

Excelsior Club

Council Priority Alignment

- Workforce and Business Development

Purpose

- Present the proposed restoration of the historic Excelsior Club

Key Takeaways

- New development partners
- Proposal provides significant benefits for the community
- Strong collaboration between development team, City, County, and philanthropic partners

REIMAGINING A CULTURAL LANDMARK THE EXCELSIOR CLUB



PRESENTED BY



CROSLAND
SOUTHEAST

DEVELOPMENT TEAM

Shawn Kennedy

FOUNDER, KENNEDY PROPERTY & DEVELOPMENT

Shawn Kennedy is a real estate investor and entrepreneur with a passion for community uplift. He leads Kennedy Property & Development, a firm dedicated to delivering affordable and workforce housing across North and South Carolina—including in Charlotte, Statesville, and Myrtle Beach. Shawn brings a mission-driven focus to real estate development, prioritizing access, equity, and long-term community benefit.



Tim Sittema

MANAGING PARTNER, CROSLAND SOUTHEAST

Tim Sittema brings over 40 years of real estate development and capital markets experience to this initiative. As Managing Partner at Crosland Southeast, he has led transformative projects throughout the Southeast and Rocky Mountain regions. Tim also serves as Founder and Board Chair for Freedom Communities, a nonprofit working to dent generational poverty in West Charlotte, and 12-year board member of Project 658, a nonprofit primarily serving the immigrant community in East Charlotte, exemplifying his commitment to place-based philanthropy and inclusive growth.

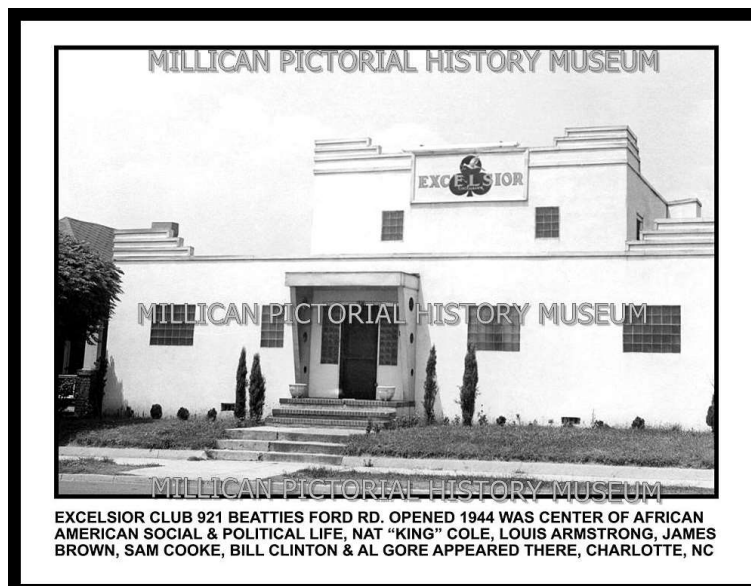
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HISTORY

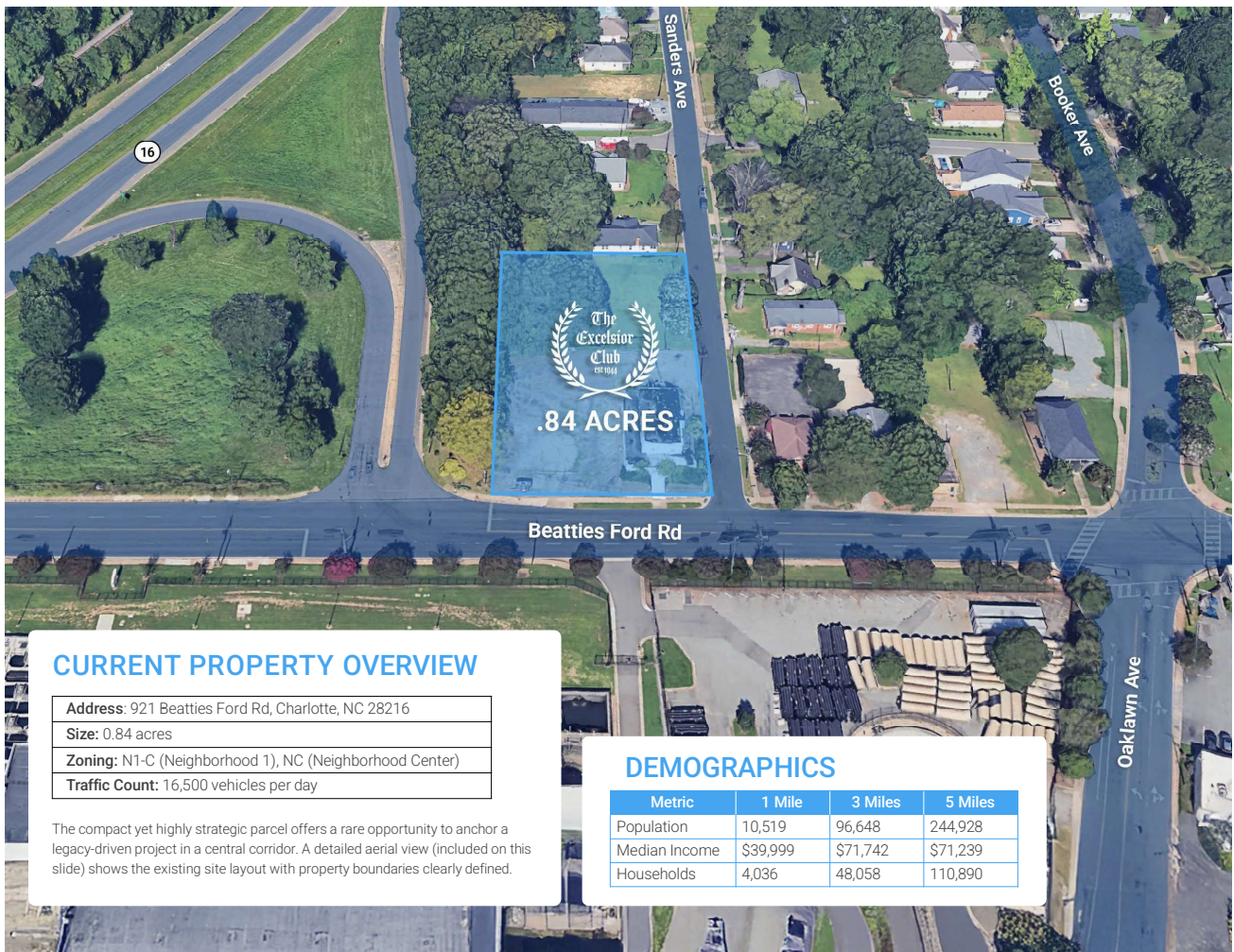
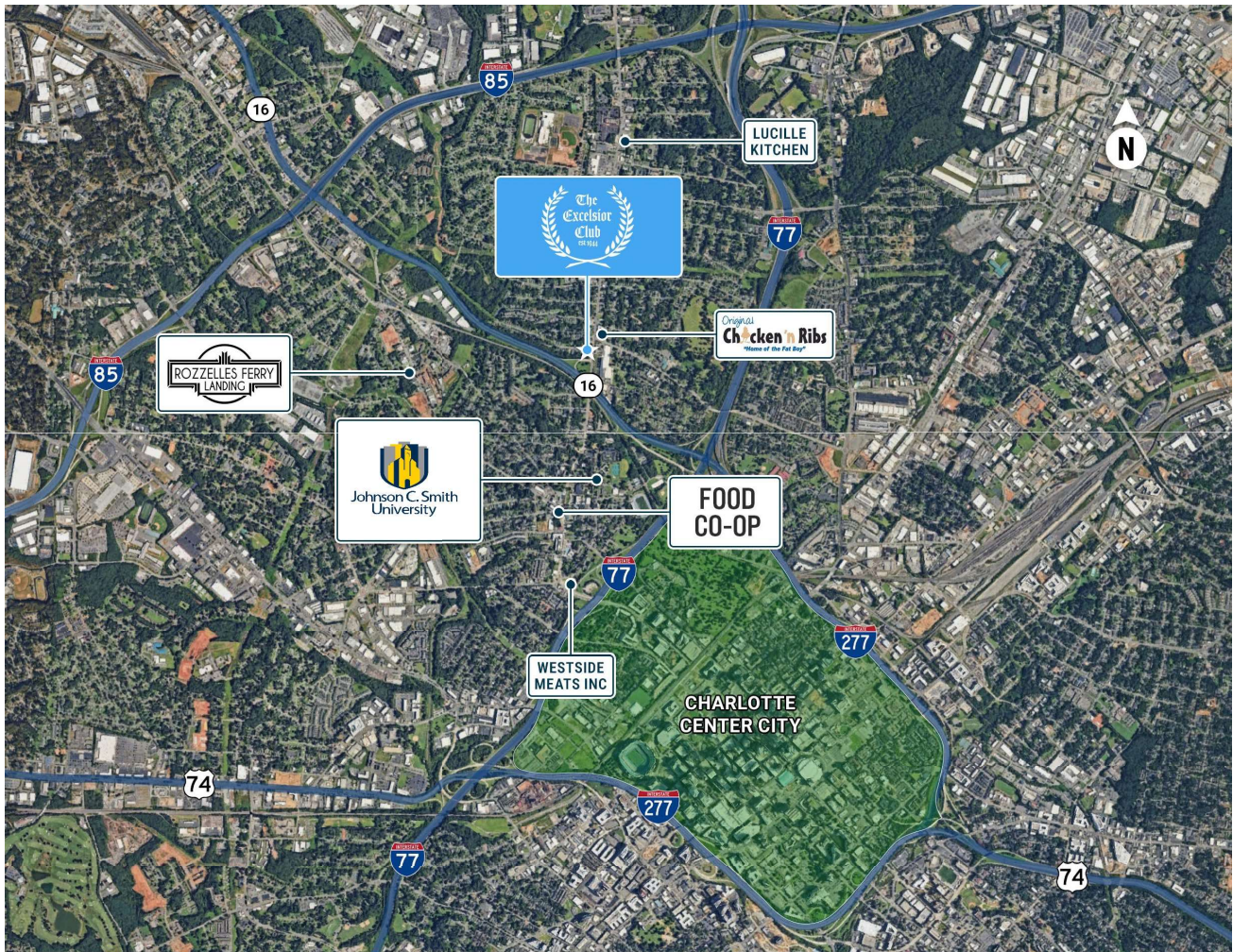
A SACRED CULTURAL LEGACY SINCE 1944

Founded in 1944 by visionary Jimmy McKee, the Excelsior Club became a sanctuary for African Americans during the era of segregation. Nestled in the heart of Washington Heights, it served as a gathering space for artists, activists, and leaders—hosting jazz greats, civil rights icons, and generations of Charlotte's Black community.

Its closure in 2016 marked the end of an era. Now, through thoughtful redevelopment, we are restoring its purpose while reimagining its role in the future of the city.



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CURRENT PROPERTY OVERVIEW

Address: 921 Beatties Ford Rd, Charlotte, NC 28216

Size: 0.84 acres

Zoning: N1-C (Neighborhood 1), NC (Neighborhood Center)

Traffic Count: 16,500 vehicles per day

The compact yet highly strategic parcel offers a rare opportunity to anchor a legacy-driven project in a central corridor. A detailed aerial view (included on this slide) shows the existing site layout with property boundaries clearly defined.

DEMOGRAPHICS

Metric	1 Mile	3 Miles	5 Miles
Population	10,519	96,648	244,928
Median Income	\$39,999	\$71,742	\$71,239
Households	4,036	48,058	110,890

SITE PLAN



USE OF NATIVE PLANTS AND APPROPRIATE FENCING TO ENSURE THE SITE IS PROPERLY MAINTAINED AT ALL TIMES

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EXTERIOR RENDERINGS



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EXTERIOR RENDERINGS



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EXTERIOR RENDERINGS



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EXTERIOR RENDERINGS



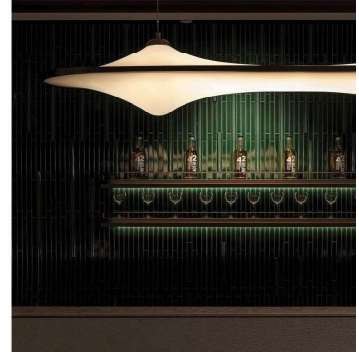
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EXTERIOR RENDERINGS



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INTERIOR IMAGES



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BUSINESS VISION

WE ARE DEVELOPING MORE THAN A PROJECT - WE ARE PERPETUATING A LEGACY

Our vision is rooted in preserving the soul of the Excelsior while activating its potential as a catalyst for renewal. This is development with a conscience—prioritizing impact over profit, and community over displacement.

WE ARE COMMITTED TO:

1. Celebrating Black cultural history by restoring the Excelsior Club's legacy
2. Establishing a destination that benefits the community for decades to come

COMMUNITY IMPACT FEATURES:

1. Central Museum celebrating the Excelsior legacy and African-American entrepreneurs in Charlotte
2. Live music performances by local artists
3. Modern Juke Joint with health-forward American cuisine
4. Second-chance hiring for individuals facing employment barriers
5. Community Gathering Space

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BUSINESS PLAN

PHASE-BY-PHASE EXECUTION WITH LONG-TERM VISION

1	Rezoning & Parcel Recombination	2Q26
2	Pursue Historic Approvals As Required	3Q26
3	Design & Permitting	3Q26
4	Site Acquisition	4Q26
5	Commence Construction	4Q26
6	Site Work and Infrastructure Upgrades	2Q27
7	Vertical Construction of New Facility	2Q28
8	Long-Term Hold and Asset Management	

* We'll strive to achieve an MWSBE goal of at least 40%

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Community Engagement. Commitment

Program	Description	Goal	Benefits
<i>2nd Chance Hiring</i>	Recruiting & employing individuals with criminal records, unemployed or underemployed.	Hire 10-20 people annually to build skills & provide access to opportunities, financial literacy & professional development training.	• Job creation boosting employment rate. • Rebuild lives & contribute positively to society. • Reduce homelessness & public burden. • Diversity & Inclusion. • Increase public safety.
<i>Free Culinary Training</i>	Certification program lead by a master chef in partnership with Lucille's Kitchen.	Train 5-10 people annually to be able to advance their career as a chef, line cook or start their own business.	• Career advancement & increased earning potential. • Protecting public health by ensuring food safety & proper sanitation. • Supports local economy. • Contributes to the skilled workforce.
<i>Breakfast Forum</i>	Free community continental breakfast open to the public multiple times per month.	To be an open forum to share ideas, concerns, discuss social issues, net work in a safe space, and build and enhance community while sharing good food.	• Fostering social connections & building relationships in the community & beyond. • Breaking down social barriers by providing an informal setting for interactions. • Building up community spirit by reintroducing people to the Beatties Ford corridor. • Nutritious food & promoting healthy eating habits.
<i>The Upper Room</i>	Free event space room available for community free of charge during breakfast & lunch hours.	To honor the legacy of the original space where key leaders in the community met & historic decisions were made that helped to shape the current cultural, social & political landscape in Charlotte.	• Enhanced community engagement to bring together people with diverse backgrounds. • Networking opportunities. • Cost-effective collaboration. • Access to resources and amenities.



Community Engagement. Commitment

Program	Description	Goal	Benefits
<i>Performing Arts</i>	Performance space for all forms of art expression - Music, Visual Art, Dance, Etc.	To be a hub for creativity & art performance in the Beatties Ford corridor.	- Cultural enrichment & exposure to various art forms. - Showcasing the talent, skills & abilities of local artists by providing a platform for exposure & exhibition. - Boosting local economy by attracting visitors to the area.
<i>Personal Finance Course</i>	Free course offering in partnership with a local bank.	To provide multi-session semester course for a cohort of people who will receive group training & mentorship in personal finance.	- Better financial decisions that add up to great savings & potential for investing over time. - Economic stability & growth as they contribute to local economy. - Reduced poverty & inequality by using tools to manage finances & avoid exploitative or predatory practices.
<i>Community Festivals</i>	Host small cultural events & festivals featuring local vendors, artisans & artists.	To bring people together & celebrate the community's culture. To support local businesses, promote community involvement, & raise awareness for important causes.	- Creates opportunities for social connection & civic engagement. - Garner participation & support in local projects, initiatives & charitable causes. - Highlight & preserve heritage, traditions & history of the community. - Attract visitors & boost business in local area.
<i>Farmer's Market</i>	Fresh produce market to address food desert in community.	In partnership with Park Church CDC & Lucille's Kitchen to provide access to fresh produce in "pay what you can type" model.	- Promoting healthy eating habits by producing quality options for families to eat well. - Exposure for local farmers & small business.



THE ASK

Total Cost of Development		\$7,800,000
Net Operating Income (Annual)		\$57,000
Return On Investment		0.73%
Ask of City	\$1,500,000	19%
Ask of County	\$1,500,000	19%
Funding by Developer/Foundations	\$4,800,000	62%

ARPA Funding Alternatives

- ARPA balance - \$2,063,000
- Proposed projects supported by ARPA
 - Excelsior Club
 - \$1.5M
 - Do Greater
 - \$750k
 - The Institute
 - \$1.28M over two years
 - Statesville Grocery Store
 - \$500K
- ◀ Total Requested = ~\$4M



Source: Ken Koontz for The Charlotte Post