



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

Open for Business
Central Info Sharing Platform <ul style="list-style-type: none"> • Re-opening best practices • Recovery support one stop shop • SMB promotion (open 4 biz) • PPE Connections for SMB • Consumer/Employee Confidence
Ecosystem/Partner Support
<ul style="list-style-type: none"> • Existing Partner Grants • B2C Small Business Accelerator
Small Business Access to Capital
<ul style="list-style-type: none"> • Micro Business (0-5 employees) • Small Business (6-25 emp)
Workforce Readiness
<ul style="list-style-type: none"> • Intensive Career Cohorts • Workforce Partner Support

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Thrive

Business Innovation
<ul style="list-style-type: none"> • Resilient Restart Program
Thrive Business Grants
<ul style="list-style-type: none"> • Innovate Business Grant • Thrive Hiring Grant

Survive First Round

Program	Budget
Access to Capital	\$30,000,000
Small Business Partner Support	2,000,000
Open for Business Initiative	250,000
Intensive Career Cohorts	1,500,000
Workforce Partner Support	750,000
Small Business Accelerator	500,000
TOTAL	\$35,000,000

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Access to Capital

To qualify a business must have:

- Headquarters located within the Charlotte city limits
- 25 or less employees
 - 5 or less employees: \$10k
 - 6-25 employees: \$25K
- Total gross sales of at least \$30k and less than \$2M in 2019
- Started before January 1, 2020
- No current bankruptcy proceedings
- Demonstrate COVID 19 impact

**Priority given to businesses receiving no federal, state and MBRF funding*



Access to Capital

Three of the following documents

At least one required

- IRS Letter with Business Name and EIN
- Bank Statement with Business Name
- Utility Bill with Business Name
- Mortgage Statement with Business Name
- Sales and Use Tax Report for Mecklenburg County from 2020
- Certificate of Insurance with Business Name

Additional Options

- From 2018 or 2019 tax return
 - Form 1040, Schedule C (Sole Prop)
 - Form 1065 (Partnership/LLC)
 - Form 1120 (C Corp)
 - Form 1120S (S Corp)
- Lease Agreement with Business Name
- Schedule C from 2018 or 2019 tax return
- Balance sheet from 2019
- Profit and Loss statement from 2019



Access to Capital

Timeline

- Program design and education and community outreach: 2-3 weeks
- Phase I application: June 22
- Phase I checks issued: June 30 & July 6
- Additional outreach to underrepresented geographies: July 13
- Phase II application: July 20
- Phase II checks issued: August 3
- Business surveys: September



Access to Capital

Email address: cltcitygrant@FFTC.org

Web address: www.ffc.org/cltcitygrant (June 22 application location)



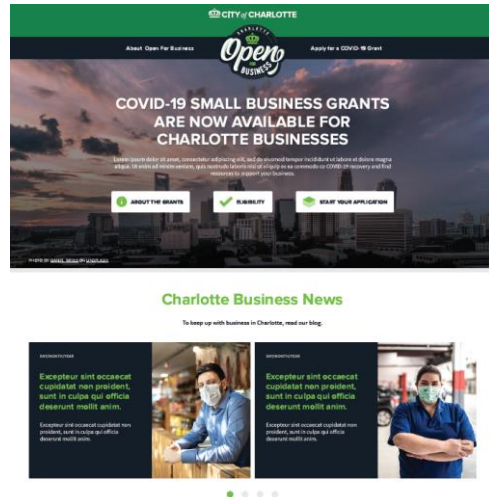
Partner Support Grants

- Organization must demonstrate history of serving small business for at least the past two years
- June 1 – June 11 application period
- 20 applications under review by six person team
- Awards expected last week of June



Open for Business Platform

- Phase I of the Open for Business website will promote the Access to Capital funding opportunity and other helpful business resources
- Small business owners can register to add their business to the Open for Business Database to receive notifications when new resources are available
- Future phases will include workforce development and collaboration resources



Intensive Career Cohorts

- Launching career cohorts in Advanced Technology and Skilled Trades
- Currently working on aligning training partners, private sector job guarantees, and application processes. Ensuring eligibility within CARES requirements.
- Expecting application to cohorts to open after July 4, 2020

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Workforce Partner Support Grants

- Refining eligibility criteria, and acceptable uses of funds.
- Targeting application release by June 26th

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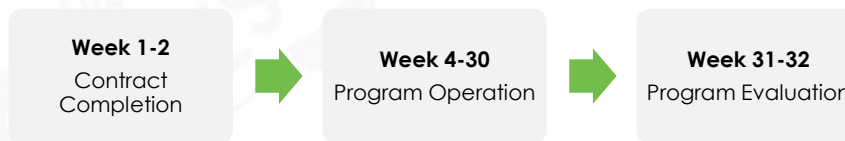
Thrive Initiatives

- Resilient Restart Program
- Innovate Business Grant
- Thrive Hiring Grant

Resilient Restart Program

Intensive resiliency & continuity plan curriculum for small businesses

- Resiliency plan is critical to small business stabilization
- Curriculum provides cohort based training approach to risk/crisis management and business continuity



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Innovate Business Grant

Access to capital to launch new innovative strategies and tools

- Purchase new technology hardware
- Deploy new technology tools from B2C accelerator
- Obtain other business development tools



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Thrive Hiring Grant

Incentivize companies to hire and put residents to work

- Creates new jobs in our City that can provide opportunities to our unemployed residents
- Offset the expense of hiring those who have retooled their careers to take new opportunities
- Building off Opportunity Hiring Grant, this is a cash grant, paid out monthly, per employee hired
- Existing and new businesses are eligible

2 weeks to develop program



Through December 31
award grants to companies