



Charlotte CENTER CITY Partners



MSD Explanation

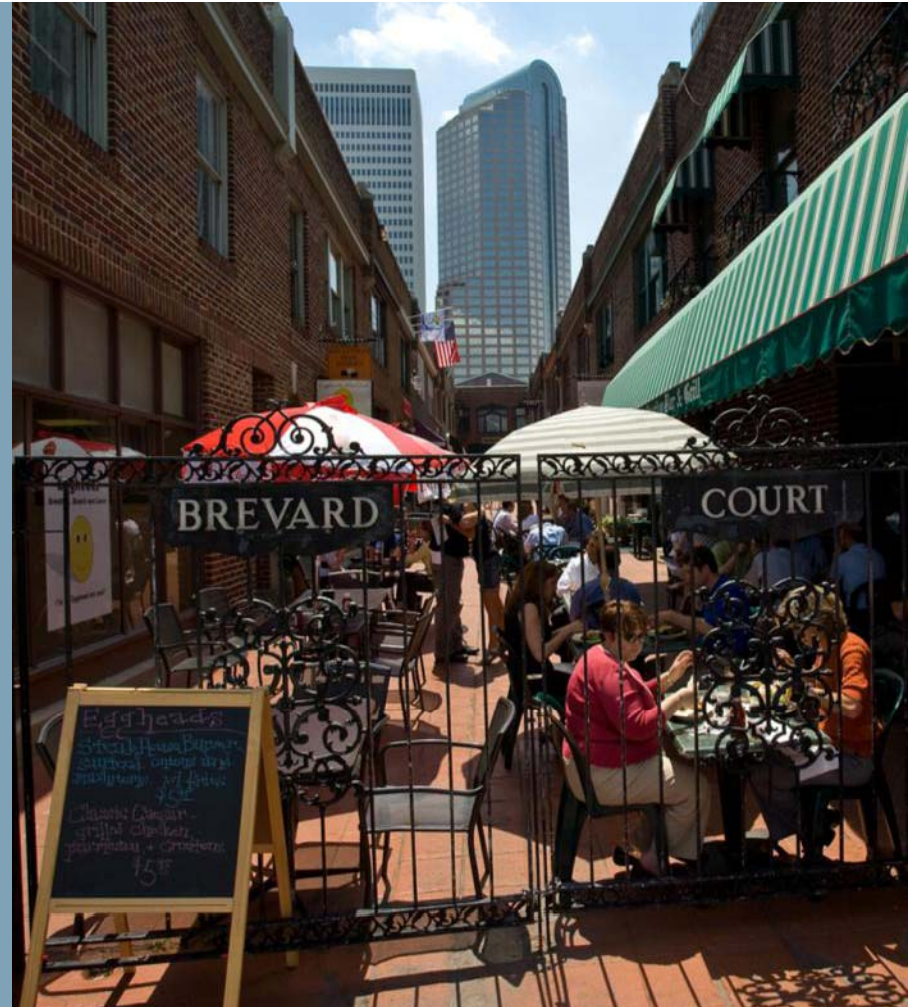


Charlotte
Center City
Partners



Mission

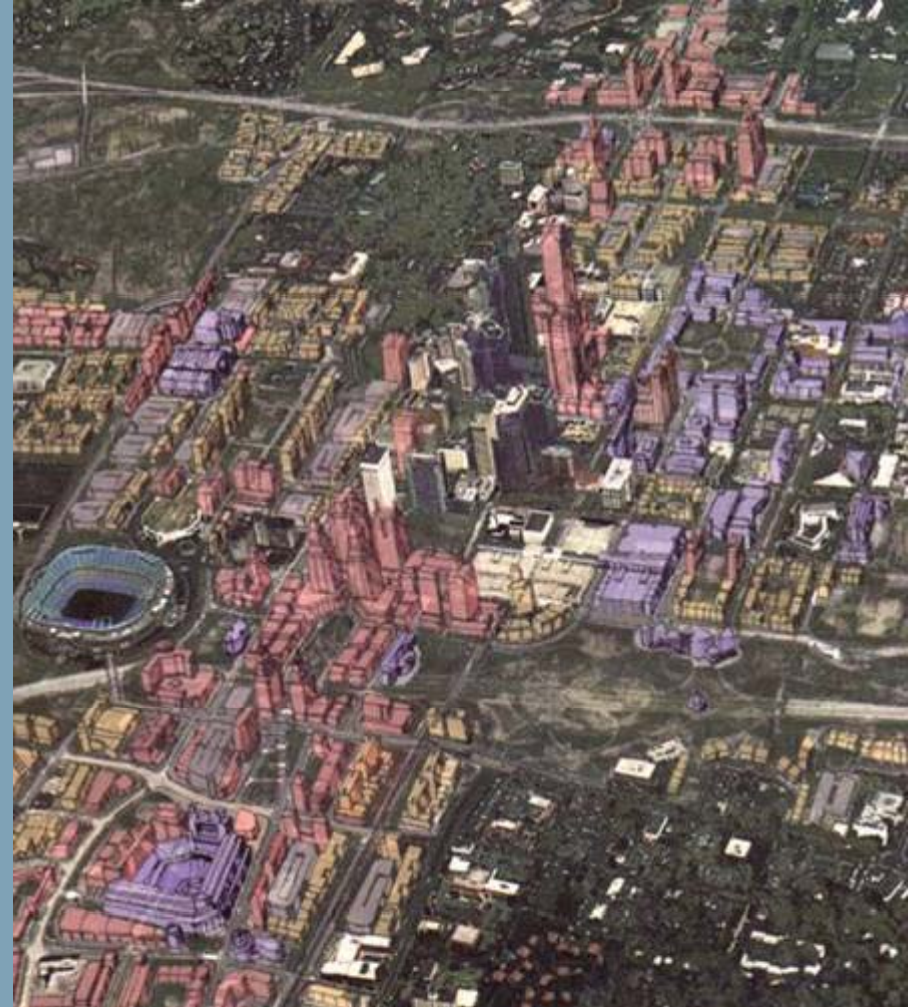
Charlotte Center City Partners facilitates & promotes the economic, cultural and residential development of the urban core.





Vision

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.





Enabling Legislation

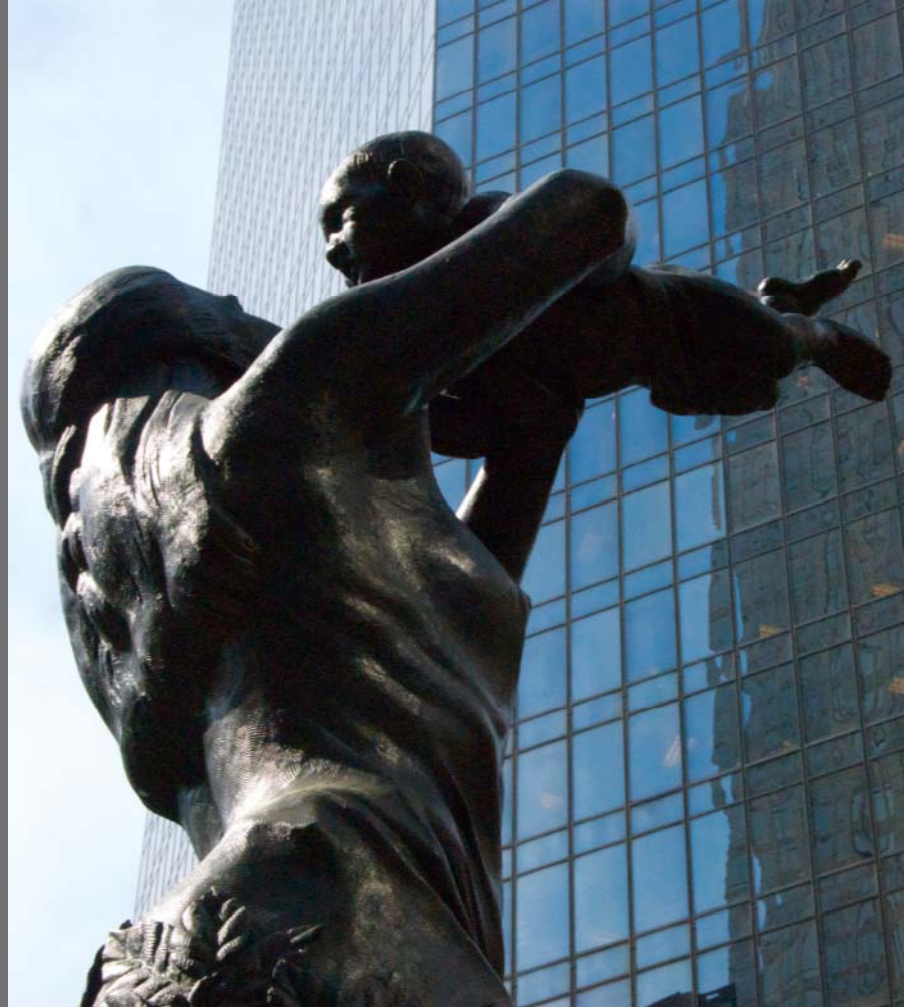
Enabling Legislation Municipal Service District Act of 1973

NCGS Article 23 160A-535

- City Council defines districts
- Additional ad valorem tax
- All property owners

Purpose

To provide services in a downtown area in addition to or to a greater extent than those provided for the entire city

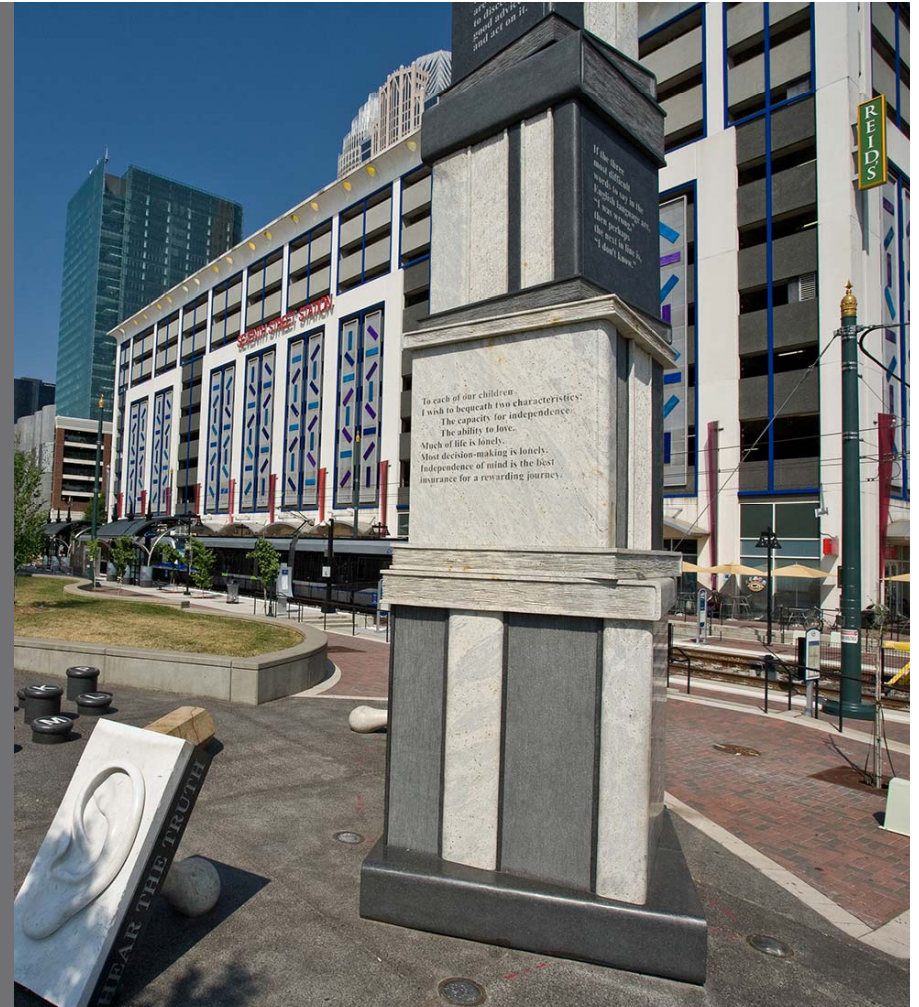




Enabling Legislation

Examples of Services

- Urban revitalization
- Help coordinate public / private actions
- Promote & sponsor festivals and markets
- Promote business investment
- Planning & Redevelopment
 - Parking Management in the downtown area
 - Retail Development
 - Transit-oriented development



Service Area

Uptown & South End

- MSD 1 – 3: Uptown
- MSD 4: South End



Service Area



Service Area

Uptown & South End Rates / \$100

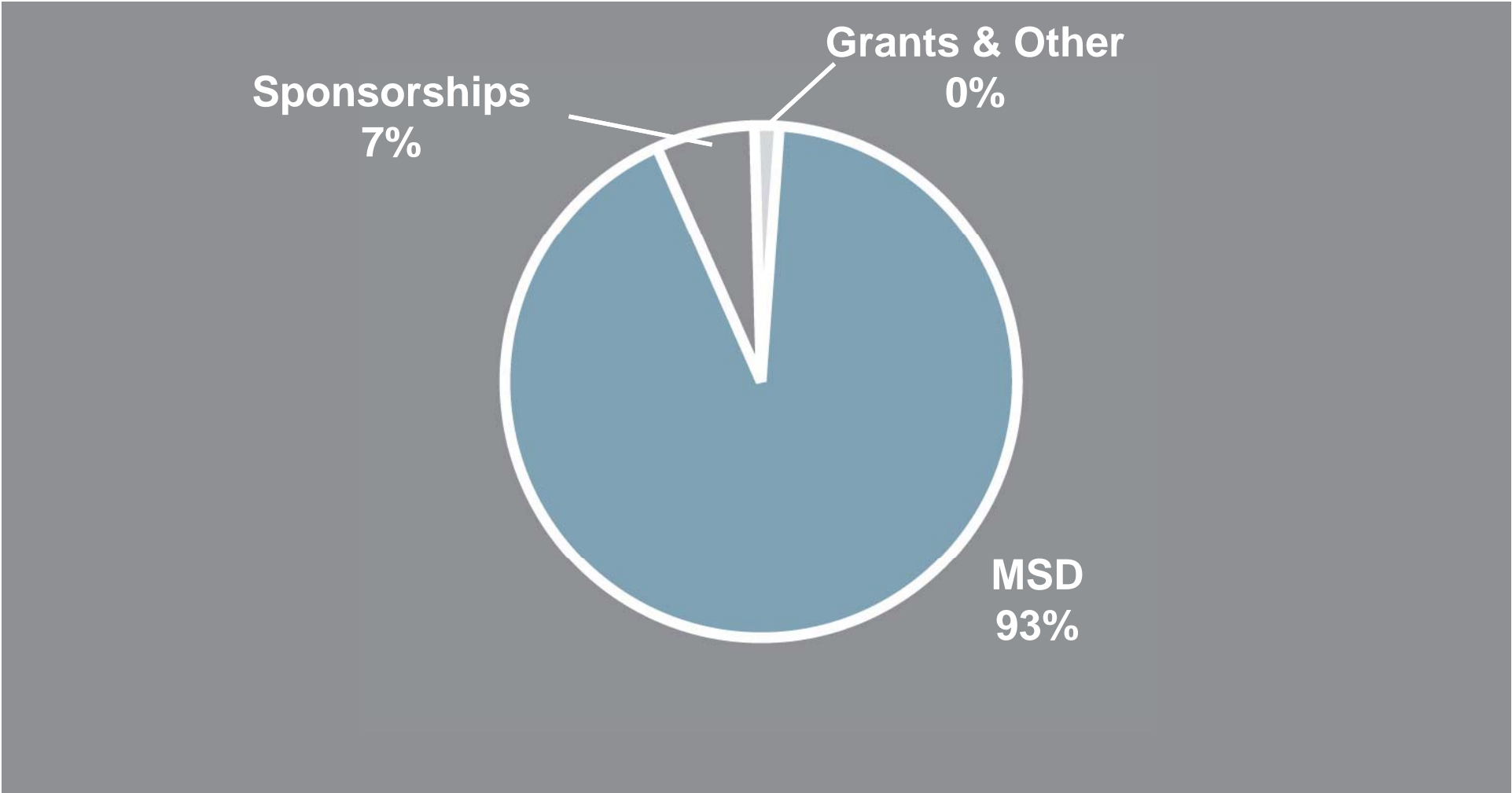
- MSD 1: 0.0174
- MSD 2: 0.0413
- MSD 3: 0.0560
- MSD 4: 0.0668

FY12 MSD Revenue \$3,076,933

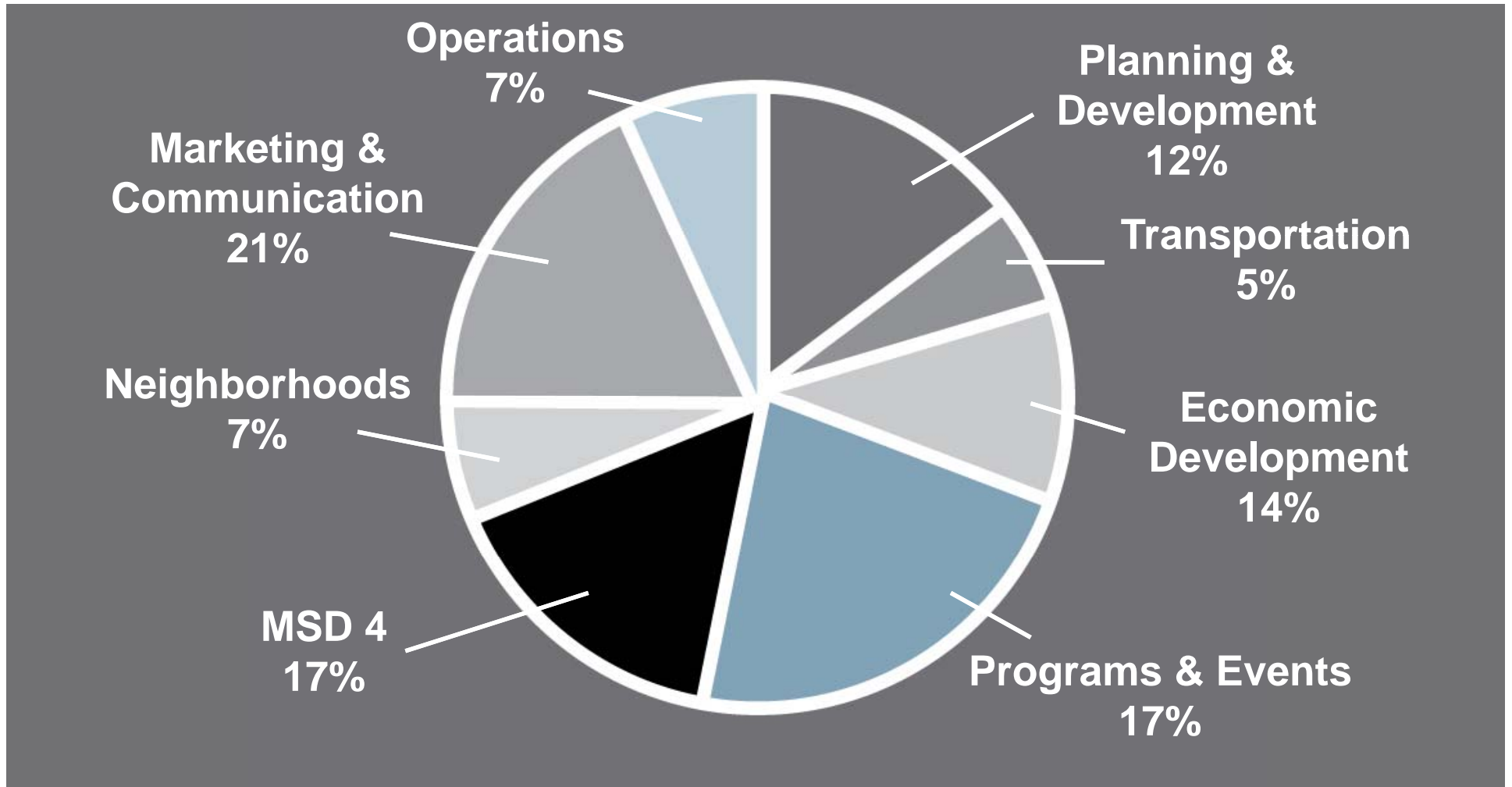
FY12 Total Revenue \$4,099,433



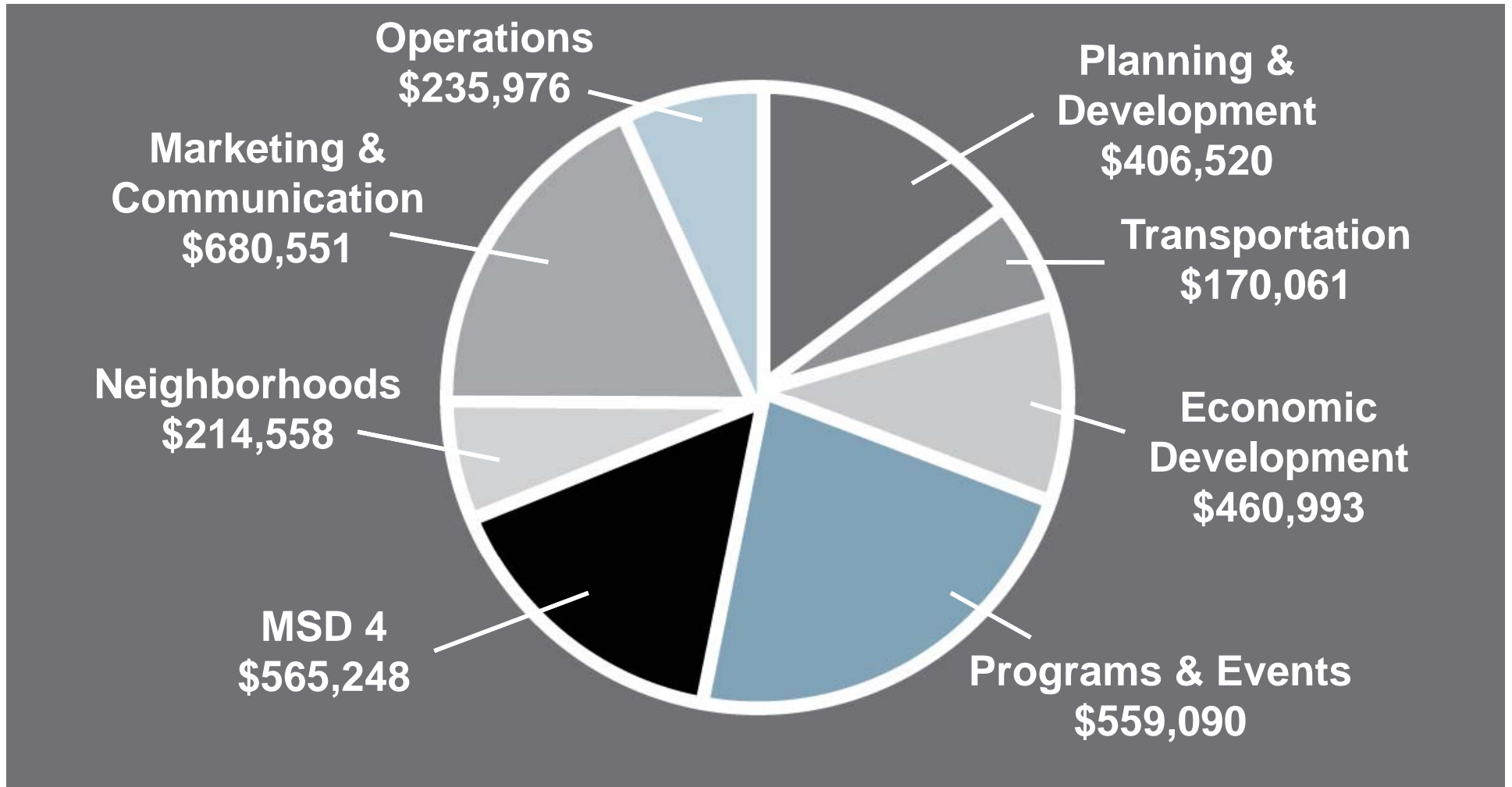
CCCP Revenue: Allocation by Source



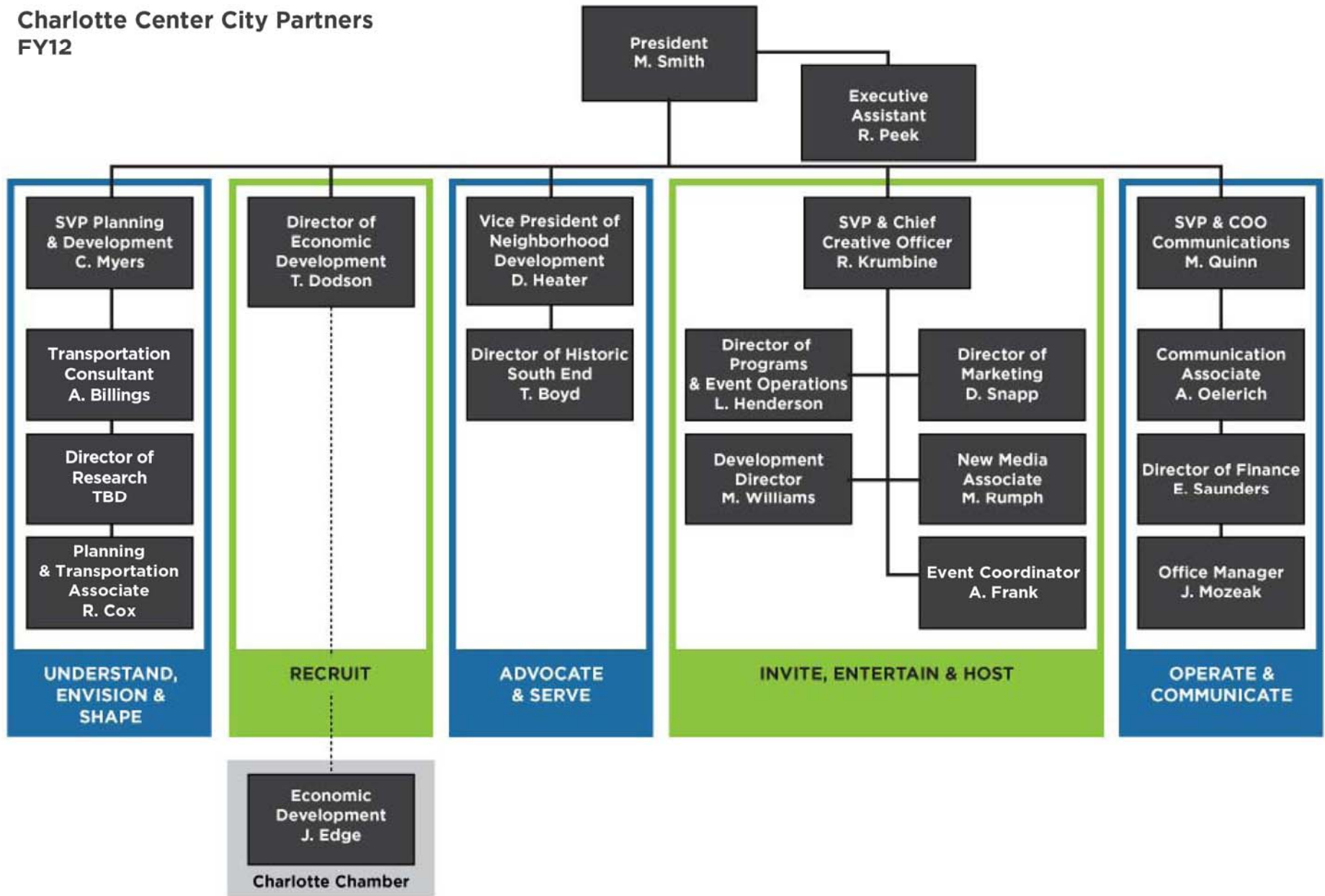
CCCP FY12 Programmatic Allocation by Work Plan Category



CCCP FY12 Programmatic Allocation by Work Plan Category



**Charlotte Center City Partners
FY12**



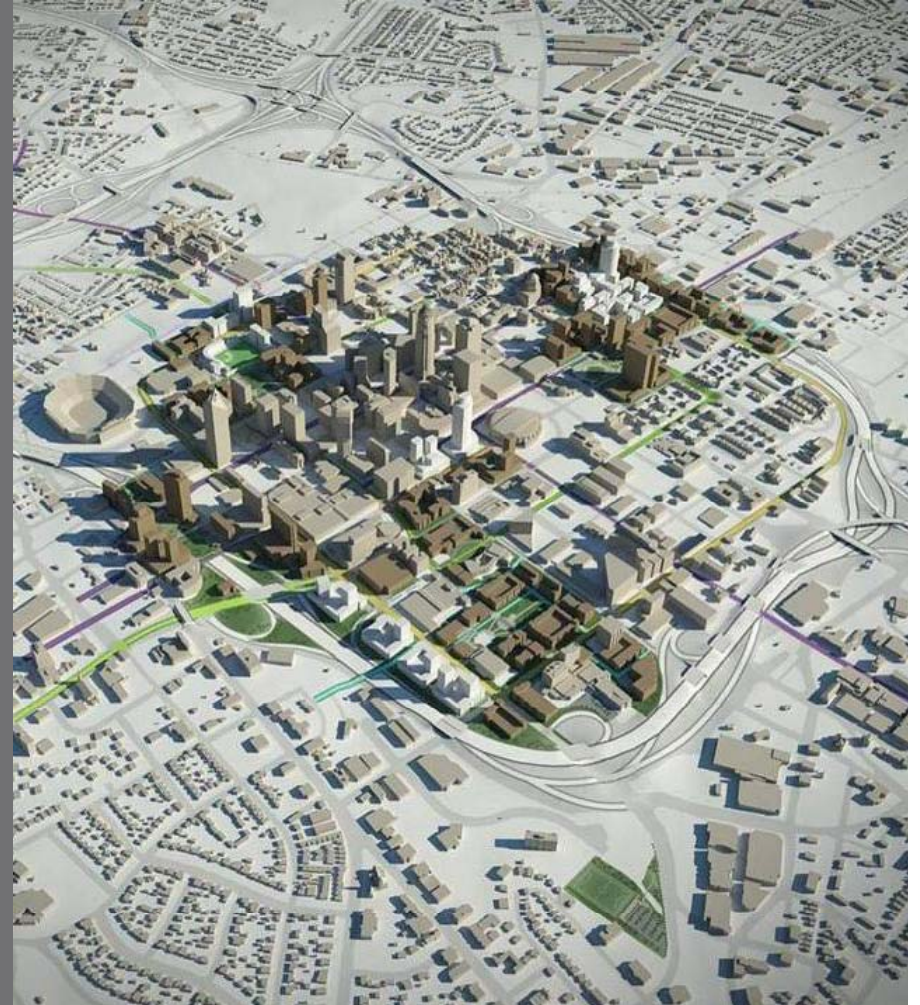
Planning & Development

Cheryl Myers - SVP



Planning and Development

CCCP facilitates the development of Uptown and South End in fulfillment of adopted vision plans, through subject matter expertise in urban design, research, development and project management.



Research

TBD – Director of Research



Research

CCCP serves as the source for Uptown and South End data through conducting, collecting and interpreting targeted research to create actionable information.



Transportation

Allison Billings – Consultant
Director of Transportation



Transportation

CCCP convenes stakeholders and provides focused leadership, research, urban design and project management for Center City transportation initiatives through subject matter expertise in transit, wayfinding, commuting, parking, bicycle connectivity and pedestrian access.



Business Recruitment Economic Development

Tracy Finch Dodson – Director of Economic Development



Business Recruitment and Economic Development

CCCP facilitates the retention & growth of business and employment in the Center City; through expertise in the Uptown and South End office and retail markets, marketing and research tools, targeting and recruiting prospects, and collaborating with Economic Development partners and the brokerage community.



Neighborhood Support & Development

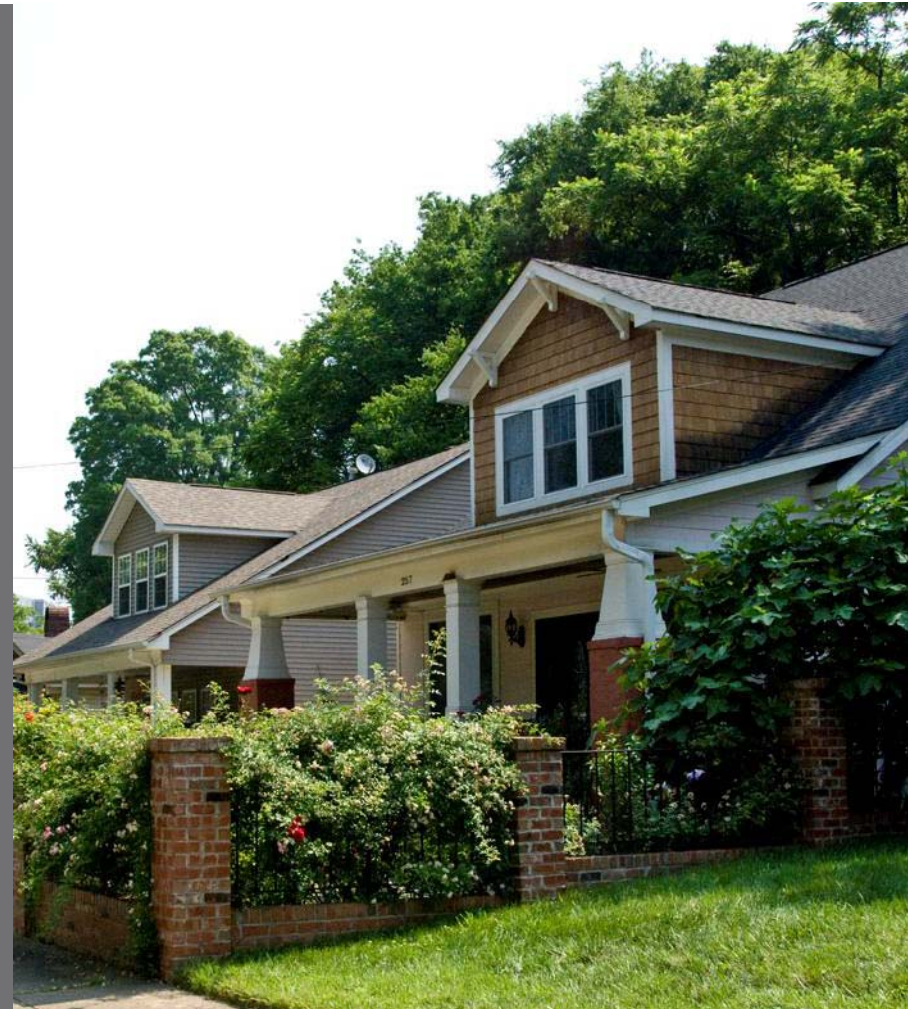
Darlene Heater – VP of Neighborhood Development

Ted Boyd – Director of Historic South End



Neighborhood Support and Development

CCCP serves South End and Uptown to build strong urban neighborhoods with quality schools, parks, programming and residential amenities, through subject matter expertise in community building, marketing, events, recruiting and project management. CCCP also markets the attributes of urban living to build interest in Center City living.



Environmental Sustainability

Darlene Heater – VP Neighborhood Development



Environmental Sustainability

CCCP works to create a strategy to implement environmental sustainability initiatives by leveraging public and private partnerships to create the most sustainable center in the southeast under the umbrella of Envision Charlotte.



Programs & Events

Robert Krumbine – SVP & Chief Creative Officer



Programs and Events

CCCP develops and cost effectively produces creative and high quality major events on behalf of the City of Charlotte and the Center City to create memorable experiences for our guests, employees and residents, through subject matter expertise in event production, fundraising and project management. CCCP also programs the Center City and supports the city's permitting of 3rd party events.



Marketing & Communications

Moira Quinn – SVP Communications

David Snapp – Director of Marketing



Marketing and Communications

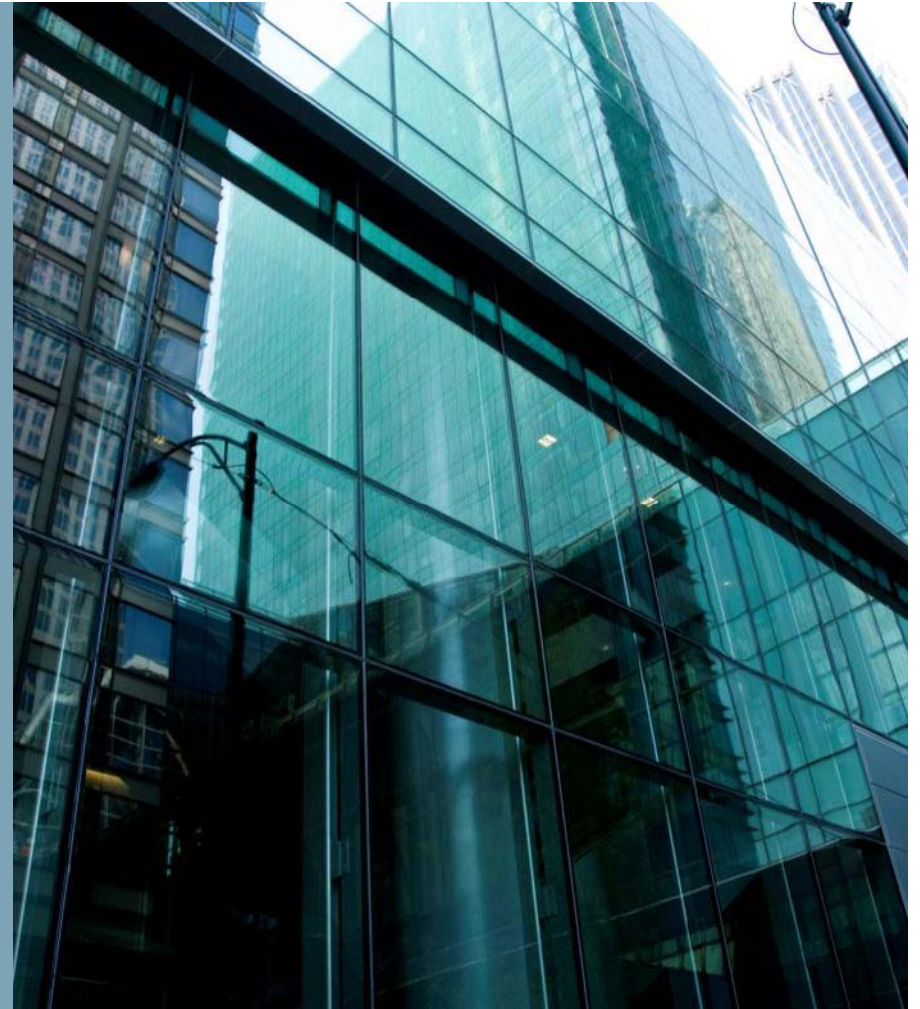
CCCP promotes Center City Charlotte as a vibrant place to work, exciting place to live and a memorable place to visit or celebrate, through subject matter expertise in public relations, marketing and new media.





Board of Directors

- **Nominating Committee of Board creates slate**
- **Slate must be approved by City Council**
- **2-Year terms (No more than 6 consecutive years)**
- **26 Voting Members**
- **11 Ex Officio**





Board of Directors

**A – Up to 8 CEO or Senior Manager
Major Employer**

B – 1 Chamber leadership

C – 2 MSD residents

D – 3 Past Chairmen

E – City Council / County Commission

**F – 6-15 CRVA CEO, Chamber CEO, CMS
Superintendent, City Manager,
County Manager, Planning Director,
ASC CEO, FFTC CEO, University
Presidents**





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