

# ARPA Funding Update & Recommendations

ECONOMIC DEVELOPMENT COMMITTEE

October 3, 2022

# Presentation Objectives

- ▶ **Provide update on ARPA-approved investments that are underway**
  - \$16M in support of small businesses, workforce development, and hospitality sector
- ▶ **Share recommendations on proposed ARPA-related investments that are ready for discussion**
  - \$2M in support of HIRE Charlotte/workforce development efforts
- ▶ **Discuss next steps and timing associated with use of remaining ARPA funds**

# Round 1 ARPA Council-Approved Investments

Investments	Amount	High-Level Descriptions	Status
<b>Workforce Development &amp; Employment</b>			
Small Business	\$5M	<ul style="list-style-type: none"> <li>Business Partner Support and Innovation Programs</li> </ul>	<ul style="list-style-type: none"> <li>Payment being deployed for Business Partner Support; coordinating with Beyond Open for Innovation program</li> </ul>
Workforce	\$5M	<ul style="list-style-type: none"> <li>Training programs and Corridors employment study</li> </ul>	<ul style="list-style-type: none"> <li>Grant recipients selected; design phase of Corridors implementation</li> </ul>
Hospitality Sector Support	\$4M	<ul style="list-style-type: none"> <li>CRVA marketing support</li> </ul>	<ul style="list-style-type: none"> <li>In process</li> </ul>
HIRE CLT and Corridors Workforce Study	\$1M	<ul style="list-style-type: none"> <li>Design/planning/implementation funding</li> </ul>	<ul style="list-style-type: none"> <li>Funding deployed; implementation in action</li> </ul>
"Open for Business" Strategy	\$1M	<ul style="list-style-type: none"> <li>Sustain/enhance programming</li> </ul>	<ul style="list-style-type: none"> <li>Site improvements underway</li> </ul>
<b>Total</b>	<b>\$16M</b>		

# Round 2 (Total \$16M) - First Recommendations

Recommended Investments	Amount	High-Level Descriptions	Status
<b>Workforce Development &amp; Employment</b>			
Targeted Industry Hard Skills Training*	TBD	<ul style="list-style-type: none"> <li>• Training programs to increase industry alignment and job creation</li> </ul>	
Essential/Soft Skills Modular Curriculum*	\$1M	<ul style="list-style-type: none"> <li>• Increase alignment for top in-demand essential skills used by employers and workforce development organizations</li> </ul>	
HIRE Charlotte One-Stop Portal*	\$1M	<ul style="list-style-type: none"> <li>• Scaling and acceleration of Radius Pilot to deliver a community-facing website and physical pop-ups</li> </ul>	
RENEW Training Program Industry Expansion	TBD	<ul style="list-style-type: none"> <li>• Design/planning/implementation funding</li> </ul>	
"Change Please" – Partnership with HNS	\$475,000	<ul style="list-style-type: none"> <li>• <b>Total \$950,000</b> (½ Economic Development ½ Housing) - Financial support to help end homelessness and provide job training</li> </ul>	
<b>Total</b>	<b>\$2.475M</b>	<ul style="list-style-type: none"> <li>• <b>Current ask for committee recommendation</b></li> </ul>	

\*HIRE Charlotte Recommendation

Legend:

Design Phase

Ready for Council Discussion

Council Endorsed

## Round 2 (Total \$16M) - Future Recommendations

Recommended Investments	Amount	High-Level Descriptions	Status
Additional HIRE implementation*	TBD	<ul style="list-style-type: none"> <li>Continue to implement 6 recommendations of HIRE to create a more cohesive employment ecosystem</li> </ul>	
Minority Business Capacity Building	TBD	<ul style="list-style-type: none"> <li>Develop and implement strategies to increase business opportunities for minorities</li> </ul>	
Small Business Ecosystem Support	TBD	<ul style="list-style-type: none"> <li>Provide resources to help small businesses and entrepreneurs thrive</li> </ul>	
Corridors Workforce or Small Business	TBD	<ul style="list-style-type: none"> <li>Targeted strategies to support small businesses or employment growth specifically in corridors</li> </ul>	
<b>Total</b>	<b>Approx. \$8M</b>		

\*HIRE Charlotte Recommendation

Legend:

Design Phase

Ready for Council Discussion

Council Endorsed

# Essential Skills/Modular Curriculum (\$1M)

- ▶ Partner on developing marketable skills curriculum
- ▶ Scope includes front-end analysis, product design & development and implementation focused on sustainability and scalability
- ▶ Core Curriculum
  - Essential skills
  - Employability skills
  - Digital skills



## Essential Skills

### Communication I:

Self Awareness (Personal)  
Accountability (Professional)  
Collaboration & Teamwork (Social)

### Communication II:

*Organizational Skills*

Collaboration & Teamwork (Social)  
Flexibility & Adaptability (Personal)  
Interpersonal Skills (Social)

### Communication III:

*Cultural & Organizational Awareness*

Critical thinking (entrepreneurial)  
Problem solving (entrepreneurial)

## Employability Skills

### Resume:

Development  
Tailoring to specific opportunities

### Interview:

Elevator Pitch  
Closing Statement  
Interview Follow Up

### Social Media Skills:

How to Leverage  
Mistakes to Avoid

## Digital Skills

### Intro to Computers:

MS Word Basic Essentials  
MS Excel Basic Essentials

### Business Essentials:

MS Word for Business  
MS Excel for Business

### Business Essentials:

MS Outlook Business  
MS PowerPoint for Business

# HIRE Charlotte One-Stop Portal

- ▶ Build on CELC Radius Pathways Pilot as foundation for HIRE Charlotte portal
- ▶ Develop and pilot a one-stop portal to connect Charlotte-Mecklenburg job seekers with training and employment opportunities
- ▶ Portal will be complemented by resources at targeted brick-and-mortar locations
- ▶ Boots on ground curriculum will strengthen efforts





# HIRE Charlotte Portal – Development Process (\$1M)

Activity – Digital
<b>Technology:</b> Design and develop version 1.0 of HIRE Charlotte Portal
<b>Sourcing:</b> Aggregate training and hiring opportunities from employers
<b>Data Systems:</b> Develop data systems for coordinating and tracking job opportunities
<b>Content Development:</b> Create information for job seekers to navigate the portal
<b>Pilot:</b> Develop and implement a pilot to launch HIRE Charlotte Portal
<b>Implementation:</b> Scale the portal in coordination with employers & community partners

Activity – Physical
<b>Pop-Up Locations:</b> Meet people where they are at workforce development and housing sites
<b>Marketing Materials:</b> Develop educational materials to generate awareness
<b>Innovation Hub:</b> Secure site in Albemarle corridor for face-to-face support

# Change Please

- ▶ Total investment \$950,000 split between housing and economic development ARPA
- ▶ Nonprofit that tackles homelessness by helping people back into homes and employment through coffee sales
- ▶ Employment-first initiative in support of providing a living wage job, housing & training to reduce homelessness
- ▶ Funding would be used to establish training academy and café in Charlotte



# ARPA Next Steps

- ▶ **Contingent on Council feedback, a Request for Council Action – associated with funding recommendations associated today – will be included on an upcoming business agenda**
- ▶ **Continued conversation with HIRE Charlotte stakeholders to maximize proposed investments**
- ▶ **Finalize plan for Phase 2 ARPA installment by end of year**

# Thank You + Questions