



Can Do Performance Financing Program

Information Session

June 25, 2025



About the

**CAN DO PERFORMANCE
FINANCING PROGRAM**

Can Do Performance Financing Program

This program addresses barriers to capital that have significantly hindered the creation of sustainable businesses in Fayetteville, particularly minority-, veteran-, and woman-owned businesses.

- Designed to overcome the hurdles of traditional lending models that impede growth
- Provides qualifying businesses with potentially forgivable funding that can be used for capital expenses like commercial real estate, machinery, and equipment
- Fuels job creation in low- to-moderate-income census tracts
- Supports companies that can provide goods and services to key community partners like the City of Fayetteville, Cumberland County, PWC, FSU, FTCC, Methodist, Cape Fear Valley, and Fort Bragg
- The Fayetteville City Council unanimously awarded the first two recipients with funding on June 9th



Can Do Performance Financing Program

- Launched in January 2025 with \$2.5 million from the City of Fayetteville and \$2.5 million from the State of North Carolina.
- Qualifying companies may receive up to \$25,000 per job created (up to \$750,000)
- If the company creates the required jobs per the signed incentive agreement, the awarded funds are treated as a grant.
- If the company does not create the required jobs, they must repay the funds, pro-rated, based on the percentage of jobs they are short.
- Awarded companies are required to provide regular project updates and progress towards their committed employment targets.

This program is not the right fit for:

- Start-ups
- Businesses not located inside the City of Fayetteville's Qualifying Census Tracts (QCTs)
- Non-profits
- Companies that do not provide goods or services to key community partners
- Companies that do not want to create salaried positions (at 10% above the area average for the position) that offer benefits
- Businesses without viable plans for future growth

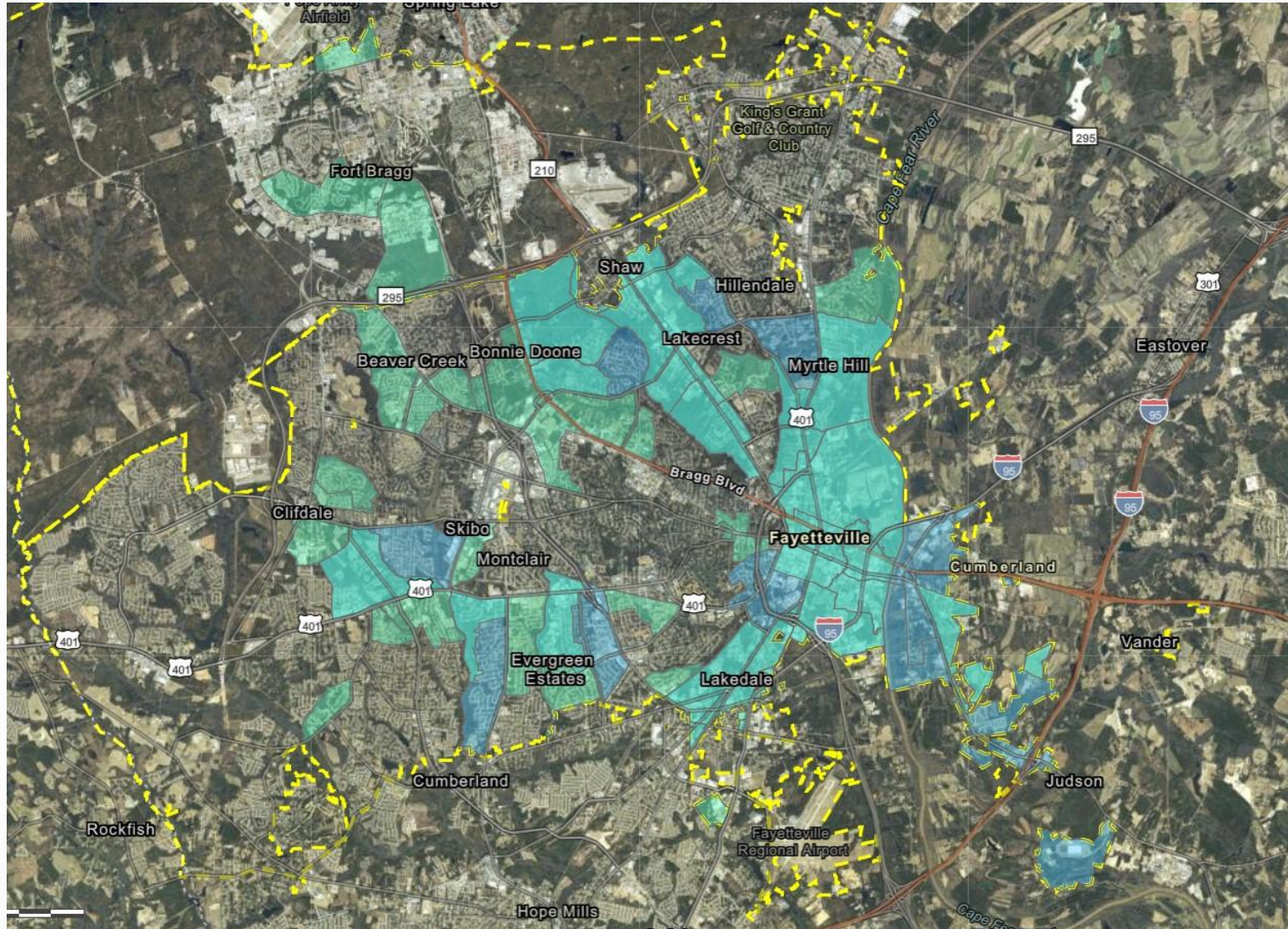


It IS the right fit if your business is:

- For-profit with no more than **15 full-time employees**
- Operational for at least **2 years**
- Located in a **Qualifying Census Tract (QCT)** within the City of Fayetteville
- A provider of **goods and/or services** that are in demand by local procurement partners like the City of Fayetteville, Cumberland County, PWC, and Cape Fear Valley
- Planning to create at least **5 full-time jobs** (with benefits, paying 10% above the area average for the position) over the next 5 years

The program also places special emphasis on companies that are minority-, veteran-, and woman-owned, as well as those in the aerospace, cybersecurity, defense, and technology sectors.

Qualifying Areas



[Link](#) to Qualifying Census Tracts and Block Groups

WHAT DO I NEED TO APPLY?



What do I need to apply?

- NC Secretary of State ID Number (SOSID)
- A viable project request that:
 - Creates at least 5 full-time jobs (at least half in the first 18 months after the award)
 - Demonstrates how your business's goods and services will support community stakeholders in their procurement efforts
 - Includes a timeline for job creation, capital expenditures
 - Commits to hiring 60% of its new positions from low-to-moderate income census tracts
- A budget for all awarded funds with corresponding dollar amounts (example: **Used F-150 for \$30,000** or a **CreatBot D600 3D Printer for \$9,500**)
- At least 2 years of tax returns
 - Preferably CPA-prepared and certified
- Business Plan or growth projection data, if available

ACCEPTABLE USES OF FUNDS

- Equipment
- Vehicles
- Technology
- Machinery
- Commercial real estate purchase, lease, and upfitting
- Other capital expenditures

UNACCEPTABLE USES OF FUNDS

- Residential real estate (lease or purchase) and related expenses
- Payroll
- Benefits
- Marketing
- Software licensing
- Utility bills and other soft overhead costs

**WHY IS THIS PROGRAM
TIED TO JOB CREATION
AND SPECIFIC
LOCATIONS WITHIN THE
CITY?**



Why is funding restricted?

When companies receive Can Do Performance Financing, the funds are given as an **incentive**, not a no-strings-attached gift.

An incentive is a **performance-based financial benefit** offered by a local government to support economic activities, such as job creation and targeted growth in specific industry sectors.

Funding for this program was provided by the City and the State. Restrictions placed on the funding require that awarded businesses create new jobs, have operations in Qualified Census Tracts (QCTs), and hire a percentage of their new employees from low- to moderate-income census tracts. This also aligns with the City's goals.

If these requirements are not met, the company is subject to **clawback provisions**, which means the sponsoring organization can recover the funds if the company fails to meet its commitments.

HOW DO YOU SELECT WHICH PROJECTS TO FUND?



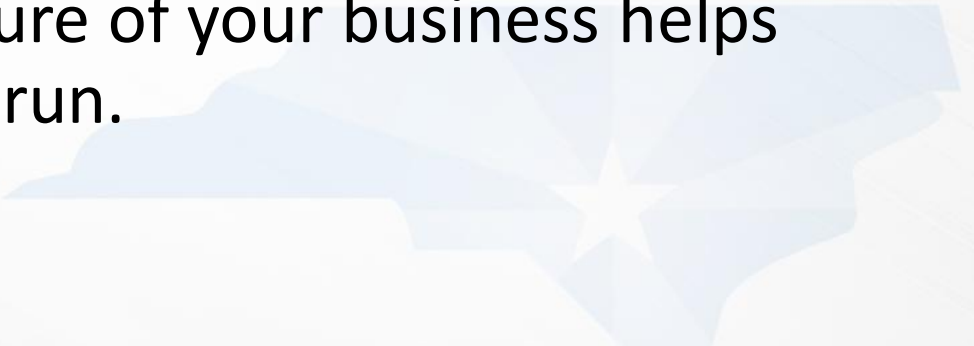
How are projects selected?

- Applications are screened internally as they are submitted
 - Non-qualifying applicants are referred to community partners for assistance
- Projects that meet required program criteria are scored quantitatively by FCEDC staff using the **Can Do Project Rubric**
- Projects that can meet the minimum scoring requirements are submitted as a group to the Can Do Performance Financing Investment Committee for Consideration
- The Investment Committee selects a number of projects to refer to CEED for review.
- Once CEED has completed its work, business owners present their final project proposals to the Investment Committee
- The Committee scores the projects qualitatively using the **Can Do Project Rubric** during the presentations, and determines which projects to present to the Fayetteville City Council for funding approval
- A public hearing is held at a City Council Meeting, and funds are officially awarded

FCEDC has contracted with CEED, which works with the applying business owners to gather and review financial statements, business plans, incorporation documents, insurance policies, and other necessary information. There is no “one-size-fits-all” list of items reviewed, since businesses vary.

BEST PRACTICE

Please be honest! Sharing an accurate picture of your business helps everyone in the long run.



Scoring Criteria

<u>Criteria</u>	<u>Scores</u>
Viability of Proposal	Moderate 10 Good 20 Excellent 30
Supports Contracts with Institutional Gov Partners	Moderate 10 Good 20 Excellent 30
Jobs Created Per Dollar	20 Points max inverse Percentage from 0 at \$25,000 to 20 points at \$5000
<u>Max Total Base Score 80 Points</u>	
<u>Bonus Points:</u> Additional points will be awarded as follows:	
* Minority Owned Business	15 Points
* Business Type is one of the following: aerospace, technology, defense and cybersecurity	10 points
* Veteran Owned	5 Points
* Women Owned	5 Points

- Quantitative categories notated with a * are scored internally by FCEDC/CDF representatives.
- Qualitative categories (project viability and the ability to support contracts with institutional partners) are scored by the Can Do Performance Financing Investment Committee during project presentations
- Projects awarded in the second round of funding must score at least **60 points**

HOW DO I APPLY?



Apply online at
www.CanDoCarolinaFund.com
between June 26 and July 11, 2025

If you have questions about the application, you
may call **910-500-6464** or email
CanDoFund@fcedc.com.

PROJECT TIMELINE

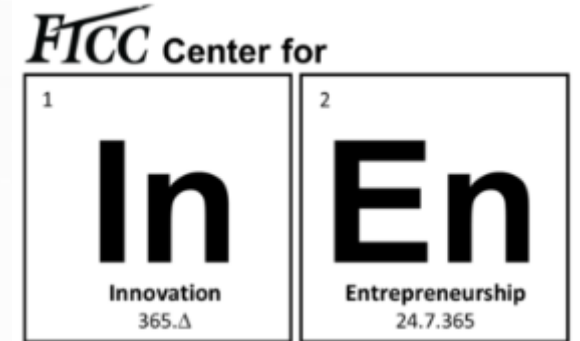


Round 2 Timeline

- **June 26 – July 11:** Application Period Open online at www.CanDoCarolinaFund.com
- **July:** Internal Candidate Review, Can Do Performance Financing Investment Committee Review
- **July/August:** CEED Candidate Review/Vetting
- **August:** Candidate Presentations to the Can Do Performance Financing Committee
- **September/October:** City Council Approval of Round 2 Awardees
- **October/November:** Awardees sign their incentive agreements and receive the first funding draw



FAYETTEVILLE-CUMBERLAND REGIONAL
ENTREPRENEUR & BUSINESS HUB



U.S. SMALL BUSINESS ADMINISTRATION



FAYETTEVILLE-CUMBERLAND REGIONAL
ENTREPRENEUR & BUSINESS **HUB**

**Fayetteville-Cumberland
Regional Entrepreneur &
Business HUB**

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sbtcdc

**Small Business Technology
Development Center (SBTDC)**

<https://sbtdc.org/>

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910-672-1727

U.S. SMALL BUSINESS ADMINISTRATION

VETERANS BUSINESS OUTREACH CENTERS

**Veterans Business Outreach
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Ashley Johnson
A & A Holdings Corporation



Q&A SESSION



PROGRAM REMINDERS

- Application period: June 26 – July 11, 2025
- This is for existing companies, not start-ups.
- This is not a grant! It is a performance-based incentive.
- Funds are for capital expenditures, not salaries.
- At least 5 full-time jobs (with benefits!) must be created and maintained throughout a 5-year period for funds to be forgiven.
- Maximum request: \$25,000 per job created, with a \$750,000 cap
- Awarded candidates sign and abide by an incentive agreement for the life of the program.
- City Council is expected to award Round 2 projects in the Fall of 2025

Thanks for joining us!

The application period opens tomorrow, June 26th. To apply, or for more information, please visit

www.CanDoCarolinaFund.com