

CORRIDORS OF OPPORTUNITY

January 6, 2025

Jobs & Economic Development Committee Update



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Corridors: 2 + 2 = 5

Corridors is an agile, collaborative **“team of teams”** approach to intentional, equitable investment into the six geographies



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Corridors of Opportunity

Corridors of Opportunity supports six underinvested areas in Charlotte to:

- Foster thriving communities for residents and businesses.
- Build lasting legacies.
- Grow communities equitably.

Nearly \$100mm in City funding since 2020



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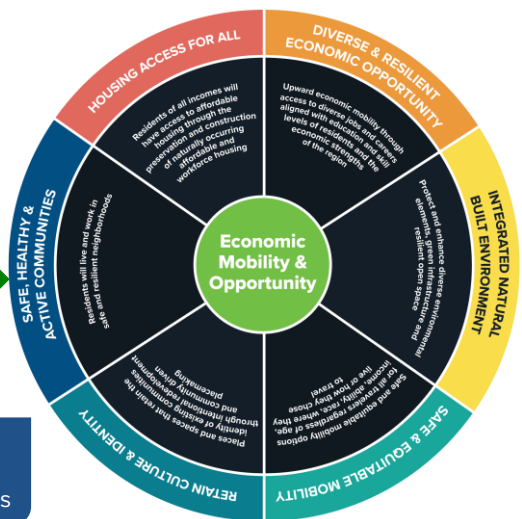
Corridors Framework

Corridors of Opportunity implements projects, programs, and partnerships that accomplish six of the ten goals of the Charlotte Future 2040 Plan

CHARLOTTE FUTURE | 2040 COMPREHENSIVE PLAN



Implementation team
60+ city and county staff organized by six workstreams



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Collaborations with other programs

Opportunity Hubs
 Pilot E-Bike Program
 Start – Scale – Sustain Business District Program
 House Charlotte+
 Business Matching Grant Program
 Workforce development strategy support
 Youth Employment expansion
 In-language small business programming
 SIA + COO
 GreenPrints

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Putting the approach to work

Start at key intersection

- Beatties Ford at LaSalle

Co-create a vision and funding priorities with community

- Corridor Playbooks

Align project delivery

- Public-private partnerships
- Housing, economic development, infrastructure and placemaking



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COO + Public/private partnerships

Former Economy Inn

- Sugar Creek corridor
- 13 months from purchase to transfer
- 39 new for-sale, affordable townhomes and new public space

In the pipeline

- Future P3 opportunities in Corridors
- LISC REDi emerging developer training series begins in 2025



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COO + small business

Sugar Creek Business Association formation and expansion

- Breaking Barriers to Business cohort funded by Truist Foundation
- Hartford Small Business Accelerator Grant Award for small business and retail incubator
- Aliza Diggs-Bailey, owner of D3 concepts



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COO + Small Business + Workforce

Freedom Business Collective

- One of six Opportunity Hubs
- Grand opening in September
- Already home to over 20 small businesses
- FBC Advisory Team provides springboard support to entrepreneurs



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COO + E-bikes

- **DreamKey Partners + Trips for Kids CLT**
- **House Charlotte +**
- **30+ e-bikes distributed**



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COO + impact partners

- **8+ Investment/ funding partners**
- **25+ program partner organizations**
- **United Way: partner for measuring impact and success**
- **Partnerships create opportunities for future funding**



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