



2022 state of the center city

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CHARLOTTE
Center City
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One of the great pleasures of the past two years, as we navigated the pandemic's protracted impacts on communities of all sizes, has been witnessing the excitement as people come together again. They are rediscovering beloved places; connecting with family, friends, and business partners; and immersing themselves in experiences that spark joy. Much of this resilience is on display in downtowns, which continue to play a vital role in the future of work, culture, and community.

As we look toward the future, the innovators and investors, families and fans, talent and thought leaders who make our urban core are redefining the way it shapes our lives. **There is no going back to normal; Charlotte Center City is bounding forward.**

Our optimism about Charlotte Center City is unbridled. Looking ahead, we see the immense possibilities articulated by this community and adopted by policymakers in the Center City 2040 Vision Plan. This unifying vision and framework clearly outlines transformational opportunities for the growth and development of the neighborhoods within a two-mile radius of the central business district. The Plan builds upon the last decade's unprecedented growth and considers the more than \$4 billion of new development currently in the pipeline and the record-breaking building transactions that closed in the past year.

We are also energized by the way Center City is bounding forward through innovation—from a bold new medical school and innovation campus to micro-investments by entrepreneurs repositioning their businesses to thrive in a post-pandemic world. Investors and employers continue to understand Charlotte's ability to develop, recruit, and retain top talent from around the world. The city ranks second in America for diverse tech talent, many of whom bring new skills, ideas, and aspirations to our community and their employers.

As they plant roots here, these people discover Center City's vibrancy: thriving arts, culture, and sports; resilient healthcare infrastructure; investments in mobility; abundant hospitality amenities; and access to outdoor spaces that range from hidden rooftop patios to lush green spaces.

Center City is a dynamic, perpetually changing place. We invite you to join us.



Tom Finke
Chair, Board of Directors



Michael J. Smith
President & CEO

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The values, priorities, and projects outlined in the Center City 2040 Vision Plan

were adopted by City Council in late 2021 and provide a framework for growth in the urban core over the next two decades. This community-led vision enables Center City to bound forward, specifically calling out ten focus areas where the public and private sectors can work with the community to realize transformative development and guide investment.

01 West Trade Street / Beatties Ford Road Corridor

Reconfigure the interchange at I-77 and West Trade Street to create new public land for development that generates new tax revenue that can be reinvested back into the West End.

02 North End Neighborhoods

Create a new mobility hub at the heart of a dense mixed-use redevelopment of the Hal Marshall site where the Blue Line and planned Silver Line light rail will intersect.

03 Cedar Yards / Foundry District

Create a lively mixed-use district around Bank of America Stadium that integrates wellness, athletics, and entertainment activities.

04 South End

Better connect South End and Uptown by capping the I-277 freeway between College and Church Streets, creating new space for new parks and commercial spaces.

05 Government District

Transform Government District into a full service, mixed-use neighborhood.

06 Tryon Street Uptown

“Reimagine” Tryon Street by creating a comprehensive new streetscape, activating the ground floor environment and attracting diverse local shops, and restaurants.

07 East Trade Street / Elizabeth Avenue

Redesign and program current public spaces at Government Center Plaza, Old City Hall and the Old County Courthouse to be more useful and attractive public spaces along East Trade Street.

08 Brevard Street

Transform Brevard Street into a fun, authentically Charlotte place that complements the existing hospitality destinations and celebrates Second Ward’s African American history.

09 Medical & Wellness Innovation District

Create a new neighborhood centered on health education and innovation that benefits residents, schools, and the surrounding area.

10 Second Ward High School

Rebuild Second Ward High School with a unique curriculum addressing economic mobility and aligned with business needs and partnerships.

To learn more, visit allin2040.com

talent

Young, talented professionals gravitate to Center City with new skills, ideas and aspirations.

The influx of innovative talent arriving daily coupled with Charlotte's highly skilled and educated residents create an enduring energy to Charlotte's urban center.

Existing and new educational institutions in and around Center City will continue to best prepare the next generation of talent.

insights



120 people
move to Charlotte
each day



#7
fastest growing
large metros in the
U.S. from 2015-2020



33
median age
for Center City
resident in 2020



71%
residents with a
bachelor's degree
or higher in 2019

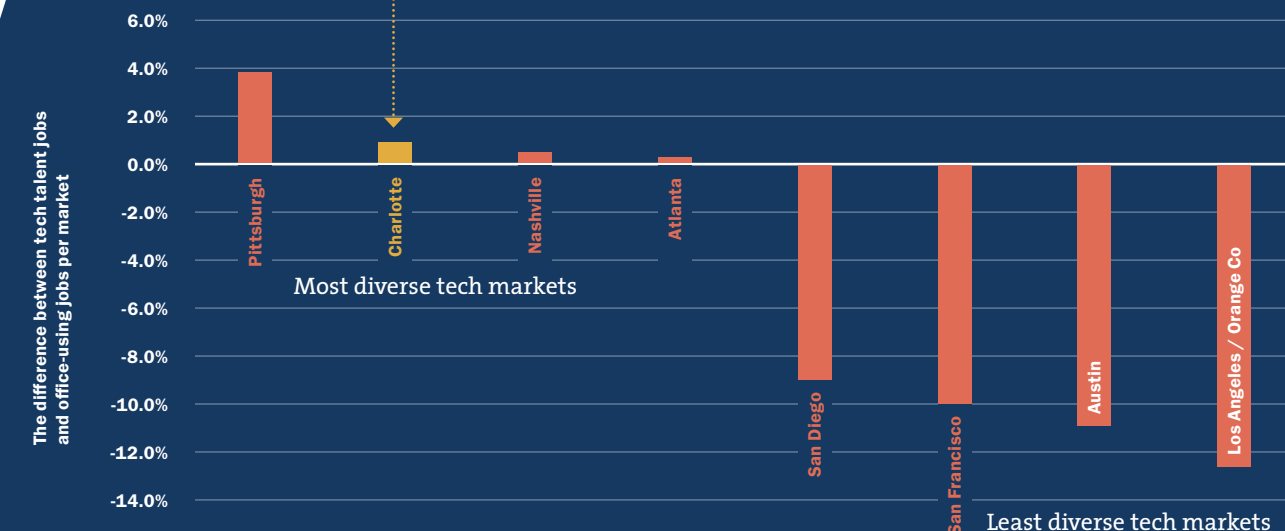


27%
residents with an
advanced degree
in 2019

section presented by

LITTLE
DIVERSIFIED ARCHITECTURAL CONSULTING

#2 in the nation in diverse tech talent



Top 5 market
in U.S. and Canada for
tech talent job creation



#6 in the U.S.
and Canada for tech talent
pool growth rates with 31%
from 2016-2020



Top 10
in millennial population
growth in U.S. by market
since 2014

CBRE Research, Scoring Tech Talent 2021

Photo by Eric Hallin

Center City's education super-region and hyper-local vicinity fuel the talent pipeline

- 1

University of North Carolina at Charlotte
- 2

Johnson C. Smith University
- 3

Johnson & Wales University
- 4

Queens University
- 5

Northeastern University
- 6

Central Piedmont Community College
- 7

Montreat College
- 8

Davidson College
- 9

Gardner Webb University
- 10

Appalachian State University
- 11

Wake Forest University
- 12

University of North Carolina at Chapel Hill
- 13

North Carolina State University
- 14

Duke University
- 15

East Carolina University
- 16

UNC Wilmington
- 17

Georgia State University
- 18

Emory University
- 19

Georgia Tech
- 20

University of Georgia
- 21

Clemson University
- 22

University of South Carolina
- 23

The University of Tennessee
- 24

Virginia Tech
- 25

University of Virginia
- 26

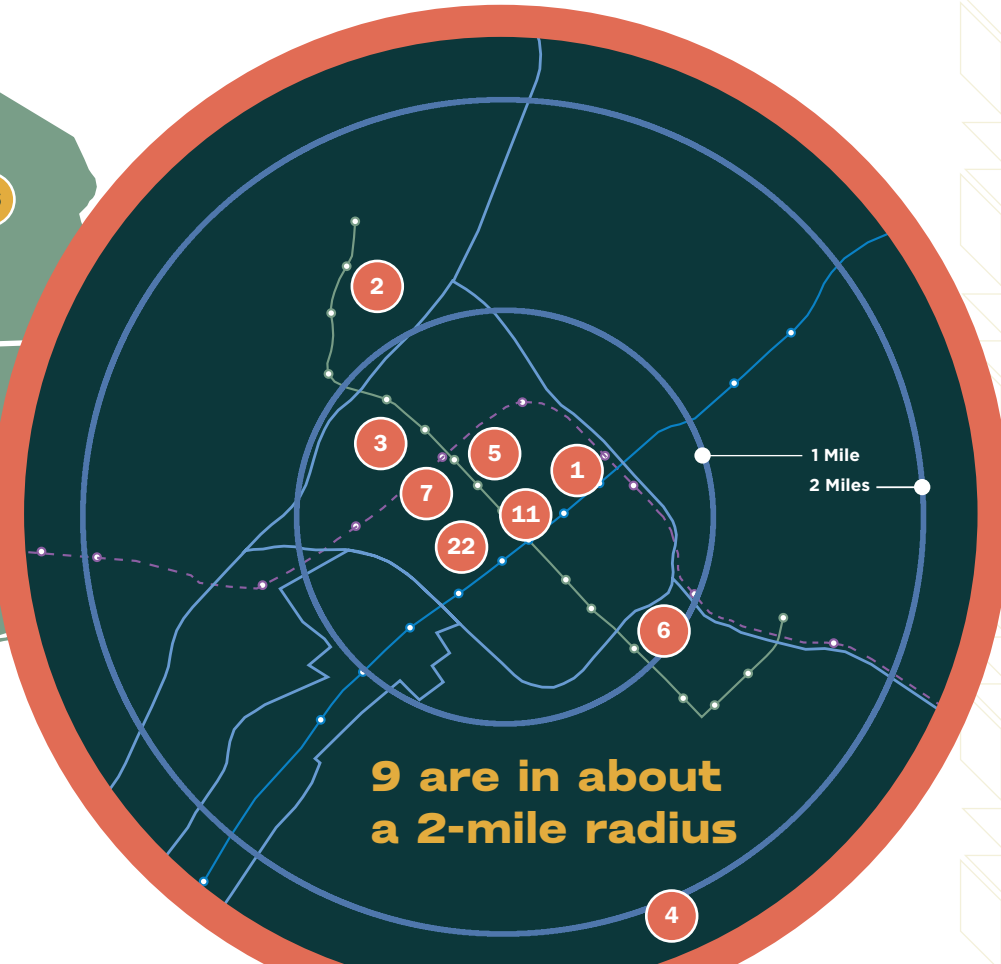
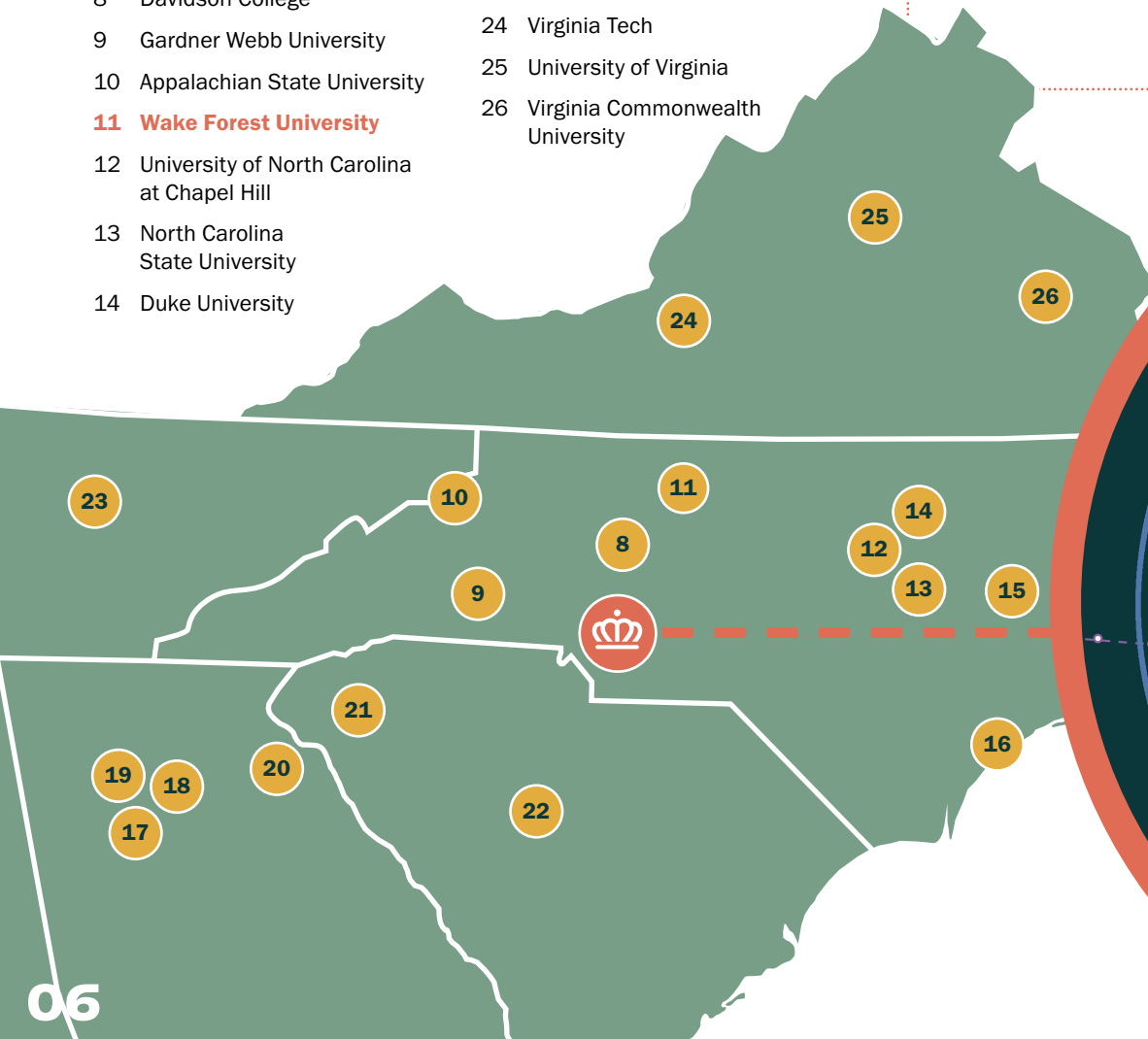
Virginia Commonwealth University



26 nationally ranked higher-education institutions are located in a 200-mile radius of Center City



#1 producer of Computer Science graduates in NC, SC and VA as well as African American, Hispanic and female computer science graduates in North Carolina



9 are in about a 2-mile radius



Atrium Health, Wake Forest Baptist Health, and Wake Forest University

are building a four-year medical school and research campus in Midtown along the East Morehead corridor. This multi-phase development will include research towers; hotel, residential, and mixed-used projects; and usher in a new era of healthcare education, innovation, and social impact for Charlotte.

The medical school and innovation district will further diversify Charlotte's employment sectors and support a diverse and growing talent pipeline, while generating over 5,500 new jobs in Center City with annual earnings of \$514 million. This new academic channel will attract and support a different pipeline of STEM-based industries, research dollars, and highly skilled talent to the heart of the Charlotte region.

The Innovation District

Supported by \$1.5 billion in private funding and \$75 million in public investment, the district will create thousands of accessible, good-paying jobs in Center City.





development

Center City continues its development momentum

with strong signals of underlying confidence for the urban center, even in a year disrupted by COVID. The diversified portfolio of space being created for office workers, retail shops, residents, visitors and creatives will all be pandemic informed. Center City will be best positioned for the future of work, retail, living, visiting and the arts.

This 1 million sq ft, 40-story building will be the newest addition to Charlotte's skyline and Duke Energy's new corporate headquarters. The Duke Energy Plaza will house approximately 4,400 employees and is scheduled to be completed by the end of 2022 with interior work extending into 2023.

section presented by

Moore & Van Allen



5.5+ million
sq ft of office
planned



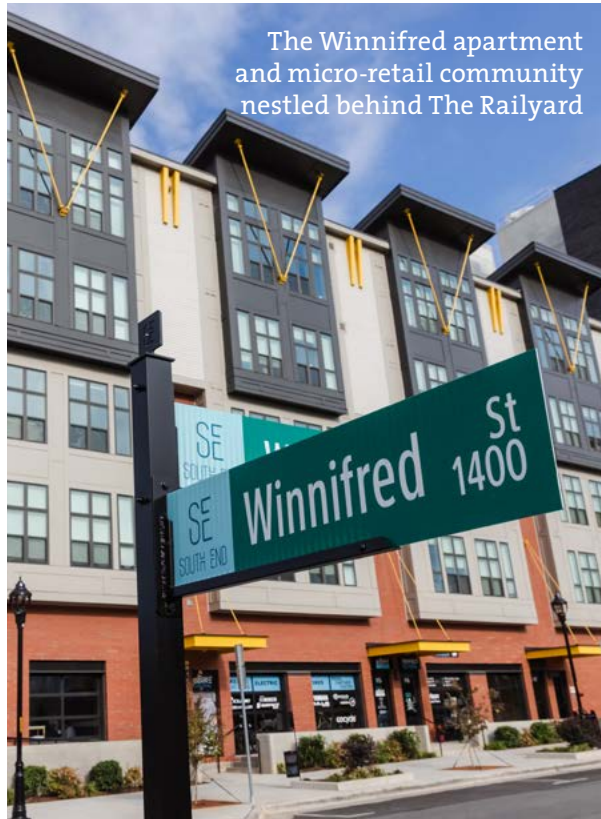
437,000+
sq ft of retail
planned



750+
new hotel rooms
planned



5,600+
new apartment
homes planned



The Winnifred apartment and micro-retail community nestled behind The Railyard



Lowe's Global Technology Center in South End

Over \$1.4 billion in buildings traded hands in Q3 2021,

representing the highest quarterly total for Charlotte dating back to 2000. The largest sales occurred in and near Center City. In late 2021, the Lowe's Global Technology Center in South End set a record for the highest sales price per square foot in North Carolina history.

Buildings Sold (price // \$ per sq ft)

Lowe's Global Technology Center
\$318M // \$889 per sq ft

Honeywell Global Headquarters
\$275M // \$735 per sq ft

RailYard
\$201M // \$612 per sq ft

300 South Brevard
\$201M // \$560 per sq ft

The Refinery
\$55.25M // \$516 per sq ft

Ally Charlotte Center
\$390M // \$505 per sq ft

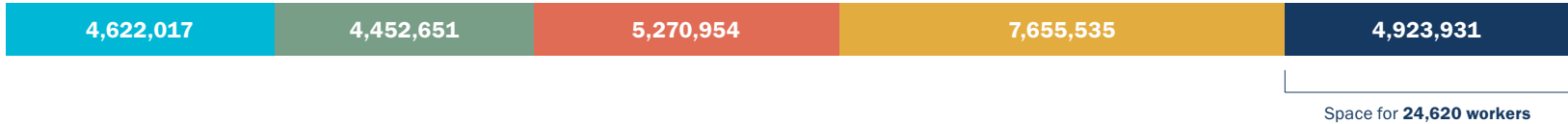
Truist Tower
\$455.5M // \$470 per sq ft

One South
\$217.5M // \$305 per sq ft

65% of office building sales in Center City Partners' service area last year were purchased by institutional investors

Development by decade

office



retail



hotels



residential



1980-1989 1990-1999 2000-2009 2010-2019 2020-2021*
* includes under construction

work

Major employers continue to invest in new or expanded locations in Center City

to help retain and attract talent. These companies are then able to be more innovative and flexible as they prepare for growth and the future of work. Job growth in office-based sectors of financial activities and professional services in Charlotte have made a full recovery. Center City has a diversified mix of major employers and state-of-the-art spaces explicitly designed for employee well-being, collaboration, and professional development. Center City is a flexible, dynamic, and forward-leaning environment where companies grow and develop to best meet the needs of their employees and customers.



"We are proud of our new, state-of-the-art Ally Charlotte Center and the impact it will have on the Uptown Charlotte community, especially as the city emerges from the COVID-19 pandemic. Charlotte has proven to be an incredible city to support our growth as a major corporate center. It's a dynamic, diverse community with the best of the best talent, both culturally and professionally."

Jeffrey Brown, CEO, Ally Financial

section presented by



Photo courtesy of Ally

Major employer announcements in 2021

ARRIVAL

HAYWARD

Robinhood

USAA

MOODY'S
INVESTORS SERVICE

ally

insights



184,000+
estimated number
of Center City
workers*



\$35
office market
rent per sq ft
in Center City



#1
North Carolina has
the nation's top state
business climate in
2021 (Site Selection)



65,000+
Center City jobs
are in financial,
professional services
and management



#1
Charlotte first in
the nation for office
space delivery in
2021 (JLL)



#7
top cities for job
seekers in 2021
(Money Geek)

*The total employment base was visibly lower due to many people working remotely during COVID



The \$25+ million improvements at One Independence Center reflect the innovative workforce in the heart of Uptown.

Photo courtesy of CBI

Fortune 500 companies headquartered in Uptown



uptowninsights

*The total employment base was visibly lower due to many people working remotely during COVID



100,000+
workers in uptown*



43%
of workers in finance and insurance; real estate and leasing; and professional, scientific, and technical services



\$37
market rent per sq ft across all office classes



90%+
buildings delivered in the past two years are more than 90% leased



Uptown has the Charlotte metro's largest office space inventory

with a wide variety of major employers and large share of its Fortune 500 headquarters. Compared with peer central business districts, Class A office space in Uptown strikes a balance between availability and affordability. **There is currently 25.5 million sq ft of office inventory with an additional 1 million under construction.**

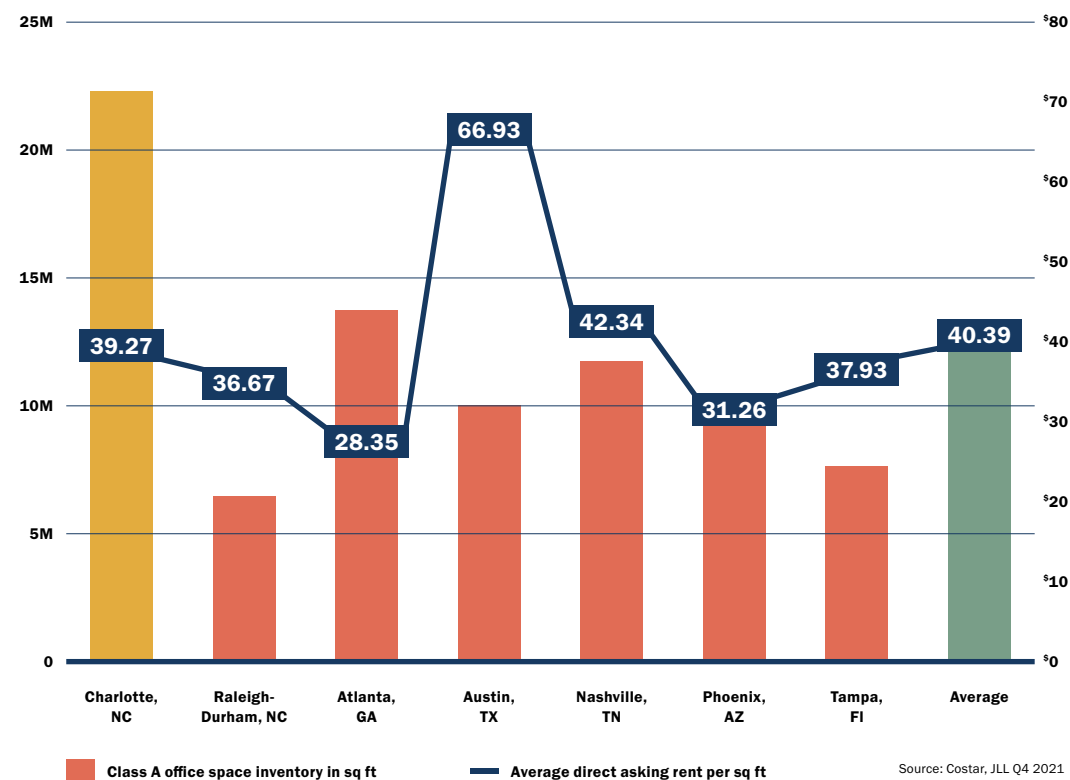


Photo courtesy of Honeywell

When a Fortune 100 technology company announces its relocation to a state or metropolitan area in the U.S., people are understandably curious about the benefits it will bring. Today I can tell you, we are nearly 1,000 Honeywell employees assigned to our headquarters in Charlotte. Some moved here from our previous HQ. We have hired many from the great state of North Carolina with its impressive pool of talent."

Darius Adamczyk, Honeywell Chairman and Chief Executive Officer

Peer CBD Class A office inventory versus rents



south endinsights



17,000+
workers in south end*



\$36
market rent per sq ft in south end



85%
of workers viewed having a south end location as a benefit of their job (2020)



783,000
12 month net absorption sq ft; a 1,087% increase to prior period

*The total employment base was visibly lower due to many people working remotely during COVID

Office supply has grown more than **2x** in the past five years



Photo by Eric Halli

South End continues to grow as a destination for both Class-A office space and major employers. **It is only one of two urban pockets in the U.S. where office supply more than doubled over the past half-decade.** There is currently 4.5 million sq ft of office inventory with an additional 819,000 under construction.



In part to prepare for the influx of workers into South End, the Charlotte Center City Ambassador program has been expanded into the neighborhood providing consistent and positive engagement with all stakeholders. The Ambassadors play an important role in ensuring Center City is a welcoming and equitable, economically vibrant, culturally rich, and beloved place.

Living

With housing choices and career certainty, Center City is a solid investment.

Center City is a collection of beloved neighborhoods where there are a series of different housing choices, including single family residences, townhomes, condos, and apartments.



insights



67,000+
current residents
in Center City



\$1,782
market rent per
unit in Center City



393
child care centers
and preschools
in Charlotte



78
private schools
in Charlotte

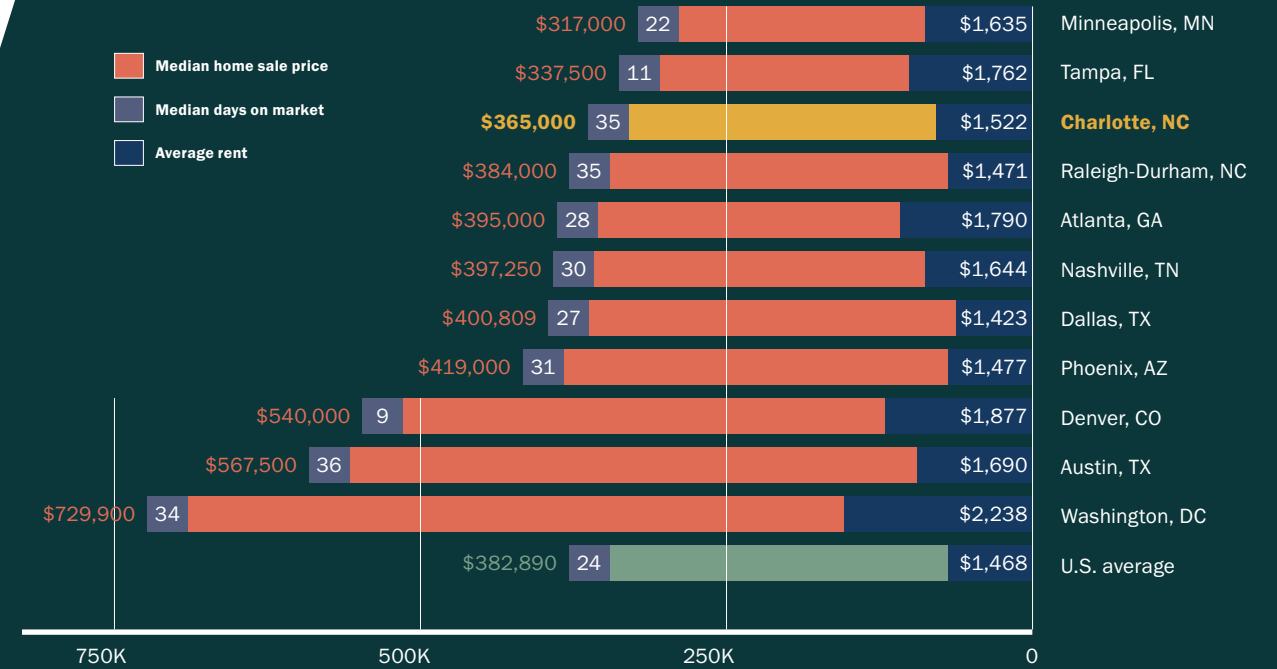


180
public elementary,
middle, and high
schools in Charlotte



24,800
apartment
homes in
Center City

Average rent and median home sale price compared to peer cities



New residential opened in 2021



FNB Tower
196 apartment homes



The Ellis
549 apartment homes



500 West Trade
354 apartment homes



The Hawk
71 apartment homes



uptown

21,729
residents

8,786
apartment homes

\$1,904
market rent
per apartment

29
median age

896
apartments
absorbed in
2021; a 3.3%
increase from
prior period

\$114,682
average
household
income

\$390,527
typical home
value

south end

11,323
residents

7,881
apartment
homes

\$1,969
market rent
per apartment

28
median age

445
apartments
absorbed in
2021 with 823
more under
construction

\$88,711
average
household
income

\$638,000
typical home
value



South End hosts many festivals and pop up events throughout the year including Nebel's Alley Night Market at the Design Center.



highlights



9 higher education institutions in Center City



17+ more live sporting events in Center City with CLT FC kicking off in 2022



South End's office supply has more than doubled in the past 5 years



\$889 per sq ft for Lowe's Global Technology Center



Charlotte is #2 in the nation for diverse tech talent



New South End rail stop on the Blue Line



Gold Line added 17 transit stops, increasing light rail and streetcar stops serving Center City to 27



#1 best night for hotel rooms sold in Meck. Co. history with 28,622 for Duke's Mayo Classic on Sept. 4



New 100,000 sq ft space for galleries, art studios and theaters at VAPA



~7 miles of Uptown Cyclelink network will connect to 50+ miles of growing greenway trails



Medical school and innovation district will create 5,500 jobs and new STEM and research pipeline



\$4+ billion of new development is planned for 2022 in Center City Partners' service area

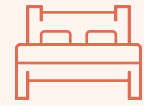


hospitality

Weekend visitors coming to experience Uptown and South End's thriving sports, arts, culture, and culinary scenes have led the recovery through the pandemic.

With the opening of the JW Marriott, completed expansion of the Charlotte Convention Center, and increasing number of live sporting events and concerts, Center City continues to be more competitive for destination travel, meetings, and conventions.

The 2021 Duke's Mayo Classic between Georgia and Clemson had an announced attendance of 74,187 people, which is the third most attended game in Bank of America Stadium history. The 28,623 hotel rooms booked on September 4, 2021, set a single day record for Mecklenburg County that was 2,471 rooms higher than the previous record.



6,528
rooms in
Center City



381
additional
rooms in 2021

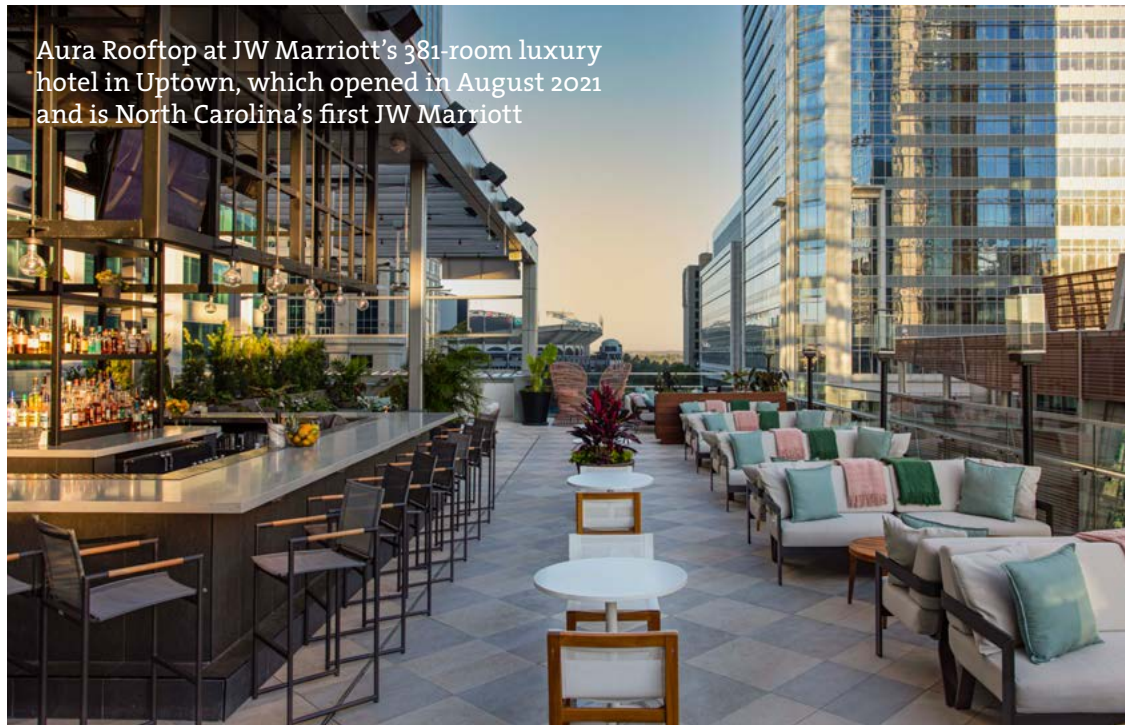


35
hotels
by 2024



7,600+
rooms
by 2024

Aura Rooftop at JW Marriott's 381-room luxury hotel in Uptown, which opened in August 2021 and is North Carolina's first JW Marriott



Wooden
Robot
Brewery



ESPN College GameDay in Romare Bearden Park for the 2021 Duke's Mayo Classic attracted more than 18,000 fans. The two games, featuring Appalachian State vs ECU and Georgia vs Clemson had an estimated impact of \$48.8 million for the Charlotte region.

Photo courtesy of Charlotte Sports Foundation

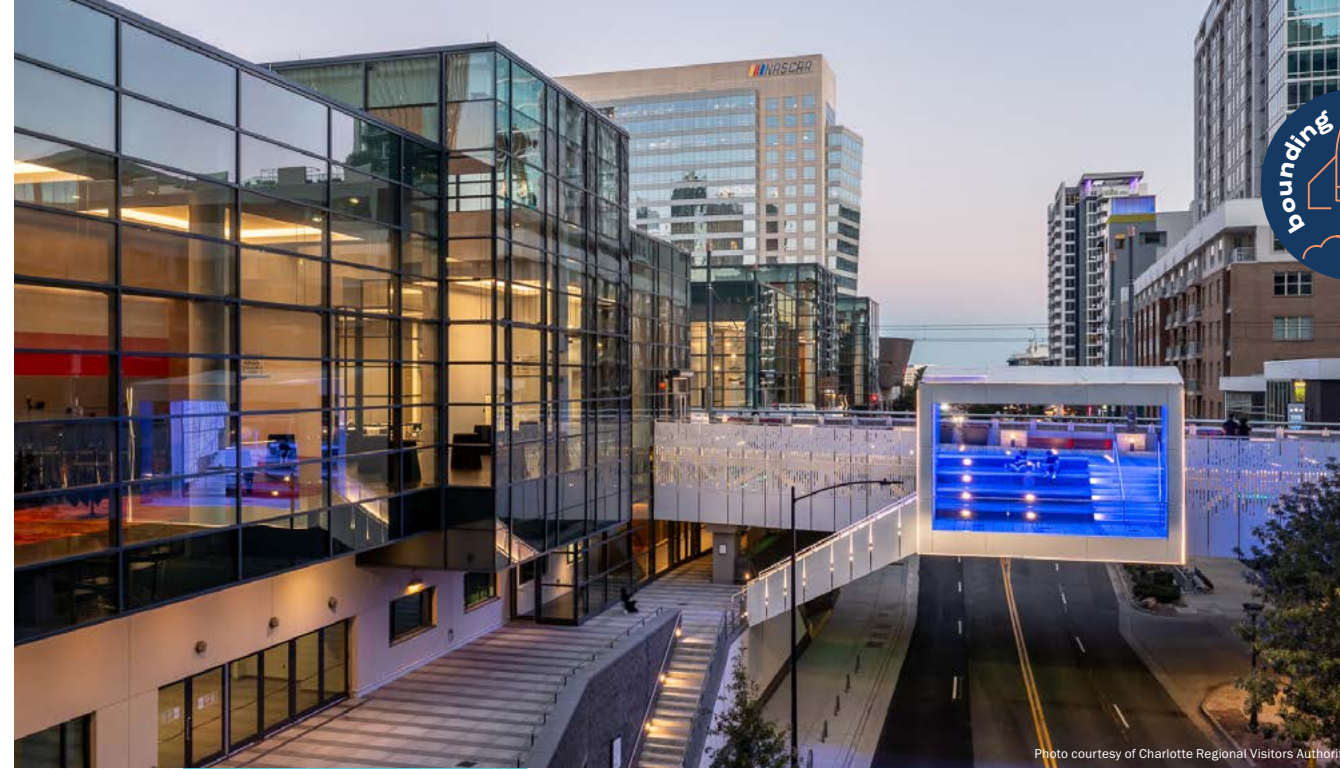


Photo courtesy of Charlotte Regional Visitors Authority



The Charlotte Convention Center is poised to attract more meetings and events following a \$126.9 million expansion project.

The expansion added approximately 50,000 square feet of meeting room and pre-function space, boosting the number of meeting rooms from 41 to 55. The Charlotte Convention Center can now attract larger events and multiple events simultaneously. A primary component of the expansion is an exterior over-street pedestrian walkway, which connects the Convention Center to the adjacent 700-room Westin Charlotte. It features "Skyline," an immersive public artwork experience.

\$48.8 million in economic impact from the 2021 Duke's Mayo Classic

did you
know

Seven of the top 10 best nights for rooms sold in Meck Co. history have happened since May 2021

05
25,963
2020 CIAA Tournament
Sat., Feb. 29, 2020

07
25,396
2018 Duke's Mayo Classic
Sat., Sept. 1, 2018

04
26,151
Memorial Day Weekend
Sat., May 29, 2021

02
27,682
2021 Bank of America 400,
Speed Street, Charlotte
Convention Center
Sat., Oct. 9, 2021

03
27,135
General Leisure
Sat., Oct. 16, 2021

01
28,622
2021 Duke's Mayo Classic
Sat., Sept. 4, 2021

06
25,487
2021 Duke's Mayo Classic
Fri., Sept. 3, 2021

09
25,065
General Leisure
Sat., July 24, 2021

08
25,142
General Leisure
Sat., July 17, 2021

10
24,897
Conferences / Conventions
Tue., April 9, 2019

mobility

Charlotte's dedication to mobility and connectivity is visible throughout Center City.

- ▶ **Charlotte Douglas International Airport** is located only 5 miles from Uptown.
- ▶ **Center City is at the nexus** of the region's road and transit network.
- ▶ **Scooter and electric assist bike share options** make it fun to travel through South End, Uptown, and Midtown especially with new protected bike lanes, the Rail Trail, and greenways.
- ▶ **Charlotte is committed** to making significant investments in a Transformational Mobility Network that is estimated to cost \$13.5 billion over 18 years. The new and expanded infrastructure includes transit, trails, roadways, walkways, and bikeways to better the connect the community.

section
presented by



The Gold Line Streetcar opened for service in summer 2021 and serves a 4-mile route through Center City with 17 stops connecting three university campuses, and one of two major medical centers to the central business district.



Photo courtesy of Charlotte Area Transit Authority

In July 2021,
4.39 million people
traveled through
Charlotte Douglas
International Airport,
which was only 1% less
than the passengers
moved in July 2019.



by air

\$24.6 billion
annual economic
impact locally
in 2019

6th busiest
airport worldwide
in arrivals and
departures for
2021

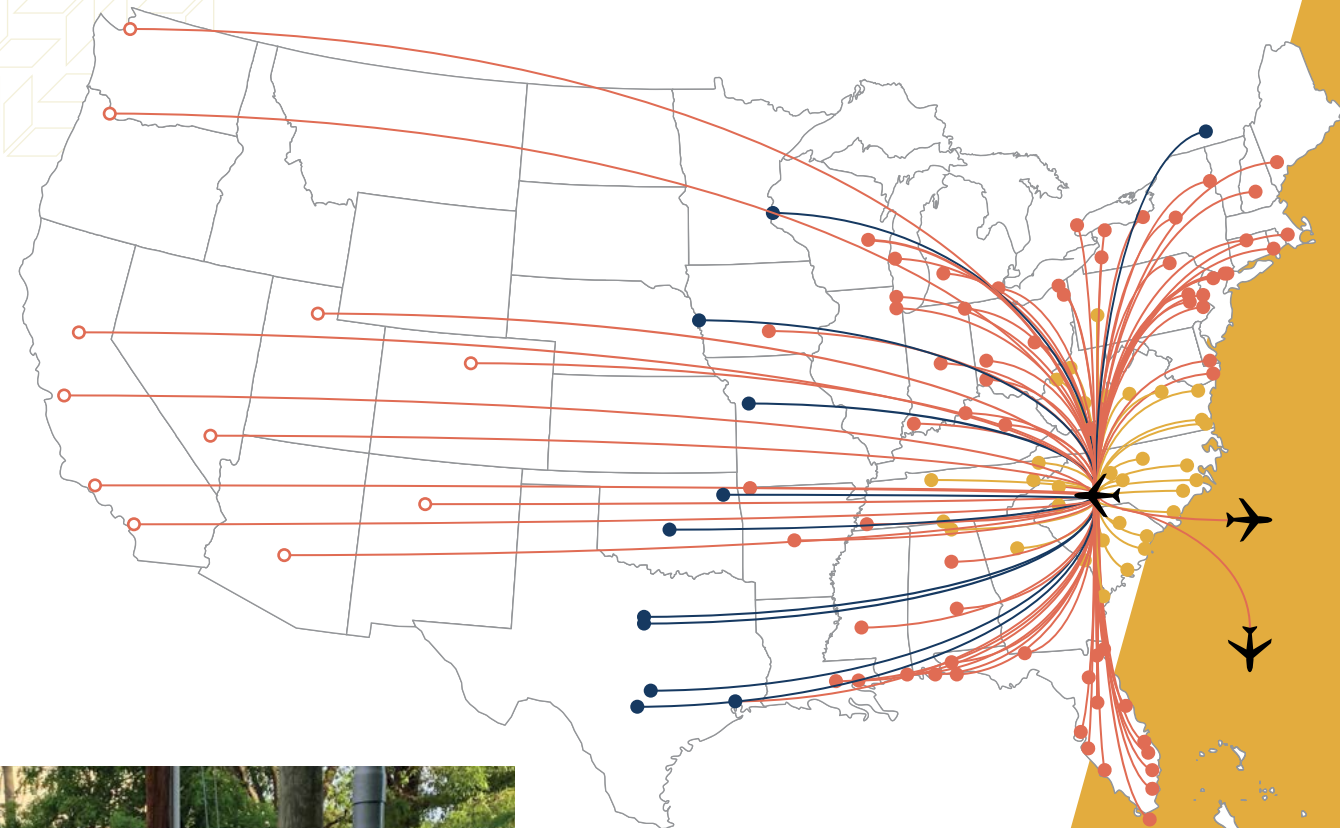
188
nonstop destinations

7
domestic airlines

114
gates

36
international
destinations and
3 U.S. territories

137,000+
daily passengers



flight times from CLT to other airports

- Under 1 hour
- Under 2 hours
- Under 3 hours
- 3 hours or more

In 2022,
Charlotte will begin shifting its bus fleet to
electric-powered vehicles by acquiring 18
electric buses. Converting the bus fleet is part of
a broader goal to have all city vehicles and fleets
fully run on zero-carbon energy sources by 2030.



Photo courtesy of Charlotte Area Transit Authority

by pedal

7,800+ rides
for about 5 miles from
the Freedom Park Joy
Ride station from Oct
2020 – Oct 2021

343
electric assist
bikes and **34**
stations throughout
Center City in
Charlotte's bike share
program, Joy Rides

2.5 mile segment
between 5th and 6th
Streets of the 7-mile
Uptown CycleLink
network is under
construction

15
miles per hour
of electric assist to
easily cruise around
the city



uptown

83 very
walkable
WALK SCORE

70 excellent
transit
TRANSIT SCORE

64 bikeable
BIKE SCORE

very walkable
Most errands can be
accomplished on foot

excellent transit
Most trips are convenient
for transit

south end

84 very
walkable
WALK SCORE

51 good
transit
TRANSIT SCORE

61 bikeable
BIKE SCORE

good transit
Many nearby public
transportation options

bikeable
Some bike infrastructure



The Gold Line represents certainty, in an uncertain time. Anytime there's track that goes in the street, that helps spur economic development regardless of its location."

Darrel J. Williams

FAIA, Principal, Neighboring Concepts

public transit

50,000+

professionally managed parking spaces in Uptown

27

light rail and streetcar stops serving Center City

12

express bus routes serving Uptown

23

local bus routes serving Uptown

6,400

free park and ride spaces along the light rail plus 37 additional lots served by express buses

50+

electric charging stations in Center City

The Blue Line

is 18.9 miles long and operates from I-485 at South Boulevard through Center City to UNC Charlotte's main campus in University City. With 26 stations, including 11 park and ride locations, the Blue Line provides a congestion-free commute with a consistent travel time.



Destination CLT



Rail Trail Pedestrian Bridge



The connectivity to and around Center City is advancing with committed investments in air travel, light rail, a pedestrian bridge, and bike lanes.

Destination CLT

A 10-year airport renovation and expansion is scheduled to wrap up in 2025 at a cost of \$3 billion to \$3.5 billion. Gresham Smith's Uptown office is working on one of the centerpieces of the project in partnership with DAS Architecture. The terminal lobby is being doubled in size to support CLT's sustained growth and create an exceptional passenger experience. The renovations include all the concourses, upgraded security and baggage systems, more room for passengers throughout, and relocated ticketing and check-in areas.

New South End Light Rail Stop

A new station for the LYNX Blue Line will be located between the New Bern and East/West Boulevard stations. The City approved

a \$1.9-million contract to plan and design the new station. The new stop will serve a critical gap in the rail system and provide needed pedestrian connectivity in the neighborhood.

Silver Line

The LYNX Silver Line is a proposed 29-mile, 29 station light rail project from the City of Belmont in Gaston County, through Center City and the town of Matthews, into Union County. CATS has a goal of beginning passenger service on the entire line by 2040.

Rail Trail Pedestrian Bridge

This critical piece of infrastructure will fill a gap in the South End and Uptown Rail Trail, seamlessly connecting from the Stonewall

Station area of Uptown, across I-277 to the Carson Street Station area of South End. The bridge's design work is under way with breaking ground mid-2022 and opening scheduled for 2023.

Uptown CycleLink

The Uptown CycleLink is a ~7-mile network of separated bike lanes that will connect over 40 miles of bikeways into and across Center City enabling safe and comfortable bicycle commuting. It is a critical focus of Charlotte's effort to create an "AAA" (All Ages and Abilities) bike network and transform Charlotte into a world-class bicycle city.



Wilmore Centennial Park

Mecklenburg County Park & Recreation and Beacon Partners constructed a new park in South End. The 1.4-acre park features a large open lawn area facing Uptown, areas for art displays, sitting areas, and variety of outdoor spaces for gathering and leisure activities.

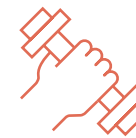


outdoors

With challenges brought on by COVID-19, getting outside and experiencing nature became an antidote. Charlotte is a recognized leader in the nation for green infrastructure and outdoor access. It recently landed in the top 20 for *Outside's* 2021 Most Livable Towns and Cities in America.



50+ miles
of developed
greenway trails
in Charlotte



26
fitness centers
in south end
and uptown



16
urban parks

• Rail Trail in South End

The Rail Trail is the linear park that connects Uptown and South End as it winds its way along the light rail. At around 3.5 miles, the trail is animated with public plazas and works of art and has over 200 shops and restaurants within walking distance.



Greenway Masterplan

The multi-year plan aims to build 30 more miles of trails by 2023, including the missing pieces of the Cross Charlotte Trail, a 26-mile route that runs from South Carolina through the Center City to the University of North Carolina at Charlotte.

Independence Square

This park renovation will reclaim public space at the crossroads of Trade and Tryon Streets. The new public space vision includes creating a more active, vibrant, and connected place at the very center of Uptown, designed for all to enjoy.

Inaugural Drop Dead 5K held in Historic Elmwood Pinewood Cemetary in Uptown



Charlotte's extensive greenway system provides multiple benefits, including:

Vegetated natural buffers

helping to reduce the impacts of flooding and providing wildlife habitat. Due to these greenways and other innovative flooding resources, the city is in the top 1% in the U.S. and #1 in North Carolina for protecting the public from flooding.

Developed trails and linear parks

connecting people and places through recreation, mobility, and fitness.



retail

19
new Uptown businesses
opened in 2021

18
new South End businesses
opened in 2021

6
shops and salons for
Charlotte's four-legged
friends

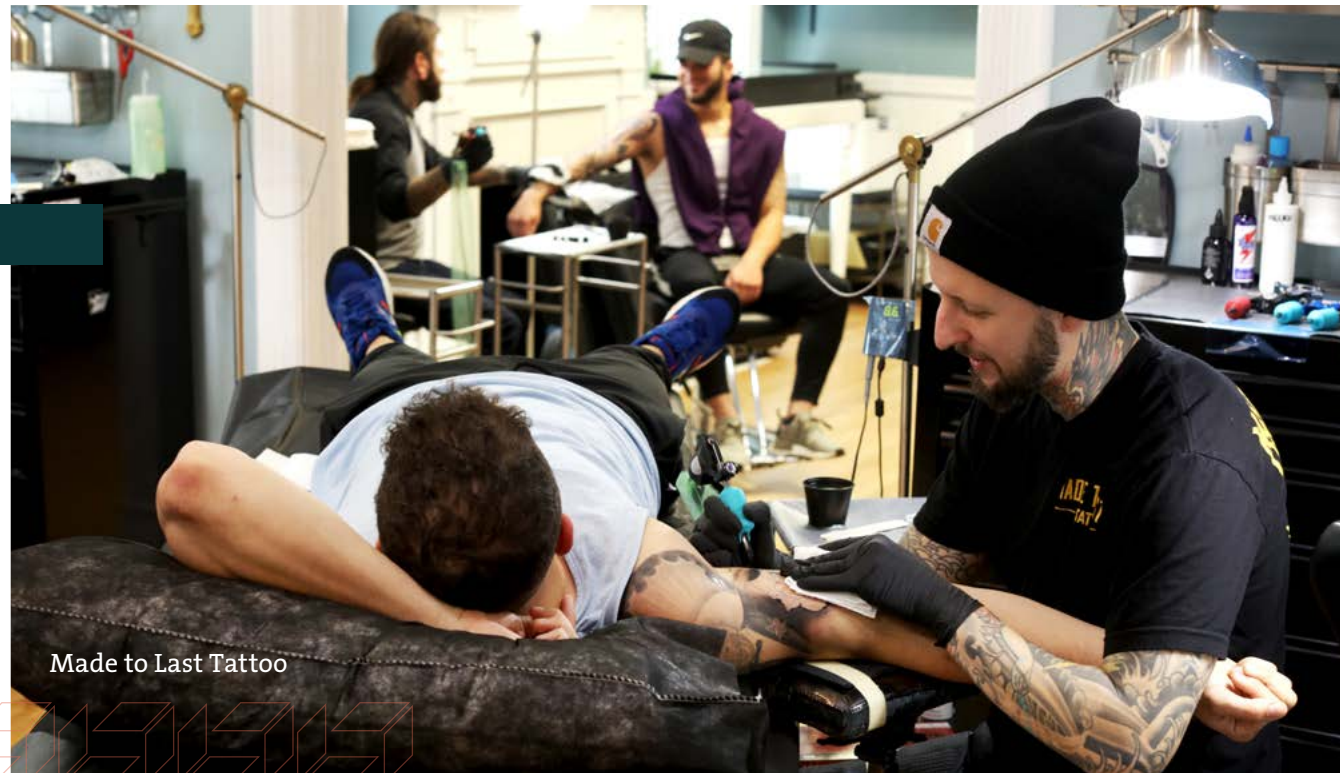
40+
small businesses in Uptown
participating in QC Cash,
which is a digital gift card
keeping local dollars local

380+
locally owned shops and
restaurants in Uptown and
South End

44
shops for clothes and
fashion in Uptown and
South End

89%
of the 143 Center City
Small Business Innovation
Fund recipients were either
minority, woman, and/or
veteran-owned

Jekia Benson is an entrepreneur, with a boutique in South End and a Center City Small Business Innovation Fund-supported new venture called Coterie Concept, a black box retail space where small businesses can test new retail with short-term pop-ups in a permanent space.



Made to Last Tattoo

arts & culture

12
arts and cultural
attractions in Uptown
and South End,
including museums,
event venues,
galleries, theaters,
and dance

132
outdoor concerts
in Center City in
2021 through Music
Everywhere CLT's
Communities in
Concert, a program
that provides paid
gigs to local artists

8
tattoo parlors
in Uptown and
South End

experience

In the Center City, the public, private and philanthropic sectors collaborate to provide a mosaic of experiences for residents, workers, and visitors.

The array of cultural programming and lifestyle experiences fosters communities' connections to Center City's neighborhoods and creates diverse and inclusive spaces for all. These experiences happen in retail shops, restaurants and bars, arts and cultural institutions, sports and music venues, events, parks, the Rail Trail, and greenways.

The Small Business Innovation Fund is designed to spur and support innovation by storefront small businesses as they adapt to the new economic realities caused by the COVID-19 crisis. The fund has distributed \$4.6+ million to small businesses throughout Charlotte with a priority to minority, woman, and/or veteran-owned businesses in Center City.

restaurants & bars

46
places to eat or
drink outside in
Uptown and
South End

279
spots for wine,
brews, cocktails,
and bites in
Uptown and
South End

26
coffee shops
in Uptown

12
shops for ice
cream and
dessert in
South End

8
craft breweries
in South End

70%
of small
businesses in
the Tryon Street
Vendor and Food
Truck programs
are minority and/
or woman-owned
businesses



Not Just Coffee in The Market at 7th Street, which is a non-profit food hall, retail space and meeting place in Uptown.

events

150+ events

planned by Charlotte Center City Partners each year

2 weeks

of internationally recognized art, music, food, and ideas at Charlotte SHOUT!

30,000 sq ft

plus more than 60 events was the formula for success at Victoria Yards in 2021



I Heart Rail Trail



Victoria Yards

A versatile and trendy hangout spot located in the heart of Uptown on 7th Street



2021

marked the 75th year of the Novant Health Thanksgiving Parade in Uptown



The Rolling Stones

made their return to the Queen City and played to a sold out Bank of America Stadium



American Legion Memorial Stadium

reopened in 2021 following a \$40 million renovation. The 10,500-seat stadium hosts professional and amateur sports as well as concerts and other community events.

sports

7
professional sports teams

220+
days and nights of live sporting events per year

20,200 •
seats at Spectrum Center, home of the NBA's Charlotte Hornets

74,867
seats at Bank of America Stadium, home of the NFL's Carolina Panthers and MLS's Charlotte FC



Emerging star
LaMelo Ball leading the Charlotte Hornets in the Spectrum Center in Uptown

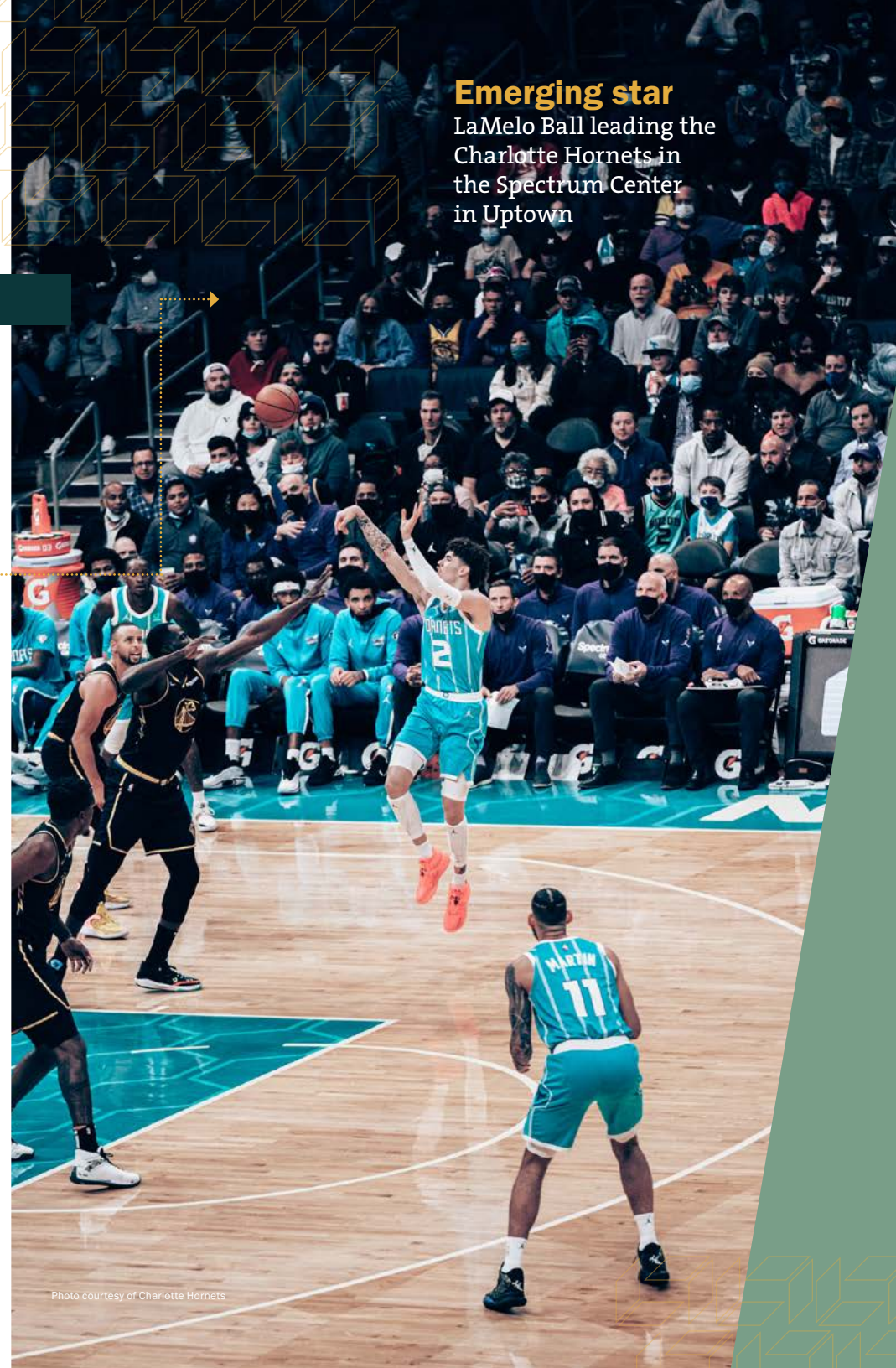


Photo courtesy of Charlotte Hornets



The Visual and Performing Arts Center

The Visual and Performing Arts Center (VAPA) in the North Tryon area opened to tenants in 2021 as a response to the closing of Spirit Square to accommodate construction on the main library next door. The center will be 100,000 sq ft for galleries, artist studios, and several theaters. The space will be used for improv, dance studios, arts therapy, and education. Community events will range from an open-air artists' market to outdoor and indoor concerts, artist talks, events, and more.



Charlotte FC

The club's inaugural season starts in 2022 and will bring at least 17 more live sports events to Center City. Bank of America Stadium is in the midst of a \$50 million soccer-specific renovation that will build on the venue's existing ability to be an exciting home for matches. The renovations include significant enhancements to the Lowe's East Gate, including a 210-foot long LED video board, an upgraded main concourse and supporters' bar just inside the gate, soccer-specific locker rooms, a central player tunnel, and a new premium club space and field-level seating called The Vault.

CLT FC SCHEDULE				
HOME MATCHES				
MARCH 5	MARCH 19	MARCH 26	APRIL 9	MAY 7
MAY 14	MAY 22	JUNE 11	JUNE 30	JULY 9
JULY 30	AUGUST 3	AUGUST 6	AUGUST 21	AUGUST 28
SEPT 10	OCT 1			

PRESENTED BY
Bojangles

Charlotte FC photo courtesy of Tepper Sports & Entertainment

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The 2022 State of the Center City was prepared by Caroline Bounds, James LaBar, Klint Mullis, Adam Rhew, leveraging expertise from their Charlotte Center City Partners colleagues.

For questions, please contact **James LaBar** at jlabar@charlottecentercity.org

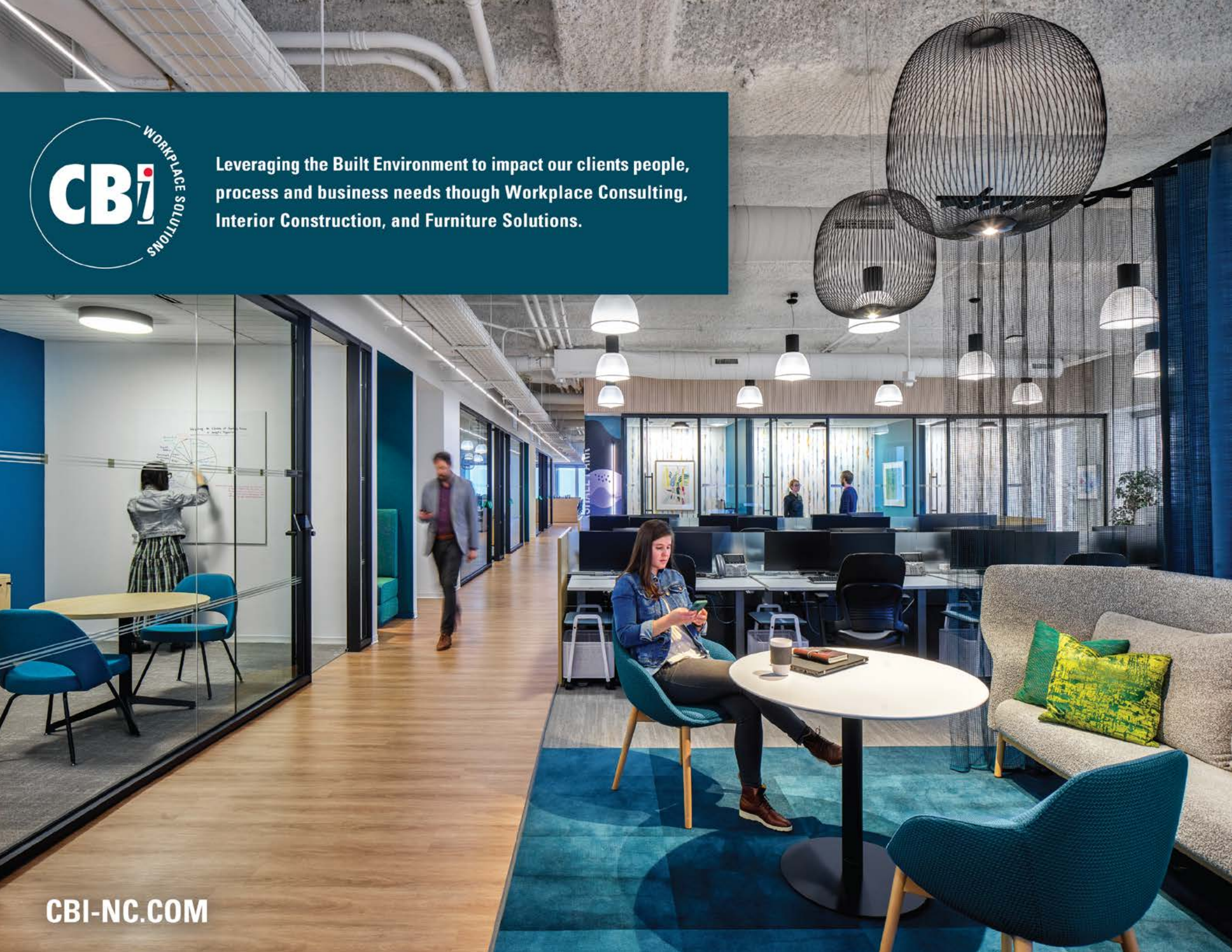




Photo courtesy of Charlotte Hornets



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