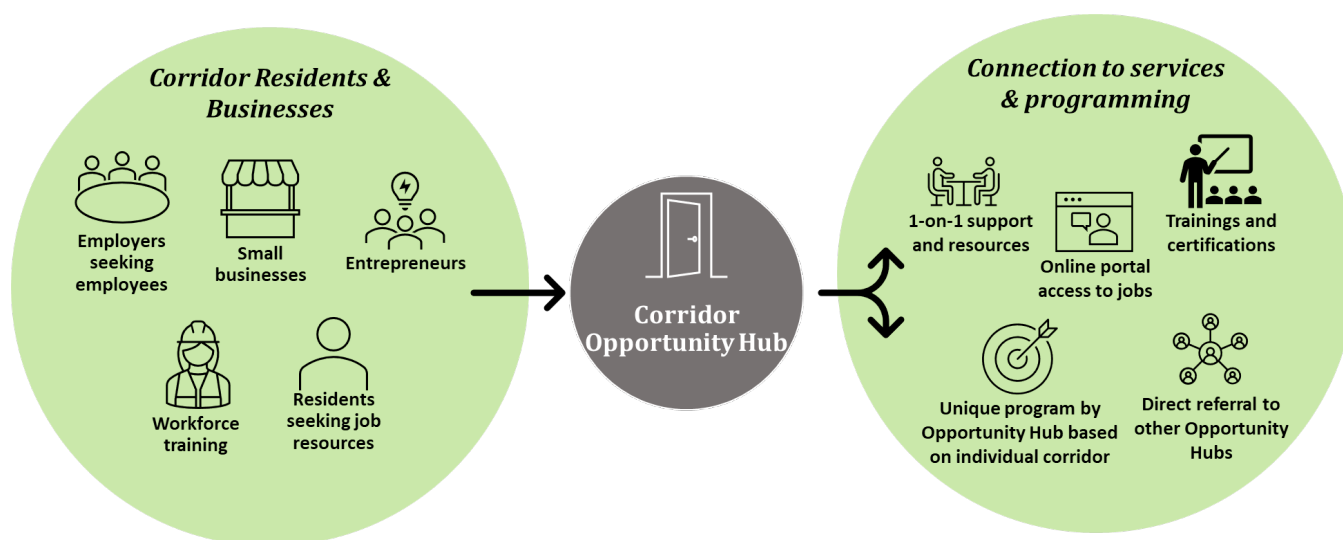


BUSINESS OPPORTUNITY HUBS



GOAL

Locate a business opportunity hub in each of the six corridors that will act as a physical space to connect small business owners, entrepreneurs and residents to financial assistance, access to capital, job opportunities and more. The six hubs will reduce barriers that underserved and underrepresented small business owners, entrepreneurs, and corridor residents face in accessing programs and resources needed to recover, grow, stabilize, start their business, or find employment.

PROGRAM CRITERIA AND PROCESS

Opportunity Hub operators were selected through an open RFP process led by the Corridors of Opportunity team and managed by project consultant Schermco. Application selection criteria prioritized existing organizations providing small business and workforce services and looking to expand their presence into the Corridors.

The Operators will provide services that respond to each corridor's needs and also serve as a front door to all services available through all six hubs. All hub operators will participate in a cohort model together over the next three years. Schermco will manage cohort activity and assist with program monitoring and impact metrics.

The cohort model will ensure residents and businesses in each corridor have direct access to the broader range of programs, services, resources and trainings available from all six operators.

The table below shows the projected expenses:

FUNDS		
	ARPA - ED funding (allocated)	\$2,000,000.00
	COO - ED funding (allocated)	\$1,000,000.00
	ARPA - ED extra funding (requested)	\$1,500,000.00
	TOTAL	\$4,500,000.00
USES		
Project Management Consultant		
	Schermco Application Project Mgmt (complete)	\$49,800.00
	Schermco Project Mgmt	\$471,500.00
Opportunity Hub Operators		
Beatties Ford	LISC (with HWEP)	\$499,500.00
West	The NEO Foundation	\$300,000.00

Freedom-Wilkinson	Freedom Communities	\$599,506.00
North Graham North Tryon	Hispanic Contractors Association of the Carolinas	\$730,000.00
Sugar Creek	She Built this City	\$302,267.00
Albemarle	LACCC Spark Centro	\$1,500,000.00
TOTAL		\$4,452,573.00

OVERALL PROJECT TIMELINE

- Awarded recommendations to be voted on by City Council on November 13
- Contract development and review will take place December 2023 – March 2024
- Contracts to be signed by April 1, 2024
- Opportunity hubs are to be operational from Spring/Summer 2024 – December 2026

PROJECT MANAGEMENT & COHORT

- Schermco will provide day-to-day project management services throughout the project lifetime
- Schermco will also establish the cohort model among all operators. The cohort model will provide
 - ongoing support and resources for the operators
 - regular and routine communications between the hub operators
 - connections to workforce and small business providers across Charlotte
 - uniform contract performance monitoring and impact metrics

SELECTED CORRIDOR OPPORTUNITY HUBS

Organization	Latin American Chamber of Commerce of Charlotte	LISC Charlotte
Corridor	Albemarle/Central	Beatties Ford/Rozzelles Ferry
Hub location	8805 E. WT Harris Road Charlotte, NC 28227	1121 Beatties Ford Road Charlotte, NC 28216
Programs and services offered	Spark Centro hub will include multiple programs and services: <ul style="list-style-type: none"> • La Plaza retail/commerce showcase for emerging local retailers • Portal de Oportunidad program creates an in-language onramp to economic mobility resources available Hispanic/Latino talent • Entrepreneurship, business incubation and coworking space • Event space for large scale networking and job fair events • Workforce development laboratory for pilot and demo projects • On-site space for partner nonprofit organizations to provide complementary/auxiliary services 	West End Business Navigator program for small businesses in partnership with HWEP: <ul style="list-style-type: none"> • Small business support • Financial services • CRM platform assistance • Business plan consulting and assessment • Digital equity program for businesses • Lending services by LISC • Financial Opportunity Center programming by LISC
Target audience/client	Small Business/Entrepreneurs in the Albemarle Corridor and workforce development-job seekers with a focus on minority-owned firms	Small businesses/entrepreneurs in the Beatties Ford/Rozzelles Ferry road corridor
Grant amount	\$1,500,000	\$499,500

Organization	Freedom Communities	The NEO Foundation
Corridor	Freedom/Wilkinson	West
Hub location	1525 Enderly Road Charlotte, NC 28208	2201 Caronia Street Charlotte, NC 28208
Programs and services offered	<p>Freedom Business Center will include:</p> <ul style="list-style-type: none"> • Incubator program and affordable space for entrepreneurs • Programming from partner organizations like Do Greater Charlotte, The Boost Pad, Goodwill Industries, Aspire Community Capital, NC Works, and CPCC • Programming for tenants and any businesses in the corridor area • Oversight by Advisory Committee which includes leaders from Freedom, Wilkinson and West corridors 	<p>The NEO Foundation will expand three existing core services for small businesses and nonprofit orgs:</p> <ul style="list-style-type: none"> • One-on-one technical assistance and customized training • Mentoring, workshops, one-on-one coaching, webinars • Infrastructure support for organizational governance and development • Funding and help with securing funding and compliance
Target audience/client	<p>Residents of the Freedom/Wilkinson Corridor who have, want to grow, or establish a small business.</p> <p>Potential candidates will come from Freedom Communities' Moms Moving Forward program, families of the Bright Future Learning Centers, graduates of the Aspire Community Capital program, and residents of the Freedom Drive Corridor</p>	<p>Minority Owned/Led small business and nonprofit organizations located in West Blvd and other corridors</p> <p>Target impact is to double amount of clients served per year from 20 to 40</p>
Grant amount	\$599,506	\$300,000

Organization	She Built This City	Hispanic Contractors Association of the Carolinas
Corridor	Sugar Creek	North Graham/North Tryon
Hub location	TBD <ul style="list-style-type: none"> • Mobile programming and workspace already exists in the Sugar Creek corridor; real estate search for permanent Hub space is underway • Existing admin office and training is located near the West Blvd corridor • A second training space is opening soon in the North Graham/North Tryon corridor 	TBD <ul style="list-style-type: none"> • Current location is 124 North McDowell St in uptown • HCAC will provide Opportunity Hub programming from this location until their corridor location is open • Permanent real estate space search in NGNT is underway
Programs and services offered	SBTC will permanently expand existing construction skills services to the Sugar Creek corridor including: <ul style="list-style-type: none"> • Women in the Trades pre-apprenticeship training • Women @ Work apprenticeship in facilities maintenance • Explorer Kids & Generation Trades workshops for youth • Childcare services for participants during training 	Expand existing business consulting and employment development services for contractors including: <ul style="list-style-type: none"> • Business consulting services for minority- and hispanic-owned construction firms • Start-up assistance, orienting and training • OSHA 10 and 30 certification training for minority and hispanic workers in the construction industry • Workforce development and talent connector for individuals
Target audience/client	SBTC current pipeline of clients include: <ul style="list-style-type: none"> • Unemployed and underemployed women and BIPOC population • Second chance employees and re-entry candidates • WIOA candidates • Residents in the Hidden Valley neighborhood 	HCAC current target clients are: <ul style="list-style-type: none"> • minority contractors, hispanic and non-hispanic, and residents interested in the construction industry • Prime employment age and in low- and moderate-income • Training is hosted in english and spanish • HCAC Opportunity Hub will provide existing programming and new services that reflect the needs of the NGNT corridor
Grant amount	\$302,268	\$730,000