



# 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 Readiness

- Intensive Career Cohorts
- Workforce Partner Support

# Thrive

## Workforce Readiness (Continued)

- Intensive Career Cohorts
- Workforce Partner Support

## Business Innovation

- Resilient Restart Program

## Thrive Business Grants

- Thrive Hiring Grant
- Innovate Business Grant



# Survive Strategy Updates

## Workforce Readiness

# Intensive Career Cohorts

- Launching 2 career cohorts: Skilled Trades and Advanced Technology
- CELC will serve as private sector employment partner for both
- **RENEW** – focused on HVAC and Electrical Trades
  - Cohort of 45 individuals with training and guaranteed employment
  - Have secured all 45 job placements
  - First cohort will begin August 2020
- **Advanced Technology** – software development
  - Cohort of 90 individuals with training and guaranteed employment
  - Have guaranteed 70 corporate placements so far
  - First cohort will begin August 2020

# Access to Capital

## Activity To Date (As of Friday 7/10/20)

- 2,756 businesses submitted or are in process of submission
- 1,350 businesses have not submitted yet
- 1,406 businesses submitted applications
- 598 eligible at this stage (43% eligibility rate)
- Only 40 of the 598 deemed completely ineligible



# Access to Capital

## Phase 1: Second Round Awards

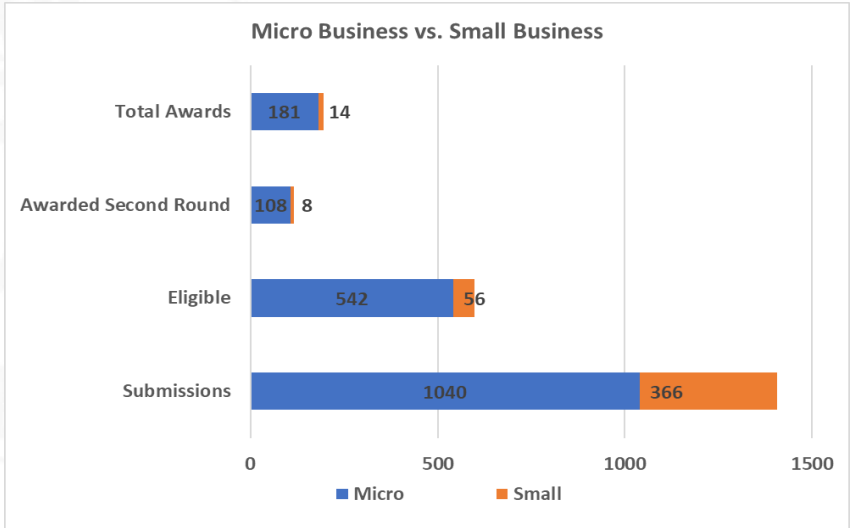
- 116 award emails on Friday totaling \$1.28M, checks mailed today
  - 108 micro business grants (0 to 5 employees)
  - 8 small business grants (6 to 25 employees)

## Total Awards

- 195 awards totaling \$2.16M
  - 181 micro and 14 small
- Decided to add an additional round our checks around July 27

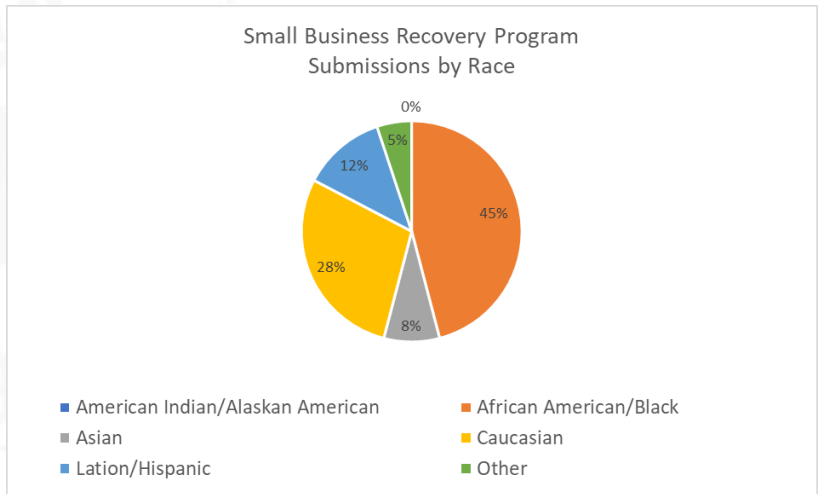


# Access to Capital



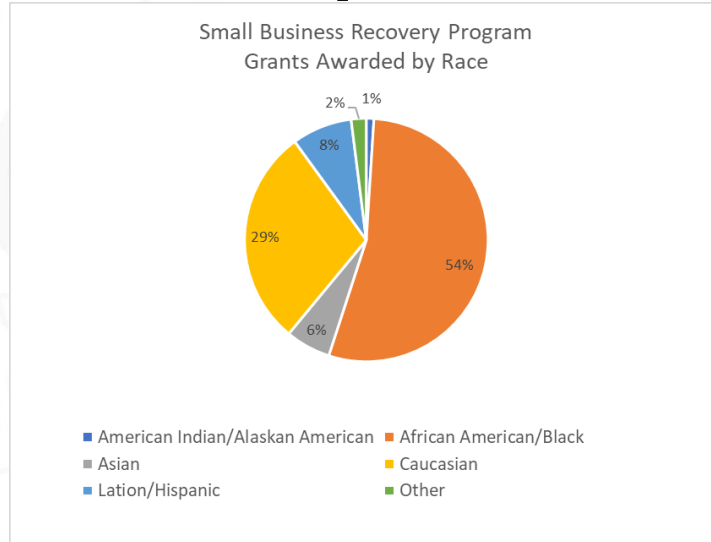
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# Access to Capital



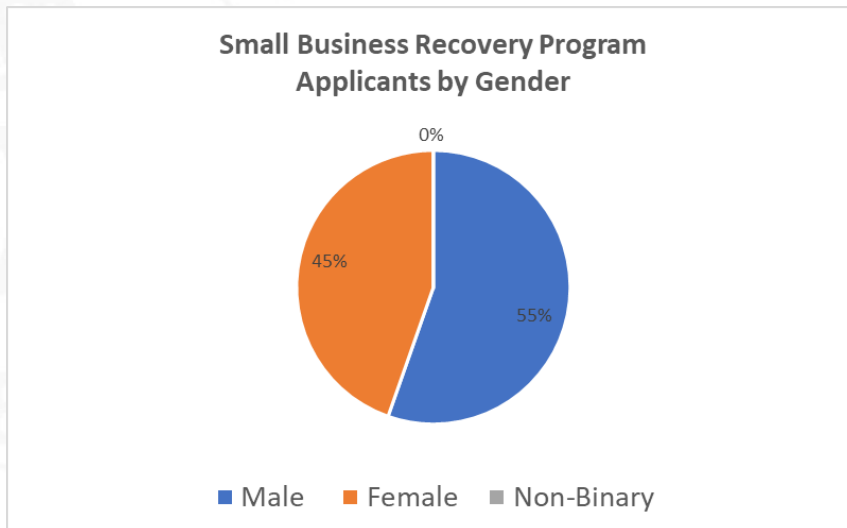
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# Access to Capital



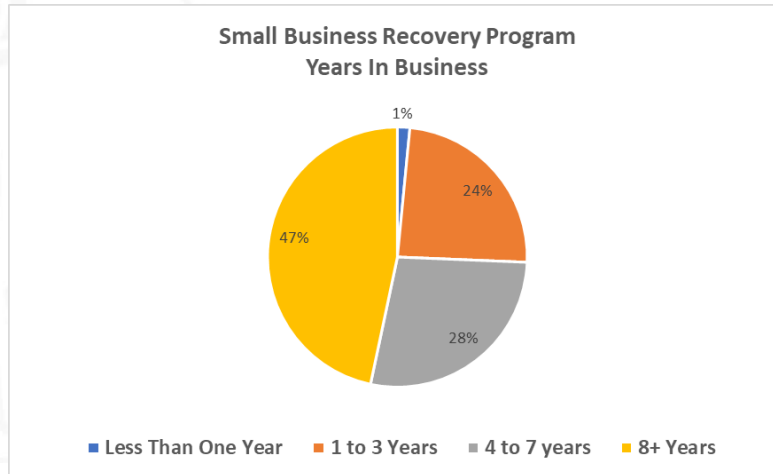
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# Access to Capital



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# Access to Capital



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# Access to Capital

## Second Round of Grants

- Failure rate with applicants still high
- Additional FFTC support:
  - Edits to clarify application
  - Personalized emails to anyone who has initially failed
  - Personalized emails and calls to 1,350 business not yet submitted

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# Access to Capital

## Additional Community Outreach

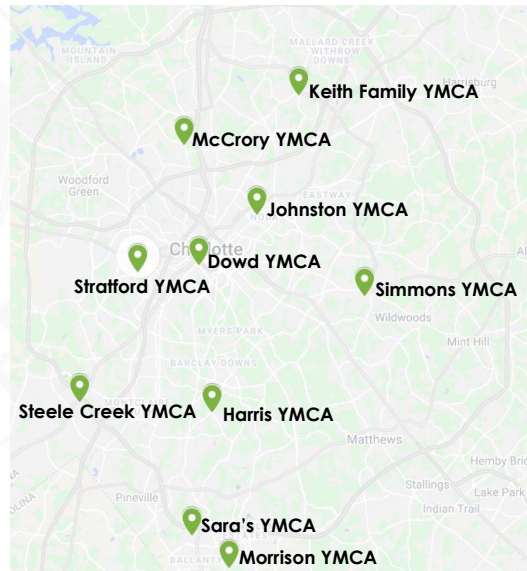
- Canvassing in key business corridors in all districts
  - Canvassers sent out in teams of 4 (including bilingual)
  - Goal to reach 650 small businesses across all districts
  - Wearing “Open for Business” t-shirts
  - Sharing information on YMCA help centers
- Nine (9) YMCA help centers planned (July 20 – 31)
  - Manned Monday thru Friday 8am to 6pm (staggered)
  - Saturday hours available
  - Questions answered, applications entered, documents scanned
  - All sites will have Spanish-speaking team member; Russian and Arabic also available



# Locations

Location	Address	Days	Hours
Dowd YMCA	400 E. Morehead St.	Mon – Fri.	9:00a – 6:00p
Harris YMCA	5900 Quail Hollow Rd.	Mon – Fri.	9:00a – 6:00p
Johnston YMCA	3025 N. Davidson St.	Mon – Fri.	9:00a – 6:00p
Keith Family YMCA	8100 Old Mallard Creek Rd.	Mon – Fri.	9:00a – 6:00p
McCrary YMCA	3801 Beatties Ford Rd.	Mon – Fri.	10:00a – 7:00p
Morrison YMCA	9405 Bryant Farms Rd.	Mon – Fri.	9:00a – 6:00p
Simmons YMCA	6824 Democracy Dr.	Mon – Fri.	9:00a – 6:00p
Steele Creek YMCA	2135-A Ayrlsey Town Blvd.	Mon – Fri.	9:00a – 6:00p
Stratford YMCA	1946 West Blvd.	Mon – Fri.	9:00a – 6:00p

# Locations



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# Helpful Tips

- Make sure the EIN or SSN on the application matches the W-9.
- When entering your EIN or SSN don't use dashes.
- Legal documents provided must be signed and executed. It should be a signed lease or W-9 for example.
- The business name and the DBA name if used, must match across documents.
- The business address must match across documents.

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# Thrive

## Thrive Evolution

### Workforce Readiness (Continued)

- Intensive Career Cohorts
- Workforce Partner Support

### Business Innovation

- Resilient Restart Program

### Thrive Business Grants

- Thrive Hiring Grant
- Innovate Business Grant

### Workforce Resiliency

- Intensive Career Cohorts
- Workforce Partner Support
- Thrive Hiring Grant
- Workforce Innovation

### Business Innovation & Resiliency

- Resilient Restart Program
- Innovate Business Grant

# Thrive Initiatives

## 1. Workforce Resiliency: Putting our residents back to work through training and job creation

- Workforce Readiness
  - Intensive Career Cohorts (expand)
  - Workforce Partner Support (expand)
- Thrive Hiring Grant
- Workforce Innovation
- Open for Business Platform

## 2. Business Innovation & Resiliency: Making sure our small businesses are ready

- Resilient Restart Program
- Innovate Business Grant

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### Workforce Resiliency

# Workforce Partner Support

### *Survive: Round 1*

- Launching \$250,000 Grant Program next week
- Charlotte Works is administering initial launch

### *Thrive: Round 2*

- Expand workforce partner support by \$2 million dollars
- Expand capacity of program to include any workforce training provider that meets program criteria (TBD)

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**Workforce Resiliency**

# Thrive Hiring Grant

**Incentivize companies to hire and put residents to work**

- Create 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 to company for each employee hired with full benefits
- Existing and new businesses are eligible that fit the criteria

**Workforce Resiliency**

# Workforce Innovation

**Create a nimble fund allowing us to invest in innovative ideas with our Workforce Development Partners to get our residents trained and into jobs**

- Ideas include:
  - Create easily accessible digital database of candidates to hire from workforce partners.
  - Fund new training programs and stipends in targeted industries while leveraging Thrive Hiring Grants for guaranteed employment.
  - Provide grants to training partners to allow Charlotte residents to receive skilled training for free.



## Workforce Resiliency

# Open for Business Platform

**Expand platform to include information on Workforce and Business Innovation and Resiliency Strategies**

- Ideas include:
  - Job portal for candidates
  - Training opportunities
  - Business Innovation Success Stories
  - Upcoming Grant Opportunities
  - Targeted marketing to promote initiatives



## Business Innovation & Resiliency

# Resilient Restart Program

**Intensive resiliency & continuity plan curriculum for small businesses**

- Resiliency plan is critical to small business stabilization and future success
- Building off AMP UP model, curriculum provides cohort based training approach to risk/crisis management and business continuity
- Could start August 1 and could help over 80 small businesses
- Phases would include:
  - Knowledge Sharing- Risk Management, Business Continuity, Crisis Management
  - Group Work – Develop Resiliency Plan Approach
  - Refine Plan and Execute – Operationalize Resilience Plan



## Business Innovation &amp; Resiliency

# Innovate Business Grant

Access to capital to help resilient small businesses thrive by addressing the new demand associated with ongoing COVID-19 response

- Following the Access to Capital program, identify the remaining needs of our small business community to become more resilient
- This grant could be leveraged to:
  - Purchase new technology hardware or software (i.e. going cashless)
  - Obtain any resources to help resilient businesses pivot and thrive
  - Deploy new technology tools



## Proposed Thrive Budget

Program	Budget
Workforce Partner Support	\$2,000,000
Thrive Hiring Grant	\$2,000,000 to \$4,000,000
Workforce Innovation	\$4,000,000 to \$6,000,000
Open for Business Platform	\$250,000 to \$500,000
Intensive Career Cohort Expansion	\$500,000
Resilient Restart Program	\$400,000
Innovate Business Grant Program	\$2,000,000

