



CHARLOTTE

**Center City**  
**Partners**



# 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.**

# What We Believe:

- The Value of Great Urban Places
- Acting with Integrity
- The Power of Collaboration
- A Commitment to Justice and Equity
- Approaching All We Do with Passion, Innovation, Tenacity, and Excellence





**Charlotte Douglas International Airport** is only 5 miles from the heart of the CBD



# **Board of Directors**



**Bill Rogers, Chair**

**Di Morais, Treasurer**

**Steve Bagwell**

**Cathy Bessant**

**Steve Boland**

**Kristi Coleman**

**Malcomb Coley**

**Alyson Craig**

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**Dr. Valerie Kinloch**

**Tom Lawrence**

**Tiffani Lewis**

**David Longo**

**Dan Lugo**

**Dr. Rick Mathieu**

**Robert McCutcheon**

**Tom Mitchell**

**Brian Natwick**

**Anna Nelson**

**Pat Rodgers**

**Neelima Sharma**

**John Shimp**

**Sasha Weintraub**

# Stakeholder Input

- **Listening Sessions (Uptown Vibrancy, Homelessness/Public Safety)**
- **Uptown Small Business Association**
- **Center City Neighborhood Associations**
- **Advisory Committees**
- **Primary Research, Surveys, Focus Groups**
- **Board Governance of POW & Budget**



# Economic Development

- **Research and Analysis**
- **Innovation**
  - Vintage Office and Vacancy
  - North Tryon Tech Hub
  - The Pearl
- **South End**
- **Small Business Strategy**
  - HIIVE / Market at 7th Street
  - Small Business Innovation Fund



## Center City across multiple development cycles

This informational graphic is intended to illustrate office, retail, residential, and hotel development since the Great Recession in and around Uptown, South End, and Midtown.

- Completed during the most recent development cycle (2010 – present)
- Announced with a forecasted groundbreaking by 2026
- Under construction
- Announced and planned
- Reimagined – modernizations and conversions





# Transformative Sites

## The Pearl

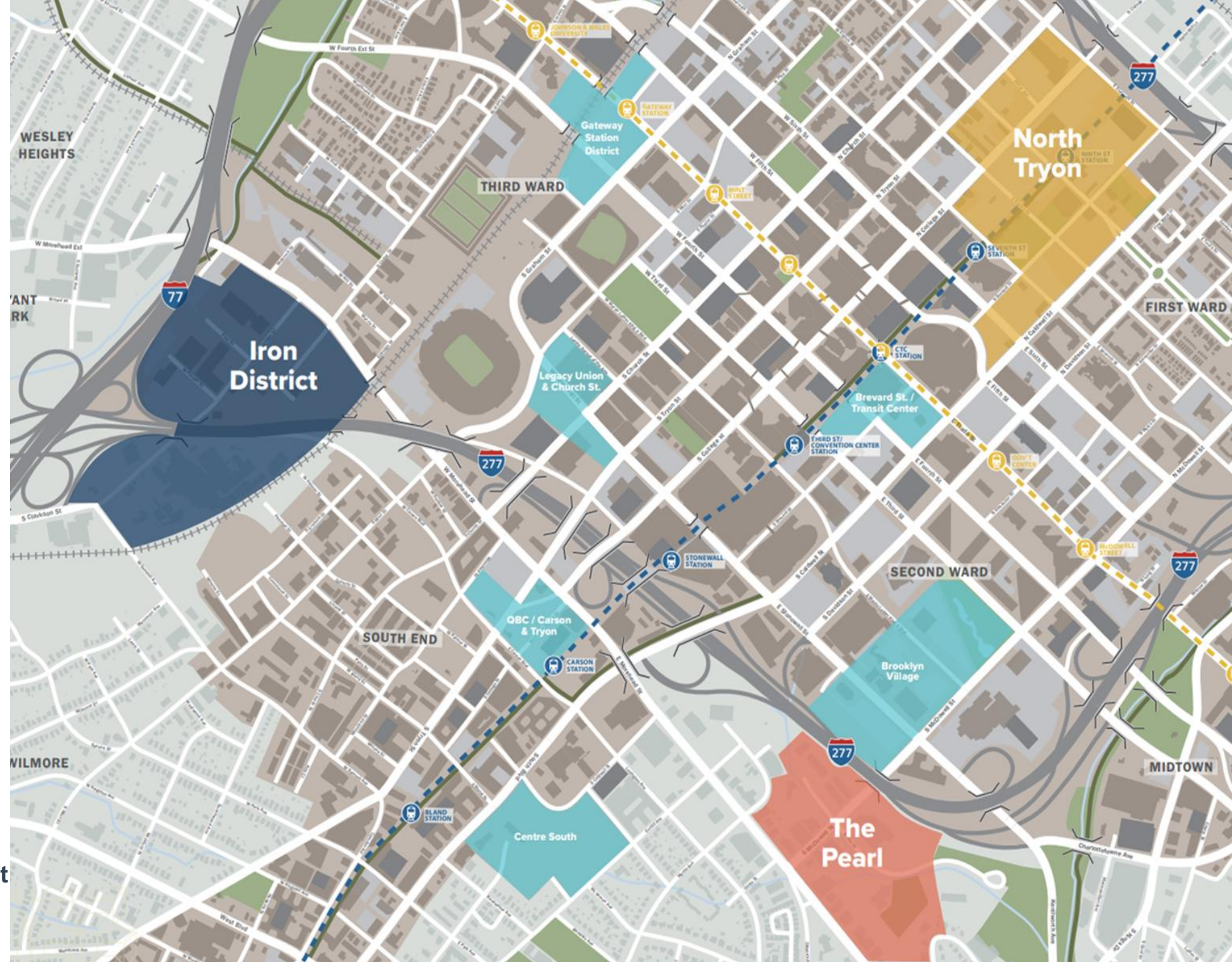
- 40 acres
- Atrium/Wake Forest Medical School and Health & Innovation district
- Active site - infrastructure & demolition work, advance rezonings underway

## Iron District

- 55 acres
- Charlotte Pipe & Foundry property
- “Deal underway,” advance rezoning earlier this year

## North Tryon

- Approx. 50 acres
- Large assemblages by multiple owners Levine Properties, Mecklenburg County
- Visioning & Conceptual Development - North Tryon Vision Plan study area active projects on periphery



# Community Development



**Residential Support & Engagement**



**Small Business Ecosystem Support**



**Uptown and South End Activations**



# Planning & Development

- South End Vision Plan
- North Tryon Vision Plan
  - North Tryon Tech Hub
- 2040 Center City Vision Plan
  - Reimagine Tryon Street



# Public Safety, Housing & Homelessness

- Center City Public Safety Working Group
- Own Your Block Partnership with Private Security and Corporations
- A Home for All
- Increase Size of Center City Safety Ambassadors
- Real Change Partnership with CMPD



# Marketing & Communications

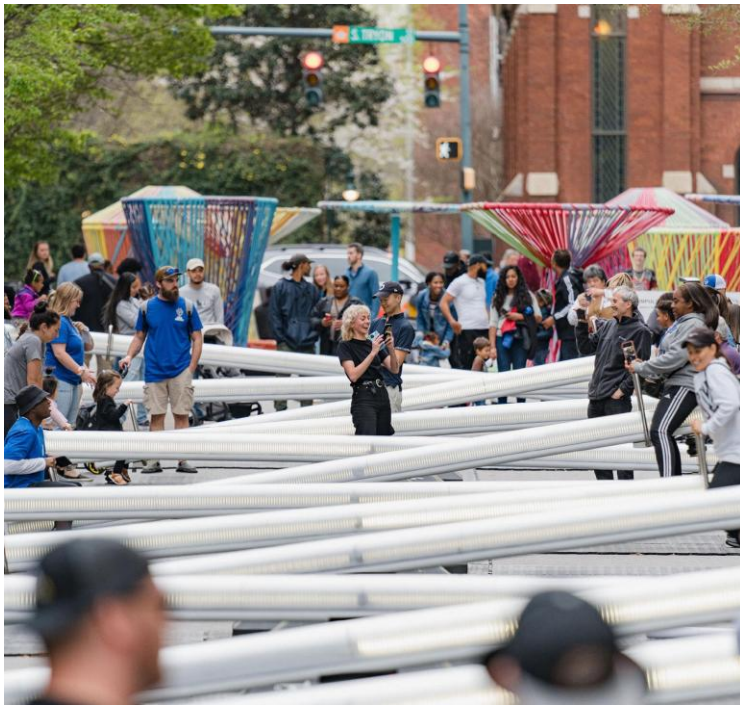
- Uptown Vibrancy Perception Campaign
- Branding and storytelling
- Paid, Earned, Owned, and Experiential Media Strategies
- Neighborhood-Focused Campaigns





# Programming and Events

- Uptown Vibrancy Programming Including Programming in Parks
- Signature Center City Events
- Charlotte SHOUT!
- Novant Health Thanksgiving Eve Parade



# Mobility



- Partner with CATS on 2030 Transit Plan
- Charlotte Gateway Station / CTC
- Rail Train Pedestrian Bridge
- Rail Trail
- Cycle Track





# Uptown Vibrancy Collaborative

## Priorities

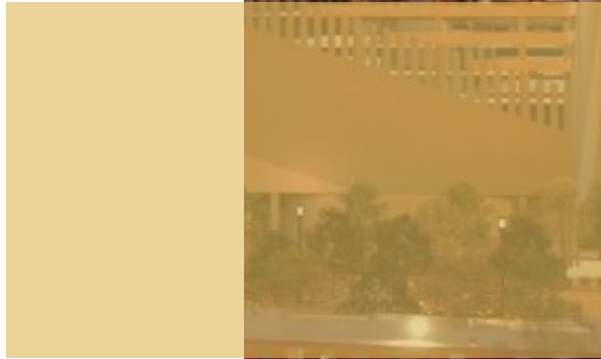
- Public Safety
- Extraordinary Experiences
- Improve Perception
- Increase Economic Vibrancy
- Renew Public Infrastructure



# Uptown Vibrancy Collaborative

Private Investment \$2M

- Ally
- Atrium Health
- AvidXchange
- Bank of America
- Barings
- Duke Energy
- Hornets Sports and Entertainment
- Moore and Van Allen
- Tepper Sports & Entertainment
- Truist Financial
- Wells Fargo
- US Bank



# Uptown Vibrancy Collaborative

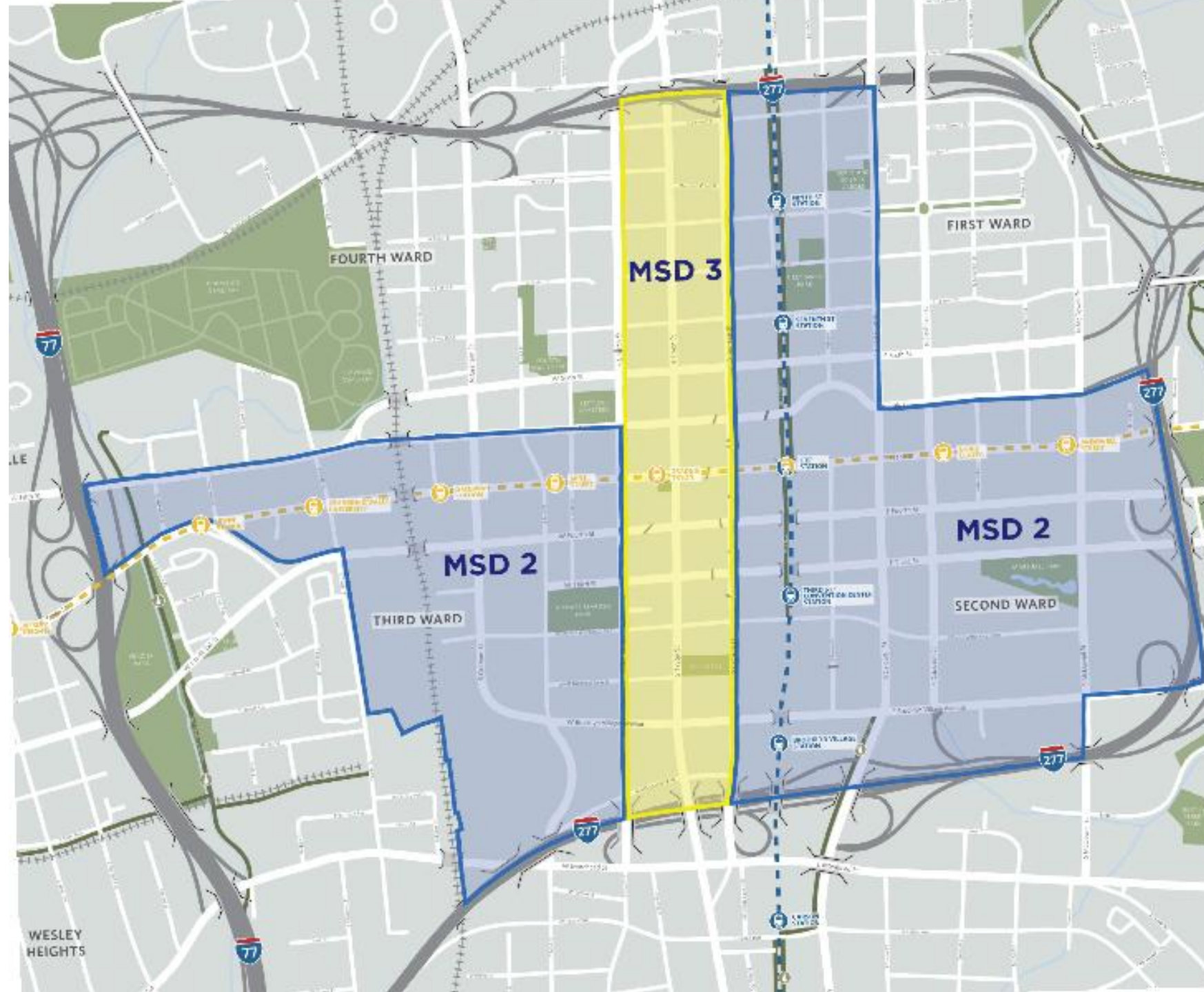
## Strategy

- Own Your Block
  - Safety
  - Beauty and Cleanliness
  - Programming
- Extraordinary Programming
- Marketing & Communications
- Vintage Office



# MSD 2 & 3 Request

- Sustain the Uptown Vibrancy Collaborative initiative investment and partnership with CELC
- \$2 million initial private investment
- Develop strong vibrant Center City that is the foundation of a regional economy



# MSD 2 & 3 Request

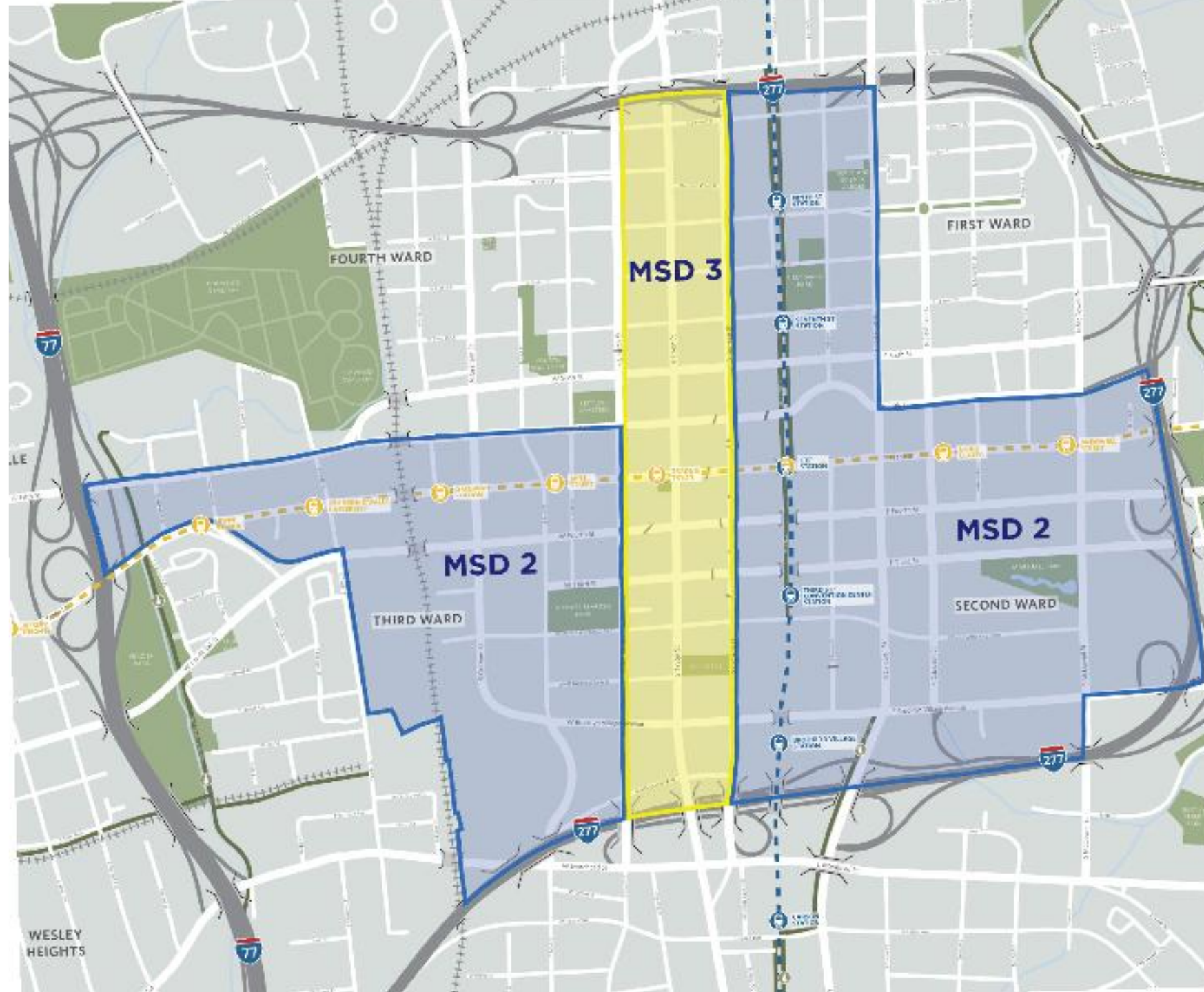
\$0.00082 increase

## Impact

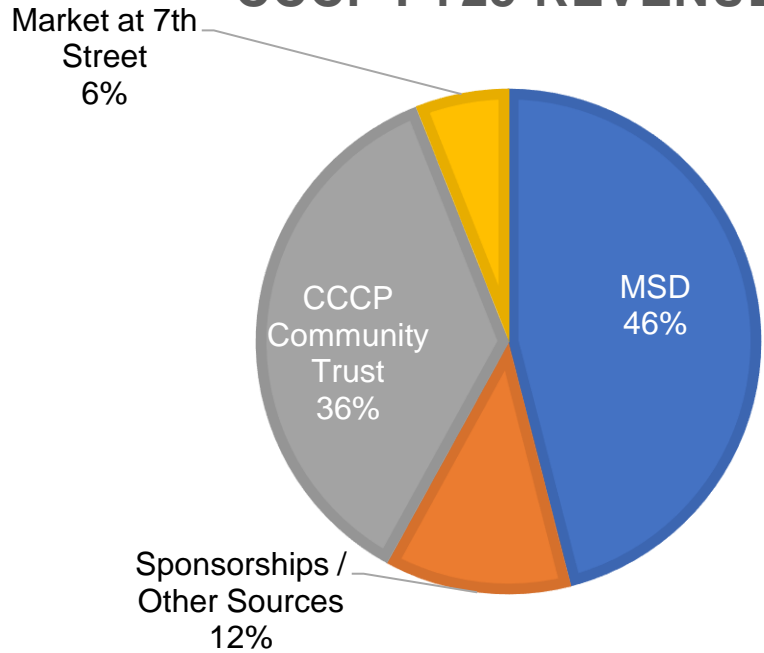
\$1 million property =  
\$82 increase per year

## Stakeholder Support

- Large Property Owners
- Major Employers
- Condo Association  
Leadership in MSD 2 & 3



# CCCP FY25 REVENUE

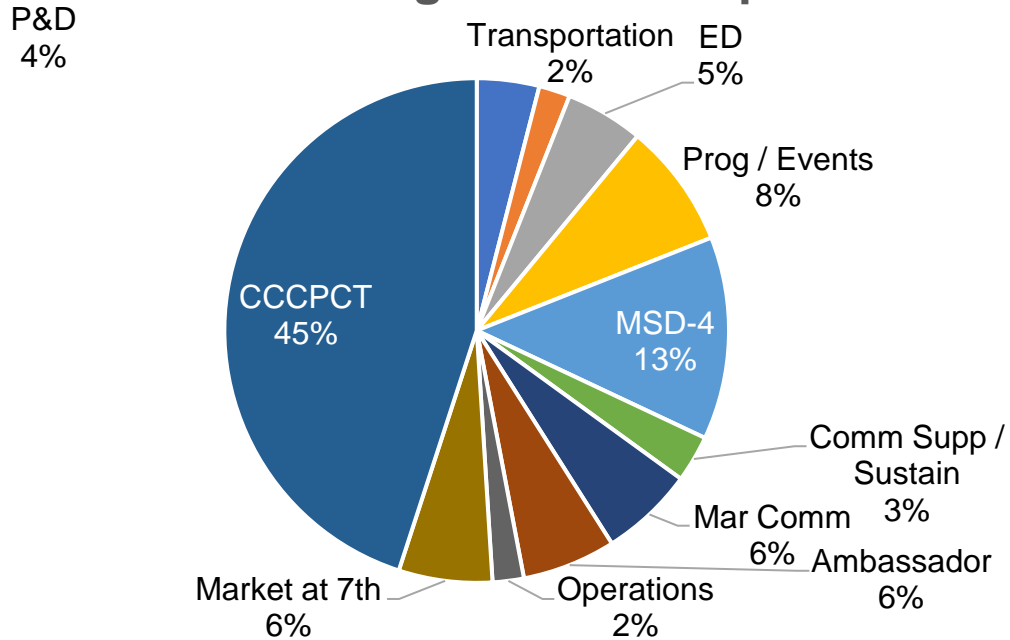


# CCCP FY25 Budget

Revenue	
\$ 6,898,028	FY25 MSD Budget
\$ 1,898,323	Sponsors/Other
\$ 5,475,650	CCCP Community Trust
<u>\$ 972,944</u>	Market at 7 <sup>th</sup> Street
<b>\$ 15,244,950</b>	<b>Total Revenue</b>

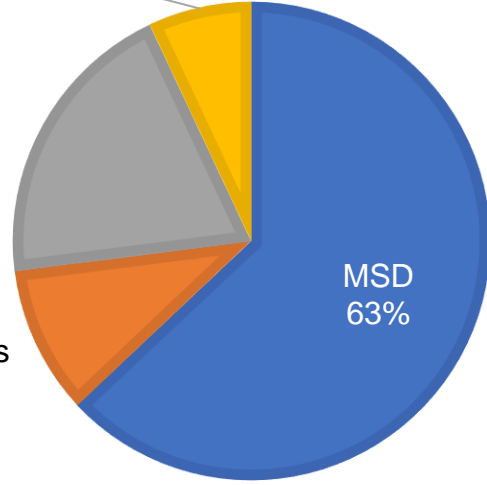
Expense	
\$ 4,038,638	Personnel
\$ 613,120	Operations
\$ 921,994	Programs / Projects / Placemaking
\$ 914,802	Ambassador Program
\$ 190,952	Planning & Development
\$ 570,300	Events
\$ 280,522	Quarters
\$ 6,812,207	CCCP Community Trust
<u>\$ 902,415</u>	Market at 7 <sup>th</sup> Street
<b>\$15,244,950</b>	<b>Total Expense</b>

# CCCP FY25 Programmatic Expenses



# CCCP FY26 REVENUE

Market at 7th Street  
7%

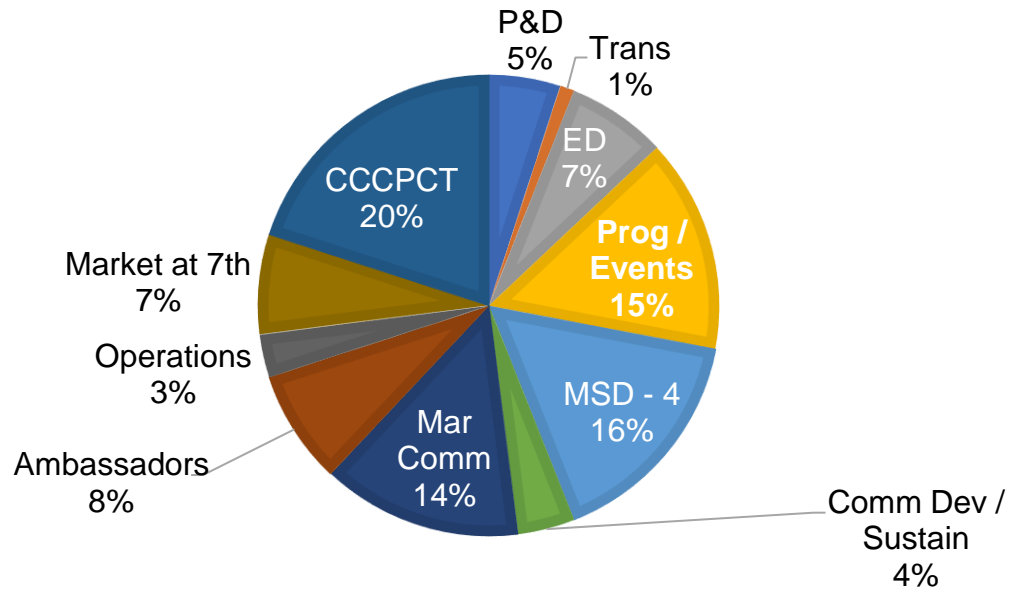


# CCCP FY26 Budget

## Revenue

\$ 8,164,188	FY26 MSD Budget
\$ 1,293,485	Sponsors/Other
\$ 2,662,800	CCCP Community Trust
<u>\$ 898,712</u>	Market at 7 <sup>th</sup> Street
\$ 13,019,185	Total Revenue

# CCCP FY26 PROGRAMMATIC EXPENSES



## Expense

\$ 4,275,776	Personnel
\$ 695,926	Operations
\$ 2,051,812	Programs / Projects / Placemaking
\$ 914,802	Ambassador Program
\$ 293,000	Planning & Development
\$ 1,037,500	Events
\$ 286,372	Quarters
\$ 2,607,300	CCCP Community Trust
<u>\$ 856,697</u>	Market at 7 <sup>th</sup> Street
\$13,019,185	Total Expense



# Thank you & Questions

