

Legislation Text

File #: 15-14921, Version: 1

CLT Host 2020 Economic Challenge Grants

Action:

- A. Accept a grant in the amount of \$1,000,000 from CLT Host 2020, LLC, to assist with the development and execution of a comprehensive branding strategy utilizing the #MeetCharlotte brand and materials,**
- B. Accept a grant in the amount of \$300,000 from CLT Host 2020, LLC, to reboot and grow the city's small business ecosystem, and**
- C. Adopt a budget ordinance appropriating \$1,300,000 from CLT Host 2020, LLC, to the Neighborhood Development Grants Fund.**

Staff Resource(s):

Tracy Dodson, City Manager's Office
Jason Schneider, Corporate Communications and Marketing

Explanation

- The #MeetCharlotte grant funds will assist with funding a strategic marketing campaign to share the #MeetCharlotte campaign with companies, executives, site selectors, and the commercial brokerage industry to drive new investment and job growth in the city.
- The small business grant funds will assist with merging the Charlotte Business Resources and Charlotte Open for Business websites along with developing a strategy to reboot and rebuild the city's small business ecosystem.
- These funds will be used to procure professional services, advertising, and website development.
- Staff will periodically report results of the grant to the CLT Host 2020 committee.
- There are no matching funds required by the city.

Fiscal Note

Funding: Neighborhood Development Grants Fund

Attachment(s)

Budget Ordinance