



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

For purposes of this document, Center City Partners' Service Area refers to a combination of:

- Uptown (Charlotte's Central Business District – CBD)
- South End
- Midtown

The term Center City refers to the '2 Mile Ring' or the neighborhoods within 2 miles of 'The Square' at Trade and Tryon streets.

—●— Blue Line Light Rail
 —●— Gold Line Streetcar
 —●— Silver Line Light Rail (planned)



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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

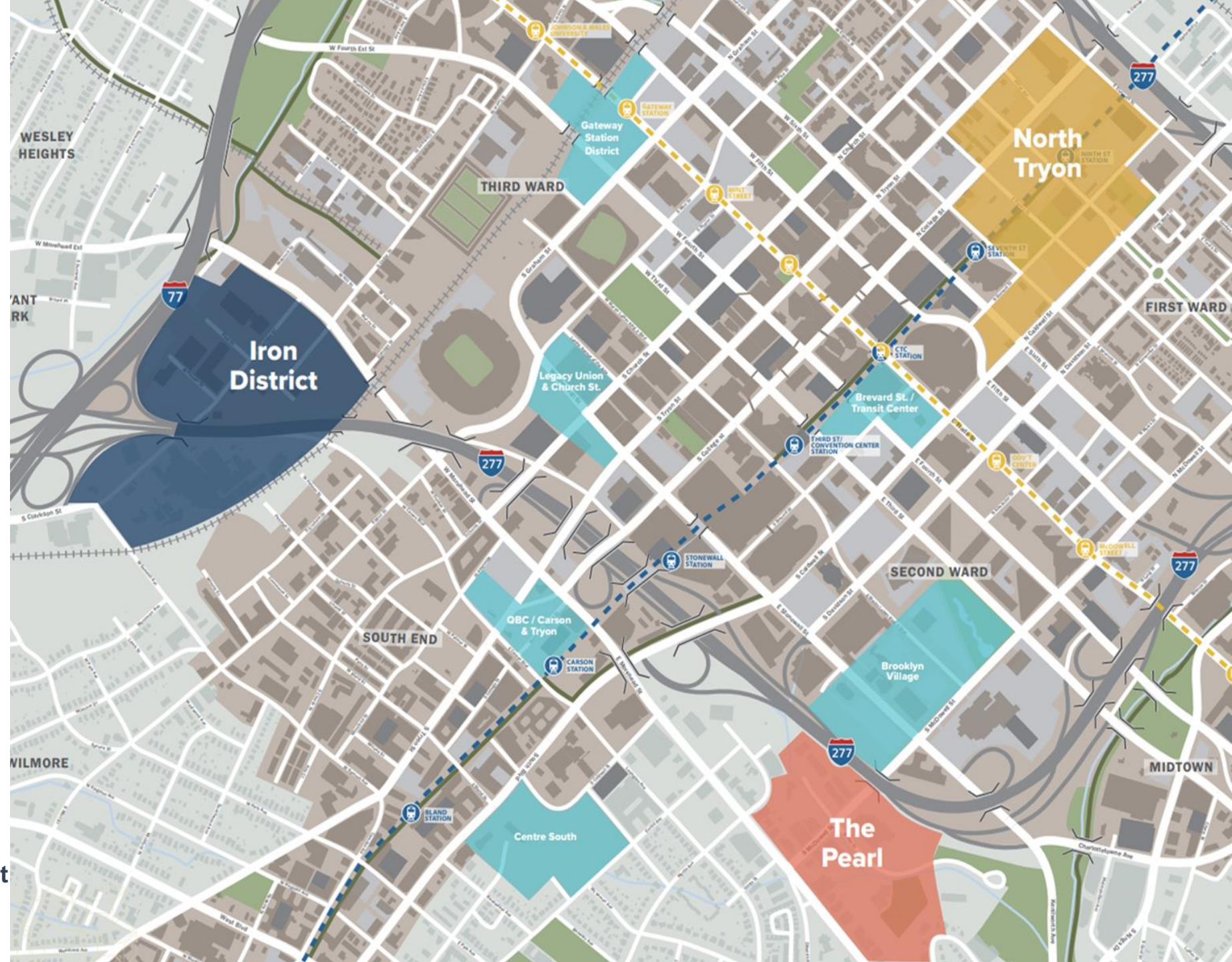
- 40 acres
- Atrium/Wake Forest Medical School and Health & Innovation district
- Active site - infrastructure & demolition work, advance rezonings underway

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

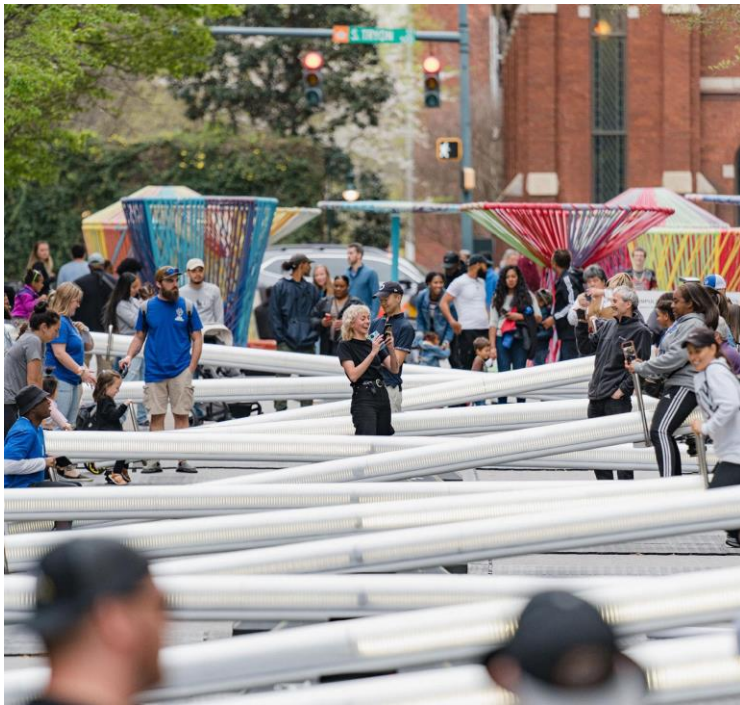
- Uptown Vibrancy Perception Campaign
- Branding and storytelling
- Paid, Earned, Owned, and Experiential Media Strategies
- Neighborhood-Focused Campaigns





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

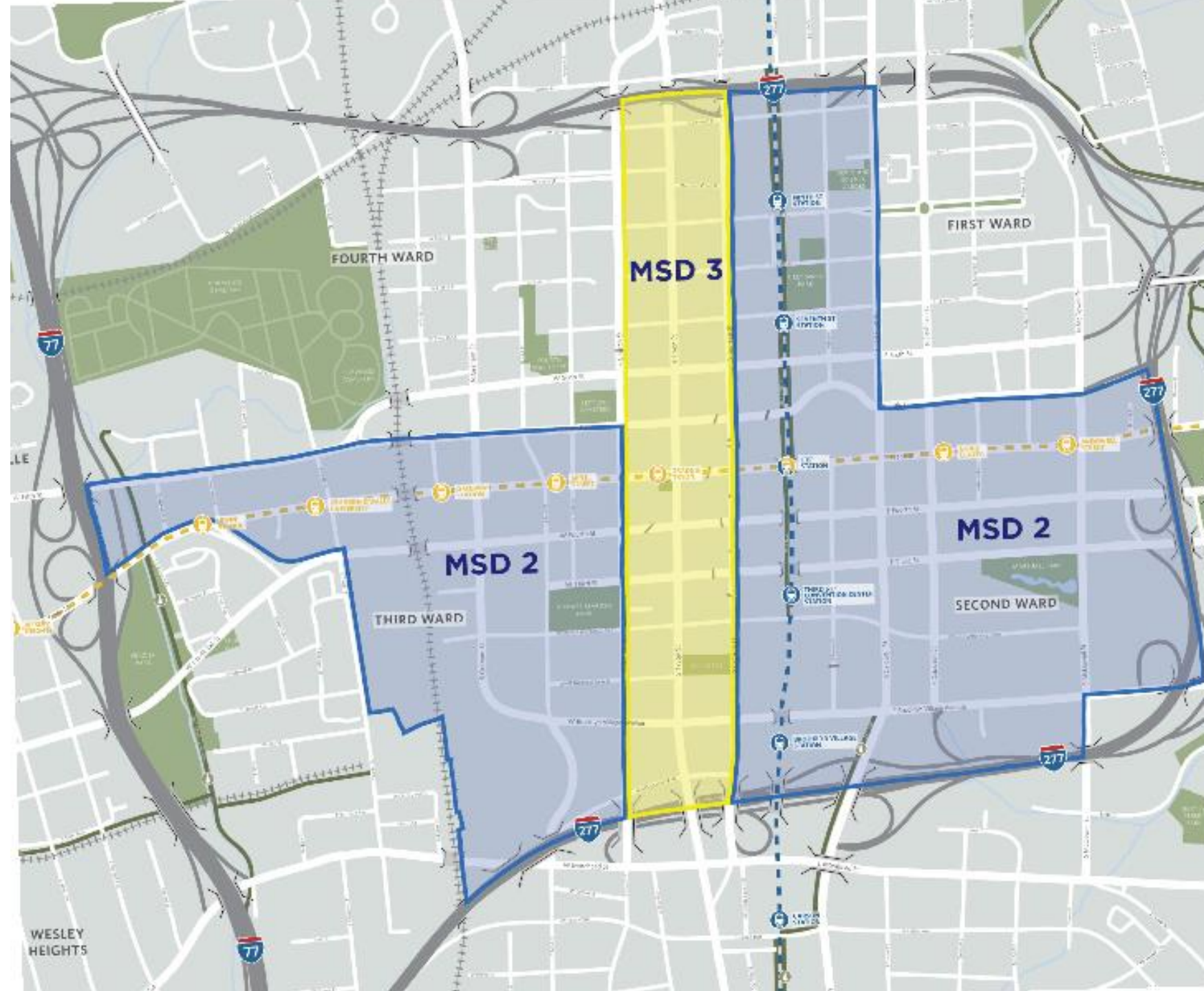
Strategy

- 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

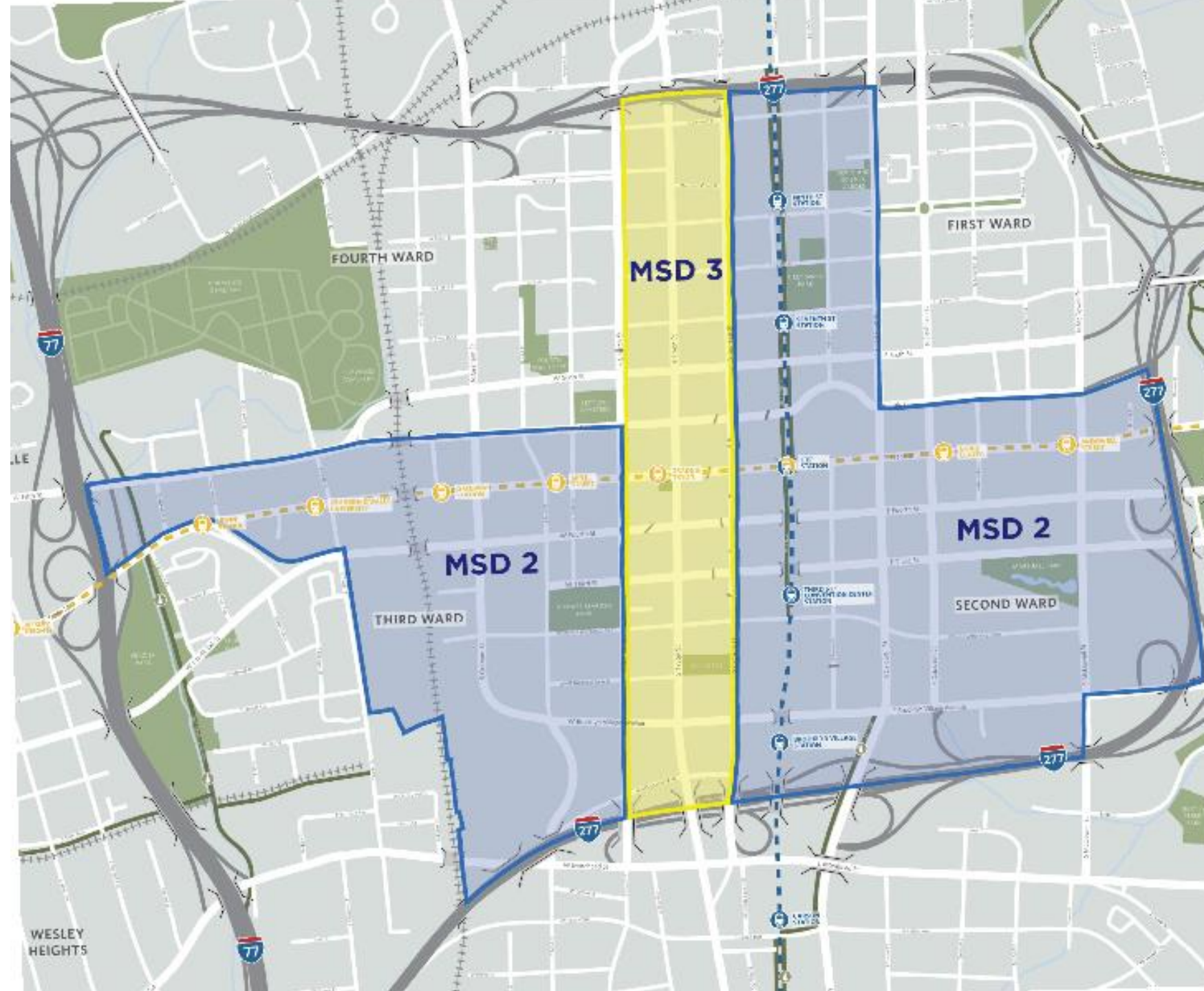
\$0.0082 per \$100 value increase

Impact

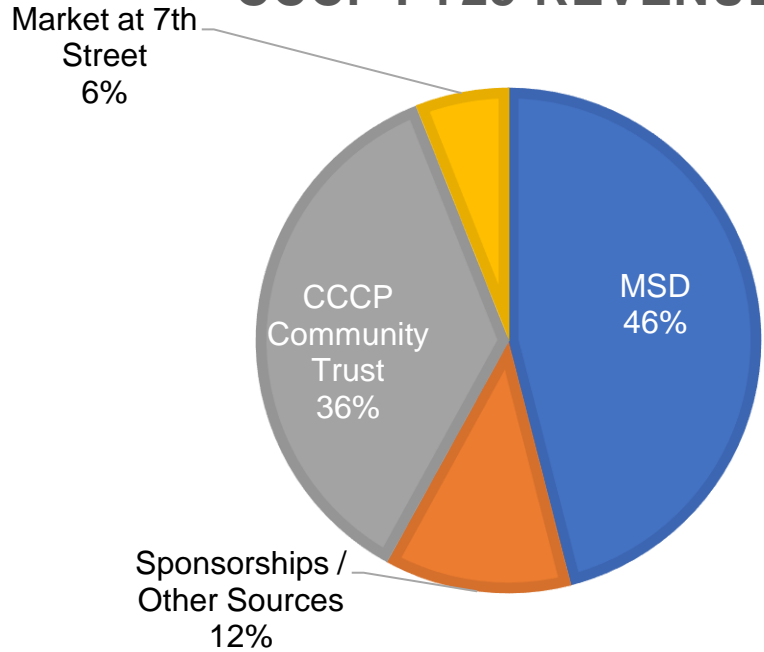
\$1 million property =
\$82 increase per year

Stakeholder Support

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



CCCP FY25 REVENUE

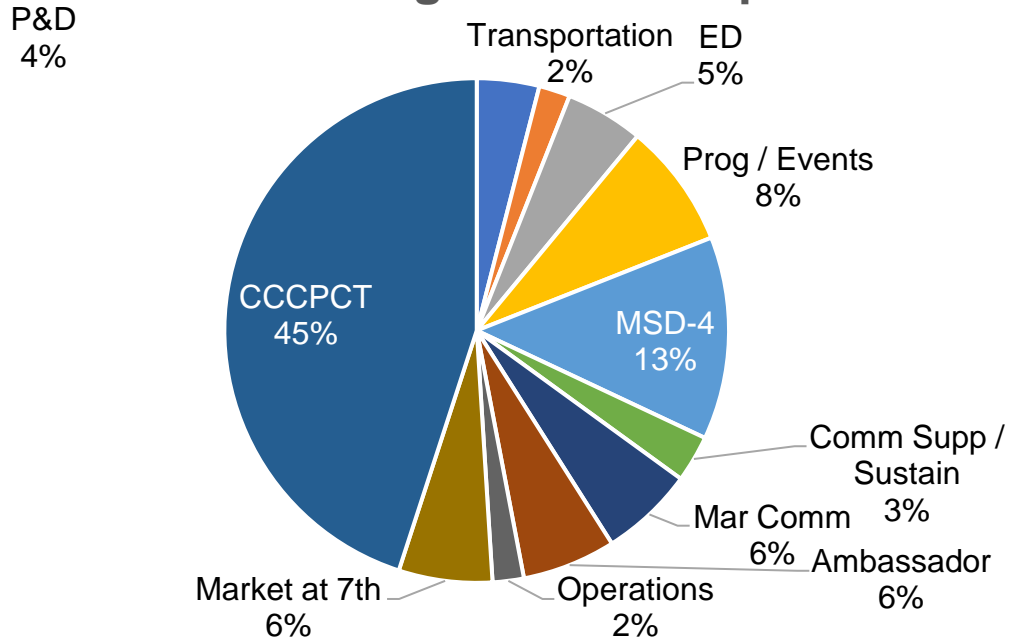


CCCP FY25 Budget

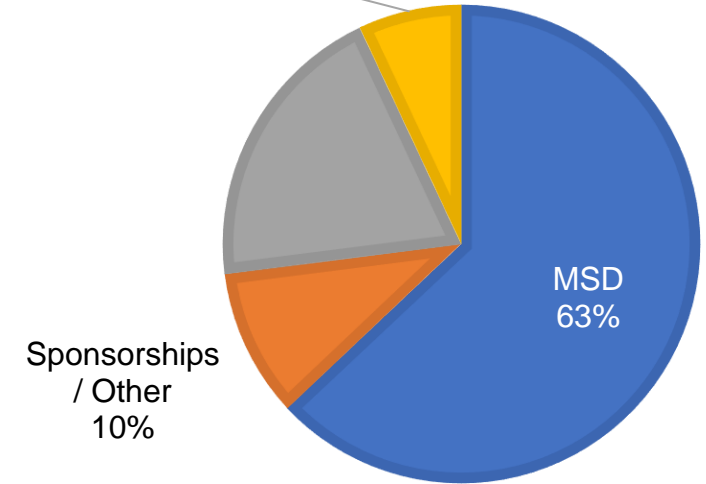
Revenue	
\$ 6,898,028	FY25 MSD Budget
\$ 1,898,323	Sponsors/Other
\$ 5,475,650	CCCP Community Trust
<u>\$ 972,944</u>	Market at 7 th Street
\$ 15,244,950	Total Revenue

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 th Street
\$15,244,950	Total Expense

CCCP FY25 Programmatic Expenses



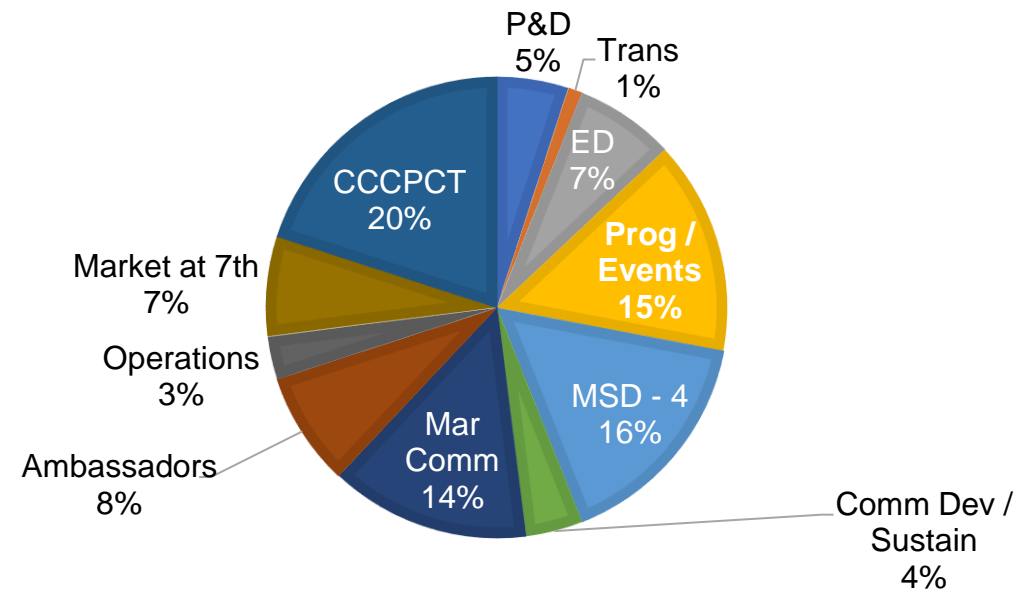
CCCP FY26 REVENUE



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 th 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 th Street
\$13,019,185	Total Expense



Thank you & Questions

