City of Charlotte

Charlotte-Mecklenburg
Government Center
600 East 4th Street
Charlotte, NC 28202

Legislation Text

File #: 15-9828, **Version:** 1

Economic Development Strategic Plan

Action:
Approve the Economic Development Strategic Plan Framework.

Committee Chair:
James Mitchell, Economic Development

Staff Resource(s):
Tracy Dodson, City Manager's Office

Explanation
- The economic development landscape of the region is evolving and the City of Charlotte's economic development focuses are being realigned to complement these changes.
- The Economic Development Committee discussed the transformation in focus during their planning retreat on August 16, 2018.
- On November 15, 2018, the Committee voted unanimously (Mitchell, Driggs, Mayfield, and Newton; Harlow was absent) to support the Economic Development Strategic Plan Framework.
- The Economic Development Committee members support the City's efforts to build great places, attract talent, create jobs, and advance Charlotte.
- This new model is supported by four pillars:
  - **Creating Great Places** - that attract great talent,
  - **New Startups** - supporting startups and small businesses (MWSBE),
  - **Existing Businesses** - retaining and growing existing businesses, and
  - **Prospective Businesses** - closing new prospects and growing targeted categories.
- Programs to support these pillars include:
  - Market Intelligence Program - inspire and inform the focus areas,
  - Stakeholder Relations Program - support the stakeholders we serve,
  - Workforce Training and Development Program - develop and train 21st century talent,
  - Marketing Communications Program - advance our story of our talent-driven economy, and
  - Key Performance Indicators Program - be transparent and accountable in driving measurable results.
- As part of this transition, the City is already taking a leading role in many regional development initiatives and is actively managing major new business prospects.
- The Strategic Plan details will evolve over the coming months.

Attachment(s)
Economic Development Program Overview