



What is Happening

4.8%

National GDP Fall Rate

7.5%

Decrease in National Consumer Spending

70%

Decrease in Charlotte Occupancy Tax

56%

Decrease in Charlotte Food & Beverage Spending

14.7%

National Unemployment Rate for April

1M

Unemployment Claims in NC

How We Responded

In response we started...

Open Discussions

- Partner Touchpoints
- Direct Emails & Phone Calls

Interactive Forums

- Small Business Webinar

Research

- Best practices from other leading cities
- Effective workforce strategies
- Innovative technology tools

What We Heard

- Access to Capital
- Reopening Best Practices
- Networks & Collaboration
- Branding/Marketing



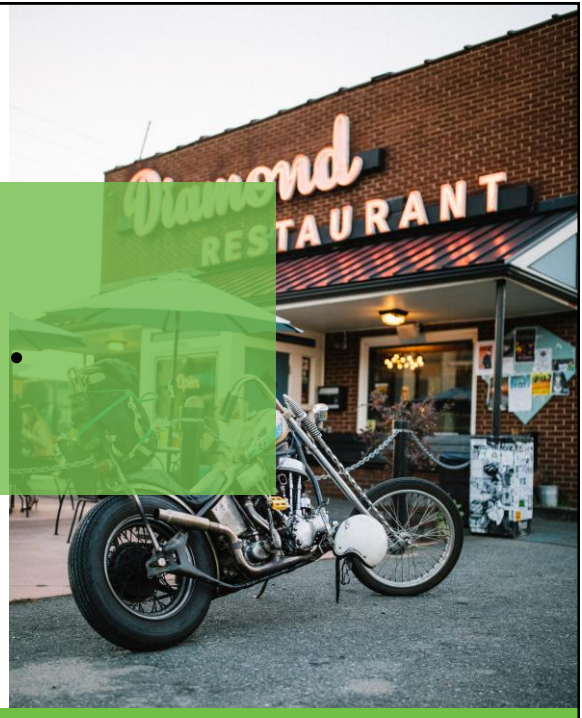
What We've Done

- Open for Business Brand
- Mentorship Series
- Interactive Dashboard
- Micro Business Relief Fund



 CITY of CHARLOTTE

What's Next ...



 CITY of CHARLOTTE

Survive & Thrive

Plan for a two-part approach to supporting small business



Survive

Today

Expanding programs, connecting to partners, creating an umbrella ecosystem

Thrive

Tomorrow

Keeping the momentum going and helping businesses pivot

Survive

Thrive

Open for Business Website ●●●●

Open for Business Platform

Ecosystem Support
Community has come together ●●●●

Innovation
Our community is together

Access to Capital ●●●●

Access to Capital

Workforce Displacement ●●●●

Workforce Readiness

Survive

Open for Business

- Central Info Sharing Platform
- Re-opening best practices
- Recovery support one stop shop
- SMB promotion (open 4 biz)
- PPE Connections for SMB
- Consumer/Employee Confidence

Ecosystem/Partner Support

- Existing Partner Grants
- B2C Small Business Accelerator

Small Business Access to Capital

- Micro Business (0-5 employees)
- Small Business (6-25 emp)

Workforce Preparedness

- Intensive Career Cohorts
- Workforce Partner Support

Thrive

Workforce Readiness

- Job Placement Coordination

Business Innovation

- Resilient Restart Program

Thrive Business Grants

- Innovate Business Grant
- Thrive Hiring Grant

Next Steps

EXECUTE.

- Rapidly deploy capital to small businesses & resource partners
- Rapidly stand up intensive career cohort programs to prepare residents for new careers
- Bring new jobs to our City to provide stability for our residents
- Stand up Open for Business platform with critical information needed for small businesses, workforce and residents
- Prepare to execute THRIVE initiatives while remaining nimble and responsive

