goodwill
- Strong corporate partnership from Trane Technologies, MSS Solutions and others in the industry
- First cohort graduates Dec 10, and will soon participate in mock interviews and a career fair to prepare for job placement



Thrive Hiring Grant

- Awards mid-sized companies \$5,000 per hire for all Charlotte residents hired into open positions
 - \$6,000 per hire in Business Revitalization Corridor Geography
- 10 applicants received
 - Two awarded so far totaling \$110,000
 - Five totaling \$483,000 under consideration
 - ✓ Four are in the Business Revitalization Corridor Geography



