



Board of Directors Meeting

South End Field House

1327 S. Mint Street

February 17, 2011

3:00 - 5:00pm

Agenda

Executive Session

Todd Mansfield

Chairman's Report

Todd Mansfield

- Welcome
- Minutes Approval (*Action Required*)
- Financial Report
- Program of Work FY12 (*Action Required*)
- City Council Partner Review

**Bob Hambright
Michael Smith
Todd Mansfield**

Planning & Development

- 2020 Vision Plan Report
- City Market

**David Furman
Ann Caulkins**

Economic Development (Tracy Dodson)

Michael Smith

Marketing & Events

Jennifer Appleby

- First Night Charlotte 2010
- Holidays in the City 2010
- Spring Events
- Marketing Update

Neighborhood Development

Rob Cummings

Historic South End Report

Rick Thurmond

President's Report

Michael Smith

- DNC
- National PR Update
 - Location Advisors Survey
- New Markets Tax Credit
- Envision: Charlotte Update
- Gold Rush

**Ernie Reigel
Steve Luquire
Michael Smith**

New Business

Todd Mansfield

Center City Vision Awards

Thursday, April 14

Charlotte Convention Center

6:00pm

Next Board Meeting

Thursday, May 12, 2011

TBD

3:00 - 5:00pm

Board of Director's Meeting

December 2, 2010
3:00 - 5:00 pm
200 South Tryon, Suite 1600

AGENDA

Attendees: Todd Mansfield, Pierre Bader, Debra Campbell, Rob Carter, Ann Caulkins, Rob, Cummings, Al de Molina, Phil Dubois, Art Gallagher, Bob Hambricht, Steve Harris, Carol Hevey, Ernie Reigel, Laura Schulte, Rick Thurmond, Krista Tillman, Eulada Watt, and Fred Whitfield

Staff: Michael Smith; Ted Boyd, Tracy Dodson; Darlene Heater, Robert Krumbine, Cheryl Myers, Rashaan Peek and Eleni Saunders

Guest: Jeff Estes, Malcolm Graham and Vincent Davis

Todd Mansfield called the meeting to order. He congratulated Jennifer Appleby, Carol Hevey, and Laura Schulte on being selected as one of Charlottes USA 20 Dynamic Women.

Minutes

The minutes from August 26 were approved as written.

Finance Report

Bob Hambricht reviewed the financial statements Year to date, October 31, 2010, CCCP and CAF consolidated net revenues over expenses were \$3,905 favorable to budget.

Bob then introduced Jim Ratchford, Partner at Cherry, Bekaert & Holland, LLP who reviewed the 2009 Audit. The audit received a clean opinion and was approved unanimously as submitted.

Planning and Development

2020 Vision Plan

Ann Caulkins reviewed the progress and next steps of the 2020 Vision plan. On November 18th the final community workshop was held at the Convention Center. The draft plan was enclosed in the hand outs for review. She asked that each member take time to read it and submit feedback.

Cheryl Myers updated the board on the City Market strategy. She reviewed the timeline, organizational chart and members of the steering committee chaired by Dan Murrey.

Public Safety

Jeff Estes reported that crime in Center City is down 16.9% which tops off three years of consecutive crime reduction. The entire force will be out on New Year's Eve for the Bowl and basketball games and First Night.

Economic Development

Tracy reported that Shaw Group's plans to expand to include 225 jobs. Center City is currently competing for more than 200,000 SF of new businesses from local and national businesses. In addition to the Balfour Beatty opening in South End, Halcyon opened in the Mint Museum, Newk's Café and Citco will be bringing in 258 new employees. There will be a continuous focus on recruiting and retaining businesses. October's Uptown Office Crawl brought in 100 broker's to the area to tour 9 Uptown office buildings. It was a great educational opportunity and the feedback was very positive.

Marketing and Events

Robert Krumbine reported on the fall and winter events. Belk was the presenting sponsor for this year's Thanksgiving Day parade with a new float and a new route. Holiday's in the City begins with the annual Tree Lighting, ACC Championship kick-off and the opening of the Holiday market Twelve, which has 10 to

12 vendors will occur immediately following the meeting at the Square. The ACC fan fest will be held on Saturday, December 4th along Mint Street in front of the stadium with games, food and entertainment.

First Night planning is going well. McDonald's, Fifth Third Bank and Duke Energy are all sponsors. The stage has been moved to the Cultural Campus. Wristbands will be sold instead of buttons. We are partnering with the Bobcats for reciprocal half-price deals on game tickets and wristbands.

Neighborhoods

Rob Cummings invited the board to the Fourth Ward Holiday home tour that begins Friday, December 3rd.

Darlene Heater updated the board on the status of the schools. She informed the board that CMS's Board of Education voted to change 60 schools including: First Ward Elementary is now a full magnet with a concentration on creative arts. Irwin IB Elementary School is on the list of schools that CMS is considering closing. Piedmont Middle has maintained its enrollment and continues to be a school with a significant waiting list. Dilworth Elementary, now an uptown neighborhood school for 1st Ward, has experienced resurgence in parent participation, strengthened PTA and a renewed confidence in the school.

Historic South End

Ted Boyd reported that the growth in residents has increased dramatically in the past two years. He asked that everyone mark their calendars for South End Soul on April 25-26, 2011. He also invited the Board to the Holiday Open House for the South End Field House on Saturday, December 11 at 6 pm.

President's Report

Beatties Ford Corridor

Malcolm Graham presented revitalization plans for the West Trade Street and Beatties Ford Road corridor leading to Johnson C Smith University. He highlighted plans to add lighting and art to the I-277 underpass and bridge, a performing arts complex, student housing for 200 and a university bookstore.

Michael reported that Andreas Bechtler has been nominated to receive the 2011 Vision Award on April 14, 2011. He invited Board members to consider purchasing a table.

He then reminded the Board that the IDA Annual Conference will be held in Charlotte on September 22 – 28, 2011. Five to six hundred delegates will attend from the various IDA organizations around the world. Bank of America, Wells Fargo and the NASCAR Hall of Fame have agreed to host receptions.

We are still waiting to hear about New Market Tax Credit Allocations. The legislation has not yet passed. When it does, the newly formed 501(c) 3 called Charlotte Community Improvement (CCI), a community development entity with a 5 member board, will begin the process of awarding grants. The first NMTC allocations grant applications would be considered in the first or second quarters of 2011.

Envision: Charlotte was launched on September 23. On October 20, a meeting with uptown building managers and owners was held to introduce them to Energy's Smart Energy Now Initiative.

New Business

No new business.

Meeting adjourned 5:23 pm.

Recorded by Rashaan Peek

Charlotte Center City Partners

TO: Executive Committee
FROM: Michael J. Smith
DATE: February 17, 2011
SUBJECT: Financial Report Dated January 31, 2011

This memo provides the consolidated statement of activities for Charlotte Center City Partners and Charlotte ArtsFest, Inc. for FY11 year to date with comparisons to FY10.

Charlotte Center City Partners has budgeted FY11 revenue of \$3,921,641. MSD allotment from the City is projected to be \$2,965,141. CCCP revenue from programs, projects and events is projected to be \$456,500.

Additional revenues include Charlotte ArtsFest, Inc. with revenue budgeted at \$500,000 which includes two major ArtsFest Events: Time Warner BBQ & Blues and First Night Charlotte. CCCP is committed to raising \$272,000 for the Gold Rush Shuttle.

Charlotte Center City Partners budgeted FY11 expenses of \$3,958,145. The budgeted shortfall of revenue over expenses is \$36,504 which is 2020 Vision Plan expenses that are funded with prior year grants.

Overall Results

Year to date, January 31, 2011, Charlotte Center City Partners and Charlotte ArtsFest, Inc. consolidated net revenues over expenses are \$23,753 favorable to budget. Revenue is \$42,632 unfavorable to budget and expenses are \$66,384 favorable to budget.

Programs and Projects

Program and Projects are \$22,803 favorable to budget due to strong sponsorship sales and timing of expenses.

Planning & Development

The net of Planning & Development revenue and expenses is \$4,046 unfavorable to budget primarily due to one additional condo added to the Newsracks program at the Convention Center. The expense for the Newsrack program is funded by a grant received from the CRVA in 2010.

Events

Events are \$5,045 favorable to budget due to additional money received for Holidays in the City.

Personnel expenses

Personnel expenses are \$6,671 positive to budget due to several months without a permanent Director of Finance.

Quarters

Quarters expenses are on budget.

General Operating Expenses

Operating expenses are \$42,876 unfavorable to budget, primarily due to the contract expense and conversion fee of an interim to permanent Director of Finance.

Investment Account

The CCCP Investment Account had a value of \$865,757 on January 31, 2011. This is in comparison to a value of \$736,956 on June 30, 2010.

ArtsFest Events

The net of ArtsFest revenue and expense is \$35,231 positive to budget. This year's TWC BBQ and Blues event recorded a loss of \$20,620, due to reduced attendance caused by inclement weather. This is being offset by First Night. There are still some expenses that are not reflected for First Night but we project ending the year on budget in ArtsFest due to a successful First Night event.

Charlotte Center City Partners

Statement of Activities
as of
January 31, 2011

	Actual 01/31/11 YTD	Budget 01/31/11 YTD	Actual to Budget Variance (Unfavorable) Variance (Unfavorable)		Actual 01/31/10 YTD	Budget FY11 YrEnd
Revenues						
MSD 1	713,910	713,910	-	0%	691,038	951,880
MSD 2	366,662	366,662	-	0%	353,857	488,882
MSD 3	723,163	723,163	-	0%	657,730	964,217
MSD 4	420,122	420,122	-	0%	355,408	560,162
Total Tax Revenue	2,223,856	2,223,856	-	0%	2,058,033	2,965,141
Program & Projects	17,414	2,625	14,789	563%	16,625	4,500
Planning & Development	203,000	203,000	-	0%	327,547	265,500
Events	115,412	103,000	12,412	12%	96,834	186,500
Total Program Income	335,826	308,625	27,201	9%	441,006	456,500
Total Ordinary Income	2,559,682	2,532,481	27,201	1%	2,499,039	3,421,641
ArtsFest Sponsorships	430,167	500,000	(69,833)	-14%	390,335	500,000
Total Income	2,989,849	3,032,481	(42,632)	-1%	2,889,374	3,921,641
Expenses						
Personnel	933,448	940,119	6,671	1%	848,814	1,778,114
Program & Projects	170,214	178,228	8,014	4%	162,757	453,289
Planning & Development	163,305	159,260	(4,046)	-3%	209,185	559,342
Events	109,866	102,500	(7,366)	-7%	113,832	207,500
Quarters	115,422	116,346	924	1%	114,517	177,446
Operating	227,622	184,746	(42,876)	-23%	178,800	282,454
Total Operating Expenses	1,719,878	1,681,198	(38,680)	-2%	1,627,905	3,458,145
ArtsFest Expenses	394,936	500,000	105,064	21%	393,363	500,000
Total Expenses	2,114,814	2,181,198	66,384	3%	2,021,268	3,958,145
Net Revenues over Expenses	875,035	851,283	23,753	3%	868,106	(36,504)
CCCP Reserves - 2020 Vision Plan						36,504

Note: CCCP is committed to raising \$325,000 for the Gold Rush.

**Charlotte Center City Partners
Balance Sheet**

as of January 31, 2011
and June 30, 2010

	Jan 31, 2011	Jun 30, 2010
Cash & Cash Equivalents: Operating	1,270,543	414,891
Cash & Cash Equivalents: Invest. Savings	168,871	418,165
Cash & Cash Equivalents: Security Deposits	13,520	12,546
Contributions Receivable: Gold Rush	85,000	315,000
Prepaid Expenses	-	43,358
Due from ArtsFest	22,672	10,400
Current Accounts Receivable	149,608	137,808
Total Current Assets	1,710,214	1,352,168
Property & Equipment	427,550	419,810
Accumulated Depreciation	(276,692)	(248,612)
Net Property & Equipment	150,858	171,198
Long-Term Note Receivable- Artfest, Inc	247,000	247,000
Reserve Funds	865,757	736,956
Total Other Assets	1,112,757	983,956
TOTAL ASSETS	2,973,829	2,507,322
LIABILITIES & NET ASSETS		
Liabilities		
Accounts Payable	36,452	285,392
Unearned & Deferred Income	-	256,000
Accrued Expenses	40,626	134,783
Total Liabilities	77,078	676,176
Net Assets		
Unrestricted		
Undesignated	1,019,190	1,045,349
Board designated	865,757	736,956
	1,884,948	1,782,304
Temporarily Restricted	75,000	75,000
YTD Net Revenues Over Expenses	936,804	(26,158)
Total Equity	2,896,751	1,831,146
TOTAL LIABILITIES & EQUITY	2,973,829	2,507,322

HIGHLIGHTED PRIORITIES

<p>MISSION: Charlotte Center City Partners facilitates and promotes the economic, cultural and residential development of the Center City.</p>	
<input type="checkbox"/>	<p>2020 Vision Plan - Partner with the Charlotte Mecklenburg Planning Department, City and County to begin communications and implementation of the Center City 2020 Vision Plan.</p>
<input type="checkbox"/>	<p>Business Recruitment and Economic Development - Work with partners to actively recruit and retain of companies and expand the job base in Uptown and South End. Source new economic development tools including NMTC's.</p>
<input type="checkbox"/>	<p>City Market Project - Launch and support new private non-profit entity, Charlotte City Market, to redevelop the ground floor space in the 7th Street Station parking deck into a permanent, year-round indoor/outdoor market hall.</p>
<input type="checkbox"/>	<p>Neighborhood Priorities - Work with Neighborhood Association Boards in all Wards and HSE to build and support their program of work to strengthen our urban neighborhoods. Market the attributes of urban living to build interest in Center City Living.</p>
<input type="checkbox"/>	<p>Historic South End - Implement a strategic marketing plan for the Historic South End district that drives new visitors, spurs economic development, and strengthens the Historic South End brand.</p>
<input type="checkbox"/>	<p>Communications - Continue working with the Charlotte PR Campaign Board to tell the story of Center City Charlotte more intentionally and proactively through our National PR Contract with LGA and DCI.</p>
<input type="checkbox"/>	<p>Enhance & Promote the Destination - Work with hospitality partners to integrate the new hospitality assets into the fabric of the urban core and build awareness of the Center City as a regional and national destination.</p>
<input type="checkbox"/>	<p>Envision: Charlotte (Environmental Sustainability) - Lead Envision: Charlotte as a unique public-private collaboration that is leading Charlotte to become a global model for environmental sustainability with measurable community results. Secure funding and partnerships to achieve this shared objective. Share this story through a deliberate communications strategy.</p>
<input type="checkbox"/>	<p>IDA 2011 (International Downtown Association) - Create a successful and memorable international convention experience to showcase the Charlotte region as a growing and vibrant urban laboratory through the platform of "Metro Momentum: Shaping the Urban Century."</p>
<input type="checkbox"/>	<p>Retool All Websites - Revamp CCCP, Find Your Center and Historic South End websites to create more user-friendly, interactive and unique brands for each entity with greater connectivity and interaction between platforms.</p>

Charlotte Center City Partners Focus Areas

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.

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.

Research

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

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.

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.

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 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.

Contacts:

Stacey McCray, VP, LGA
Phone: (704) 552-6565
E-mail: stacey.mccray@lgapr.com

Tara Morrill, Senior Account Executive, DCI
Phone: (212) 725-0707
E-mail: tara.morrill@aboutdci.com



Charlotte Region Ranks #1 Business Climate Over Competitor Cities in Recent Survey

CHARLOTTE, N.C. – Jan. 28, 2011 – In a recent nationwide perception survey on the Charlotte region’s business climate, site selection consultants ranked the Charlotte region as having the top business climate over Atlanta, Nashville, Richmond, and five other competitor cities.

The recent survey of site selection consultants, or “location advisors,” located throughout the United States was conducted with the goal of gathering their perceptions of the region’s business climate and how it stacks up against its competitors. Location advisors are an influential group of individuals responsible for advising companies on where to locate new facilities, expand existing ones, or relocate operations.

Of the 228 location advisors invited to participate in the survey, there were 61 respondents, leading to a 26.8 percent response rate. The following are a sampling of the key findings from the survey:

- Charlotte ranked #1 business climate, beating out Atlanta, Chicago, Greenville-Spartanburg, Jacksonville (Fla.), Nashville, Raleigh-Durham, Richmond, and Tampa.
- Of the location advisors who have explored the Charlotte region for a project, 26 percent report that the region was ultimately chosen as the site for the project for these top reasons: availability of an appropriately skilled workforce, location/accessibility of the region to the market, and quality/availability of incentives.
- The top industry associated with the region is financial services and insurance. Awareness of some of the region’s growing sectors (energy/environment, defense/security/aerospace, health/life sciences) exists, but they do not rank as highly.

Overall, the survey findings reflected very positively on the Charlotte region and its business advantages. It also reinforced the need to continue marketing the region’s diverse industries and growing sectors such as energy and aerospace/defense. The survey findings provide useful information that will help guide the Charlotte region’s media relations campaign and further target the local economic development organizations’ business attraction and retention efforts.

“The consultants know the region and they view it very favorably. That’s great news for Charlotte. If there is a concern, it is that the region’s image is so closely tied to the banking and finance sector. Communicating assets in other industries – energy, life sciences, defense and others – is needed,” said Andy Levine, President/Chief Creative Officer of New York City-based Development Counsellors International (DCI).

Ernie Reigel, Co-Chair of the Charlotte Public Relations Campaign Board and Chairman of Moore & Van Allen said, “This survey is an important step in ‘benchmarking’ the perceptions of Charlotte held by an audience that’s important to our continued economic growth. We are pleased with the overall positive impression that our region has and now have a clearer understanding of which of our economic strengths need increased awareness through the media relations campaign.”

The perception survey is a component of the region's national and international media relations program being handled by Charlotte-based Luquire George Andrews (LGA) in partnership with DCI. The marketing program is being conducted on behalf of the Charlotte Center City Partners, Charlotte Chamber of Commerce, and Charlotte Regional Partnership, which joined forces to market the entire Charlotte region and hired the agencies in November. The program is being funded through a grant from Advantage Carolina, a Charlotte non-profit organization focused on economic development.

###



IMMEDIATE RELEASE

Contact: Azania Herron (704) 432-2549

CATS REACHES WIDER WITH EXTENDED GOLD RUSH SERVICE

Charlotte, N.C., February 4, 2011 — The Charlotte Area Transit System ([CATS](#)) will reach higher and wider with an extended Gold Rush Red Line service starting February 14, 2011. The route will now travel between Johnson C. Smith University (JCSU) and Central Piedmont Community College ([CPCC](#)) via Center City. The lengthened service comes with the financial support of Charlotte Center City Partners (CCCP), Johnson C. Smith University and Central Piedmont Community College. Join CATS, CCCP, JCSU and CPCC to kick-off and officially announce the extended service on Friday, February 11, 2011 at 11 a.m. on the campus of [JCSU](#), located at 100 Beatties Ford Road.

“We are very excited to extend the Gold Rush service to West Trade and Elizabeth Avenue, thanks to investments from Johnson C. Smith University and Central Piedmont Community College,” said Michael J. Smith, President and CEO of [CCCP](#).

“They join our partners at CATS and our private funding partners of Bank of America, Wells Fargo and Hearst Corporation in supporting this vital, free service in our Center City.”

Dr. Tony Zeiss, President of CPCC said, “The college looks forward to utilizing the new service on a daily basis. With over 25,000 students and staff at our Central Campus, many of whom rely on public transportation, the Gold Rush extension will increase our accessibility to the community.”

####MORE####

Dr. Ronald L. Carter, president of JCSU is also looking forward to the link the service will provide. “The Gold Rush will visibly connect Johnson C. Smith University to uptown Charlotte as it provides additional mobility for JCSU students and members of our surrounding community,” said Carter. “By expanding the Gold Rush’s route to our front gate, it builds upon and enhances the University’s relationship with the City of Charlotte to further improve the Beatties Ford Road Corridor.”

Riders can now travel further on both inbound and outbound routes, passing its previous end points of Trade and Sycamore Streets and Fourth and McDowell Streets. “This service will provide improved access and mobility through the Center City,” said Carolyn Flowers, CATS CEO. “Private-public partnerships like this are an example of what we can do for citizens of Charlotte when we all work together.”

The Red Line will provide the same level of service and hours of operation at no cost to passengers. The schedule will run Monday through Friday from 6:40 a.m. to 6:30 p.m. in Center City with service beginning at 7:45 a.m. at JCSU and CPCC. Buses will operate on 12-minute intervals, similar to what it does today, better connecting institutions of higher education (JCSU, Johnson and Wales University and CPCC), Gateway Village, the Charlotte Transportation Center and businesses and restaurants along the route.

To learn more about CATS and its services, please call 704-336-RIDE (7433) or visit us on the web at www.ridetransit.org.

###END###