



Charlotte Center City Partners: 2023-2024



Who We Are



We boldly envision and activate strategies and actions that will assure Charlotte Center City is a **welcoming and equitable, economically vibrant, culturally rich, and beloved place** for all.

What We Believe:

- The value of great urban places
- Acting with integrity
- The power of collaboration
- A commitment to justice and equity
- Approaching all we do with passion, innovation, tenacity and excellence



Board of Directors



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Stakeholder Input

- Listening sessions (Homelessness/Public Safety)
- New Uptown Small Business Association
- Center City Neighborhood Associations
- Advisory committees
- Primary research, surveys, focus groups
- Board governance of POW & budget





Central Activity District

Top 10 days for most visits into Uptown for 2023

1. July 15th: 264K – Luke Combs
2. July 14th: 256K – Luke Combs, Blink 182 *
3. September 2nd: 235K – Duke Mayo Classic: UNC vs South Carolina
4. January 14th: 203K – Hornets vs Celtics
5. February 25th: 203K – CLT FC vs New England
6. November 19th: 200K – Panthers vs Cowboys
7. September 18th: 195K – Panthers vs Saints *
8. August 9th: 191K – Beyonce *
9. October 21st: 187K – CLT FC vs Inter Miami
10. December 2nd: 186K – ACC Championship: Florida State vs Louisville

* Weekdays




Transformative Sites

The Pearl

- 40 acres
- Atrium/Wake Forest Medical School and Health & Innovation district
- Active site - infrastructure & demolition work, advance rezonings underway

Iron District

- 55 acres
- Charlotte Pipe & Foundry property
- "Deal underway," advance rezoning earlier this year

North Tryon

- Approx. 50 acres
- Large assemblages by multiple owners Levine Properties, Mecklenburg County
- Visioning & Conceptual Development - North Tryon Vision Plan study area active projects on periphery



An architectural rendering of modern buildings with glass and metal facades. A dark blue overlay on the left contains the text "Economic Development" in white. A dark blue overlay on the bottom right contains a bulleted list of economic development initiatives. The rendering shows a mix of building styles, including a tall glass skyscraper and a more modern building with a grid-like facade. People and cars are visible at the base of the buildings, suggesting a vibrant urban environment.

Economic Development

- Research and analysis
- Innovation
 - Vintage office and vacancy
 - North Tryon Tech Hub
 - The Pearl
- Small Business Strategy
 - HIIVE / Market at 7th Street
 - Small Business Innovation Fund



Planning & Development

- South End Vision Plan
- A Home For All Strategy
- Reimagine Tryon Street
- Urban design partnership with private sector
- 2040 Center City Vision Plan



Mobility

- Partner with CATS on 2030 Transit Plan
- Charlotte Gateway Station / CTC
- Rail Trail Pedestrian Bridge
- Rail Trail
- Cycletrack



Community Development

- Neighborhood development
- Placemaking
- Programming & residential support
- Center City Ambassador Program



Public Safety, Housing & Homelessness

- Public Safety Approach
- A Home For All
- Real Change partnership with CMPD



Marketing & Communications

- Uptown Vibrancy – with public & private partners
- Branding and storytelling
- Paid, earned, owned, and experiential media strategies
- Neighborhood-focused campaigns



Programming and Events

- Signature Center City events
- Charlotte SHOUT!
- Novant Health Thanksgiving Eve Parade
- Partner with CRVA to grow as a destination



