Charlotte’s Center City continues to be the economic driver for the city and the surrounding region, with a development trajectory that is attracting attention nationally from businesses and top talent.

Two new towers opened in 2017: 300 South Tryon and 615 South College. Our Center City is on track to deliver 7.1-million square feet of office this decade. We have more than 8,360 apartments planned or under construction and will cross the 7,500-mark if all planned hotel rooms are built. We doubled the light rail system with the opening of the Blue Line to UNC Charlotte and construction continues on the Gold Line Streetcar.

This rapid growth represents the realization of deliberate, urban vision planning and collaboration between public, private and non-profit partners from across the Center City.

In 2018, our program of work focus is on long-term planning, economic development, business recruitment and retention, placemaking, special events planning and execution, neighborhood support, research, sustainability, affordable housing and housing the chronically homeless.

Within our urban neighborhoods, the implementation of this work includes the implementation of the North Tryon Vision Plan, finalization of the South End Vision Plan, launching the West End branding campaign and the start of an anti-displacement strategy for West End. As we celebrate our accomplishments, we realize we must do more to support our fragile neighbors to create an inclusive community.

The Housing First Charlotte Mecklenburg collaboration is in its fourth year. 637 of our chronically homeless neighbors now have permanent homes as of March 2018. Our partners have pledged to stay the course.

We joined Jim Dulin to convene the Evergreen Team Affordable Housing Task Force. The goal is to explore innovative and sustainable strategies to engage the private sector in meeting the housing needs of every family in the Charlotte region. The result were eight “Bold Ideas” being shared with Charlotte, Mecklenburg County, Leading On Opportunity Council, and business and community groups.

As Charlotte celebrates our 250th anniversary, the city is at a turning point. Our ability to grow, attract businesses and appeal to the workforce needed for the future, while increasing opportunities for all of our citizens, will be paramount as we move forward.

This work requires the sustained participation of our partners and the inclusion of new voices to ensure Charlotte’s appeal for generations to come. Charlotte Center City Partners is proud to help lead this important work.

Follow along with our story by visiting our website, charlottecentercity.org.
WHO WE ARE

CCCP is a 501(c)4 nonprofit organization that envisions and implements strategies and actions to drive the economic, social and cultural development of Charlotte’s Center City.

CCCP Community Trust (CCCPCT) is a 501(c)3 foundation that provides a platform for economic development, city-wide community-building arts, education, sustainability, placemaking, health and wellness initiatives.

CREDO

We believe in:
• The value of great urban places
• Acting with integrity
• The power of diversity & collaboration
• Approaching all we do with passion, innovation, tenacity and excellence

FOCUS AREAS

Planning & Development
Business & Retail Recruitment and Retention
Research
Transit & Transportation
Sustainability
Neighborhood Support and Development
Programs & Placemaking
Events
Marketing and Communications

2018 BUDGET

Charlotte Center City Partners and the CCCP Community Trust have a consolidated budget of $6 million. The following charts illustrate the sources and uses of funds for our work.

SOURCES:

- MSD: 70%
- B-Cycle: 9%
- Grants & Other: 9%
- Sponsorships: 4%
- ArtsFest: 8%

USES:

- Historic South End: 17%
- Marketing/Comm.: 15%
- Programs/Events: 11%
- Economic Dev.: 10%
- West End: 10%
- B-Cycle: 10%
- ArtsFest: 7%
- Transportation: 6%
- P&D: 4%
- Neigh.: 5%
- Historic South End: 17%
- Programs & Placemaking: 15%
- Marketing & Comm.: 15%
- Oper: 10%
- Sustain: 1%
- West End: 10%
- Econ Dev: 10%
2018 ACCOMPLISHMENTS

BUSINESS RECRUITMENT AND OFFICE ABSORPTION
Uptown Charlotte is our region’s central employment district with 50% of our Class A space. Center City Charlotte is ranked 7th busiest CBD for office construction and 4th best absorption behind only Seattle, New York and Chicago. Construction is driven by demand, not speculation.

STONEWALL COLLABORATIVE
We convene a consortium of about 40 developers and government partners developing Stonewall Street with a shared vision that leverages public investment, creating more value for private development and better serving our city. This one-mile corridor represents a combined $2.7 billion of planned investment. Focus areas include 1) urban design & infrastructure, 2) retail & ground floor experience, 3) vision & storytelling and 4) public art & programming.

RESIDENTIAL GROWTH
30,000 now live in Uptown and South End. Growth is strong. More than 8,360 housing units under are construction or announced. 54% of multifamily units planned or under construction in Mecklenburg are in Center City. Absorption rates are at 88%.

HOTELS AND HOSPITALITY
There are 10 active hotel projects in the Center City. Once current projects deliver, Center City will cross 7,500 room threshold, creating a 68% increase in supply during this cycle. This growth will build upon Center City’s role as the hub of regional hospitality industry with more than 18MM visitors per year.

SOUTH END STRATEGIC PLAN IMPLEMENTATION
The South End Vision Plan is a model of community engagement and community-driven vision with specific goals and strategies when making development and investment decisions. Residential remains the primary development driver, but office, breweries, mixed used, restaurants and the Rail Trail are also bringing new investment to South End.

RAIL TRAIL INITIATIVE
The Rail Trail has evolved into a signature linear urban park and a centerpiece for South End. The project team is executing public art and placemaking projects through donations, grants and partnerships with private property and business owners along the Trail and the city of Charlotte. Current projects include the Kingston Gateway, Rail Trail Symphony, Fowler’s Porch construction and the Knight Cities Challenge grant to create the Grove and Field project.

RETAIL INITIATIVE
National retailers are joining quality local owners & office REITs to create street level retail space to meet pent up demand. Whole Foods and Harris Teeter South End are opening, Asana and Edens are making transformative moves in South End and more than 38,200 square feet of lobby space renovated and converted to retail space Uptown. 80,400 square feet of new retail space opened.

NORTH TRYON VISION & MASTER PLAN
Under the leadership of Bank of America’s Cathy Bessant, the adopted North Tryon Vision Plan has moved into the implementation phase. Highlights from the plan include a two-block strategy for the Main Library and Hall House, hotels, new commercial development and mixed-income housing.

HISTORIC WEST END
We are entering year four of providing MSD services through a Knight Foundation grant and partnership with the City and County. Thanks to the engagement of West End community leaders, this district is well positioned for quality jobs, investment and development. In collaboration with the community, we helped create a new brand: “Proud History, Strong Future” and the old A&P is poised to develop into a community-driven asset.

MUSIC EVERYWHERE
We are making strides with our partners and sponsors, including AvidXchange, in Music Everywhere. It is a long-term economic development initiative that will enhance Charlotte’s music scene and industry so that it becomes a force for tourism, a means of building community, a differentiating talent attractor, and a significant source of new jobs.

TRANSIT
Implementation of the 2030 Transit Plan continues with the opening of the Blue Line Extension to UNC Charlotte and Phase 2 construction of the CityLYNX Gold Line Streetcar. We are working with our partners on the design and development of the Gateway Station in Third Ward, our “Union Station.” Construction work will begin this year on the track and platform infrastructure.

NOVANT HEALTH THANKSGIVING DAY PARADE
A 70th Anniversary milestone for the parade and our 5th year as producers. This continues to be recognized within the industry as one of the best in the country. More than 100,000 spectators, more than 100 organizations participated, 23 specialty units, 3500 participants, 500 parade volunteers, 19 floats, 10 marching bands, 6 segwaloons, a 20’ tall marionette and a potential television audience of more than 1.1 million.
7TH STREET PUBLIC MARKET
In its 6th year, the 7th Street Public Market is making infrastructure investments, has new partners, 14 businesses owned by diverse entrepreneurs supporting the local food culture and is successfully seeding Center City retail.

RESEARCH
We provide stakeholders, brokers and media with the latest facts and figures to illustrate the story of Charlotte Center City’s continued growth. This work has elevated the organization’s role in the community to “expert witness” for the city. The latest findings and research can be found in our 8th annual State of the Center City Report.

CHARLOTTE B-CYCLE AND CITY OF BIKES
Charlotte B-Cycle is partnering with the City to leverage $2-million in federal grants and sponsorships to expand this mission-based bike-sharing program with greater density and into neighborhoods that need access to more transportation options.

HOUSING FIRST CHARLOTTE-MECKLENBURG
This unprecedented collaboration of community partners is in its 4th year of housing our community’s most vulnerable. Through February 2018, 637 of our chronically homeless neighbors have been housed.

SUSTAINABILITY
We support the work of Envision Charlotte, which announced 19% in energy reduction this year. This saves Uptown buildings $26-million annually. In addition, Envision Charlotte is bringing 12 cities from around the world to Charlotte in June for “By Cities For Cities 2018” to drive discussions around smart city projects.

REAL CHANGE
We launched a panhandling initiative to address illegal panhandling and connect panhandlers in crisis with services. Our partners are subject matter experts from the Rescue Mission, Urban Ministry Center, Salvation Army, Men’s Shelter, CMPD and United Way.

AFFORDABLE HOUSING
We worked with Jim Dulin to convene the Evergreen Team Affordable Housing Task Force. The public/private collaboration worked to lower barriers for the private sector and affordable housing developers and agencies to build and preserve affordable housing. The report, with guiding principle and 8 bold ideas, was released in January 2018 to City Council, County Commissioners, Leading on Opportunity and business and community groups.
**BUSINESS CASE FOR CENTER CITY OFFICE**

- Strength of recruiting and retaining talent
- Center of regional transit network
- Premier hospitality & entertainment destination
- Best geographic access to the workforce of the region
- “Park once” workday
- Urban living
- Offers the ideal location for sustainability
- Highest visibility as a leader in Charlotte

**OFFICE (Center City)**

- 28 million sq. ft. office space existing
- 5.2 million sq. ft. office space planned or under construction
- 50% of county class A space
- 130,000 employees

**GETTING AROUND**

- 5.6 miles to CLT Int’l Airport
- **Transit System**
  - 396K monthly LYNX
  - 44 bus routes serving Uptown

**HOSPITALITY**

- 18M visitors annually
- 32 Cultural Venues
- 300 + Restaurants and Clubs in Uptown and HSE
- 126 + Pro/College Sporting Events
- 447 Cultural Performances / Year in Center City

**LIVING & EDUCATION**

- 30,000 residents
- 12 Colleges / Universities
BOARD OF DIRECTORS
Bob Engel - Chairman, Wells Fargo Securities
Dr. Claude Alexander, The Park Church
Jennifer Appleby, Wray Ward
Robert Bush, Arts & Science Council
Debra Campbell, City of Charlotte
Clay Armbrister, Johnson C. Smith University
Jesse Curton, Novant Health
Dr. Kandi Deltemeyer, Central Piedmont Community College
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Thomas Fiske, Bank of America
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John Harris, Lincoln Harris
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Carol Lovin, Atrium Health
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Melissa McGuire, Sherpa
Mayor Vi Lyles, City of Charlotte
Diane Morales, City of Charlotte
Bob Morgan, Charlotte Chamber of Commerce
Katie Morgan, Bank of America
Tom Murray, Charlotte Regional Visitors Authority
Tom Nelson, National Gypsum
Mike Praeger, AvidXchange
Ernie Reigel, Moore & Van Allen
Pat Riley, Allen Tate Companies
Pat Rodgers, Rodgers
Ella Scarborough, Mecklenburg County
Terry Shook, Shook Kelley
Doug Stephan, Vision Ventures
Krista Tillman, UNC Charlotte
Dr. Clayton Wilcox, Charlotte-Mecklenburg Schools
Darrel Williams, Neighboring Concepts
Lloyd Yates, Duke Energy

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CENTER CITY 2020 VISION PLAN