

Board of Directors Meeting
May 5, 2022, 3:00 – 5:00 pm
Ally Charlotte Center

Agenda

Chairman's Report

- Welcome
- Mission Minute
- Minutes Approval (*Action Required*)
- Finance Report
- Budget FY23 (*Action Required*)
- Nominating Committee FY23 (*Action Required*)
- Board Recognition

Tom Finke
Di Morais
Sydney Duarte

Di Morais
Di Morais
Michael Marsicano
Tom Finke

President's Report

- State of Center City
- Small Business Innovation Fund Update

- Homelessness Initiative Update
- Public Safety Report

Michael Smith

Tracy Dodson
James LaBar

Captain Bret Balamucki

Programming and Events

- Charlotte Shout
- Vision Awards

Robert Krumbine

Uptown Strategy

Adam Rhew
Rick Thurmond

Planning and Development

- UDO Update

Cheryl Myers

Community and Economic Development

- South End Update
- Uptown Update

Megan Gude
Jalitha Jarrett

Adjourn

Tom Finke

Vision Awards
Thursday, May 26, 2022
Charlotte Convention Center
5:30pm – 8:45pm

Next Board Meeting
Thursday, August 25, 2022
Hybrid Location TBD
3:00 - 5:00 pm



Minutes
CCCP Board of Directors Meeting
February 17, 2022, 3:00pm
CCCP Board Room and Zoom

Attendees in person: Tom Finke, Darryl Dewberry, Kandi Deitemeyer, Dena Diorio, Tracy Dodson, George Dunlap, Mark Holoman, Pat Riley

Attendees on Zoom: Clay Armbrister, Malcomb Coley, Jesse Cureton, Rob Engel, Sharon Gaber, Sam Judd, Tiffani Lewis, Carol Lovin, Di Morais, Cindy Noble, Mark Norman, Mike Praeger, Ernie Reigel, Bill Rogers

Guests on Zoom: Captain Bret Balamucki, Major Brad Koch

Staff in person: Michael Smith, Robert Krumbine, James LaBar, Cheryl Myers, Moira Quinn, Adam Rhew, Eleni Saunders, Rick Thurmond

Chairman's Report - Tom welcomed all, including media joining virtually. He also congratulated Tiffani Lewis for her second single as Tiffani D in the Christian Rap genre and Mark Holoman for finishing his work for his PhD. He will be hooded at graduation at Charlotte this Spring.

Minutes – The minutes of the December 2, 2021, meeting were approved as presented.

Financials – Treasurer Di Morais reported that year to date, December 31, 2021, Charlotte Center City Partners revenue and expenses are favorable to budget with a positive variance of \$410,436. Revenue is \$454,934 favorable to budget and expenses are \$44,499 unfavorable to budget. Planning & Development net income and expenses are \$427,254 favorable to budget due to additional but unbudgeted funding from the city to support the Independence Square Park renovation project. This funding will be spent over the fiscal year of FY22. Operating expenses are \$28,243 unfavorable to budget primarily due to investments in both our employees and upgrades to aging technology. We invested in search and retention tools and services, as well as team and professional development. In addition, we needed to update our technology solutions with one-time and on-going expenditures to adapt to the demands of the changing virtual environment.

President's Report

2040 Center City Vision Plan - Michael reported that City Council voted to adopt the Center City 2040 Vision Plan. He thanked the entire Planning & Development team and steering committee co-chairs, Clay Armbrister and Jennifer Appleby, whose leadership was instrumental throughout the two-plus-year journey.

UDO Rewrite Update and Discussion – SVP Cheryl Myers introduced Alyson Craig and Laura Harmon with the City's Planning Department to give the Board a high level briefing and lead a discussion of the City's Unified Development Ordinance rewrite. The Board input will be taken back to the planners for consideration as the department refines the document.

FY23 Strategy – Michael discussed both our overarching strategy for FY23 and the highlighted priorities (program of work) for the upcoming fiscal year. He began by reminding the Board that the ELT does a multi-day retreat in December. As part of the retreat, Michael gives a high level review of macro and micro economic impacts and trends we are watching:

- We are watching the effects inflation, wage growth, consumer spending, and the “great resignation.”
- More than a dozen major office projects under way. We are anticipating large blocks of vacancies in Legacy B buildings and our market is experiencing record setting building trades.
- Pent-up demand for experiences paired with a huge increase in “digital-first” interactions. This has implications for our programming, events, and marketing.
- Demand for outdoor space
- Transition on this Board, as we lose valued contributors who are rolling off or moving on to other roles.
- City and County elections and bond referendums.
- Continued focus on mobility with the Silver Line, Gateway Station project, Rail Trail pedestrian bridge, bike lanes, and more.
- Team culture and DE&I

Michael also walked through the detailed program of work. The Board encouraged the team to be strategic about promoting Uptown because we will have a return to office. The program of work was approved unanimously.

State of the Center City – Michael invited the Board to attend the State of the Center City event on February 24. He shared economic development highlights:

- Groundbreaking for 110 East, the \$186MM Stiles and Shorenstein project at the East/West station in South End.
- \$750MM projects that Riverside Investments is making at Morehead and Tryon, filling the gap that currently exists between Uptown and South End.
- Duke Energy Plaza, the new 40-story tower in Uptown, is making great progress and is expected to wrap up late this year into next.
- New chapter for the Main Library with site work beginning in February/March 2022.

It remains clear that smart money continues to invest in Charlotte because of our winning combination of jobs, talent, and space. These projects will have a dramatic effect on our Center City over the coming years.

DE&I Update – SVP Adam Rhew updated the Board on CCCP’s work with consultant Kaleidoscope Group. Our aspiration is the transformation of Center City Partners organizationally, through our work, and our outcomes. Our staff is on board and engaged. Most of the evaluation work is done and we have a roadmap on moving forward. The Board is supportive of this work.

201 S. Tryon – Construction is 95% complete and the teams from Charlotte Joyrides and Center City Ambassadors are moving into the space. We are waiting on a few specialty items and furniture pieces. The space is beautiful and functional. Thanks to design and construction partners Little, Rodgers, and CBI as well as Steelfab for making it possible.

Center City Office – SVP James LaBar led a discussion and provided insights into Center City office beginning with research supporting the thesis that Center City is the best option for office of the future through a three-pronged value proposition for center cities:

- Central experience districts
- Central social districts
- Activity centers

He and the new Director of Research are creating a research path that is a multi-phased approach to gain insights from commercial real estate, peer cities and the economic development ecosystem.

Programs and Events – CCO Robert Krumbine gave updates on a busy events season:

- **Vision Awards** – moved to May 26 because of the omicron surge. The event will be at the Charlotte Convention Center and will honor those selected for the event that was cancelled in 2020, including Darrell Williams as the Vision Awards recipient.
- **I Heart Rail Trail** – features five local artists chosen from a talented field of artists. Art must incorporate light. All installations are along the Rail Trail and will be installed March 4 – 20.
- **The Market at 7th Street** – The Market has hired James Belle as the new Executive Director. It also has a new brand, mission, vendors, and activities as the Market welcomes guests back after the long COVID pause.
- **Charlotte Shout** – More than two hundred events span April 1-17. The festival is based on four pillars: art, music, food, and ideas. The sponsors are Atrium Health and Bank of America. Pillar sponsors are Ally, Compass Group and Lowe's, and partners are the City of Charlotte and Mecklenburg County. Activation sponsors are Music Everywhere presented by AvidXchange, Moore & Van Allen, King and Spalding, Lincoln Harris, and Allen Tate. The best way to find events is www.CharlotteShout.com. All events we produce are free and most are outdoors.

Community Development – SVP Rick Thurmond began by highlighting the numerous Black-owned businesses in Center City as recognition of Black History month. He also discussed Uptown Public Safety and the efforts being made to work with Friends of Fourth Ward, CMPD, the City of Charlotte and the Center City Public Safety Council to address speeding cars, loud noises, In addition, we are collaborating with major employers and the CCPSC on strategies to help returning office workers feel safe as they return to the office.

New Business – Tom reminded the Board that the State of the Center City event is a week away, the next Board meeting is May 5, and the Vision Awards are May 26. The meeting was adjourned at 5:03pm

Charlotte Center City Partners

TO: Board of Directors
FROM: Michael J. Smith
DATE: May 5, 2022
SUBJECT: Financial Report Dated March 31, 2022

This memo provides the statement of activities for Charlotte Center City Partners (CCCP) for FY22 year to date with comparisons to FY21.

Charlotte Center City Partners has budgeted FY22 revenue of \$6,766,927. MSD allotment from the City is projected to be \$6,276,927, 93% of our operating budget. CCCP revenue from programs, projects and events is projected to be \$490,000.

Charlotte Center City Partners budgeted FY22 expenses of \$6,928,927. The expenses include \$162,000 of planned spending in MSD4 from prior year reserves.

Overall Results

Year to date, March 31, 2022, Charlotte Center City Partners revenue and expenses are favorable to budget with a positive variance of \$406,625. Revenue is \$456,009 favorable to budget and expenses are \$49,385 unfavorable to budget.

Programs and Projects

Programs and Projects net income and expenses are on budget.

Planning & Development

Planning & Development net income and expenses are \$422,882 favorable to budget due to additional but unbudgeted funding from the city to support the Independence Square Park renovation project. This funding will be spent over FY22 and FY23.

Events

Events net income and expenses are on budget.

Personnel expenses

Personnel expenses are on budget.

Quarters

Quarters expenses are on budget.

General Operating Expenses

Operating expenses are \$32,826 unfavorable to budget primarily due to investments in both our employees and upgrades to technology. We invested in search and retention tools and services as well as team and professional development. In addition, we continue to update our technology solutions with one-time and on-going expenditures to adapt to the demands of the changing virtual environment.

Charlotte Center City Partners

Statement of Activities
as of

March 31, 2022

	Actual	Budget	Actual to Budget		Actual	Budget
	03/31/22 YTD	03/31/22 YTD	Variance (Unfavorable)	Variance (Unfavorable)	03/31/21 YTD	FY22 YrEnd
Revenues						
MSD 1	1,342,565	1,342,565	-	0%	1,283,167	1,790,087
MSD 2	957,607	957,607	-	0%	909,962	1,276,809
MSD 3	1,418,855	1,418,855	-	0%	1,377,610	1,935,933
MSD 4	955,574	955,574	-	0%	829,949	1,274,098
Total Tax Revenue	4,674,601	4,674,601	-	0%	4,400,688	6,276,927
Program & Projects	10,614	9,750	864	9%	9,783	13,000
Planning & Development	490,200	35,250	454,950	1291%	30,000	47,000
Events	10,195	10,000	195	2%	256,201	430,000
Total Program Income	511,009	55,000	456,009	0%	295,984	490,000
CCCP Total Operating Income	5,185,610	4,729,601	456,009	10%	4,696,672	6,766,927
Expenses						
Personnel	2,349,132	2,356,231	7,099	0%	2,291,753	3,596,642
Program & Projects	1,299,971	1,312,779	12,807	1%	831,859	1,840,907
Planning & Development	120,651	88,583	(32,068)	-36%	226,546	194,000
Events	181,780	179,700	(2,080)	-1%	341,399	567,000
Quarters	190,802	188,486	(2,317)	-1%	181,731	249,314
Operating	459,790	426,964	(32,826)	-8%	369,481	481,064
CCCP Total Operating Expenses	4,602,128	4,552,743	(49,385)	-1%	4,242,769	6,928,927
Net Revenues over Expenses	583,482	176,857	406,625	230%	453,903	(162,000)

Charlotte Center City Partners

Balance Sheet

as of March 31, 2022

and June 30, 2021

	March 31, 2022	June 30, 2021
ASSETS		
Cash & Cash Equivalents: Operating	728,270	596,777
Cash & Cash Equivalents: Invest. Savings	914,215	513,201
Cash & Cash Equivalents: Security Deposits	19,530	19,530
Prepaid Expenses	12,870	70,401
Due from CCCP Community Trust	(50)	599
Due from Charlotte City Market	634	-
Current Accounts Receivable	10,000	50,000
Total Current Assets	1,685,469	1,250,509
Property & Equipment	2,299,112	2,232,193
Accumulated Depreciation	(1,384,010)	(1,277,661)
Net Property & Equipment	915,102	954,531
Investments	869,000	885,137
Total Other Assets	869,000	885,137
TOTAL ASSETS	3,469,571	3,090,176
LIABILITIES & NET ASSETS		
Liabilities		
Accounts Payable	30,188	216,569
Due to Charlotte, NC	184,307	88,632
Accrued Expenses	137,765	235,009
Unearned & Deferred Income	42,176	42,176
Deferred Rent, current portion	31,795	31,795
Total Current Liabilities	426,231	614,181
Deferred Rent	384,980	384,980
Deferred Compensation	195,956	195,956
Total Liabilities	1,007,167	1,195,117
Net Assets		
Unrestricted	1,878,923	2,165,009
Temporarily Restricted	-	-
YTD Net Revenues Over Expenses	583,482	(269,949)
Total Equity	2,462,405	1,895,060
TOTAL LIABILITIES & EQUITY	3,469,571	3,090,176

CCCP Community Trust

Statement of Activities
as of
February 28, 2022

	Actual 02/28/22 YTD	Budget 02/28/22 YTD	Actual to Budget Variance (Unfavorable)	Budget Variance (Unfavorable)	Budget FY22 YrEnd
Revenues					
Charlotte ArtsFest, Inc.	1,094,740	1,175,000	(80,260)	-7%	1,875,000
Charlotte B-Cycle	326,861	416,667	(89,806)	-22%	500,000
SBIF Fund (LLC)	350,000	-	350,000	0%	-
Pedestrian Bridge/Rail Trail	100,242	100,000	242	0%	100,000
Music Everywhere	54,008	25,000	29,008	116%	50,000
Other Grants / General Expense	289,700	-	289,700	0%	80,000
Total Income	2,215,551	1,716,667	498,885	29%	2,605,000
Expenses					
Charlotte ArtsFest, Inc.	999,514	1,075,000	75,486	7%	1,875,000
Charlotte B-Cycle Personnel	171,409	196,743	25,335	13%	295,115
Operations	203,418	189,467	(13,951)	-7%	284,200
SBIF Fund (LLC)	1,044,300	500,000	(544,300)	-109%	500,000
Pedestrian Bridge/Rail Trail	89,901	90,000	99	0%	100,000
Music Everywhere	34,590	37,500	2,910	8%	50,000
Other Grants / General Expense	26,692	3,333	(23,359)	-701%	5,000
Total Expenses	2,569,823	2,092,043	(477,780)	-23%	3,109,315
Net Revenues over Expenses	(354,272)	(375,377)	21,105		(504,315)
Net Revenues over Expenses by Program:					
Charlotte ArtsFest, Inc.	95,227	100,000	(4,773)		-
Charlotte B-Cycle	(47,966)	30,457	(78,422)		(79,315)
SBIF Fund (LLC)	(694,300)	(500,000)	(194,300)		(500,000)
Pedestrian Bridge/Rail Trail	10,341	10,000	341		-
Music Everywhere	19,418	(12,500)	31,918		-
Other Grants / General Expense	263,008	(3,333)	266,341		75,000

CCCP Community Trust

Balance Sheet

as of February 28, 2022
and June 30, 2021

	<u>Feb 28, 2022</u>	<u>June 30, 2021</u>
ASSETS		
Cash & Cash Equivalents: Operating	1,852,767	2,811,695
Accounts Receivable	444,755	13,697
Prepaid Expenses	-	43,493
Total Current Assets	2,297,522	2,868,886
Property & Equipment	1,615,397	1,554,741
Accumulated Depreciation	(1,391,181)	(1,391,181)
Net Property & Equipment	224,216	163,561
TOTAL ASSETS	<u>2,521,738</u>	<u>3,032,446</u>
LIABILITIES & NET ASSETS		
Liabilities		
Accounts Payable	121,054	26,191
Due to Charlotte Center City Partners	-	599
Due to Charlotte City Market	-	700
Unearned & Deferred Income	-	250,000
Accrued Expenses	20,665	20,665
Total Current Liabilities	141,719	298,156
Net Assets		
Unrestricted	35,909	158,044
Temporarily Restricted	2,698,382	1,685,084
YTD Net Revenues Over Expenses	(354,272)	891,163
Total Equity	2,380,019	2,734,291
TOTAL LIABILITIES & EQUITY	<u>2,521,738</u>	<u>3,032,446</u>

**Charlotte City Market
Statement of Financial Position
Modified Accrual
February 2022**

	Feb 2022 actuals	Feb 2022 budget	variance
Income			
CCCP Grant	164,063	150,000	14,063
Vendor Rents	85,680	90,200	-4,520
Vendor CAM and Fees	59,135	61,100	-1,965
Total Sponsorship/Fundraising	155,500	145,000	10,500
Event Space Rental	800	3,000	-2,200
Program/Other Income	23,795	1,900	21,895
Total Income	488,972	451,200	37,772
Expense			
Personnel Expense	138,103	166,225	28,122
Support Services	75,000	75,000	0
Fundraising & Program Costs	12,143	6,200	-5,943
Marketing	20,934	20,000	-934
Operating	61,098	38,690	-22,408
Rent Abatement **	40,347	0	-40,347
Facilities	115,914	92,894	-23,020
Total Expense	463,538	399,009	-64,529
Total Revenue over Expenses	25,434	52,191	-26,757

** Board approved abatement was not part of the budget.

Charlotte City Market
Balance Sheet
As of February 28, 2022

	Feb 28, 2022
ASSETS	
Current Assets	
Cash	39,854.17
Accounts Receivable	161,576.57
Total Current Assets	201,430.74
Fixed Assets	846,740.85
TOTAL ASSETS	1,048,171.59
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	26,972.11
Other Current Liabilities	
Security Deposits to Licensees	8,915.00
Total Other Current Liabilities	8,915.00
Total Current Liabilities	35,887.11
Total Liabilities	35,887.11
Equity	
Unrestricted Net Assets	986,850.58
Net Income	25,433.90
Total Equity	1,012,284.48
TOTAL LIABILITIES & EQUITY	1,048,171.59

Charlotte Center City Partners

TO: CCCP Board of Directors
FROM: Michael J. Smith
DATE: May 5, 2022
SUBJECT: FY23 Budget Draft

I present for your consideration the attached budget for the operations of Charlotte Center City Partners (CCCP) for FY23.

CCCP is a mission-based, non-profit organization. We are proud of the consistent service and voice of hope and leadership provided by the team during the pandemic. Our work remains laser focused on leading the restoration of our Center City, while growing equity and inclusion. We continue to make meaningful contributions through innovation, marketing, programming and strategy to support the economic vitality and health of all of our stakeholders. This FY22 projection and FY23 budget make assumptions for both continued recovery from disruption and innovative initiatives for recovery.

Revenues

Charlotte Center City Partners is budgeting FY23 operating revenue of \$6,883,976 which is a 1.73% increase over the FY22 budget. The MSD allotment from the City is projected to be \$6,542,976. CCCP Initiatives revenue from grants and sponsorships which funds programs, projects and events is budgeted to be \$341,000. CCCP and related entities have total revenues of \$10,136,022. Therefore, the MSD revenue provides 64.6% of the funding for our full body of work in FY23.

The major assumptions of this revenue budget are the following:

For FY23, CCCP is assuming a 4.24% budget to budget increase in the MSD allotment, based on final numbers provided by the City of Charlotte Strategy and Budget office. MSD 3 revenue includes a \$44,216 contract for holiday decorations on Tryon Street. FY22 projected revenue reflects MSD actuals provided by the City. This includes \$280,237 of positive revenue from the FY20 and 21 reconciliations.

- Programs and Projects revenue is flat.
- Economic Development revenue is flat.
- FY22 P&D projected revenue includes an unbudgeted grant for the Polk (Independence Square) Park renovation planning.
- Events revenue is flat from FY22 projection to FY23 budget. The FY22 budget assumed two Vision Awards. We will only produce one in FY22 and plan to produce one in FY23.

Expenses

Charlotte Center City Partners is proposing an FY23 operating expense budget of \$7,045,976.

The major assumptions of this expense budget compared to FY22 Budget (unless noted) and are the following:

- Salary merit increase is budgeted at 3.97% for FY23, as a pool not a target. The City of Charlotte is budgeting 4%. Raises will depend on performance and/or job change. For the last three years, we have had merit pools of 2.5% in FY22, 1.23% in FY21 and 3.7% in FY20. For FY23, medical, dental and workmen's comp insurances are all projected to increase 5%. Life and disability are projected to increase 8%. The total increase for benefits and taxes is -4.1% due to the fact that we budgeted at these same levels for FY22 and then were fortunate and received only increases

of 2.2% in medical and dental and 4% in life and disability. The variance in total personnel expense is a 2.67% increase from the FY22 to FY23 budget. The full time headcount of 26 includes 1 employee that is the Executive Director of The Market at 7th Street.

- Programs and projects will increase 2% budget to budget. This budget line reflects a return of business travel, additional money for Marketing to support return-to-office and Uptown activation initiatives, \$75,000 for Envision Charlotte for sustainability and funding pools for Special projects and initiatives in MSD's 1-3 and MSD-4. CCCP recommends pre-funding two (2) years of the \$80,000 annual grant in June 2022 using the excess MSD proceeds, eliminating the grant from the FY23 and FY24 budgets.
- South End revenue, including MSD funds and projected revenue from grants and sponsorships, is \$1,339,428. The projected expense budget is \$1,501,428. That includes planned spending into South End reserves of approximately \$162,000. The South End Board Committee advises and recommends the priorities for these resources.
- Economic Development expense is flat based on FY22 projection to FY23 budget.
- Planning and Development is down 3.6% budget to budget. The FY22 projection includes spending on the unbudgeted, but funded, design and planning for the renovation of Polk Park.
- Events spending in FY22 budget reflects the assumption of two Vision Awards. Only one was done in the Spring of 2022. The FY23 budget assumes one Vision Awards. It is essentially flat to the FY22 projection.
- Quarters
 - 200 South Tryon - expenses reflect actual rent payments as per our lease. Savings are from reduced CAM, as the building is fully leased. Our audit and 990 reflect straight line rent expense as required by GAAP.
 - 201 South Tryon – CCCP holds the lease for first floor retail space for Charlotte Joyrides and the Ambassador program. The design and buildout are complete with the expert help of Little, Rodgers and CBI. Rent is shared by Ambassadors and Charlotte Joyrides.
- Operating reflects a 1% decrease projection to budget and a 16% increase budget to budget. Primary drivers for FY23 are assumptions of return to previous levels for technology costs, in-and out-of-office meal spending, more investment in staff training and slightly higher depreciation costs.

Capital

Charlotte Center City Partners is proposing an FY23 capital budget of \$100,000. We propose a budget of \$10,000 for upgrading office furniture. Under Technology, we propose a budget of \$90,000 to replace computers, software and upgrade technology in the main conference rooms for remote technology and hybrid meetings.

Charlotte Center City Partners

FY22 Budget and Projection vs. FY23 Budget

	FY22 Budget	FY22 Projected*	FY23 Budget
Revenues			
MSD Revenue			
MSD 1	1,790,087	1,816,536	1,862,870
MSD 2	1,276,809	1,256,022	1,345,174
MSD 3	1,935,933	2,045,562	2,020,504
MSD 4	1,274,098	1,439,044	1,314,428
	-	-	-
Total MSD Revenue	6,276,927	6,557,164	6,542,976
Programs & Projects Total	13,000	13,199	12,750
Planning & Development / ED Total	47,000	490,200	40,000
Events Total	430,000	288,350	288,250
Total Initiatives Revenue	490,000	791,749	341,000
Total Revenue	6,766,927	7,348,913	6,883,976
Expenses			
Personnel Total	3,596,642	3,375,469	3,692,782
Programs & Projects Total	1,840,907	2,165,603	1,878,972
Planning & Development / ED Total	194,000	611,400	187,000
Events Total	567,000	462,071	470,250
Quarters Total	249,314	249,593	254,164
Operations Total	481,063	566,595	562,808
Total Expenses	6,928,927	7,430,731	7,045,976
Net Assets**	(162,000)	(81,819)	(162,000)
Non-Cash	(154,480)	(142,932)	(155,000)
Cash to reserves	(7,520)	61,113	(7,000)

* FY22 Projected Income including MSD FY21 True-Up

** FY22 & FY23 budgets include planned spending in MSD4 of \$162,000 from prior year reserves.

Board Report

Research Projects:

Truist Park

- Scope: Contact with the Charlotte Knights requested data on development. Specifically, they wanted to know the impact of Truist Park on real estate development since it was built in 2014.
 - Deliverable: Totaled Office, Residential, and retail development around Truist Park since Q1 2014 and relayed this data back to our contact
 - Tools Used: Costar, Excel, Google Maps
 - Findings: Figures surrounding the block encompassing the ballpark and Romare Bearden are just under \$1B (\$984 Million).
 - If the area is enlarged slightly, the developments at Legacy Union put the total to close to \$1.5B



Charlotte SHOUT!

- Scope: Charlotte SHOUT! Is an aspirational multi-week festival that showcases the community by celebrating Charlotte's creativity and innovation through art, music, food, and ideas. It took place from April 1st – 17th, and we are in the midst of looking at data can tell us about turnout and visitor response to the event
 - Deliverable: Facts & Data Points, Marketing Collateral around this year's event
 - Tools Used: Placer.ai
 - Initial findings: Zones saw increased visitor traffic during the weeks of SHOUT programing versus this same time last year without SHOUT programing
 - Up 107% during week one and 125% during week two
 - Zones saw slightly increased visitor diversity during the weeks of SHOUT programing versus the same time last year without SHOUT programing, except for Gateway Village.
 - Increases ranged from 2-5%



Brooklyn Collective/Advocations

- Scope: The Brooklyn Collective seeks to honor the historical Brooklyn neighborhood in Charlotte through driving connections in the arts, community, and entrepreneurial spaces. Advocation is a company that connect workers with disabilities or chronic medical conditions to employment within Charlotte to foster community development and growth. Their CEO wanted data on their visitor base so that they could better know how to target visitors and plan their programing to best suit the needs of their audience.
 - Deliverable: Quarterly Report on total visitor numbers, demographic information, Peak visit times and days, etc. For them to program events and incubate businesses within their space.
 - Tools Used: Placer.ai





Center City Public Safety

Vision

Real and perceived public safety of our constituents is foundational to having a great neighborhood, destination, and CBD.

Our approach to Public Safety at CCCP is **Shared Vision and Collective Action** through public and private partnerships. Our approach is layered:

- Excellent leadership and service provided by CMPD.
- Strong investment and leadership from our major employers/property owners through in-house teams and private security.
- Investment and partnership from CCCP through convening, advocacy, communications, the Center City Ambassador program and collaboration.
- Commitment from our elected officials through engagement, investment and policies.

Public safety strategy elements:

- 1) Uptown Public Safety Task Force –
 - A stakeholder-focused group that also includes CMPD, elected officials, City departments and the DA's office to address quality of life safety issues and to find solutions. Thanks to this cross-functional and cooperative approach, we have seen improvement. Also, stakeholders feel heard by the City leadership, which matters.
- 2) Center City Public Safety Council –
 - Convene and host monthly, chaired by Chris Welch at Bank of America. The purpose of this Council is to guide and support a vision for a safe Center City, advocate for long-term strategies to make Center City a safe and thriving, beloved place with opportunity for all. It is a volunteer group of public, private and non-profit stakeholders with an interest in or property ownership/ management in the footprint around the EpiCentre, Spectrum Arena and the Transit Center. The Public Safety Advisory Committee provides input on public safety and advocacy on public safety issues in Uptown and South End.
- 3) Charlotte Center City Ambassadors program-
 - Launched in November 2018. In partnership with third-party provider Block by Block, Charlotte Center City Partners has deployed 15 ambassadors, including one manager and one social service outreach coordinator, throughout the commercial and residential neighborhoods of Uptown and South End. This program focuses on

guest services, social service outreach and public safety augmentation. It is our aspiration that Charlotte Center City be a welcoming, safe and highly serviced district for all.

- 4) Partnering with CMPD and our Central Division, led by Captain Bret Balamucki-
 - These meetings are transforming into a type of technical committee to brainstorm and test tactics and solutions. We bring experts and stakeholders to the conversation as needed.
- 5) Residential Stakeholder Engagement-
 - Engage regularly with neighborhood leadership in Uptown and South End to understand the unique public safety concerns of those living in Center City. Incorporate residents into the solutions and advocate on their behalf.

There are a number of initiatives that have emerged from our partnerships already. They are focused on current issues identified by CMPD and our stakeholders, including street racing, noise ordinance violations, reckless driving on motor bikes, ATVs and bicycles.

We will support this CMPD and community outreach by hosting a number of initiatives:

- “Walk the Block”, pairing officers and stakeholders to walk the neighborhoods together, discuss issues and seek street-level solutions. These are Noon every Wednesday in South End and are now starting regularly in Uptown.
- Community Roll Call – an initiative of Captain Balamucki to bring the shift change outside, into the community, so that stakeholders can meet the patrol officers, and vice versa. We did one at the Square on Tuesday, followed by the inaugural Uptown Walk the Block.
- Coffee with a Cop – connecting residents with their officers.

In addition, we will integrate our social media, marketing and communications to share this work.

May 5, 2022

CRIME & COURTS

CMPD targets ‘aggressive bike riders’ after rise in incidents. Parents may be charged too

BY KALLIE COX

APRIL 27, 2022 3:28 PM



Capt. Bret Balamucki of the central division speaks about a recent seizure of items that occurred during the department’s efforts to crack down on groups riding bikes recklessly. *cmpd*



After seeing an uptick in violence, and crimes being committed by youths on bicycles and ATVs, Charlotte-Mecklenburg Police are increasing enforcement and charging parents in some cases too.

At a news conference to discuss the issue on Wednesday, police said that over the past few weeks, violence in uptown by juveniles on bikes has worsened, resulting in some shootings and drug seizures.

Children as young as 11 have been charged with crimes ranging from reckless driving and obstructing officers to assault with a deadly weapon, police Lt. Stephen Fischbach said.

Since January, CMPD has made 28 arrests involving youths and young adults on bikes and ATVs. The department seized eight bicycles, three dirt bikes and two ATVs, Fischbach said.

“These groups have endangered drivers and pedestrians and... there are a number of challenges that the police department faces in addressing these issues,” Fischbach said. That includes getting no cooperation from any of the people involved in the cases.

Several young men, who were not on bikes at the time, were sitting on the curb near the park and began to make comments about a man's car as he drove by. The man pulled into a parking lot and confronted them when a fight occurred, Capt. Bret Balamucki of CMPD's Central division said.

Ultimately, the driver was shot in the spine, and the young men fled on bicycles, Balamucki said. Two adults and a juvenile were later charged in the case.

Meanwhile, police on Sunday attempted a roundup in areas where youth on bikes and ATVs frequently gather in groups of five to 30 people, with the goal of targeting "aggressive bike riders," CMPD said in a release. Balamucki said CMPD engaged their aviation unit, and officers seized two ATVs and two dirt bikes.

During the round-up, police said, 24-year-old Joe Colombo Nguyen led officers on a high speed chase on a motorcycle, and threw a molotov cocktail at them.

Nguyen was arrested, and according to CMPD, officers seized another dirt bike as well as 40 pounds of marijuana, 22 grams of suspected fentanyl, a handgun and an assault rifle.

While reckless riding and playing chicken with cars has been a concern in the city for some time, Balamucki said, there has been an increase in violence among youth on bikes. However, CMPD did not say how these numbers compare to years prior, and said they just recently began tracking the incidents.

"We had the Parkwood Avenue motorist that struck a kid on a bike and when he got out to check on him, they beat him up, took his stuff and took his car," Balamucki said. "All four of those young men were arrested."

FOUR SETS OF PARENTS CHARGED

In an April 20 incident, police encountered an 11-year-old, two 12-year-olds and a 15 year-old riding scooters recklessly in uptown when they were confronted by a driver. The 12-year-old pulled out an air gun made to look real — it even had a serial number on it — and threatened the driver, Balamucki said.

Charging parents for the actions of their children isn't new, and has been used consistently by the department to hold people accountable when juvenile activity could have been averted, Balamucki said.

KALLIE COX



704-358-5031

Kallie Cox covers public safety for The Charlotte Observer. They grew up in Springfield, Illinois and attended school at SIU Carbondale. They reported on police accountability and LGBTQ immigration barriers for the Pulitzer Center on Crisis Reporting. And, they previously worked at The Southern Illinoisan before moving to Charlotte.

Security robot named 'Parker' spotted rolling around Charlotte

The robots have already been rolling around in some other cities, too.



Security robot Parker spotted in Charlotte (WBTV)

By WBTV Web Staff

Published: Apr. 21, 2022 at 7:13 PM EDT

CHARLOTTE, N.C. (WBTV) - An unusual addition in Uptown Charlotte is turning heads.

A 5-foot-3, 400-pound security robot was spotted rolling around South Tryon Street on Thursday right outside the Ally Center.

The robots have already been rolling around in some other cities, too.

Named Parker, it's a camera-equipped security robot.



"If a tenant is walking by, or a visitor is walking by, and they see something they deem suspicious or a little out of place, they can approach the robot, they can press the intercom, then we get a live feedback from that robot to our console," Brookfield Properties security account manager Darin Sewell said.

Similar robots have been deployed in places like Houston and Boston.

From some of those, they say most interactions that people have with "Parker" are taking selfies with it.

It's not going to replace actual people as security guards but helps them keep their eyes on more places at once. *Copyright 2022 WBTV. All rights reserved.*



Agenda Item: Naming of Uptown Streets (Legacy Commission)

The City of Charlotte announced new street names as part of the [Legacy Commission's](#) street renaming work.

- **Barringer Drive** will be renamed Revolution Park Drive effective May 23, 2022.
 - Revolution Park Drive honors the history of Revolution Park and Dr. Charles L. Sifford Golf Course and the successful struggle to desegregate these public recreational facilities.

[Read more about the successful struggle to desegregate Revolution Park.](#)

- **Stonewall Street** will be renamed Brooklyn Village Avenue effective June 30, 2022.
 - Brooklyn Village Avenue honors the legacy of Brooklyn, a predominately black neighborhood located in Charlotte's Second Ward. Brooklyn was its own community within the city with its own businesses, schools, churches, restaurants, shops and entertainment. In 1958, an "urban redevelopment" plan was approved that would eventually efface over 230 acres that encompassed the Brooklyn community. Ultimately, 1,007 families were displaced, and 1,408 structures were demolished during the 1960s and 1970s, approximately 100 years after it was first established.
 - There were a number of people who provided valuable input and guidance on the renaming effort including Jesse Cureton.

[Read more about Brooklyn.](#)

On February 10, the City of Charlotte on Thursday announced new street names in Uptown as part of the [Legacy Commission's](#) street renaming work.

The following new street names became effective on March 18, 2022:

- **East/West Hill Street has four (4) non-continuous sections that required four (4) new names:**
 - **East/West Hill between S. Church St. and S. College St.** is now "Good Samaritan Way" in honor of [Good Samaritan Hospital](#), built in 1891, the first private hospital in North Carolina built to provide services to Charlotte's African American community. The building was ultimately demolished in 1996 to make room for what is now Bank of America Stadium.
 - **W. Hill between McNinch St. and S. Cedar St.** is Westmere Avenue.

- **W. Hill between S. Cedar St. and Eldridge St.** is Stadium View Drive.
- **E. Hill at Royal Court** is Civil Street.

Background

In the 21st century, Charlotte is a city that is growing fast, simultaneously becoming more racially and ethnically diverse and socioeconomically disparate. A mosaic of longtime residents and newcomers from across the U.S. and around the world creates both a dynamic cultural landscape and new challenges that force us to consider issues of equity and inclusion.

There is a legacy of racial discrimination in Charlotte that has denied African Americans and other people of color the opportunities to participate fully in the city's government, civic life, economy and educational advancement. Vestiges of this legacy are symbolically represented in streets, monuments, and buildings named in honor of slave owners, champions of the Confederacy, and proponents of white supremacy.

[The Legacy Commission](#) believes that the continued memorialization of slave owners, Confederate leaders, and white supremacists on street signs does not reflect the values that Charlotte upholds today and is a direct affront to descendants of the enslaved and oppressed African Americans who labored to build this city.

The Commission recommends changing street names and reimagining civic spaces to create a new symbolic landscape that is representative of the dynamic and diverse city Charlotte has become and reflective of the inclusive vision it strives to achieve.

Visit charlottenc.gov/legacy, call 311 or email legacy@charlottenc.gov for more information and resources.

Board Report – May 5, 2022

Category: Center City Ambassadors

The team was excited to move into the new space at 201 S. Tryon. This is a shared space with Charlotte JoyRides. Special thanks for Moira Quinn for project managing the construction and move into the space. It has been quite a journey over the past several months. Special thanks also to Rodgers Builders and Little Architecture for their support in this project. It's been great for the team to have a street-level space that they can use for breaks, meals, downtime, and meetings. You can see a photo of the new space below.

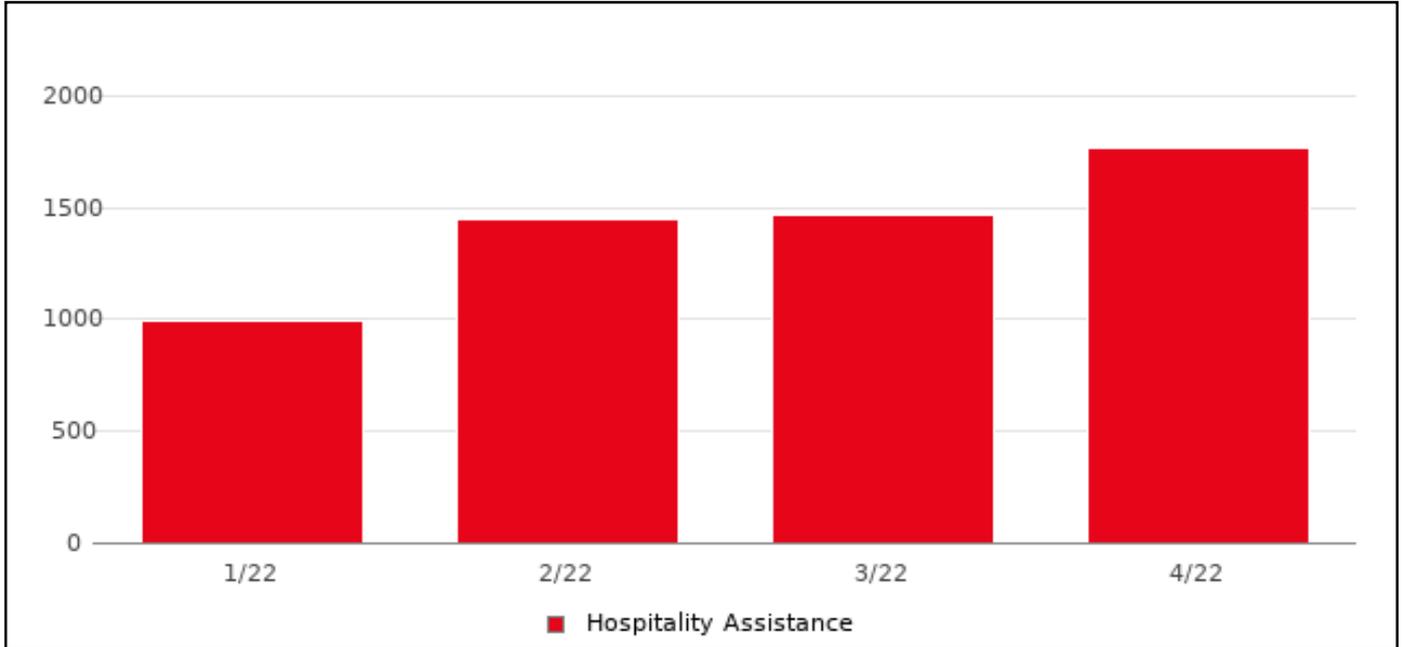
The team was extremely active during Charlotte SHOUT! They were very active on the streets offering hospitality assistance to the thousands of people visiting Uptown, many for the first time in a while. The team was also active during Camden Commons and helped distribute promotional materials to businesses in advance.

Attached, please find some statistics from January through April as well as a selection of program success stories.

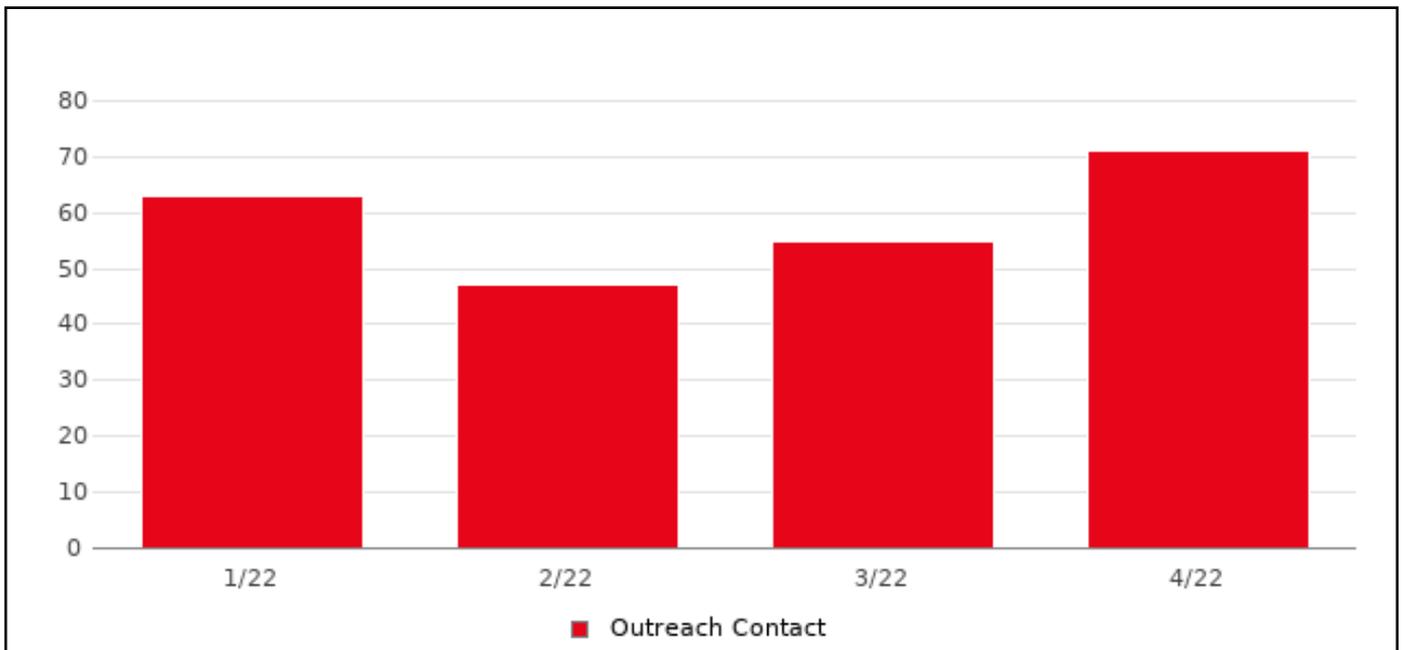


Uptown Hospitality & Outreach

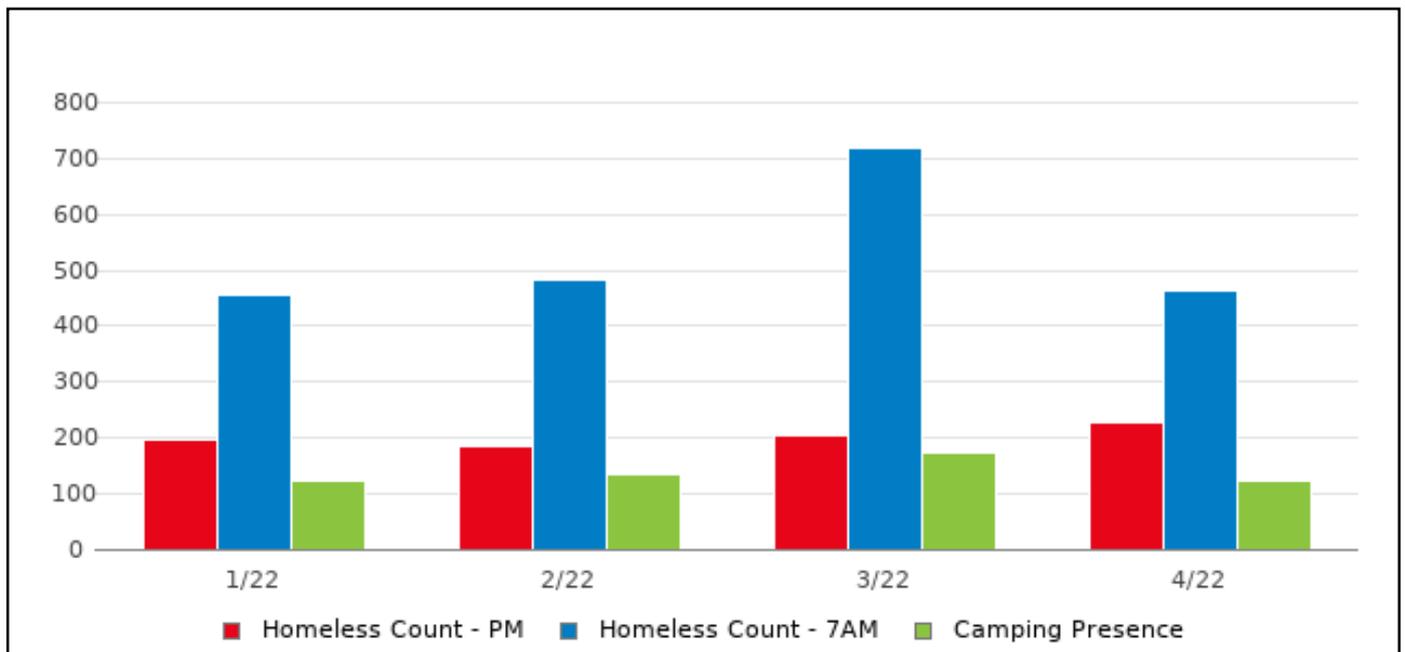
Hospitality Assistance -- January 2022 through April 2022



Outreach Contact -- January 2022 through April 2022



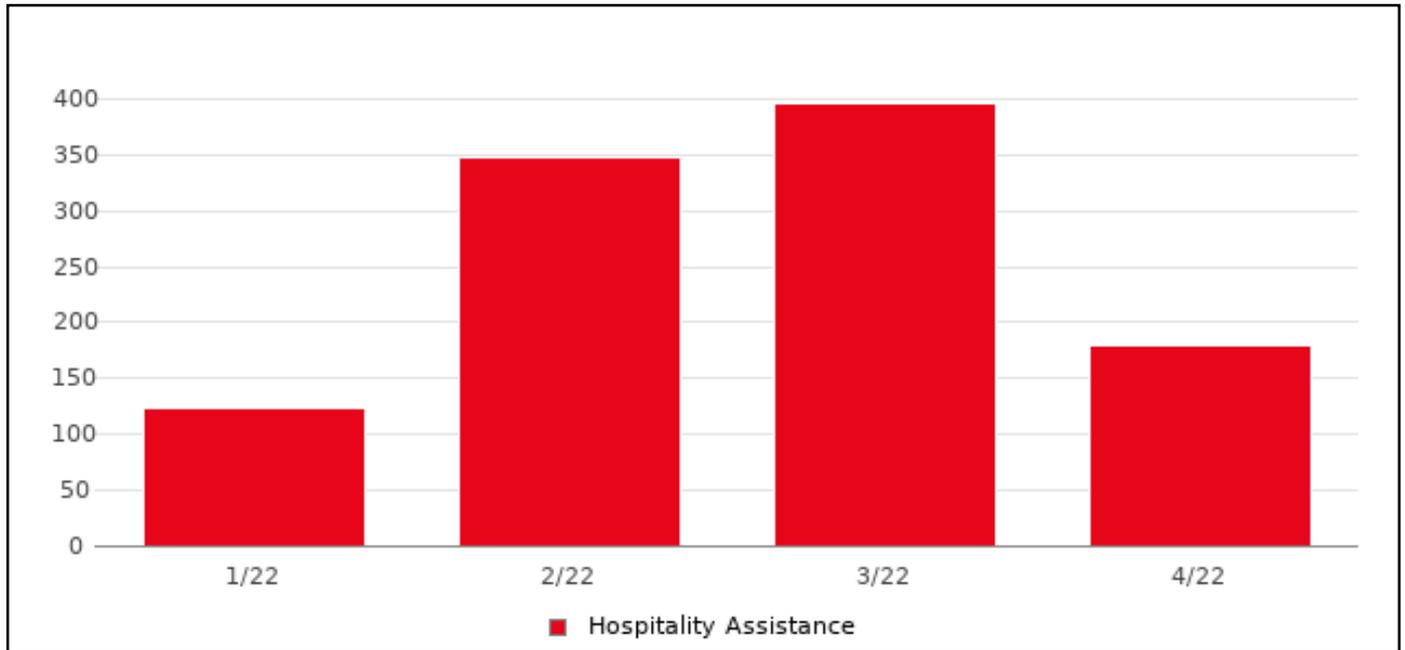
January 2022 through April 2022



Homeless activity in the Uptown and South End areas has remained relatively steady. In early to mid April, the evening count was actually higher than the morning count. We have not seen that happen since prior to the pandemic. Based on our interactions and observations, Shout, games and other festivities drew out large crowds, including our street population. We have also made connections with some travelers, who were sent to Charlotte on the basis that our city has “all the resources.” While this was commonplace prior to the pandemic, we have not experienced it as much over the last 2 years. Our goal is to catch them early, before they get comfortable here, to find alternative arrangements for them.

South End Hospitality Statistics

Hospitality Assistance -- January 2022 through April 2022



Note: South End has roughly 10% of the hours of Uptown

Highlights

Success Stories

In South End, Isaiah found a credit card during Front Porch Sunday. He was able to locate the owner through social media. She was very thankful.

One of our long-time street residents, Jerry, has located housing through a program and will be moving in the next couple of weeks. Jerry is also battling a chronic illness. With a change of case workers and the amount of time he has spent on the street, Jerry grew restless and despondent, often traveling to other cities to live on their streets to get away from it all. We are extremely happy for Jerry as this will be a fresh start for him, especially as he works to get reunited with his young son. This also highlights the importance of our team helping to keep the line of communication open with the Roof Above when he wanted to cut it, which many people express when they're disappointed.

One of our longtime street neighbors, Shawn, has been working with Roof Above for over 3 years now. Her situation has been somewhat of a rollercoaster, which even resulted in her relocating to SC with her daughters during the pandemic. However, ultimately everything fell through. A couple of weeks ago, Heather (her case worker at Roof Above) reached out for an update verification of homelessness letter, which Kamille provided. On Friday, Heather reached out again to say that Shawn has indeed been matched with a housing program!

Sonny called Keith via radio & asked to meet him at the Overstreet Mall for helping with Malachi. Malachi is an older gentlemen and was trying to download an app on his phone. Unfortunately, he did not have an email address or an iCloud account, and did not understand how to login or use a password. Keith and Sonny helped to set up his account & email so he could use CashApp, they also made sure he would be able to access his account in the future without issue. Malachi said he was grateful for our assistance and thanked them. Keith and Sonny and were happy to help him.



Board of Directors Report Events/Programs

Recent Uptown Programming

Charlotte SHOUT!

For 17 days, Charlotte SHOUT! brought life, energy and fun back to the streets of Uptown. SHOUT! was designed to showcase our community by celebrating Charlotte's creativity and innovation through art, music, food and ideas. The festival's mission is to curate a sensory feast that weaves together the inspiring talents of internationally acclaimed and locally-grown artists, musicians, chefs, and thought leaders. A creative, inclusive and innovative arts experience was presented through a series of coordinated festival events designed to bring people together. Charlotte SHOUT'S vision is to make Charlotte a premier destination for culturally diverse arts, ideas and experiences.

Upcoming Uptown Programming

Vision Awards

The Center City Vision Awards honor, recognize and celebrate the contributions of individuals, businesses and organizations that have catalyzed communities within our Center City. The Vision Award recognizes an individual whose vision and dedication have transformed Charlotte's Center City. The Special Achievement Award recognizes individuals and organization that show remarkable vision and make a difference in the city's ongoing transformation. The Settlers Award recognizes Center City organizations that are key contributors to the social fabric of our community.

After not being in-person together for this event since 2019, we are excited to host the 2022 Center City Vision Awards on Thursday, May 26 at the Charlotte Convention Center.

Victoria Yards

Charlotte SHOUT! kicked off the programming in the "new" Victoria Yards space. We are excited to continue the momentum from the "old" Victoria Yards as well as from Charlotte SHOUT! Located at 209 E. 7th St., Victoria Yards will serve as a venue for activating programs and events with a focus on retail to elevate the guests' experience. In addition to hosting CCCP-produced events, Victoria Yards allows opportunities for our partners and others in the community to utilize the space, offering a vibrant new spot in Center City.

Upcoming Programming:

Saturday, April 30

Jazz Appreciation Day

JazzArts Charlotte will host Jazz Appreciation Day in the space from 2:00pm – 10:00pm. There will be several

musical performances on the stage throughout the day. Great music, food trucks and Old Mecklenburg Brewery will fill the venue throughout the day on Saturday. Last year, this event saw upwards of 1,000 people throughout the day. This event is free and open to the public.

Friday, May 6

Habitat for Humanity Blue Jean Bash

Victoria Yards will be closed to the public for a private event in the space. This event will raise awareness and funds to help empower families and build strength and stability in our communities through affordable homeownership.

On-going on a regular basis

CLT Free Skate

CLT Free Skate will transform the space into a skating rink. In addition to the floor and skate rentals, you can also find artists, musicians, food, local beer, pop up shops, local clothing artists, etc. Stay tuned for exact dates to be announced soon!

Make Music Day

Make Music Day is a free celebration of music around the world on June 21st, originally launched in 1982 in France as the Fete de la Musique. Make Music Day is open to anyone who wants to take part. Every kind of musician – young and old, amateur and professional, of every musical persuasion – pours onto streets, parks, plazas and porches to share their music with friends, neighbors, and strangers. All of it is free and open to the public.

This year, to celebrate Make Music Day Charlotte, we are filling our city with music. Find a seat and listen to lunchtime performers around the city. Relax in South End while creating your own music. Join a drum circle or jam session. Participate in a free music lesson. Grab a coffee and some tunes on your way into the office. Find pianists playing a randomly placed piano on a street corner.

SOUTH END

April 2022

Community Engagements

Our in-person gatherings are back, with a robust calendar of bringing together stakeholders for sharing information, discussing challenges and building connections.

Regular gatherings include:

- Business Owners – monthly meetings and an email network of 312 South End small business owners and general managers
- Property Managers – quarterly meetings, an email network of 105, and a South End Public Safety contact list with security contacts
- South End Board Committee – three meetings per year, regular email updates and occasional topic-specific discussions

We are also building a new South End Neighbors network for residents, which includes:

- Monthly meetings – evening gatherings that switch off between informative community meetings and more casual social gatherings.
- Social engagements – run clubs, book club
- Volunteering – Rail Trail Clean Up 6x/year, Little Free Library book drives

Camden Commons

Last Sunday, April 24th, we hosted the first of 3 weekend street festivals transforming two blocks of Camden into an outdoor community space. Thousands of residents, families and shoppers came out on the sunny day to stroll the street, shop, eat, and explore the art and games on display.

While we are still collecting data, by the numbers:

- 100% of survey respondents would like the festival to return
- Shops and restaurants who joined in the event reported record sales. One restaurant reported sales up 30% as compared to a typical Sunday. Several pop-up shops participating in the event reported their best sales at any event.
- Smiles abounded! Lots of families attended, and stayed to enjoy the games, puzzles and art activities.

Camden Commons will return twice more this season: Saturday, May 14 and Sunday, June 26.

New South End Retail, 2022

1. **Allbirds**, 100 W Worthington – trendy wool sneakers
2. **Benny Ferrovias**, pizza, West Tremont – giant pizza
3. **Broken Promises**, cocktail bar, West Tremont - nightclub
4. **Hopfly Brewing**, 1327 S Mint - brewery
5. **Interior Define**, 127 W Worthington Ave – interior design
6. **La Capital MX**, 1910 South Blvd – fine dining
7. **Parachute Home**, Design Center – interior furnishings
8. **Resident Culture Brewing, & Toro Bruto Tacos**, 332 W Bland – brewery + tacos
9. **Yunta**, 2201 South Blvd – fine dining
10. **Varnish Lane**, 1932 Hawkins St - waterless nail salon
11. **VINYL**, 1440 S. Tryon St – neighborhood bar restaurant, remastered

Coming Soon, 2022

12. **Brown Bag Seafood**, 100 W Worthington
13. **Bossy Beulah's**, 2932 Griffith Street
14. **Condado Taco**, 1515 S Tryon
15. **Dram & Draught**, Vantage
16. **Early Girl Eatery**, 1515 S Tryon
17. **Hellenic**, 1400 South Blvd
18. **Hi-Wire Brewing**, 330 W Tremont
19. **Salty Donut**, 1515 S Tryon
20. **Salted Melon**, 100 Worthington
21. **Summerbird**, RailYard, 1414 S Tryon
22. **The Crust Pizza**, 2107 South Blvd
23. **The Good Wurst Co**, Vantage
24. **Uptown Yolk**, Vantage
25. **Velvet Taco**, 2170 Hawkins
26. **Outdoor Voices**, 100 W Worthington – clothing

Board of Directors Report

Category: Community Development

Item: Uptown

Engagement

As we welcome residents, employers, and visitors back to Uptown, we are excited to be gathering again. CCCP staff have resumed in person meetings and have enjoyed holding convenings with several stakeholders in the Uptown community. We had the pleasure of convening/ meeting with the following:

- *Uptown Business Group*
 - These meetings are held every 3rd Wednesday of the month at the Market at 7th Street. We convene this group to share programming and other Uptown updates. During the most recent meetings, attendees have had the opportunity to:
 - Network with other small businesses.
 - Connect with CMPD community liaisons.
 - Discuss upcoming economic development projects in Uptown.
 - Explore data systems, like Placer Ai, to inform businesses about consumer spending habits, etc.
 - Announce events sponsored by their businesses.
 - Discuss the impact of Charlotte Shout!, concerts, sporting events, etc. for their businesses.
 - The Uptown Business Group also receives weekly emails about Uptown happenings, events, etc.

- *Multi-family Managers*
 - These meetings are held every other month on the 3rd Wednesday. We convene this group to communicate Uptown program announcements and other Uptown updates. During the most recent meetings, attendees have had the opportunity to:
 - Network with other multifamily managers in Uptown.
 - Connect with CMPD community liaisons
 - Discuss creative ideas to get prospective and retain residents in Uptown.
 - The Multifamily Managers also receive weekly emails about Uptown happenings, events, etc. to share with their colleagues, apartment life team and residents.

- *Neighborhoods*
 - CCCP staff have been engaged with the Uptown neighborhoods to provide updates about CCCP initiatives, Uptown happenings, etc. Staff has had the opportunity to:
 - Working with 1st Ward residents to establish a channel to convene networking mixer, etc. to bring residents together.
 - Working with 3rd Ward residents to convene a meeting to re-establish a 3rd Ward association.
 - Attend FOFW Board meetings and share information about future developments, events, and any other important updates with board members.
 - Attend FOFW Community meetings to meet, network and engage with Fourth Ward residents and provide Uptown and CCCP updates.
 - Discuss public safety and quality of life concerns with 3rd Ward and the Friends of Fourth Ward Public Safety Committee.
 - Meet with the Fourth Ward Board President on a monthly basis.

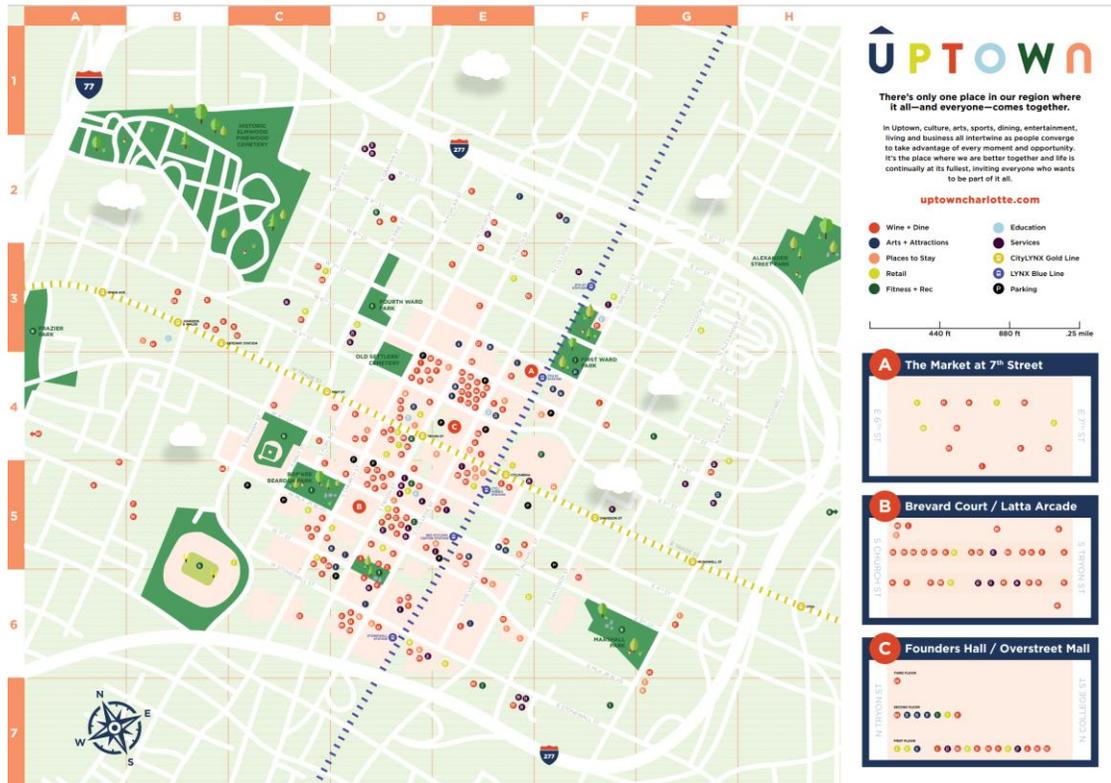
People Uptown Initiative

Think Humans of New York but in true Uptown Charlotte style! People Uptown is an initiative that will highlight amazing people, entrepreneurs, residents, etc. in Uptown through creative storytelling.

The purpose of this initiative is to get to know the owners behind the business and people that make Uptown unique. The goal is to connect them with the Uptown community and provide a platform for individuals to tell their story of why. We will focus on the following industries:

- Food & Beverage
- Retail
- Professional Services
- Government Services
- Residents

We will ask them the following:



Digital Gift Card

Charlotte Center City Partners has continued to promote the [QC Cash](#) digital gift card program with Uptown establishments. The Marketing Team assisted with creating an update one page flyer that is distributed to Uptown businesses at the Uptown Business Group meetings, etc.

Currently, 1755 digital gift cards have been sold for \$63,105.00. Of those cards sold, 595 have been redeemed for approximately \$ 24,128.96 in purchases.

Openings *(Quarter 2)*

Hip Pies CLT -Wells Fargo Plaza

A haven of mini pies and good vibes! Located near the Wells Fargo Plaza, people are rediscovering pies they grew up with- hot and cold, savory and sweet, and other far out flavors you never thought possible in a pastry.

Re-Openings

We are excited to welcome the following businesses back to Uptown:

Clean Juice- 200 S. Tryon Street, 120-B

Clean Juice provides organic, clean, and healthy products. Their menu includes a line of smoothies, juices, açai bowls, and other healthy snacks.

Dandelion Market- 118 W. 5th Street

After two years of temporarily closing due to the pandemic, The Dandelion Market has reopened. It will open on Thursdays- Sundays from 3:00 pm – 2:00 am serving its famous small plates.

Board of Directors Report

Category: Marketing

CCCP's marketing team continues to execute strategies to drive brand awareness and affinity, event attendance, and emotional connectivity with Center City. Among the insights and results from our 2022 marketing initiatives:

- Email newsletters continue to deliver content that aligns with consumer demand. **Open rates for Uptown (61%) and South End (47%) far exceed the industry average (21%).**
- I Heart Rail Trail: Lights once again generated significant earned media interest, with at least 19 stories published about this year's event. Paid and owned media generated 1.89MM impressions across tactics.



- For the first time, **we experimented with digital ad placements on Snapchat, Spotify, and Tinder** to promote Charlotte SHOUT! These ads collectively generated 336,463 impressions and a return on ad spend ratio of 126:1. The Snapchat and Spotify ads outperformed swipe-up/click-through rate benchmarks, indicating effective audience targeting and strong consumer interest in the festival.



- Camden Commons was extraordinarily well received on social media, generating **over 500,000 organic social media impressions on the South End Facebook and Instagram accounts.**



- We have been running a small, targeted digital marketing campaign on Google and Facebook to promote The Market at 7th Street since late 2021. The campaign is focused on brand awareness and conversions (via a downloadable shopping guide) and has generated significant year-over-year growth in all key performance indicators:
 - March 2022 Facebook page impressions: +181% YoY
 - **March 2022 Facebook link clicks: +5,560% YoY**
 - February 2022 website users: +101% YoY

May 5, 2022

Board of Directors Report

Category: Planning & Development

Item: Transit & Transportation Update

UPTOWN CYCLELINK

Update:

On Saturday, April 16th the 6th Street Cycle track officially opened to the public. This 2.5-mile, \$7MM segment is the first and longest segment of the Uptown CycleLink system (see below for more information on that larger network). CCCP joined our partners with the City and Sustain Charlotte to celebrate with a ribbon cutting in Fourth Ward Park followed by a guided ride of the cycle track from greenway to greenway. See the photos below:



Michael Smith gives remarks at the ribbon cutting



Group ride heading west towards Gateway



Nearly 60 riders and community members gathered for the official opening of the cycle track

This is a major step forward in making Charlotte, and in particular Center City, a safer place for people of all ages and skill levels to have a viable option for biking into and through Uptown. This new cycle track, following on the launch of Charlotte Joyrides (formerly Charlotte B-cycle) and the ongoing work to close critical gaps and add new miles of greenways, puts us one step closer to becoming a true “city of bikes” as envisioned in the Center City 2020 Vision Plan more than 10 years ago.

Additionally, CCCP is working with CDOT to advance other segments of the larger network that are in various stages of planning and design. This primarily includes working with the city to inform stakeholders of potential impacts to their properties or neighborhoods and making sure constituents are up to date throughout the design and eventual construction process.

Background:

The Uptown CycleLink is a planned network of protected, AAA (all ages and abilities) bike lanes in Uptown Charlotte connecting to major destinations within and tying into the City’s and County’s major trail and greenway networks. Multiple network segments are complete or under construction, including the 5th/6th Street bike lanes, and segments of MLK Jr. Boulevard and Davidson Street in Second Ward. Please see link below for additional information.

<https://charlottenc.gov/Projects/Pages/UptownCycleLink.aspx>

SILVER LINE LIGHT RAIL

Update:

CATS continues planning and design work on the Silver Line project following minor changes to the proposed alignment, as well as potential cost and ridership estimates, construction timelines, and phasing suggestions. CATS proposed building out the project in two phases:

- Phase A would run southeast from Uptown, mostly along Independence Boulevard and Monroe Road, and open in 2036. Phase A would cost \$5.1 billion and is estimated to carry 19,000 daily riders by 2050.
- With a cost estimate of \$3 billion, Phase B would run west to the airport, would open in 2039, and is estimated to carry about 10,000 daily riders by 2050.

In March, CATS & the City of Charlotte sponsored an Urban Land Institute (ULI) Technical Assistance Panel (TAP) to further analyze the proposed silver line alignment within Uptown. TAP programs provide the market-based expertise of ULI members to cities, developers, and other organizations that need objective analysis and advice on how to solve difficult development problems. These are typically multi-day sessions in which multidisciplinary teams of five to eight real estate development professionals tour the site under review, interview local stakeholders, and meet to develop recommendations that are presented publicly at the end of the session and in a follow-up report. The Panel performed a cost / benefit analysis of the Silver Line Alignment as it enters Uptown from the east and west.

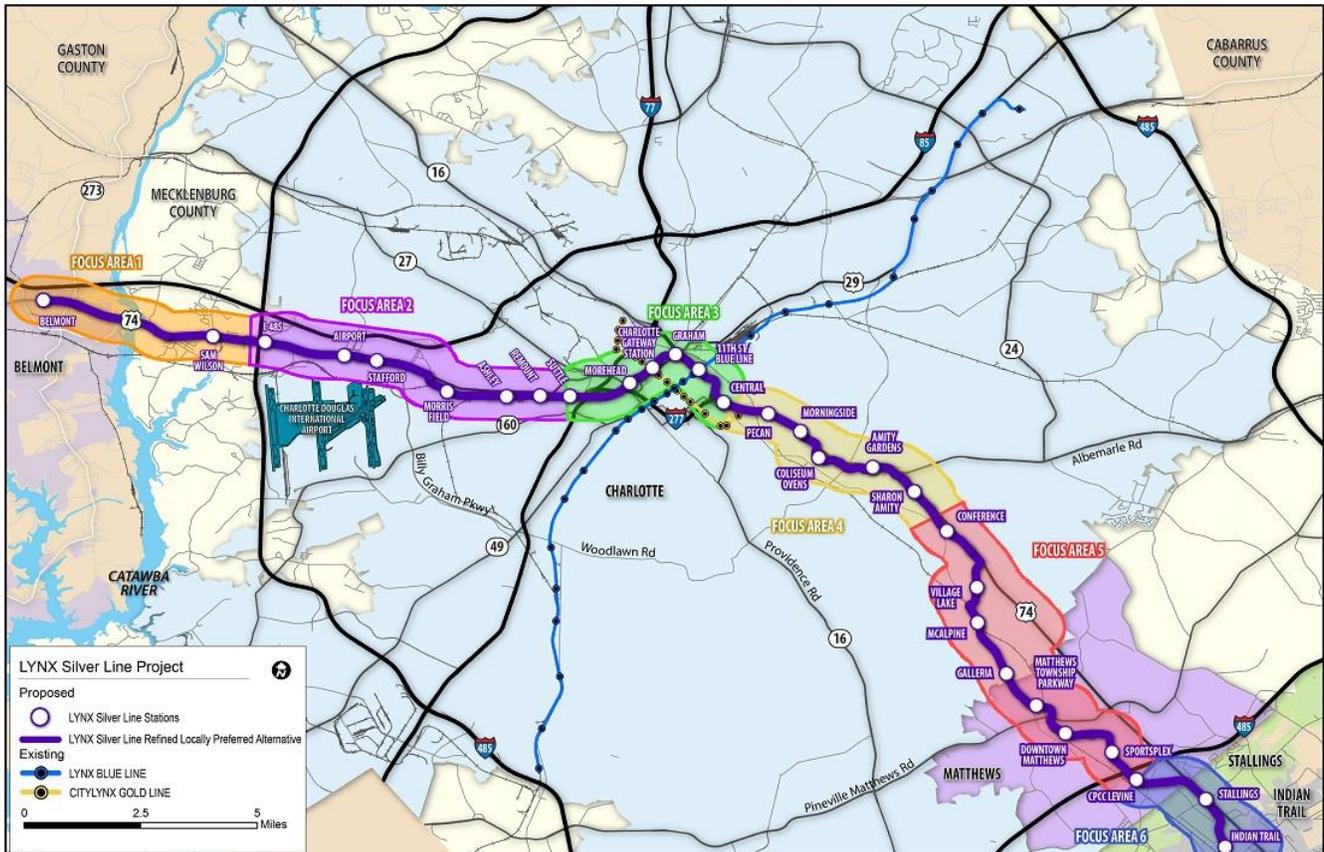
Center City Partners both participated in the interviews and helped the City and ULI develop a relevant stakeholder list for the Panel to interview that included area property and business owners, developers, and neighborhood leadership designed to ensure the panel was capturing as wide a perspective as possible when it came to this critical piece of city-building infrastructure. A preliminary presentation on the panel's finding was delivered at the end of the three-day session, with a final report due in the coming weeks. Reporting on that initial presentation can be see below:

<https://www.bizjournals.com/charlotte/news/2022/03/03/experts-high-in-on-charlottes-light-rail-vision.html>

Background:

The Silver Line is the planned 29-mile light rail project from the City of Belmont in Gaston County, through Center City Charlotte and the Town of Matthews, with a potential extension into Union County. Key connections include:

- Blue Line Light Rail & Gold Line Streetcar
- Bank of America Stadium
- Charlotte Douglas International Airport
- Charlotte Gateway District
- CPCC Central and Levine campuses
- Truist Field (formerly BB&T Ballpark)
- Bojangles Coliseum & Ovens Auditorium
- Novant Uptown and Matthews hospitals



Full Silver line alignment map



Performance Update

Charlotte Joy Rides continues to return to pre-scooter membership sales. The e-assist bikes have been a hit and the artwork truly accentuates the station locations. We are on track to experience ridership that we haven't seen since FY17.



Sponsorship Update

- Both BCBSNC and Atrium have requested additional information relating bikeshare to their superordinate goals. We are working to provide information in order to finalize our next round of sponsorship.
- In the process of identifying funds to pay the matching funds for the remaining federal dollars.
- We will be applying for the NCDOR Cares act funding on May 2nd

Expansion

- NCDOT approved the replacement of the first 20 stations. We will have the opportunity to place the current 20 stations in strategic locations.
- Station Optimization – We are in the process of moving several stations due to development. We are going to move the stations to test sites. The goal is to identify locations that can provide ridership like Freedom Park.
- We are also mapping opportunities to place stations in underserved communities to provide transportation choices.
- As the effects of the pandemic on tourism lessen and employees return to the uptown office we will have better use of our uptown stations.

Operations

We have several large-scale projects on the operations front.

- We completed the reimaging of most of the computers in our system



Board of Directors Report

Category: The Market at 7th Street Update

Operations: The Market has begun a new operating schedule: Tuesday – Wednesday: 8:00 AM-7:00 PM; Thursday – Saturday, 8:00 AM–8:00PM; Sunday 9am – 5pm.

Personnel: The Market has made two excellent hires: Ashlee Sides has come on board as Assistant Operations Manager as of April 5, working as a part time contractor. Ashley Broski began work as full time Operations Manager on April 18.

Consumer Traffic: Traffic continues increasing month-to-month with weekend traffic still high. The Market is adding new programming to improve midweek volume, including live music, game nights and market dinners.

Patio: The Market has installed new electric heaters; plant-scaping and string lights are in the process of being installed along the Lynx platform. The 7th Street patio has already installed new string lights.

Bar/Tavern: The Market is pleased to announce a name has been chosen for the bar/tavern. “The Third Rail” has applied for a permit and preparations are underway for opening.

Financials: Atrium Health extended their sponsorship for the final six months. Vendors are now paying full rents as of April 1. Increased expenses for maintenance, repair and improvement are impacting the budget. The FY 2023 Budget is in development.

Grants: The Market is applying for two USDA AMS Grants totaling \$1.5 million and a City of Charlotte Grant of \$250,000. The deadline for the USDA grant is May 16. The City of Charlotte has a rolling deadline. The Market is sending a letter of interest to the Philip Van Every Foundation for a grant program application with a May deadline.

Vendors: Several new vendors are being evaluated to replace two vendors that have recently left the Market. We expect to have announcements soon.

Marketing: The Plaid Penguin rebranding work is complete. The name has officially changed to The Market at 7th Street on all collateral. New exterior graphics installed and in elevator lobby, in addition to new wayfinding on the interior. Additional signage is in development including a directory, a storyboard and a Market map.

The Market’s partnership with Apple Pay has been launched. It is a preferred mobile payment provider. Other types of payment are accepted. The Market has a potential gain of more than \$25,000, plus a marketing stipend and bonus opportunities.

Events & Programs: Orrman's has reinstated Raclette Night. Live music continues on Saturdays in Victoria Yards. Market and Vendor dinners being developed.