



The City of Charlotte Economic Development Department's mission is to establish the city as the ideal place to live and do business by creating opportunities for equitable business growth and innovation, job creation, talent development, and strategic investments in communities. Below is a summary of several current initiatives led by the City and our Partners.

AMP Up Charlotte is a City of Charlotte 7-month program aimed at taking businesses to the next level by helping business owners create a customized, three-year strategic growth plan. It helps small business owners increase their revenues, create jobs, and prepares them for growth and expansion through business development services, mentoring, targeted training, and access to large corporations for contract and procurement opportunities. AMP UP Charlotte is powered by Interise's StreetWise MBA curriculum. Corporate partners have included the National Basketball Association, Charlotte Douglas International Airport, Atrium Health, AvidXchange, and Truist.

Website: <https://programs.interise.org/amp-up-charlotte/>

The **Charlotte Business INclusion (CBI)** Program is a goal-based, good faith efforts program focused on financial spend, customer service, internal operational efficiency, organizational capacity and community economic impact. It seeks to enhance competition and participation of MWSBEs in City contracting and to promote economic growth and development in the City of Charlotte.

Website: <https://charlottenc.gov/cbi>

The City of Charlotte's **Corridors of Opportunity** (Corridors) program is a coordinated \$70+ million investment to create safe, prosperous communities in six key corridors within Charlotte to build legacies for future generations. The six corridors are West Boulevard, Beatties Ford/Rozzelles Ferry; Sugar Creek/I-85; Graham Street/North Tryon, Central/Albemarle; and Freedom Drive/Wilkinson. The program is tied into the Mayor's Racial Equity Initiative, a public-private partnership that is working towards an equitable city that achieves racial equity, social justice, economic opportunity, and upward mobility. The initiative strives to provide solutions-driven, measurable strategies that produce equitable access, opportunities, treatment and outcomes for Charlotte's communities of color.

Website: <https://www.charlottenc.gov/Growth-and-Development/Corridors-of-Opportunity>

Our **Business Recruitment and Expansion Team** works to attract and retain companies in Charlotte with a focus on corporate headquarters, finance and fintech, advanced manufacturing, and international firms. They assist companies with real estate search and site selection, labor market and workforce development data, and help companies integrate into the market once they have selected Charlotte. In the last few months, they have worked to recruit ACC's headquarters to Uptown and Albemarle's advanced technology center in University area.



HIRE is an ongoing collaboration between the City, County, and businesses in the Charlotte-Mecklenburg area to create an accessible, streamlined process for job seekers looking for career opportunities and training and to develop a highly skilled and sustainable talent pipeline for Charlotte's employers. HIRE will focus on recruitment, retention, and expansion of job opportunities to drive economic prosperity for all of Charlotte's residents and businesses.

Employers will post job opportunities on the community website. In addition to the employer postings, members of Charlotte-Mecklenburg's employment ecosystem will share training opportunities, seminars, recruitment events, etc. Job seekers will be able to find available positions and resources that will assist them in moving upward in their career journeys. Job seekers have access to resources, and employers have access to talent.

Website: <https://www.hirecltmeck.com/>

EarlyBird is a City of Charlotte web application, presenting a comprehensive list of active and in-development opportunities to help business owners navigate and participate in contract opportunities across all City of Charlotte departments. Projects can be searched using keywords, by commodity code, or using a variety of filters to narrow down opportunities your business may be interested in participating in.

Website: <https://earlybird.charlotteopenforbusiness.com/>

Vendor Registration with the City of Charlotte is easy! If you want to do business with the City of Charlotte, you need to be registered as a Vendor. From there, the City of Charlotte will share your information, services, and products with departments around the city.

Website: <https://www.charlottenc.gov/Growth-and-Development/Doing-Business/Vendor-Registration>

The Charlotte City Council designated \$2.5m in ARPA funds for the **Small Business Innovation Fund**. This program is done in partnership with Charlotte Center City Partners and provides grants up to \$40,000 the small businesses city-wide. Eligible uses must be connected to new products, services or capital improvements needed to mitigate impacts of the pandemic. There will be two rounds of awards with the first being in late summer/early fall of 2022 and the winter of 2023.

Website: <https://www.charlottecentercity.org/initiatives/small-business-innovation-support>



The Boost Pad is on a mission to increase economic mobility by investing in minority and female entrepreneurs. These founders are underrepresented and underinvested across the startup landscape, and the program goal is to connect them to the local entrepreneurial ecosystem and propel their growth from ideation to minimum viable product and beyond. In the process, Boost Pad is building a vibrant and fluid community dedicated to continuing the cycle of support and mentorship for generations of entrepreneurs to come.

Website: <https://theboostpad.org/>

Aspire Community Capital is committed to helping businesses in under-resourced communities take full advantage of the promise of the American Dream. They provide current and future business owners with the critical resources needed to start a business and succeed at it. From training and coaching, to access to financial resources, Aspire Community Capital provides a pathway to entrepreneurial success.

NXT CLT is a program that builds on the AMP UP program and focuses on creating a pathway of success for high potential small and emerging businesses owned by people of color. The goal is to increase the number of these businesses while creating an ecosystem of effective support for many more. NXT CLT is a 6-month professional development cohort with three areas of emphasis including Management Education, Market Development, and Access to Capital.

Website: <https://www.nxtclt.org/>

Scale Up CLT is an initiative of the Charlotte Regional Business Alliance in partnership with Entrepreneurs Organization (EO) and the City of Charlotte. Scale Up CLT is a scholarship program that accelerates the growth of minority-owned businesses in the Charlotte region. Through this partnership, financial scholarships are provided for qualifying minority-owned businesses to participate in the Entrepreneurs Organization (EO) Accelerator. EO is a high-quality support network that helps entrepreneurs achieve their full potential through life-enhancing connections, shared experiences, and collaborative learning.

Website for Scale Up CLT: <https://charlotteregion.com/pages/clt-alliance-foundation/>

Website for EO Charlotte: <https://hub.eonetwork.org/>

The Institute's **Women's Business Center of Charlotte** empowers women by offering essential tools and resources that are imperative to establish businesses, stabilize their companies, generate sustainable profits, and strategize for future growth that supports and contributes to the growth and economic development of the community. The WBCC supports women-owned businesses throughout many phases of their entrepreneurial journey from concept to launch and they focus on building relationships, building strong businesses, and building confidence.

Website: <https://theinstitutenc.org/programs/wbcc/>