

OPPORTUNITY HIRING GRANT PILOT PROPOSAL

City Council Strategy Session
March 2, 2020





OPPORTUNITY HIRING GRANT

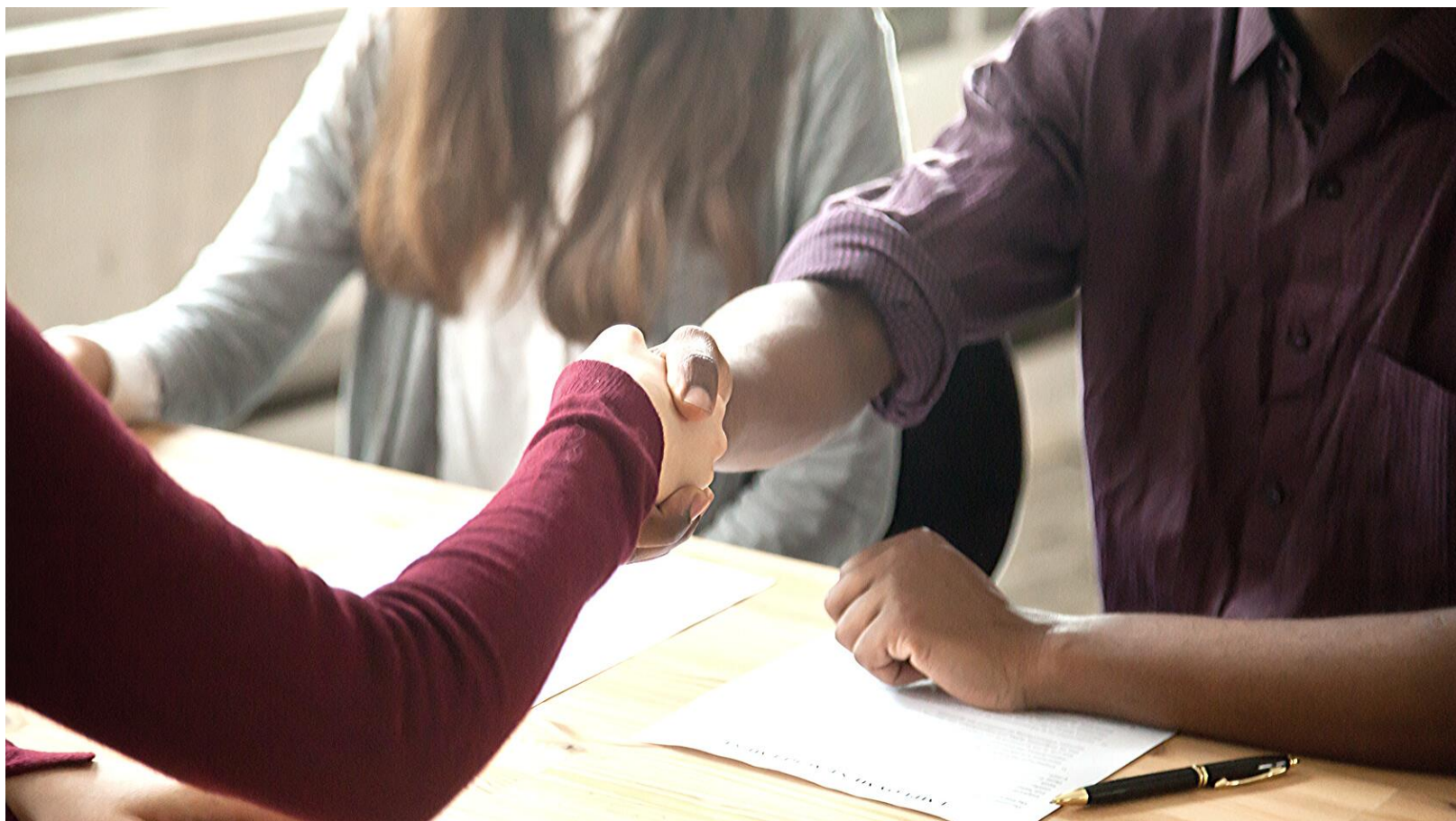
TOPICS OF DISCUSSION

- INNOVATIVE SOLUTION
- OBJECTIVES
- PROGRAM COMPONENTS
- TALENT DEVELOPMENT LANDSCAPE

INNOVATIVE SOLUTION

THE OPPORTUNITY HIRING GRANT WILL INCREASE EQUITY AND OPPORTUNITY IN JOB CREATION BY:

- Incenting companies to partner with training providers to fill jobs
- Incenting companies to consider alternative pathways to employment within their organizations
- Incenting the focus on hiring of Charlotte residents




WHAT IS AN OPPORTUNITY HIRING GRANT?

- Up to \$2,500 cash grant to a prospective or expanding company for each new full-time employee hired from certified talent development partners
- Company must demonstrate that they have hired the employees and provide position, benefit, and wage data



WHAT ARE THE OBJECTIVES?



Increase opportunities for individuals to obtain jobs in Charlotte

Create a new "tool" for business recruitment and expansion that is tied to providing equitable opportunity to new jobs created

Bolster utilization of the City of Charlotte's talent development partners

Increase connections between economic development and community talent development objectives

WHO ARE WE TARGETING?



PROSPECTIVE COMPANIES

Considering Charlotte for a relocation and can demonstrate a competitive site selection process



EXPANDING COMPANIES

Existing company within the City of Charlotte, looking to expand and create new positions

COMPANY ELIGIBILITY

COMPANIES	TARGET INDUSTRY	CREDENTIALS & SKILLS	TALENT PARTNERS
<ul style="list-style-type: none">• Creating new jobs in the City of Charlotte• Engaged in a competitive site selection process.	<ul style="list-style-type: none">• Technology• Adv. Manufacturing• Transportation & Logistics• HQ/ Professional Services/ Back-Office Support <p>*Others considered on case-by-case basis</p>	<p>Eligible positions must have transferrable, in-demand skills with competitive wages</p>	<p>Companies are incented to hire from the City's certified talent development partners</p>

NASHVILLE, TN:

**Fast Growing Business Employment
Incentive
Cash Grants**

DENVER, CO:

Job Training Tax Credit

COLUMBUS, OH:

Jobs Growth Incentive

WAKE COUNTY:

**Business Development Grant Upward
Mobility Bonus**

SOUTH CAROLINA (State Grant):

Work Opportunity Tax Credit

NORTH CAROLINA (State Grant):

Job Development Investment Grant

NATIONAL TRENDS



FINANCIAL COMPONENT

- For the pilot, we are proposing an award of up to \$2,500 per new employee
 - Provided to company as a cash grant (not a reimbursement) once hiring has been completed; company will have defined period of time to make all hires.
 - Grant money can be used for:
 - Offsetting the tangible costs and intangible risks of hiring
 - Covering costs of professional certification exams, internal training, etc. a new employee may require upon entry to the position
 - Leverage grant money with Community College Customized Education grants or Charlotte Works Upskill grant awards
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REPORTING COMPONENT



Grants
awarded/ Jobs
created

Eligible
Candidates
presented

Eligible
Candidates
hired and from
which training
partner; hiring
salaries

Quarterly
Feedback
received from
companies and
training partners
over first year

TALENT DEVELOPMENT PROGRAMS

TRAINING PROGRAM EXAMPLES:

- Continuing Education Programs
- Technology Training Programs
- Skilled Trades
- Professional Services Skills

PROVIDER SELECTION:

- Developing a process for talent development partners to submit an application for inclusion in the program
 - Must be not-for-profit and located in Charlotte
 - Must offer industry-certified curriculum and credentials
 - Continue to provide support to those placed in employment to ensure positive outcomes
 - Provide onboarding support to companies who make hires
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WHAT SUCCESS LOOKS LIKE

- Helps achieve City's mission of being a top market for business recruitment and expansion by creating an incentive tool that invests in the people of Charlotte.
- Utilizes our talent development partners and increases placement in employment opportunities for program participants.



COUNCIL REQUEST



Recommend implementation of the Opportunity Hiring Grant Pilot Program for a period of one year; starting immediately.



Approve the Economic Development Department to work with companies who announced projects as of July 1, 2019, in order to capture current hiring in the market.
