

Small Business Strategic Framework & Implementation Plan

ECONOMIC DEVELOPMENT AND WORKFORCE COMMITTEE

1

Small Business Strategic Framework & Implementation Plan

Council Priority Alignment

- Workforce & Business Development

Purpose

- Committee will be presented an update on the Small Business Strategic Framework & Implementation Plan

Key Takeaways

- The Small Business Strategic Framework strategies are based on small business data and small business and stakeholder survey/focus group responses collected in 2024 as part of the Small Business Ecosystem Assessment
- Staff is sharing the Implementation Plan that will translate strategies based on those findings into measurable actions and timelines
- The Implementation Plan will be developed in phases, with continued partner and stakeholder engagement, to ensure solutions are realistic, equitable, and responsive to the needs of Charlotte's small business community, while positioning the City for sustainable, long-term impact

2

Strategic Framework & Implementation Plan



Goal 1: Increase awareness, access, and utilization of business support resources across the ecosystem

Goal 2: Increase access to capital across small business types and development stages

Goal 3: Reduce real estate barriers for small businesses

Goal 4: Increase business ownership rates for the historically underrepresented population in Charlotte

Goal 5: Increase the talent pipeline for small businesses

Goal 6: Increase local purchasing from Charlotte Anchor Institutions

Small Business Strategic Framework Implementation Plan

Timeline

1 Increase awareness, access, and utilization of business support resources across the ecosystem

Strategies	FY26-FY27	FY28-FY29	FY30-FY31
Continue to formalize the Charlotte Business Resources (CBR) Partner Roundtable			
Strengthen promotion and enhance accessibility to resources and programs throughout the small business ecosystem			
Continue to operationalize Opportunity Hubs in all six Corridors of Opportunity			

**Small Business Strategic Framework
Implementation Plan**

Timeline

2 Increase access to capital across small business types and development stages

Strategies	FY-26-FY27	FY28-FY29	FY30-FY31
Continue to promote and support capital preparedness programming and resources	[Green bar]		
Prioritize promoting alternative capital providers	[Green bar]		
Increase collaboration and coordination among capital providers		[Green bar]	

**Small Business Strategic Framework
Implementation Plan**

Timeline

3 Reduce real estate barriers for small businesses

Strategies	FY26-FY27	FY28-FY29	FY30-FY31
Expand access to commercial space		[Green bar]	
Strengthen collaboration with City and County permitting for zoning departments to improve clarity and efficiency for small businesses	[Green bar]		
Prioritize infrastructure modernization, safety, and cleanliness		[Green bar]	

6 Increase local purchasing from Charlotte Anchor Institutions

Strategies	FY26-FY27	FY28-FY29	FY30-FY31
Prioritize collaboration across the ecosystem to connect small businesses to procurement opportunities	████████████████████		
Create efficient and effective pathways for government agencies and anchor institutions to purchase goods and services from local small businesses	████████████████████		

Next Steps

- Conduct legal and policy review to vet proposed strategies with the City Attorney's Office and ensure alignment with all local, state, and federal laws, regulations, and compliance requirements
- Engage internal leadership and department heads to coordinate cross-departmental collaboration, clarify roles, and align operational capacity for successful implementation
- Identify and assess implementation resources, including staffing, funding, technology, and partner support, to ensure strategies are actionable and sustainable





Thank You