



Three-year Strategic Focus and 2024 Plan

A people-centered approach to elevating a more competitive, impactful, thriving economy for the Charlotte Region.

With the desired outcome of people and talent succeeding in our community, we'll work to shape a more future-proof, resilient, and prosperous economy.

Strategic Focus	2024 Initiatives	Measurement
Future Proofing <i>Attracting, retaining, and growing jobs in industries that enable people to perform and thrive.</i>	Drive awareness and investment consideration for the Charlotte Region among decision makers, influencers, and talent.	<ul style="list-style-type: none"> • Launch new website and website visits • Earned media • Talent storytelling
	Promote and pursue high-growth, future-focused industries that accelerate economic opportunity and mobility.	<ul style="list-style-type: none"> • % of pipeline representing high-growth, future-focused industries • Competitor market, industry, talent, and business intelligence
	Prioritize legislation that encourages business growth, invests in talent, and increases our economic competitiveness.	<ul style="list-style-type: none"> • Legislative, committee touchpoints (meetings, receptions, AiA) • Progress elevating issues to business community, elected leaders
	Scale programs that increase region’s entrepreneurial and leadership capacity and facilitate connectivity to resources and opportunities to start, run, and grow a business.	<ul style="list-style-type: none"> • YoY growth in # of Scale Up CLT participants, # of AALA fellows • Increase in RISE site traffic, unique users accessing resources • Launch digital marketplace
Resilience <i>Leveraging our public-private partnership to shape business, economic, and regional resilience for sustainable and inclusive growth.</i>	Support and advocate for investment in foundational infrastructure (roads and bridges, water, sewer, energy, broadband) and its workforce, so access and delivery to businesses and consumers are affordable, reliable, and efficient.	<ul style="list-style-type: none"> • Progress on priority legislation with legislative and executive branch leaders • Legislative, committee touchpoints (meetings, receptions, AiA)
	Lead and help advance initiatives that drive policies, programs, and partnerships to increase competitiveness and innovation for business and talent.	<ul style="list-style-type: none"> • # of and progress on outcome-based engagements with partners (e.g., U.S. EDA Strategy Development Grant with UNC Charlotte and Centralina)
	Create a stronger talent narrative that demonstrates how leaders are building regional resilience.	<ul style="list-style-type: none"> • Talent and leader storytelling • # of participants in CLT Alliance and Foundation programs (EBL, YP, POW, AALA)
Economic Prosperity <i>Putting people at the heart of placemaking, creating a more purposeful community, stronger social capital, and broader civic engagement.</i>	Influence and inform economic and social policies—access to healthcare, workforce housing options, public safety—to ensure the highest quality of life in the region.	<ul style="list-style-type: none"> • Progress on priority legislation with legislative and executive branch leaders • Legislative, committee touchpoints (meetings, receptions, AiA)
	Convene regional stakeholders to promote and engage in placemaking opportunities relevant to attracting/retaining business and talent.	<ul style="list-style-type: none"> • # of convenings across CLT Alliance committees, programming • Engagement on social media platforms