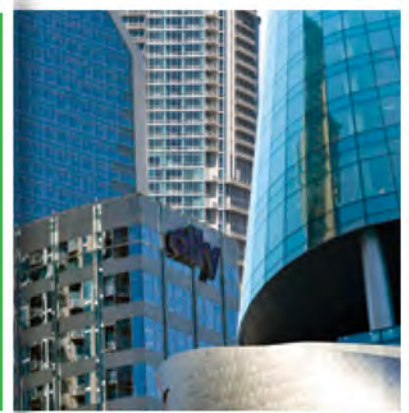




Charlotte CENTER CITY Partners

# CITY MARKET



**CHOW  
DOWN  
UPTOWN**  
  
*a food truck festival*



**BOARD OF DIRECTORS  
MAY 12, 2011**





## Board of Directors Meeting

City Market  
May 12, 2011  
3:00 - 5:00pm

## Agenda

### Executive Session

Todd Mansfield

### Chairman's Report

Todd Mansfield

- Welcome
- Minutes Approval (*Action Required*)
- Finance Report YTD
- Budget FY11 (*Action Required*)
- Board Recognition
- Board Class FY12 (*Action Required*)
- Meeting Calendar

Bob Hambright

Todd Mansfield

Michael Marsicano

### Historic South End Report

Rick Thurmond

### Marketing & Events

Jennifer Appleby

- Vision Awards Wrap-up (Robert Krumbine)
- Sponsorship Update
- Spring / Summer Events
- Marketing

### Planning & Development

David Furman

- City Market
- 2020 Center City Vision Plan Update
- State of the Center City

### Economic Development

Michael Smith

### Neighborhood Development

Rob Cummings

### President's Report

Michael Smith

### New Business

Todd Mansfield

### Next Board Meeting

Thursday, August 25, 2011  
UNC Charlotte Uptown (tentative)  
3:00 - 5:00pm

## **Board of Director's Meeting**

February 17, 2011

3:00 - 5:00 pm

Southend Field House

### **AGENDA**

**Attendees:** Todd Mansfield, Jennifer Appleby, Pierre Bader, Ann Caulkins, Rob Cummings, Bobby Drakeford, Phil Dubois, David Furman, Art Gallagher, Patsy Kinsey, Mary Macmillan, Bob Morgan, Tim Newman, Scott Provancher, Ernie Reigel, Laura Schulte, Rick Thurmond, Krista Tillman, Curt Walton, Eulada Watt, and Darrel Williams

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

**Guest:** Jeff Estes, Vincent Davis, Will Webb, Ellison Clary, Jim Kimbler, Will Miller and Steve Luquire

Todd Mansfield called the meeting to order at 3:15pm

#### **Minutes**

The minutes from December 20 were approved as written.

#### **Finance Report**

Moira Quinn reported that the year to date, January 31, 2011, Charlotte Center City Partners and Charlotte ArtsFest, Inc. had consolidated net revenues over expenses that were \$23,753 favorable to budget. Revenue was \$42,632 unfavorable to budget and expenses were \$66,384 favorable to budget. The CCCP Investment Account had a value of \$865,757 on January 31, 2011 in comparison to a value of \$736,956 on June 30, 2010.

#### **Program of Work FY12**

Michael presented the 2012 Program of Work. He highlighted priorities including the 2020 Vision Plan, planning for the DNC, Business Recruitment and Economic Development, the City Market Project, our work with Neighborhoods, the National PR Campaign, Envision: Charlotte and the IDA 2011 Convention. He also noted that for Historic South End, we plan to implement a strategic marketing plan that drives new visitors, spurs economic development and strengthens the Historic South End brand. Upon review, the board unanimously approved the Program of Work 2012.

#### **City Council Review**

Michael Smith and Ernie Reigel represented CCCP at the City Council's Budget Committee on January 26. The committee had a list of questions about the work, budget and process for CEO compensation. The meeting created constructive dialogue. Chairman Michael Barnes asked CCCP to provide three new efficiencies in the FY12 budget. A point was made that there has to be a continuous approach to education of the public and the elected officials about the differences in services from each organization.

#### **City Market**

David Furman reported on the status of the new City Market. In addition to the 5-year funding grant from our Presenting Sponsor, Carolinas Healthcare System, Blue Cross and Blue Shield of North Carolina has made five-year commitment as the Founding Sponsor (press release attached). The City Market has been designated a 501(c) 3 organization and will be governed by a board of directors chaired by Dr. Dan Murrey. In January, Dr. Murrey facilitated four Working Groups of citizens who were interested in addressing key issues that came up in the Public Meetings in November 2010. Rob Cummings has volunteered to help lead the grassroots effort called Friends of the City Market. Currently the Friends of the City Market group has 100 members. The board received the City Market Executive Director Job description via email and was asked to pass along to qualified candidates.

## **2020 Vision Plan**

Ann Caulkins gave an update on the status of the 2020 Vision Plan. The final administrative draft is due this month. The consultants are working on the design of the final document and it is expected to be presented to the City Council and County Commission in late spring.

## **Economic Development**

Tracy Dodson gave an account of the 170,000 SF of new business moving to uptown. She reported that Red F purchased 222 S. Church; Synergy Insurance Coverage purchased the Foundation for the Carolina's Building; and the Duke Energy Center announced over 26,000 SF of new retail including a restaurant by Emeril Lagasse, Flex+Fit, Energy Café and Emzy Asian Sushi Bar.

## **Marketing and Events**

Jennifer Appleby reported on the success of First Night 2011. Over 45K attended to watch the finally live and 40k more watched on WBTV. The Vision Awards honoring Andreas Bechtler will be on April 14, 2011. The theme is "Breaking Through".

## **Neighborhoods**

Rob Cummings reported that the Third Ward Neighborhood Association and CCCP applied for a neighborhood matching grant through the City of Charlotte to design and install branded signage in the Third Ward Neighborhood. First Ward Elementary is partnering with Center City Partners and the Charlotte Public Tree fund to create an outdoor classroom and urban garden. Fourth Ward is advocating for a much needed traffic light in front of the Harris Teeter on 6<sup>th</sup> Street at Pine. CDOT has agreed the signal is needed and is looking for opportunities to fund it.

In partnership with Crossroads Charlotte, an interactive forum entitled "Get Real" will be held on March 3, 2011 at 6:30 pm at the Discovery Place. The topic will be "creative ways to close budget gaps."

## **Historic South End**

Rick Thurmond reported on the status of the wayfinding contract for Historic South End. CCCP is looking for office space in South End that is inexpensive, on the ground floor, will allow signage and that has windows.

Ted Boyd highlighted the new businesses that include two bars, Tribble Creative Group, Sala Salon, architecture firm Intec Group, Inc and RAM Realty.

## **President's Report**

Michael Smith recognized Jim Kimbler for his years of dedicated service to the City of Charlotte and as a partner to CCCP.

Will Miller gave an update on DNC 2012. He thanked CCCP, the Chamber, and CRVA for their partnership in the effort. The Mayor has asked Harvey Gantt to lead a study to get organized and raise money. He also asked that people go to the website to keep updated, donate money and volunteer. The hope is that Charlotte will leave a legacy on the world.

Steve Luquire presented survey results from location advisors on "perceptions of the Charlotte Region's Business Climate". The study was conducted by DCI from November 9-24, 2010.

## **NMTC**

The Treasury Department CDFI Fund received 250 applications in June requesting \$23.5 billion in tax credit allocations. Our advisor, Gary Hecimovich at Deloitte tells us we should hear something very soon. The applicant's congressional delegation is typically informed 48 hours before awards are announced publicly.

## **Envision Charlotte**

North Carolina Utilities Commission approved the Smart Energy Now program this week, Duke and Cisco can begin installing infrastructure to support Envision: Charlotte. Envision: Charlotte is an umbrella supporting "Energy", "Water", "Air" and "Waste" as pillars of environmental sustainability we support. Smart Energy Now is the Energy pillar. We have begun working on water. The others are coming next. We are also planning on creating an Envision: Charlotte laboratory, with the Uptown as the "testing lab".

**Gold Rush**

Michael reported that he was able to negotiate the extension of the Gold Rush to Johnson C. Smith University and to Central Piedmont Community College. Service began on February 14<sup>th</sup>.

**Public Safety**

Capt. Jeff Estes informed the board that crime is down 16% and remains down for the third straight year. He also reported that CMPD has been heavily involved in the plans for the DNC and is working closely with federal partners.

**New Business**

The Park Condo's are back under construction. The plans call for half residential and half hotel with a rooftop restaurant.

Darrel Williams reiterated the importance of participating in the Crossroads Charlotte initiative: "Get Real 2011." The website is [www.getreal2011.org](http://www.getreal2011.org).

Meeting adjourned 5:03 pm.  
Recorded by Rashaan Peek

## Charlotte Center City Partners

**TO:** Board of Directors  
**FROM:** Michael J. Smith  
**DATE:** May 12, 2011  
**SUBJECT:** Financial Report Dated April 30, 2011

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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 \$325,000 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 Center City Vision Plan expenses that are funded with prior year grants.

### **Overall Results**

Year to date, April 30, 2011, Charlotte Center City Partners and Charlotte ArtsFest, Inc. consolidated net revenues over expenses is on budget with a positive variance of \$1,487. Revenue is \$708 unfavorable to budget and expenses are \$2,195 favorable to budget.

### **Programs and Projects**

Program and Projects are \$2,284 unfavorable to budget primarily due to in kind marketing expense.

### **Planning & Development**

Planning & Development expenses are on budget.

### **Events**

Event revenue and expenses are \$13,728 favorable to budget primarily due to increased sponsor revenue and control of expenses on July 4, 2010, Holidays in the City and the Vision Awards.

### **Personnel expenses**

Personnel expenses are \$9,139 negative to budget, partly due to the hiring of new position with higher level of experience.

### **Quarters**

Quarters expenses are on budget.

### **General Operating Expenses**

Operating expenses are \$14,830 unfavorable to budget primarily due to expenses from contract employee.

### **Investment Account**

The CCCP Investment Account had a value of \$922,796 on April 30, 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 \$12,976 positive to budget due to increased revenue and expense control in First Night.

Charlotte Center City Partners

Statement of Activities  
as of  
April 30, 2011

|                                   | Actual<br>04/30/11<br>YTD | Budget<br>04/30/11<br>YTD | Actual to Budget<br>Variance<br>(Unfavorable) | Actual to Budget<br>Variance<br>(Unfavorable) | Actual<br>04/30/10<br>YTD | Budget<br>FY11<br>YrEnd |
|-----------------------------------|---------------------------|---------------------------|---|---|---------------------------|-------------------------|
| <b>Revenues</b>                   |                           |                           |   |   |                           |                         |
| MSD 1                             | 951,880                   | 951,880                   | -   | 0%  | 966,782                   | 951,880                 |
| MSD 2                             | 488,882                   | 488,882                   | -   | 0%  | 510,376                   | 488,882                 |
| MSD 3                             | 964,217                   | 964,217                   | -   | 0%  | 870,059                   | 964,217                 |
| MSD 4                             | 560,162                   | 560,162                   | -   | 0%  | 455,161                   | 560,162                 |
| <b>Total Tax Revenue</b>          | <b>2,965,141</b>          | <b>2,965,141</b>          | <b>-</b>                                      | <b>0%</b>                                     | <b>2,802,378</b>          | <b>2,965,141</b>        |
| Program & Projects                | 15,449                    | 3,750                     | 11,699  | 312%  | 24,980                    | 4,500                   |
| Planning & Development            | 265,500                   | 265,500                   | -   | 0%  | 582,097                   | 265,500                 |
| Events                            | 237,675                   | 180,250                   | 57,425  | 32%   | 144,756                   | 186,500                 |
| <b>Total Program Income</b>       | <b>518,624</b>            | <b>449,500</b>            | <b>69,124</b>                                 | <b>15%</b>                                    | <b>751,833</b>            | <b>456,500</b>          |
| <b>Total Ordinary Income</b>      | <b>3,483,765</b>          | <b>3,414,641</b>          | <b>69,124</b>                                 | <b>2%</b>                                     | <b>3,554,211</b>          | <b>3,421,641</b>        |
| ArtsFest Sponsorships             | 430,167                   | 500,000                   | (69,833)                                      | -14%  | 390,335                   | 500,000                 |
| <b>Total Income</b>               | <b>3,913,933</b>          | <b>3,914,641</b>          | <b>(708)</b>                                  | <b>0%</b>                                     | <b>3,944,546</b>          | <b>3,921,641</b>        |
| <b>Expenses</b>                   |                           |                           |   |   |                           |                         |
| Personnel                         | 1,339,135                 | 1,329,996                 | (9,139)                                       | -1%   | 1,205,191                 | 1,778,114               |
| Program & Projects                | 304,933                   | 290,950                   | (13,983)                                      | -5%   | 231,986                   | 453,289                 |
| Planning & Development            | 263,328                   | 263,710                   | 382   | 0%  | 484,060                   | 559,342                 |
| Events                            | 236,197                   | 192,500                   | (43,697)                                      | -23%  | 196,240                   | 207,500                 |
| Quarters                          | 159,536                   | 160,189                   | 653   | 0%  | 160,363                   | 177,446                 |
| Operating                         | 252,645                   | 237,815                   | (14,830)                                      | -6%   | 236,376                   | 282,454                 |
| <b>Total Operating Expenses</b>   | <b>2,555,774</b>          | <b>2,475,160</b>          | <b>(80,614)</b>                               | <b>-3%</b>                                    | <b>2,514,216</b>          | <b>3,458,145</b>        |
| ArtsFest Expenses                 | 417,191                   | 500,000                   | 82,809  | 17%   | 393,363                   | 500,000                 |
| <b>Total Expenses</b>             | <b>2,972,965</b>          | <b>2,975,160</b>          | <b>2,195</b>                                  | <b>0%</b>                                     | <b>2,907,579</b>          | <b>3,958,145</b>        |
| <b>Net Revenues over Expenses</b> | <b>940,968</b>            | <b>939,481</b>            | <b>1,487</b>                                  | <b>0%</b>                                     | <b>1,036,967</b>          | <b>(36,504)</b>         |
| 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 April 30, 2011  
and June 30, 2010

|  | Apr 30, 2011     | Jun 30, 2010     |
|--|------------------|------------------|
| <b>ASSETS</b>                              |                  |                  |
| Cash & Cash Equivalents: Operating         | 1,460,225        | 414,891          |
| Cash & Cash Equivalents: Invest. Savings   | 169,031          | 418,165          |
| Cash & Cash Equivalents: Security Deposits | 13,520           | 12,546           |
| Contributions Receivable: Gold Rush        | 10,000           | 315,000          |
| Prepaid Expenses                           | -                | 43,358           |
| Due from ArtsFest                          | 42,449           | 10,400           |
| Due from Charlotte City Market             | 200              | -                |
| Current Accounts Receivable                | 202,207          | 137,808          |
| <b>Total Current Assets</b>                | <b>1,897,631</b> | <b>1,352,168</b> |
| Property & Equipment                       | 440,037          | 419,810          |
| Accumulated Depreciation                   | (284,692)        | (248,612)        |
| <b>Net Property &amp; Equipment</b>        | <b>155,345</b>   | <b>171,198</b>   |
| Long-Term Note Receivable- Artfest, Inc    | 247,000          | 247,000          |
| Reserve Funds                              | 922,796          | 736,956          |
| <b>Total Other Assets</b>                  | <b>1,169,796</b> | <b>983,956</b>   |
| <b>TOTAL ASSETS</b>                        | <b>3,222,772</b> | <b>2,507,322</b> |
| <b>LIABILITIES &amp; NET ASSETS</b>        |                  |                  |
| <b>Liabilities</b>                         |                  |                  |
| Accounts Payable                           | 141,155          | 285,392          |
| Unearned & Deferred Income                 | 50,000           | 256,000          |
| Accrued Expenses                           | 82,139           | 134,783          |
| <b>Total Liabilities</b>                   | <b>273,294</b>   | <b>676,176</b>   |
| <b>Net Assets</b>                          |                  |                  |
| <b>Unrestricted</b>                        |                  |                  |
| Undesignated                               | 1,094,190        | 1,045,349        |
| Board designated                           | 922,796          | 736,956          |
|  | 2,016,987        | 1,782,304        |
| Temporarily Restricted                     | -                | 75,000           |
| YTD Net Revenues Over Expenses             | 932,492          | (26,158)         |
| <b>Total Equity</b>                        | <b>2,949,478</b> | <b>1,831,146</b> |
| <b>TOTAL LIABILITIES &amp; EQUITY</b>      | <b>3,222,772</b> | <b>2,507,322</b> |



## Charlotte Center City Partners

**TO:** Budget Committee  
**FROM:** Michael J. Smith  
**DATE:** May 12, 2011  
**SUBJECT:** 2011-12 Proposed Budget

---

I present for your consideration the attached operating budget for the consolidated operations of Charlotte Center City Partners and Charlotte ArtsFest, Inc. for FY12. Listed below is a summary of the major assumptions behind the 2011-12 operating budget. The most significant risk inherent in this budget is a possible revenue shortfall for grants and sponsorships for multiple events. This risk is mitigated by our ability to control and reduce related costs if we anticipate any revenue shortfall.

### **Revenues**

Charlotte Center City Partners is budgeting FY12 revenue of \$4,024,998. The MSD allotment from the City, which is 75% of total revenues, is projected to be \$3,029,498. CCCP Initiatives revenue from grants, sponsorships and advertising which funds programs, projects and events is projected to be \$223,500. CCCP has committed to raise \$347,000 for the operation of the Gold Rush Shuttle for FY12. Charlotte ArtsFest, Inc revenue is projected at \$425,000.

The major revenue assumptions of this budget are the following:

- CCCP overall revenue is projected to decrease by 7% over FY11 year-end revenue largely due to one-time funding of the 2020 Center City Vision Plan in the prior year.
- MSD 1-4 funding decreased \$28,368 from FY11 to FY12. The City is forecasting conservatively to account for revaluation challenges.
- We renegotiated Gold Rush agreements with our funding partners, brought in 3 new funding partners and are renegotiating a new contract with CATS.
- We are conservatively forecasting a decrease in events revenue of \$28,175 or 11.7%.
- The overall revenue projection for Charlotte ArtsFest, Inc is \$425,000 (2010 revenue was \$430,000) to reflect revenue from Time Warner Cable BBQ and Blues and First Night Charlotte.

### **Expenses**

Charlotte Center City Partners is proposing an FY12 expense budget of \$4,074,998. This budget recommends utilizing previous surplus and revenues of our partners' funding for \$50,000 of the final 2020 Center City Vision Plan expenses.

The major assumptions of this expense budget are the following:

- Personnel expenses reflect no raises for any employees. Total payroll, excluding benefits, taxes and fees increases 1.7% for FY12. The overall increase of personnel costs is 3.1% over FY11 year-end. Employee medical care rates are projected to increase 12% in FY12. Dental, life and disability rates are flat for FY12. In addition, the employee contribution for benefits increases from 17.5 % to 20%.
- Expenses for Program and Projects will increase by more than \$5,985 or 1.3% due to the additional resources in anticipation of the DNC 2012.
- Planning and Development will decrease by more than 41% to reflect the completion of the 2020 Vision Plan in FY12.
- Events expenses will decrease by 2.3% or \$5,449. This moves in tandem with our decrease in sponsorship revenue.
- Quarters expenses increase by 3% to reflect scheduled rent escalations and forecasted increases in Common Area Maintenance.

- General Operating expenses reflect a decrease of \$40,845 or 14%. We are soliciting quotes for all eligible service agreements, according to CCCP's procurement. We are also evaluating a move to VOIP telephone service to reduce costs and securing a master service agreement for in-house catering to reduce costs.
- Charlotte ArtsFest, Inc expenses are projected to be \$425,000 for Time Warner Cable BBQ and Blues and First Night Charlotte.

### **Capital**

Charlotte Center City Partners is proposing a FY12 capital budget of \$112,000. Under New Computers and Software, we propose the purchase of computers in accordance with our 3-year replacement cycle, as well as a complete rebuild of the CCCP, Find Your Center and Historic South End websites. Under office equipment, we are considering the purchase of a new telephone system.

**Charlotte Center City Partners and Charlotte ArtsFest, Inc.**

**Historical Income Statements vs. FY12 Budget**

|   | <b>2011<br/>Budget</b> | <b>2011<br/>Projected</b> | <b>2012<br/>Budget</b> |
|---|------------------------|---------------------------|------------------------|
| <b>Revenues</b>                         |                        |                           |                        |
| <b>Tax Revenue</b>                      |                        |                           |                        |
| MSD 1                                   | 951,880                | 960,000                   | 986,014                |
| MSD 2                                   | 488,882                | 481,025                   | 524,824                |
| MSD 3                                   | 964,217                | 1,024,946                 | 967,354                |
| MSD 4                                   | 560,162                | 591,894                   | 551,305                |
| <b>Total Tax Revenue</b>                | <b>2,965,141</b>       | <b>3,057,865</b>          | <b>3,029,498</b>       |
| <b>Programs &amp; Projects Total</b>    | <b>4,500</b>           | <b>17,366</b>             | <b>11,500</b>          |
| <b>Planning &amp; Development Total</b> | <b>265,500</b>         | <b>265,500</b>            | <b>-</b>               |
| <b>Events Total</b>                     | <b>186,500</b>         | <b>240,175</b>            | <b>212,000</b>         |
| <b>Total Initiatives Revenue</b>        | <b>456,500</b>         | <b>523,041</b>            | <b>223,500</b>         |
| <b>Total Operating Revenue</b>          | <b>3,421,641</b>       | <b>3,580,906</b>          | <b>3,252,998</b>       |
| Charlotte ArtsFest, Inc. Revenue        | 500,000                | 430,167                   | 425,000                |
| Gold Rush Shuttle                       | 175,000                | 325,000                   | 347,000                |
| <b>Total Revenue</b>                    | <b>4,096,641</b>       | <b>4,336,073</b>          | <b>4,024,998</b>       |
| <b>Expenses</b>                         |                        |                           |                        |
| <b>Personnel Total</b>                  | <b>1,778,114</b>       | <b>1,813,809</b>          | <b>1,870,241</b>       |
| <b>Programs &amp; Projects Total</b>    | <b>453,289</b>         | <b>460,292</b>            | <b>466,277</b>         |
| <b>Planning &amp; Development Total</b> | <b>559,342</b>         | <b>483,637</b>            | <b>287,500</b>         |
| <b>Events Total</b>                     | <b>207,500</b>         | <b>242,122</b>            | <b>236,673</b>         |
| <b>Quarters</b>                         |                        |                           |                        |
| Office Rent                             | 167,081                | 164,707                   | 169,807                |
| Storage Rent                            | 9,365                  | 9,211                     | 9,365                  |
| Office Maintenance                      | 1,000                  | 250                       | 1,000                  |
| <b>Quarters Total</b>                   | <b>177,446</b>         | <b>174,168</b>            | <b>180,172</b>         |
| <b>Operations Total</b>                 | <b>282,454</b>         | <b>292,980</b>            | <b>252,135</b>         |
| <b>Total Operating Expenses</b>         | <b>3,458,145</b>       | <b>3,467,008</b>          | <b>3,292,998</b>       |
| Charlotte ArtsFest, Inc. Expenses       | 500,000                | 417,191                   | 425,000                |
| Gold Rush Shuttle                       | 175,000                | 325,000                   | 357,000                |
| <b>Total Expenses</b>                   | <b>4,133,145</b>       | <b>4,209,199</b>          | <b>4,074,998</b>       |
| <b>Net Revenues over Expenses</b>       | <b>(36,504)</b>        | <b>126,874</b>            | <b>(50,000)</b>        |

## CCCP Board of Directors FY12 - Draft

### Category A - At Large

Todd Mansfield (Chairman)

Harvey Gantt (Vice-Chairman)

Pierre Bader

Ann Caulkins

Al De Molina

Bobby Drakeford

Gene Godbold

Bob Hambright

Steve Harris

Carol Hevey

Ernie Reigel

Pat Riley

Laura Schulte

Rick Thurmond

Eulada Watt

Fred Whitfield

Darrel Williams

### Category B - Chamber of Commerce Chair, Vice-Chair or Past Chair

Frank Emory

Rob Cummings

David Furman

### Category D - Chairman Emeritus

Mary MacMillan

Krista Tillman

### Category E - Elected Official

Patsy Kinsey

Jennifer Roberts

### Category F - Ex Officio

Debra Campbell

Ronald Carter

Phil Dubois

Art Gallagher

Peter Gorman

Harry Jones

Michael Marsicano

Bob Morgan

Tim Newman

Scott Provancher

Curt Walton

Tony Zeiss

yellow

indicates new Board members for FY12

## CCCP Board of Directors FY12

### Committees

| <u>Committee</u>           | <u>Members</u>   |
|----------------------------|--|
| Audit                      | Hambright (chair), De Molina, Williams   |
| Budget                     | Hambright (chair), Riley, Drakeford  |
| Events and Marketing       | Gallagher, Hevey, Riley, Newman, Provancher, Whitfield, Bader, Watt  |
| Exec Comm                  | Mansfield (chair), Reigel, Riley, Furman, Marsicano, Hambright, MacMillan, Schulte, Williams, Thurmond, Godbold, Gantt and Tillman |
| Investment                 | Marsicano, Harris  |
| Nominating                 | Marsicano (chair), Furman, Mansfield, MacMillan, Tillman, Gantt  |
| P&D                        | Furman (chair), Campbell, Dubois, Drakeford, Hambright, Harris, Kinsey, Roberts, Walton, Williams                                  |
| Personnel and Compensation | Reigel (chair), MacMillan, Mansfield, Tillman  |

## CCCP Master Meeting Schedule FY12

| Meeting                               | Date                        | Time    | Location                       |
|---------------------------------------|-----------------------------|---------|--------------------------------|
| Board of Directors                    | Thursday, August 25, 2011   | 3:00 PM | UNC Charlotte Uptown           |
| IDA Conference                        | September 22-26, 2011       |         | Various                        |
| Board of Directors /<br>Tree Lighting | Thursday, December 01, 2011 | 3:00 PM | CCCP                           |
| Board of Directors                    | Thursday, February 16, 2012 | 3:00 PM | TBD - South End                |
| Vision Awards-<br>tentative date      | Thursday, April 19, 2012    | 6:00 PM | Charlotte Convention<br>Center |
| Board of Directors                    | Thursday, May 10, 2012      | 3:00 PM | TBD                            |
| Board of Directors                    | Thursday, August 23, 2012   | 3:00 PM | TBD                            |
| DNC 2012                              | September 3-6, 2012         |         | Various                        |

## **May 2011 Board Meeting Historic South End Report**

### **HSE Strategic Investment Priorities**

- Conducted three focus groups 2 on Wed, April 27 and 1 on Tue, May 3<sup>rd</sup> with between 8-14 participants in each group. Invitations to participate were sent to over 60 individuals and posted on the HSE neighborhood website with 118 registered members.
- The survey was distributed on Sunday, May 8<sup>th</sup> to over 1000 email addresses, posted on the South End Facebook page and emailed to the 118 registered members on the HSE neighborhood website.
- See hand outs 1 and 2 for overview and sample survey

### **Census and Business Survey**

- At February Board Meeting we notified of Census and Business Survey under progress for South End. That process took longer than anticipated but was recently completed.
- We have collected information for approximately 789 total establishments and will process this data shortly to provide an in-depth summary of for South End businesses.

### **Pedestrian Wayfinding**

- Fabrication of wayfinding signs is complete
- Installation to be complete by May 27<sup>th</sup> with final punch list items complete by June 2.

### **New Office Space**

- We are moving forward with an office and welcome/information center for Historic South End at the Charlotte NC Tours location at 128 E. Park Ave.
- The lease is under review by CCCP attorneys and should begin the process of up fit and move-in during the month of May.
- As stated in the last board meeting the following were the reasons and requirements for a HSE office and welcome/information center:

## South End Soul and Design Your Life Festival

This year South End Soul spanned 5 days running Tuesday, April 26-Saturday April 30 and was a celebration of design, art and innovation. We had over 50 concurrent events take place in a variety of venues throughout South End. Below are a few of the featured events:

- ***Pecha Kucha Night Charlotte*** – over 200 attendees gathered at Amos South End to listen to 10 creative lectures comprised of 20 slides in 20 minutes.
- ***Art in the A.M.*** – partnering with Common Market South End and Crossroads Charlotte, we presented a pleasant, artistic surprise with a Jazz trio and poetry slam to greet the early morning Common Market crowd.
- ***Design Center of the Carolinas “Highest Design”*** competition unveiling
- ***Savor South End*** – partnering with Slow Food Charlotte and Atherton Mill Market we hosted a Tony Coturri wine and dine to benefit the Farmer’s Fund. 175 guest attended the dinner and were able to sample the local creations from 8 chefs which were paired with Coturri Wines.
- ***Fashion Soul*** – wonderful Fashion Show that featured Charlotte designers and boutiques and paired with South End salons to create a terrific celebration of local Charlotte fashion design and talent. Over 300 in attendance.
- ***Design Your Life Festival*** – this year we had the opportunity to present the Design Your Life Festival which ran on Friday and Saturday of South End Soul. Anchored between the Atherton Mill and Design Center of the Carolinas, they hosted a wide variety of events from a NARI home remodeling show, a Royal Wedding Breakfast at Big Ben, special interior design luncheon at Ferguson as well as a series of lectures on design related topics.

## South End Super Flea

- Outdoor markets are great placemaking opportunities for a community because they attract people and they animate what would otherwise be dead space
- Partnering with South End Exchange, Gaines Brown, Chuck Barger and Scott Lindsley, we were able to launch the first of what we hope to become many Flea Markets in South End
- We launched on Saturday, April 30<sup>th</sup> as part of the South End Soul festivities and very impressed by how well received this was in South End and working to create regular schedule.



**New Landscaping/Street Signs**

- Attached are proposed new landscaping designs for the intersection of South Blvd and East/West as well as on the corner of Tryon and West
- These locations generate a great deal of traffic and the landscaping in these areas is lacking.
- We are in the approval process and expect to move forward in the coming weeks
- We are in the final stages of adding 6 new HSE street signs, 5 new HSE stop signs and 40 HSE toppers to go on existing city street signs.
- Expect completion by mid-June.

Marketing and Events Report  
May 12, 2011

Spring and summer is when the Center City comes out to play. Restaurants open doors wide and dust off their patios; outdoor concerts fire up in a big way; and festivals get into full swing with a brand new food festival and new footprints for Speed Street and July 4<sup>th</sup>. Hit the Center City Green Market or Atherton Mill Market for local produce, proteins and prepared food from local farmers and artisans. This year, new restaurants are opening all over the Center City from Vapiano and Delta's (about to open) in Uptown to Icehouse and Saucemans (new to the neighborhood) in South End. And a new, free entertainment shuttle has made its debut on the weekends. We figure if you can't find something to do, you just aren't looking.

**Festivals:** From NASCAR to fireworks to history...there are multiple ways to have fun in the summertime in Uptown Charlotte.

**1st Annual Chow Down Uptown** – Thursdays, 5:00pm – 9:00pm. This is a Food Truck Festival in the parking lot across from Seventh Street station. It showcases delicious choices including duck confit tacos, gourmet pizza, italian heroes, pastries, cupcakes and more. This is a BYOB event so please bring your cooler of beverages (alcohol is permitted for those over 21 years old) and your appetite! Free admission (vendor pricing applies).

**Presbyterian Hospital July 4<sup>th</sup> Spectacular** – July 4, 9:30pm fireworks – festival 6pm-9pm –This is still the largest fireworks show between Washington, DC and Atlanta...and it happens on July 4<sup>th</sup>.The best viewing spot will be from the free Family Fun Festival on Elizabeth Avenue, just outside Presbyterian Hospital. The 20 minute firework show is staged from the CPCC campus.

**Huzzah! Meck Deck Day** – On Thursday, May 20 at Noon - You'll find a canon, a 1775 replica courthouse and a guy on a horse along with Revolutionary War soldiers reenactors...what's not to like? A new addition to the Meck Dec celebration is the "Captain James Jack Pilsner" from the Olde Mecklenburg Brewery.

**Food Lion Speed Street** – May 26 – 28, 11:00am – 11:00pm – There's a new footprint for Speed Street this year. It starts just south of the Square and wraps around to the NASCAR Hall of Fame. Josh Turner and Everclear are headliners. Expect lots of freebies at this NASCAR-inspired festival in the streets of Uptown. If you can grab a ticket to the Pit Crew Challenge, do. It's loud and exciting.

**Outdoor and Indoor concerts** – Uptown and South End have become hot spots for music. Go inside or outside to find national headliners, local bands or buskers on the street corners. FindYourCenter.com has a complete schedule.

**NC Music Factory** – This new venue in the northwest corner of Fourth Ward has a number of ways to enjoy music. Fridays at the Factory, the Time Warner Cable Amphitheatre, Fillmore Charlotte and the live music you'll find at the restaurants and clubs. Check it out at [ncmusicfactory.com](http://ncmusicfactory.com).

**Alive After Five** – This summer Thursday evening concert series has more lives than a cat. It's back at the EpiCentre. The band schedule is at [FindYourCenter.com](http://FindYourCenter.com).

**South End** – South End is home to recognized music venues Amos' South End and Tremont Music Hall; and you can catch live Jazz almost every night at Sullivan's. When the weather gets warm; expect outdoor musicians to pop up at The Liberty, Icehouse, Big Ben and The Patio at Common Market.

Getting around in Uptown just got a whole lot easier on Thursday, Friday and Saturday nights. The "**Entertainment Express**" has begun running continuous loops throughout Uptown, along Graham, Third and College Streets, focusing on bus stops along College Street and at the NC Music Factory. You can park for free at the NC Music Factory and travel in style to Uptown's entertainment hot spots. It's paid for by the NC Music Factory and Felix Sabates Mercedes-Benz of South Charlotte.

The **Green Market** is back on the Square, with fresh fruits and vegetables, seafood and flowers as well as arts and crafts. This year, there's a chef selling infused olive oil, freshly roasted peanuts, fresh baked goods and local art. Now, it's Thursday, Fridays and Saturdays, but check [FindYourCenter.com](http://FindYourCenter.com) for special events, and possible expanded days and times.

**Atherton Mill Market** is known for its organic foods (both fresh and prepared) and vendors with personality and charm. The market is open Tuesdays 3:00pm – 7:00pm, Wednesdays, 9:00am – 1:00pm and Saturdays 9:00pm – 2:00-m. Check them out on Facebook for details.

Finally, a quick word about First Night Charlotte. First Night has been designated by the Southeast Tourism Society as a Top 20 event. We are extremely proud of this recognition.

This is a great time to enjoy the Center City through festivals, concerts and find the restaurant, club, cultural amenity, museum or park that's right for you. It's a perfect time to Find Your Center.



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## **1<sup>st</sup> Annual Chow Down Uptown- A Food Truck Festival Kicks Off at Seventh Street Station Parking Lot**

**WHAT:** Chow Down Uptown- A Food Truck Festival

**WHERE:** Parking lot across from Seventh Street Station- 260 East Seventh Street

**WHEN:** Thursday, May 19<sup>th</sup>- 5-9:00pm

**Charlotte, NC- May 10, 2011-** Taking place on Thursday, May 19<sup>th</sup>, 2011 **Chow Down Uptown-A Food Truck Festival** gives local food trucks the chance to debut their product to hungry Charlotteans for the 1<sup>st</sup> annual event in Uptown Charlotte. Food vendors will be showcasing delicious choices including duck confit tacos, gourmet pizza, Italian heroes, pastries, cupcakes, Philly cheese steaks and more! Support your Charlotte food trucks and local vendors at Chow Down Uptown.

Attendees are encouraged to bring their own beverages (alcohol is permitted if you're over 21 years old) and lawn chairs are welcome as well. The event takes place on Thursdays from 5-9:00pm. FREE admission to the event (food vendor pricing applies).

### **Participating vendors to date include:**

[Holy Matrimony Wings & Pizza](#)

[Jim's South Philly Steaks](#)

[Napolitano's Mobile Lunch & Catering](#)

[Roaming Fork](#)

[Roots Farm Food](#)

[SouthernCakeQueen "A little piece of heaven"](#)

[Sticks and Cones Ice Cream](#)

Throughout the year, **Charlotte Center City Partners** and **Historic South End** bring events and activities to the center of the city, including **South End Soul**, **Presbyterian Hospital July 4<sup>th</sup> Spectacular**, **Time Warner Cable BBQ and Blues**, **First Night Charlotte** presented by WBTV, the **RBC Centura Tailgate and Pep Rally** and the **Center City Green Market**.

Please visit [www.findyourcenter.com](http://www.findyourcenter.com) for more event information and the latest vendor participants.

## Charlotte Center City Partners Neighborhoods Report

### First Ward

Neighborhood Association has just completed one of their annual events, First Ward Neighborhood Yard Sale. This event allows all residents of First Ward to participate and is held in the linear park.

### Third Ward

**Public Safety** – Third Ward Neighborhood Assn convened a meeting with CMPD, Third and Fourth Ward neighborhood leaders, N/S Railroad Police, Johnson & Wales University Security and Center City Partners (Darlene Heater and Rob Cummings). Meeting was called to review recent rash of highly publicized incidents with the goal of learning how CMPD was reacting and staffing in response and what each stakeholder group could do to support. CMPD reported that although there was intense media attention around the incidents, crime numbers were lower than same time last year. Crime in Uptown and South End spike in April and May. CMPD planned to use federal grant dollars that are allocated in May/June to increase staffing in highly vulnerable areas.

**Pedestrian Access & Safety** – CCCP is working with the Neighborhood Assn to address some pedestrian safety and access areas including railroad land adjacent to the rail bridges on 4<sup>th</sup>, Trade and 5<sup>th</sup> Streets. Committee has met with Norfolk Southern and City on several occasions and we are making progress. Areas of concern included place where JWU student was robbed at gunpoint.

**4<sup>th</sup> Street/Johnson & Wales Way** – This project has been funded through city bonds but has not been implemented. Recently, CDOT communicated they were going to shelve the project since the expense was higher than what could be funded through that revenue source. However, after neighborhood and CCCP involvement and advocacy, CDOT has agreed to re-evaluate the project and is in the process of determining how to break it down into smaller projects. Most recent update is that CDOT is re-calculating proceeded with the intersection amendments on 4<sup>th</sup> Street and part of the improvement at the Trade/JWU Way.

**New president for Third Ward Neighborhood Assn** – John Schwaller has taken a position in Kansas and has resigned his president position with the board. Mike Sposato is the new president of the association.

### Fourth Ward

**Resident Input Workshop** – Center City Partners is conducting a resident input workshop for the Fourth Ward neighborhood during the May neighborhood meeting. The goal is to provide a forum for residents to share ideas for improvement and

## **Economic Development Report**

### **May 12, 2011**

**New Business:** Year to date (FY11) we are at 370,000 square feet of new or expanded business for Center City. These businesses include (but not limited to):

In Uptown: CITCO, Capgemini, RedF / Packard Place, Wake Forest University, CapTech, Panera Bread, Merrick & Co., Oxner Thomas & Permar, Meltwater, Synergy Insurance Coverage, Vapiano, KForce, Sperry Van Ness, and National Board Examiners in Optometry.

In South End: Bang Olufsen, Intec Group, Teagur, Big Ben, Sola Salon, ReSalon & MedSpa, Cannon Pharmacy (expansion), Intec Group, JHE Productions, Suacemans, South End Field house, Kimley Horn (expansion), RAM, and Vin Master.

We are focused on not just bringing them to the Center City but creating strong partnerships, to further ensure their success in the district. More than 10 of this year's new companies purchased tables/tickets and attended this year's Vision Awards.

Recent activity includes the announcement of Wake Forest University Charlotte Campus. The former International Trade Center will be renamed and open for Wake Forest classes in January 2012. CCCP had the opportunity to produce this particular announcement. Overall, we received good press and were able to build strong relationships with Wake Forest through our efforts.

Last week, Northeastern University announced their hire of a Charlotte Dean (Cheryl Richards). They are currently in the licensing process with the UNC Board of Governors. We anticipate that if/when they are successful achieving their license, they will announce their location in Center City.

On the horizon, we have several small to medium size companies that are looking at Uptown and South End. Industries such as regional sales offices (agriculture/food), engineering (energy), economic development, and IT.

**Retention** – Shaw Power Group and Transamerica/SCOR are two existing tenants that exploring various properties in Charlotte as a part of analyzing their future space needs. Both groups are likely candidates to remain in Center City; however we are staying in close contact with them (and their brokers) to ensure they understand all the benefits to being in the Center City.

investment with the neighborhood association as well as Center City Partners. This workshop will be offered to all neighborhood associations in the coming months as it aligns with the neighborhood associations work program.

**Fourth Ward Park Improvements** – The neighborhood is planning to invest in improvements to the park including improving drainage, lighting and landscaping. CCCP convened a meeting with the neighborhood reinvestment committee and Park and Rec to discuss scope, planning and prioritization.

### **South End**

Neighborhood Association has incorporated and is in process of filing 501C3 application. They have applied for a city matching grant to support marketing and communications.

In response to resident complaints about poor lighting for pedestrians in South End, CCCP requested that CDOT conduct an analysis of specific areas in South End as identified and prioritized by the neighborhood association. This analysis is currently in process.