

GO Hire Training Program Guidelines

The GO Hire program was established to support local for-profit employers and businesses seeking to expand and strengthen their workforce. Additionally, GO Hire grant funds are available to create meaningful employment opportunities for residents, with a focus on prioritizing underserved populations. These grant funds may be utilized in the following ways:

- 1.) **Wage Subsidy Program** – City for-profit businesses/employers are eligible for a wage subsidy to support on-the-job training of new employees. “New” employees are defined as any new full-time employee hired after an employer’s GO Hire grant award or within four weeks prior to the grant award. This subsidy is available when a low- to moderate-income resident is hired to fill a newly created position or a vacant, existing position. While there are no industry restrictions, the employer must offer a self-sufficient wage, ideally \$18/hour or higher, but no less than \$16.70/hour (defined by the current City of Charlottesville base pay). Positions must require on-site work; remote roles are not eligible. Additionally, the employer must hold a City business license that has been active for at least one year. Preference is given to positions filled by City residents and graduates of the Ready to Work program.

The wage subsidy covers up to 50% of the employee’s pay rate for a period of up to four weeks of full-time, on-site employment. An extension of up to an additional 4 weeks (also at 50% of the pay rate) may be granted if:

- The employer hires a Ready to Work graduate, or
- The new hire earns the Ready to Work soft skills certification within 4 weeks after the GO Hire grant award, or within 4 weeks after being hired.

The Office of Economic Development (OED) will determine and communicate the maximum reimbursement amount to the employer in advance. To receive the subsidy, employers must submit proof of business license, W-9, payroll receipts, and invoice the OED for reimbursement. Employers are strongly encouraged to recruit candidates through the OED’s Ready to Work program and through the Downtown Job Center.

- 2.) **Existing Workforce Training Program** – City-based for-profit businesses/employers can access GO Hire funding to train their current full-time, on-site employees. The training should focus on enhancing business efficiency and providing employees with additional skills that can contribute to the company’s success. Employers may propose specific training programs for review and approval by the Office of Economic Development (OED) or collaborate with OED staff to develop customized training tailored to their business needs. The GO Hire Workforce Training grant prioritizes industry-specific training that enables employees to earn nationally recognized certifications from an unaffiliated, third-party professional trainer. Preference will be given to training programs that result in an immediate wage increase

for the employee.

When approving training requests, the wages of the employees undergoing training will be considered, with an emphasis on supporting individuals in entry-level or semi-skilled positions. While there is no residency requirement for employees, preference will be given to businesses that train underserved City residents and Ready to Work graduates. Employers are strongly encouraged to identify employees who are likely to remain with the company after completing the training.

Employers must commit to providing a raise to employees immediately upon completing the training. To receive reimbursement, employers must submit proof of a valid City business license, receipts for training expenses, details of the employees who participated in the training, and an invoice to the OED. All employers participating in the GO Hire program agree to collaborate with the Office of Economic Development (OED) by providing quarterly updates for one year to assess the program's effectiveness. Upon program completion, employers are also required to provide a brief quote and/or testimonial about their experience.

GO Hire funds are available exclusively to for-profit businesses located within the City of Charlottesville that have held a valid City business license for at least one year. Business owners and their immediate family members are not eligible to receive GO Hire funding.

The maximum funding award per business is \$5,000 per year. Employers may reapply 24 months after their last disbursement.

New Hire Wage Subsidy	Existing Workforce Training Requirement
For-profit business must be located within the City and have had a City business license for at least one year.	For-profit Business must be located within City and have had a City business license for at least one year.
New hire or hired within the last 4 weeks of grant award. City resident preferred. Eligible for an additional 4 weeks of wage subsidy for Ready to Work new hires or for new hires who earn the Ready to Work soft skills certification.	Trained staff must receive a raise immediately upon completion of workforce training.
Must pay self-sufficient wage of at least \$16.70/hour.	Must consider training cost versus potential wage increase after completed training.
Encourage employers to utilize Downtown Job Center and Ready to Work program.	Must be a full-time, on-site employee of company, not a contracted worker. Remote work positions are not eligible.
Must be a full-time, on-site employee of company, not a contract worker. Remote work positions are not eligible.	Training must be provided by an approved, unaffiliated, third party professional and culminate in employee receiving a certificate and/or industry recognition.

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