



Work and Performance Plan FY2019 (OED)

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DEPARTMENT KEY INITIATIVES

Key Initiative #1 -- Small Business Capital Access Program

Link to Strategic Business Plan:

No

Description:

Develop recommendation for a third party, County affiliated small business lending program targeted at \$75K and less for small businesses not served by traditional lending resources

Rationale:

The 2017 Small Business Eco-system Evaluation revealed that while there are several options for small business financing, loans in the \$75,000 and under range are not readily available on the Mecklenburg County capital markets. Based on feedback received from the Board of County Commissioners and Executive Team, the preferred solution, if feasible, would be a third party management entity.

Completion Date:

8/15/2018 - release RFP for potential 3 party engagement

9/15/2018 - complete evaluation of RFP responses

10/1/2018 - present recommendations to Executive team

next steps TBD on ET review

Updates/Project Milestones:**Outcomes/Measures:**

- Lending program description complete and submitted for FY2019 consideration



Key Initiative #2 -- Program Activity Tracking System

Link to Strategic Business Plan:

No

Description:

Design and implement a contract management system to track compliance, payments and performance; estimate future payments. Ideal solution will include tracking of small business concierge and capital access programs , and existing industry programs.

Rationale:

The growing number and complexity of business incentives awarded in Mecklenburg County to drive job growth require more advanced management and tracking systems. These systems will also include enhanced reporting features to more accurately assess program performance and to project future payment obligations. The new small business and existing industry programs will also require significant collection and management of client data, case load and case status tracking and service level measureables reporting. The ideal CRM solution will enable all three to dwell in one unified system.

Completion Date:

12/1/2018, dependent upon IT schedule

System development over one year, ongoing use and maintenance of system

Updates/Project Milestones:

End of Q2 - implementation of small business and existing industry modules

End of Q3 - design completed on BIP tracking module

end of Q4 - BIP tracking module implemented

Outcomes/Measures:

- Implementation of project



Key Initiative #3 -- MWSBE Program activities

Link to Strategic Business Plan:

No

Description:

Reevaluate program goals and activity and to broaden efforts both enterprise and community wide.

Rationale:

MWSBEs are a key component of the County's economic base and provide strong employment growth and opportunities. Ensuring that MWSBE's can fairly compete for and secure County contracts helps drive growth for MWSBE and provide equitable economic development throughout the County.

Completion Date:

Q4 FY2019

Updates/Project Milestones:

Q1 - Complete MWSBE hiring

Q2-Q3- Assist with and participate in County Manager's evaluation of enterprise-wide MWSBE assessment

Q4 - Develop next steps for MWSBE program refinement

Outcomes/Measures:

Completion of work plan focused on new MWSBE efforts



Key Initiative #4 -- Small Business Competition and Awareness Campaign

Link to Strategic Business Plan:

No

Description:

Develop a small business plan competition and accompanying small business awareness campaign to foster growth of small businesses across the County

Rationale:

The 2017 Small Business Eco-System Assessment recommended eight specific programmatic actions, six of which have been implemented or are in development. The two remaining programs are to: 1. Develop a small business plan competition with scholarships and cash awards; and 2. Promote awareness of small businesses programming in general through social media and other channels. Both of these programs will require significant partnership with other agencies for funding and implementation and thus have been reserved to be the last of the program recommendations to be implemented while others were fully developed.

Completion Date:

6/30/2019

Updates/Project Milestones:

Q2 FY2019 - begin outreach to partners to gauge potential interest

Q3 FY2019 - present concepts to ED Committee

Q4 FY 2019- engage with partners on refined vision for program

Outcomes/Measures: