

# 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?

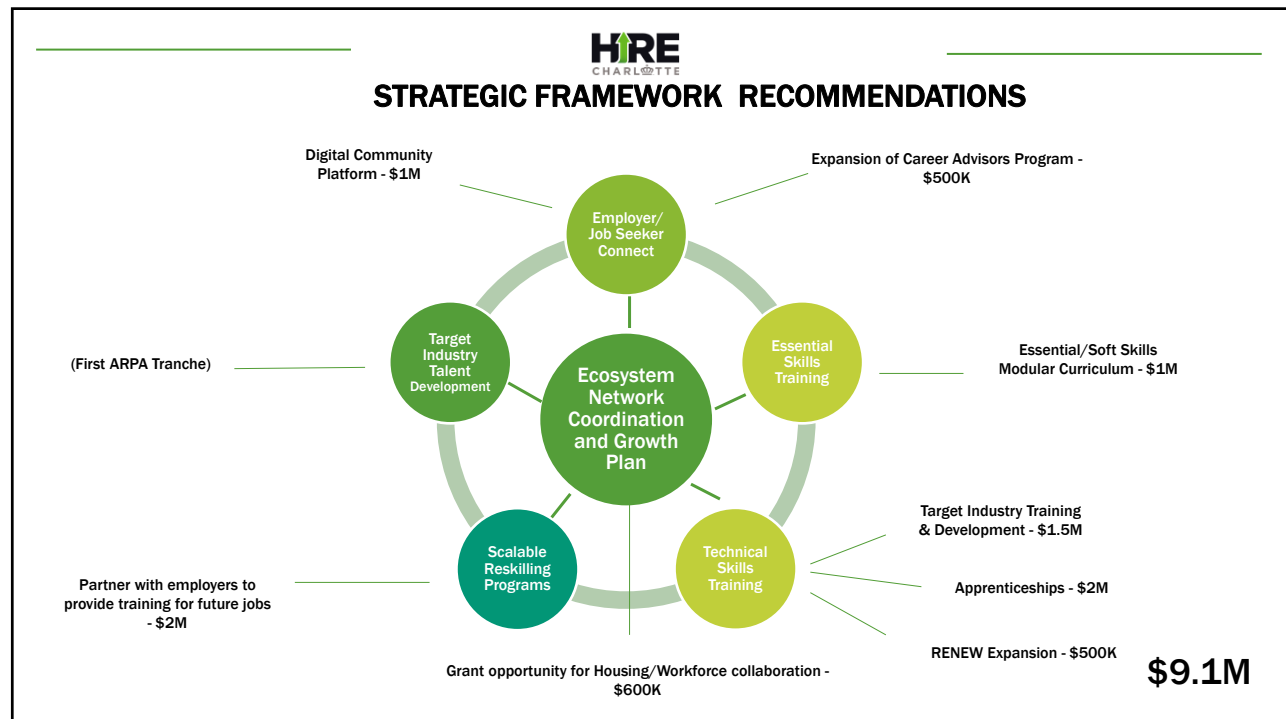
- Strategic employment collaboration to increase impact of Charlotte-Mecklenburg's employment ecosystem on recruitment, retention, and expansion of job opportunities to drive economic prosperity for all

## Who is HIRE?



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## Workforce Development - Essential Skills (\$1M)

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


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## Workforce Development - Technical Skills (\$4M)

### Target Industry Training & Development

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

### Apprenticeships -

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

### RENEW Expansion

- 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

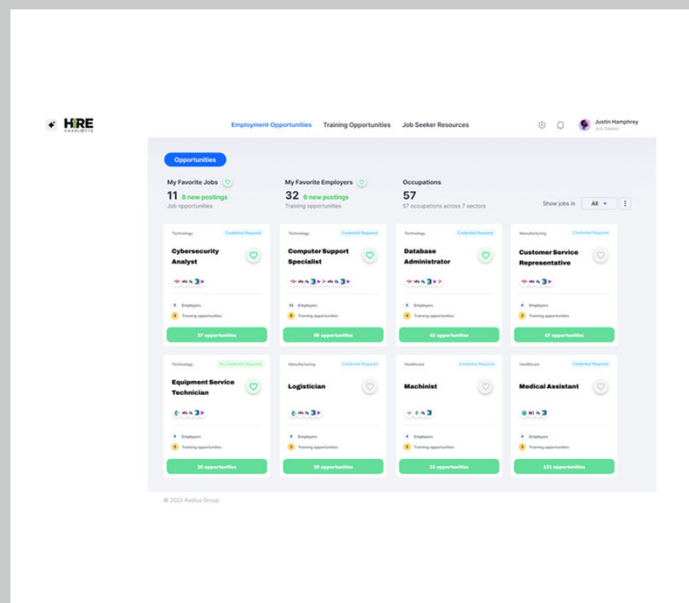
Enable employees to move into new roles, scale up and increase salaries that deliver upward mobility



## 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**

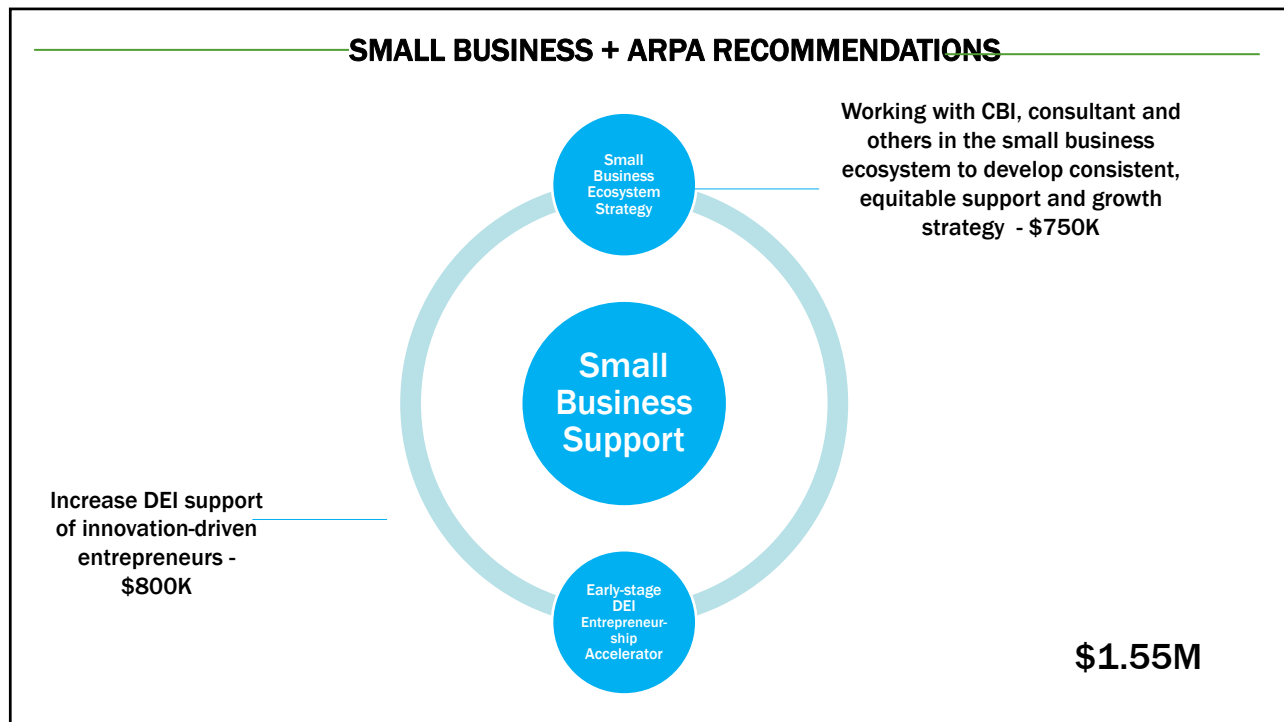
**In addition to Employer/Job Seeker website support, services could include resume assistance, interview training, career counseling, essential skills training, job search assistance, career development workshops, and job referrals**



## 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

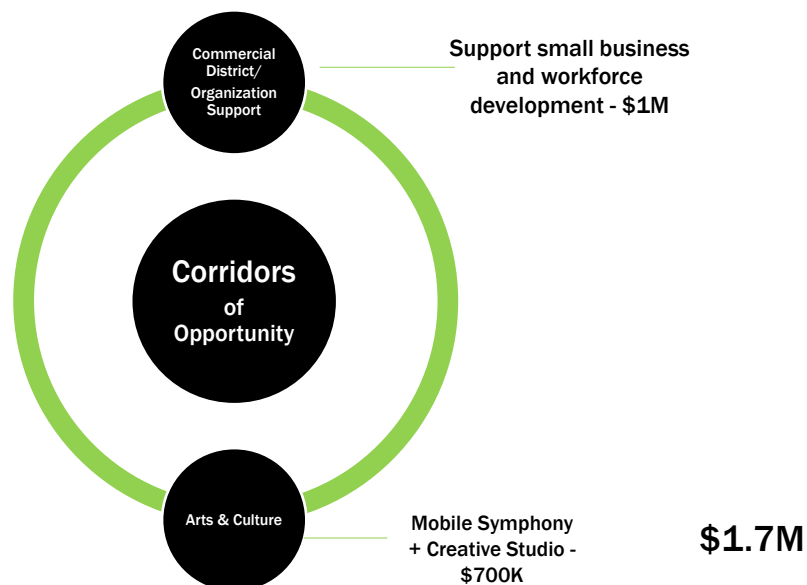
Develop and implement strategies to increase business opportunities for ethnic minority small businesses

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



## 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