

# FY 2025 Financial Partner Applicants

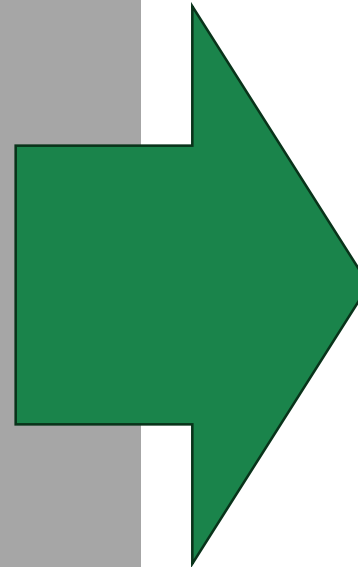
**BUDGET WORKSHOP**

MARCH 25, 2025

# Financial Partnerships with Agencies

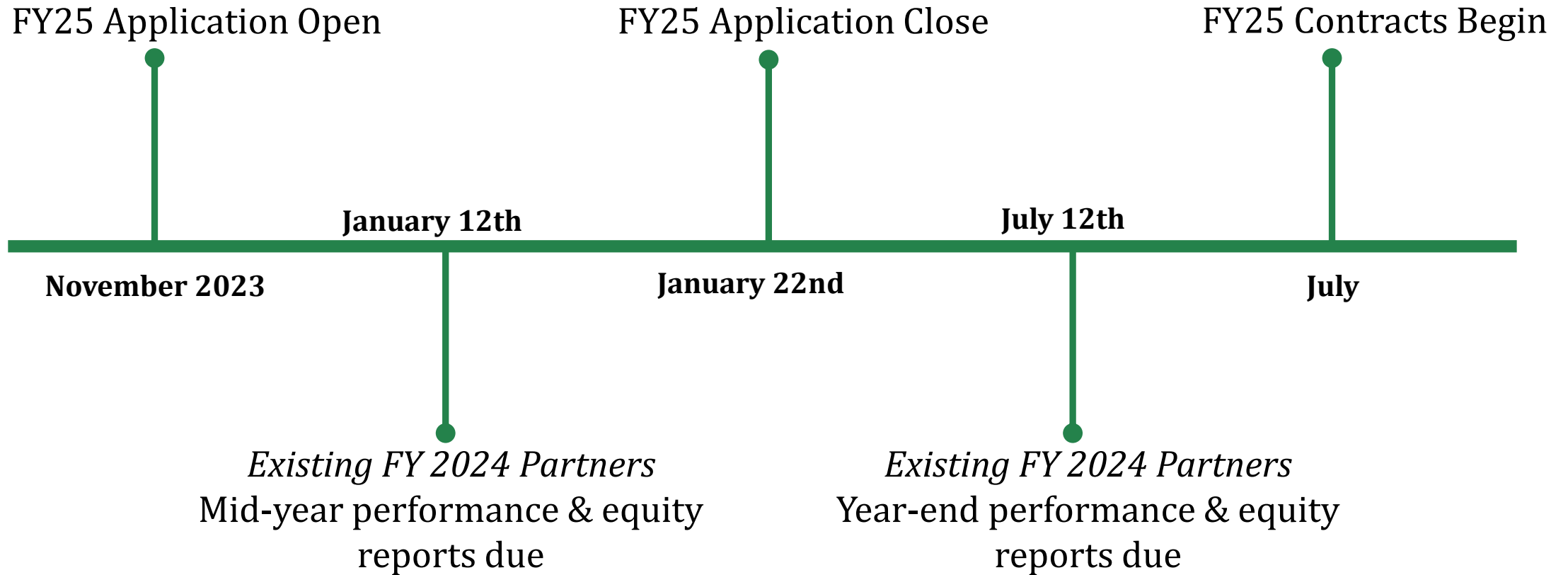
The strategic priorities defined by City Council guide decision-making and align resource allocation:

- Great Neighborhoods
- Safe Communities
- Transportation and Planning
- Workforce and Business Development
- Well-Managed Government, focused on Equity, Engagement, and the Environment



Financial Partners are contracted by the City of Charlotte to provide specific services which support key initiatives to advance Council priorities and contribute to community enrichment.

# Financial Partner Timeline



# Financial Partner Reporting (non-housing service partners\*)

## ▶ Performance Measures

- Established in partnership with staff to ensure alignment with strategic priorities
- Reported on at mid-year and year-end

## ▶ CBI-Certified MWSBE Utilization

- Goals established in partnership with CBI at start of contract year
- Ensure selected organizations support competition and participation of Minority, Women, and Small Business Enterprises (MWSBEs) in city contracting
- Reported on quarterly

## ▶ Equity Measures

- Organizations identify target populations that their programming supports
- Ensure partners support the city's efforts to address systemic and community barriers that limit opportunities for Charlotte's vulnerable communities
- Reported on at mid-year and year-end

*\* Housing services partners are typically subject to federal regulations and requirements and/or specific purpose contracts*

# Financial Funding Sources

## ▶ Discretionary Revenue

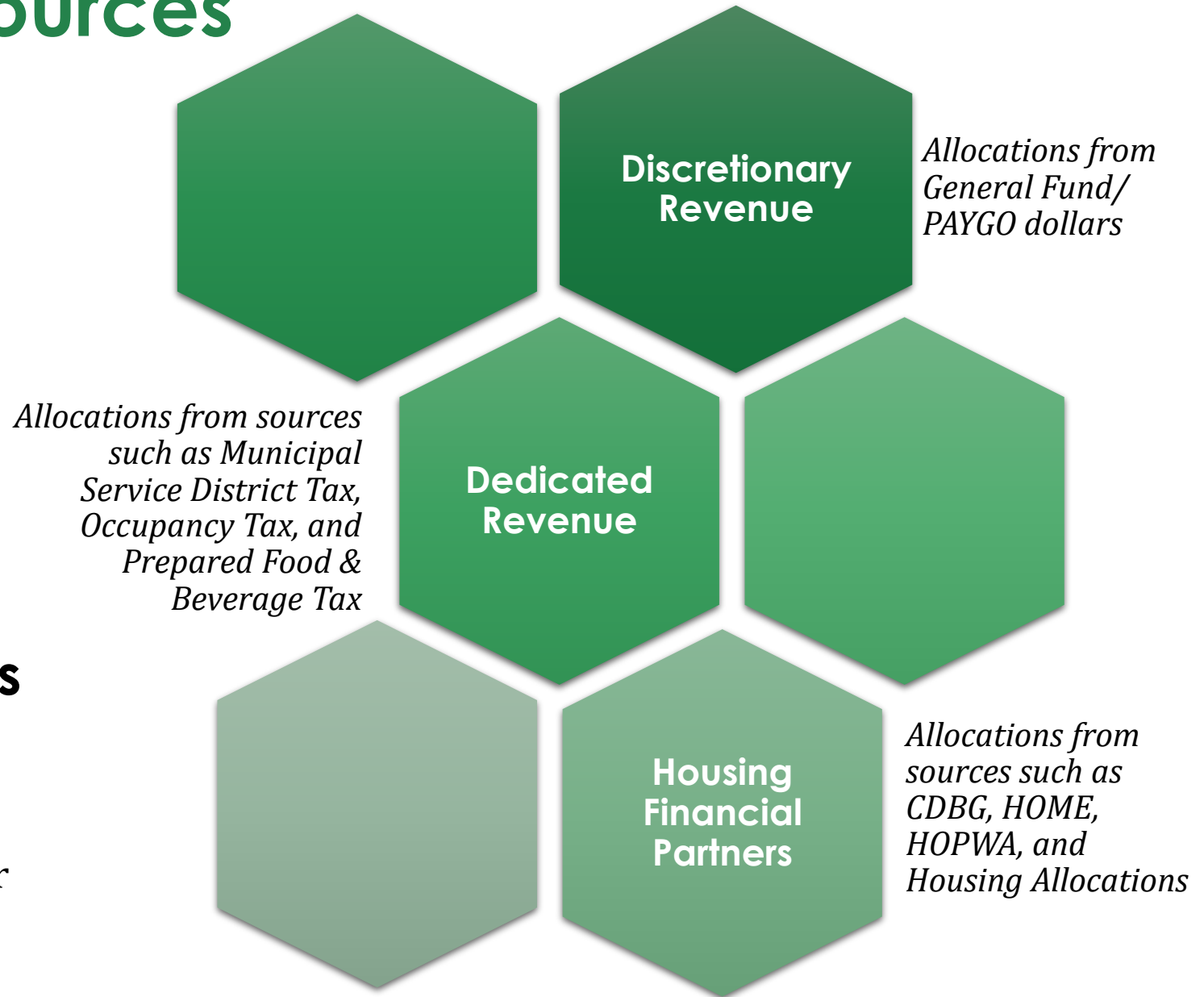
- Competitive process
- “Boots on the ground” organizations

## ▶ Dedicated Revenue

- Partnerships renewed annually

## ▶ Housing Financial Partners

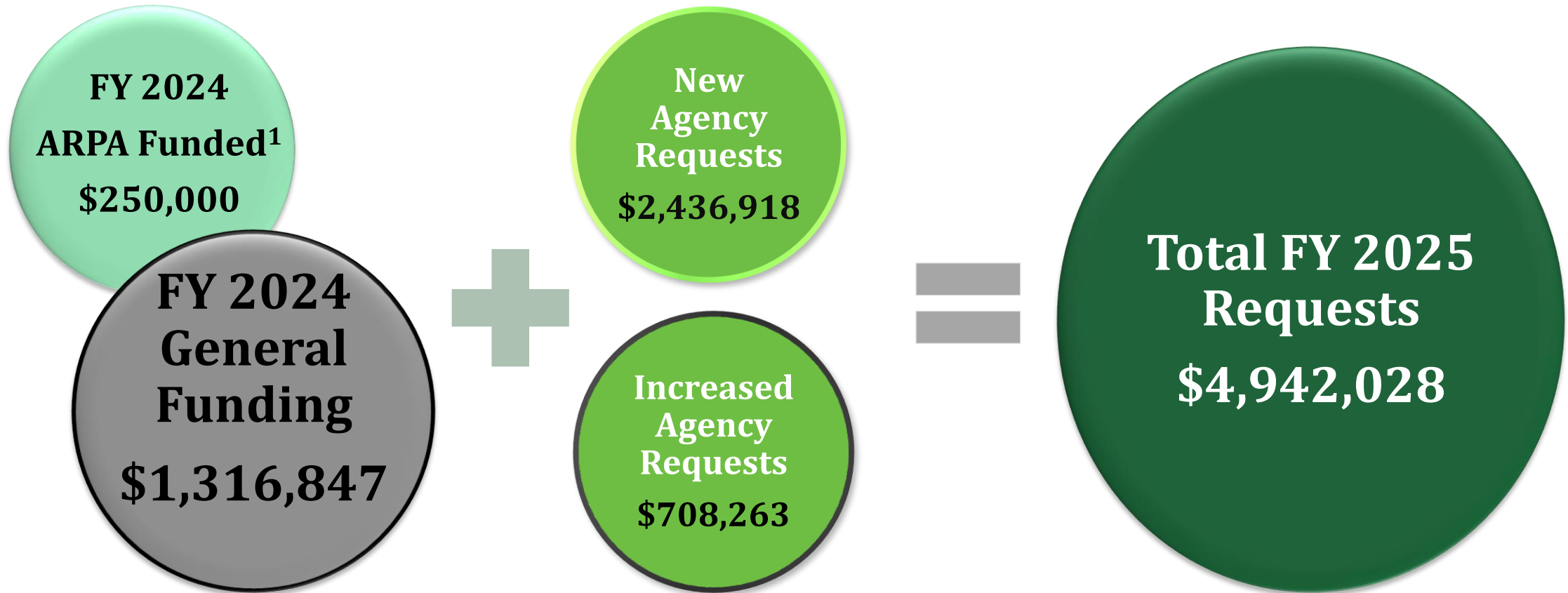
- Organizations typically support housing goals
- Funded by either federal grants or from Housing Allocations





# Discretionary Revenue

# Discretionary FY 2024 Funding and FY 2025 Requests



<sup>1</sup>Block Love Charlotte did not apply for FY 2025 funding, funded in FY 2024 with \$230,000 in ARPA funds

# Current Funding and Requests

Agency	FY 2024 Funding Amount	FY 2025 Funding Request	Increase Requested
Alliance Center for Education	\$90,000	\$126,000	\$36,000
Bengali Women's Forum Corp	\$10,000	\$10,000	-
Carolina Metro Reds (ARPA Funded)	\$50,000	\$50,000	-
Charlotte Regional Business Alliance	\$168,341	\$171,809	\$3,468
Community Building Initiative	\$50,000	\$50,000	-
For The Struggle, Inc. (ARPA Funded)	\$100,000	\$100,000	-
Greater Enrichment Program	\$200,000	\$200,000	-
My Brother's Keeper Charlotte-Mecklenburg	\$50,000	\$300,000	\$250,000
National Institute of Minority Economic Development – The Women's Business Center of Charlotte	\$50,000	\$65,000	\$15,000
Race Matters for Juvenile Justice	\$51,468	\$128,496	\$77,028
Safe Alliance	\$397,038	\$473,805	\$76,767
The Males Place (ARPA Funded)	\$100,000	\$100,000	-
Trees Charlotte	\$250,000	\$500,000	\$250,000
<b>Total Increases Requested</b>	<b>\$1,566,847</b>	<b>\$2,275,110</b>	<b>\$708,263</b>



# New General Fund Partner Requests

New Agency Requests	FY 2025 Funding Request
Be You Be Great	\$725,333
Bright Hope	\$10,000
Carolinas Asian Chamber of Commerce*	\$246,000
Community Leadership Academy	\$250,000
Envision Charlotte	\$200,000
Freedom Fighting Missionaries	\$100,000
Housing Collaborative	\$300,000
Roof Above	\$268,085
Stiletto Boss University	\$77,500
The United Way of Greater Charlotte	\$130,000
WYTV7 Community Broadcast	\$130,000
<b>Total Requested</b>	<b>\$2,436,918</b>

\*Received \$250,000 in ARPA funding in FY 2024 for Small Business Ecosystem Partner Grant



# Dedicated Revenue

# Dedicated Revenue Sources

Financial Partners with Dedicated Revenue Sources receive allocations from sources such as Municipal Service District Tax, Occupancy Tax, and Prepared Food & Beverage Tax.

Agency	Funding Source	FY 2024 Funding Amount	FY 2025 Funding Request
Charlotte Center City Partners*	Municipal Service District Tax	\$6,796,745	\$7,508,026
Charlotte Regional Visitors Authority – Visit Charlotte	Occupancy/Prepared Food & Beverage Tax	\$21,861,227	\$23,361,809
Charlotte Regional Visitors Authority – Film Commission	Occupancy Tax	\$150,000	\$150,000
SouthPark Community Partners	Municipal Service District Tax	\$1,614,682	\$1,614,682
University City Partners	Municipal Service District Tax	\$1,380,857	\$1,408,474

\* Charlotte Center City Partners is the contracted organization for four Municipal Service Districts.



**Federal  
Grants**

# Housing Financial Partners

Housing Financial Partners are programmed primarily with Federal grants, such as CDBG, HOME, and HOPWA, with supplemental funding from PAYGO. These partners assist in providing housing resources such as construction or rehabilitation of units, financial support such as short-term assistance for rent or utilities and other services such as homebuyer counseling.

Agency	Funding Source	FY 2024 Funding Amount	FY 2025 Funding Request
Carolinas Care Partnership	HOPWA	\$3,598,683	\$3,320,702
Crisis Assistance Ministry	PAYGO – Innovative Housing	\$550,000*	\$575,000
DreamKey (formerly Charlotte Mecklenburg Housing Partnership) – Affordable Housing	CDBG, HOME, and PAYGO – Innovative Housing	\$1,690,000	\$1,860,000
DreamKey (formerly Charlotte Mecklenburg Housing Partnership) – House Charlotte	CDBG, HOME, and PAYGO – Innovative Housing	\$231,000	\$231,000
Local Initiative Support Corporation (LISC)	PAYGO – Innovative Housing	\$200,000	\$200,000

*\*Crisis Assistance Ministry received an additional \$125,000 in ARPA funding in FY24*

# Discussion & Questions

