

MSD 5 - UNIVERSITY CITY

Tomorrow's Urban Center



Mission

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



University City

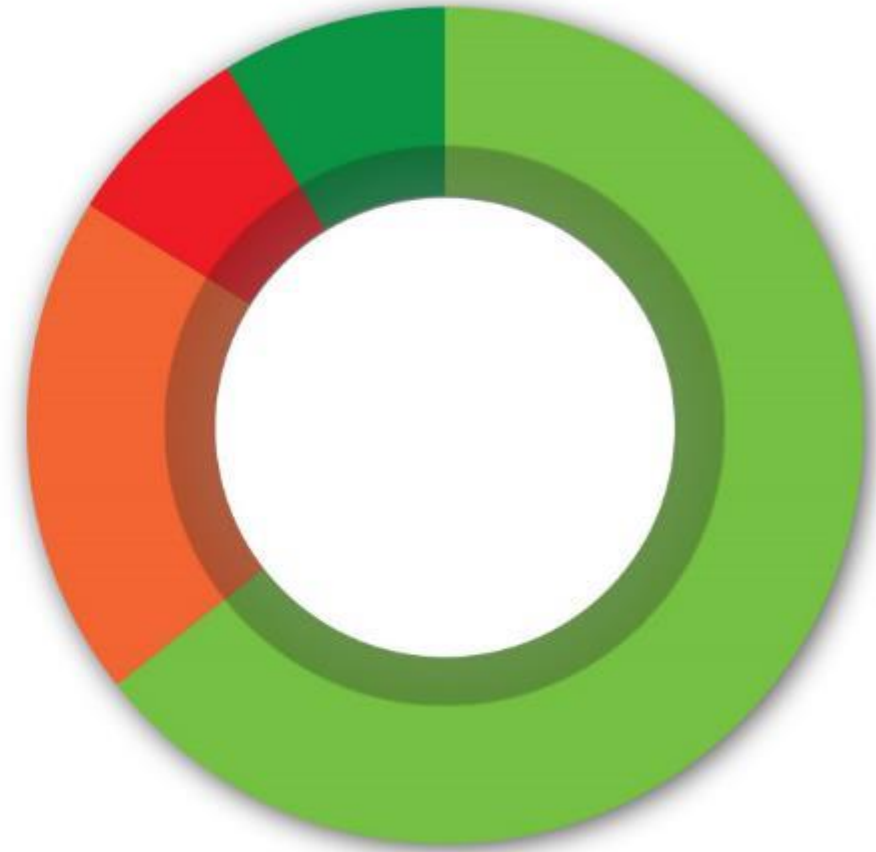
TODAY




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FY 19 MSD Funding

| | | | |
|--|-----------------------------------|-----------------------|-----|
|  | City of Charlotte | \$752,149.00 | 65% |
|  | Sponsorships/Contributions | \$180,000.00 | 16% |
|  | Contribution from Capital Reserve | \$130,000.00 | 11% |
|  | 501c3 | \$96,750.00 | 8% |
| TOTAL FUNDS AVAILABLE | | \$1,158,899.00 | |



FY19 Work Program Allocation

| | | | |
|--|------------------------|--------------|-----|
|  | Administrative | \$220,872.43 | 19% |
|  | Events | \$279,919.95 | 24% |
|  | Planning & Development | \$403,825.70 | 35% |
|  | Economic Development | \$99,304.91 | 9% |
|  | Marketing | \$154,976.01 | 13% |



FY19 Success and Impact

ECONOMIC DEVELOPMENT

7.1% Vacancy Rate



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FY19 Success and Impact

ECONOMIC DEVELOPMENT

Light Rail Impact = 39 parcels in “active” status



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FY19 Success and Impact

ECONOMIC DEVELOPMENT

Significant Organic Business Growth



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FY19 Success and Impact

ECONOMIC DEVELOPMENT

New Hotel / Conference Center
at UNC Charlotte



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FY19 Success and Impact

ECONOMIC DEVELOPMENT



Clean Streets, Clean Community
Litter Management Program



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FY19 Success and Impact PLANNING & DEVELOPMENT

Ucity Vision

FY19 Success and Impact PLANNING & DEVELOPMENT

UCity Library - New Site



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FY19 Success and Impact PLANNING & DEVELOPMENT

Parks Advocacy



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FY19 Success and Impact PLANNING & DEVELOPMENT

Thoroughfares Transportation Study



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FY19 Success and Impact PLANNING & DEVELOPMENT

New CMPD Precinct



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FY19 Success and Impact PLANNING & DEVELOPMENT

Executing JW Clay Station Master Plan



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FY19 Success and Impact PLANNING & DEVELOPMENT

URP Area Plan Advancement



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FY19 Success and Impact PLANNING & DEVELOPMENT

UCity Station Entertainment District

FY19 Success and Impact PLANNING & DEVELOPMENT

Wayfinding – Design + Locations



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FY19 Success and Impact

MARKETING & COMMUNICATIONS

UCity Brand Update



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FY19 Success and Impact

MARKETING & COMMUNICATIONS

UCity Wine Fest
Healthy UCity Race Series
Charlotte KidsFest



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FY19 Success and Impact

MARKETING & COMMUNICATIONS

Community Safety Collaborative



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Developing FY20 Budget

Board and Board Committee Input

Engaging Our Municipal Partners

Ongoing Focus Group Meetings & Surveys

Business Retention Meetings

Stakeholder Meetings **UNC Charlotte & Atrium

Public Presentations & Neighborhood Engagement

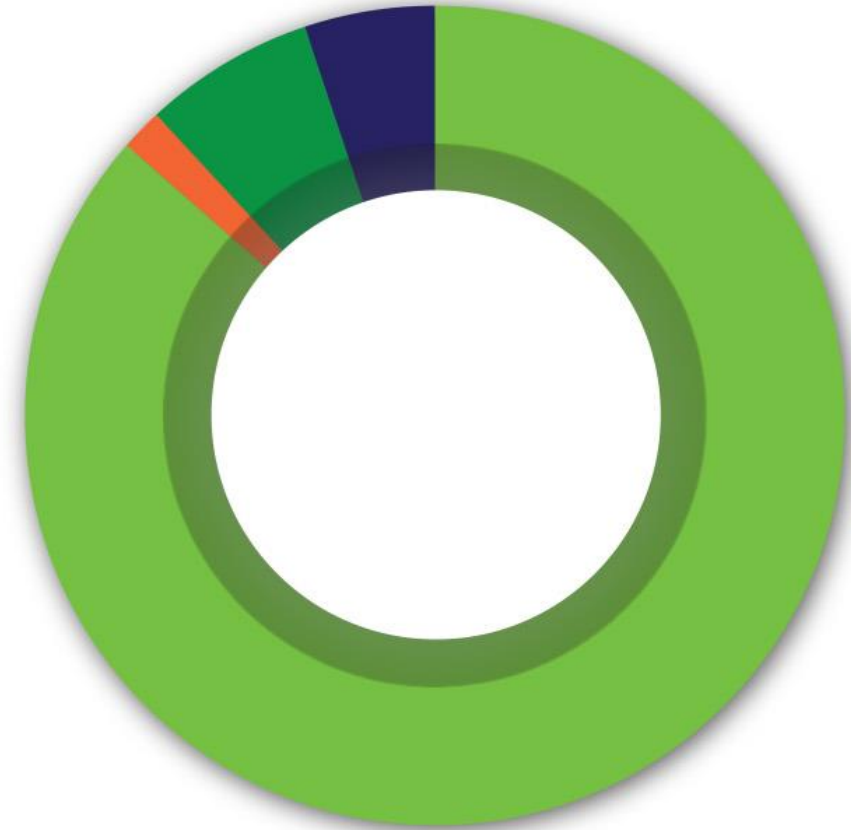
UCP Communication Tools



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FY 20 Budget Needs

| | | | |
|--|-----------------------------------|-----------------------|-----|
|  | City of Charlotte | \$1,081,000.00 | 84% |
|  | Sponsorships/Contributions | \$31,500.00 | 2% |
|  | 501c3 | \$100,000.00 | 8% |
|  | Contribution from Capital Reserve | \$75,000.00 | 6% |
| TOTAL FUNDS AVAILABLE | | \$1,286,500.00 | |





Program of Work

FY20 PRIORITIES



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FY20 Priorities

Create strong centers

- Build parks & libraries as anchors
- Develop mix of housing
- Invest in public realm
 - Wayfinding Signs – 7 to 10 signs
- Convene community through placemaking, events, programs and civic activities



FY20 Priorities

Enable transportation that aligns with community vision

- Traffic study w/ UNC Charlotte & DOTs, build grid
- Expand trails, MU Trails, bike lanes, sidewalks
- Re-think interchanges
- Increase access in University Research Park
- Improve arterials visually & functionally



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FY20 Priorities

Sustain and grow business

- Continue to build data resources for CRE industry
- Inform/facilitate redevelopment
- Retain, grow and recruit business to support UCity vitality
- Execute Clean Streets, Clean Community



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FY20 Priorities

Strengthening safe communities

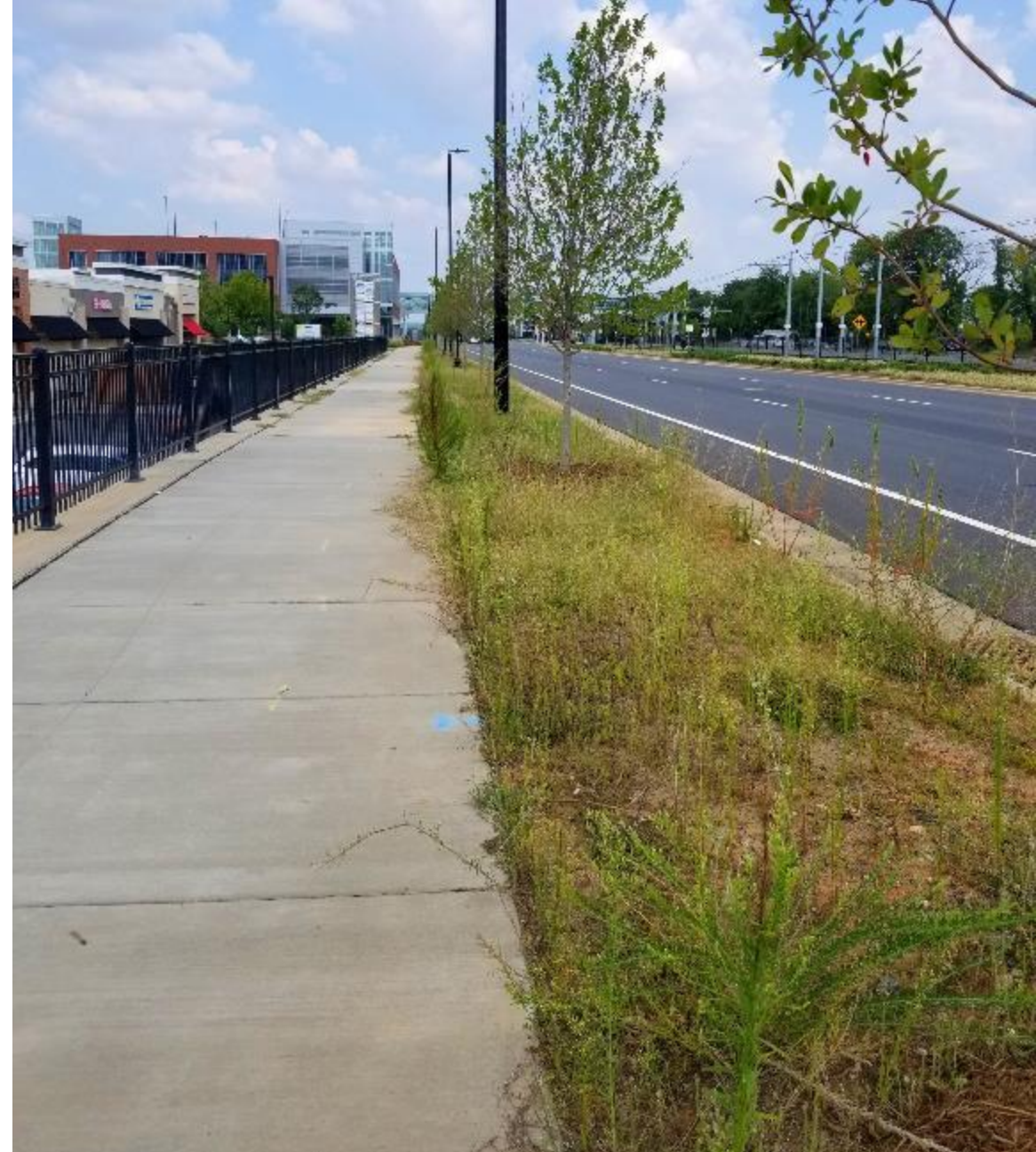
- Community Safety Collaborative
- Advocate and secure adequate resources
- Communicate intentionally to influence perception
- Use of technology and cameras



FY20 Priorities

New initiatives

- Community Safety Collaborative
- University City brand assessment + value proposition
- Wayfinding signs install
- Clean streets, clean community
- Communicate intentionally to Influence perception
BRAND + SAFE COMMUNITY
- Scenario planning for transportation





Program of Work

FY20 PRIORITIES

