



Charlotte CENTER CITY Partners

Board Meeting
November 29, 2012
Bank of America Corporate Center, 41st Floor

AGENDA

Executive Session

Chairman's Report

- Minutes Approval (*Action Required*)
- Finance Report YTD
- Approve Audit and 990 (*Action Required*)

Harvey Gantt

Bob Hambright

President's Report

- Baseball Update
- DNC Update
- Retreat – “Our Renewal”
- National PR
- Retail

Michael Smith

Marketing and Events

- Events
- 7th Street Public Market

Darrel Williams

Robert Krumbine

Planning & Development

- Development Report
- Gateway Station
- Gold Rush Study
- Bike Share

David Furman

Economic Development

Tracy Dodson

Historic South End Report

- Rail Trail
- Good to Great

Ted Boyd
Cheryl Myers

Neighborhood Report

Rob Cummings

Sustainability Report

Darlene Heater

New Business

Harvey Gantt

Next Board Meeting
Thursday, February 21, 2013
Location TBD
Reception to Follow

Charlotte Center City Partners
Board of Director Meeting
August 23, 2012
Elder Gallery

Attendees: Harvey Gantt (Chairman), Cathy Bessant, Debra Campbell, Ron Carter, Ann Caulkins, Rob Cummings, Al de Molina, Phil Dubois, David Furman, Art Gallagher, Bob Hambright, Steve Harris, Patsy Kinsey, Todd Mansfield, Michael Marsicano, Bob Morgan, Tom Murray, Ernie Reigel, Laura Schulte, Doug Stephan, Rick Thurmond, Fred Whitfield, Darrel Williams, Tony Zeiss

Staff and Guests: Michael Smith, Ted Boyd, Richard Cox, Tracy Dodson, Darlene Heater, Lynn Henderson, Tobe Holmes, Robert Krumbine, Jovonna Mozeak, Cheryl Myers, Rashaan Peek, Moira Quinn, Eleni Saunders, Major Jeff Estes, Malcolm Graham, Gau Gupta, Jim Schumacher

Harvey Gantt called meeting to order after executive session. The Board was briefed by attorney Doug Jarrell of Robinson, Bradshaw and Hinson on a lawsuit filed by Jerry Reese against CCCP. No action was taken.

Larry Elder welcomed group to the Larry Elder Gallery.

Chairman's Report

Minutes from May 10, 2012 were approved as written.

Finance Report

Bob Hambright reported Year to date, July 31, 2012, Charlotte Center City Partners and CCCP Community Trust consolidated net revenues over expenses is ahead of budget with a positive variance of \$2,176. Revenue is \$13,700 favorable to budget and expenses are \$11,524 unfavorable to budget.

Hambright referenced the Balance sheet, specifically. 1) The Long Term note receivable from the City Market for \$100,000. The promissory note was signed by Dr. Dan Murrey, as Board Chairman of the Market and Michael Smith, as CEO of CCCP. There is no interest on the loan. It shall be repaid in three installments: 25% the first two years and 50% in the third year. And Center City Partners may name no fewer than 40% of the Market's Board of Directors. No funds were taken from MSD4.

Hambright then addressed the Long Term Note for \$247,000, issued by CCCP to CCCP Community Trust (Charlotte ArtsFest Inc. - CAF). The loan was issued in 2002 to fund operating losses of \$325,000 during a Charlotte Shout event that was cancelled due to a heavy storm. The Board unanimously approved the recommendation of our auditors and the Audit committee for CCCP's management to work with the auditors to write off the long term loan.

Board Committees Board approved 2013 Committee Roster with addition of South End Committee.

President's Report

Baseball

Michael Smith reported that the Knights Ballpark ground breaking is on September 14. He introduced Gau Gupta from Odell who shared the current design video. The team will begin playing ball in the 3rd Ward of Uptown in April 2014.

DNC Preparation

CCCP team is working closely with the Host Committee. The efforts are focused in 4 categories: Economic Development, Media engagement, Hospitality and Constituent Communication. Under Economic Development, every visitor will be given a Z-Map "Center your Business" as well as an initiative with the Chamber, CPR and City to engage ED prospects during the DNC" Other activities were outlined including a Street Ambassador Program, media initiative with the Host Committee and our work as conveners in the Legacy Village through Envision Charlotte.

Marketing and Events

Robert Krumbine introduced Damon Phillips, the new events coordinator. During his Public Market update he informed the board that all the anchor tenant spots in the 7th Street Public Market are full.

He then reported on the DNC Ambassador program. Twenty of our best volunteers will be on the street to answer questions, give directions and suggestions Tuesday – Thursday. Training will be held on August 25 at the Public Market for anyone interested in volunteering.

Events

TWC BBQ and Blues will take place on Oct 12 & 13. The event had been revamped to fit the Music Factory locations with more sampling, activities, music and chefs demos.

Planning and Development

B-Cycle:

David Furman introduced Charlotte B-cycle Executive Director Dianna Ward for an update. Currently, there are 200 bikes in 20 stations. The program is run by a staff of 7 (3 full-time and 4 part time) and open 7 days a week. Current statistics reflect 871, 24-hour memberships, 189 annual membership and 2300 checkouts. Most checkouts are during lunchtime. Next steps will focus on outreach, evaluating the system, and building strategic alliances to cross promote.

I-277 Loop Study:

Cheryl Myers reported The Charlotte Department of Transportation and North Carolina Department of Transportation are working on a study of the I-277/I-77 Loop to satisfy the Federal Highways Administration (FHWA) requirement that Charlotte undertake a comprehensive analysis of the entire facility. A number of candidate projects have been suggested to help improve safety and connectivity and are being considered for our region's Long Range Transportation Plan. The study should wrap up later this year.

Gateway Station RFP:

On August 13th, the North Carolina Department of Transportation issued a Request for Qualifications for a Master Development Partner for the redevelopment of Gateway Station. A pre-submittal conference is scheduled for next week and responses are due September 21st. Five teams have expressed interest and NCDOT hopes to have a selection made by November 1st.

Historic South End

Rick Thurmond reminded the board of the series of committee meetings that developed the new strategic vision for South End. Ted Boyd updated the board on a few of the actions from strategic vision. Currently there is a retail strategy study, a parking study and they are working with Land Design to look at street furniture and amenities. They are also looking into design guidelines working with the City and Tom Low. The first meeting "On the Rail Trail" looking at how it can be used as an amenity was held with CATS, representatives from the City and Park and Rec. The Rail Trail is a path along the light rail that runs through South End to the New Bern stop. Seven construction projects are in progress. The new on website, telling the South End story will go live by August 31.

Economic Development

Tracy Dodson reported that there were 309k SF of new or expanded office in Uptown and 405k SF in South End. Charlotte School of Law is opening the Experiential Learning and Leadership Center.

Neighborhood Report

Rob Cummings reported on the DNC Neighborhood meetings have been held to address concerns about the traffic, security and about accessibility for homes and businesses. He then updated the board on Completed Projects that included Third Wards signage installation of 14 decorative signs, a traffic signal at Pine Street, and they working with CDOT to improve parking lot at Graham and Trade Street, to address the overgrowth at the rail bridges and working with Crosland on Polk Building improvements.

Wells Fargo Sense and Science Garden – First Ward 2nd grade students will be planting the first vegetable garden in partnership with the 7th Street Public Market. The Opening Garden Party is being planned for October

Public Safety

Major Jeff Estes updated the board on preparation for the DNC. He is pleased with status and assured the board that all residents and businesses will be protected at the same levels as if no event was happening. Crime is still below in three year average. Larceny from auto and larceny are the major issues. A dedicated undercover team has been working full time team in center city catching thieves. In the Fall there will be an educational campaign focused on jaywalking

New business

Michael Marsicano reported that there will be a pocket park in front of the Carolina Theatre. The Foundation for the Carolinas is funding the park that will have glass sculpture donated by the Luski's and an area to be programs by CCCP.

Adjourned
5:01 pm

Charlotte Center City Partners

TO: Board of Directors
FROM: Michael J. Smith
DATE: November 29, 2012
SUBJECT: Financial Report Dated October 31, 2012

This memo provides the consolidated statement of activities for Charlotte Center City Partners and CCCP Community Trust for FY13 year to date with comparisons to FY12.

Charlotte Center City Partners has budgeted FY13 revenue of \$5,245,482. MSD allotment from the City is projected to be \$3,814,743, 73% of our operating budget. CCCP revenue from programs, projects and events is projected to be \$238,500.

Additional revenues include CCCP Community Trust dba Charlotte ArtsFest, Inc. with revenue budgeted at \$425,000, which includes two major ArtsFest Events: Time Warner BBQ & Blues and First Night Charlotte and CCCP Community Trust dba B-cycle with revenue of \$403,239. CCCP is committed to raising \$364,000 for the Gold Rush Shuttle.

Charlotte Center City Partners budgeted FY13 expenses of \$5,120,482. The budgeted surplus of revenue over expenses is \$125,000 which is being created to protect against possible revaluation appeals and to help pre-fund our baseball economic development grant.

Overall Results

Year to date, October 31, 2012, Charlotte Center City Partners and CCCP Community Trust consolidated net revenues over expenses is ahead of budget with a positive variance of \$188,198. Revenue is \$149,998 favorable to budget and expenses are \$38,200 favorable to budget.

Programs and Projects

Program and Projects revenue and expenses are on budget.

Planning & Development

Planning & Development expenses are on budget.

Events

Event revenue and expenses are \$6,207 unfavorable to budget due to expenses exceeding revenue for the July 4th event.

Personnel expenses

Personnel expenses are \$25,605 favorable to budget due to delay in replacing personnel, therefore creating one-time salary and benefits savings.

Quarters

Quarters expenses are on budget.

General Operating Expenses

Net Operating expenses are \$7,893 unfavorable to budget due unexpected legal fees from baseball lawsuit.

CCCP Community Trust – Charlotte ArtsFest

Time Warner Cable BBQ & Blues revenue and expenses are favorable to budget by \$2,455.

CCCP Community Trust – Charlotte B-Cycle

B-cycle's revenue and expenses are favorable to budget by \$172,539. These favorable results are from a combination of unbudgeted sponsor income, better than anticipated membership revenue and expense control.

Investment Account

The CCCP Investment Account had a value of \$932,353 on October 31, 2012. This is in comparison to a value of \$893,751 on June 30, 2012.

Charlotte Center City Partners

Statement of Activities
as of

October 31, 2012

	Actual 10/31/12 YTD	Budget 10/31/12 YTD	Actual to Budget Variance (Unfavorable)	Variance (Unfavorable)	Actual 10/31/11 YTD	Budget FY13 YrEnd
Revenues						
MSD 1	616,284	616,284	-	0%	591,742	1,232,567
MSD 2	354,113	354,113	-	0%	339,262	708,226
MSD 3	562,437	562,437	-	0%	541,290	1,124,873
MSD 4	374,539	374,539	-	0%	361,106	749,077
Total Tax Revenue	1,907,372	1,907,372	-	0%	1,833,400	3,814,743
Program & Projects	4,306	3,833	98	3%	3,833	11,500
Planning & Development	-	-	-	0%	-	-
Events	57,700	57,000	700	1%	103,515	227,000
Operating	9,000	-	9,000	0%	-	-
Total Program Income	71,006	60,833	10,172	17%	107,348	238,500
CCCP Total Operating Income	1,978,377	1,968,205	10,172	1%	1,940,748	4,053,243
CCCP Community Trust						
Charlotte ArtsFest, Inc. Revenue	176,700	200,000	(23,300)	-12%	233,113	425,000
Charlotte B-cycle Revenue	472,126	309,000	163,126	53%	-	403,239
Gold Rush Shuttle	46,180	46,180	-	0%	-	364,000
Total Income	2,673,383	2,523,385	149,998	6%	2,173,861	5,245,482
Expenses						
Personnel	580,881	606,486	25,605	4%	547,617	1,996,112
Program & Projects	220,502	220,844	341	0%	121,717	755,854
Planning & Development	78,245	78,200	(45)	0%	59,045	426,947
Events	61,882	54,975	(6,907)	-13%	109,880	317,075
Quarters	78,472	79,402	930	1%	73,941	189,865
Operating	131,818	114,925	(16,893)	-15%	86,860	242,390
CCCP Total Operating Expenses	1,151,800	1,154,832	3,031	0%	999,060	3,928,243
CCCP Community Trust						
Charlotte ArtsFest, Inc. Expenses	174,245	200,000	25,755	13%	256,156	425,000
Charlotte B-cycle Expenses	124,999	134,412	9,413	7%	-	403,239
Gold Rush Shuttle	-	-	-	0%	-	364,000
Total Expenses	1,451,044	1,489,244	38,200	3%	1,255,216	5,120,482
Net Revenues over Expenses	1,222,338	1,034,141	188,198	18%	918,645	125,000



The 3rd Annual Small Business Saturday exceeded expectations in South End on November 24th. We featured over [71 Ideas for Shopping Small in South End](#). Some of those key highlights were as follows:

- Reading of the Mayor's Proclamation by City Councilwoman LaWana Mayfield at the Atherton Market
- Two Free Trolley Shuttles in South End
- First ever Food Truck Brunch
- Two live Christmas Tree Lots
- Countless individual store promotions, events, specials and coupons
- First Annual South End Holiday Tree Lighting

South End has participated in Small Business Saturday since its creation in 2010 and has seen the campaign grow each year. To determine the success of this year's Small Business Saturday in South End we used 4 criteria.

1. Business Participation
2. New visitors
3. City wide exposure
4. Sales

Business Participation

Business participation in South End has grown from about 10 small businesses in 2010 to over 75 small businesses in 2012. While neighborhood wide events are helpful, it is the participation from small businesses that makes the difference. This year more small businesses displayed the "Shop Small" door mats, posted signs in their windows, posted Small Business Saturday messages to their Facebook and/or Twitter accounts, or sent direct emails with Small Business Saturday promotions. On a national level the Small Business Saturday Coalition broke records with over 350 organizations and 225 public officials supporting Small Business Saturday.

New Visitors

The life of any business depends on a steady stream of new and returning customers. South End is just under a square mile and measuring all visitors is a challenge but the anecdotal response from small business owners conveyed many new faces in their stores and many of those new faces stating they were out specifically to support small businesses on Small Business Saturday. Additionally we had over *200 people* join us for our first ever South End Tree Lighting.

"...we did see lots of new faces. This gave us the much needed opportunity to hand out flyers and business cards to potential customers. We expected low Saturday sales because we figured everyone had plenty of leftovers from Thanksgiving. We do feel that SBS will bring us future business - it did last year" Dana – Windy Hill Farm at Atherton Market

"We definitely saw an increase in traffic on Saturday. Both existing customers who specifically mentioned coming in to support small biz on Saturday and new faces who were out looking for new small biz to support. " Chris – Vin Master Wine

City-wide Exposure

The media exposure for Small Business Saturday, specifically in South End was incredible! There were a minimum of [19 news stories featuring South End and Small Business Saturday](#) that ran the week leading up to November 24th. South End has developed unusually strong followings in the social media arena of Twitter, Facebook and Blogging and when combined with the media stories provided tens of thousands of impressions, page views, tweets and retweets.

"We had one customer visit our store because she heard it being discussed on WBT Radio. She said she had never heard of SoBo Loft until she heard it mentioned on the radio and wanted to come check us out." Trudy – SoBo Loft Boutique & Gifts

"As far as the numbers and the traffic for Small Business Saturday..It was definitely better than a regular Saturday..We did have a few faces that said they read the article or saw us on the news." Nicole – The Blank Canvas

Sales

Finally, we look at the general sales impact for the day. CCCP does not keep sales records or ask business owners for specific sales numbers but we did ask for either percentage increase compared to other Saturdays or compared to last SBS if they participated. Here are a few responses:

"Based on our numbers we believe we had 3x the amount of people thru the store which is FANTASTIC for us. We doubled the amount of transactions we normally have on a Saturday. Additionally it was our biggest sales AND transaction day to date. Let's just say this year blew last year out of the water. It's still surreal. It was truly a black Friday for us." Amy – Savory Spice Shop

"We had more traffic and awareness of the promotion by Amex and our highest sales day of the year!" Jen – The Boulevard at South End

"We had a record day on Saturday! We did a 20% off promotion for SBS and sold 300%+ more than we did last year on the same Saturday." Wayne – Whispering Willow Soap Co. – Atherton Market

"It was amazing with a record number of sales and so, so many visitors. Wish it was more than one day a year." Ewa – Modern Fabrics Company

When you combine all 4 factors it is safe to say that Small Business Saturday 2012 was a tremendous success for South End. While single day promotions of this nature are very valuable we keep in mind it is

Small Business Saturday every Saturday (and every day) in South End and hope you'll come back throughout the holiday season and year to support small businesses.