



Diversity, Equity, and Inclusion Annual Report

FY2021





Charlotte Center City Partners boldly envisions and activates strategies and actions that will assure Charlotte Center City is a welcoming and equitable, economically vibrant, culturally rich and beloved place for all.

As a mission-based community leadership organization, CCCP is committed to the eradication of racism and injustice in the Center City. We recognize CCCP must be a champion for racial equity and justice in all our work, while living these values through our internal policies and procedures.

Following the killings of George Floyd, Breonna Taylor, and Ahmaud Arbery in 2020, the organization issued a public statement of commitment against racism and injustice. It is included in this report on the following page.

Our goal through this work is the systematic and fundamental transformation of Charlotte Center City Partners as an organization, its programs, and its outcomes.

We recognize that Charlotte’s urban core has fostered inequity, injustice, and exclusion. Racist and unjust policies have destroyed neighborhoods and reduced access to opportunity, particularly for people of color. Economic growth in recent years has exacerbated inequities; despite the most prolific decade of Center City growth in Charlotte’s history, disparities grew. We acknowledge this painful past and are committed to shaping a different future for our community.

STATEMENT OF COMMITMENT

ISSUED JUNE 2020

Center City is our community commons.

It is the place where Charlotteans gather and speak out. It is a symbol of community, the center of governance and free speech. Our Center City is also the place where we can come together to address our challenges.

Racism, bigotry, violence, and hatred are not welcome here.

We stand together in support of all nonviolent demonstrations that ensure the safety of protesters, law enforcement officers, and all people.

We all feel anger, anguish, and frustration in response to the killings of George Floyd, Breonna Taylor, Ahmaud Arbery, and so many other people of color before them, as well as the realities of racism and injustice in America.

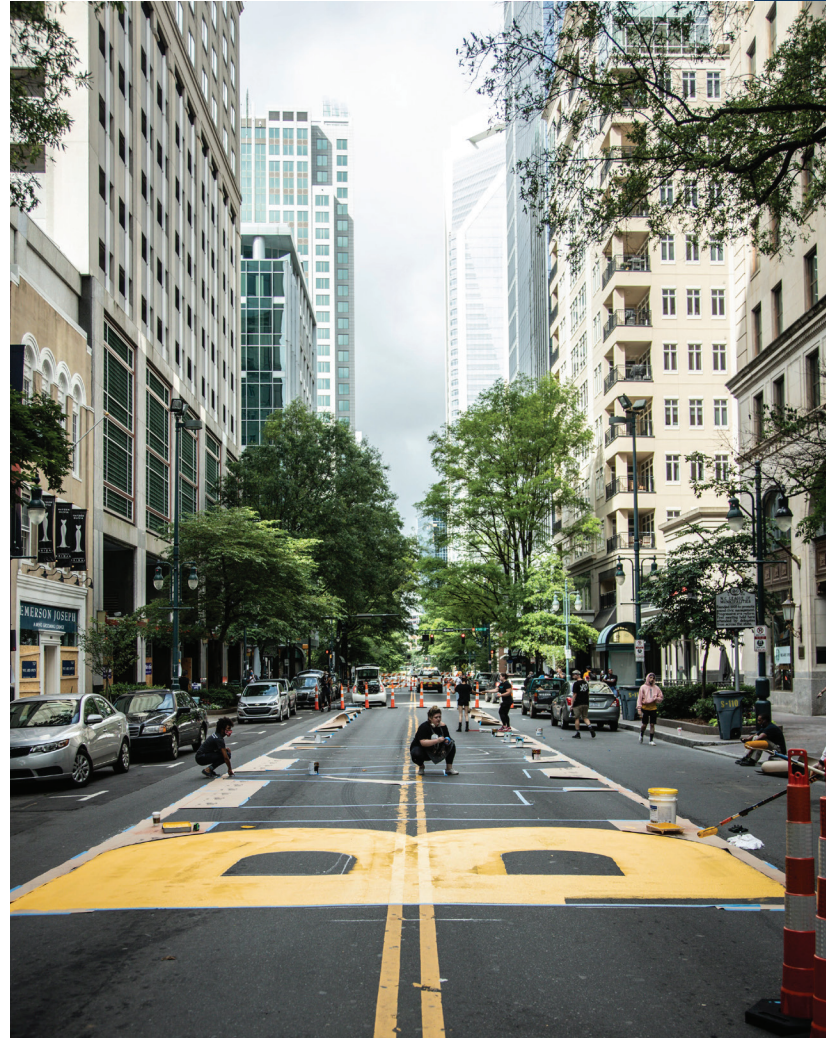
We stand in solidarity with our Black neighbors and with communities of color here in Charlotte and around our nation.

We recognize the role of privilege in our systems and in Charlotte Center City itself, but we know recognition is not enough, so Charlotte Center City Partners commits to the eradication of racism and injustice in our Center City.

We are committed to strategies and actions that will assure our Center City is a welcoming and equitable, economically vibrant, culturally rich, and beloved place for all.

In the days and weeks to come, **Charlotte Center City Partners** will listen, respond, and act—beginning with a hard look at our own work to be more directly inclusive.

We commit to building trust and collaboration. We commit to building an equitable and just Center City.



FY22 GOALS

CCCP's Diversity, Equity, and Inclusion Working Group has identified several priorities on which to focus energy and action this fiscal year.

Knowledge, Culture, and Attitudes

- Prioritize opportunities for continued and enhanced learning, listening, and dialogue about issues of diversity, equity, and inclusion.
- Ensure that CCCP's culture is one of safety, inclusion, and belonging in which all people are valued.

Policies and Procedures

- Update company policies, practices, and procedures to prioritize equity. Changes in process include updates to CCCP's staff onboarding process and summer internship program.
- Continue work with Kaleidoscope Group to identify structural changes in CCCP's policies, practices, and procedures to advance equity within the organization.

Partnerships

- Create opportunities to foster partnerships that yield inclusive input from a wide array of community voices. Infuse CCCP's community engagement tactics with an equity lens on an ongoing basis.
- Engage the community by listening first.

Metrics and Transparency

- Create a dashboard to track CCCP's performance against diversity, equity, and inclusion metrics.
- Publish a DEI Annual Report that includes data on staff and board diversity.
- Ensure diversity, equity, and inclusion goals are incorporated into every CCCP employee's performance commitment as well as overarching team goals.

Programs and Initiatives

- Work with community partners to create opportunities for diverse, local artists and creatives to utilize vacant street-level space in Center City.
- Review CCCP's marketing and communications tactics to ensure broad representation and inclusion.
- Finalize recommendations in the 2040 Center City Vision Plan to advance equity. Ensure the final Vision Plan prioritizes investment in historically under-invested areas.

Holding Real Conversations About Diversity, Equity, and Inclusion

- In October, CCCP partnered with Race Matters for Juvenile Justice to conduct a staff workshop focused on the historical perspective of racist and unjust social and economic policies in America. This program included opportunities for dialogue among our team about the context within which we work.
- During a staff-led DEI brainstorming session in March, our team generated more than 110 ideas that we could consider in our work to advance equity within Center City. These ideas will feed into CCCP's DEI program for the upcoming year and beyond.
- Our ongoing goal is to develop shared understanding and common language about diversity, equity, and inclusion to foster safe and respectful conversations.

FY21 RESULTS

In FY21, CCCP took meaningful steps to become a more equitable organization. Some of these actions are highlighted below. However, we acknowledge there is much more work to do to realize our objective to transform CCCP and its work.

Examining Internal Policies, Practices, and Structures

- CCCP has hired Kaleidoscope Group, a diversity, equity, and inclusion consulting group to partner with our team to review organizational policies, practices, procedures, and culture and to create a strategic plan with recommended actions to make the organization more equitable. This 12-month engagement will yield a roadmap that the CCCP team will implement. In parallel, the team has begun to identify and make changes to existing policies and practices.

Developing Bold Ideas for Center City and Infusing Equity into all of our Work

- As a part of the 2040 Center City Vision Plan process, our team is leading the development—alongside our public sector partners—of bold ideas that advance equity within Charlotte’s urban core. This includes the creation of a

Center City equity fund, prioritizing inclusive economic development and placemaking, and over-investing in communities that have historically seen under-investment.

- We launched the Small Business Innovation Fund, a program designed to support small business owners as they adapted and innovated through the pandemic. This program prioritized grants to small businesses owned by minorities, women, and veterans. In Rounds 1 and 2, which were completed this fiscal year, over 91.5% of the grants went to diverse business owners. This program continued into FY22.
- Our programming and events team prioritized diversity and equity in the outreach, design, and selection of artists to participate in the 2022 edition of Charlotte SHOUT!
- We translated applications for our Tryon Street vendor program and food truck program into Spanish in order to be accessible to Spanish-speaking operators.



- In programming creative partnerships for the spring festival South End Blooms, we asked our partner agency Charlotte is Creative to be intentional about inviting and selecting local artists of color or the artist-business partnerships and performances. We explained why, and our goals for not only showcasing the range of talent that lives in Charlotte but to make public spaces in South End more inclusive by putting a spotlight on non-white creative talent. They listened, and the end result was an arts festival that was notably more diverse than anything similar we've done before. Moreover, Charlotte is Creative provided us with a full database of all the artists who applied to the program, creating a rich resource for future programming partnerships that reach beyond the list of creative partners we already had.
- For the first time, two programs in 2020 collected information on business owner demographics – a dimension of Center City small business ownership that we have not tracked prior to 2020. Applications for Rounds 1 and 2 of the Charlotte Center City Small Business Innovation Fund and the Lowe's Good Neighbor Gift Card Grants to Small Businesses asked business owners to identify the race or ethnic identity they prefer. This creates an initial source of local data to benchmark business ownership by racial and ethnic identity within Center City (for small businesses with fewer than 50 employees only).
- We partnered with the FAIR PLAY CLT Music Equity Initiative and Tosco Music to ensure equitable outreach, design, and outcomes for a COVID-19 music relief fund.
- We launched Communities in Concert, a program co-led by a diverse group of four artists, to promote live music in Center City; this program prioritizes the hiring of diverse talent for gigs.
- We have also begun a more immediate analysis of opportunities to advance equity within Center City through short-term programs and initiatives. These actions will be priorities for CCCP in FY22.

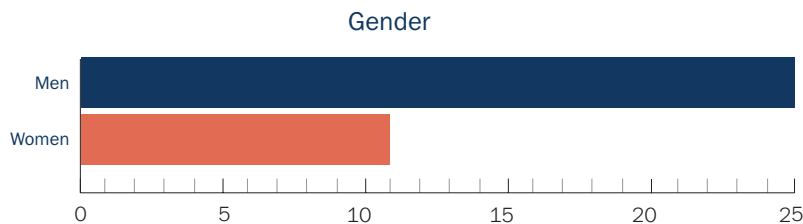
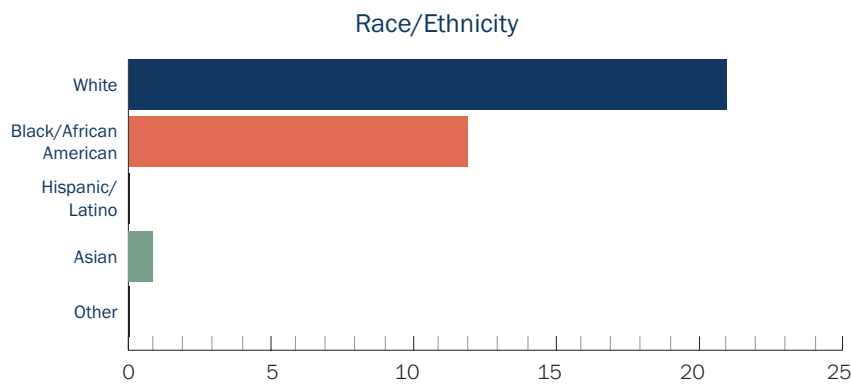


APPENDIX:

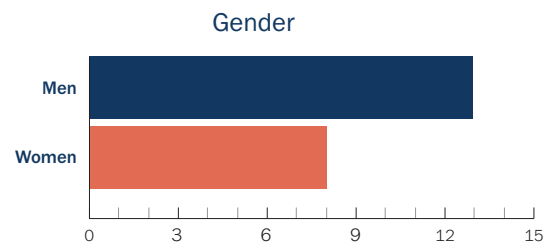
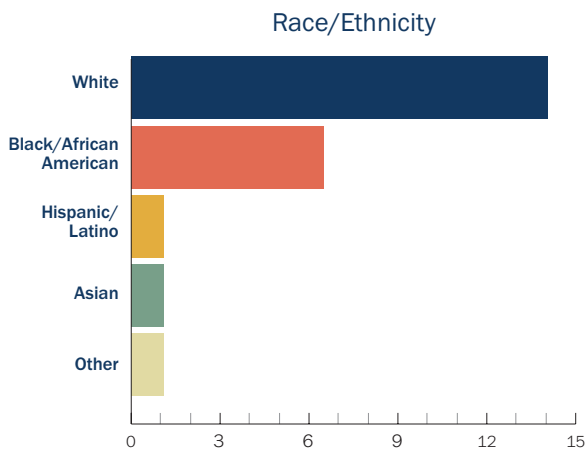
BOARD & STAFF DIVERSITY

Please note that for the purposes of this report, CCCP uses categories outlined by the U.S. Equal Employment Opportunity Commission, though we are aware that diversity, equity and inclusion represents more dimensions, including gender identity, sexual orientation, disabled/mobility, veteran status, and age. CCCP is working toward a more inclusive framework to better represent the diverse populations of Center City.

BOARD OVERVIEW

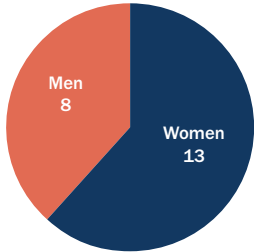


STAFF OVERVIEW

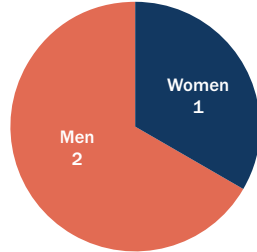


GENDER OVERVIEW: FY21 STAFF

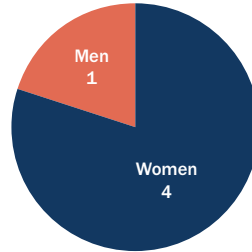
Active Staff



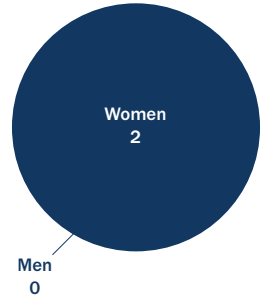
Promotions



Turnover

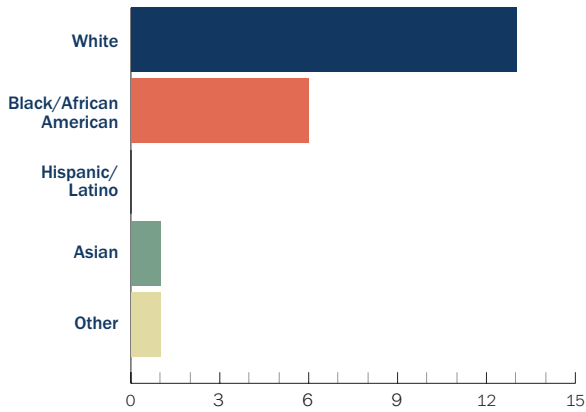


New Hires

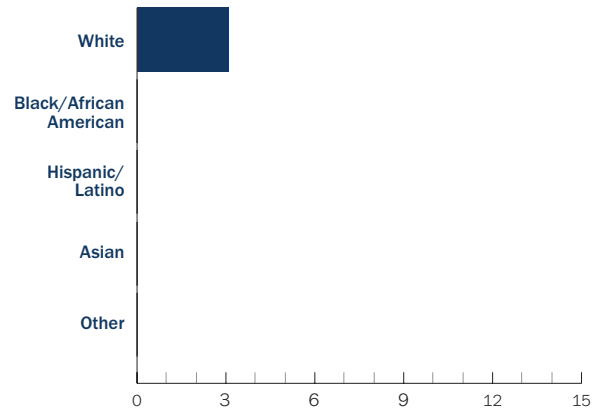


RACE OVERVIEW: FY21 STAFF

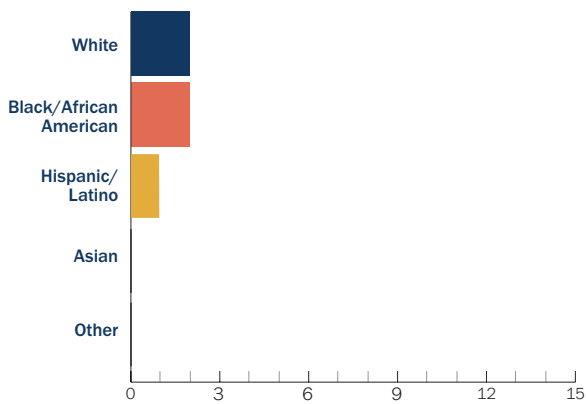
Active Staff



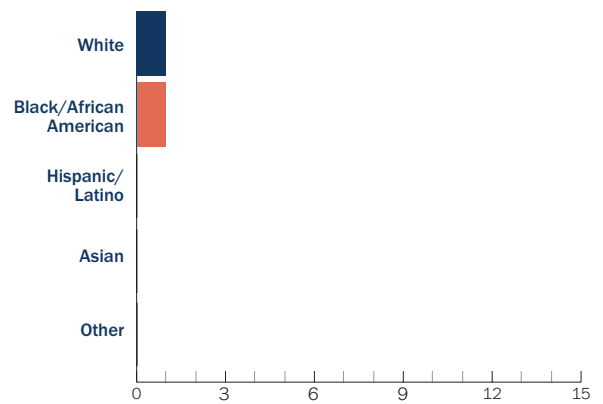
Promotions



Turnover

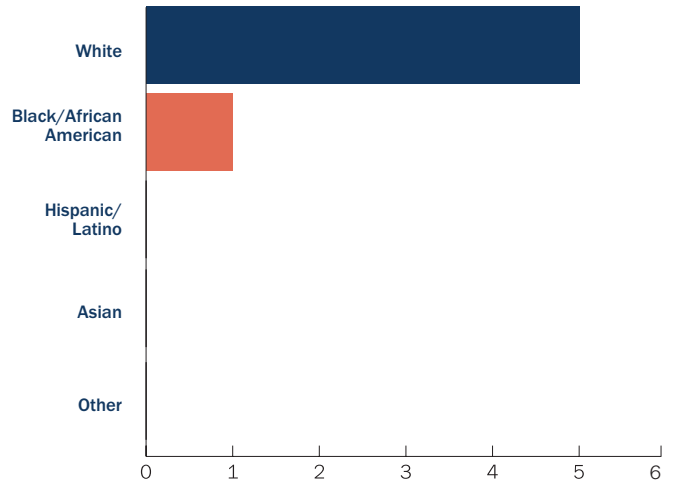
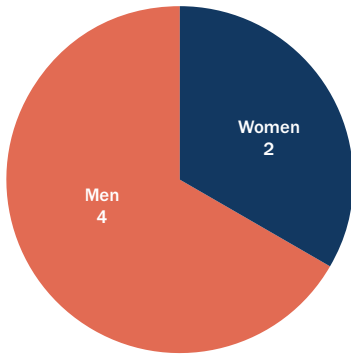


New Hires

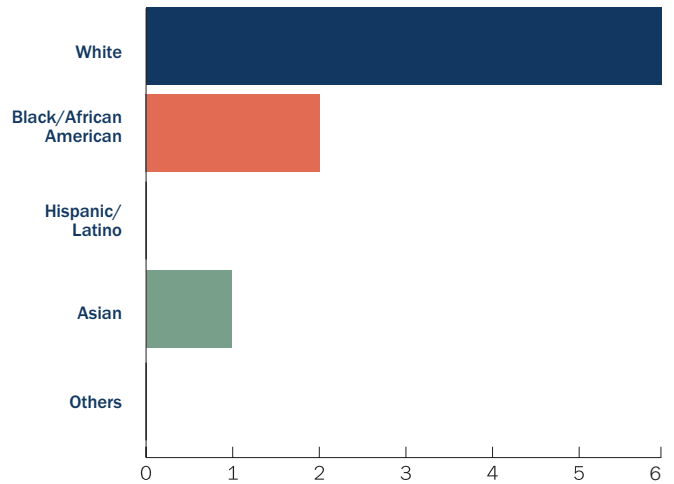
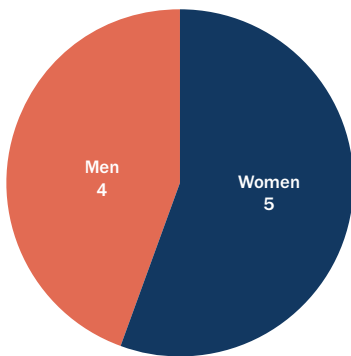


REPRESENTATION BY LEVEL: FY21 STAFF

Executive Leadership Team



Vice Presidents/Directors



Managers/Associates

