



DO GREATER CHARLOTTE
CREATIVE LAB
UPTOWN

Tools/Tech
Creative Spaces
Nurturing Community

We design, deliver, and activate
entrepreneurial, creative, and
innovation-based solutions to power
economic mobility in underestimated
communities.

MISSION

Do Greater Charlotte

Creative Lab Uptown

- ◀ Focused on ecosystem of opportunity
- ◀ Physical space uptown with programming in,
 - Entrepreneurship and Innovation
 - Creative workforce skills
 - Creative tech
- ◀ Construction 60% complete
- ◀ \$4M committed in private investment
- ◀ City request: \$750,000/Funding Source: ARPA

DO GREATER CHARLOTTE
CREATIVE LAB

a bold, innovative project.

500

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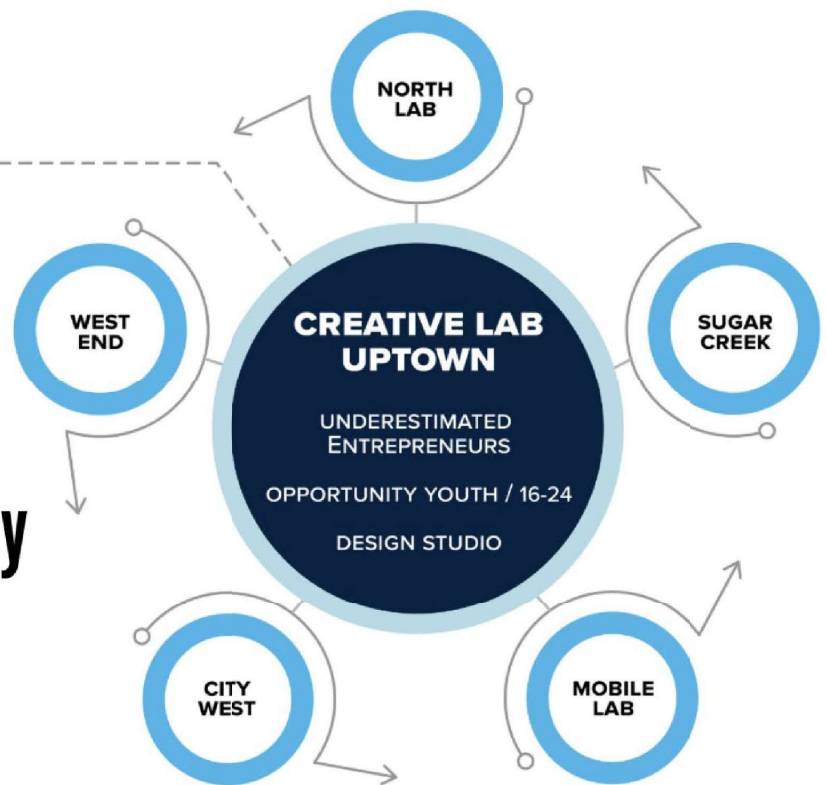
500 N. TRYON STREET

Key Drivers →

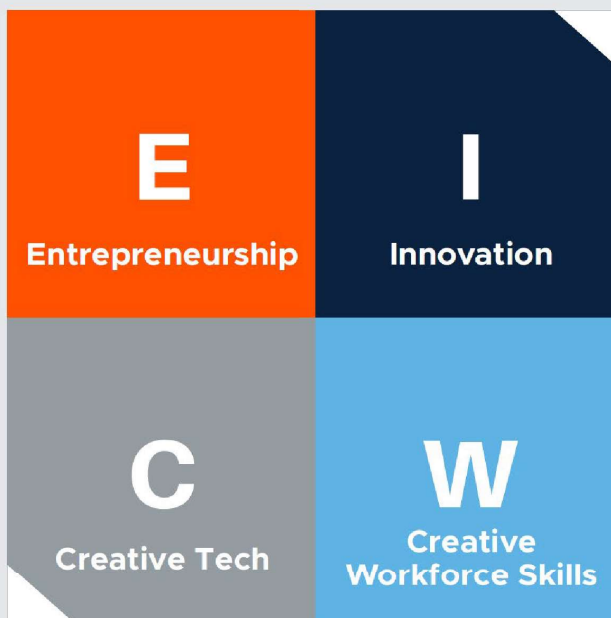
ENTREPRENEURSHIP
CREATIVE WORKFORCE
SKILLS
SOCIAL IMPACT
PARTNERS
LOCATIONS
COMMUNITY

Ecosystem of Opportunity

DO GREATER CHARLOTTE
**CREATIVE LAB
UPTOWN**



**WHAT
WE DO?**



Ecosystem of Opportunity

BUSINESS SUPPORT

OFFICE SPACE

ACCESS TO CAPITAL

MENTORSHIP

WORKFORCE TRAINING/SUPPORT

CONTENT CREATION

MARKETING/BRANDING

Entrepreneurs

Opportunity Youth

Tech/Production

WHY THIS MATTERS



MOBILITY & INNOVATION

- Economic Connections
- Opportunity Youth Focused
- Creative Workforce Trades
- Entrepreneurship

WHERE WE ARE



CONSTRUCTION

- 60% Completed
- Over 100 Waiting
- ESO Support
- Partner Support

WHO IS IN?



TRUIST 

ally

KIA



keffer
AUTO GROUP

BANK OF AMERICA

 THE
Gambrell
FOUNDATION



WHO IS IN?



Partners

- 10 Corp Businesses
- 6 ESOs
- UNC CLT, JCSU
- CMS

Funding Sources	Revenue	Status
Committed and Allocated	910,000.00	Paid
Committed and Secured	1,300,000.00	Guaranteed
Pledged	1,750,000.00	Pipeline
Total Revenue	3,960,000.00	To-Date
Total Outstanding	3,050,000.00	Pending

Expenses	Amount
Architecture Design	100,000.00
Project Management	35,000.00
General Contractor	4,010,581.00
FF&E	600,000.00
Other Operating	500,000.00
Total Expenses	5,245,561.00
Total to Complete	4,365,737.00
Gap	1,315,737.00



1ST FLOOR

WHAT'S NEEDED



Bottom Line

- 750K Public Investment
- 4M Private Investment
- Program/Partner Support
- Community Support

the start up, starts here.



C R E A T I V E L A B U P T O W N



2ND FLOOR



BASEMENT





WHAT'S NEEDED

City of Charlotte - \$750K

- Economic Mobility/Connection
- Creative Trades/Skilled Trades (Workforce Dev)
- Entrepreneurship Support
- Public Safety

