

# MSD 5 - UNIVERSITY CITY

## Tomorrow's Urban Center



# Mission

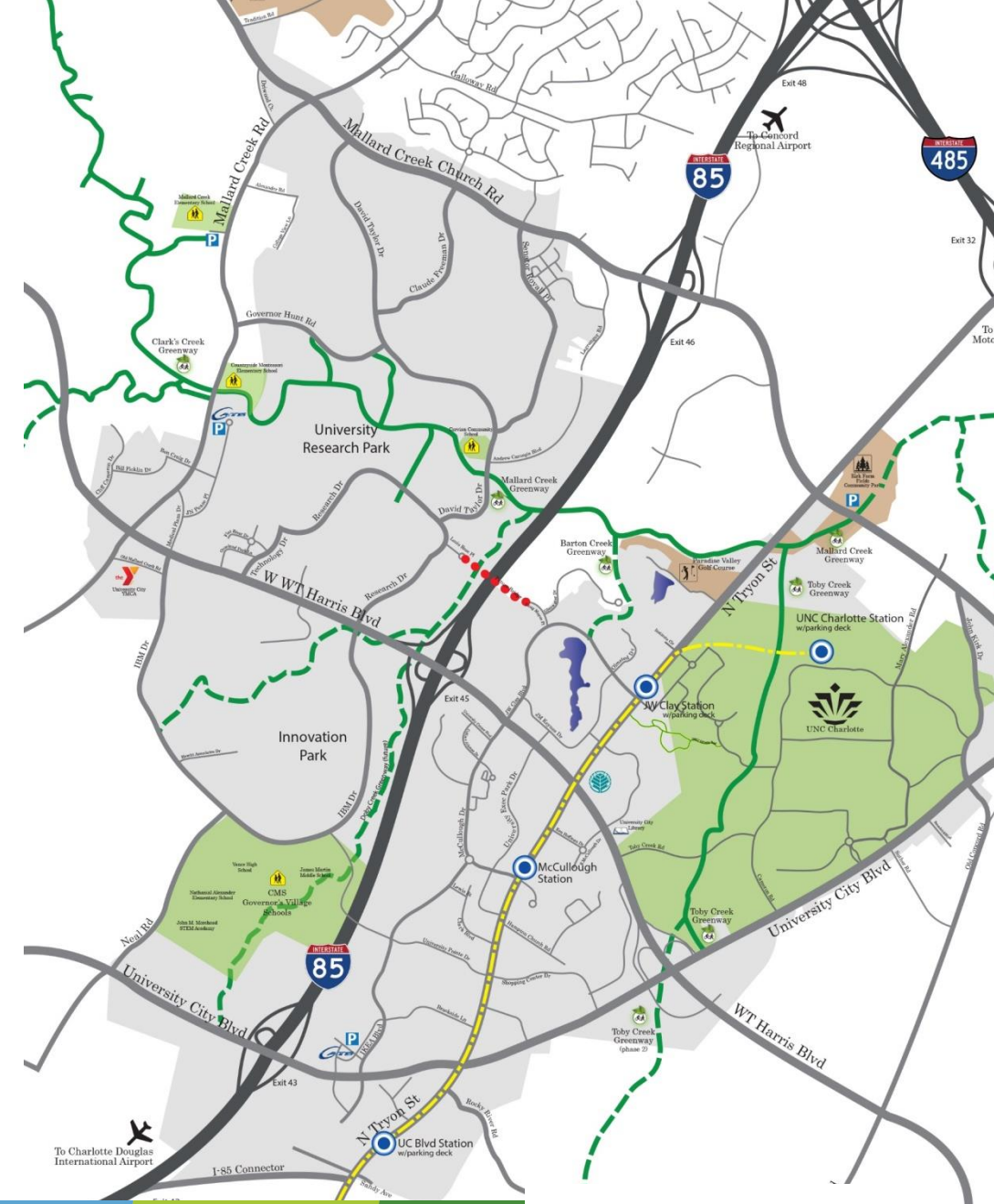
University City Partners creates, develops, sponsors and supports projects, programs and initiatives that **build and sustain the economic vitality of University City.**

## How and Why?

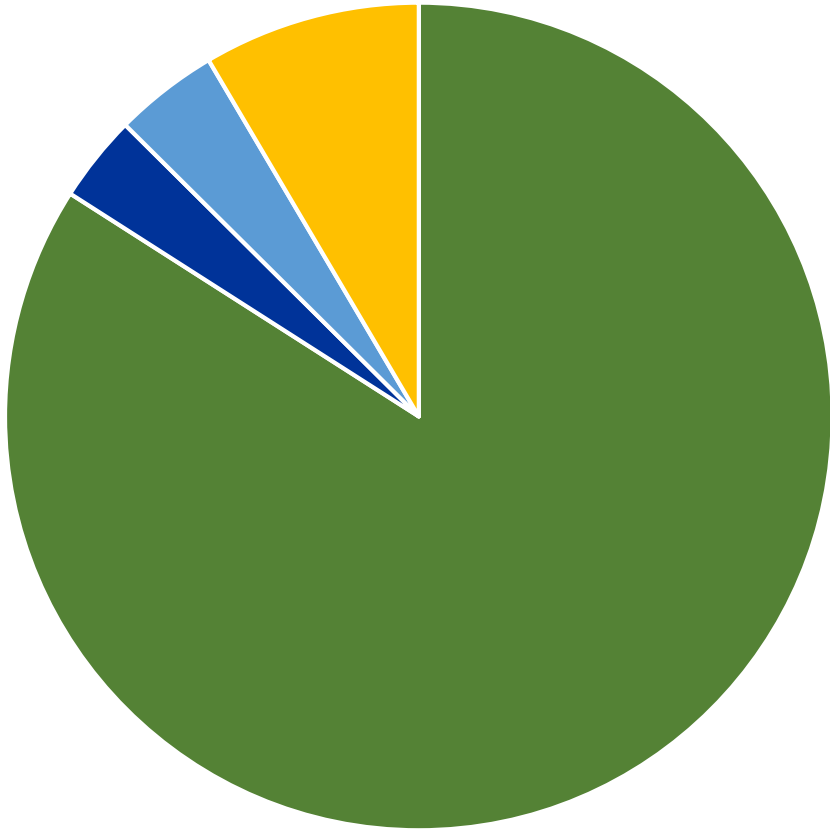
- Recruit & Expand Business, Grow Investment
- Build Our Vision – Sustainable City + Inclusive Community
  - Implement Our Area Plans
  - Shape Growth and Development
- Enhance UNCC
- Protect and Grow Natural Assets
- Maintain a Safe City

## Our work is focused in:

- Economic Development** – Recruit, Retain, Invest as Ucity Expert
- Planning & Community Building** – Build our City, Build our Community
- Marketing, Communications, Events & Programming** – Invite, Entertain, Inform



# FY 18 Funding

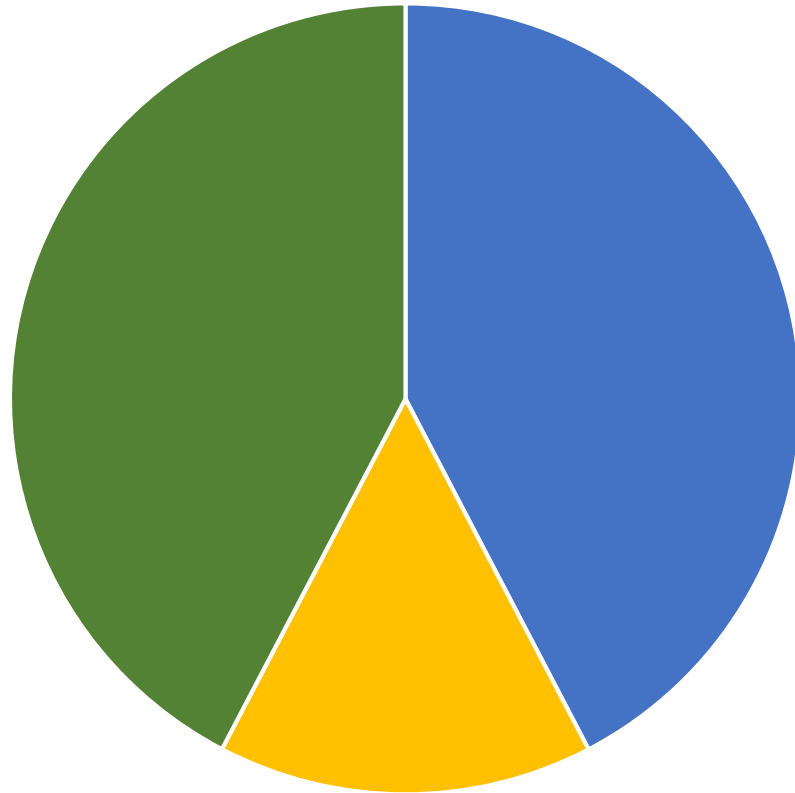


## FY18 FUNDS BY SOURCE

City of Charlotte	\$743,100	84%
Sponsorships/Contributions	\$30,000	3%
Grants	\$36,000	4%
Contribution from Capital Reserve	\$75,000	9%
TOTAL FUNDS AVAILABLE	\$883,800	

■ City of Charlotte ■ Sponsorships/Contributions ■ Grants ■ Contribution from Capital Reserve

# FY 18 Funding Allocation

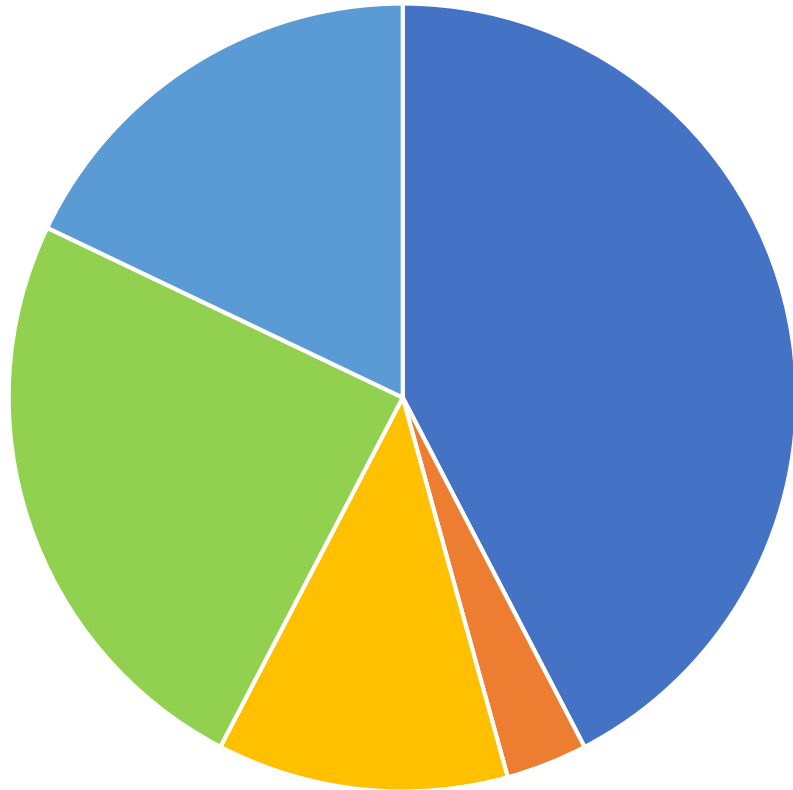


■ Personnel ■ Operating ■ Investment/Programs

## FY18 EXPENSE ALLOCATION

Personnel	\$374,200	42%
Operating	\$135,600	15%
Investment/Programs	\$374,000	43%
TOTAL	\$883,800	

# Work Program Allocation



- PERSONNEL
- QUARTERS
- OPERATIONS
- MKTG / COMM / EVENTS
- PLANNING / ECON DEV / CAP

FY18 PROGRAM ALLOCATION		
PERSONNEL	\$374,200	
QUARTERS	\$29,500	
OPERATIONS	\$105,600	
MKTG / COMM / EVENTS	\$215,800	
PLANNING / ECON DEV / CAP	\$158,200	

# FY18 Successes and Impact

9% vacancy rate

Property sales topping \$647 million

Significant organic business growth

Launched Healthy Ucity race series, executed Ucity Wine Fest

Announced inaugural CLT KidsFest

Executed JW Clay station plan

Facilitated owner/City discussions for new accesses to URP, secured right of way donations and contributions to infrastructure investments

Completed easement for URP greenway and trail connectors

Created University City Foundation/501C3





# Developing FY19 Budget

Board and committee input

Engaging our municipal partners

Biz retention meetings

Regular stakeholder meetings \*\*UNCC and CHS

Public presentations and neighborhood engagement

UCP communication tools







# Program of Work

## FY19 PRIORITIES



universityCity



# FY 19 Priorities

## Create strong centers

- Build parks + libraries as anchors
- Develop mix of housing
- Invest in public realm
- Convene community through placemaking, events, programs and civic activities



# FY 19 Priorities

## Enable transportation that aligns with community vision

- Traffic study w/ UNCC and DOTs, build grid
- Expand Trails, MU trails, bike lanes, sidewalks
- Re-think interchanges
- Increase access in University Research Park
- Improve arterials visually and functionally





# FY 19 Priorities

## Sustain and Grow Business

- Continue to build data resources for CRE industry
- Inform/facilitate redevelopment
- Retain, grow and recruit business to support Ucity vitality
- Support development of hotel conference center at UNC Charlotte



# FY 19 Priorities

## Strengthening safe communities

- Advocate and secure adequate resources
- Communicate intentionally to influence perception
- Advocate for use of technology and cameras
- Develop new CMPD/Fire station civic campus





# Commitment to Economic Mobility

Building Trust in Policing | Quality Affordable Housing | Good jobs and Skills



**Build strong community partnerships with and for CMPD**

UCP + University, Business, Development, Churches, Schools  
Neighborhoods

**Digging into Quality Affordable Housing and strengthening neighborhoods**

Preserving + new opportunities

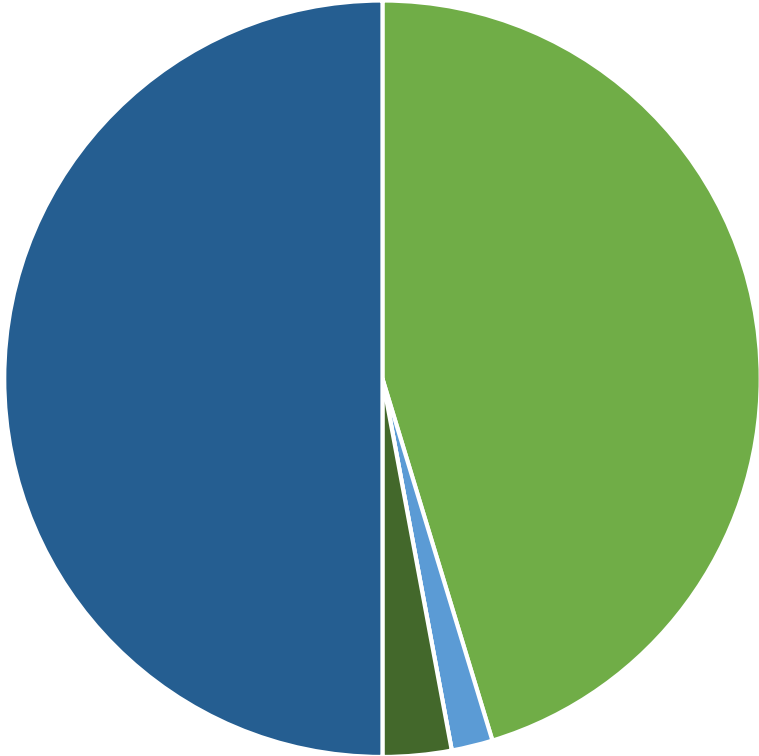
**Community Focus on Access to Jobs and increasing incomes**

Trade Training Centers with CMS and County



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# FY 19 Budget Needs



City of Charlotte	\$752, 149	84%
Sponsorships/Contributions	\$105,000	12%
Grants		0%
Contribution from Capital Reserve	\$45,000	4%
TOTAL FUNDS AVAILABLE	\$899,746	

- City of Charlotte
- Sponsorships/Contributions
- Grants
- Contribution from Capital Reserve
- TOTAL FUNDS AVAILABLE

