



*2020 Reporting*

*City Working Session*

*October 20, 2020*



## What services does the Greensboro Chamber provide for the City of Greensboro?

- Recruitment activity
- Business Retention & Expansion
- Product Development



*CREATE QUALITY JOBS*



## Economic Development wins since 2018

- FedEx: 400 jobs | \$50,000,000 capital investment
- Publix: 1,000 jobs | \$400,000,000 capital investment
- Centric Brands: 213 jobs | \$2,000,000 capital investment
- Pactiv: 25 jobs | \$13,000,000 capital investment
- Fresh Market: 53 jobs | \$5,400,00 capital investment
- Systems Sunlight: 50 jobs | \$6,500,000 capital investment
- UnitedHealthcare: 400 jobs
- Prepac Manufacturing: 200 jobs | \$27,000,000 capital investment

Not included in Q3 numbers:

- Q4 2020 – UPS: 141 jobs | \$52,206,000 capital investment



*CREATE QUALITY JOBS*



## Economic Development during 2020

- Current Active Projects: 14
- Approximate Jobs Created from Active Projects: 2,626
- Approximate Capital Investment from Active Projects: \$346,400,000



CREATE QUALITY JOBS



## Marvin J. Price named new EVP – Economic Development



### Previous Experience:

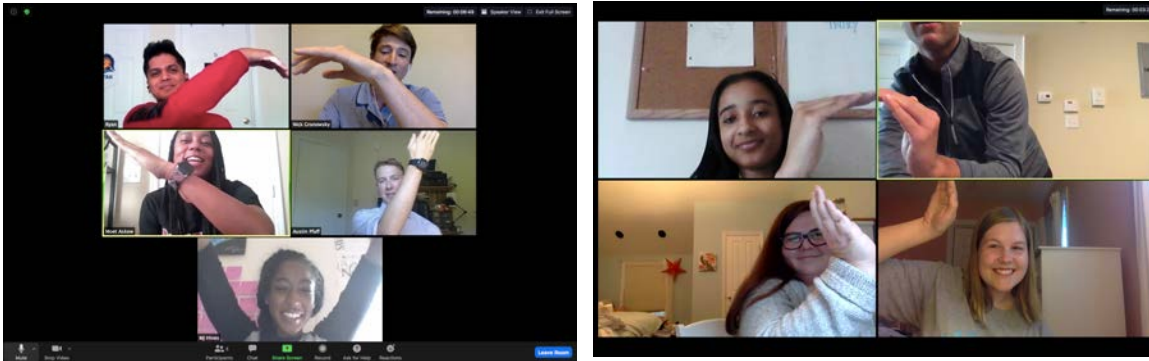
- Charlotte Regional Business Alliance, Vice President, Economic Recruitment.
- Prior to that, he served in a similar role with the Charlotte Regional Partnership from 2016 to 2018.
- Price began his career in economic development in Alabama after receiving a Master's degree in Community Planning & Economic Development from Auburn University.
- He has worked in economic development positions at the Economic Development Partnership of Alabama, the Birmingham Business Alliance and Spire, a natural gas utility.

CREATE QUALITY JOBS



## Guilford Apprenticeship Partners and Campus Greensboro

- GAP signed nearly 50 students at virtual ceremony in August 2020, joining 185 currently enrolled apprentices across the program.
- Campus Greensboro had a 2020 cohort of 55 students with a mix of in-person and virtual internships.
  - Participated in virtual networking and mentor programs.



TALENT AND WORKFORCE DEVELOPMENT



## Minority Business Accelerator

- The Greensboro Chamber signed a contract with Interise to offer their **Streetwise MBA** curriculum as an expansion of our Minority Business Accelerator.
  - Program is proven that participant businesses experience double digit growth rates, create jobs faster than the private sector, with higher average salary and better benefits
  - Extensive 9-month program launching Q1 – 2021
    - 12 companies
    - Mentors
    - Experts
    - Data tracking



STARTING AND GROWING OUR OWN





We accelerate growth for entrepreneurs starting businesses in the Greensboro/Triad area by providing education, mentoring and access to capital.

### 3 Pillars:

- Resources
- Expertise
- Community



STARTING AND GROWING OUR OWN





## Entrepreneur Education – Development and Delivery

- Accelerator programming to support entrepreneurs
  - LaunchLab (accelerator programs) – local interns, mentors, advisors & experts.

Program	Commitment		Actual to Date	
	Sessions/year	Participants	Sessions/year	Participants
101	3	12-15	2	28
Growth	2	10-12	1	12
Sustain		30		12

STARTING AND GROWING OUR OWN

**286** NEW COMPANIES

helped to start or grow  
through programming at  
Launch Greensboro

5-Year Goal:  
400 COMPANIES



- 2020 to date: 341 entrepreneurs & 1,581 community members
- 2019: Over 520 entrepreneurs and 1,450 community members
- 2014-2020 Accelerator Programming:
  - 307 Companies/366 individuals
  - 68% minority & women participation
  - 2/3's still in business

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STARTING AND GROWING OUR OWN



**FREEMAN CAPITAL**  
Wealth Starts Here



## 2016 LaunchLab Alum: Calvin Williams

Founder and CEO, Freeman Capital, a firm working to alleviate the wealth gap for women and people of color.

- 2020 Celebrating Black Founders Semifinal Challenge Winner
  - Pitch event for the Global Startup of the Year competition
- 2020 Google for Black Entrepreneurs grant recipient

STARTING AND GROWING OUR OWN



Questions?