



2011 STATE *of the* CENTER CITY

CHARLOTTE

American

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# YEAR IN REVIEW

Charlotte's selection to host the 2012 Democratic National Convention (DNC) was a defining moment for our community. This victory was achieved based in part on decades of strong leadership and on recent strategic investments in transportation and parks and recreation infrastructure, and in arts, cultural and hospitality venues. Charlotte will be in the international spotlight as over 35,000 people are welcomed to the Center City. In light of DNC 2012, it was serendipitous that we had already joined with our partners at the Charlotte Chamber and the Regional Partnership to launch a new, more intentional and proactive communications effort that will lay the foundation for telling our own story to national and international media. This point in time is our "tipping point" as we introduce our city to the world as a dynamic convention, cultural and entertainment destination in addition to a center of commerce.

This has also been a break-through year in other ways. Our core industries are emerging from a difficult recession. Uptown was just recognized by international property giant Jones Lang LaSalle as having the highest office absorption rate in the country. Over 2 million square feet of new office space has been added to the Uptown inventory with a net absorption of 1.2 million square feet. The Center City housing market has shown signs of rebounding with the completion of The Vue condos in Uptown as well as the stabilization of rentals. And, it has been exciting to witness South End continue to not only grow as a commercial area with new creativity and design-oriented businesses, but also transform into a new residential neighborhood as well. There has been an uptick in the retail market with the addition of new restaurants and consumer goods shops. These accomplishments were achieved within the teeth of the "Great Recession."



Todd Mansfield  
Chairman  
Board of Directors



Michael Smith  
President and CEO

Our community has also made great strides to demonstrate that environmental sustainability is not just good for the planet....but that it also can be a driver for economic development. Founded on a unique collaboration of Duke Energy, CISCO, Charlotte Center City Partners and nine other partners and a private investment of more than \$5.4 million, the launching of 'Envision: Charlotte' at the Clinton Global Initiative's conference proved that the Uptown office market can differentiate itself by reducing operating costs and greenhouse gases at the same time. This innovative effort will help us continue to attract employers and talent to a place that cares about the environment.

Next year, we can look forward to: achieving more wins in federal funding to build out the 2030 Transit System Plan; the installation of electric vehicle charging stations throughout Center City; moving forward toward the adoption of the Center City 2020 Vision Plan which fosters the linkage of the residential, educational and commercial communities in and surrounding Uptown; and turning our attention to creating a strategic plan for Historic South End. Under the umbrella of the "Find Your Center" brand, we'll continue to drive curiosity about the urban core to support businesses and to attract residents and visitors from around the region and the world to enjoy our vibrant nightlife and entertaining festivals....and, as always, presented with Charlotte's special dose of Southern charm and hospitality.





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The annual State of the Center City Report was created to highlight the growth and development of Charlotte’s urban core over the past year. The contents of this report pertain to Uptown, Charlotte’s Central Business District (CBD), South End, and a portion of the Midtown neighborhood as noted by the Blue Area on the Reference Map on page 24. Data associated with the term ‘3 Mile Ring’ pertains to all the neighborhoods within 3 miles of “The Square” at Trade & Tryon Streets.

The report is prepared by Charlotte Center City Partners (CCCP), a 501(c)4 not-for-profit corporation that provides advocacy and constituent services for Uptown and Historic South End related to economic development and planning, transportation, neighborhood development, marketing and communications, as well as programs and events. CCCP facilitates and promotes the economic, cultural and residential development of the urban core. The organization’s vision is to create a viable, livable and memorable Center City with distinct neighborhoods connected by unique infrastructure.

# WORK

2010 was a dynamic year for the Uptown office market. Duke Energy Center and 1 Bank of America Center were delivered. Through the development of these and other buildings, Uptown now boasts over 41% of Mecklenburg County's office space. During this same time, Uptown led the nation in office space absorption, totaling 1.2 million square feet.

## FAST FACTS - UPTOWN

% of County Office Space	41%
Office Square Footage	19 million
Class A - Office Square Footage	13.3 million
Office Vacancy Rate	12.8%*
% of County Wages	16%
Total Wages	\$4.7 billion
% of County Employees	15%
Total Employees	82,867

\*Average 4Q 2010 vacancy rate from Cassidy Turley, CB Richard Ellis & Jones Lang LaSalle

This space was filled by businesses such as Citco, Synergy Insurance Coverage and RedF Marketing. And in late 2010, Shaw Power Group announced the addition of 225 employees, strengthening their commitment to Uptown. The office market has been strong in South End as well, welcoming businesses such as Kimley Horn, Tribble Creative Group and Balfour Beatty Construction. Center City has emerged from the down economy and continues to diversify and attract talented employees who want to work in a vibrant, dynamic environment.

Rising vacancy rates stabilized with the delivery of over 2 million square feet of office space. An overall shift in the market has occurred with banks moving from third party-owned space to their own real estate. Rates have declined from \$26.78 in early 2010 to \$23.64 in the first quarter of 2011. However, rates in some suburban submarkets increased in this same period. Premier office space that has been otherwise spoken for is now available, creating a wide variety of options for potential Uptown prospects. Uptown and South End are poised to continue their dominance in the regional office market in the coming year.

## NEW UPTOWN OFFICE TENANTS\*

FIRM	TYPE	LOCATION
CapTech Ventures, Inc.	Technology	Charlotte Plaza
Citco	Financial Services	Charlotte Plaza
Kforce Professional Staffing	Support	200 South Tryon
Meltwater Group	Technology	Carillon Building
RedF Marketing	Media / Marketing	222 South Church
Synergy Insurance	Insurance	217 South Tryon

## NEW SOUTH END OFFICE TENANTS\*

FIRM	TYPE	LOCATION
Balfour Beatty	Construction	Design Center for the Carolinas
Intec Group, Inc.	Architecture	Camden Village West
JHE Production Group	Media / Marketing	Atherton Lofts
Kimley Horn & Associates	Planning / Engineering	Atherton Mills
RAM Office	Real Estate	Design Center for the Carolinas
Tribble Creative Group	Media / Marketing	1700 Camden Road

*\*This is not a complete list, but a representative sample of the business types, sizes and locations that have moved to Center City in the last year.*

*Source: Charlotte Center City Partners (2011).*

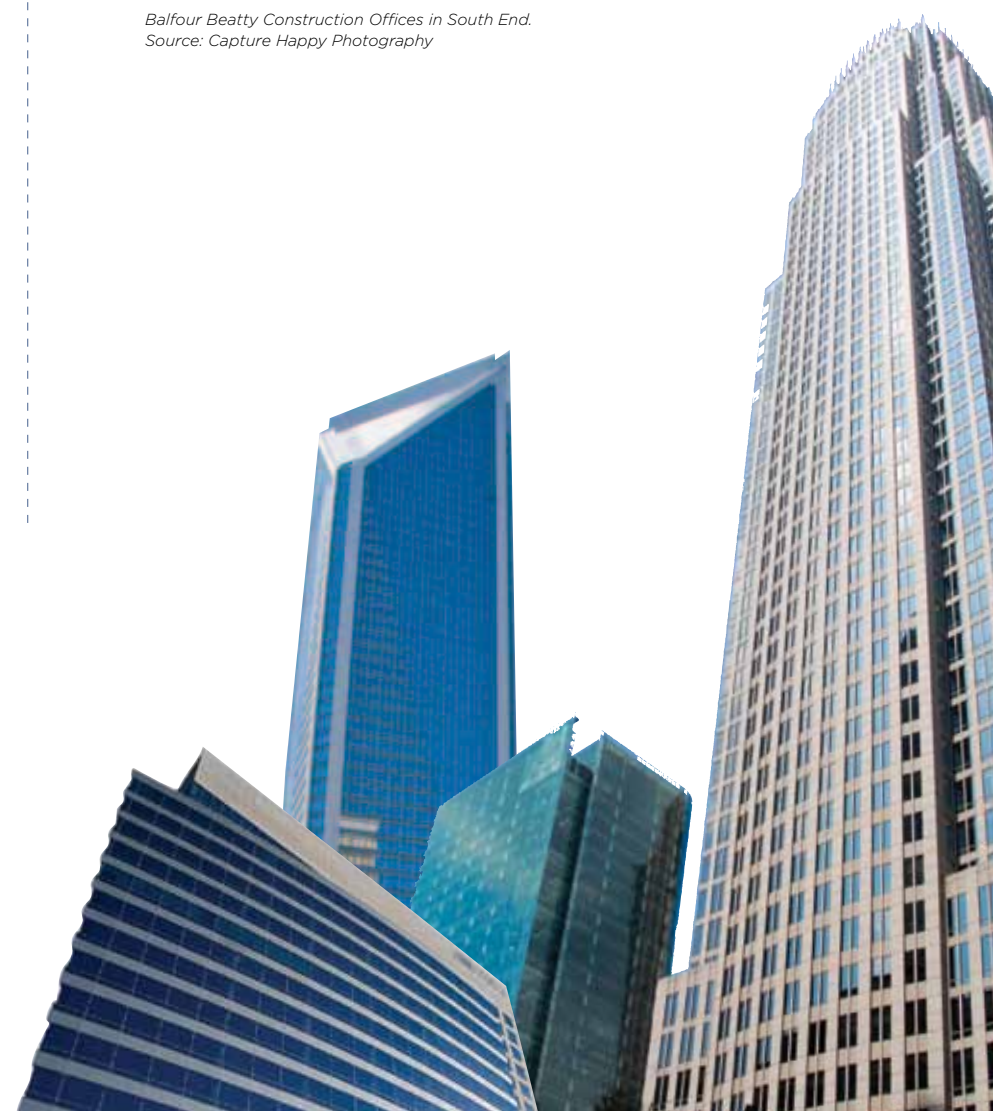
## \* “Being located in Center City fulfills Balfour Beatty’s priority

to provide additional service and convenience for our corporate, professional services and public sector clients and enhances our ongoing community engagement focus.”

*- John Woodcock, President, Balfour Beatty Construction Carolinas Division*

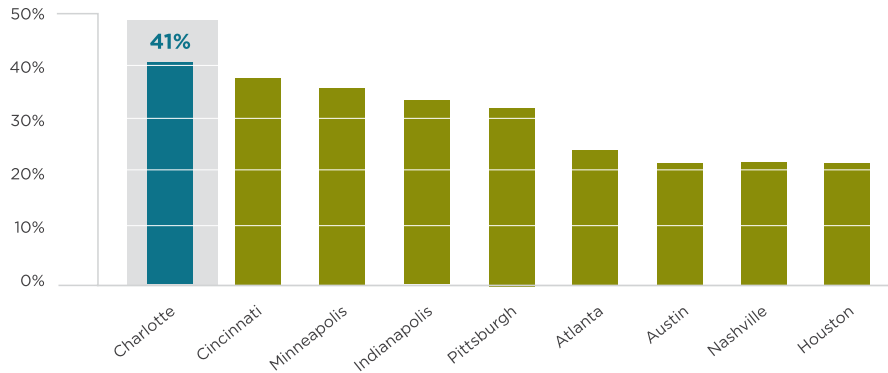


*Balfour Beatty Construction Offices in South End.  
Source: Capture Happy Photography*



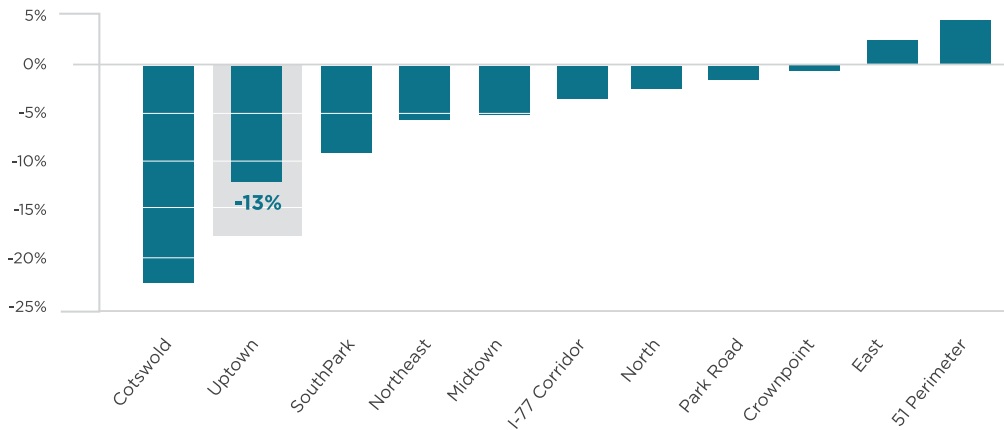
## CBD OFFICE SPACE

(Market Share as % of Total Market)



## CHARLOTTE OFFICE SUBMARKET LEASE RATES

(% Change between 4Q 2009 - 4Q 2010)



Source: CB Richard Ellis 4Q Market Reports (2010).

## Top 3 Reasons Businesses Choose Charlotte

- Availability of Appropriate Workforce
- Location / Accessibility to the Market
- Quality / Availability of Incentives

Source: DCI, LGA. "A Survey of Location Advisors" (2010).



**Uptown is the regional center of commerce.**

## CENTER CITY HIGHER EDUCATION INSTITUTIONS

INSTITUTION	ENROLLMENT
Central Piedmont Community College	15,400
Johnson & Wales University	2,500
Johnson C. Smith University	1,500
UNC Charlotte Center City	1,000
Kings College	650
Carolinas College of Health Sciences	500
Charlotte School of Law	500
Presbyterian School of Nursing at Queens	500
Wake Forest University Charlotte Center	opening 2011

Institutional growth is important to the future success of Center City. More academic institutions are locating here due to access to employees and potential students.



\* **Uptown Charlotte led the nation in total office space absorption totaling 1.2 million square feet.**

### UPTOWN CLASS A SUBMARKET

Absorption, Vacancies & Deliveries



Source: Jones Lang LaSalle (2010).



## WHERE UPTOWN EMPLOYEES LIVE

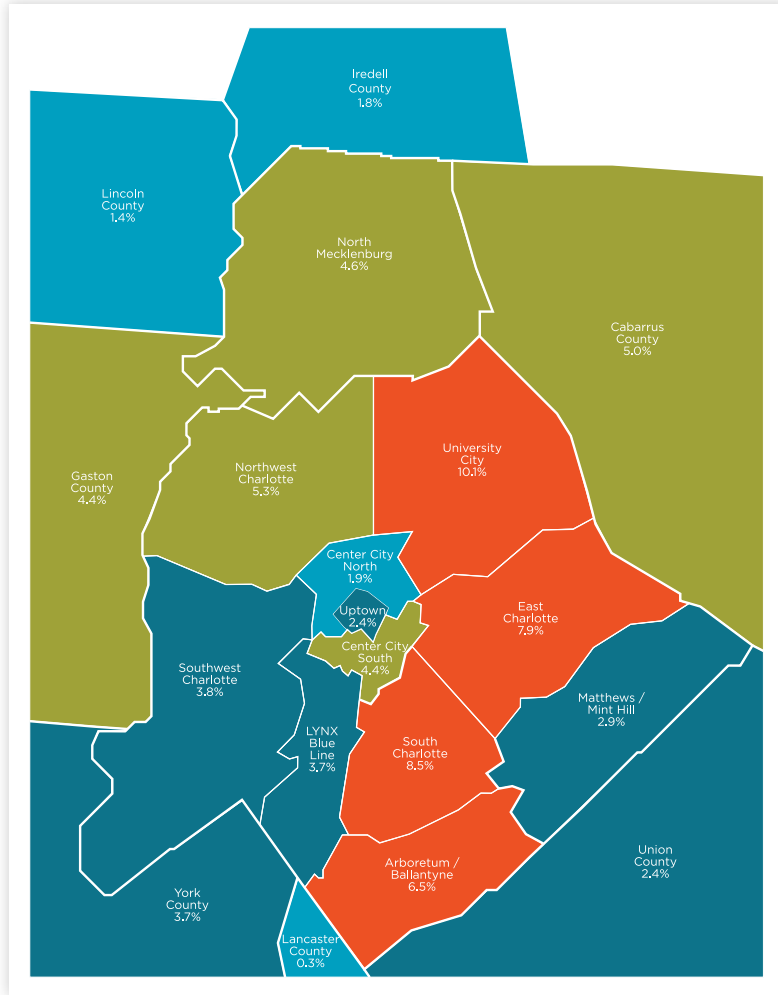
## UPTOWN EMPLOYEE WAGES (2007)

(In Hundreds of Millions)

	UPTOWN		MECKLENBURG		REGION	
<b>All Jobs</b>	<b>\$4,739</b>	<b>100%</b>	<b>\$28,414</b>	<b>100%</b>	<b>\$40,119</b>	<b>100%</b>
Office Sector	\$3,190	67.3%	\$9,981	35.1%	\$12,014	29.9%
Education & Healthcare	\$339	7.2%	\$3,978	14%	\$6,167	15.4%
Leisure & Hospitality	\$213	4.5%	\$1,288	4.5%	\$1,958	4.9%
Manufacturing & Construction	\$182	3.8%	\$4,624	16.3%	\$7,833	19.5%
Public Administration	\$463	9.8%	\$546	1.9%	\$902	2.3%
All Other Industries	\$350	7.4%	\$7,955	28.1%	\$11,242	28%

## UPTOWN EMPLOYMENT (2007)

	UPTOWN		MECKLENBURG		REGION	
<b>All Jobs</b>	<b>82,867</b>	<b>100%</b>	<b>561,911</b>	<b>100%</b>	<b>871,367</b>	<b>100%</b>
Office Sector	43,388	52.4%	138,753	24.7%	175,701	20.2%
Education & Healthcare	8,523	10.3%	89,052	15.8%	148,163	17%
Leisure & Hospitality	7,553	9.1%	55,099	9.8%	87,666	10.1%
Manufacturing & Construction	3,054	3.7%	75,900	13.5%	150,347	17.3%
Public Administration	10,537	12.7%	12,423	2.2%	20,876	2.4%
All Other Industries	9,812	11.8%	190,684	33.9%	288,613	33.1%



■ Less than 2 %   
 ■ 2 - 4 %   
 ■ 4 - 6 %   
 ■ 6% and greater

Source: Kingsley, Christopher E. "Employment in Uptown Charlotte: Measuring the importance of the Charlotte CBD to the City and the Region" Charlotte Center City Partners (2011).

**\* Uptown is centrally located & attracts talent from around the region.**

# LIVE

Charlotte's Center City is a collection of vibrant, unique, diverse, and eclectic neighborhoods. In total, there are nearly 40,000 housing units within a 3 mile radius of "The Square" in nearly 50 neighborhoods with a population of over 70,000 people. Housing choices have increased with the completion of several projects.

## FAST FACTS

	UPTOWN	3 MILE RING
Total Housing Units	7,168	38,961
% of Housing Built after 2000	46%	16%
Median Gross Rent	\$834	\$786
Median Unit Value	\$280,360	\$249,498
Estimated Population	8,946	71,113
Median Household Income	\$46,498	\$49,225
Non-Single Household %	19%	48%
Average Family Size	1.9	2.5

*Source: US Census Bureau. American Community Survey 5 year estimates (2005-2009).*

The Vue, Uptown's tallest residential tower with over 400 units, opened its doors to residents in 2010. One of the most exciting development stories in Center City this year occurred in South End. In addition to continuing to grow as a place to work, South End has also evolved into a vibrant place to live. New apartment complexes have added thousands of new residents to this urban neighborhood, growing from 745 to 2,215 rental units.

There is good news on the horizon as the Center City housing market has begun to stabilize, in particular the apartment market. As vacancy rates have decreased, more apartments will be built to meet new demand. Slated for completion in fall 2012, the Park project Uptown has new owners with a new vision that includes condominiums, hotel rooms, and a rooftop restaurant. Center City's superior amenities make it a great choice for young professionals, empty nesters and for those who are ready to raise a family. It is supported by an ever expanding transit system, home to incredible cultural institutions, and is connected by tree-lined streets and the Little Sugar Creek and Irwin Creek Greenways.

**\* 58% of residents living Uptown have moved there in the past 5 years.**

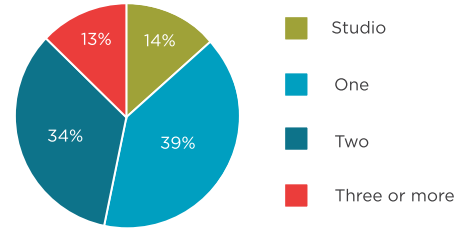
**COMPLETED HOUSING (2010)**

	STORIES	UNITS
The Vue	50	403
1225 South Church	4	200
Millennium South End	5	269
Southend Townes	3	7
Spectrum South End	4	331

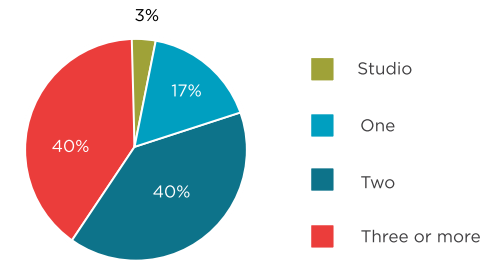
Source: Charlotte Center City Partners (2011).

**NUMBER OF BEDROOMS**

**UPTOWN**



**3 MILE RING**



Source: US Census Bureau. American Community Survey 5 Year Estimates (2005-2009).

**\* Over 4,000 housing units have been built in Uptown & South End in the past five years.**



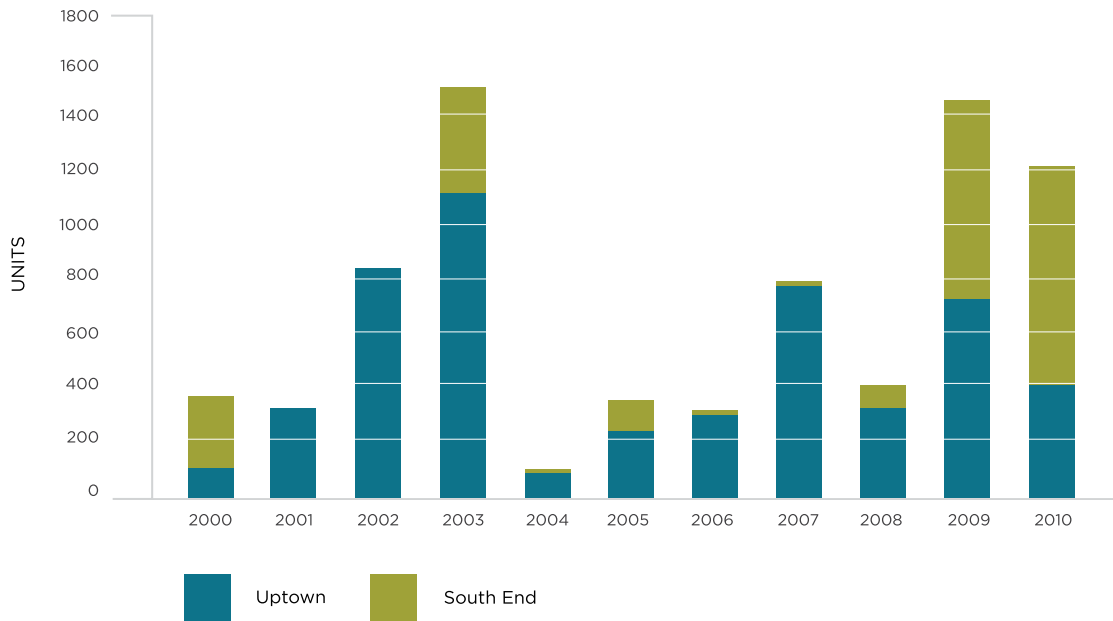
**SOUTH END FACTS**

Total Population	2,960
Total Housing Units	2,855
Rental Units	2,215
For Sale Units	640
Average Monthly Rental Range	\$870 - \$2,000

Source: Charlotte Center City Partners (2011).



## HOUSING MARKET GROWTH (2000 - 2010)



Source: Charlotte Center City Partners (2011).

## 3 Mile Ring Amenities



- 228**.....Acres of Parks
- 200+**.....Houses of Worship
- 110+**.....Physicians & Dentists
- 10**.....Public Libraries
- 7**.....Miles of Greenways
- 7**.....Recreation Centers
- 3**.....Hospitals

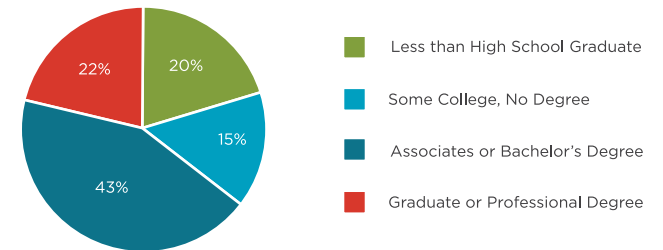
## 3 MILE RING EDUCATION

Primary School Institutions	17
Primary School Enrollment	4,583
Higher Education Institutions	9
Higher Education Enrollment	22,550
Daycare Facilities	28
Daycare Capacity	2,817

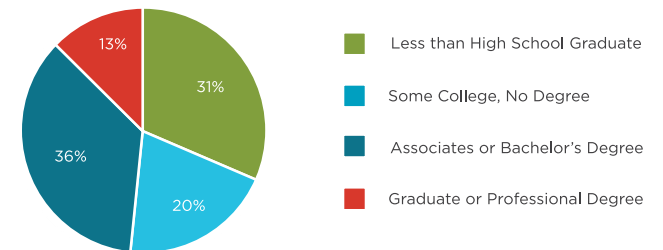
Source: Charlotte-Mecklenburg Schools, Child Care Resources, Inc. (2011).

## EDUCATIONAL ATTAINMENT

### UPTOWN



### MECKLENBURG COUNTY

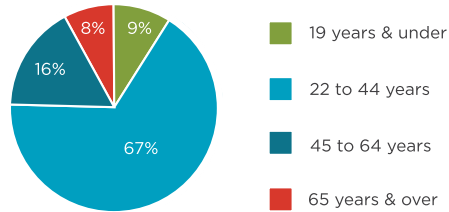


Source: US Census Bureau, American Community Survey 5 Year Estimates (2005 - 2009).

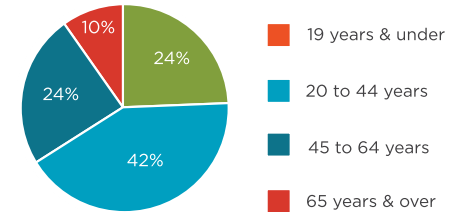


**\* The center of the region is diverse, inclusive and affordable.**

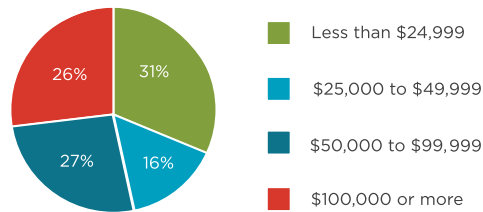
**AGE**  
UPTOWN



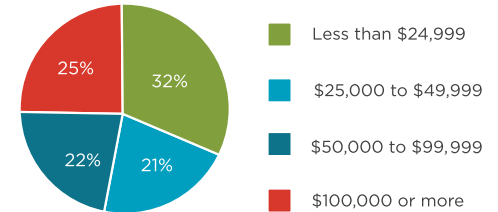
**3 MILE RING**



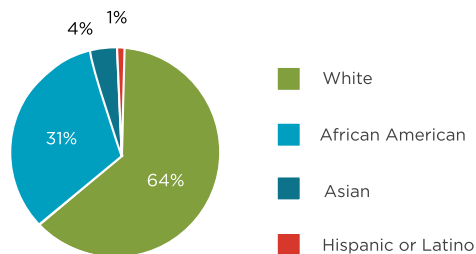
**INCOME**  
UPTOWN



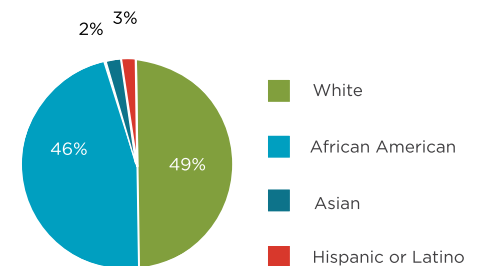
**3 MILE RING**



**RACE & ETHNICITY**  
UPTOWN



**3 MILE RING**



Source: US Census Bureau. American Community Survey 5 Year Estimates (2005 - 2009).

# SHOP

Uptown, South End, and Midtown's market has proven to be resilient amidst a lagging national retail landscape. The delivery of several new commercial properties has expanded retail offerings and vacancy rates are on the decline.

## FAST FACTS - RETAIL

Total Retail Square Feet - Uptown	2,063,027
Total Square Feet Delivered Between 2008-10 - Uptown	688,824
Number of New Establishments in 2010 - Uptown	33
Number of New Establishments in 2010 - South End	14

*Source: Charlotte Center City Partners, Economic Development (2011).*

Retailers such as Jos. A. Bank Clothiers relocated their store to a larger space in Founders Hall. Emeril Lagasse announced a new restaurant in the Duke Energy Center and electronic provider Bang Olufsen located in South End, allowing them to attract customers in Center City neighborhoods as well as Uptown employees.

Retail is driven by density and access to customers, both of which have been on the rise over the past decade in Center City. In the past two years, occupied Uptown retail space has grown by over 20% and has continued to diversify. Atherton

Market opened in 2010 to give South End residents another option to buy fresh food. Flex + Fit is coming to Uptown with retail, fitness and cooking classes. New restaurants catering to residents as well as employees are starting to become more prominent with the recent additions of Newk's, Panera Bread, and Sauceman's. Dining and nightlife establishments continue to expand throughout the Center City, including recent openings at the North Carolina Music Factory, EpiCentre, and Metropolitan. New retail opportunities, including the new City Market at Seventh Street Station, are expected as employment and population continue to increase in Center City.

## UPTOWN RETAIL GROWTH (2008 - 2010)

(In Square Feet)

	2008	2010	% CHANGE
Pharmacy	16,896	32,162	90.4%
Grocery	35,924	53,836	49.9%
Restaurants	389,769	555,008	42.4%
Fast Food	130,155	153,878	18.2%
Office Supply / Service	20,433	22,693	11.0%
Fitness	108,087	117,633	8.8%
Personal Care	48,027	50,845	5.9%
Clubs	128,153	133,177	3.9%
Consumer Goods	317,204	313,897	-1.0%
Sundries and Dry Cleaners	32,809	32,341	-1.4%
Miscellaneous (1)	44,144	69,950	58.5%

1) Includes art, auto, book, concierge, florist, gas stations, photography, travel & wireless establishments.

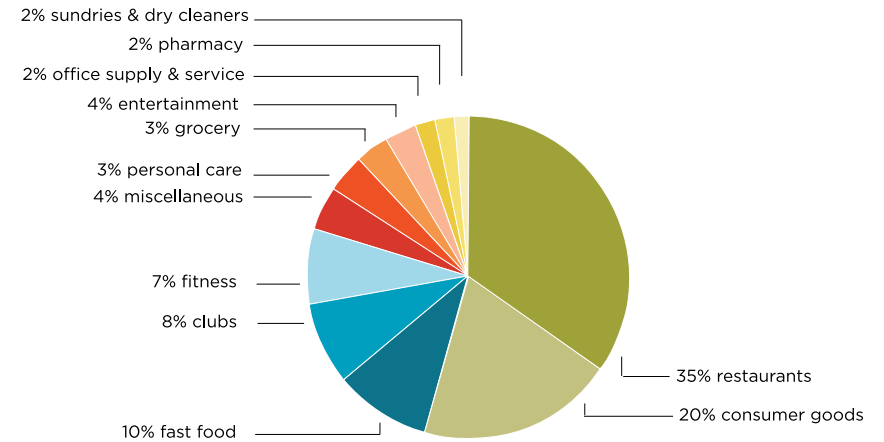
Source: Uptown Retail Space Inventory, Charlotte Center City Partners (2011).

## \* \$505 million in retail spending power Uptown

generated by Uptown's 11 million visitors, over 83,000 employees, and nearly 9,000 residents.



## UPTOWN RETAIL SQUARE FOOTAGE



Source: Charlotte Center City Partners, Uptown Retail Space Inventory (2011).

## NEW SOUTH END RETAILERS

DINING & NIGHTLIFE

- Big Ben British Restaurant & Pub
- ICEHOUSE South End
- Luna's Living Kitchen
- LUX Charlotte
- Marigny Dance Club
- Midnight Diner
- Sauceman's

PERSONAL CARE

- Cannon Pharmacy
- Queen City Nails
- ReSalon & Medspa
- Sola Salon Studios

CONSUMER GOODS

- Atherton Mill Market
- Bang & Olufsen Southend
- CF Computer Store
- Unexpected Finds



Source: Edens & Avant

# PLAY

Center City is the region's home to hospitality and culture. Over 11 million people visit Uptown and South End annually, taking advantage of the thriving nightlife scene, new museums and art galleries, and sports and entertainment venues.

## FAST FACTS

Average Visitor Spending by Party	\$821
Average Visitor Length of Visit	3.78 days
Visitor Median Household Income	\$49,400
Total Number of Arts, Culture & Entertainment Venues / Organizations	50
Attendance at Charlotte Center City Partners Sponsored Events	650,000

Source: TNS Travel American Survey, Charlotte Center City Partners (2011).

New research indicates that most visitors are here to see friends and relatives spending over half of their money in shops and restaurants, entertainment venues, and other Center City amenities. Visitors and residents alike have had the chance to experience new venues in 2010 with the Mint Museum, Bechtler Museum, Knight Theatre, North Carolina Dance Theatre and NASCAR Hall of Fame opening their doors. The new 40,000 square foot Crown Ballroom and 163 room Hotel Sierra enhance Uptown as a convention destination. The North Carolina Music Factory, home to the 5,000 seat Time

Warner Cable Uptown Amphitheatre and 2,000 seat Fillmore Charlotte, has become the center of live music for the region. Uptown and South End are also home to Charlotte's community events. Festivals such as First Night Charlotte, South End Soul, July 4th Fireworks, Time Warner Cable BBQ & Blues, Holidays in the City and in 2010, the opening ceremony of the NASCAR Hall of Fame, provide everyone a safe and affordable form of entertainment. Whether it's a live concert, a Broadway show, or a sporting event, Center City has something for everyone.





## CONVENTION CENTER FACTS

Exhibit Space	280,000 SF
Crown Ballroom	40,000 SF
Main Ballroom	35,000 SF
Meeting Rooms	46 Rooms / 90,000 SF

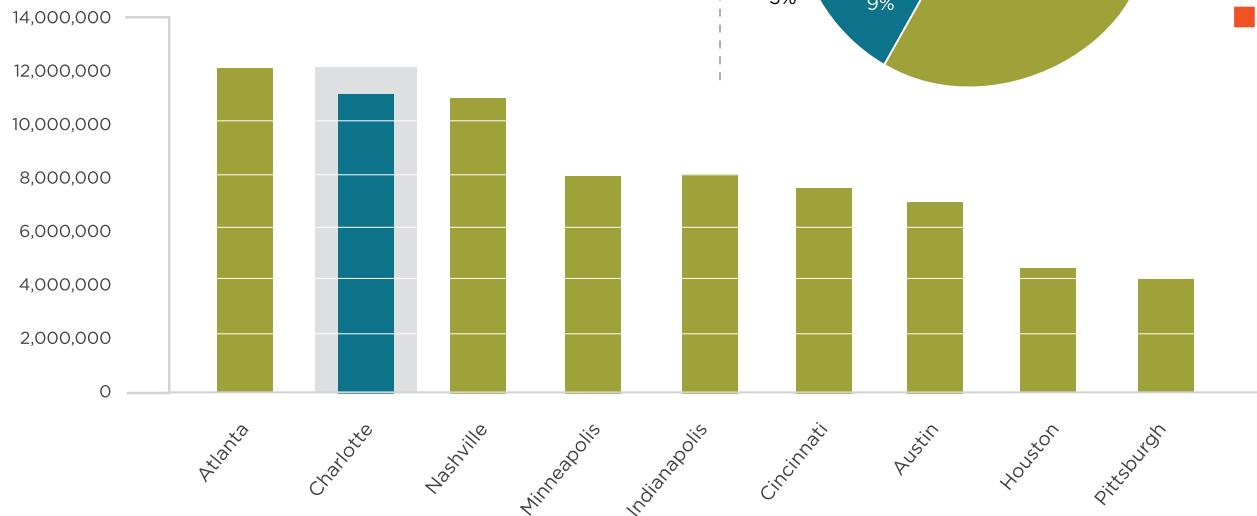
## UPTOWN HOTEL FACTS

	2010	2009
Total Number of Hotel Rooms	4,337	4,214
Hotel Occupancy	64.9%	58.2%
Hotel Average Daily Rate	\$127.37	\$124.54

Source: Charlotte Regional Visitors Authority (2011).



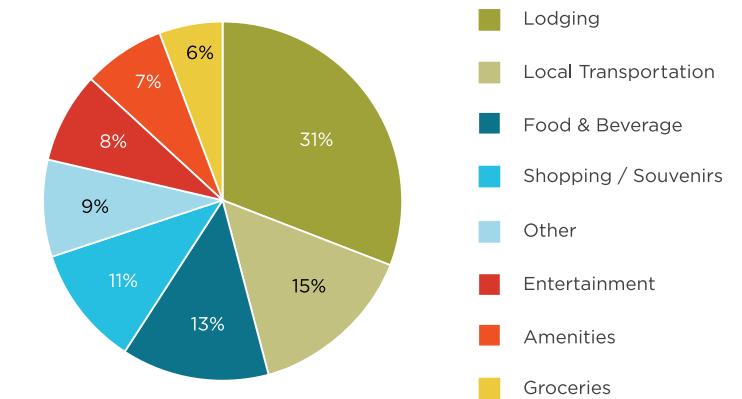
## CBD ANNUAL VISITORS



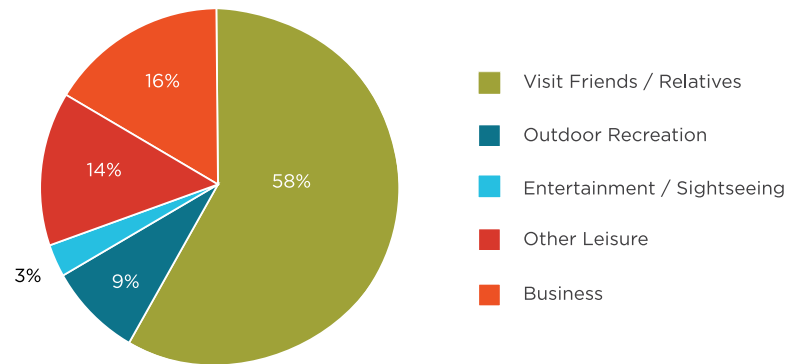
Source: TNS Travel America Survey (2011).



## CENTER CITY VISITOR SPENDING



## CENTER CITY VISITOR PURPOSE



Center City is home to major events that are enjoyed by people from all over the region and the nation.

**South End Soul** - Charlotte's creative festival, this annual event celebrates the culture that is integral to the South End district. The event brings together individuals and organizations from across the design spectrum and provides a forum for the creative community to explore issues, showcase ideas, and generate business with a regional audience.



**July 4th Fireworks** - This Fourth of July community celebration offers excitement for the entire family. Activities include sack races, giant inflatable slides, watermelon eating, tug-of-war contests and of course fireworks. This alcohol-free event was attended by over 300,000 people last year.



**Time Warner Cable BBQ & Blues** - This Memphis BBQ Network-sanctioned event celebrating southern music and cuisine features more than 100 BBQ teams competing for over \$30,000 in cash and prizes. 150,000 attendees experience Uptown transform into a backyard BBQ during this three day fall festival.

**Holidays in the City** - This annual marketing event promotes Charlotte as a destination during the holiday period from Thanksgiving to New Years Eve. Events produced during this timeframe include the Belk Carolinas Carrousel Parade, the Center City Tree Lighting, Twelve Holiday Market, Dr. Pepper ACC Championship Festival and Game, and the Belk Bowl Festival, Pep Rally, and Game.



**Food Lion Speed Street** - For over 25 years, this festival has been commemorating the May races at Charlotte Motor Speedway with spectacular family-oriented events that personify the tremendous growth of motor sports. Come see your favorite driver or band during this three day festival.

**Presbyterian Hospital Invitational Criterium** - Held on the streets of Uptown Charlotte, this exciting bike race pits the best men's and women's cyclists from around the world on a 1.2 mile road course. Tens of thousands of spectators gather along the course to watch over 180 cyclists vie for prize money, with the proceeds of the race supporting the Brain Tumor Fund for the Carolinas.





## First Night

is Charlotte's New Year's Eve celebration of art, culture and community. From 3pm till midnight, musicians, dancers, actors and artists celebrate in the heart of Uptown. Over 50,000 people rang in 2011 at this alcohol-free, family friendly event.

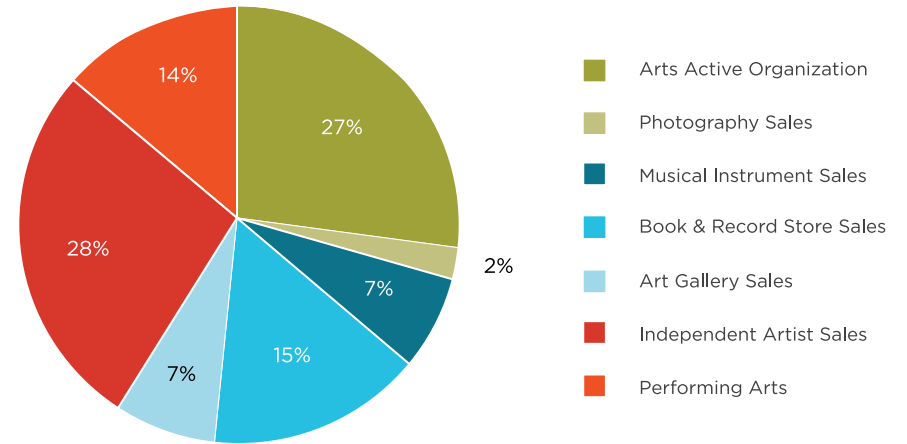
Source: PatrickSchneiderPhoto.com

## ATTENDANCE OF SELECT VENUES & ORGANIZATIONS (2011)

Discovery Place	486,207
Blumenthal Performing Arts Center	474,719
Charlotte Symphony	146,635
Mint Museum Uptown	121,963
The Light Factory	90,905
Harvey B. Gantt Center for African-American Arts & Culture	90,033
Levine Museum of the New South	67,893
Opera Carolina	55,121
Bechtler Museum of Modern Art	35,003
North Carolina Dance Theatre	30,801
McColl Center for Visual Art	22,117

Source: Arts & Science Council (2010).

## CREATIVE VITALITY INDEX REVENUES (2008)



Source: Charlotte-Mecklenburg Creative Vitality Index, Arts & Science Council (2008).

The Creative Vitality Index (CVI) is a measure of the health of the creative economy in Charlotte. The creative economy includes for-profit and not-for-profit arts-related enterprises.



## In 2010, the Little Sugar Creek Greenway

was extended from Carolinas Medical Center to the Metropolitan in Midtown.



# ON *the* GO












In 2010, a variety of transportation-related projects came to fruition laying the groundwork for future projects to be implemented. Plans to extend rapid transit still enjoy great public support, highlighted by the awarding of a \$24.99 million federal grant to begin construction on a portion of the Center City streetcar line,

## FAST FACTS

Investment Underway in a Regional Transit System	\$3 Billion
Parking Spaces - Uptown	48,995
Average Daily Parking Rate - Uptown	\$11
Average Monthly Parking Rate - Uptown	\$96
CATS Bus Routes that Serve - Uptown	57
Annual LYNX Blue Line Ridership	4.8 Million
Annual Gold Rush Ridership	1 Million
Annual CATS System Ridership	24.5 Million
Charlotte Douglas International Airport Passengers Served	38.2 Million

as well as funding to continue to plan for the LYNX Blue Line extension to UNC Charlotte. In February, Gold Rush service was extended west to Johnson C. Smith University and east to Central Piedmont Community College, improving the connection between adjoining neighborhoods and Uptown. State-of-the-art wayfinding and parking guidance systems were installed, providing real-time information to visitors, residents, and employees. The Little Sugar Creek Greenway was extended from Carolinas Medical Center to Metropolitan in Midtown, enhancing pedestrian and cycling connectivity and providing additional recreation space. The final segment of the greenway in Midtown will be complete in 2011. Looking ahead to 2011, 50 electric vehicle charging stations will be installed in Center City, supporting the vision of creating the most environmentally sustainable urban core in the Southeast.



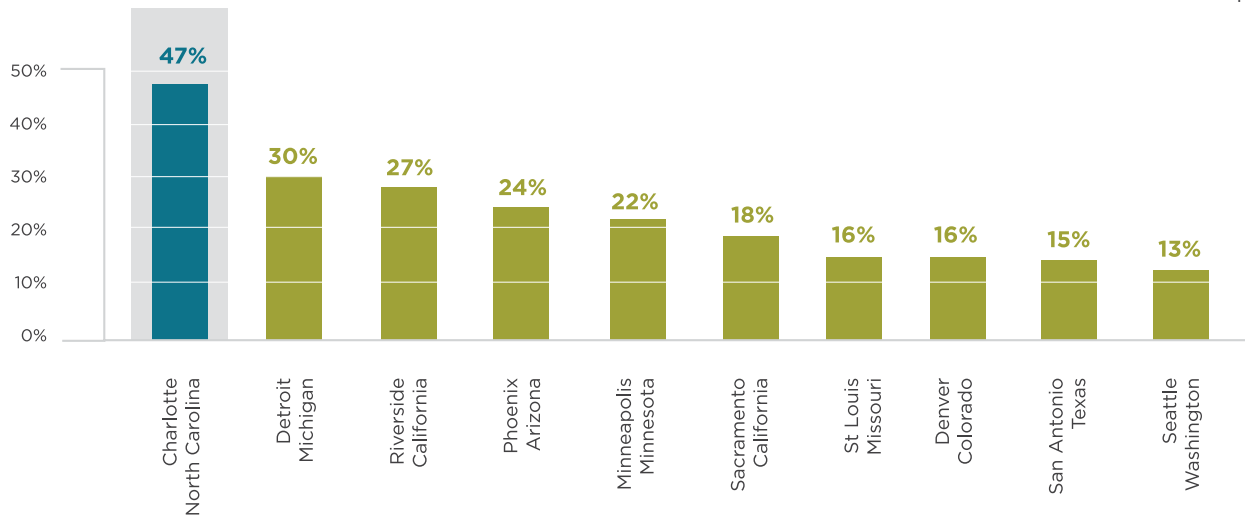
-  Structured Parking
-  Current & Planned Parks
-  LYNX Light Rail (existing)
-  LYNX Light Rail (planned)
-  LYNX Commuter Rail (planned)
-  Center City Streetcar (planned)
-  LYNX Bus Rapid Transit (planned)
-  High Speed Rail (planned)
-  Gold Rush
-  Electric Vehicle Charging Stations
-  Smart Parking Decks

**\* In February the Gold Rush moved nearly 80,000 riders** on expanded service to Johnson C. Smith University and Central Piedmont Community College.



Source: Mecklenburg County GIS (2010).

### TRANSIT TRIP GROWTH (2006 - 2008)



Source: Charlotte Area Transit System Annual Report - Based on American Community Survey Data (2010).

Charlotte is now providing real-time parking space availability information for 15 Uptown decks.





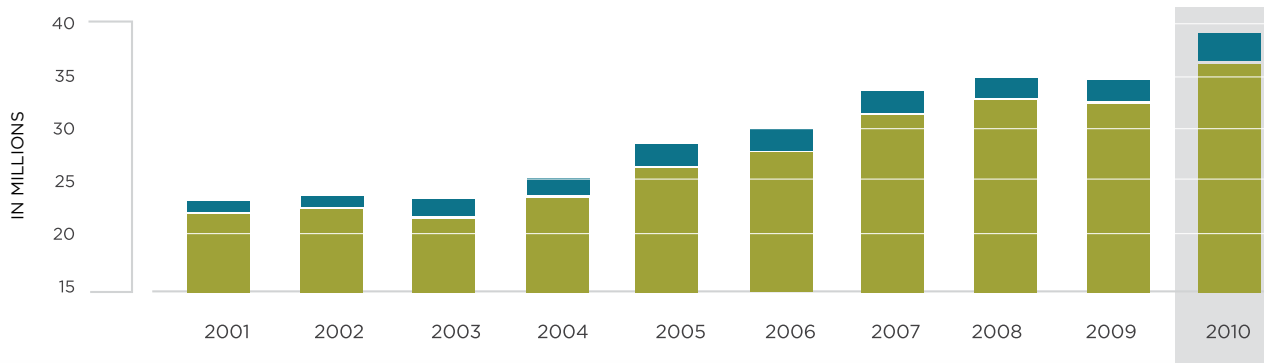
\* **Over 14.5 million passengers have used the LYNX Blue Line since opening in fall 2007**

A recent local survey mirrors national research findings that biking and walking have nearly doubled in Charlotte and across the U.S. over the past decade.

*Source: The National Biking & Walking Study, Charlotte Center City Partners (2010).*



## CHARLOTTE DOUGLAS INTERNATIONAL AIRPORT PASSENGER ACTIVITY



*Source: CLT Traffic & Activity Reports, December YTD (2010).*

Charlotte Douglas International Airport is the 25th busiest airport in the world, offering non-stop service to 134 cities, including 22 international destinations.

*Source: Airport Council International (2011).*



# ON *the* HORIZON



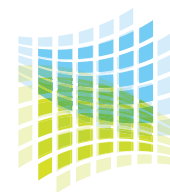
**Charlotte In 2012**  
*Reaching for Tomorrow*

## 2012 Democratic National Convention

On February 1, 2011, Charlotte was named the host city for the 2012 Democratic National Convention (DNC). The DNC, scheduled for the week of September 3, 2012, will attract an estimated 35,000 to 50,000 visitors to Charlotte including delegates, national and international media and key policy and political leaders. Uptown will take center stage for this international event, where many of the meetings and entertainment activities will take place at the Convention Center and Time Warner Cable Arena. More information can be found on the DNC by visiting [charlottein2012.com](http://charlottein2012.com).

## Envision: Charlotte

Envision: Charlotte is a unique public-private collaboration that is leading Charlotte to become a global model for environmental sustainability with measurable community results. Envision: Charlotte promotes the notion that environmental sustainability, when combined with a pro-business approach, benefits the regional economy. This is achieved through perpetual stewardship of natural resources in the areas of energy, water, air and waste. Envision: Charlotte is a collaboration of partners including Duke Energy, Cisco, Verizon, Intelligent Buildings, Bank of America, Wells Fargo, the City of Charlotte and Mecklenburg County, Environmental Defense Fund, State of North Carolina / Dept. of Energy, UNC Charlotte, Charlotte Regional Partnership, and Charlotte Center City Partners (CCCP).



**ENVISION: CHARLOTTE**  
UNITING FOR A SUSTAINABLE CITY





## Revising Historic South End

The leadership of Historic South End will convene a Commission to review the way resources are invested in the district. They will use independently facilitated focus groups, community meetings and district-wide surveys to gather input. The goal is to create a refined vision for 2011 - 2012 that creates specific goals and a defined plan for partnership, resource allocation and advocacy in South End driven by its leaders and stakeholders.

## City Market

CCCP is leading the effort to establish a public market hall in Uptown. Building on the momentum of the Center City Green Market that was founded in 1998, the market will include approximately 30 - 40 individual small businesses and feature high-quality, products sold at reasonable prices. Produce and products from local farmers and vendors will help improve our community's health by providing year-round access to fresh foods. Products are proposed to be unique and multicultural representing Charlotte's growing mix of people from across the globe as well as its Southern heritage. The market hall will include a restaurant and café, a 'wellness center' and butcher shops, a deli and a bakery. The presenting sponsor is Carolinas HealthCare System and is joined by founding sponsor Blue Cross and Blue Shield of North Carolina. The City Market will open in 2011 at the Seventh Street Station in First Ward.

## 2020 Vision Plan

CCCP, the City of Charlotte and Mecklenburg County have been working over the last 18 months to create the 2020 Vision Plan to guide the growth of our urban core over the next 10-20 years. Working with the consultant team led by MIG, Inc. the City Council will consider adoption of the Plan in 2011. For more information visit [centercity2020.org](http://centercity2020.org).



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Ally Oelerich, Communication Associate  
Mike Rumph, New Media Associate  
Adrienne Schreur, Event Coordinator  
Rashaan Peek, Executive Assistant to the President  
Jovonna Mozeak, Office Administrator & Project Manager

# DESIGN

Kara Hollinger-Bulla  
3pm Creative Group // [www.3pmcreativegroup.com](http://www.3pmcreativegroup.com)





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[charlottecentercity.org](http://charlottecentercity.org)



[historicsouthend.com](http://historicsouthend.com)



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Charlotte CENTER CITY Partners

200 South Tryon Street, Suite 1600 Charlotte, NC 28202 (704) 333.2227

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