



Office of Workforce Development
Business Engagement Grant

REQUEST:	To provide workforce development services to businesses supporting talent placement, development, retention and advancement.
ISSUANCE DATE:	December 8, 2025
SUBMITTAL DEADLINE:	January 9, 2026 @ 12:00 PM
LETTER OF INTENT DEADLINE:	December 19, 2025
VIRTUAL INFORMATION SESSIONS:	December 16, 2025 @ 3:00 PM December 17, 2025 @ 3:30 PM
AWARD NOTIFICATION:	March 2026 (Tentative)
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1. Introduction & Background

The City of Charlotte's Office of Workforce Development and Office of Youth Opportunities are soliciting proposals from qualified organizations to support a comprehensive workforce development initiative aimed at expanding high-quality internships, strengthening job placement pipelines, and providing business employee training grants.

The selected partner will implement programs that increase access to work-based learning opportunities for high school students, connect employers with job-ready candidates, and deliver employee training solutions that help businesses grow and remain competitive. Welcomed proposals demonstrate innovative approaches, strong employer engagement, and measurable outcomes that advance a resilient and inclusive workforce.

The selected partner will serve as an "Employer Engagement Hub" for the Office of Workforce Development and Office of Youth Opportunities coordinating employer outreach and workforce alignment to support job placement in growth sectors and industries, with the transportation infrastructure sector being a key priority.

The selected provider will act as a strategic connector, linking available talent with sustainable employment opportunities. These opportunities may include high-school internships, registered apprenticeships, on-the-job training, or traditional job placements. The provider is expected to collaborate closely with industry, education and training institutions, workforce development and community partners.

Through proactive outreach and coordination with key partners, the selected organization will play a critical role in closing talent gaps, addressing business workforce needs, and advancing inclusive employment opportunities across the Charlotte area.

2. Scope of Work

The selected organization will be responsible for the following objectives:

1. Administer On-the-Job Training (OJT) and Incumbent Workforce Training (IWT) Grants

- Manage the full lifecycle of grants, including outreach, eligibility determination, employer engagement, contract execution, reimbursement, and reporting.
- Ensure employers meet program requirements and deliver quality training aligned with industry needs.
- Track participant progress and outcomes, ensuring compliance with funding guidelines.
- Prioritize small businesses that contribute to workforce growth in transportation infrastructure.

2. Develop and Support Talent Placement Pipelines

- Collaborate with employers, educational institutions, and community-based organizations to identify job opportunities and connect qualified candidates.
- Support participants through job matching, onboarding coordination, and retention follow-up.
- Maintain relationships with industry partners to identify emerging workforce needs.
- Collaborate with city-supported programs & training initiatives to help connect graduates with job opportunities.

3. Expand Work-Based Learning Opportunities for High School Students

- Increase access to internships, job shadows, apprenticeships, and other experiential learning models.
- Support the Mayor's Youth Employment Program by expanding business engagement and increasing the number of available internship opportunities.
 - Secure and manage a minimum of one hundred (100) employer paid internship placements for eligible youth.
 - ~~Administer youth compensation (wages or stipends) in accordance with city of Charlotte requirements and established payment procedures.~~
 - Coordinate all components of the internship process, including employer recruitment, youth placement and matching, onboarding, and ongoing worksite support.

- Prioritize placement of youth from Title I schools, Corridors of Opportunity, and other underrepresented populations.
- Provide employers with required onboarding guidance and worksite expectations to ensure high-quality, developmentally appropriate experiences.
- Submit monthly performance reports documenting employer outreach, internship placements, participant demographics, hours worked, and related outcomes.
- Payment administration for non-traditional work-based experiences for up to 400 youth
 - Administer youth compensation (wages or stipends) in accordance with city of Charlotte requirements and established payment procedures.

3. Proposal Submission

Proposals must include the following components, not to exceed a maximum of 12 pages, excluding supporting and validation documents.

- Description of the organization, including mission, history, and relevant experience.
- Documentation of non-profit eligibility (e.g., 501(c)(3)/(6) letter.
- Two 2 years of financial statements to include your organization's total annual operating budget for the most recently completed fiscal year.
- Organizational structure and key qualifications to include brief description of titles and roles of employees that will be assigned to this project.
- Current list of your organization's board of directors.
- Most recent annual or impact report.

Program Design & Approach

- Description of the services to be offered to include but not limited to, internship and job placement, OJT and IWT grant administration, etc.
- Explanation of how services will be tailored to meet employer needs.
- Strategies for recruiting and engaging employers, job seekers, and students.
- Evidence of successful partnerships with employers, education and training providers, and/or other workforce development organizations.
- Employer partnerships that have led to successful job placements.
- Plan for partnering with businesses to identify workforce needs and provide customized solutions.
- Methods for matching businesses with qualified talent and supporting retention.

Relevant Experience

- Documentation of similar work including references.

Partnerships & Collaborations

- Applicants are encouraged to submit their proposals in collaboration with other organizations.
 - If applicable, include a list of partners and their roles.

Outcomes & Evaluation

- Plan to measure effectiveness and track participant outcomes.
- Provide metrics for program success, including but not limited to job placement in jobs that support economic self-sufficiency and upward mobility, wage growth and retention.

Budget and Budget Narrative

- Detailed project budget with explanation of costs.
- Requested administrative funding should not exceed 10% of the total budget.

References/Letters of Support

- Talent & business impact to include three employer and three participant references.

Timeline: Anticipated implementation schedule

4. Financial and Performance Reporting Requirements

The selected partner will be required to submit monthly performance financial reports including invoices for reimbursement for all eligible costs incurred by the 10th of every month. These reports must provide at a minimum of:

- Detailed Financial Statement
 - Itemized listing of all expenses incurred during the reporting period.
 - Comparison of actual expenditures to the approved budget.
 - Invoices and receipts supporting all billed costs.
- Progress Report
 - Summary of activities and deliverables completed during the reporting period.
 - Status updates on project milestones and timelines.
 - Identification of any issues, delays, or risks, along with proposed mitigation strategies.
- Performance Goals & Outcomes
 - Qualitative and quantitative status updates on programmatic successes, challenges, and performance metrics.
 - Progress against the following Key Performance Indicators (KPIs):

<u>Metric</u>	<u>Goal</u>
Number of people enrolled in OJT	55 – 70+ total enrollments between OJT and IWT (Based on proposed budget)
Number of people enrolled in IWT	
Percent OJT Completions	90%
Percent IWT Completions	95%
Number of non-OJT people placed in transportation infrastructure jobs	TBD (Based on # of training program graduates)
Employment retention - 3 months, 6 months, and 9 months, 1 year	85%
Increased wages upon training completion or job placement	90%
Employer paid youth internship placements	100

5. Grant Eligibility

Eligible applicants may include the following entities that can show demonstrated experience and positive outcomes:

- Non-profit or community-based organization
- Education institutions or technical schools
- Non-profit workforce development organizations
- Registered apprenticeship programs
- Employer or industry associations

Eligible Use of Funds to be Reimbursed

On-the-Job Training (OJT) Program

- Wages for trainees in OJT

Incumbent Worker Training (IWT) Program

- Tuition or registration costs for trainees (e.g., at community colleges or training providers)
- Instructor / Trainer Costs
- Certification exam fees
- Workbooks, manuals, or educational kits for training participants

Career Coaching and Internship & Job Placement Support

- Staff directly related to program implementation

Program Administrative Costs (up to 10% of budget)

- Program management support

Maximum Grant Award: \$900,000

- Scope of Work 1 & 2 (OJT, IWT, Job Placement) Budget: \$750,000
- Scope of Work 3 (Youth Internships Placements) Budget: \$150,000

****The City of Charlotte reserves the right to amend the maximum grant award amount based on the number of proposals, quality of proposals, and availability of program funds.***

Duration: Up to 18 months

6. Evaluation Criteria

The following criteria will be used for the technical evaluations of each competitive proposal to determine overall quality and cost-effectiveness:

- Program design and approach
- Partnerships and collaborations
- Fiscal management and accountability
- Budget and cost effectiveness
- Past program performance
- Projected Outcomes and Impact

7. Attachments:

A: BUDGET SUMMARY TEMPATE

B: COST ALLOCATION SHEETS

C: ON-THE-JOB TRAINING (OJT) GRANT ADMINISTRATION OVERVIEW

D: INCUMBENT WORKER TRAINING (IWT) GRANT ADMINISTRATION OVERVIEW

E: MAYOR'S YOUTH EMPLOYMENT PROGRAM (MYEP) INTERNSHIP PLACEMENT PROGRAM ADMINISTRATION

F: YOUTH WORK-BASED LEARNING PAID EXPERIENCES PROGRAMS PAYMENT ADMINISTRATION

ATTACHMENT A: PROGRAMS BUDGET SUMMARY TEMPLATE

Non-Participant Expenses	Amount Cap
Salaries & Fringe Benefits	10%
Operating/Indirect Expenses	
Participant Expenses	
Program Staff Salaries & Fringe Benefits	
OJT Grants Reimbursement: <ul style="list-style-type: none"> • 50% for >250 employee wages • 65% for 50 - 249 employee wages • 75% for <50 employee wages 	\$8k/Employer
Incumbent Worker Grants Reimbursement: <ul style="list-style-type: none"> • 90% for =< 50 employees • 75% for 51-100 employees • 50% for >100 employees 	\$5k/Employee \$10k/Employer
Program Related Operating Expenses (Need specification and city approval)	10%

ATTACHMENT B: COST ALLOCATION SHEETS

Non-Participant (10% of Total Grant)

Staff Salaries, Fringe benefits, Indirect Costs Calculation Sheet

1. Administrative Staff Salaries	Salary Per Mo.	% of Time	# of Months	Total Amount
Administrative Position Title				
Total Admin Staff Salaries				
2. Administrative Staff Fringe Benefits	Salary Per Mo.	% of Time	# of Months	Total Amount
FICA				
Worker's Comp				
Health Insurance				
Ret/Pension				
Unemployment Ins.				
Other (Specify)				
Total Admin Fringe Benefits				
3. Operating/Indirect Costs (An indirect cost plan must be submitted and approved prior to reimbursement.)	Monthly Cost		# of Months	Total Amount
Total Indirect				
Total Admin Salaries, Fringe, Indirect Costs				

Participant Costs Calculation Sheet

1. Program Staff Salaries	Salary Per Mo.	% of Time	# of Months	Total Amount
Program Position Title				
Total Program Staff Salaries				
2. Participant Services	Cost/Participant	No. of Participants	Total Cost	
On-the-Job Training				
Incumbent Worker Training				
Program Related Operating Expenses (Need specification and City approval)				
Participant Services Costs				
Total Participant Costs				

ATTACHMENT C: ON-THE-JOB TRAINING (OJT) PROGRAM ADMINISTRATION

Program Overview

The On-the-Job Training (OJT) Program supports employers in hiring and training full time employees by reimbursing a portion of wages during the training period. The program is designed to help businesses fill critical skill gaps while providing individuals with hands-on learning opportunities that lead to long-term, sustainable employment.

Program Goals

- Expand employer participation in the OJT program across priority industry sectors.
- Provide job seekers with skill-building employment opportunities.
- Support businesses in training new hires.
- Strengthen workforce pipelines and improve job retention.
- Ensure efficient, compliant administration of OJT funds.

Key Responsibilities of the Selected Partner

Employer Engagement

- Recruit employers and promote OJT benefits.
- Assess employer eligibility and training needs.
- Provide technical assistance on reimbursement processes.

Participant Coordination

- Collaborate with workforce and community partners to identify eligible job seekers.
- Match participants to appropriate OJT opportunities.
- Track participant progress and support retention efforts.

Program Administration & Oversight

- Develop and manage individualized training plans.
- Execute OJT contracts and maintain required documentation.
- Conduct monitoring visits and ensure compliance with funding requirements.
- Collect and report performance outcomes.

Financial Management

- Process employer reimbursement requests.

- Maintain accurate fiscal records and ensure allowable use of funds.
- Submit required financial and performance reports.

Expected Deliverables

- Monthly performance and fiscal reports.
- Documented training plans and executed OJT contracts.
- Final program evaluation summarizing outcomes and recommendations.

ATTACHMENT D: INCUMBENT WORKER TRAINING (IWT) PROGRAM ADMINISTRATION

Program Overview

The Incumbent Worker Training (IWT) Program provides financial support to employers who invest in the skills and career advancement of their current workforce. The program is designed to enhance business competitiveness, address skill gaps, and promote employee retention.

Program Goals

- Increase employer participation in training and upskilling programs.
- Support incumbent employees in gaining advanced skills and career growth.
- Strengthen workforce pipelines and enhance business productivity.
- Ensure efficient and compliant management of IWT grants.

Key Responsibilities of the Selected Entity

Employer Engagement

- Recruit and assess employers eligible for IWT grants.
- Provide technical assistance and guidance on program requirements.

Training Plan Development

- Collaborate with employers to create structured, skill-based training plans.
- Establish benchmarks and evaluation methods to track employee progress.

Grant Administration & Oversight

- Manage grant applications, approvals, and contracts.
- Monitor training activities and maintain compliance with program rules.
- Ensure accurate documentation and reporting.

Financial Management

- Process employer reimbursement requests for approved training costs.
- Maintain detailed fiscal records and submit required reports.

Expected Deliverables

- Monthly performance and financial reports.
- Documented training plans and executed IWT agreements.
- Final program evaluation summarizing outcomes and lessons learned.

ATTACHMENT E: MAYOR'S YOUTH EMPLOYMENT PROGRAM (MYEP) INTERNSHIP PLACEMENT PROGRAM ADMINISTRATION

Program Overview

The Office of Youth Opportunities Mayor's Youth Employment Program (MYEP) Program connects Charlotte's young people with paid work experiences, which allow the opportunity for career exposure and safe spaces to learn and grow. Summer 2026 marks the 40th anniversary of the program, and the city has established a bold goal to serve 1,000 youth in paid work experiences.

The business engagement and internship placement process will increase the number of employers and businesses providing paid MYEP internships, diversify participating industries, and strengthen engagement within high-demand industry sectors.

Program Goals

- Increase opportunities for youth paid career experiences by recruiting employer-paid internships for 100 students over the grant period.
- Diversify participating industries so youth gain access to a wide range of career pathways.
- Secure 50% of internship placements within priority sectors, including Healthcare, Information Technology, and Transportation and Mobility-focused occupations.
- Recruit businesses that are committed to hosting youth from underserved backgrounds.
- Retain employers for future internship commitments by ensuring a positive and valuable experience.

Key Responsibilities

Employer Engagement

- Recruit new employers and businesses to provide an employer paid internship for youth.
- Identify employer-specific requirements and communicate with youth programs staff to ensure appropriate matching of youth with each internship opportunity.
- Provide technical assistance and guidance for employers to design meaningful work experiences aligned with best practices.
- Ensure businesses follow labor laws, youth safety protocols, and program standards.
- Monitor each employer relationship during internship to provide supports to businesses and youth participants as challenges arise.

- At the end of the internships, engage with employers to evaluate the experience and document opportunities to strengthen partnerships, improve supports, and retain employers for future participation.

Grant Administration & Oversight

- Monitor training activities and maintain compliance with program rules.
- Ensure accurate documentation and reporting.

Expected Deliverables

- Program overview and employer recruitment plan.
- Monthly performance reports outlining business engagement and internship host commitments.
- Documented activities related to employer engagement (i.e. meetings hosted, trainings provided, etc.).
- Weekly summary of activities during the internship period.
- Final program evaluation summarizing outcomes (placements, retention, completion rate, business engagement experience, etc.).

ATTACHMENT F: YOUTH WORK-BASED LEARNING PAID EXPERIENCES PROGRAMS PAYMENT ADMINISTRATION

Program Overview

The Office of Youth Opportunities connects Charlotte's young people with a variety of paid work experiences, which allow the opportunity for career exploration and safe spaces to learn and grow. As our programs have grown, so has the need for assistance with payment processing for youth based-learning experiences.

The payment administration process supports payment to youth in non-traditional placements and internships funded by grants, which may include grant-funded non-profit and small business placements, students participating in virtual pathways, middle school-age participants, and other special programs.

Program Goals

- Deliver payments and stipends to approximately 400 youth accurately and timely.
- Ensure adherence to wage laws, labor regulations, minor employment rules, and compliance with all required documentation.

Key Responsibilities of the Selected Entity

Payment Administration

- Securely collect and maintain payment information for youth participants.
- Develop a system to coordinate with youth program staff to ensure accurate tracking and approval of youth participation, hours worked, and activities completed.
- Process payments to youth on a weekly basis during program participation.
- Respond to participant inquiries regarding payments and provide support to youth/families, city staff, and employers to resolve payment issues that may arise.

Expected Deliverables

- Program overview and payment administration plan.
- Monthly performance reports outlining payment administration activities.
- Detailed compliance reports on payments, including wage and tax reporting, stipends paid, etc.