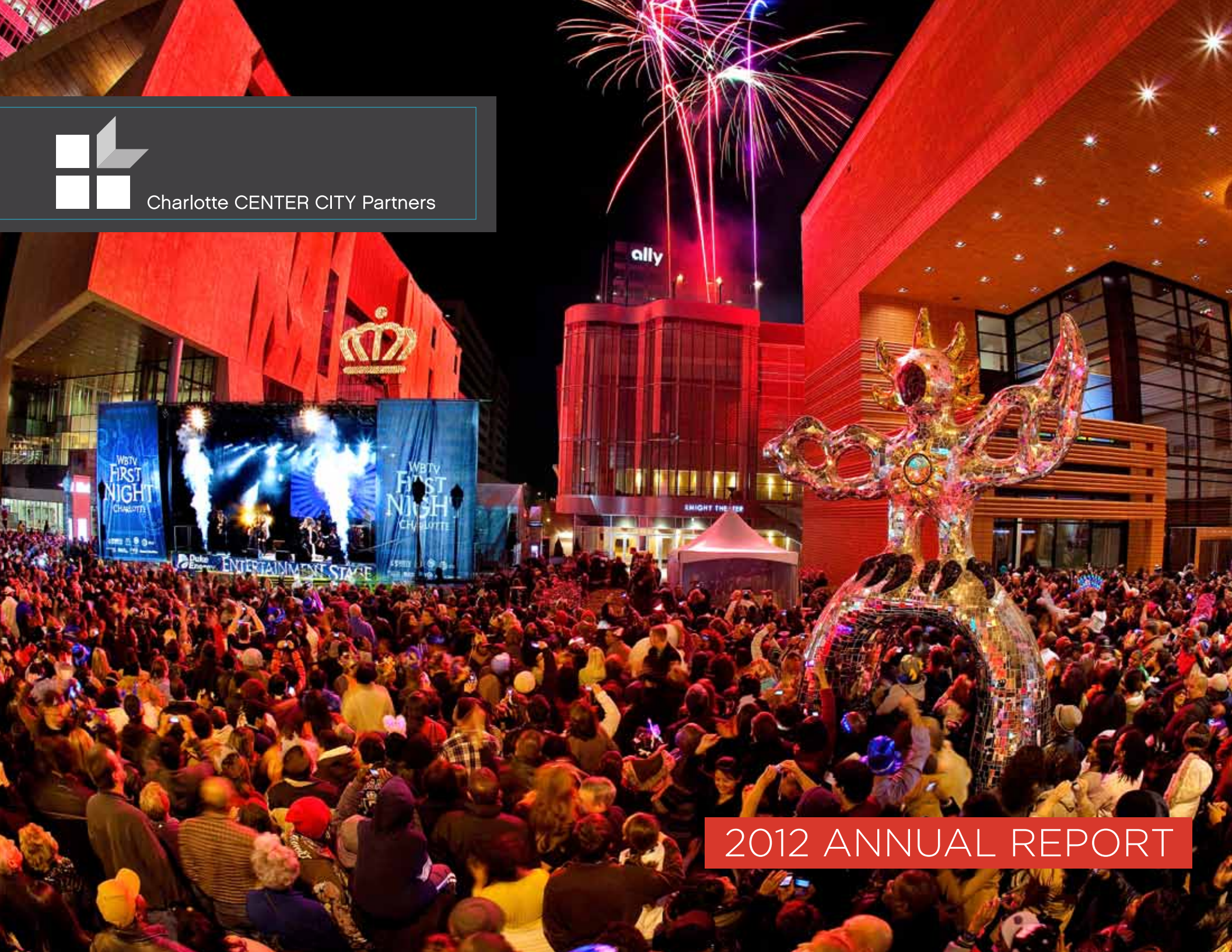




Charlotte CENTER CITY Partners



2012 ANNUAL REPORT

YEAR IN REVIEW

The offense is back on the field and it was a very productive year for your Center City. Coming out of the great recession, our recruitment efforts brought new businesses to Charlotte strengthening the tax base and proving that our community continues to be a great magnet for job growth and investment. Charlotte Center City Partners (CCCP) is proud to welcome new headquarters and companies such as Chiquita Brands and Cap Gemini. And, over 225,000 square feet of new or expanded office space in Uptown and South End has been filled or expanded in addition to completing 30 new retail leases. Absorption is taking hold and the vacancy rate of Uptown office space above the 10th floor is just 4%.

Over the last year, we have begun to introduce ourselves to the world as a convention and entertainment destination, while laying the ground work for tomorrow's recruiting activities. From September 2011 to September 2012, Charlotte will have hosted the International Downtown Association annual conference, International Economic Development Council annual conference, Urban Land Institute Spring conference and the Democratic National Convention. Pairing these showcases with the second year of the National Public Relations effort we have really moved the needle on reaching our target economic development prospects.

As the recovery progresses and we all continue to build this great city, we will be guided by two visioning efforts that were completed this year: the Center City 2020 Vision Plan, adopted by City Council in September and, a new South End Strategic plan. Both plans contain ideas conceived by experts and citizens alike to help us create a viable, livable, memorable and sustainable urban core of which we can all be proud. And, implementation of the plans' recommendations is already well underway.

With two new initiatives, CCCP focused on making Center City a healthier and more sustainable place. First, through Envision Charlotte, Smart Energy Now (SEN) is a reality and new model programs are ready to launch to conserve and provide cleaner air and water and less waste. Allocating a private investment of more than \$5.4 million dollars, SEN was facilitated by Duke Energy, CCCP, CISCO, Verizon and seven other partners. This unique partnership helps differentiate Uptown Charlotte among its peer cities, reducing office building operating costs, greenhouse gases and attracting employers and talent to a place that cares about the earth's climate.



Todd Mansfield
Chairman
Board of Directors



Michael Smith
President and CEO

Secondly, the 7th Street Public Market was launched in December with the Grand Opening to be held on May 12th this year. This year-round, authentic community gathering place provides an abundance of high-quality, low cost, fresh foods including products from local farms and regional purveyors. We aspire for the market to be a bustling, 'must-see' destination and the anchor of a dynamic market district.

Center City hospitality matured greatly this year, attracting local citizens as well as visitors from all over the country and the world to enjoy our vibrant nightlife and restaurants, intriguing museums and cultural venues, and special events like Time Warner Cable BBQ and Blues, WBTV's First Night Charlotte and the Presbyterian Hospital July 4th Spectacular.

We are all helping to lay the groundwork and 'shape this urban century' for future generations. And, we are excited about the new projects this next year will bring such as welcoming the DNC, watching Romare Bearden Park materialize before our eyes, possibly launching a new bike share program, and bringing the Charlotte Knights home! For complete details, log onto www.CharlotteCenterCity.org.



WHO WE ARE

CCCCP is a 504(c) 4 non-profit that facilitates and promotes the economic, cultural and residential development of the urban core. We do this by providing visioning and leadership through urban planning and economic development, marketing the unique brand of our sustainable center city and programming memorable experiences.

FOCUS AREAS

Planning & Development

Business Recruitment & Economic Development

Research

Transportation

Sustainability

Neighborhood Support & Development

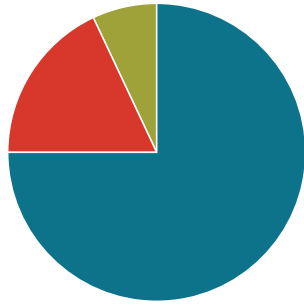
Programs & Events

Marketing & Communications

Cover Photos: Front - Patrick Schneider, Back - Mitchell Kearney

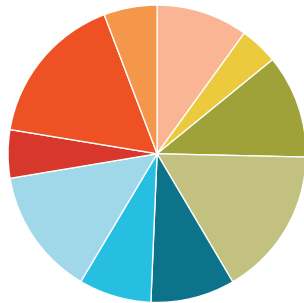


2012 CCCP REVENUE: ALLOCATION BY SOURCE



- MSD 75%
- Sponsorships 18%
- Grants & Other 7%

2012 CCCP EXPENDITURE: ALLOCATION BY PROGRAM



- Economic Development 11%
- Events 16%
- Gold Rush 9%
- Programs 8%
- South End 14%
- Neighborhoods 5%
- Marketing & Communications 17%
- Operations 6%
- Planning & Development 10%
- Transportation 4%

2012 ACCOMPLISHMENTS

Economic Development and Business Recruitment – welcome to new businesses including Chiquita Brands and Cap Gemini

South End Strategic Plan - a strategic plan created for South End
Priorities:

1. develop Camden Road as the natural neighborhood center
2. nurture authentic neighborhood retail
3. plan & develop public realm of parks, open space & rec facilities
4. raise the development bar
5. improve neighborhood connectivity
6. keep South End accessible to those who make it great

South End 20th Anniversary – South End turns 20 this year – celebration is April 28, 2012

South End Office Opened

Center City 2020 Vision Plan Adopted

Envision Charlotte – Smart Energy Now is launched. Meters and kiosks in 64 buildings in Uptown Charlotte. Launching in 2012: Water, Air and waste model programs

Major Events in the Center City

- Presbyterian Hospital July 4th Spectacular – family community celebration Memorial Stadium is alcohol free. Fireworks enjoyed by more than 300,000.
- Time Warner Cable BBQ & Blues – more than 150,000 experience Memphis BBQ Network-sanctioned event celebrating southern music and cuisine. Features more than 100 BBQ teams competing for \$30,000+ in cash and prizes



- Holidays in the City – Center City holiday destination from Thanksgiving to New Years Eve. Includes the Belk Carolinas Carrousel Parade, Center City Tree Lighting, Twelve Holiday Market, Dr. Pepper ACC Championship Festival and Game and the Belk Bowl Festival, Pep Rally and Game
- WBTV First Night Charlotte – more than 50,000 at this alcohol-free family friendly celebration of community through arts and culture

Gold Rush Expansion – from Presbyterian Hospital to CPCC to Johnson C. Smith University and to the Charlotte School of Law

7th Street Public Market – launched in December 2011; grand opening May 12



Launch Liberty Walk – technology brings 1776 to 2012 - joint project of the May 20th Society, CPCC, City of Charlotte, CCCP and the ASC

DNC Preparation – we will host the world and introduce our city to a new audience for economic development and job growth

National PR Initiative – more than 135 million media impressions and an editorial financial impact of more than \$2.1 million

Real Change Initiative – partnering with Urban Ministry Center, Uptown Men’s Shelter and Homeless Services Network to interrupt the business of panhandling and support Charlotte’s Ten Year Plan to End and Prevent Homelessness

Construction of New Parks – Romare Bearden Park construction underway with an opening planned for April 2013

2013 PROGRAM OF WORK

Business & retail recruitment & economic

Democratic National Convention

Implementation of Historic South End Vision Plan

Begin to implement 2020 Vision Plan

Begin construction of Ballpark Neighborhood

Complete First Ward Park

Facilitate neighborhood priorities

Envision Charlotte – Launch new model programs

Support 7th Street Public Market

Communications / National PR

Support brands through marketing & events



BUSINESS CASE FOR CENTER CITY OFFICE

Best visibility for your business as a leader in Charlotte

Strength of recruiting & retaining talent

Central location for talented workforce of the region

Transit availability

Center of regional transit network

“Park once” workday

Premier hospitality & entertainment destination

Urban living

FAST FACTS

OFFICE

21M sf office

41% of County office space

83,000 Uptown employees

GETTING AROUND

5.6 miles to CLT Douglass Int'l Airport

Transit System

- 400K monthly LYNX
- 90K monthly gold rush
- 70+ bus routes

45,000+ parking spaces

HOSPITALITY

11M visitors annually

18 cultural venues

148 restaurants and clubs

103 pro/college sporting events

1,229 cultural performances / year

LIVING & EDUCATION

15,000 Uptown & South End residents

8 colleges / universities





BOARD OF DIRECTORS

Chairman - Todd Mansfield, Crescent Resources
Harvey Gantt, Gantt Huberman Architects
Pierre Bader, Sonoma Restaurant Group
Debra Campbell, Charlotte-Mecklenburg Planning Department
Dr. Ronald Carter, Johnson C. Smith University
Ann Caulkins, Charlotte Observer
Rob Cummings, Falfurrias Capital Partners
Al de Molina, Investor
Bobby Drakeford, The Drakeford Company
Dr. Phil Dubois, UNC Charlotte
Frank Emory, Hunton Williams
David Furman, Centro Cityworks
Art Gallagher, Johnson & Wales University
Bob Hambright, Balfour Beatty Construction
Steve Harris, Harris Development Group
Carol Hevey, Time Warner Cable
Harry Jones, Mecklenburg County
Patsy Kinsey, Charlotte City Council
Mary MacMillan, Consultant
Dr. Michael Marsicano, Foundation For The Carolinas
James Mitchell, Charlotte City Council
Bob Morgan, Charlotte Chamber of Commerce
Tom Murray, Charlotte Regional Visitors Authority
Scott Provancher, Arts and Science Council
Ernie Reigel, Moore & Van Allen
Pat Riley, Allen Tate Company
Jennifer Roberts, Mecklenburg County
Laura Schulte, Wells Fargo
Rick Thurmond, Charlotte Magazine
Krista Tillman, Straight Allies Charlotte
Curt Walton, City of Charlotte
Eulada Watt, UNC Charlotte
Fred Whitfield, Bobcats Sports & Entertainment
Darrel Williams, Neighboring Concepts
Dr. Tony Zeiss, Central Piedmont Community College

STAFF

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Cheryl Myers, SVP of Planning & Development
Robert Krumbine, SVP of Events, Chief Creative Officer
Darlene Heater, VP of Neighborhood Development
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Tobe Holmes, Director of Research
Lynn Henderson, Director of Programs & Events Operations
Eleni Saunders, Director of Finance
David Snapp, Director of Marketing
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