

ECONOMIC DEVELOPMENT
AND INNOVATION



Annual Report

FY2020

raleigheconomicdevelopment.com





TABLE OF CONTENTS

Introduction	03
Small Minority & Women-Owned Business	04
Entrepreneurship & Innovation	08
Workforce Development	12
Business Recruitment, Expansion And Retention	16
Partners	20

Introduction

When the City of Raleigh's fiscal year began on July 1, 2019, the trajectory for continued economic growth was strong. There were several new restaurant announcements, commercial development was humming with speed and anticipation, and the unemployment rate was 3.1% when the national unemployment average sat at 3.5%. Highly anticipated events like the World of Bluegrass, Dreamville 2020 and the award-winning Brewgaloo Craft Beer Festival were planned. A few weeks after a celebratory New Year and the beginning of a new decade, Raleigh faced back to back crises in a pandemic and a national demand for justice.

In an effort to create a platform for business owners and leaders to express concerns and ideas due to an environment that mandated business closures with the onset of the pandemic, the Office of Economic Development team (Raleigh ED&I) pivoted with the businesses and held a listening session early into the crises. The session led to the creation of the area's first COVID-19 response for businesses and provided insights to critical topics by way of weekly technical assistance webinars for small business owners. In total, nine webinars were held with over 1,300 attendees. Thank you to Spectrum Reach and Celito.net for providing the technology platform to make these sessions successful. None of this would have been successful without the subject matter experts who were so giving of their time in serving as webinar panelists.

In true Raleigh fashion, the community quickly stepped up for one another - from the creation of curbside pick-up zones, providing meals to those in need, pivoting business models, to supporting the manufacturing of personal protection equipment. Raleigh's business community remains innovative, supportive, and hopeful. The Raleigh ED&I team is grateful to share a piece of the story.

The crises provided renewed focus with Raleigh ED&I strengthening partnerships with 12 business alliances that provide economic development leadership in identified regions or with specific demographics. Additional partnerships leveraged through the year included working alongside Wake County Economic Development, the Economic Development Partnership of NC (EDPNC), and the NC Department of Commerce in responding to 61 projects. Raleigh welcomed 12 new companies and supported the expansion of over 46 businesses. This activity represents 2,897 new jobs that will lend to Raleigh's robust talent pipeline for years to come.

In FY20 Raleigh ED&I hired the team's first communications manager. Amanda Driscoll has been with the City more than twelve years and now leads ED&I's communication strategy including web content, social media, marketing and public relations. Under her leadership information was quickly disseminated in the wake of the pandemic, a new website for Raleigh ED&I was launched, and stories of Raleigh's vibrant business community are shared. This additional capacity and expertise allows the team to maintain better contact with businesses, the community, and you.

While the year took a sharp turn from the anticipated trajectory 2020 seemingly promised, Raleigh ED&I and the City maintain our commitment to building and rebuilding with businesses, MWBE contractors, Business Alliances and partners. The second half of FY20 did create a new norm, yet the people, businesses and culture of Raleigh are resilient and we are open for business because **#WeAreRaleigh.**

With Gratitude,
Veronica Creech, MSW, MPA
Director of Economic Development and Innovation



Small, Minority, and Women-owned Business

The City of Raleigh is committed to fostering the growth and sustainability of small businesses, often referred to as the cultural soul of the city. Raleigh ED&I serves as an ally for small, minority, and women-owned businesses throughout the community in collaboration with 12 business alliances.

DRA Pop-up Space

Raleigh ED&I proudly sponsored the first-ever pop-up space to support and foster minority and women-owned businesses in downtown Raleigh. The pop-up space, made possible through two partner organizations including Downtown Raleigh Alliance (DRA) and Wake Tech Community College, is available to a qualified business for six months.

DRA and Wake Tech received 14 applications from a pool of interested entrepreneurs and business owners. After completing the interview process Stephanie Williams, and her franchise called The Nutty Bavarian, was selected as the first tenant. The Nutty Bavarian was open from October 2019 through April 2020. As a participant, Stephanie received assistance from Wake Tech to grow as a business owner and develop skills needed for success. Due to COVID-19 a second business has not yet been selected, but the program is expected to continue in FY21.

New Online Building Up-fit Grant Pre-Application Released

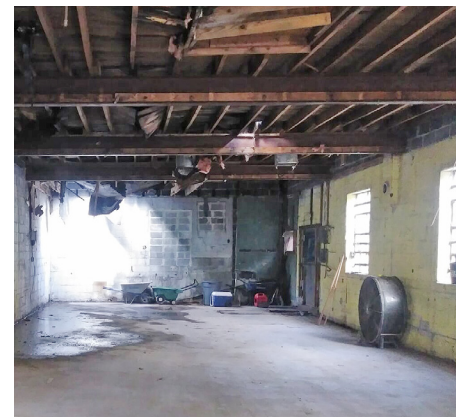
The Building Up-fit Grant pre-application process was improved with the release of an online application. The online application allows business owners who are interested in applying for the grant to submit a pre-application to determine their eligibility. Previously, a pre-eligibility call was required. The new application lowers barriers for participation while streamlining the process for both the applicant and Raleigh ED&I.

Building Up-fit Grant Makes Small Business Dreams a Reality

Making a dream into a reality, Valerie Fields came across the property at 515 S. Blount St. with the vision she needed to see a home for her company PR PROS. The building was structurally impaired and built in 1950. At one point there wasn't even a roof! Valerie says the Building Up-fit Grant gave her the boost to believe her project could really happen. She was also able to receive a Façade Grant through the City's Urban Design Center, a program designed to complement the BUG.

Valerie's goal was to create professional offices, a conference room, and a video/photo studio. The 1:1 matched grant helped pay for a new roof (including framing, roofing, and gutters), along with construction for the offices and conference room, HVAC, energy efficient LED lighting, and a newly sealed concrete floor. PR PROS is now nestled in Raleigh's Prince Hall district. This area is the long-time home of many African American owned businesses, and Valerie is proud to keep this tradition going with the addition of her business.

Ultimately, the grant allowed Valerie to keep moving forward with her plan to turn her dream into reality. The space now accommodates her professional services team of 3-4 people, with room for expansion as her business grows. PR PROS is an excellent example of public-private partnership creating equitable economic opportunity in Raleigh.



Raleigh Small Business Relief Fund

The COVID-19 pandemic most impacted America's main street businesses – the vibrant heart and soul of Raleigh. To support Raleigh's 34,000 small businesses, Mayor Baldwin and City Council unanimously voted to approve \$1 million in support to the Raleigh Small Business Relief Fund. The funds were distributed through two well-known community and small business partners - Carolina Small Business Development Fund and Wake Technical Community College. The City Council knew that the need would be far greater than the \$1 million. Mayor Baldwin put out a request to the community's large corporations to increase the Fund. Through this effort Wake Tech was able to fund all eligible Rally Fund applications.

In a commitment to the City's organizational value for diversity, equity and inclusion, Raleigh ED&I collaborated with Carolina Small Business Development Fund to create bi-lingual communications and information sessions about the Fund. The Raleigh Small Business Relief Fund was promoted through various platforms including web, social media, and digital newsletters by both organizations.

	COR Donation	Corporate Donations	Individual Donations	# Apps Received	# Apps Funded
TOTAL	\$1M	\$481.8K	\$16.4K	596	182

*Total donation amounts as of August 28, 2020. Donations are still being accepted at the time of publication.

MWBE Workshops and Education Sessions

The Minority and Women-owned Business Enterprise (MWBE) Program is designed to advocate and facilitate business growth and provide opportunities for historically underutilized businesses. Over 150 businesses are registered as a minority or women-owned business with the City of Raleigh. In an effort for Raleigh ED&I to support Raleigh's MWBE team, a partnership with the Raleigh Chamber was established to hold two workshops. The workshops included Bonding and becoming a Certified HUB and DBE Contractor.

The Black Business Momentum Series was created in 2019 for Black business owners to gain access to resources, connections, strategic insights, and network with like-minded peers. The series continued in FY20 and was held in partnership with Raleigh ED&I, Wake Tech Small Business Center, and the Raleigh Chamber. Six meetings with 25-45 attendees convened in FY20 and covered topics such as money management, Google ads, customer service, and Canva graphic design.



Small Business Expo

Raleigh ED&I supported the 22nd Annual Raleigh Small Business Expo which attracted over 275 participants and 64 vendors. Raleigh ED&I provided information about grant programs offered by the City of Raleigh and shared community resources and connections to booth visitors. Kristof Pasternak from Cyber Inspekt, LLC discussed cyber security for small businesses. Kaela Bhalai, lifestyle coach and owner of Indigo Bhalai Fitness & Wellness, spoke about the importance of personal wellness and health. Attendees also learned how to become a HUB and DBE certified business for construction projects and service contracts.

Rankings:

#5 Best City for Female Entrepreneurs in the U.S. (Raleigh, NC)
FitSmallBusiness.com | August 2019

#5 Best State for Black Entrepreneurs
FitSmallBusiness.com | February 2020



Photo Credit: Joe Bruno



Entrepreneurship & Innovation

The City of Raleigh is a partner in creating a diverse and equitable economy for businesses to start, innovate, and grow in the community. Therefore, Raleigh ED&I cultivates innovation and entrepreneurship through strategic partnerships, industry collaborations, and grant opportunities.

Black Entrepreneurship Week

Raleigh ED&I sponsored and conducted outreach at the third annual Black Entrepreneurship Week in September 2019. The annual event brought together over a thousand people to downtown Raleigh. The event included workshops, education, and networking for small business owners, entrepreneurs, and leaders in the Black community. Topics of discussion included women in entrepreneurship, marketing insights, and funding opportunities. A pitch competition wrapped up the week. The first-place winner of the pitch competition was Jessica Featherson, founder of Rare Feather, who received \$3,000. Rare Feather is a new startup based out of Raleigh that provides cleaning services and has a goal to provide jobs for those who are justice-involved.

Impact Partner Grant

The Impact Partner Grant, which launched in FY19, provides funding to organizations that help underrepresented innovators, entrepreneurs, and small businesses start, stay, and grow in Raleigh. Raleigh ED&I closed out the first cohort of the Impact Partner Grant with five recipients, including Bunker Labs, District C, Innovate Raleigh, NC RIoT, and Tech Talent South. These organizations completed innovative and transformative work to continue to build an equitable and inclusive entrepreneurial ecosystem. These recipients served over 391 individuals within the City of Raleigh and produced over 98 new jobs and raised over \$5.5 million in equity.

In FY20, Raleigh ED&I awarded four organizations as the second cohort of the Impact Partner Grant including District C, LaunchRALEIGH, Triangle ArtWorks, and Wake County Social and Economic Vitality. These organizations focus their programs on individuals building an entrepreneurial mindset and how underrepresented communities can find business success. This cohort also includes programs that support the professional development of the arts sector.



Impact Partners pictured left to right include Katie Gailles of Wake Tech, Kat Jackson of District C, Cythia Deis and Beth Yerxa of Triangle Artworks, and Verna Beth of Wake County Social and Economic Vitality.

Business Showcase Tradeshow

In September, Raleigh ED&I partnered with the Raleigh Chamber to sponsor the annual Business Showcase that was part of the Chamber's Annual Meeting Day. The Business Showcase is one of Raleigh's largest business-exclusive tradeshows, where more than 70 exhibitors connected with 600+ attendees interested in their products and services. Raleigh ED&I provided information about City of Raleigh grant programs, economic development insights, and other business development programs available to the community. A panel discussion included five business owners featured on ABC's Shark Tank.

Innovate Raleigh

Raleigh ED&I served as a sponsor for the 2019 Innovate Raleigh Summit that was held in October. The summit brought together nearly 500 of the city's most innovative people to Raleigh Union Station. Raleigh ED&I's director, Veronica Creech, served as a thought leader for a session titled The Future of Innovation. Veronica shared Raleigh ED&I's equitable economic development model and included a call to action for local businesses to join in equity and inclusivity by removing barriers. Other topics of discussion included the future of sustainable development and technology.

Notable Coworking Expansions

Several new coworking spaces opened or expanded in Raleigh in FY20. These spaces provide valuable resources and give access to opportunities to entrepreneurs across the city.

Transfer Co.

Transfer Co. Work Hall opened in late 2019 as part of downtown Raleigh's Transfer Co. Food Hall. The Work Hall offers over 50 desks and coworking at various membership levels. Members also get to take advantage of amenities like on-site notary services, lockers, food vendor discounts, access to meeting rooms, and a mailing address.

Loading Dock Raleigh

In September 2019, Loading Dock announced two new locations. The Raleigh-based coworking initiative opened a new space on Boylan Avenue in the summer of 2019. The space offers all-access 2-person to 10-person office suites and is located between NC State and downtown Raleigh. They also announced a third location in the Prince Hall district near Shaw University. This new space is located in a refurbished 3,000-square-foot home at 216 E. Lenoir St. In March 2020, Loading Dock announced another new location in west Raleigh that will open in late 2020. This brings their total to five coworking locations in the Triangle.

According to an article in the News & Observer, the goal of the expansion is to fill in the geographic gaps in coworking options for Wake County since most of the current options are in downtown Raleigh. Loading Dock believes there should be fewer barriers to people becoming entrepreneurs.

Rankings:

NC State is a top 10 school for entrepreneurship

Princeton Review | November 2019

Raleigh is a top 20 city for entrepreneurship

FitSmallBusiness.com | October 2019

Photo Credit: Michael Robson





Photo Credit: The Barbershop

Workforce Development

Raleigh ED&I supports community workforce development efforts that encourage business growth and a competitive edge in the Raleigh market. Collaboration with academia, businesses, Capital Area Workforce Development, and community leaders drive the understanding of specific needs of existing and emerging industry and facilitate talent initiatives to address those needs.

Workforce Organizations Partner to Complete Skills Analysis Survey

The 2020 Regional Skills Analysis, a partnership between Wake County Economic Development, Capital Area Workforce Development, the City of Raleigh, as well as the Wilmington Chamber of Commerce and Cape Fear Collective, opened on March 13, 2020 and closed on June 26, 2020—a full month later than originally planned due to the impact of COVID-19 on business responses. Originally deployed in 2017 by RTI International, the regional skills analysis surveys businesses across 10 industry sectors in the Research Triangle and includes companies hiring from one to five people all the way up to 1,000-plus. The data and comments from the responding businesses represent real-time input from local businesses making workforce decisions during the depths of the current recession. Analysis of the data will take place in phases until the end of the 2020.

■ 737 usable responses gathered from businesses in 13 counties

■ Hiring Projections

	Grow	Maintain	Downsize
2017	73.8%	24.4%	1.7%
2020	56.7%	39.3%	4%

■ Top 3 Qualities/Soft Skills Most Difficult to Find

- » Responsibility and self-discipline
- » Critical Thinking
- » Taking Initiative

■ Top 3 Places Where Employers Source Talent

- » Friends and Networks
- » Online Job Portals
- » Social Media

■ Top 3 Credentials Being Sought in the Future Workforce

- » Professional Certifications and Training
- » Community College Programs, Associates' Degrees, and Certificates
- » 4-year Colleges and Universities

City Commits to Equitable Workforce Development

The City's commitment to equitable economic development is evidenced in commitments to innovative workforce development including investments in better understanding the challenges of chronic unemployment and seeking solutions. This commitment is further evident in efforts to lower barriers to employment entry for justice-involved and formerly justice-involved individuals. Workforce development also includes supporting individuals between the periods of employment and unemployment. This is what Raleigh ED&I did in hosting a series of immediate and timely TA calls with area businesses and employees when navigating the State and Federal employment benefits processes in response to the pandemic.

Raleigh Summer Youth Employment Program Goes Virtual for Summer 2020

With the onset of COVID-19 in the earlier part of 2020, the Raleigh Summer Youth Employment Program expected to be canceled for the first time in 37 years with over 100 jobs and internships called off for local youth. Thanks to the quick work of Cathey Ector-Cox Youth Services & Raleigh Pathways Center Manager for the Housing and Neighborhoods Department, and her team, a Virtual Workforce Development Series was built. A portion of RYSEP students were able to gain valuable skills over the Summer of 2020. For three weeks a total of 25 second-year students enrolled in the online series. Skill-building courses included resume writing and virtual job interviews. For the students to obtain real-life work experience Pathways also partnered with the Raleigh's Parks and Recreation Division for an experience, that allowed each student to be a part of the Parks and Recreation 'staff' this summer. Though final numbers were not yet available at the time of publication, the total number of students hired is anticipated to be somewhere between 25-30.

Raleigh ED&I & Wake County Local Reentry Council Establish Partnership for the Justice Involved

The Wake County Local Reentry Council (LRC) is an organized network of individuals and agencies launched at the start of 2020. The LRC connects justice-involved residents of Wake County with services and support, assists with successful transitions into the community, and builds capacity at the local level to reduce criminal relapses. Capital Area Workforce Development (CAWD) is the intermediary agency for the Wake LRC. CAWD facilitates the work, advocacy and coordination of services that address barriers to reentry and provides opportunities that help people reconnect with community and sets the stage for individual success. The LRC expected to hire staff and start taking clients by spring 2020, but COVID-19 pushed back their plans. Currently the LRC is up and running with a focus on helping with housing during the COVID-19 crisis. The LRC is still planning on building their employment engagement strategy during the fall of 2020. Raleigh ED&I will work with the LRC through late summer/early fall 2020 to build and deploy this curriculum. To learn more about Wake LRC please visit WakeLRC.org.

Facts & Rankings for Equitable Workforce Development

- Top 10 city with the best labor market
- Five 4-year Universities in Raleigh including 2 HBCU's
- Wake Technical Community College is the largest community college in NC serving over 70k students with 200 degrees, diplomas, and certificate programs
- Wake Tech is the #1 online community college in the nation
- #5 Hottest Labor Market in the U.S. (Raleigh, NC)

Wall Street Journal | March 2020





Business Recruitment, Expansion, and Retention

Raleigh ED&I seeks to encourage the creation, retention, and expansion of new and/or existing businesses and jobs in the city of Raleigh. In collaboration with County and State agencies, the City offers incentives for jobs and capital investments. Enhanced incentives are offered for businesses who locate in priority areas of economic development.



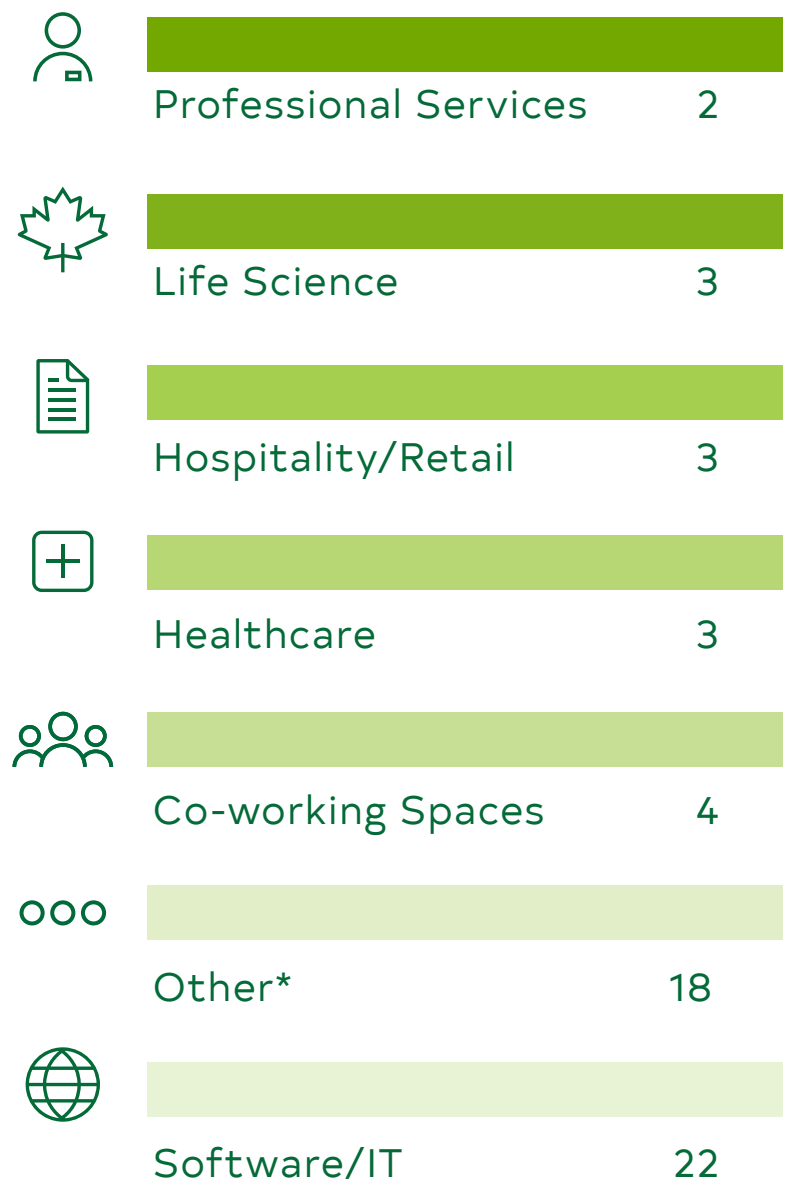
61
projects recieved

58
new and expanding
announcements

2,897
jobs

\$158M
in Investments

Announcements by Industry



*Other includes various announcements in clean tech, advanced manufacturing, construction, engineering, defense technology, consumer products, and others.

Notable Announcements:

Bandwidth | 1,165 jobs | \$100M investment

Bandwidth purchased a 40-acre plot of land from the State of North Carolina for a new 300,000-square-foot headquarters facility at the southwest corner of Reedy Creek Road and Edwards Mill Road. The company plans to add 1,165 new jobs with an average salary of \$96,832 and will generate more than \$100 million in capital investments. The City of Raleigh is joining Wake County in offering an economic development incentive to Bandwidth for adding jobs and investing in the city.

Murphy's Naturals

In June 2020, Murphy's Naturals, a local mosquito repellent company, announced that they are preparing to expand in Raleigh. Murphy's launched a new hand sanitizer line earlier this year to meet the demand of the pandemic. There has been so much demand that Murphy's is expanding its 20,000-square-foot space and adding on an additional 18,000 square feet. They plan to then take up to 30,000 additional square feet later this summer with coworking initiative The Loading Dock. Murphy's Naturals CEO Philip Freeman also credits the company's recent success to receiving funds from the federal Paycheck Protection Program funds.

Vontier Corporation | 100 jobs

Fortive Corporation, an Everett, Washington based company with around \$7 billion in revenue, announced in early 2020 that they will be launching a new company called Vontier Corporation that is focused on transportation and mobility. Vontier will be based in Raleigh and will have 8,400 workers worldwide with about 100 management positions in Raleigh.

POWERHOME | 100 jobs

POWERHOME, a company that specializes in solar energy and energy efficiency services, announced in April 2020 that it will be opening an office in Raleigh. They are expected to hire up to 100 people for their location in North Raleigh. The goal of the POWERHOME company is to "provide homeowners and businesses in central and eastern North Carolina a supplement to grid energy," according to a press release. POWERHOME headquarters are in Charlotte and this will be its third location in North Carolina.

Investnet

In early March, a Chicago-based financial services and technology firm signed on to three floors in the office tower underway in the Bloc83 mixed-use destination on Glenwood Avenue. The firm will fill a total of 81,810 square feet on the tower's 8th, 9th, and 10th floors. The company is currently leasing space in WeWork in Raleigh and plans to more than double their headcount in Raleigh with this new space.

Interactive Opportunity Zone Story Map

Raleigh ED&I created a new interactive story map for Opportunity Zones in Raleigh. The story map is used to market development prospects to stakeholders and investors about investing in the city's Opportunity Zones. Opportunity Zones are a federal community development program established by Congress in the Tax Cuts and Jobs Act of 2017 to encourage long-term investments in low-income urban and rural communities nationwide. The Opportunity Zones program provides a tax incentive for investors to re-invest their unrealized capital gains into Opportunity Funds. These funds are designated by each State and confirmed

by the U.S. Department of Treasury. The Opportunity Zones in Raleigh were chosen in 2018 based on census tracts with low incomes. There are 10 census tracts in the Raleigh city limits that are designated Opportunity Zones. These have been grouped into five different areas throughout the city and are highlighted in the new story map. To view the story map visit www.raleighnc.gov Search: Opportunity Zones.

Building and Site Selection

For the 62 Projects received with interest in Raleigh, Raleigh ED&I searched for buildings or sites for 60 companies and submitted buildings or sites to 46 of these projects:

- 42 of the site selection requests were for industrial buildings.
- 19 of the site selection requests were for industrial land.
- 6 of the site selection requests were for Office/Co-working spaces.
- 4 of the site selection requests were for R&D Laboratory Space.
- Some searches requested multiple options for either land, existing buildings, or build to suit.

SAP Program

The City of Raleigh is again participating in the Site Assessment Program (SAP) led by Wake County Economic Development. SAP provides a way for municipalities in Wake County to have property assessed for potential industrial development. The program is an online site assessment tool that rates potential business development sites based on utilities, transportation, and other site characteristics. The City of Raleigh submitted 3 industrial sites for assessment in 2019 and has submitted 3 new industrial sites for assessment for 2020.

Public Relations Campaign

The continued media relations partnership between Wake County Economic Development proves to raise the profile of Raleigh and the Triangle region as a top national and international destination to live, learn, do business, and for travel. While the landscape to live, learn, work, and play changed in FY20 because of the COVID-19 pandemic, Raleigh yielded 19 story placements with recognized media sources including CNBC, Forbes, Digital Journal, The Next Big Future, and Fox News.

- Arch Daily, Business Insider, Curbed and The Globe and Mail showcased the transformation of historic Dorothea Dix Hospital to North Carolina's Central Park
- Livability featured a guide to Raleigh's LGBTQ Scene
- Digital Journal, CNBC and Fox News Channel featured stories about how universities and businesses are pivoting to provide drone meal delivery, produce PPE, and sanitization manufacturing in response to the global pandemic
- The Ascent + Nasdaq.com showcased Raleigh's family-friendliness and affordability
- #1 Top Growth Cities of 2019 in the U.S. | U-Haul | January 2020
- #1 Best City for Jobs in 2020 in the U.S. | Glassdoor | February 2020
- #2 Best City for New Grads 2020 in the U.S. | Zumper | May 2020
- #2 City for Best Quality of Life in the World | Numbeo.com | January 2020
- #3 Top U.S. Cities Defying the Job Hiring Odds | LinkedIn | January 2020
- #5 Top City in U.S. for Live Music | Rolling Stones | February 2020
- #5 Most Educated Large City in America | Advisor Smith | February 2020
- Top 10 City Best-Positioned to Recover From Coronavirus | Moody's Analytics/Forbes | May 2020



Partners

Raleigh's smart and vibrant business alliances are a diverse, committed group of business and community leaders who support business and economic development success in specific geographies or with specific groups of businesses. In total, the 12 alliances cover the city both in geography and virtually.

City of Raleigh Liaisons

The success of Raleigh ED&I's efforts would not be possible without internal partners located in 24 different departments. To show appreciation to Raleigh ED&I's liaisons, a networking event was held to introduce the liaisons to Raleigh's 12 business alliances. The relationship building that has occurred between Raleigh ED&I, the City of Raleigh liaisons, and the business alliances proved to be a crucial asset with the onset of the pandemic in early 2020. Thanks to the collaborative efforts of internal and external partners, relief efforts began quickly and include:

- Suspension of water service disconnects due to non-payment and waiving late payment fees
- Curbside pick-up zones
- Free on-street parking
- Technical assistance for securing closed businesses
- Shared streets and outdoor seating
- Technical Assistance webinars
- Rebuild Permit

These efforts are ongoing as the pandemic continues to impact businesses. Raleigh ED&I appreciates the strategic partners who provide innovative problem-solving and remain flexible to assist those in need.

Business Alliances Collaborate for Small Business Support

For many years, the City of Raleigh has collaborated with business alliances all around the city to allow Raleigh ED&I to extend its connection with the community, especially with Raleigh's 34,000+ small businesses. The business alliances have also teamed up with each other from time to time on projects with mutual interest.

The shared challenge of COVID-19 developed a much deeper City-Alliance partnership. When the crisis emerged, North Carolina issued the initial Stay At Home order. Raleigh ED&I convened an emergency call with citywide business alliances and key partners (such as the Raleigh Chamber and Visit Raleigh), that launched an ongoing dialog, support, and information sharing network.

The strengthened partnerships have connected struggling businesses to emergency financial and other support. The City and business alliances team embraced a coordinated and proactive approach to help small businesses navigate CARES/PPP, North Carolina Unemployment, Taxes, ABC fees, and City/County support programs. Business alliances provided small business input to inform city decisions, including the implementation of curbside pickup zones, and the Raleigh Small Business Relief Fund. Shared communication campaigns like #WeAreRaleigh, volume discount purchases of PPE and coordinated response for Raleigh storefronts vandalized in June also strengthened collaborative efforts.

Looking forward, more lasting strategic benefits include creating new partnerships between well-established alliances (Shop Local Raleigh, Downtown Raleigh Alliance, etc.), with newer, emerging alliances (#BlackDollar and Five Points). The City and business alliances are working more closely than ever with commitment to keep this dialog and mutually beneficial support network steaming ahead. Communication will be the key to share ideas and best practices for our small business community. This is the kind of public-private collaboration that makes Raleigh special, as we all work toward equitable economic recovery and resiliency.

Thank You to Raleigh's Business Alliances

#BlackDollarNC

Blue Ridge Corridor Alliance

Cameron Village Merchant's Association

Downtown Raleigh Alliance

Five Points Business District Association

Glenwood South Neighborhood Collaborative

Greater Raleigh Chamber of Commerce

Hillsborough Street Community Service Corporation

Midtown Raleigh Alliance

New Bern Ave Corridor Alliance

Person Street Partnerships

Shop Local Raleigh

To learn more about Raleigh's Business Alliance visit raleighnc.gov Search: **Business Alliances**.



