

Corridors of Opportunity Update

JOBS AND ECONOMIC DEVELOPMENT COMMITTEE

JUNE 2, 2025

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Corridors of Opportunity Updates

Council Priority Alignment

- ▶ Workforce and Business Development

Purpose

- ▶ Council Committee will receive updates on Corridors initiatives including the Opportunity Hubs and Start-Scale-Sustain programs

Key Takeaways

- ▶ The Corridors investments into people- and place-based initiatives are building a network of small business and workforce resource providers across all six corridors
- ▶ Partner organizations are collaborating to enhance service delivery to residents and small business owners
- ▶ The Corridors network can be utilized to push in workforce and business development services or other related City Council priorities

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Corridors of Opportunity Updates

Previous Council Communication

- ▶ January 6, 2025: JED Committee presentation
- ▶ November 2023: Council Approved ARPA funding for Corridors investments in Opportunity Hubs and Commercial District Organization

Future Council Action

- ▶ Updates as needed

Corridors of Opportunity Updates

- ▶ Six Opportunity Hubs
- ▶ Breaking Barriers to Business cohort (B3)
- ▶ Start-Scale-Sustain (S3)
- ▶ Building out the network
- ▶ Example: Opportunity Hubs in Action

Opportunity Hubs

- ▶ **Signature programming underway**
- ▶ **In first six months:**
 - 150 trainings, workshops or events
 - 107 participants
 - 63 small businesses served
- ▶ **What's next?**
 - Integrate hubs into workforce/small business ecosystem
 - Assess operational needs and program opportunities
 - Develop future funding strategy

West Blvd

- The NEO Foundation
- 2201 Caronia Street

Freedom/Wilkinson

- Freedom Business Collective
- 1525 Enderly Road

Beatties Ford/ Rozzelles Ferry

- LISC Charlotte
- 1121 Beatties Ford Road

North Graham/Tryon

- Hispanic Contractors Association of the Carolinas
- 1500 N. Graham Street

West Sugar Creek

- She Built This City
- 1200 W. Sugar Creek Road

Albemarle/Central

- Latin American Chamber of Commerce – Charlotte
- 8805 E. W.T. Harris Blvd

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Breaking Barriers to Business cohort (B3)

- ▶ **Breaking Barriers to Business cohort (B3)**
 - Three-year cohort funded by **Truist Foundation**
 - Strategic leadership by **Main Street America** and **Living Cities**
 - Three corridors + City participating together
- ▶ **Joint work plan with corridors focuses on:**
 - corridor safety
 - organization development
 - zoning and commercial development
 - Communications
 - implementation through 2026

Beatties Ford/ Rozzelles Ferry

- Historic West End Partners

West Sugar Creek

- Sugar Creek Business Association

West/Wilkinson

- West Blvd Neighborhood Coalition

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Start-Scale-Sustain (S3)

► Start-Scale-Sustain (S3) updates

- One-time ARPA funds to build out network of business districts in corridors
- Five business district organizations

► What's Next:

- Capacity building resources to emerging districts
- Integrate organizations in small business ecosystem

Freedom

- QC Family Tree

West/Wilkinson

- West Blvd Neighborhood Association & Do Greater CLT

West Sugar Creek

- Sugar Creek Business Association

Beatties Ford/ Rozzelles Ferry

- Historic West End Partners

Albemarle/Central

- CharlotteEAST

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Building out the network



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Opportunity Hubs in action: OML Wellness Solutions



Charlotte
Townsend,
owner of OML
Wellness
Solutions



Small business
member at
Freedom
Business
Collective



Referred to The
NEO
Foundation for
small business
support



Certified SBE
vendor with
City of
Charlotte



Recently
secured first
contract with
the City