



City of Charlotte's Economic Development Program Overview

OUR PURPOSE:

Help Charlotte's businesses and residents thrive.

OUR MISSION:

Build Great Places. Grow and Attract Talent. Create Jobs. Advance Charlotte.

OUR POSITIONING:

Charlotte's got a lot of workforce talent.



1 GREAT PLACES

Creating Great Places
that Attract Great Talent

Plan and deliver
major development
projects and
placemaking
initiatives*

Support
neighborhood
development
to fuel micro
economies



2 NEW START-UPS

Supporting Startups and
Small Businesses (MWSBE)

Support
entrepreneurs
and startups

Support small
businesses and
MWSBE firms



3 EXISTING BUSINESSES

Retaining and Growing
Existing Businesses

Make it
easy
to do
business

Help
businesses
innovate
and grow



4 PROSPECTIVE BUSINESSES

Closing New Prospects and
Growing Targeted Categories

Manage and
close new
business leads
(NEWCO)

Grow targeted
industry clusters
(CLT, International
Finance, etc.)

Inspire & inform the focus areas

Market Intelligence Program

Support the stakeholders we serve

Stakeholder Relations Program

Develop & train 21st century talent

Workforce Training & Development Program

Advance our story of our talent-driven economy

Marketing Communications Program

Be transparent and accountable in driving measurable results

Key Performance Indicators Program

*This includes City- and County-inspired P3s, CRVA projects, and other initiatives.