Office of Economic Development
Department Management Report
June 2020

Overview & Strategic Business Plan Update

The Board of County Commissioners' five Economic Development Focus Areas are:

1. New and Existing Business Growth
2. Small Business & Entrepreneurial Growth
3. Strong Communities and Neighborhoods
4. Workforce Development
5. Tourism, Arts and Culture

Goal 2 of the department's Strategic Business Plan is to "Expand participation in County purchasing opportunities for Minority, Women and Small Business Enterprises (MWSBEs) and other underutilized and disadvantaged businesses." In the month of April, London D's Catering was selected as the vendor to support the cafeteria at the Mecklenburg County Courthouse. London D's Catering is 100% minority-owned and a Historically Underutilized Business (HUB) certified business. The owner has been engaged with several programs offered by the Office of Economic Development, including the MWSBE program, Capital and Credit Coaching, and the Small Business Concierge program. The owner also participated in the County's Business Diversity Catering Event held in February to encourage greater use of MWSBE certified businesses in County operations.

Key Performance Indicators

Minority, Women and Small Business Enterprises	Apr	FY20 YTD
Total Persons Reached	**2,124**	**14,622**
Emails/Calls/Walk-ins/Appointments	**1,899**	**12,164**
Community Outreach Total*	**225**	**2,458**
CPCC Small Business Center Planning Team	17	
Griffin & Strong Disparity Study Public Hearing	6	
Charlotte Business Resource Partner Meeting	21	
MWBE Coordinator's Network – Emerging Leader's Roundtable	17	
CMGC Renovation Pre-bid	106	
North Mecklenburg Recycle Center Pre-bid	31	
Grady-Cole Electrical Modifications/HVAC Replacement Pre-bid	27	

Small Business Concierge	Apr	FY20 YTD
Total Persons Reached	**459**	**10,896**
Emails/Calls/Walk-ins/Appointments	**427**	**5,051**
Community Outreach Total*	**32**	**5,845**
Webinar Coalition of Black Women	32	

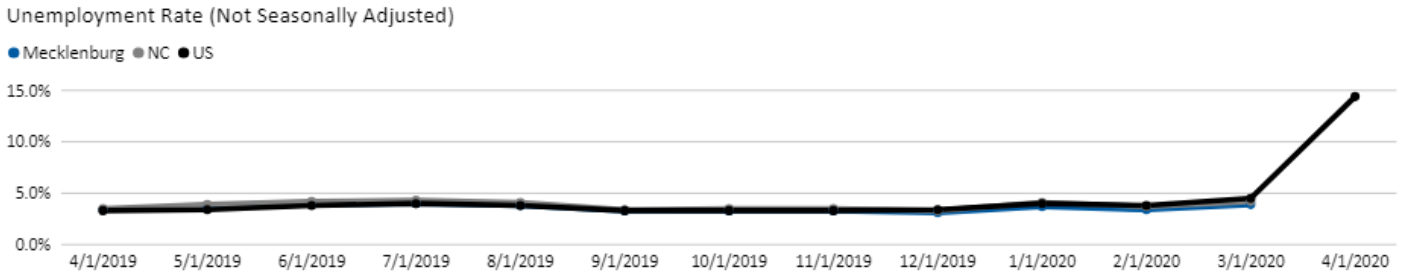
Capital and Credit Coaching	Apr	FY20 YTD
Total Persons Reached	**450**	**3,525**
Emails/Calls/Walk-ins/Appointments	**338**	**1,885**
Community Outreach Total*	**112**	**1,640**
Women's Business Center Webinar	39	
Urban League Webinar	37	
Commissioner Leake's SBC Webinar	36	

Existing Industry	Apr	FY20 YTD
Clients Visited**	**0**	**63**
New Clients	0	27
Existing Clients	0	36
Cases (service issues arising from client visits)	**73**	**312**
Active Cases	15	99
Closed Cases	58	213
New Cases (included in count above)	**13**	**73**
Ally Meetings (meetings with partners or resources who may assist OED or its Clients)	**5**	**56**

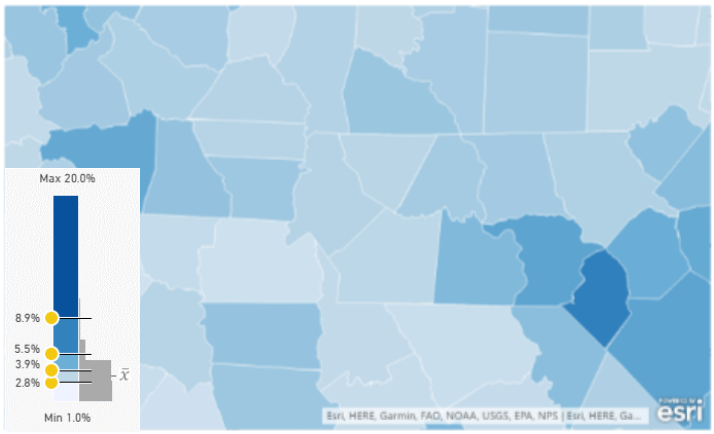
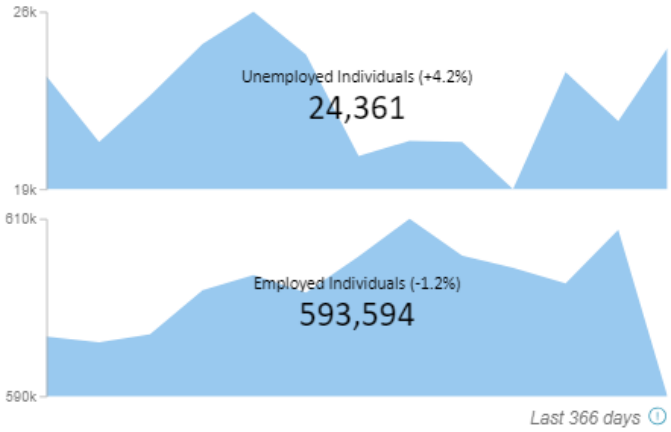
*Community outreach includes face-to-face meetings and virtual meetings in the month of April.
**No client visits occurred in the month of April due to the impact of COVID-19

Other Economic Development Activity	Apr	FY20 YTD
Meetings held with prospective companies considering Mecklenburg County for relocation or expansion	2	10
Business Investment Program grant invitations sent to prospective companies that have met program requirements	3	21
Projects taken to the Board of County Commissioners under closed session	0	9
Public hearings held for Business Investment Program grants	0	10

Unemployment and Labor Force Trends



March 2020 Unemployment Rate by County



March 2020 Mecklenburg County Labor Force Trend