Mission

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

1

FY 20-21 Resource Investment

Administrative
23%

19% Marketing

Events 33%

10% Economic Development

15%

Planning & Development

$1,099,445
MSD Revenue

MWSBE sources
24% of discretionary spending
13% of total budget

$1,134,445
Total Revenue

2

3

4

5

6
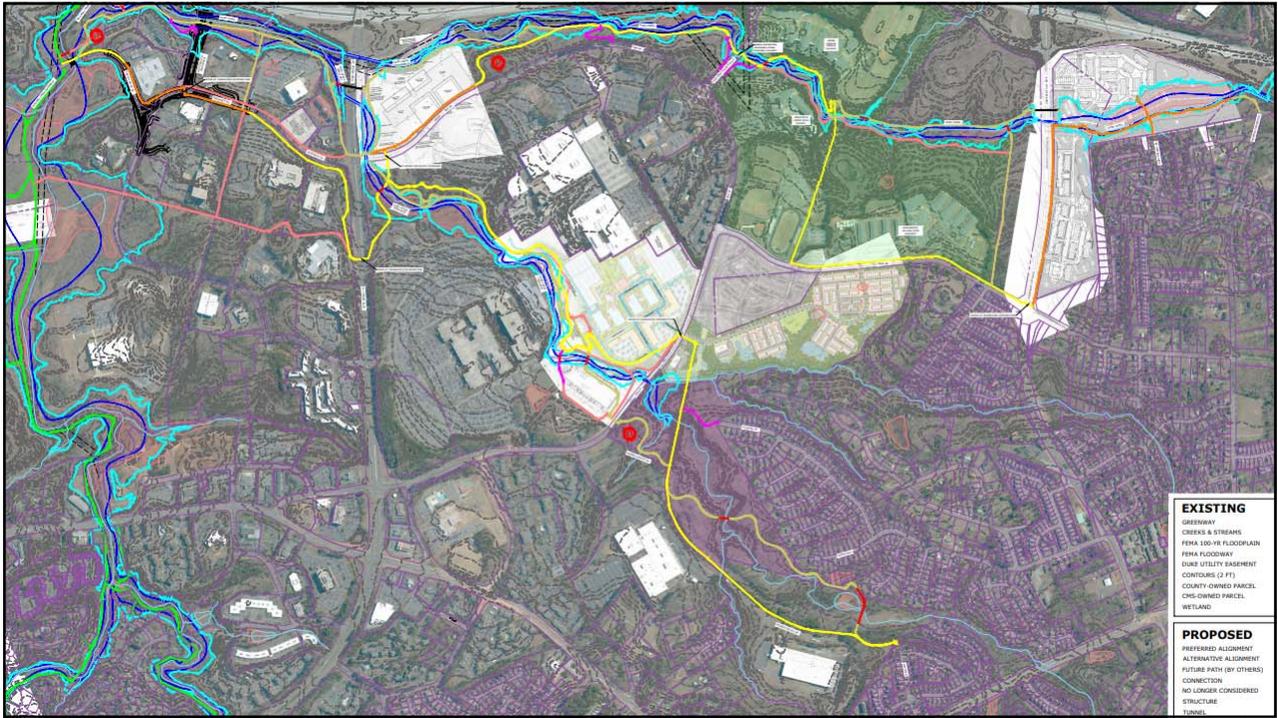
7
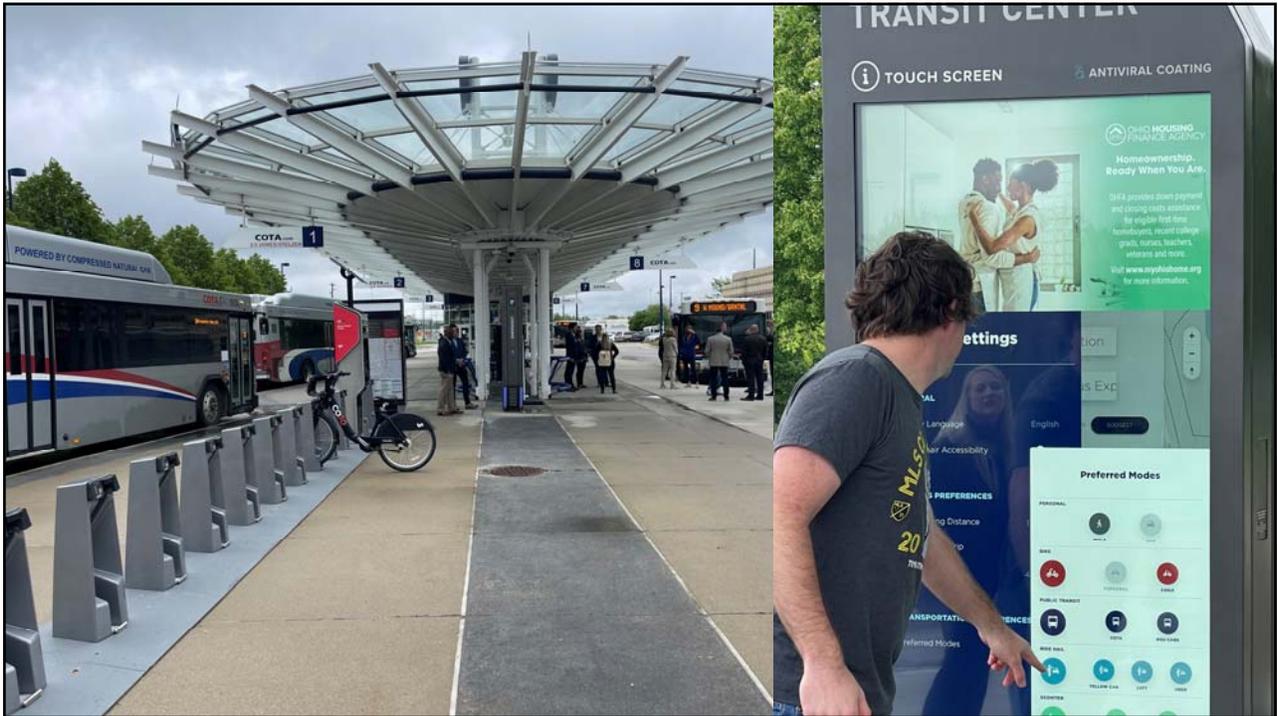

8

OVERALL PLAN

9

10

11

12

13

14

15

16

17

18

Listening Tour

Mid-March through end of June 2021
Meetings with 197 people to date from businesses, development community, brokers, property owners, hotels, retailers, realtors, institutions (University City Regional Library, YMCA, Atrium University City Hospital, UNC Charlotte), city and county departments

- Infrastructure is critical
- Public art with retail is what creates experience
- Urban spine is where you will see greatest change if done right
- University City needs more unique retail and artisanal vendors
- How do we define what is feel of the place?
- Micro transit is the future, connecting without cars
- Greenbelt as transportation infrastructure is on target
- University City needs more ways to connecting residents to other activity centers
- Tremendous value in creating stroll street like the rail trail
- More greenspace
- More/greater security/crime deterrents
- Focus on walkability is right, more pedestrian connectivity
- Need more/better CATS service/connections
- More ways to connect UNC Charlotte campus to places
- Intentionality on greenway utilization is key for walking and biking, more trail connectivity
- Farmers market is a much desired addition to community
- Tremendous value of UCP as partner focusing on this work
- Importance of rooftops in core will lead to better urban spine and live, work, play learn environment

19

Executing BIG Ideas

20

21

22

23

24

25

26

27

28

FY 21-22 Proposed Budget

MSD tax revenue – 72%
501C3/Sponsorships & Grants – 25%
Contributions– 3%

UCity Foundation
$389,550

Sponsorship/Contributions
$37,000

$1,158,434
Total MSD Revenue

MSD Tax Revenue
$1,121,434

$1,547,984
Total Revenue

29