

UCP Highlights

New Staff

In the previous year, successfully built a proficient team specializing in **community engagement & partnerships, economic development, and operational planning.**

Signature Events

UCP has organized **seven (7) vibrant community events**, fostering unity and enjoyment for diverse stakeholders such as students, homeowners, and families.

Small Business Initiative

To date, UCP has connected with **200+ businesses**, gathered **40 surveys**, and allocated resources exceeding \$20,000.00.



Additional Highlights

UCP stand committed to safety with leading the UCP **safety committee** and installing 9 **Flock cameras** throughout the UC area in conjunction with CMPD. UCP works closely with the city **to report code violations** (over 200 violation reports) while working on strategies to keep the area clean. UCP has contracted **Phoenix Landscaping** a small locally owned businesses to assist in keeping our major thoroughfares clean.



Vision, Mission & Objectives



Vision Plan 2021

1. North – South Axis
2. East – West Axis
3. Connectivity & Mobility
4. Arts & Culture



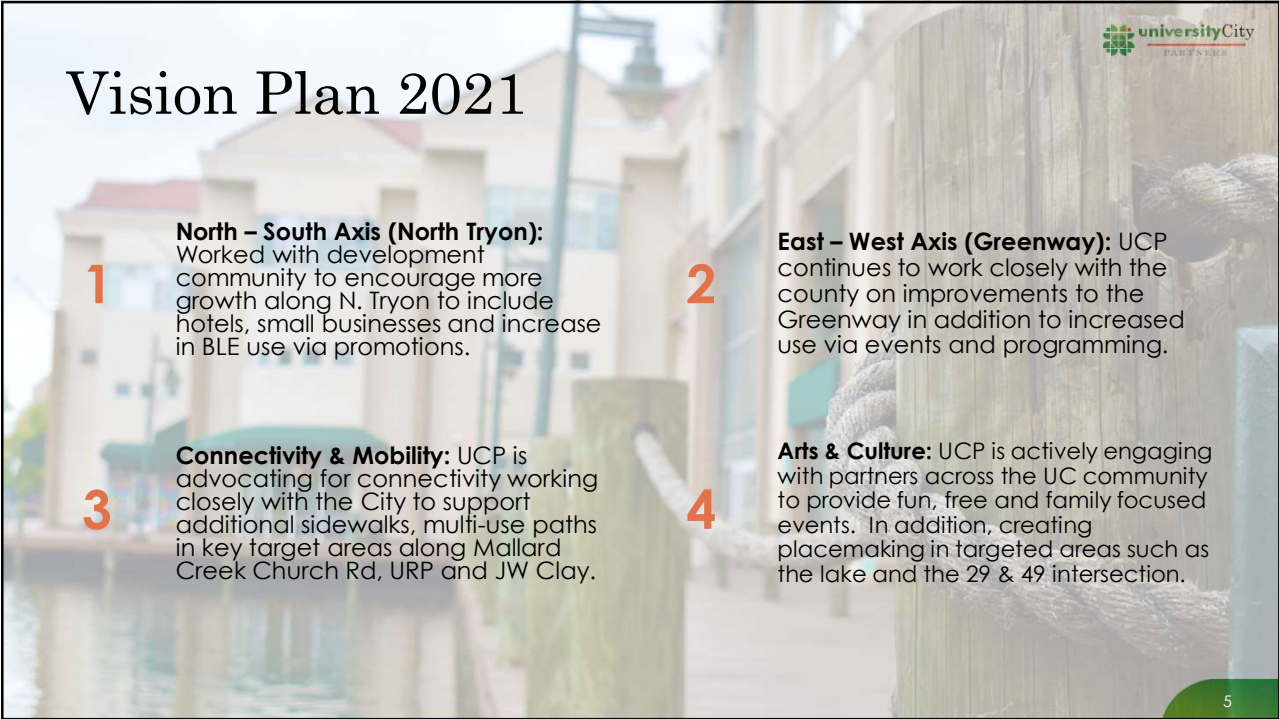
UCP Mission & Vision


1. Economic Vitality For All
2. Vibrant Community
3. Urban in Scale and Design



Performance Objectives

1. Workforce & Business Development
2. Transportation, Planning & Development
3. Safe Communities
4. Well management & governed organization





Vision Plan 2021

1 North – South Axis (North Tryon): Worked with development community to encourage more growth along N. Tryon to include hotels, small businesses and increase in BLE use via promotions.

3 Connectivity & Mobility: UCP is advocating for connectivity working closely with the City to support additional sidewalks, multi-use paths in key target areas along Mallard Creek Church Rd, URP and JW Clay.

2 East – West Axis (Greenway): UCP continues to work closely with the county on improvements to the Greenway in addition to increased use via events and programming.

4 Arts & Culture: UCP is actively engaging with partners across the UC community to provide fun, free and family focused events. In addition, creating placemaking in targeted areas such as the lake and the 29 & 49 intersection.

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Arts & Culture

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UCP Mission & Vision



Economic Vitality

Supporting large and small businesses via social media, newsletter, promotion and events.



Vibrant Community

Providing signature events like the NYD 5K and activations throughout the UC area in addition to supporting local groups and organizations like the Queen City Arts Festival.



Urban In Scale & Design

Supporting development that increases density and provides the amenities needed like the Novel and the University City Library.



Vibrant Community



2024

SIGNATURE EVENTS

Dive into an exciting array of events that define the vibrancy and spirit of University City.

Our Signature Events Packet showcases eight meticulously curated events and initiatives that capture the essence of our community. From cultural celebrations to family-friendly festivities, each event offers a unique experience that embodies the diversity and vitality of University City. Join us as we embark on a journey through these signature occasions, uniting our community and creating unforgettable memories along the way. Welcome to the heart of University City's event calendar for 2024!












Performance Objectives

Workforce & Business

- Small Business Initiative
- Leading advocate for growth
- Promotion of local businesses



Safe Communities

- Convening safety leaders
- CMPD Partnership
- Anchor Partnerships

Transportation & Dev.

- Wayfinding
- URP
- Greenways
- Infrastructure

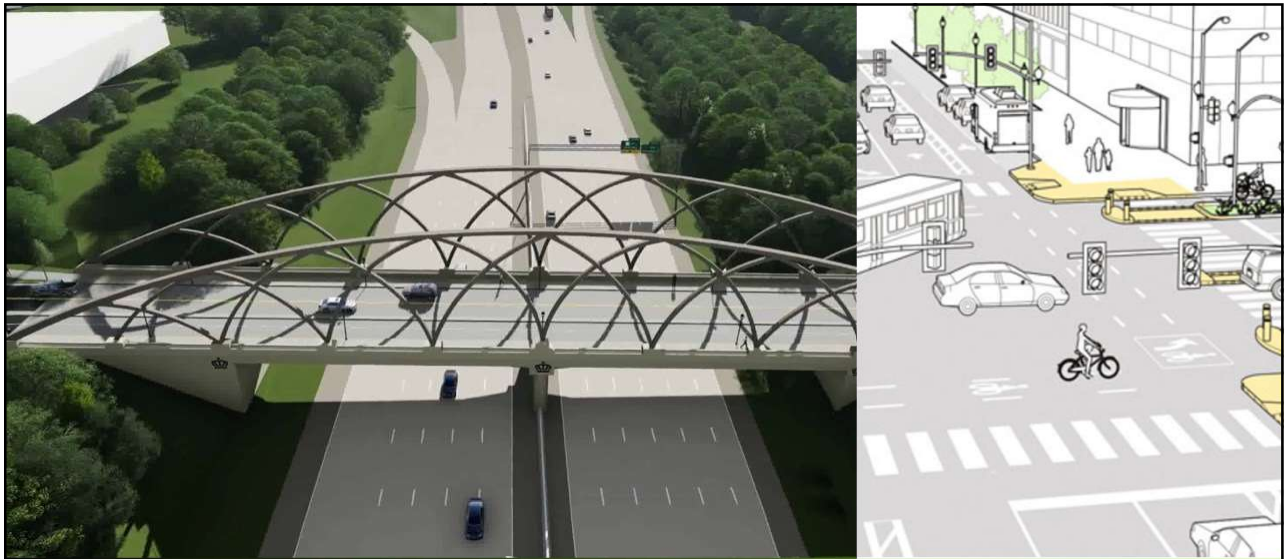
Well Managed Gov't

- Clean Audit
- Review of board policies
- Engaged and informed board



Workforce & Business

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Transportation & Development

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Safe & Clean Communities



Governance

- Clean Audit
- Strong policies
- Engaged & Informed Board
- Best practices in MSD/nonprofit management
- Increasing diverse voices & representation

University Research Park



Research and Innovation

UCP manages this asset and is working closely with property owners and tenants to build a park to continue to attract innovation and research with the support UNC Charlotte and host of anchors who call URP home.

The focus has been management, branding and the position of the park into an asset for business growth, research and innovation.

Vanguard[®]

UNIVERSITY RESEARCH PARK

700,000 SQFT
Newly Constructed
Class A Office Absorbed
 EXPECTED TO OPEN IN 2025
 \$117M+ INVESTMENT

Small Business Initiative

200+ business engaged,
40 surveys completed,
\$20,000.00 in support of
ten (10) businesses so far.



Key Partnerships



UNC Charlotte

Homecoming
Vision & Business
Safety
Internships



UC Library

Events & Programming
Arts & Culture
Promotions



Local Artist

Spoken City Podcast
Art Installations



CMPD

Community convening
Partnership
Education & Information



THANK YOU!



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