The Organization

**MISSION**
Facilitates and promotes the economic, cultural & residential development of the urban core

**VISION**
To create a livable and memorable Center City of distinct neighborhoods connected by unique infrastructure
Structure
Not-For-Profit Organization

Services include:
- Economic development & planning
- Transportation
- Neighborhood development
- Marketing & communications
- Programs & events
**Funding FY12**

Not-For-Profit Organization

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>MSD 1-4</td>
<td>$3,029,498</td>
</tr>
<tr>
<td>Other income</td>
<td>$995,500</td>
</tr>
<tr>
<td>(Sponsorships, Events, In-kind, Gold Rush)</td>
<td></td>
</tr>
</tbody>
</table>

**Total** $4,024,998
Strategic Focus Areas

Understand, Envision & Shape
- 2020 Vision Plan
- Proposed City Market Project

Recruit
- Charlotte Chamber
- Charlotte Regional Partnership

Invite, Entertain & Host
- Branding & Marketing
- Programming & Events

Advocate & Serve
- Urban Living
- Neighborhood Meetings & Events

Operate & Communicate
Center of Commerce

- 83,000 employees

- Central location to access talent
  - 15% County’s employment
  - 41% County’s office space

- Industry clusters in:
  - Finance
  - Energy
  - Healthcare
  - Professional Services
  - Design
Center of **Vibrant Urban Neighborhoods**

**Living**
- City’s Population grew by 190,596 from 2000 – 2010
- 58% of Uptown residents moved there in the past 5 years

**Shopping**
- **$505 MM** - Uptown retail spending
- **688,824 SF** - Uptown retail space added (2008 - 2010)
- **New Public Market** scheduled to launch in November
7th Street Public Market

- **Vision**
  - Celebrate the food culture of the Carolinas
  - Address food costs and access
  - Provide health and food education
  - Promote local and regional farmers, food artisans, and entrepreneurs.

- **Timeline**
  - Market opens with soft launch in November

- **Location**
  - In popular space along light rail line
Center of Arts & Culture

- National & International destination
- 11 million visitors Uptown
- Attracting new, larger conventions such as 2012 DNC
- Arts, cultural & entertainment center of the region – over 50 venues
  - 9 venues in the last 4 years
Center of Parks & Recreation

The Urban Campus
- New institutions & established programs bring more than 27,000 students to Uptown

Park & Recreation System
- Extensive greenway system including newly revitalized Little Sugar Creek
- Groundbreaking earlier this month for new Romare Bearden Park in Third Ward
Center of Education & Innovation

Expanding presence of universities Uptown

- Central Piedmont Community College
- Johnson C. Smith University
- Johnson & Wales University
- Queens University Nursing School
- UNC Charlotte
- Wake Forest School of Business
Envision: Charlotte

Overview
• Unique public - private collaboration leading Charlotte to become a global model for environmental sustainability
• Focused on Energy, Water, Air & Waste sustainable practices

Smart Energy Now
• Reduce energy use in Uptown buildings by up to 20% by 2016
  - Avoid 220,000 metric tons of greenhouse gases
• Enough energy to power 40,000 homes for one year
• Approximately 70 building participants
• Tenant recruitment opportunity in possible cost savings for potential and existing tenants
Gold Rush Shuttle
- 90,000 per month
- 50 electric vehicle charging stations
- Real-time parking information at 15 decks

25th busiest airport in the world - 38.2 MM

Rapid growth in transit ridership - 24.5 MM

Extend Blue Line to UNC-Charlotte – 2017

Center City 2020 Vision Plan
2020 Vision Plan

Plan Boundary

- Project managed by:
  - City of Charlotte
  - Mecklenburg County
  - Charlotte Center City Partners

- Study area includes Uptown & close-in neighborhoods
2020 Vision Plan
Community Engagement

- Steering Committee
  40+ members

- Three Community Workshops
  Convention Center

- Four Neighborhood Workshops
  Regional Libraries

- Website & Blog
  500+ Involved through Blog
Charlotte’s Center City will be a **viable** and **livable** community whose extraordinary built environment, interconnected tapestry of neighborhoods and thriving businesses create a **memorable** and **sustainable** place.
2020 Vision Plan
Plan Framework

- Multi-decade vision supported by community inspired:
  - Goals
- Recommendations:
  - Transformative Strategies
  - Focus Areas
Plan Recommendations | Transformative Strategies

Placemaking & Urban Design

- Build memorable projects that strengthen Charlotte’s identity such as:
  - Little Sugar Creek Greenway
  - Romare Bearden Park
  - Great architecture

- Develop infrastructure that serves multiple purposes
  - Boulevard Loop
  - Ward Loop
Plan Recommendations | Transformative Strategies

**Applied Innovation Corridor (AIC)**

- Foster connectivity to promote research, development & innovation
- 21st century technology, energy & light manufacturing jobs
- Middle – income jobs and housing
Focus Areas

- Six key areas with specific planning & development recommendations
  - Stonewall / I-277
  - Ballpark Neighborhood
  - North Tryon
  - Charlotte Transportation Center
  - West Trade Corridor
  - South End
2020 Vision Plan
Adoption & Next Steps

- September 12
  City Council adopted

- Implementation Teams will be created to achieve plan recommendations
Center of Regional Transportation System

Center of a $9 billion regional rapid transit system

- Lynx light rail opened (2007)
  - 9.6 miles
  - Will expand 10 miles to UNCC
- 2030 Transit Plan
  - Outlines 3 additional high speed transit corridors, and 2 streetcar lines
- Streetcar underway
  - 1.5 mile starter project
• Gold Rush **90,000 per month**

• **50** electric vehicle charging stations

• Real-time parking information at **15 decks Uptown**

• **25th busiest airport in the world - 38.2 MM**

• Increased transit ridership - **24.5 MM**

• Blue Line extension to UNC Charlotte

• 1.5 mile streetcar started project
Mobility & Wayfinding

MSD expanded to address parking and mobility in Center City (2007)

Center City Transportation Council created:

MISSION: Center City provides residents & visitors a dynamic quality of life with community and economic vitality supported by an efficient, balanced and sustainable transportation system.

Work closely with other agencies to improve mobility and connectivity to and from Center City
Questions?