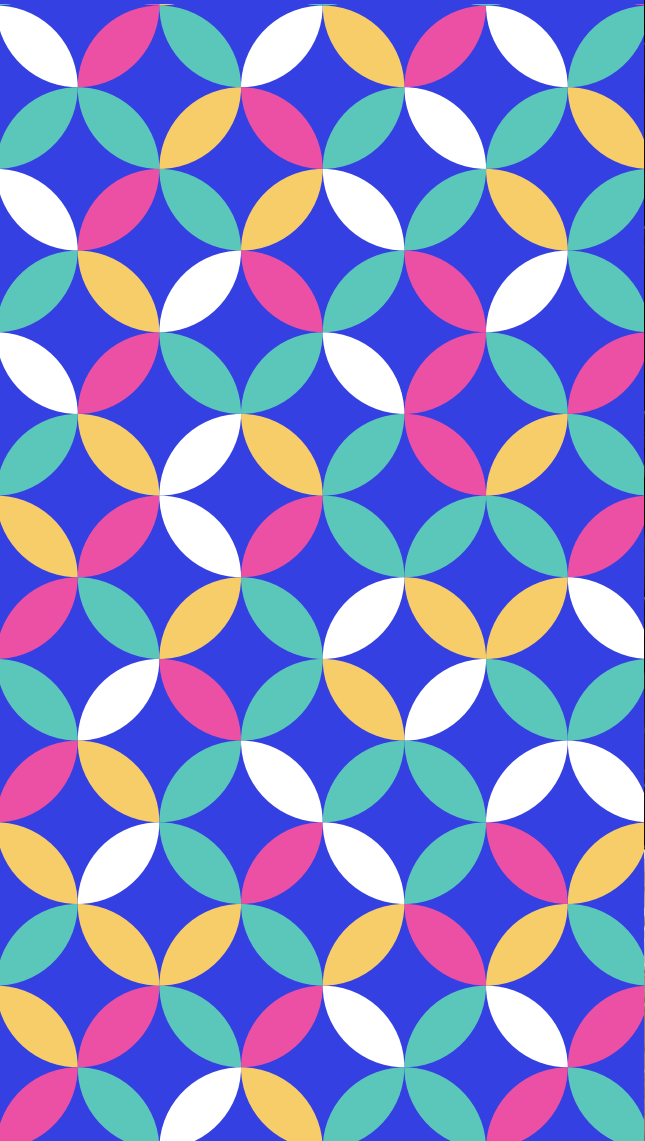


CHARLOTTE CENTER CITY

# COVID-19 Snapshot

April 22, 2020



Charlotte  
CENTER CITY  
PARTNERS



# The COVID-19 pandemic has created unprecedented public health and economic crises all around the globe.

Our community's collective response has been inspiring, anchored by the selfless acts of personal and professional sacrifice to save lives and do our part together. At its core, this is a health crisis, and our thoughts and thanks go out to those who have been directly affected by the virus in our community, to the health care workers who are on the frontlines in managing it, and all workers who are providing essential services.

Like you, **Charlotte Center City Partners** is closely monitoring and responding to the impacts of COVID-19. We know that its effects on our urban core are deep and profound across the families and businesses that call Center City

home. As in previous crises, **Center City Partners** has adapted our services and deployed our team to respond to the evolving needs of our stakeholders and community.

Over the past few weeks, we have collaborated with partners and stakeholders to gather insights about the impacts of COVID-19, which you will find on the following pages. A special thanks to the Charlotte Regional Business Alliance for coordinating surveys with us and connecting Center City with our regional economy.

The data clearly reflect a dramatically changing landscape for businesses and people working in Charlotte Center City. Many people who work in office settings are working from home while businesses who rely on foot traffic are being negatively affected.

This snapshot also highlights several small businesses and people who continue to demonstrate the tenacity, hope, and inspiration that are foundational to Center City's vibrancy.

We are fortunate to have hundreds of restaurants, breweries, bakeries, coffee shops, salons, retailers, food trucks, barbershops, and other small businesses.

They have a strong physical presence in our daily lives and are beloved parts of our neighborhoods. These businesses are intricately tied into the fabric of the community in a way that macroeconomic data sets do not capture.

The strength of our community—looking out for our neighbors, rallying around our small businesses, supporting our frontline workers—has been a powerful beacon of hope during these trying times. As our community continues to respond to the crisis, adapts and reopens to a new reality, and looks forward toward recovery, each of us has an important role to play. Our focus, as always, is on assuring Charlotte Center City is a welcoming and equitable, economically vibrant, culturally rich and beloved place for all.

**We look forward to serving Center City and our community in the weeks and months to come.**

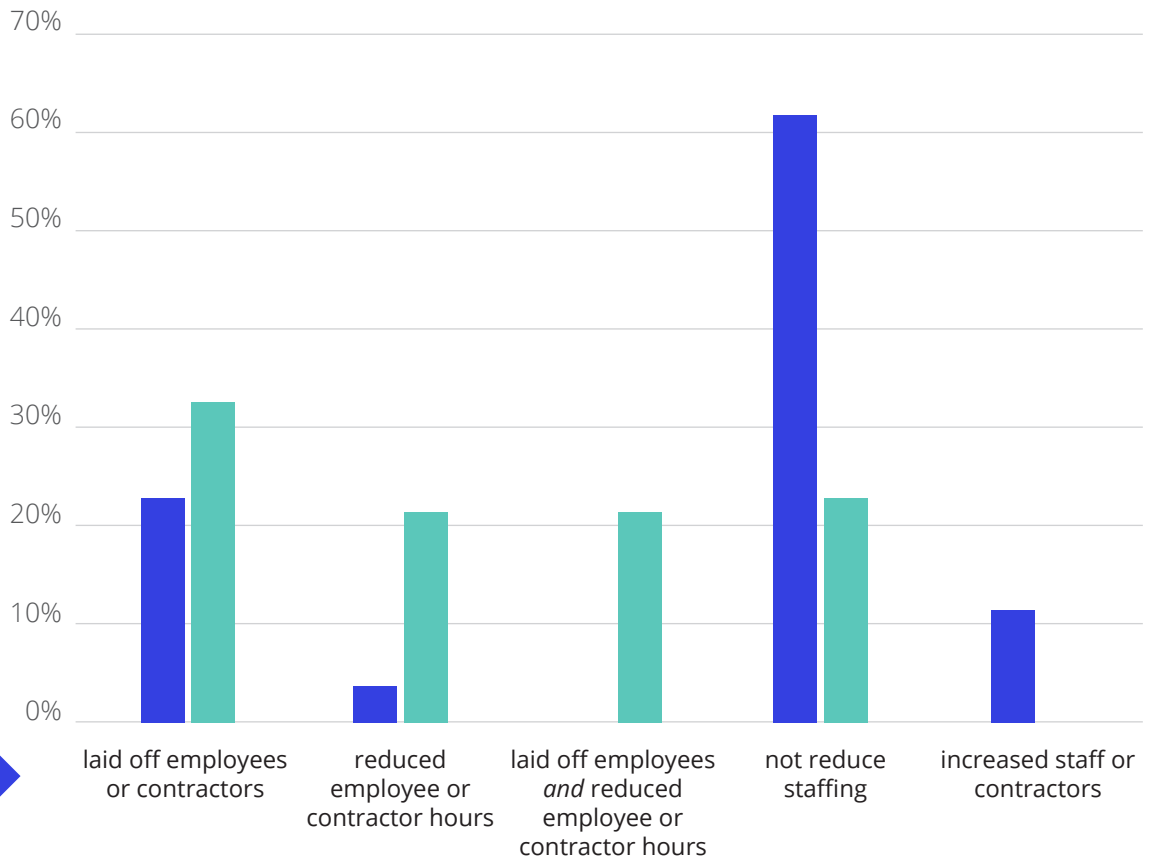


**Michael J. Smith**  
PRESIDENT AND CEO  
Charlotte Center City Partners



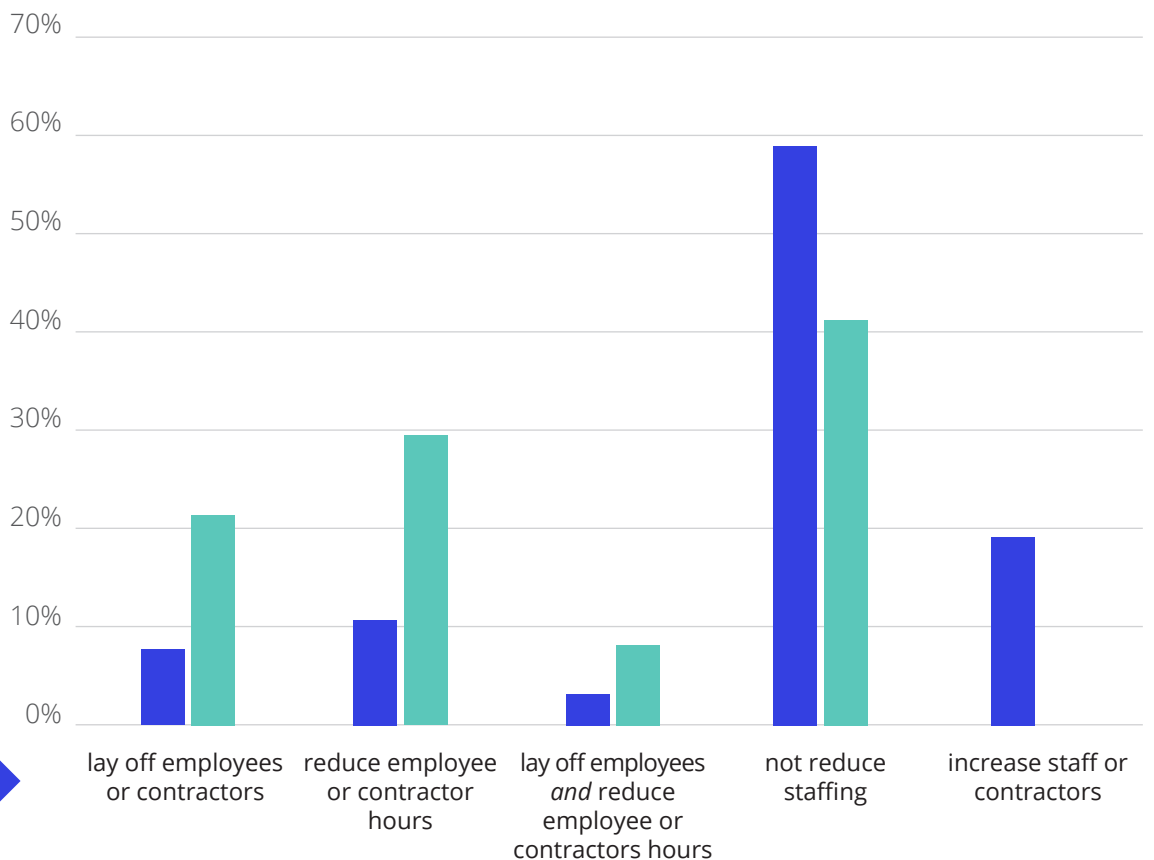
**How has COVID-19 affected your staffing capacity in the last 30 days?**

**We have...**



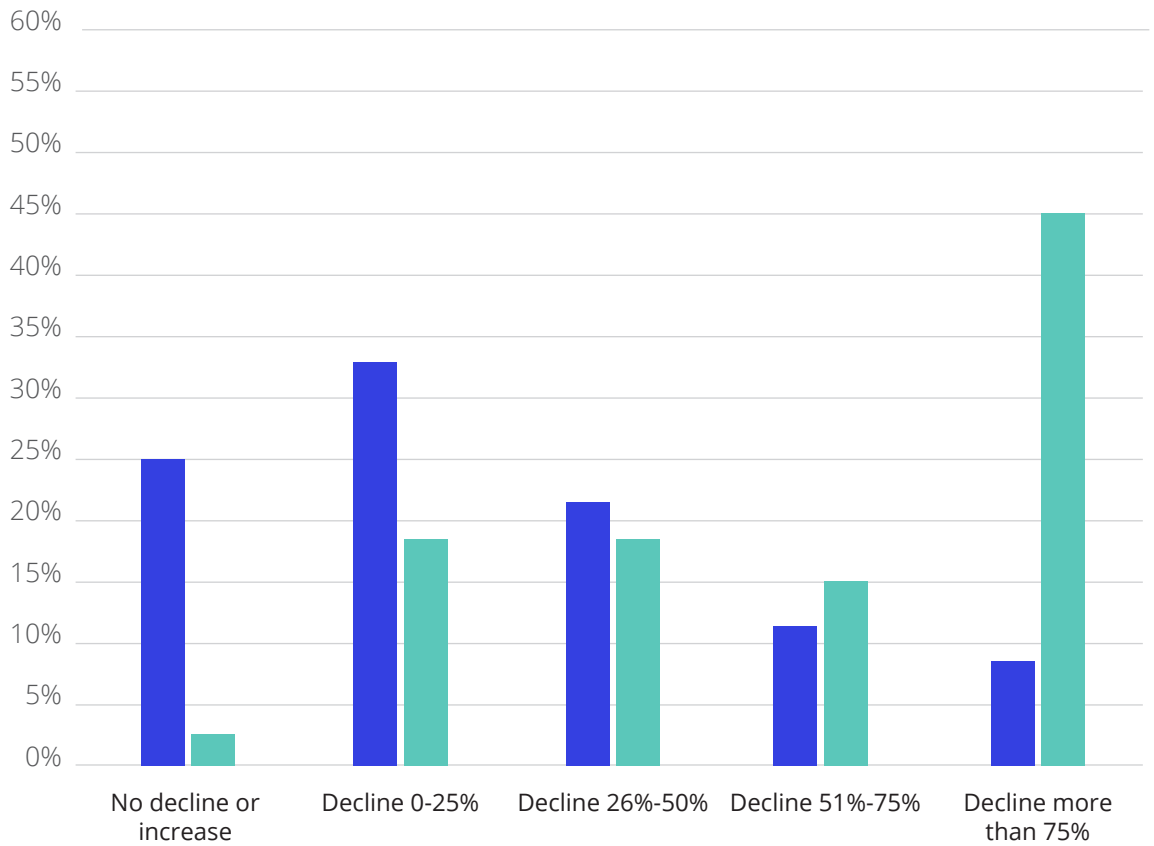
**How do you expect COVID-19 to affect your staffing capacity in the next 30 days?**

**We plan to...**

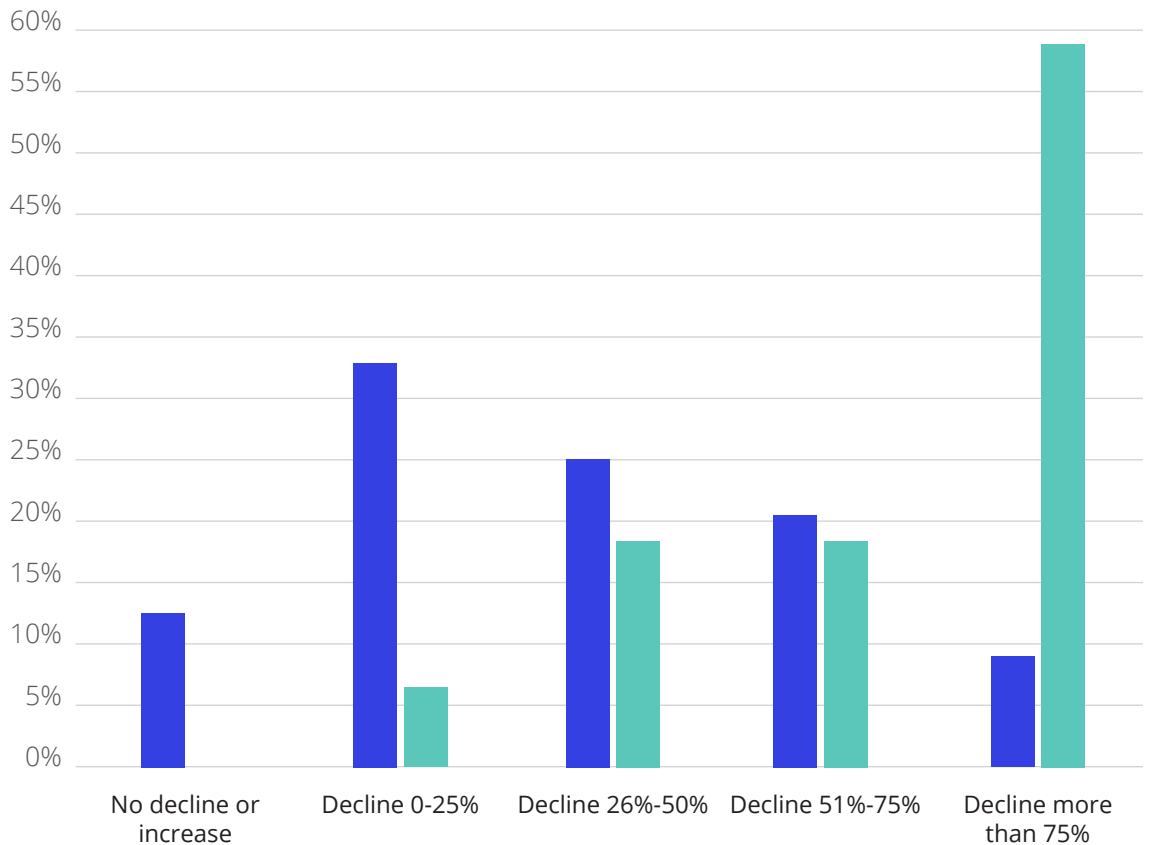


**Office**      **Accommodations, Entertainment, and/or Retail**

**How much did your gross income change in March 2020 compared to March 2019?**



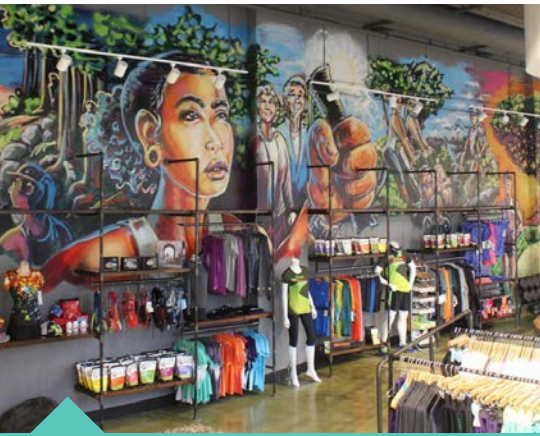
**How much did you expect your gross income to change in April 2020 compared to April 2019?**



**Office**      **Accommodations, Entertainment, and/or Retail**

Chart source: Charlotte Regional Business Alliance's Economic Impact Survey of COVID-19 (March 30 – April 10) using Charlotte Center City zip codes





## The Ultra Running Company

110 West Blvd.

### KNOWN FOR

Gear and information to make running more accessible to everyone, community runs and clinics

### SECTOR

Soft goods retail - running shoes & athletic apparel

### YEARS IN BUSINESS

7 years in business (7 at Myers Park location, 4 in South End)

### STAFF

7 employees

### OWNER

Nathan Leehman & Courtenay Buchan

“We have **prioritized our employees** and maintained all staff despite transitioning to a web-based and call-in business. We offer 1:1 phone consultations, free shipping anywhere and **delivery in Charlotte.**”



## Bulgogi Box

1750 Camden Rd.

### KNOWN FOR

Popular Korean Cuisine in Charlotte: beef and spicy pork bulgogi in a bright space with patio dining and unique cocktails.

### MOST POPULAR DISH

Beef Bulgogi Box

### SECTOR

Food & Beverage - Korean Cuisine

### YEARS IN BUSINESS

2 years in business (since September 2017)

### STAFF

14 employees

### OWNER

Jin Lee Mengert

“We **haven't laid off anyone**, but reduced hours. We're participating in promotions with Doordash, UberEats and Postmates. We are managing pick up times for safety and **sanitizing around the clock.**”



## Craft Tasting Room & Growler Shop

1320 S. Church St.

### KNOWN FOR

Friendly neighborhood spot with craft beer, bartenders who actually know your name, legendary cheese plates (\$6 on Wednesdays), fire pits and twinkly lights.

### SECTOR

Food & Beverage - Craft beer & small plates

### YEARS IN BUSINESS

5 years in business (since October 2014)

### STAFF

19 employees

### OWNER

Dan & Alyson Davis

“Our focus is forward: on re-opening, securing our business and **supporting our team and community**. We are partnering with Piedmont Culinary Guild to prepare meals for the restaurant community.”



# The Uptown Yolk

7th Street Public Market

“Despite some supply chain disruptions, we are doing **charity breakfasts** in our kitchen to feed people in food desert communities and **pay our talented employees.**”

**KNOWN FOR**

A mix of classic and contemporary brunch fare with a focus on local ingredients. Chef Greg Collier is a 2020 James Beard Award semifinalist.

**SECTOR**

Food & Beverage - Breakfast & brunch

**YEARS IN BUSINESS**

1 year in business

**STAFF**

10 employees

**OWNERS**

Greg and Subrina Collier



# Abbeydale

112 S. Tryon St., Suite 600

“We prioritized the safety of our customers and moved to working at home. We are staying socially connected to our customers to make sure **everyone is doing OK.**”

**KNOWN FOR**

Abbeydale offers a unique approach to creating elegant and versatile wardrobes using traditional Italian tailoring practices with a focus on lightweight garments to battle the heat of the southern states. Suiting, sport-coats, trousers, shirts and shoes are the core of its offerings.

**SECTOR**

Soft goods retail - Men's clothing

**YEARS IN BUSINESS**

12 years in business

**STAFF**

1 employee

**OWNER**

David Watkins



# Alexander Michael's

401 W. 9th St.

“The 4<sup>th</sup> Ward community **continues to support us**, as well as long-time patrons. The pandemic presents unique and difficult challenges, but **we are strong and up to the task.**”

**KNOWN FOR**

A locally owned and operated American tavern in Charlotte's historic 4th Ward serving fresh unpretentious fare prepared with quality ingredients.

**SECTOR**

Food & Beverage - Unpretentious American Fare

**YEARS IN BUSINESS**

37 years in business

**STAFF**

21 employees

**OWNER**

Steve Casner





# Potts Chocolate

619 S. Cedar St., Suite P

**KNOWN FOR**

Potts Chocolate take special care in every step of creating one-of-a-kind chocolate confections using raw cacao beans from places such as Madagascar, Venezuela, Costa Rica and Peru. The company devises roasting profiles that best fit the confection in which each chocolate will be used.

**SECTOR**

Food & Beverage - Chocolatier

**YEARS IN BUSINESS**

4 years in business

**STAFF**

4 employees

**OWNER**

Blair Potts

“We’ve had to reduce our staff, but are shipping more, doing online tastings, and offering delivery in Uptown. The sense of community in Uptown is a real and rare asset.”



# Donut I Love U

Anywhere donuts can be enjoyed

**KNOWN FOR**

Gourmet mini donuts and coffee served on-the-go from its food truck.

**SECTOR**

Food & Beverage - Donuts

**YEARS IN BUSINESS**

Almost 1 year in business (started in May 2019)

**STAFF**

3 employees

**OWNER**

Mithoon Patel

“A few neighborhoods asked us to set up, and they have been generous. We donated the entire proceeds of one of our days to the Suffolk Punch employee relief fund.”



# What can you expect from **Charlotte Center City Partners** next?

Provide timely communication of relevant information via email, web, and social media

Share research from our diverse stakeholders and best practices from cities around the world

Offer webinars to share insights and virtual programming that will inspire our diverse communities

Supply tools and resources to guide business strategy as our community adapts and reopens

Actively represent stakeholder and community interests with policymakers



## Stay up-to-date on the **latest information:**

### Center City

 /CLTCenterCity

 @UptownCLT

 Charlotte Center City Partners

[CharlotteCenterCity.org](http://CharlotteCenterCity.org)

### SOUTH END

 /SouthEndCLT

 @SouthEndCLT

[SouthEndCLT.org](http://SouthEndCLT.org)