

Report to Charlotte City Council



June 13, 2022



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Who We Are



We boldly envision and activate strategies and actions that will assure Charlotte Center City is a **welcoming and equitable, economically vibrant, culturally rich, and beloved place** for all.

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Service Area



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Service Area



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Board of Directors



Tom Finke, Chair
 Bill Rogers, Chair-Elect
 Diane Morais, Treasurer
 Clay Armbrister
 Malcomb Coley
 Jesse Cureton
 Dr. Kandi Deitemeyer
 Darryl Dewberry
 Dena Diorio
 Tracy Dodson
 George Dunlap
 Rob Engel
 Dr. Sharon Gaber
 Kodwo Gharthey-Tagoe
 Malcolm Graham
 Johnno Harris
 Hugh Hattabaugh

Mark Holoman
 Marcus Jones
 Sam Judd
 Janet LaBar
 Tiffani Lewis
 Carol Lovin
 Dr. Michael Marsicano
 Tom Murray
 Tom Nelson
 Cindy Noble
 Mike Praeger
 Ernie Reigel
 Pat Riley
 Pat Rodgers
 Neelima Sharma
 Krista Terrell
 Darrel Williams

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Stakeholder Input

Public input into 2040 Vision Plan
 Priorities of Center City stakeholder groups
 Digital communications tools
 Primary research, surveys, focus groups
 Advisory committees
 Board governance of POW & budget



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A Look Ahead

5.5 MM sq ft
of office space

5,600
new apartment units

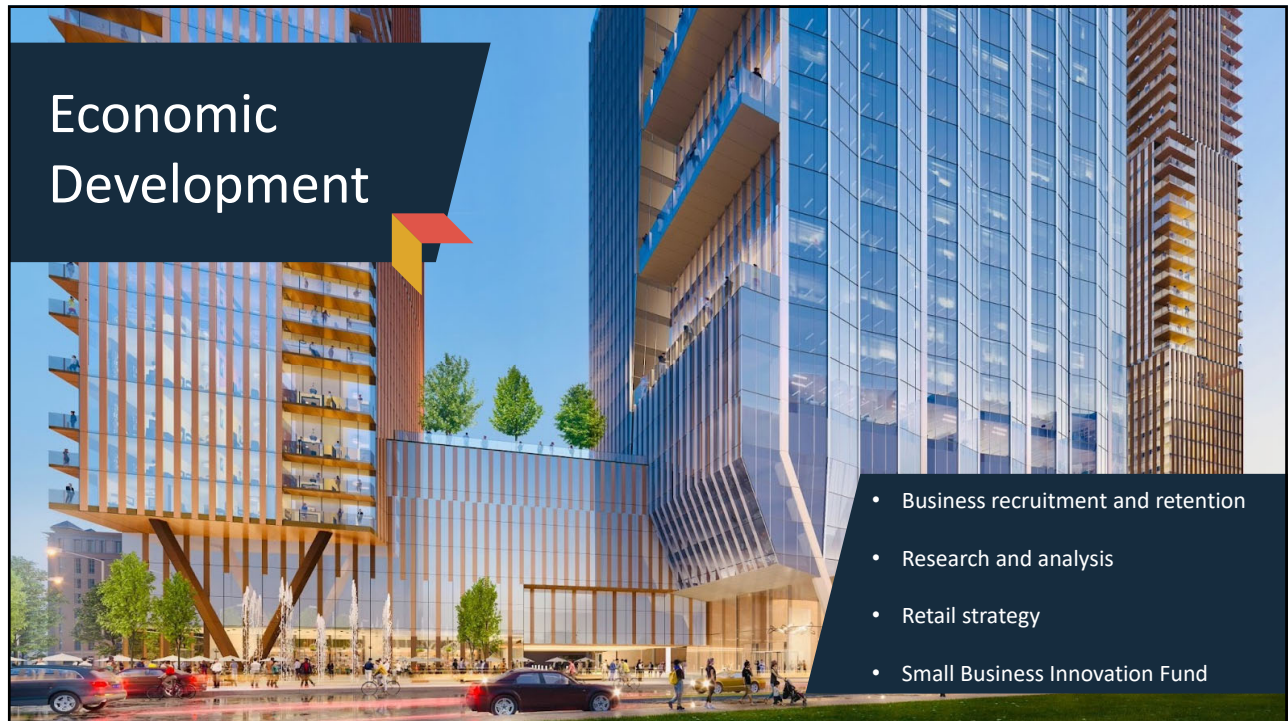
437,000 sq ft
of retail space

750
hotel rooms



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Economic Development



- Business recruitment and retention
- Research and analysis
- Retail strategy
- Small Business Innovation Fund

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Community Development

- Neighborhood development
- Placemaking
- Programming & residential support
- Center City Ambassador Program

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Public Safety, Housing & Homelessness

- Public Safety
- 2025 Homelessness Strategy
- Real Change partnership with CMPD

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Marketing & Communications

- Branding and storytelling
- Paid, earned, owned, and experiential media strategies
- Neighborhood-focused campaigns

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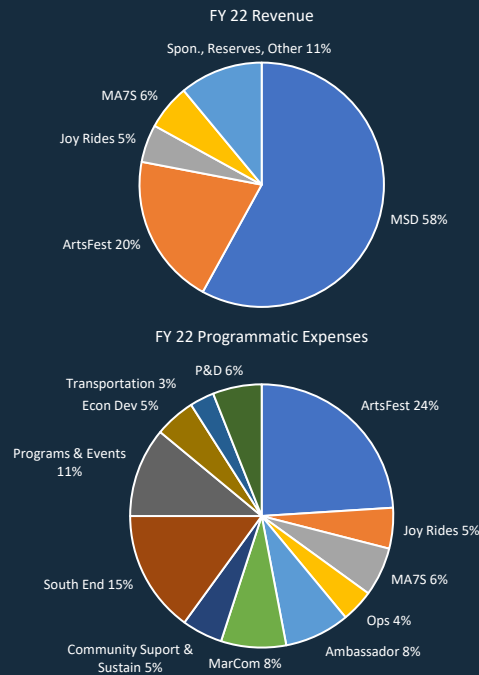


Programming and Events

- Signature Center City events
- Charlotte SHOUT!
- Novant Health Thanksgiving Eve Parade
- Partner with CRVA to grow as a destination

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CCCP Budget – FY 22

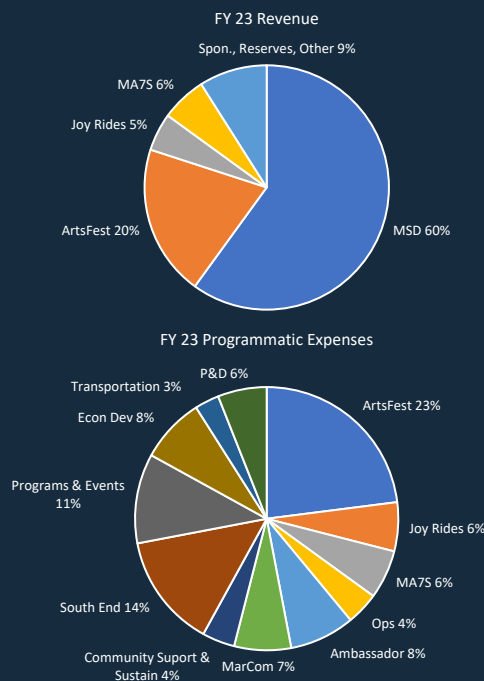


Revenue	
\$ 6,276,927	FY22 MSD Budget
\$ 1,121,363	Sponsors/Reserves/Other
\$ 2,605,000	CCCP Community Trust
<u>\$ 659,100</u>	Market at 7 th Street
\$ 10,662,390	Total Revenue

Expense	
\$ 3,596,642	Personnel
\$ 481,064	Operations
\$ 1,029,370	Programs & Projects
\$ 811,537	Ambassador Program
\$ 194,000	Planning & Development
\$ 567,000	Events
\$ 249,314	Quarters
\$ 3,109,315	CCCP Community Trust
<u>\$ 624,148</u>	Market at 7 th Street
\$ 10,662,390	Total Expense

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CCCP Budget – FY 23



Revenue	
\$ 6,542,976	FY23 MSD Budget
\$ 972,363	Sponsors/Reserves/Other
\$ 2,605,000	CCCP Community Trust
<u>\$ 659,100</u>	Market at 7 th Street
\$ 10,779,439	Total Revenue

Expense	
\$ 3,692,782	Personnel
\$ 562,808	Operations
\$ 1,118,660	Programs & Projects
\$ 760,312	Ambassador Program
\$ 187,000	Planning & Development
\$ 470,250	Events
\$ 254,164	Quarters
\$ 3,109,315	CCCP Community Trust
<u>\$ 624,148</u>	Market at 7 th Street
\$ 10,779,439	Total Expense

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Questions & Discussion



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