Charlotte’s Center City, including Uptown, South End, and West End, is the economic engine for the entire region. With unmatched urban amenities, broad housing options, and lots of ways to get around, it is a magnet for talent. And in the 21st century economy, business follows talent. Whether moving here, growing here, or starting here, smart companies can’t afford not to be in Center City.
Stop in and let us show you around . . .

Buying or selling a home? As the #1 real estate company in the Carolinas, we can connect you with the best people to help guide you through the homeownership process.

When you’re in the neighborhood, stop by our Charlotte-Center City location and browse the Allen Tate Gallery featuring local artists.

**Allen Tate Charlotte-Center City**

233 N Tryon Street | Charlotte, NC 28202

Monday – Friday 9:30 – 5:30 • Saturday 10:30 – 3:30 • Sunday 1:00 – 4:00 704-331-2122

We are home.™
Charlotte’s Center City is a talent magnet, transportation hub, boasts a high quality of life and remains relatively affordable. It all adds up to one of the most dynamic and fastest growing urban centers in the country.

Evidence is all around us. In the past six months, Center City Charlotte has added 565,000 SF of office, 913 apartments and 496 hotel rooms. Construction has started on eight projects, and four more projects have been announced. In the second half of 2017, we expect to see delivery of an additional 630,000 SF of office and 510 hotel rooms. This continued construction pace has kept Uptown Charlotte at the top of the U.S. list for downtown office construction, along with cities like Philadelphia, Seattle, Denver, Chicago and Dallas.

Institutional investors are driving much of this growth. Since 2005, the amount of institutionally owned office space in Uptown Charlotte has increased by 72%, offering increased asset liquidity. This has improved market fundamentals, making the city more attractive to a broader spectrum of investors and office developers.

Accompanying this growth has been the influx of diverse, educated talent at a rate that is outpacing our competitors. Professionals are moving here, particularly to our urban neighborhoods, drawn by the relative affordability of housing, the growing transportation network and our amenities. They stay for our quality of life — from cycling to whitewater, breweries to ballet — and the opportunity to join us in shaping the city.

This talent growth will continue to be strong within the financial services and fintech sectors. In addition, rapid expansion of the professional, scientific and technical services jobs will fuel a projected increase in Center City employment of 20 percent over the next five years.

The eyes of the nation’s investors, businesses and talent are on Charlotte’s Center City. Built on a foundation of new construction projects, affordability and diverse urban amenities, it is easy to see why so many businesses and people are choosing to come here.

MICHAEL SMITH
President & CEO
Charlotte Center City Partners

photo by Kyo H Nam courtesy of Charlotte Center City Partners
DEVELOPMENT

Uptown Charlotte continues to be one of the most active markets nationally for central business district construction. Developers are continuing to plan, build and deliver products of all types, shrinking the gap between current supply and growing demand.

Crescent Stonewall Station, scheduled to open later this year, will feature a 47,000 SF Whole Foods with 17,000 SF of additional retail, all directly tied to the Stonewall Station light rail stop.

“Charlotte Center City is the most abundantly served cultural, commercial and connected submarket in our region.”

Brian Leary, President Commercial & Mixed Use, Crescent Communities, LLC

Center City’s population has grown by 55% since 2010

POPULATION GROWTH
“Regions Bank has been able to recruit and retain top-tier banking talent in the Charlotte market, and that has helped fuel our growth. We look forward to our upcoming consolidation of four different office locations in Charlotte to the new 615 South College tower, which will give us a modern, collaborative space where we can continue our growth in the years to come.”

Terry Katon, Executive Managing Director and Head of Capital Markets, Regions Bank
Upon completion of all offices that are under construction or planned, Center City will have over 30 million square feet in office space.

Upon completion of all planned and under construction projects, Center City will have twice the retail space it did in 2017.

Over 1,000 hotel rooms have delivered or will deliver in 2017. This is twice as many than have been delivered in the past decade.

Over 11,000 residential units delivered in the past decade. Upon delivery of all units planned and under construction, we will quadruple the number of homes in Center City built since 2007.

Nearly $3 billion in new development is planned or under construction along Stonewall Street at the southern edge of Uptown, including mixed use projects by Lincoln Harris, Crescent, Northwood Ravin, and Proffitt Dixon.
The evidence of our contribution and partnership in helping create some of Charlotte’s most iconic buildings is rising all around you.

But we are a company never content to rest on its laurels. We are focusing on a future that creates greater sustainability, beauty and livability.

Our process of true partnership helps us deliver consistent construction excellence – on time and on budget. For over 100 years.

We are committed to building a future together that embodies honorable business practices, shared visions – and of course – a vibrant, livable city.
Built on a strong foundation created by financial services companies, Center City is now seeing a growing diversity of industries. This trend is attracting a correspondingly diverse work force and spurring the growth of an entrepreneurial sector that is occupying Uptown’s growing co-working spaces.

“A more diversified mix of financial services companies — including Barings — are choosing to bring people here, to leverage the incredible financial services talent that’s present in the city.”

Tom Finke, Chairman & CEO, Barings

Professional Services, Finance and Management jobs dominate the employment landscape of Uptown, creating a deep pool of business talent.

<table>
<thead>
<tr>
<th>Sector</th>
<th>U.S.</th>
<th>Center City Charlotte</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional, Scientific and Technical Services</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>Finance and Insurance</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Management of Companies and Enterprises</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Public Administration</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Administration &amp; Support, Waste Management and Remediation</td>
<td>5%</td>
<td>5%</td>
</tr>
</tbody>
</table>
“We’re just getting started. Anyone that moves here, or starts a business here, is part of the foundation that all of our future growth will be built upon.”

Michael Praeger, CEO and Co-Founder, AvidXchange

The number of firms in Center City has grown by 10% since 2011

CENTER CITY NUMBER OF FIRMS

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>2,950</td>
</tr>
<tr>
<td>2012</td>
<td>3,000</td>
</tr>
<tr>
<td>2013</td>
<td>3,050</td>
</tr>
<tr>
<td>2014</td>
<td>3,100</td>
</tr>
<tr>
<td>2015</td>
<td>3,150</td>
</tr>
</tbody>
</table>

For more information:
www.employersassoc.com
704.522.8011
From breweries to Broadway touring shows, from parks to parades, Charlotte’s Center City offers residents, guests and workers a mix of entertainment and leisure activities that cannot be found anywhere in the region.

“Locating our M-Beta hotel in the middle of Uptown allows us to reach a growing, diverse demographic from business people to families to millennials.

“The strength of the local economy and all that Uptown has to offer will continue to attract visitors. Our goal is to provide them with exceptional hospitality and show off the best of Charlotte.”

Crissy Wright, General Manager, Marriott City Center

UPTOWN HOTEL OCCUPANCY RATES AND AVERAGE DAILY RATES
CENTER CITY CHARLOTTE OFFERS

3 Professional Sports Teams
15 Theaters and Music Venues
23 Museums and Galleries
44 Bars and Breweries
232 Restaurants

TOP: The Novant Health Thanksgiving Day Parade attracted an estimated 100,000 people in 2016.
MIDDLE: Coco and the Director is a new coffee/retail concept in the Marriott’s M Beta hotel.
BELOW: The Charlotte Knights lead all minor leagues in attendance at nearly 9,000 fans a game.

For seven consecutive years, Uptown hotels have seen growth in rates and occupancy.
Developers are reacting to Center City's increasing number of affluent residents, growing hospitality sector and highly compensated workers by reconfiguring ground floor lobbies into new retail space. National retailers have also taken notice and are fueling much of South End's retail boom.

“Charlotte is a growing city with many attractive attributes for retail including a large millennial population, highly educated workforce and affordable retail rents.

“We see streets in Uptown and South End with great potential to become those walkable retail destinations. Look for both new and established retailers to start finding homes in both locations.”

Sam Judd, Managing Partner, Asana Partners

Asana Partners plans to convert South End’s historic Design Center to retail, fueling the retail boom in Charlotte’s hottest submarket.

**RESIDENT AND WORKER INCOMES**

<table>
<thead>
<tr>
<th></th>
<th>Uptown</th>
<th>South End</th>
<th>Mecklenburg County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Household Income</td>
<td>$73,931</td>
<td>$65,225</td>
<td>$56,472</td>
</tr>
<tr>
<td>Average Employee Wage</td>
<td>$105,305</td>
<td>$55,275*</td>
<td>$57,800</td>
</tr>
</tbody>
</table>

**SPENDING POWER**

<table>
<thead>
<tr>
<th></th>
<th>Total Yearly Overnight Visitors 1,400,000</th>
<th>Workers 121,359</th>
<th>Households 16,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dining Out</td>
<td>$82,320,000</td>
<td>$165,906,423</td>
<td>$49,088,000</td>
</tr>
<tr>
<td>Shopping</td>
<td>$62,552,000</td>
<td>$462,761,284</td>
<td>$126,880,000</td>
</tr>
<tr>
<td>Groceries</td>
<td>$100,844,475</td>
<td>$21,771,805</td>
<td>$67,342,512</td>
</tr>
<tr>
<td>Entertainment</td>
<td>$43,442,000</td>
<td>$44,512,000</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>$188,314,000</td>
<td>$751,283,987</td>
<td>$287,822,512</td>
</tr>
</tbody>
</table>
Center City offers residents a complete neighborhood featuring housing choices from apartments to single-family homes, museums, entertainment options, a no-commute lifestyle, convenient access to transit, and affordability that is unmatched by our peer cities.

“Uptown Charlotte is attractive for residential development for the simple fact that the city itself has become a place where people want to live.”
Kelly Dunbar, Division Partner, Multifamily, Childress Klein

46% of Center City residents have moved in since 2010; 30% moved in from out of state.

MEDIAN HOME PRICE BY MARKET

<table>
<thead>
<tr>
<th>Region</th>
<th>Median Home Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phoenix</td>
<td>$700,000</td>
</tr>
<tr>
<td>Atlanta</td>
<td>$600,000</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>$500,000</td>
</tr>
<tr>
<td>Charlotte</td>
<td>$400,000</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>$300,000</td>
</tr>
<tr>
<td>Tampa</td>
<td>$200,000</td>
</tr>
<tr>
<td>Austin</td>
<td>$100,000</td>
</tr>
</tbody>
</table>

Regional Median Home Price
Downtown Median Home Price

Festivals
Performing Arts
Museums

Charlotte Culture Guide.com
Center City Charlotte is at the heart of a robust transportation network. Uptown, South End and West End are well served with a variety of transportation options for commuters and visitors including:

- LYNX Blue Line (light rail) service with 8 current stops in Uptown and South End
- Blue Line 9.3-mile northern extension opens in first half of 2018
- 50,000 privately managed parking spaces in Uptown and an additional 10,000 free Park & Ride spaces for transit users
- 18 Express Bus routes, 26 local routes
- 200+ B-Cycle bike share bikes. Expanding by 50% by end of 2018
- LYNX Gold Line streetcar service with 6 stops
- Gold Line extension opens in 2020, adding 9 stops to the west and 2 to the east
OUR FOUR PREMIER LOCATIONS PROVIDE OPTIONS TO MAXIMIZE YOUR COMPANY’S POTENTIAL AND RECRUIT AND RETAIN THE BEST TALENT.

Well-established and committed to a higher standard in Charlotte, Cousins is known for the strong, lasting relationships we build with customers, partners and investors. If you’re thinking about a premier location in Charlotte for your business, it’s time to talk to Cousins.

Contact: Mark Holoman, 704.625.5818
cousinsproperties.com
CREATIVE WORKSPACE

Today’s talent demands workplaces that inspire. Uptown, South End, and West End deliver. Not only is Center City a walkable, dynamic area alive with amenities, but the market is delivering the type of creative space that drives innovation. Coworking hubs, entrepreneurship labs, makerspaces, startup meetups — it’s all in Center City Charlotte.

100,000 SF of Coworking Space in Uptown, South End, and West End at end of 2016

167,000 Projected SF of Coworking Space by end of 2017

9 Coworking operators by end of 2017

50% Increase in annual rate of venture capital funding in Charlotte since 2010

4+ Providers offering 1 GBPS in Center City

1616 Center in South End, featuring creative workspace like this, is home to two local startups and leased up quickly.

Uptown’s newest office tower, 615 S. College, will be home to 47,000 SF of coworking space when WeWork opens later this year.

Packard Place in Uptown is a hub of entrepreneurship, with regular startup meetups and multiple incubators.

Mosaic Village in West End is home to three homegrown companies and is serving as a catalyst to development in Historic West End.

DITCH THE DRIVE

ROCK THE RIDE

WHEN IT COMES TO BIKING, CHARLOTTE’S ON A ROLL.

Millennials strongly prefer to live in cities where they don’t need to rely on an automobile for transportation. Expanding bike infrastructure is an important way to ensure Charlotte remains an attractive destination for young talent. For bike routes, commuting tips, bike share opportunities and more, visit RocktheRideCLT.com