

ARPA Funding Recommendations

ECONOMIC DEVELOPMENT COMMITTEE

February 6, 2023

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Presentation Objectives

Share recommendations on proposed ARPA-related investments

- HIRE Charlotte/workforce development efforts
- Small business support
- Corridors of Opportunity

Gain input on ARPA funding recommendations before they are brought to City Council Business Meeting

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HIRE Charlotte – Elevating Ecosystem to Create Job Opportunities

What is HIRE?

- Strategic employment collaboration to increase impact of Charlotte-Mecklenburg's employment ecosystem on recruitment, retention, and expansion of job opportunities to drive economic prosperity for all

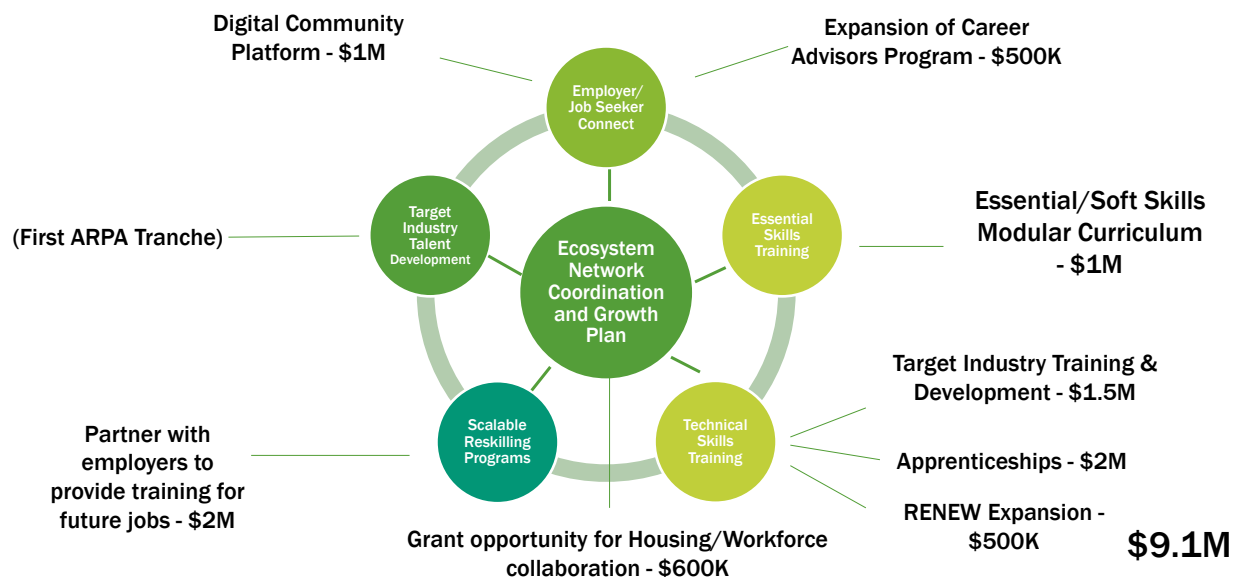
Who is HIRE?



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HIRE + ARPA RECOMMENDATIONS



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Workforce Development - Essential Skills (\$1M)

Essential Skills	Employability Skills	Digital Skills
Communication I: Self Awareness (Personal) Accountability (Professional) Collaboration & Teamwork (Social)	Resume: Development Tailoring to specific opportunities	Intro to Computers: MS Word Basic Essentials MS Excel Basic Essentials
Communication II: <i>Organizational Skills</i> Collaboration & Teamwork (Social) Flexibility & Adaptability (Personal) Interpersonal Skills (Social)	Interview: Elevator Pitch Closing Statement Interview Follow Up	Business Essentials: MS Word for Business MS Excel for Business
Communication III: <i>Cultural & Organizational Awareness</i> Critical thinking (entrepreneurial) Problem solving (entrepreneurial)	Social Media Skills: How to Leverage Mistakes to Avoid	Business Essentials: MS Outlook Business MS PowerPoint for Business





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Workforce Development - Technical Skills (\$4M)

Target Industry Training & Development (\$1.5M)

- Finance, Technology, Business, Management & Administration, Transportation & Warehousing, Manufacturing, and Life Sciences

Apprenticeships (\$2M)

- Funding to target specific industries and help with stipends and book costs
- Emulate state model for local opportunities

RENEW Expansion (\$500,000)

- Expand successful program into new industries or verticals such as building automation and electrical training



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Workforce Development - Reskilling (\$2M)

Establish unique partnerships with employers investing in innovative, proactive approach for jobs of tomorrow that's scalable

Focus on skills needed and equipping existing workers with lower wages with reskilling/upskilling opportunities

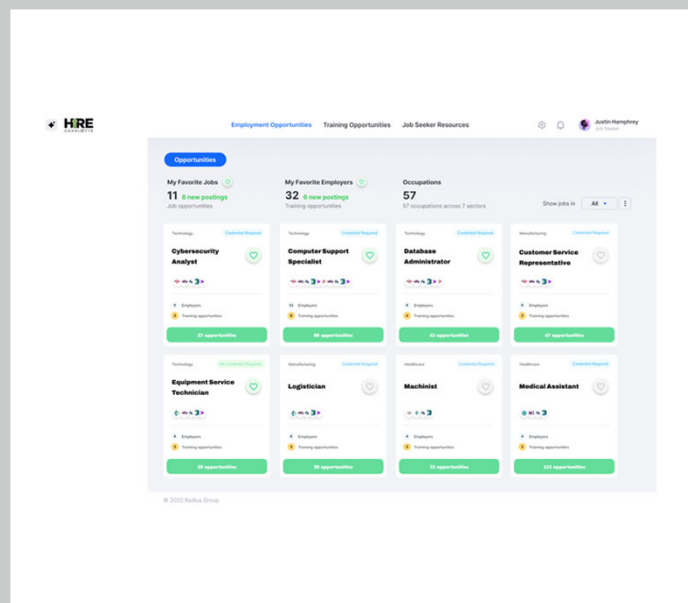
Enable employees to move into new roles, scale up and increase salaries that deliver upward mobility



Employer/Job Seeker Connect (\$1M)

The **HIRE Employer/Job Seeker Connect** will be a one-stop shop for job opportunities, training, and resources with a physical and web presence.

- Leverage existing locations



Employer/Job Seeker Connect – NCWorks Career Advisors (\$500K)

Fund Charlotte Works' Career Advisors program to expand services and grow presence in each of the Corridors

Work with Charlotte Works to create curriculum

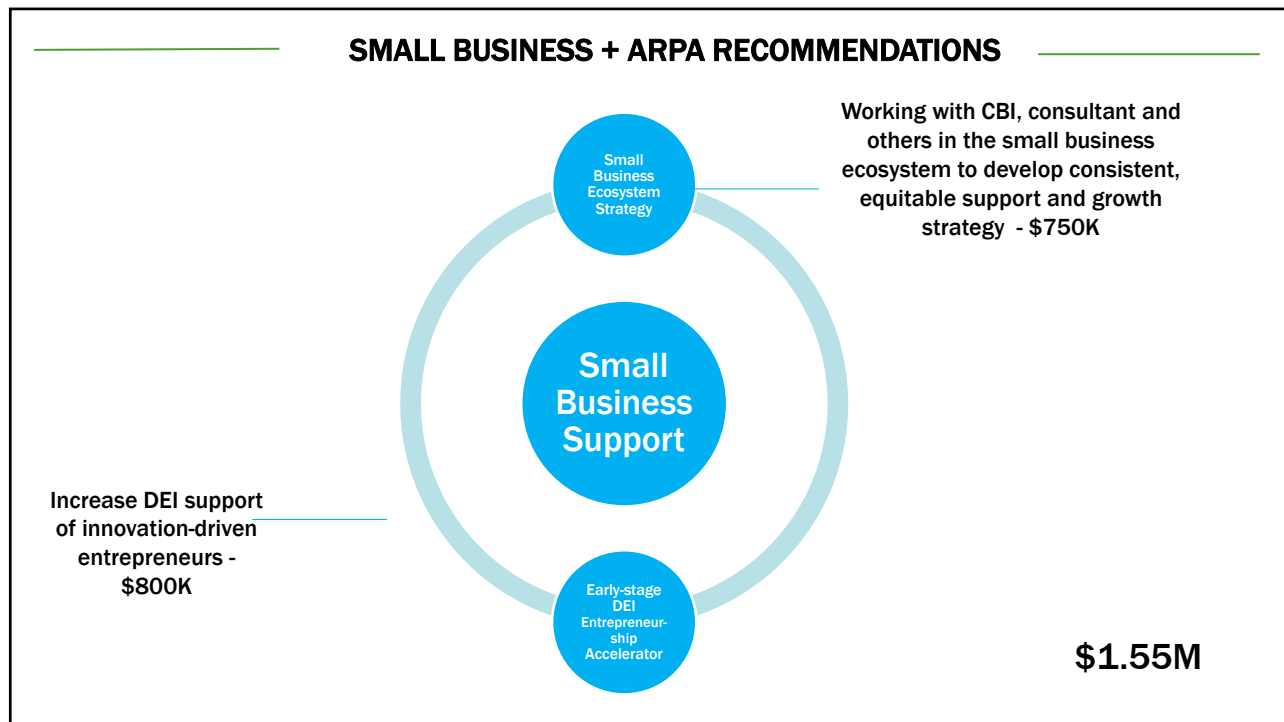
In addition to Employer/Job Seeker website support, services could include resume assistance, interview training, career counseling, essential skills training, job search assistance, career development workshops, and job referrals



Housing/Jobs Integration (\$600K)

Funding will be used for a new grant program that better links housing and jobs and supports workforce development opportunities and housing solutions

Investment will focus on job creation to help economic mobility



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Small Business Support – DEI-Focused Early-Stage Entrepreneurship Accelerator (\$800,000)

Pilot a nationally recognized early-stage accelerator with a track record of DEI-focused programming for 2 years

Open to Charlotte-based, innovation-led entrepreneurs from MWSBE businesses

Accelerator to help develop 25-40 companies a year

RFP process will be used for firm selection

Budget estimated for 2-year pilot period

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Small Business Support – Developing Ecosystem Strategy (\$750,000)

Complete comprehensive assessment of small business ecosystem to help increase equitable opportunities

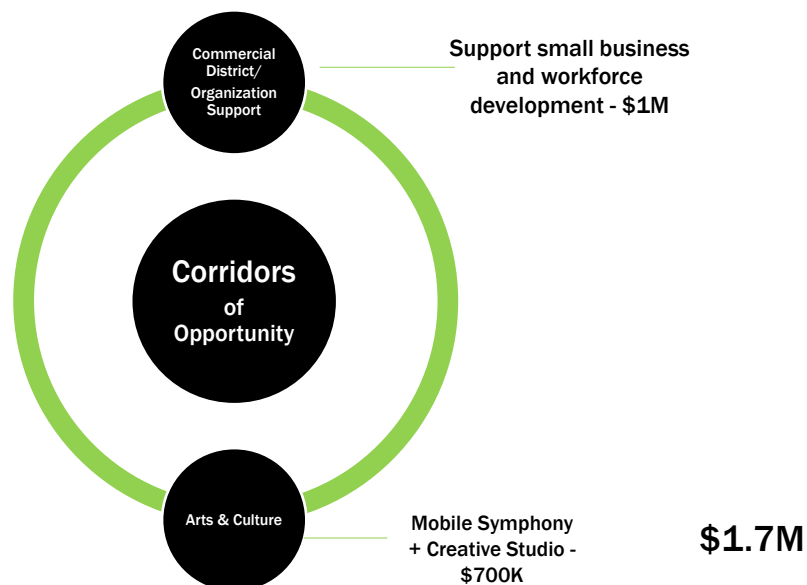
Develop and implement strategies to increase business opportunities for ethnic minority small businesses

Help connect small businesses and entrepreneurs with right resources that match business needs and stage of growth

Focus on promoting inclusivity and developing equitable solutions for all city small business support programming

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CORRIDORS + ARPA RECOMMENDATIONS



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Corridors of Opportunity – Commercial District/Organizational Support (\$1M)

Grant program that supports corridor-based organizations that support small businesses and promote growth in the Corridors and/or provide workforce development services

Expand the organizational support in the Sugar Creek, West Boulevard, Albemarle, North Tryon/North Graham, and Freedom/Wilkinson Corridors

Partner with Living Cities/Main Street Grant to create equitable metrics for success within corridor business districts (Leverage Truist Foundation Grant)

Corridors of Opportunity – Arts & Culture (\$700,000)

Two projects: Bringing cultural opportunities to Corridors + building permanent access within Corridors of Opportunity

MOBILE SYMPHONY: \$200,000 to support 10 Corridors of Opportunity co-sponsored concerts with a mobile stage in partnership with local organizations. Stage may be used by local groups and programming will be curated through community engagement.

PERMANENT CREATIVE WORK SPACE: \$500,000 to support the development of studio/workspace for local creatives. Funds may be used to supplement rents for creative entrepreneur studio space

*Partners have not been selected

ARTISTS IN CORRIDORS (IDEA IN DEVELOPMENT): Hire artists/creatives with ties to the CoO geography to integrate arts and culture into the development and/or implementation of each corridor's playbook. Artists/creatives would listen, curate ideas and potentially lead collaborative projects that reflect the themes and goals of each unique corridor

ARPA Next Steps

Gain committee feedback

Full Council - Request for Council Action – associated with funding recommendations

Continued conversation with HIRE Charlotte stakeholders to maximize others' proposed investments

Thank You + Questions