



Survive Strategy Update



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

Access to Capital

Putting capital in the hands of small businesses that need it

- Businesses with five or less employees
- Business with six to 25 employees

Access to Capital

Deploying critical small business financial relief

- \$15 million designated for each program
 - \$10k for business with five or less employees
 - \$25k for businesses with six to 25 employees
- Random selection process with priority of even geographic representation
- Priority given to businesses not previously receiving federal or state funds

Access to Capital

Focus on education and accessibility

- Priority of education and outreach
- Streamlined application process
 - Available in Spanish; other languages upon request
- Business must be in operation before January 1, 2020
- Accessible options for documenting active business operations
- Priority to use furloughed or unemployed contract employees for program administration

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



Ecosystem/Partner Support

Financially support organizations that are helping our small businesses & workforce survive.

Existing Partner Grants

Increase small business partner capacity

- \$2 million fund
 - \$250,000 max grant per organization
- Open to government agencies, non-profits/501 (c)3, academic organizations, Chambers/501 (c)6
- Programs/projects/services must alleviate the impact of COVID-19

Existing Partner Grants

Timeline

- Application opened June 1 and closes June 11
- Internal review team will score applications the week of June 15
- Grants will be awarded by the end of June

charlottebusinessresources.com/partner-support-grant/

Open for Business

Web-based platform that provides small businesses support and resources

Open for Business Platform

Support to get you back to business

Phase I (Launch June 22)

- Launch Active Grant Opportunities
- Promoting small business innovations and successes
- Reopening guidelines and other business recovery resources
- Continuing Mentorship Series
- Integration of Open for Business app



Micro Business Relief Fund



The City of Charlotte has partnered with LISC to deploy the Micro Business Relief Fund (MBRF)

The MBRF is a \$1,000,000 fund created to provide grants to support microenterprises financially impacted by COVID-19. The fund will provide grant capital up to \$10,000 to eligible entities to assist in meeting urgent needs.

[Learn more about the MBRF](#)

Grant Business Resources

[DIRECTORY BY INDUSTRY](#)

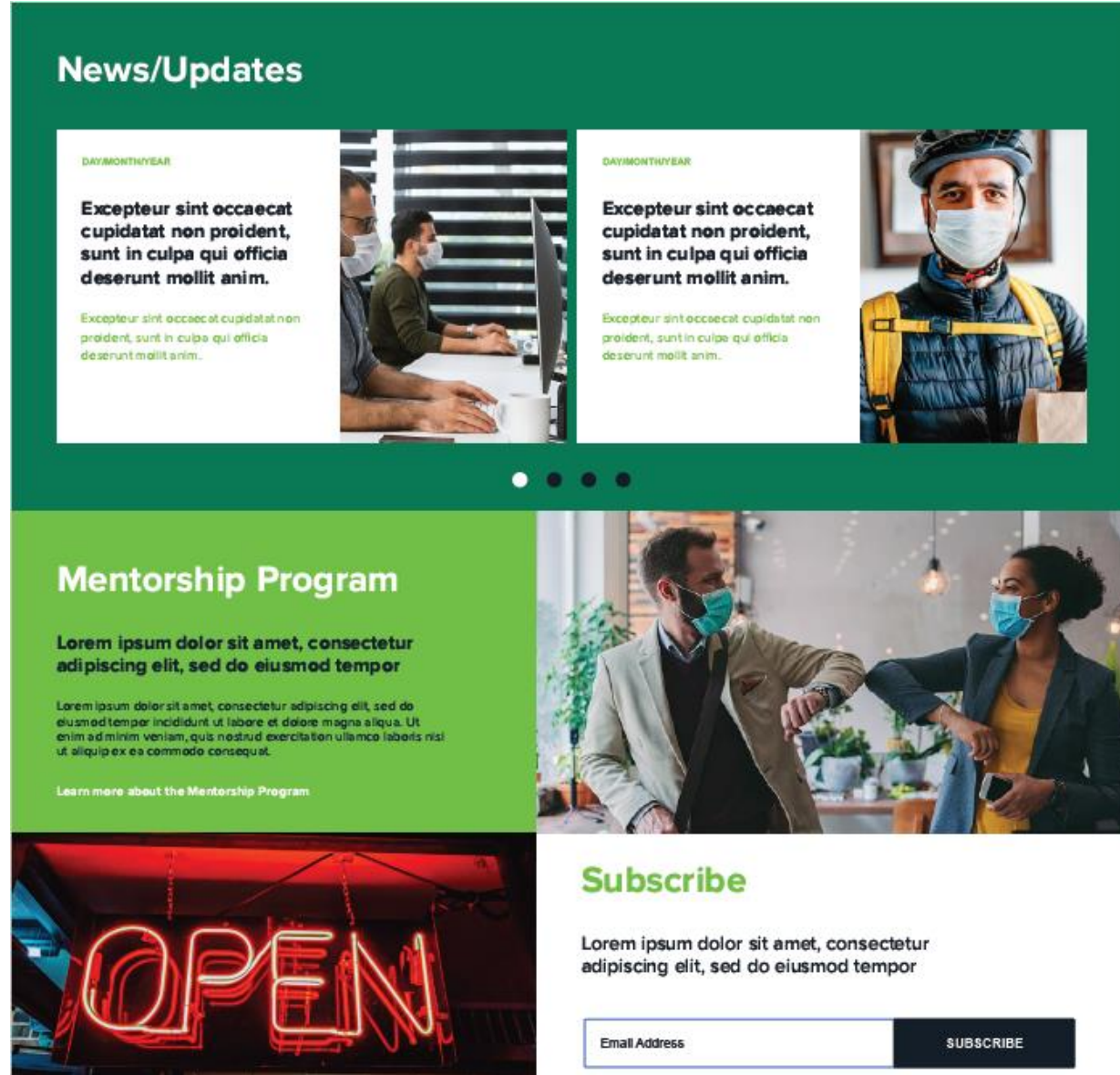
[OTHER SOURCES OF GRANTS](#)

Open for Business Platform

A Community of small business

Phase II (complete mid/late July)

- Workforce programs and job resources
- Talent development programs
- Resiliency Resources
- Connecting Small Businesses to PPE Distributors
- Confidence guides



The mockup features a dark green header with the text "News/Updates". Below this are two columns of content, each with a placeholder image and text. The first column shows two people working at a computer, and the second shows a person wearing a mask and a helmet. Below the news section is a "Mentorship Program" section with a green background and a photo of two people in a meeting. At the bottom right is a "Subscribe" section with a white background, a text input field, and a "SUBSCRIBE" button. A red neon "OPEN" sign is visible in the bottom left corner of the mockup.

News/Updates

DAY/MONTH/YEAR

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Mentorship Program

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[Learn more about the Mentorship Program](#)

Subscribe

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Email Address

SUBSCRIBE



Questions