



Charlotte CENTER CITY Partners

## Board of Directors Meeting

Northeastern University Uptown Campus - 101 North Tryon Street  
December 1, 2011 - 3:00 - 5:00pm

# Agenda

### Executive Session

- Welcome

**President Aoun**

### Chairman's Report

- Minutes Approval (*Action Required*)
- Finance Report YTD
- Approve Audit and 990 (*Action Required*)
- Program of Work Update

**Todd Mansfield**

**Bob Hambright**

### President's Report

**Michael Smith**

### National PR

**Ernie Reigel**

### Marketing & Events

- First Night Charlotte 2011
- Holidays in the City 2011
- Fall events roundup
- Marketing Update

**Darrel Williams**

### Historic South End

- CCCP South End Committee
- HSE Workshop

**Rick Thurmond**

### Economic Development

**Tracy Dodson**

### Neighborhood Development

- Real Estate Update

**Rob Cummings**

**Pat Riley**

### Planning & Development

- 7<sup>th</sup> Street Public Market
- 2020 Vision Plan Update

**David Furman**

### Public Safety

**Captain Jeff Estes**

### New Business

**Todd Mansfield**

**Holiday Soiree – Bank of America Corporate Center Lobby**

**5:00pm – 8:00pm**

**Holiday Tree Lighting -The Square**

**5:30pm – 7:30pm**

**Next Board Meeting**

**Thursday, February 16, 2012**

**3:00 - 5:00pm**

## Board of Director's Meeting

August 25, 2011

3:00 - 5:00 pm

UNC-Charlotte Uptown

**Attendees:** Todd Mansfield, Pierre Bader, Ronald Carter, Debra Campbell, Robert Cummings, Bobby Drakeford, Phil Dubois, Art Gallagher, Harvey Gantt, Bob Hambright, Michael Marsicano, Bob Morgan, Scott Provancher, Ernie Reigel, Pat Riley, Jennifer Roberts, Laura Schulte, Richard Thurmond, Krista Tillman, Curt Walton, Eulada Watt, Fred Whitfield and Tony Zeiss

**Staff:** Michael Smith; Allison Billings, Ted Boyd, Tracy Dodson; Darlene Heater, Lynn Henderson, Robert Krumbine, Jovonna Mozeak, Cheryl Myers, Ally Oelerich, Rashaan Peek, Moira Quinn, Mike Rumph, Adrienne Schreur, Eleni Saunders and Mark Williams

**Guests:** Captain Jeff Estes, Major Doug Gallant, Deputy Chief Harold Medlock, Steve Kerrigan Dan Murrey and team from DNC Host Committee and DNCC, Ron Leeper, Colin Pinkney, Tyrone Harmon and Willie Ratchford.

Todd Mansfield called the meeting to order at 3:06 pm

### Minutes

The minutes from May 20, 2011 were approved as written.

### Finance Report

Bob Hambright reported that year to date, July 31, 2011, Charlotte Center City Partners and Charlotte ArtsFest, Inc. consolidated net revenues over expenses is ahead of budget with a positive variance of \$8,690. Revenue is \$1,135 favorable to budget and expenses are \$7,555 favorable to budget.

### Historic South End

Rick Thurmond gave an update on the HSE & CCCP efforts to achieve the neighborhood's goals. There were focus groups held to identify the community's top priorities. He thanked the staff for being proactive in approaching solutions. The report was included in the board materials.

The research clearly expressed the districts interest in having more transparency and influence over how MSD 4 proceeds are invested. Mr. Thurmond recommended the creation of a South End Board Committee that will meet 3 times per year and will recommend program of work and budgeting related to MSD 4. This motion was adopted by the Board.

### Economic Development

ED Director Tracy Dodson reported that the team has exceeded its goal of 400,000 square feet of new or expanded business by 17% with a total of 469,000 square feet. This included new businesses such as CITCO Fund Services, Capgemini, Synergy Insurance Coverage, RedF, JHE Productions, Tresata, National Board of Examiners in Optometry, and Intec Group. This is 15% increase from new or expanded business in FY10 and captures more than 1200 new employees to the district. More than 29% represents new companies that located in South End (a significant increase from 2010 at 21%)

This coming year will carry many of the same objectives as previous years with strong partnerships, focused and strategic research and marketing, and retention efforts. However, as office vacancy rates have stabilized and begun to reduce, a portion of our focus will turn towards strategic retail recruitment. Approximately 30% of the economic development efforts will examine how to attract and strengthen the retail presence in Center City.

### Neighborhood Development

#### 4<sup>th</sup> Ward Resident Input Workshop

FOFW in partnership with Center City Partners invited residents of the neighborhood to participate in a Neighborhood Workshop on May 23rd. The **Goals for Workshop are to** (1) identify ideas to make Fourth Ward a better place to live; (2) prioritize ideas; and (3) demonstrate value of FOFW membership.

Sixty-five Fourth Ward residents participated in the workshop and 45 people provided feedback in a survey that was distributed after the workshop. The end result will shape what FOFW and CCCP will work on in the next few years.

### **DNC Resident Communications**

Darlene Heater has been working with the Center City neighborhoods and several residential property managers to create a more extensive residential communications database for DNC information sharing. In addition to identifying the property management companies at all of the multi tenant properties, she is collecting contact names, email addresses and phone numbers for individual property managers and collecting the same information for the many Home Owners Associations.

CCCP is scheduling DNC presentations through the Ward Neighborhood Associations for this fall (Sept-November) to answer initial questions from the residents and let them know how and where to get updated information as it becomes available.

### **Planning and Development**

Cheryl Myers introduced Richard Cox the new research Analyst and Ryan Trimble a Research Consult working with CCCP until October.

### **2020**

Harvey Gantt reported that on September 12<sup>th</sup>, the City Council will consider adopting the plan. The adoption of the plan by the Council will not mark the end of the journey. It will, in fact, signal the beginning of our work with our partners in the City and County, as well as stakeholders and citizens to implement the plan's recommendations and ideas. The Board of Directors unanimously endorsed the 2020 Vision Plan Endorsement Resolution was unanimously approved as written and forwarded to the City Council.

### **Marketing and Events**

Darrel Williams was unanimously voted as the chair of the Marketing Committee replacing Jennifer Appleby.

Robert Krumbine introduced the event interns for Fall 2011. He invited the board to attend the Time Warner Cable BBQ and Blues Preview event on September 8<sup>th</sup> at 1:30 in the Wells Fargo Plaza. Free lunch will be served to the first 300 guests. Other BBQ highlights included headliners Jimmie Vaughn and Buddy Guy and the addition of the Piggy Back Shuttle sponsored by the Center City YMCA's

CCCP is working with ASC to produce the Wells Fargo Cultural Event on October 29<sup>th</sup>. Additionally, McDonalds has re-signed to sponsor First Night Kid for 2012.

CCCP has issued an RFP to redesign our websites and new media tools.

### **President's Report**

#### **NMTC's**

Michael announced Charlotte Community Improvement has submitted an application for (Round 9) New Markets Tax Credits. Thank you to the partners in CCI – CCCP, the City of Charlotte and Charlotte Mecklenburg Development Corporation. Deloitte gave a grant for \$150,000 worth of services to complete the application. Moore & Van Allen also provided pro bono legal service. The deadline for the application was July 27. We applied for \$125-million worth of New Market Tax Credits. Michael said a decision should come in February 2012.

#### **Envision Charlotte**

Envision Charlotte created the Executive Advisory Committee, a new board and applied for the 501(c)3 status. UNCC will provide an office for this new corporation. Envision will have focus areas in Energy, Air, Water and Waste for model programs. The team is having conversation with potential partners and would like to have the next program operational by September 2012.

## **National PR**

The National PR Initiative is finishing its first year. The Board will approach the Advantage Carolina Board with Luquire George Andrews and DCI for a second year of funding shortly. The Board Book included a summary of successes for the last month. Ernie Reigel, Co-Chairman of the National PR Board, reported that the DNC has helped leverage this campaign and the team has over-performed in almost every category. Plans are underway for another International Media tour October 27-28 to host 6 international reporters.

CCCP is also organizing an "Experts List" as a resource for national media, working with Microspace and Live Shot Carolina, a company in South End.

## **IDA Conference**

The International Downtown Association Annual Conference is coming up September 23-27. We are the host city and have a spectacular program planned. We are planning for close to 450 urban planners, city planners and professionals in the business of city building from groups just like ours across North America and the world right here in Charlotte.

## **Romare Bearden Groundbreaking**

Michael invited everyone to the ground breaking of Romare Bearden Park will be on September 2, at 9:00am. September 2 is also the 100<sup>th</sup> anniversary of the birth of artist Romare Bearden and kicks off a long list of celebrations in the Center City.

## **Mission of Mercy**

Michael recognized for Charlotte Dental Surgeon, Evan Miller, who led the organization of the free dental clinic in the Convention Center for more than 2,500 patients were served by volunteer doctors, nurses and technicians.

## **Public Safety**

Captain Estes reported that crime remains down for the 4<sup>th</sup> consecutive year and CMPD is aware and addressing flash mob issues that have been occurring across the country. He thanked Rob Leeper and Men Who Care Global for their support during the July Fourth events in uptown. Ron Leeper presented their report that was developed from participants recruited during their outreach.

## **City Market**

Dan Murrey updated the board on the City Markets progress. The market will be named 7<sup>th</sup> Street Public Market and is a stand-alone 501 (c) 3. Newly named Executive Director Christy Shi spoke about the market's vision. Construction is set to begin in late September.

## **DNC**

Dan Murrey, Deputy Chief Medlock and Steve Kerrigan were present to give a briefing on the progress of the DNC 2012 convention. The host committee needs to raise \$36.65 million. Deputy Chief Medlock also said there is great concern on how to house and feed the hundreds of police officers that will be in town for the event.

## **New Business**

No new business

Meeting adjourned 5:15 pm.  
Recorded by Rashaan Peek

## Charlotte Center City Partners

**TO:** Board of Directors  
**FROM:** Michael J. Smith  
**DATE:** December 1, 2011  
**SUBJECT:** Financial Report Dated October 31, 2011

---

This memo provides the consolidated statement of activities for Charlotte Center City Partners and Charlotte ArtsFest, Inc. for FY12 year to date with comparisons to FY11.

Charlotte Center City Partners has budgeted FY12 revenue of \$3,725,433. MSD allotment from the City is projected to be \$3,076,933. CCCP revenue from programs, projects and events is projected to be \$223,500.

Additional revenues include Charlotte ArtsFest, Inc. with revenue budgeted at \$425,000 which includes two major ArtsFest Events: Time Warner BBQ & Blues and First Night Charlotte. CCCP is committed to raising \$374,000 for the Gold Rush Shuttle.

Charlotte Center City Partners budgeted FY12 expenses of \$3,765,433. The budgeted shortfall of revenue over expenses is \$40,000 which is 2020 Center City Vision Plan expenses that are funded with prior year grants.

### **Overall Results**

Year to date, October 31, 2011, Charlotte Center City Partners and Charlotte ArtsFest, Inc. consolidated net revenues over expenses is behind budget with a negative variance of \$10,482. Revenue is \$59,628 favorable to budget and expenses are \$70,110 unfavorable to budget.

### **Program and Projects**

Program and Projects revenue and expenses are on budget.

### **Planning and Development**

Planning and Development revenue and expenses are on budget.

### **Events**

Event revenue and expenses are \$9,308 favorable to budget due to additional sponsor revenue and control of expenses on July 4, 2011 and the 2011 IDA Conference.

### **Personnel expenses**

Personnel expenses are slightly favorable to budget due to timing of hiring a Director of Research.

### **Quarters**

Quarters expenses are on budget.

### **General Operating Expenses**

Operating expenses are on budget.

### **Investment Account**

The CCCP Investment Account had a value of \$858,365 on October 31, 2011. This is in comparison to a value of \$899,061 on June 30, 2011 and \$833,021 on October 31, 2010.

### **Charlotte ArtsFest Events**

The net of Charlotte ArtsFest, TWC BBQ & Blues, revenue and expenses is \$23,043 unfavorable to budget due to less than anticipated sponsorship sales and revenue. We project ending the year on budget in Charlotte ArtsFest.

**Charlotte Center City Partners**

Statement of Activities  
as of  
October 31, 2011

	Actual 10/31/11 YTD	Budget 10/31/11 YTD	Actual to Budget Variance (Unfavorable)	Variance (Unfavorable)	Actual 10/31/10 YTD	Budget FY12 YrEnd
<b>Revenues</b>						
MSD 1	501,477	501,477	-	0%	475,940	1,002,953
MSD 2	269,256	269,256	-	0%	244,441	538,512
MSD 3	492,082	492,082	-	0%	482,109	984,163
MSD 4	275,653	275,653	-	0%	280,081	551,305
<b>Total Tax Revenue</b>	<b>1,538,467</b>	<b>1,538,467</b>	<b>-</b>	<b>0%</b>	<b>1,482,571</b>	<b>3,076,933</b>
Program & Projects	3,833	3,833	-	0%	14,356	11,500
Planning & Development	-	-	-	0%	203,000	-
Events	103,515	52,000	51,515	99%	71,210	212,000
<b>Total Program Income</b>	<b>107,348</b>	<b>55,833</b>	<b>51,515</b>	<b>92%</b>	<b>288,566</b>	<b>223,500</b>
<b>Total Ordinary Income</b>	<b>1,645,815</b>	<b>1,594,300</b>	<b>51,515</b>	<b>3%</b>	<b>1,771,137</b>	<b>3,300,433</b>
ArtsFest Sponsorships	233,113	225,000	8,113	4%	271,345	425,000
<b>Total Income</b>	<b>1,878,928</b>	<b>1,819,300</b>	<b>59,628</b>	<b>3%</b>	<b>2,042,482</b>	<b>3,725,433</b>
<b>Expenses</b>						
Personnel	547,617	550,717	3,100	1%	543,111	1,870,241
Program & Projects	121,717	121,782	65	0%	105,501	513,713
Planning & Development	59,045	58,700	(345)	-1%	45,683	287,500
Events	109,880	67,673	(42,207)	-62%	68,159	236,673
Quarters	73,941	73,875	(66)	0%	71,740	180,172
Operating	86,860	87,360	500	1%	115,346	252,134
<b>Total Operating Expenses</b>	<b>999,060</b>	<b>960,107</b>	<b>(38,954)</b>	<b>-4%</b>	<b>949,540</b>	<b>3,340,433</b>
ArtsFest Expenses	256,156	225,000	(31,156)	-14%	257,306	425,000
<b>Total Expenses</b>	<b>1,255,217</b>	<b>1,185,107</b>	<b>(70,110)</b>	<b>-6%</b>	<b>1,206,846</b>	<b>3,765,433</b>
<b>Net Revenues over Expenses</b>	<b>623,711</b>	<b>634,193</b>	<b>(10,482)</b>	<b>-2%</b>	<b>835,636</b>	<b>(40,000)</b>

Note: CCCP is committed to raising \$374,000 for the Gold Rush.

**Action Plan**  
**Street Population in Charlotte**  
**December 2011**

**Overview:**

We have formed a task force to take a look at the changing dynamics on our streets in the “street” population.

The Task Force consists of representatives from CCCP, CMPD, Dale Mullennix at Urban Ministries, the Homeless Services Network, City and County and Jim Noble (owner of Kings Kitchen) as well as CRVA and neighborhood leaders.

**Goals:**

The goal is to create education, media and communications plans to do the following:

- Support the community’s Ten Year Plan to End Homelessness.
- Create a strategy to “interrupt the business” of panhandling.
- Educate stakeholders, Uptown restaurants, hospitality venues, street populations, neighbors and the general public about the unintended consequences of panhandling and feeding street populations from restaurant “back-doors”.

**Tactics:**

- Create an overarching education campaign to educate all stakeholders, general public and street populations about the need for Affordable Housing as a core strategy to end homelessness and the unintended consequences of supporting panhandling and “out-of-system feedings”, with a core message in support of the Ten Year Plan to End Homelessness.
- Create collateral materials to aid in the campaign.
- Reexamine ordinances, laws and City codes to be sure we have all necessary tools for public safety teams.
- Men’s Shelter and Urban Ministry team up to identify who is feeding on the street.
- Men’s Shelter and Urban Ministry ask those who are feeding on street to join the long term goal of housing the homeless and working inside the framework and goals of the Ten Year Plan to End Homelessness.
- CMPD and CCCP identify restaurants that are feeding the homeless from back doors or tables and share unintended consequences.
- Share alternatives for restaurants that have longer term positive impacts, such as partnering with Community Food Rescue.

### **Potential partners in this project:**

There are many partners and potential partners in this project. The initial partners include:

- CCCP
- CMPD
- Urban Ministry Center
- City of Charlotte
- Mecklenburg County
- Charlotte Mecklenburg Coalition for Housing
  - Homeless Support Services
  - Charlotte Mecklenburg Library
  - Mecklenburg County Park and Recreation
  - Veterans Services
- Uptown Neighborhoods
- Hospitality Forum
- CRVA
- HTA and CAHA
- Houses of Worship
- Groups who conduct public feedings
- Men's Shelter
- Salvation Army
- Potential Funding partners/sponsors
- Others



## Research

Teams from the Urban Ministry Center and Men's Shelter went out on multiple days during various times (day and night) to interview people on the street. The goal was to gather information about who is currently in the street, who is in Polk Park, why they are in the Park and whether they are homeless, unemployed or under-employed. Here is a synopsis of the findings from the street teams. A full report is available from Urban Ministry Center.

### Census Findings:

- Many in the park are not homeless. They are un/under-employed.
- The libraries were closed on Sunday during the summer, so homeless folks had no place to hang out...they began hanging out at the Square. The library has now reopened on Sundays.
- Street people like to hang out with their friends. This is an opportunity to be social.

### These are further conclusions drawn from the teams after the interviews:

- Food is not a problem for the street people in Uptown Charlotte. There are many opportunities to eat.
- Those who give money or food to street people are misinformed and misguided in their desire to help.
- Restaurants are putting food out on tables in the evening and feeding people from back doors.
- That is unnecessary and creating unintended negative consequences.
- Panhandling is going on regularly, despite ordinances against it.
- There are people on our streets who are not homeless, who appear to be making their living by panhandling.
- Petty crime has increased and CMPD reports it is tied to this demographic of younger, un/under-employed.

## Communications Strategy

Our strategy is based on research and education. First, research and understanding of:

- Who is on the street?
- What are the rules in place?
- How can they be enforced?
- What messages and actions need to be communicated?
- What are our channels of communications for education of publics?
- What collateral can we employ?

### Target Audiences or Publics

#### Publics:

- Homeless/Street Population
- Media
  - Mainstream (TV, newspaper, radio)
  - Social media
  - Government channel
  - Magazines
  - Websites
- Uptown Stakeholders
  - Hospitality / Restaurants / Hotels
- Partners
- Elected officials
- Civic Leadership
- Advocacy groups for Homelessness
- Neighborhoods
- Visitors

### Messages and Actions

- Work to educate and eliminate the practice of leaving food out after hours from restaurants and hotels...offer alternate solution for food disposal
  - Explain unintended consequences and why this is not a positive solution
- Clearly define panhandling
  - Work with city attorney
- Immediately report panhandling and inappropriate behavior to 311 or 911
  - Educate stakeholders on the proper way and time to report
- Do not give money to homeless/panhandlers
  - Provide education campaign and collateral materials as positive alternatives
  - Provide messaging as to why providing money has unintended, negative consequences
- Advocate for housing as defined in the 10 year plan
  - Work with Char-Meck Housing Coalition for direction

## Education

- Craft education messages around central theme e.g. “Real change doesn’t come from a wallet”
- Share with neighborhood associations through meetings, emails and newsletters
- Information and sessions for hospitality managers and workers
- Craft campaign in cooperation with Hospitality Forum , HTA, CAHA, CRVA
- More?

## Media

- Share messaging through print, radio and television
- Share messaging through social media
- Share messaging through media channels of partners

## Collateral

- Print cards for residents and restaurants to distribute (work with Urban Ministry Center)
  - Cards to give to panhandlers
    - “Real change Doesn’t Come from a Wallet” cards
    - Urban Ministry Center cards
- Print posters for restaurants, hotels and condos
  - Identify other areas to appropriately educate and inform through collateral (possibly restroom counter cards, folio inserts, or lobby table tent card)



## ***Lights on the Square*** **Celebrate Holidays in the City**

Moira Quinn  
(704) 332-9583 or [mquinn@charlottecentercity.org](mailto:mquinn@charlottecentercity.org)

**What: Tree Lighting Ceremony**

**Where: The Square (Trade & Tryon Street)**

**When: December 1, 2011**  
**5:30-8:00pm**

Uptown Charlotte's official Christmas tree will be lit for the season on Thursday evening, December 1<sup>st</sup> with a free event. It will feature holiday music, dance, strolling performers and singers, Santa Claus and more! This is part of the Holidays in the City festivities in Uptown Charlotte. Guenn from the new K morning show "QC Morning's" will be our host.

Holiday activities will take place on all four corners of the Square. Details are below.

### **SCHEDULE OF EVENTS**

#### **Corporate Plaza @ Founder's Hall**

5:30pm Nutcracker Performance  
6:00pm "Million Dollar Quartet" Performance  
6:20pm Tree Lighting Ceremony Begins  
6:30pm Tree is Lit!  
6:45-8:00pm Charlotte Jazz Orchestra

#### **Disc Plaza**

5:30-8:00pm: Radio Music from K104.7 your official Christmas station of Charlotte will play classic holiday music to get everyone in the mood. Also, enter your name into a drawing for a chance to win a 2011 Hyundai Sonata. Visit [HolidaysInTheCity.org](http://HolidaysInTheCity.org) for the K104.7 Elf Tour schedule, complete rules and continuing chances to win a 2012 Hyundai Sonata. Also, the Charlotte Bobcats will be there to greet you. You can also get fresh hot cider, coffee, many flavors of hot chocolate and chestnuts roasted on site!

#### **Polk Park**

5:30-8:00pm: Santa Claus is in town!! Get your picture with Santa and interact with the elves as you wait for your picture to be taken with him.

#### **Independence Plaza (Outside NEW Northeastern University Campus Location)**

5:30-8:00pm: ACC mascots meet & greet!

Please visit [www.findyourcenter.com](http://www.findyourcenter.com) for more event information

## Vision

The 7<sup>th</sup> Street Public Market provides high-quality, fresh, and affordable food from local farms and regional purveyors. It is the anchor of a dynamic market district that serves as an authentic community gathering place.



presented by  Carolinus Medical Center

This marketplace:

- Celebrates and promotes the diverse regional food culture of the Carolinas
- Supports local and regional farmers and food artisans as well as the regional network of markets
- Serves as an incubator for food-related businesses, and
- Helps mitigate food deserts in surrounding neighborhoods addressing access, health and food education and costs.

## Farm Stand presented by Blue Cross and Blue Shield of North Carolina

- Blue Cross and Blue Shield of North Carolina will present the Market "Farm Stand," a cooperative consignment area featuring products and produce from over two dozen area farms. Want to eat more healthily? Participating in a weekly produce program promotes healthier eating habits and supports Charlotte-area farmers. Do good by eating well.



# FARM STAND

PROUDLY PRESENTED BY



BlueCross BlueShield  
of North Carolina

## CMC LiveWell Health Center

- CMC LiveWell Health Center at 7<sup>th</sup> Street Public Market will be staffed by a part-time registered dietitian. Committed to disease prevention, health education and early detection of illness or injury, our staff works closely with other health experts, including local physicians and registered nurses, to offer the following clinical wellness services:

- Blood Pressure Monitoring
- Body Fat Analysis
- Cholesterol/Lipid Profile Screening
- Glucose Screening
- Flu Shots
- Monthly Seminars
- Healthy Living Market/Grocery Tours



LiveWELL Health Center

- Weight Management Program
  - Screening and Wellness Consults
  - Physician Referrals
- Additionally, CMC LiveWell Health Center at 7th Street Public Market will offer a walking club and tips on nutrition and healthy food choices.

### **Vendors**

- Meat & Fish Co.
- Not Just Coffee
- Tasty-Yo
- Cloud 9 Confections & Bakery
- **Anticipated vendors include:** baker, local pizza, Belgian waffles, crepes, wine merchant, fish cakes, natural soaps, grab-and-go lunches, and charcuterie.

### **Ribbon Cutting**

6 December 2011  
11:00 a.m.  
7<sup>th</sup> Street Public Market  
224 E. 7<sup>th</sup> Street



**Media Advisory**  
**NEW DATE**  
**Ribbon Cutting - 7th Street Public Market**

Moira Quinn  
704-332-9583 or [mquinn@charlottecentercity.org](mailto:mquinn@charlottecentercity.org)

**What:** 7th Street Public Market Ribbon Cutting – **NEW DATE**

**Where:** Seventh Street Station - 224 East Seventh Street

Media will be provided free parking in the Secure Parking lot located at 219 E. 7<sup>th</sup> Street across from the Market or an hour and a half of free parking in Seventh Street Station. Please see the lot attendant for your parking ticket.

**When:** Tuesday, December 6, 2011  
11:00am – 11:30am

FOR IMMEDIATE RELEASE – There is a new date for the ribbon cutting and proposed opening for the 7<sup>th</sup> Street Public Market. The new date is Tuesday, December 6.

“We are thrilled about all the people coming together to open this Market,” says Christy Shi, Executive Director of 7<sup>th</sup> Street Public Market. “It has such a strong mission that will do so much good for the Charlotte community and its rural neighbors. We are so excited about the prospect of moving out of the construction phase and into celebrating and supporting local producers and food artisans.”

The ribbon cutting is scheduled to include 7<sup>th</sup> Street Public Market Board Chairman Dan Murrey and members of the Board, CCCP President Michael Smith, representatives of sponsors Carolinas Healthcare System and Blue Cross and Blue Shield of North Carolina, Charlotte Mayor Anthony Foxx and Mecklenburg County Commission Chairman Jennifer Roberts.

*The 7th Street Public Market provides high-quality, fresh, and affordable food from local farms and regional purveyors. It is the anchor of a dynamic market district that serves as an authentic community gathering place. It celebrates and promotes the diverse regional food culture of the Carolinas, supports local and regional farmers and food artisans as well as the regional network of markets, serves as an incubator for food-related businesses, and helps mitigate food deserts in surrounding neighborhoods addressing access, health and food education and costs.*