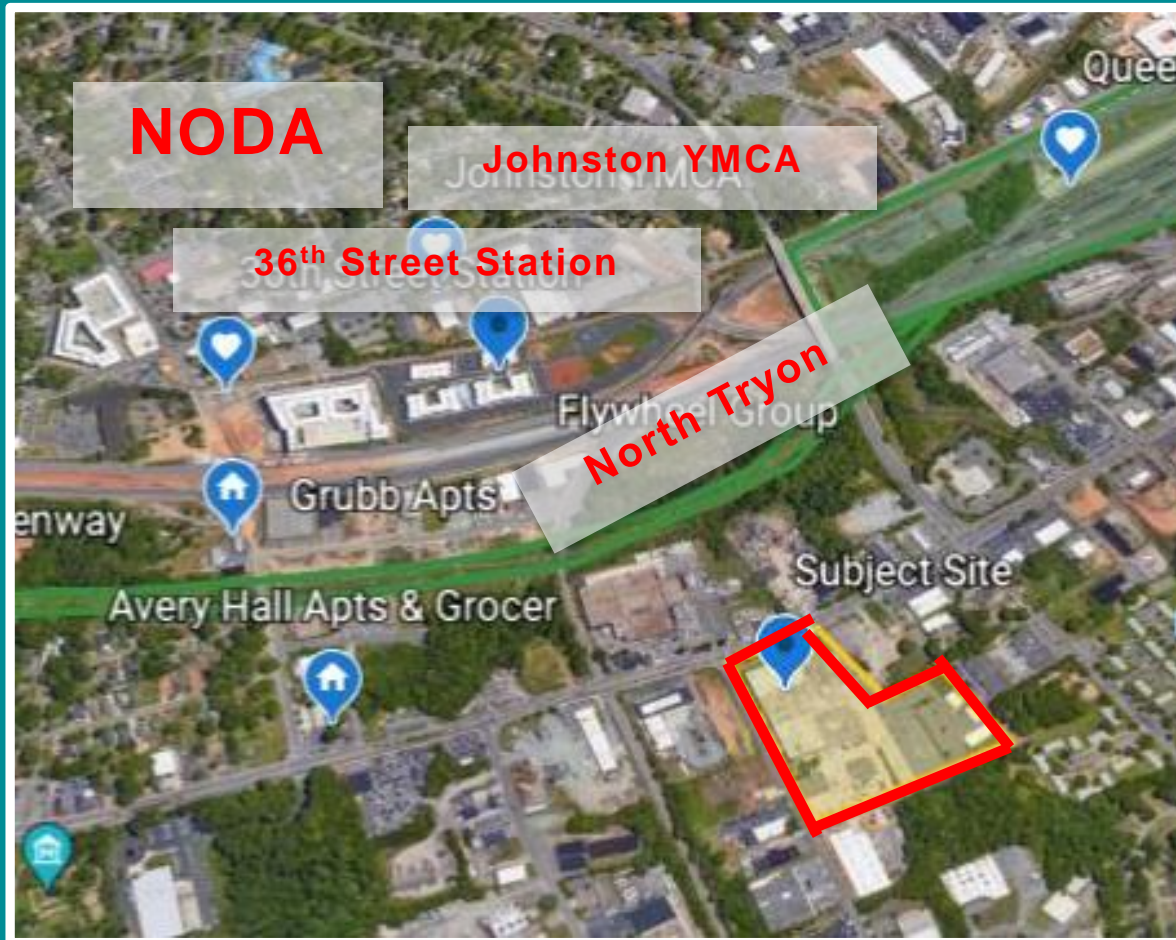


An architectural rendering of a modern urban development at night. The scene features a tall, glass-clad skyscraper with a grid-like facade, illuminated from within. To its left is a lower, more modern building with large glass windows and a flat roof. The foreground shows a street with light trails from cars, a few parked bicycles, and a group of people walking on a sidewalk. Trees and streetlights are also visible. The sky is dark with some clouds. The overall atmosphere is one of a vibrant, modern city at night.

Innovation District Charlotte

November 1, 2021

Atrium Health Commits 14 Acres to Affordable Housing



- Contributing **14-acre site on North Tryon** (a corridor of opportunity) adjacent to light rail to be redeveloped into affordable home ownership and rental housing (30% AMI to market rate)
- **Plans to partner with Inlivan** to develop the site and an adjacent 14-acres owned by Inlivan
- **Atrium and Inlivan will work with City and County to develop a small area plan for combined 28-acre site** (e.g., athletic field; small park) and to ensure optimization of this transformational housing development
- Site could attract a grocer which would **address an existing food desert**
- Conservative estimates for **14-acre site** include:
 - **100+** units for affordable home ownership
 - **300+** affordable multi-family housing units

life-changing COMBINATION



60011

LAN R



UPTOWN

BoA Stadium

SOUTH END

SECOND WARD

MIDTOWN

Atrium Health Mercy

SITE

10 Min Walk

5 Min Walk

DILWORTH

CHERRY

Little Sugar Creek Greenway

**Atrium Health
Carolinas Medical Center**



- *In order to keep up with industry demand that drives growth of innovation districts in this type of setting, you typically need to build a building every 3 years*





CHARLOTTE
TODAY



CHARLOTTE TOMORROW



CHARLOTTE
TODAY



CHARLOTTE TOMORROW

More Than a Medical School and Different from a Traditional Real Estate Development



1

Innovation District
A Key Lever in Driving
Economic Mobility



2

Comprehensive
Research Enterprise



3

Front Door for
**Commercialization &
Corporate Engagement**



4

School of Medicine
The Most Innovative &
Diverse Student Body

Innovation district will diversify Charlotte's industry landscape & unlock major opportunities for the community



Atrium Health and Wake Forest School of Medicine Merger is a Catalyst for Unprecedented Growth

New academic channel creates a pipeline of STEM/ research talent

Attracting new businesses who want to collocate with research

Incubating new companies through the intellectual capital of research

We are the largest city in the US without a 4-year medical school and one of the largest without a defined District of Innovation

- Recent tangible implications of our lack of concentrated health science research and research talent include:
 - Loss of business recruitment opportunities such as Pfizer
 - NIH funding of \$68M versus \$260M at Wake Forest

Charlotte is Ripe for Innovation

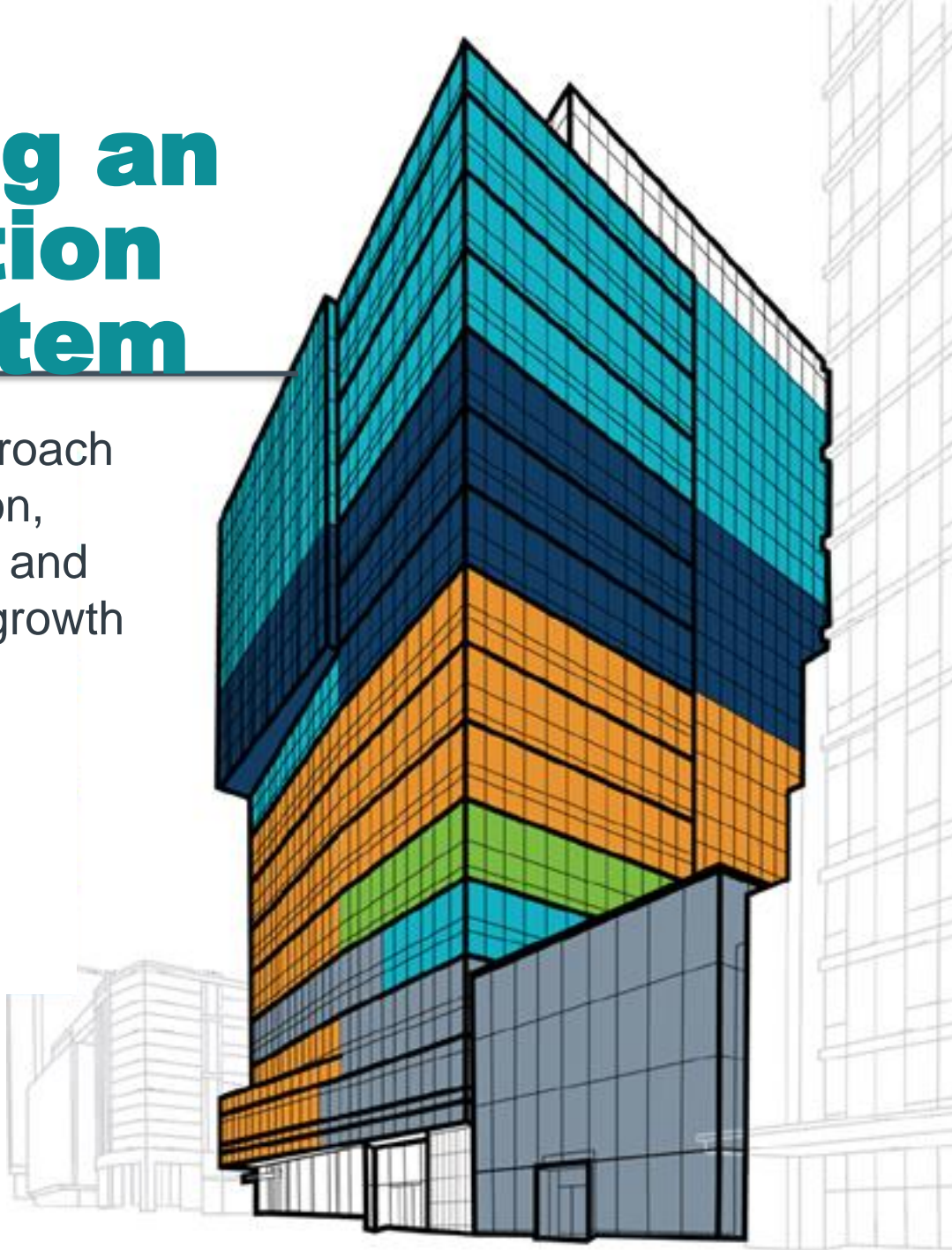
*A City that Attracts
and Retains Talent*

- **Healthcare is 2nd largest talent cluster** (47,000 workers)
- **Concentrated medical center campus**
- **Growing data science sector** (21,000 people)
- **10,000 degrees/year** and **80% remain in Charlotte**
- **Charlotte Douglas International Airport**



Creating an Innovation Ecosystem

Differentiated approach drives collaboration, breeds innovation and fosters company growth



INDUSTRY

ACADEMIC

INNOVATION SUITES

COMMUNITY ENGAGEMENT

ACTIVATED LOBBY,
ASSEMBLY & PROGRAMMING

Bringing the Future of Surgery And Experiential Education to Charlotte



SIEMENS

stryker

ETHICON
PART OF THE *Johnson & Johnson* FAMILY OF COMPANIES

PENTAX
MEDICAL

Medtronic

INTUITIVE
SURGICAL®

Over the last two decades, tens of thousands of surgeons from the world over, have come to Strasbourg, France to improve their skills and practice minimally invasive, laparoscopic and robotic surgery.

Our goal is that In the future, they come to Charlotte.



Community Impact

1

Creates New Jobs
including sub-baccalaureate

- Partnering with workforce development leaders such as the ROC, Goodwill, CPCC
 - Investing in housing and wraparound services to support job seekers
 - Collaborating with City to provide transportation connectivity to necessary communities
-

2

Aligns Academics with Equity

- Educating diverse groups of students across all levels and age groups
 - Supporting JCSU to design their pre-med program
 - Bishop Battle Scholarship provides \$5M scholarships for diverse students into healthcare careers (goal of growing to \$10M)
-

3

Promotes Inclusion and Diverse Business Growth

- CBI current provided goal of **6% MBE and 14% SBE**
- Our general practice is to achieve 20% MSBE participation
- Building framework to enable diverse business participation

Workforce Development Starts with Commitments from Employers

A background image showing several scientists in white lab coats and safety goggles working in a laboratory. They are gathered around a table with various lab equipment, including laptops, beakers, and test tubes. The text 'PROOF OF CONCEPT:' is overlaid in large white letters.

PROOF OF CONCEPT:

**Job Identification &
Upfront Employer
Commitment to Hire**

**Training Program
Design**

Talent Recruitment

**Job Placement &
Onboarding**



**Wake Forest Institute for
Regenerative Medicine,
WFIRM**



**Semester-Long WFIRM
Internship Program**

- High School Summer Research Exposure Program (SREP)
- Forsyth Tech AAS Applied Sciences

- Research assistant
- Laboratory technician
- Instrumentation technician
- Quality control technician

And build a new and growing diverse talent pipeline

TALENT PIPELINE DEVELOPMENT



STEM Education

- December academic partner trip to Philadelphia to explore models for application in Charlotte (include JCSU, CPCC, UNC-C, CMS, Charlotte Works and others)

Workforce Development

- Collaborating with community colleges, HBCUs and local training programs
- Actively working with CPCC, Charlotte Works and others on how to develop and fund programs focused on opportunity youth
- Restorative Pathways Program in process with 11 justice-involved students working towards employment

Affordable housing across Charlotte is critical to support job growth

At the Core of “For All”
Healthier People & Communities



AFFORDABLE
HOUSING

AFFORDABLE
HOUSING

ECONOMIC
OPPORTUNITY

ACCESS TO
QUALITY
MEDICAL
CARE

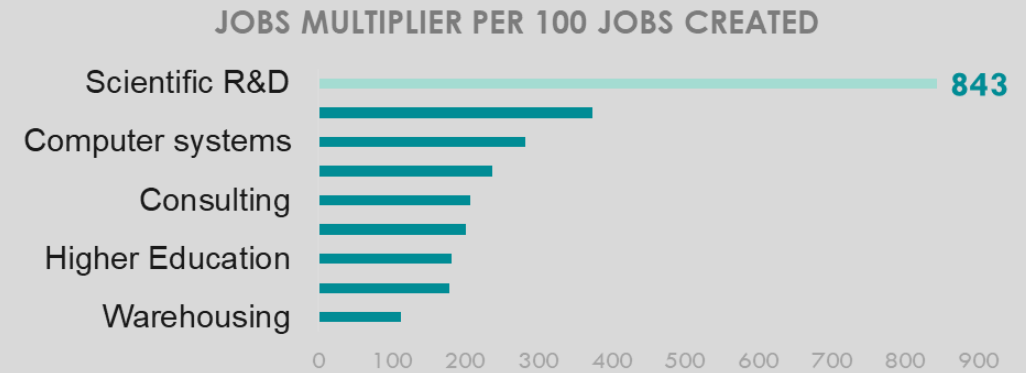
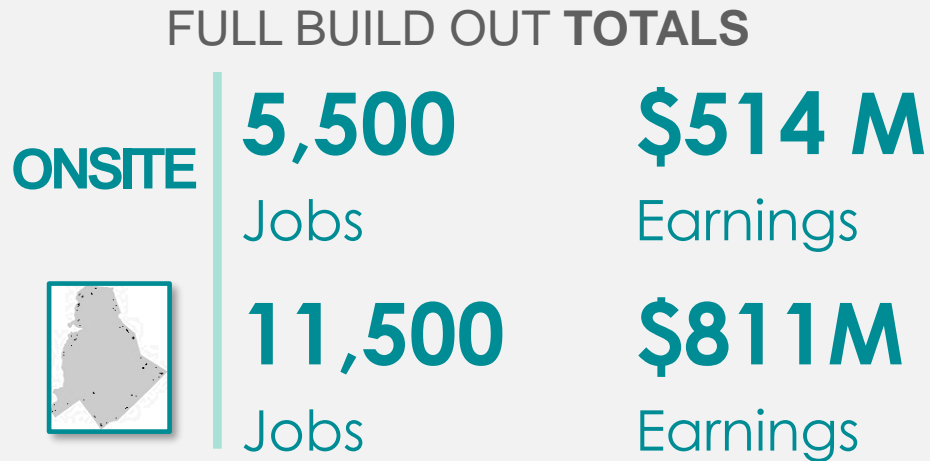
POPULATION
HEALTH

HEALTH
AND
WELL-BEING

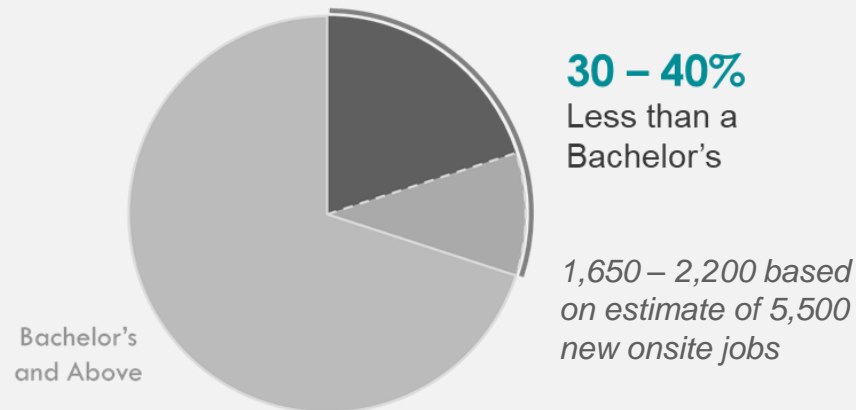
- The Charlotte Innovation District is targeting 5% of Phase I housing to workforce/affordable with majority of units at 50% AMI and below
- Contribution of 14 acres of land on North Tryon to be redeveloped into affordable home ownership and rental housing (400+ units)
- Continued partner for ensuring we have affordable housing across our community:
 - \$10M 2020 Housing Fund Investments to preserve NOAH
 - Considering additional projects to increase housing supply

The district, supported by \$1.5B in private investment, will be a centerpiece in our economic mobility strategy, creating thousands of accessible, good paying jobs

JOB CREATION AND TAX BENEFIT



BROAD ACCESS TO WELL PAID JOBS



➤ Innovation jobs provide a **15+% higher entry level wage** than non-innovation jobs

➤ Plus a significant percentage of jobs **available to residents with lower levels of education**



DISTRICT DEVELOPMENT

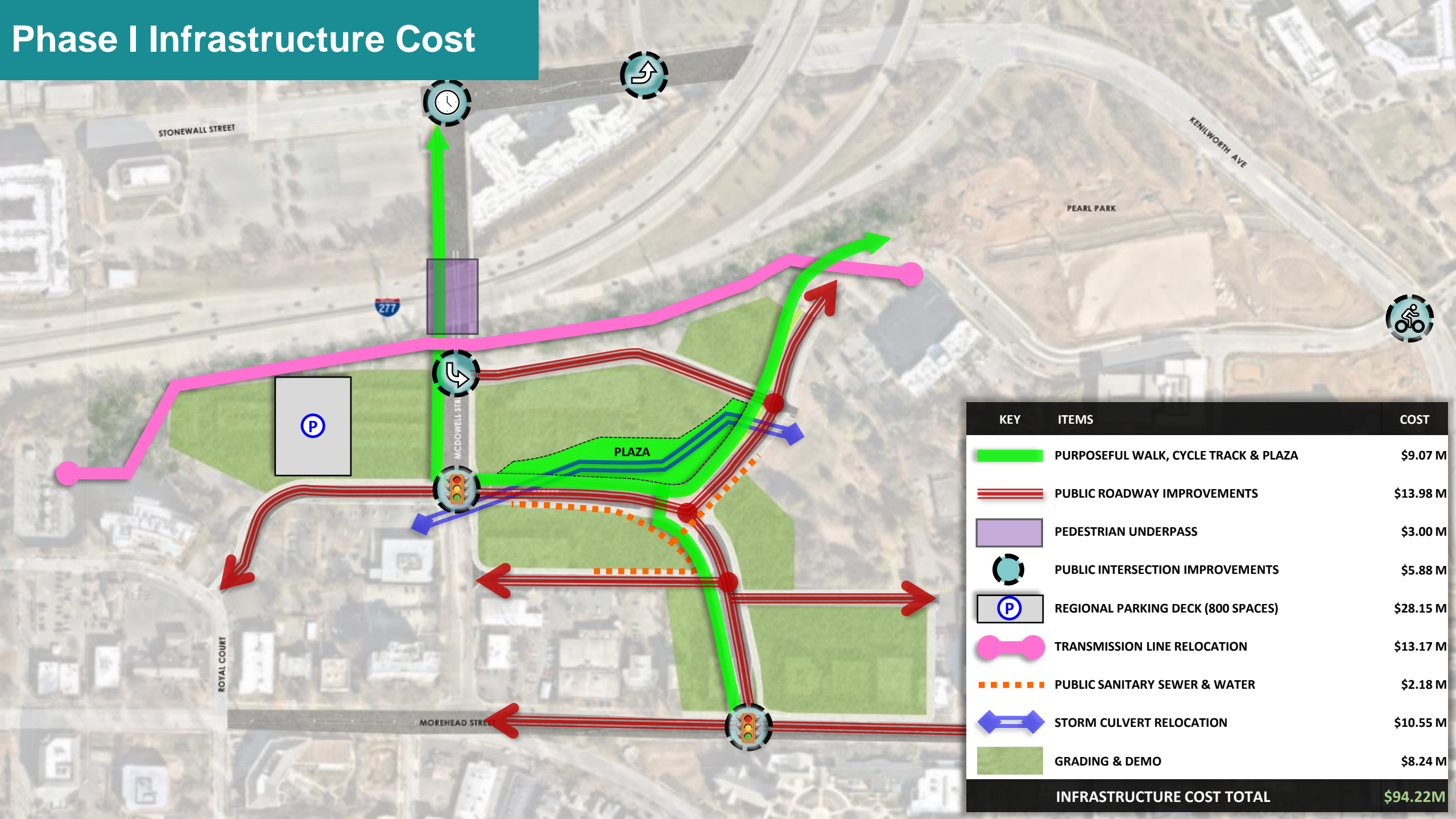
District Site Development Plan





CHARLOTTE TOMORROW

Phase I Infrastructure Cost



KEY	ITEMS	COST
	PURPOSEFUL WALK, CYCLE TRACK & PLAZA	\$9.07 M
	PUBLIC ROADWAY IMPROVEMENTS	\$13.98 M
	PEDESTRIAN UNDERPASS	\$3.00 M
	PUBLIC INTERSECTION IMPROVEMENTS	\$5.88 M
	REGIONAL PARKING DECK (800 SPACES)	\$28.15 M
	TRANSMISSION LINE RELOCATION	\$13.17 M
	PUBLIC SANITARY SEWER & WATER	\$2.18 M
	STORM CULVERT RELOCATION	\$10.55 M
	GRADING & DEMO	\$8.24 M
INFRASTRUCTURE COST TOTAL		\$94.22M



Public Investment

\$75 Million Public Investment Request

- \$60m Tax Increment Grant
 - \$20m City of Charlotte
 - \$40m Mecklenburg County
- \$15m CIP
 - Split between two bond cycles
- November 2021 vote

Return on Investment Success Stories

CASE STUDY | Johnson and Wales University



JOHNSON & WALES
UNIVERSITY

- More than **\$92 million** in construction on its Charlotte Campus
 - About three-quarters of which was done by Charlotte-area contractors.
- **98%** of J&W University graduates are employed within 60 days of graduation.
- **80%** of students work in the community during school and after graduation.
- **20%** of JWU alumni moved up two or more income quintiles.
 - **2%** moved from the bottom income quintile to the top, much higher than the average for selective private colleges nationwide.

Return on Investment Success Stories

Growth of Fintech

- Finance sector added 26,100 jobs in the past 5 years, and about 20% of those new jobs were in tech
- Tech jobs within finance industry have increased by 88% since 2015, adding approx. 4,400 new jobs in that timespan
- 65+ fintech firms are in Charlotte
- The City's business recruitment team was very successful in bringing fintech companies to Charlotte over the last year
 - 1,800 new jobs were announced by fintech companies Retirement Clearinghouse, Intercontinental Capital Group, Robinhood and Credit Karma
 - These 4 projects alone have an economic impact in Charlotte of \$378 million and will result in an additional 2,200 jobs created