



The City's competitive economic development process with the community's Civic Partners will commence for the FY23 budget development. This process occurs every 3 years with the intention of funding civic partners for a 3-year period subject to annual appropriations. The city offers these guidelines for consideration.

### Purpose Statement:

The City aims to partner and provide financial contributions over \$5,000 to organizations and entities who show leadership in economic development opportunities specific to public good activities around:

- business expansion, retention, and recruitment or
- cultural arts opportunities that draw visitors to the region

The goal is to help the community develop and strengthen the area's economic development systems to advance and execute partnerships leading to a robust employment environment.

The funding will support a 3-year business strategy, program or project that shows measurable impacts related to one or more of the following:

- Direct Regional Impact:** Developing, implementing, and supporting strategies that result in business recruitment, expansion or retention in the region's innovation clusters that will complement and enhance the local talent pool
- Workforce Training/Upskilling:** Investing in the community's economic resilience through employer-driven training programs that connect 1) the existing and emerging skill needs of employers with workers and 2) will help workers find and keep quality jobs and advance along their chosen career path, examples:
  - a. focusing on local businesses to assist in scaling startups
  - b. training programs focusing on start-ups for small or emerging business owners
  - c. Connecting the development of local workforce with the local emerging employment clusters
- Regional Cultural Art Draw:** Celebrating the arts, humanities, and sciences through public programming and demonstrating meaningful community engagement exhibitions and education activities that create a significant regional draw
- Minority-Owned/Under-served Focus:** Increasing business and/or employment opportunities for minority-owned businesses and/or economic opportunities in traditionally under-served parts of the community

Applicant's business strategy, program or project may focus on reaching a particular constituency, however, they may not be exclusionary under national laws and policies prohibiting discrimination. The funding must be used for public good activities.

**Application window:**

- 12/06/2020 – 01/07/2021
- 5 weeks

**Contract Award Period:**

- 3-year period
  - FY23 (07/01/2022 – 06/30/2023)
  - FY24 (07/01/2023 – 06/30/2024)
  - FY25 (07/01/2024 – 06/30/2025)
- Subject to annual appropriations

**To be eligible:**

- The applicant must have a non-profit 501(c)(3) designation
  - If not, the funding must be funneled through a non-profit 501(c)(3) designation willing to follow all required documentation
- The applicant must have programming within the Wilmington city limits
- The applicant's request is not fund-raising monies, capital construction or start-up capital for a product development
- The applicant should have secured multiple financial partners and be able to show a 3-year financial forecast
- The applicant must abide by North Carolina State statutes and the city's adopted financial management policies
  - The funds for which an agency may apply are grants. Grant repayments may be required if agency fails to comply with reporting and/or audits; or misappropriation of funds.

**Submission Requirements:**

Deadline for receipt of the application packet by the City of Wilmington is 5 p.m., on Friday January 07, 2022. The application must include the completed required narratives listed below; in the form of one ORIGINAL (no holes), plus five COPIES. Also, include one electronic copy (flash drive) of these documents in the submittal.

The application may be mailed, or hand delivered to:

City of Wilmington  
Economic Development Division  
Post Office Box 1810  
305 Chestnut St. 3<sup>rd</sup> Fl.  
Wilmington NC 28402-1810  
910-341-0831  
Attn: Veronica Carter-Edwards

To be considered, the applications must address all the following items:

**1) Non-Profit Introduction: 1 page maximum**

- a) Summary of organization to include mission, programs and target audiences and how the organization shows leadership in economic development opportunities specific to public good activities around:
  - i) business expansion, retention and recruitment or
  - ii) cultural arts opportunities that draw visitors to the region

**2) Request - Business strategy, program or project: 1-2 page maximum**

- a) Detailed description of the business strategy, program or project that the city will be partially funding over the next three-year contract period to include how it relates to one or more of the following:
  - i) Developing, implementing, and supporting strategies that result in business recruitment, expansion or retention in the region's innovation clusters that will complement and enhance the local talent pool
  - ii) Investing in the community's economic resilience through employer-driven training programs that connect 1) the existing and emerging skill needs of employers with workers and 2) will help workers find and keep quality jobs and advance along their chosen career path, examples:
    - (1) focusing on local businesses to assist in scaling startups
    - (2) training programs focusing on start-ups for small or emerging business owners
    - (3) Connecting the development of local workforce with the local emerging employment clusters
  - iii) Demonstrating meaningful community engagement exhibitions, commissions, cultural and arts opportunities, or education activities
  - iv) Increasing business and/or employment opportunities for minority-owned businesses and/or economic opportunities in traditionally under-served parts of the community

**3) Criteria discussion: 4 page maximum**

- a) Annual Job creation/Tourist drawn discussion:
  - i) Describe how the business strategy, program or project will create jobs or draw tourist to the community
    - (1) Provide annual estimates on how many jobs will be created or improved or how many tourist will be drawn during the three-year period
    - (2) Describe the types of jobs and what categories they fall into (see below) that will be impacted if applicable
    - (3) Describe the estimated number of jobs that fall into the wage categories below:
      - (a) Less than <\$31,200
      - (b) >\$31,200 to \$47,000
      - (c) >\$47,001 - \$90,000
      - (d) >\$90,001
    - (4) Summarize the above descriptions into a table
      - (a) May use tool provided by city to help calculate jobs per year (FY23-FY25), example below.

City of Wilmington’s Civic Partners (FY23-FY25 Process)

Job Industry	FY23-FY25				Total Jobs
	# Jobs with Average Estimated Wage				
	<\$31,200	\$31,200 - \$47,000	\$47,001- \$89,999	>\$90K	
• Leisure & Hospitality					0
• Distribution & Logistics					0
• Entertainment					0
• Call Centers					0
• Entrepreneur/Small Start-up Sector					0
• Financial Technology					0
• Life/Marine Science					0
• Aviation					0
• Precision Manufacturing					0
• Other Services					0
<b>Total Jobs:</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

- 4) Three-year Financial Plan to include partners supporting the requested business strategy, program or project.
  - a) All revenue streams and percentage they represent per year
  
- 5) What is the expected return on investment for the community with this request, please provide a narrative.
  - a) How will the city and its residents benefit from the request over the course of the next 3 years?
  
- 6) At least 2 milestones the agency plans to achieve over the 3 years that can be reported annually in incremental successes.

Note: additional printed documentation, photographs, maps or addendums to clarify the program description, experience of the applicant, previous audits, or other germane information; may be placed immediately behind the milestones information.

**Other considerations:**

Applications may be rejected without evaluation at the City’s sole discretion, but certainly for the following reasons:

- Application is submitted past deadline
- Applicant doesn’t include a response for all mutually exclusive sections and questions therein
- Agency is not clearly eligible according to City guidelines.
- Applicant has demonstrated poor past performance.
- Applicant fails to provide audited financial statements or other required information.

The City may request clarification or additional information from the applicant at any point during the application process.

Applicants should understand this is a competitive application process for limited funding. There will be applications that satisfy many of the evaluation criteria that are not funded.

