



# 2021 Report to Charlotte City Council

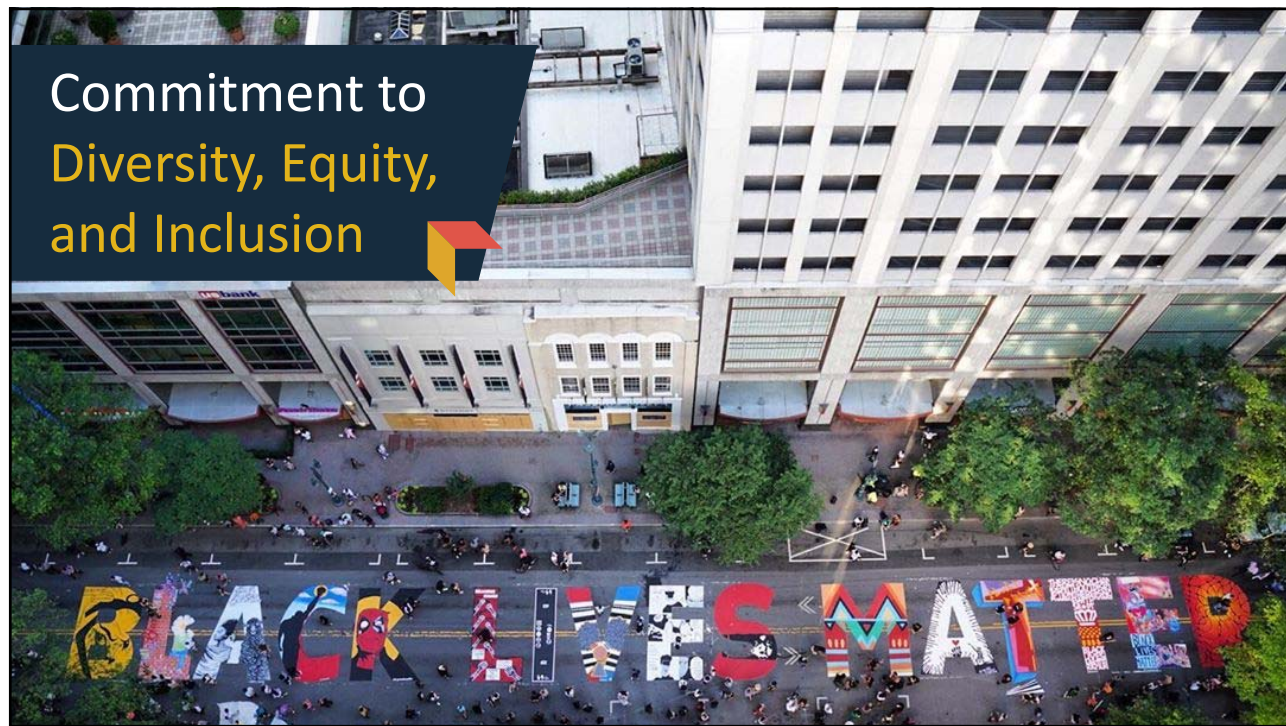


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CHARLOTTE CENTER CITY PARTNERS

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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# 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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## Powering Up Center City



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# Center of vibrancy

IN THE LAST 10 YEARS, CENTER CITY CREATED SPACE FOR...

- 48,148 new workers
- 61 shops & restaurants
- 1.1 million overnight guests
- 20,540 new residents



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## Economic Development



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

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A photograph of a woman behind a bar at night, serving customers. The bar is illuminated with warm lights, and several glasses are hanging from the ceiling. The woman is wearing a dark shirt and is focused on her work. The background shows other patrons and the interior of the bar.

## Marketing & Communications

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

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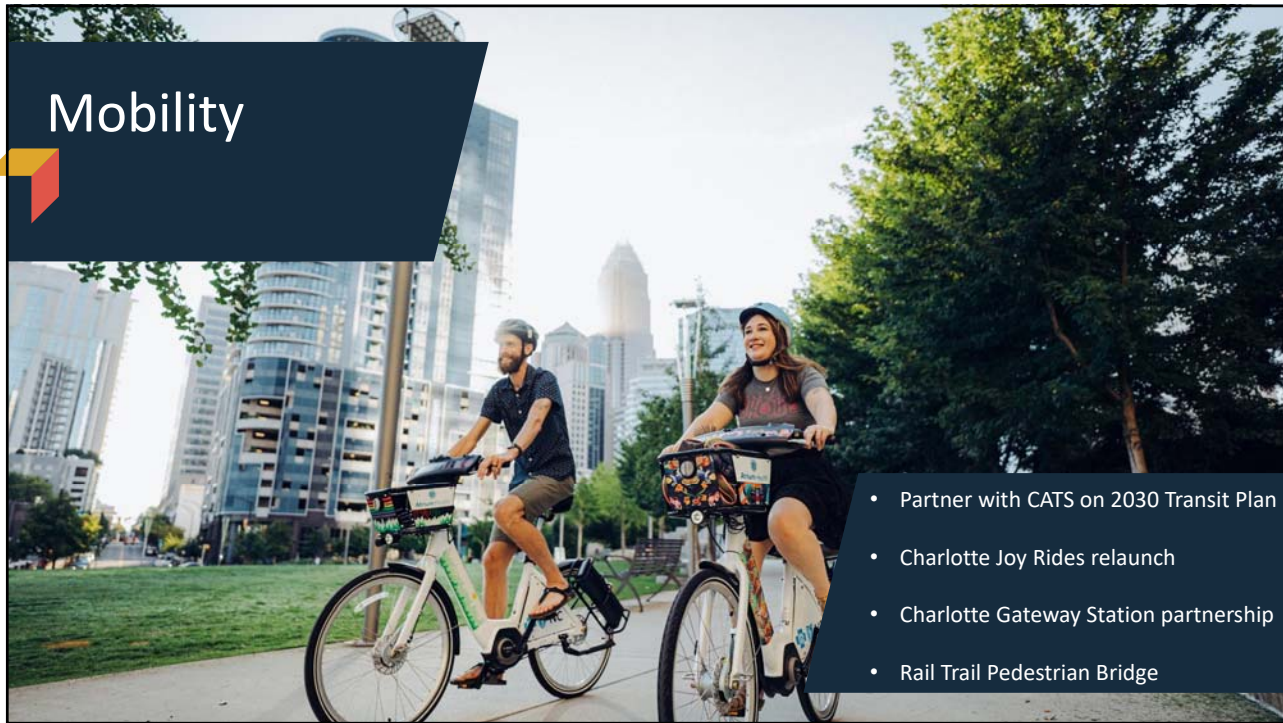
A photograph of a woman with blonde hair wearing glasses and holding a drink. She is in a social setting with many colorful balloons in the background. The lighting is vibrant and festive.

## Programming and Events

- Signature Center City events
- Partner with CRVA to grow as a destination
- Tryon Street vendor program

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## Mobility



- Partner with CATS on 2030 Transit Plan
- Charlotte Joy Rides relaunch
- Charlotte Gateway Station partnership
- Rail Trail Pedestrian Bridge

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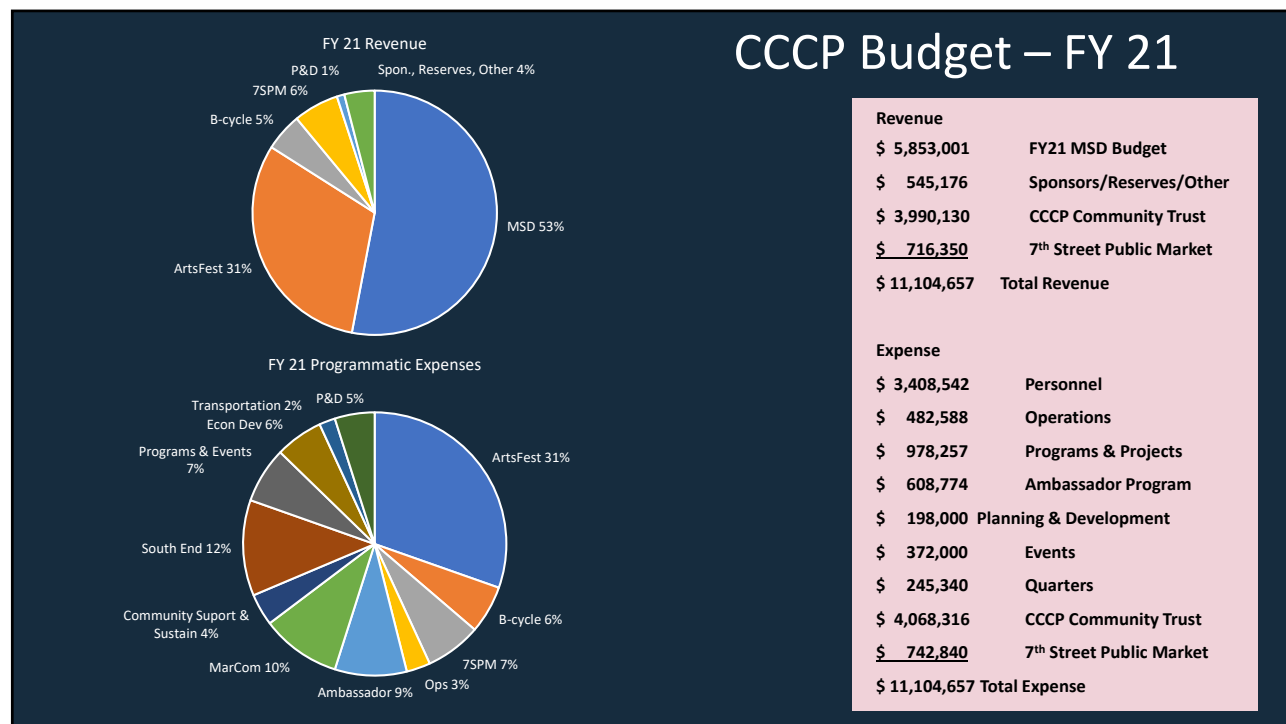
## Special Initiatives



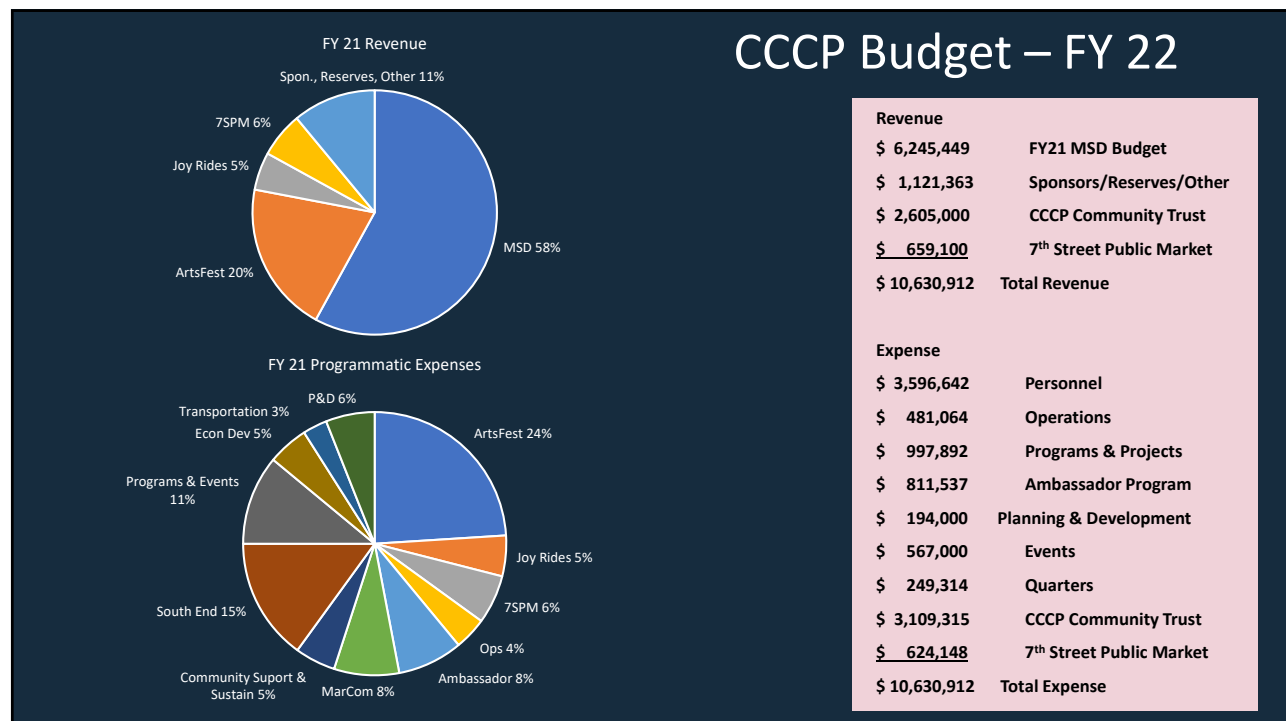
- Music Everywhere Initiative
- 2025 Homelessness Strategy
- Real Change initiative with CMPD
- 7<sup>th</sup> Street Public Market

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