COMMITTEE AGENDA TOPICS

I. Subject: **How to Be a Great Corporate Citizen**
Action: This item was suggested by Chairman Mitchell and referred by City Council at its November 8, 2010 meeting. The City and the Chamber of Commerce will review the attached, and it ready, the Committee can recommend it to City Council.

II. Subject: **Update from Historic Landmarks Commission**
Action: Receive report of historic property requests currently under consideration, and develop reporting method for keeping City Council informed.

III. Subject: **FY2012/FY2013 ED Focus Area Plan**
Action: Review revisions and recommend FY2012/FY2013 ED Focus Area Plan to City Council.

IV. Subject: **Small Business Week Update**
Action: Provide Committee with an update on Small Business Week.

V. Subject: **CRVA February Barometer Report**
Action: Information only, no action required.

COMMITTEE INFORMATION

Present: James Mitchell, Patrick Cannon, Jason Burgess, Andy Dulin and Patsy Kinsey
Time: 3:30p.m. – 4:30p.m.

ATTACHMENTS

1. How to Be a Great Corporate Citizen
2. Update to Economic Development Committee (Historic Landmarks Commission)
3. FY2012 Strategic Focus Area Plan
4. CRVA February Barometer Report

DISCUSSION HIGHLIGHTS

I. Subject: **How to Be a Great Corporate Citizen**

Chairman James Mitchell:
Thanks everyone for coming to the Economic Development Committee meeting. We have six items on the agenda today, starting with How to be a Great Corporate Citizen. Mr. Kimble I will turn it over to you.

Kimble: Thank you Mr. Mitchell. Back in November there was a suggestion made by Chairman Mitchell and the Council referred this item to the Committee. The idea was to formulate some talking points that the

Chamber and the City could use for new or expanding businesses in the community. This may be some good suggestions to them on how they can connect better to this community and how they might be a great corporate citizen. Because as they come in here they may not know how Charlotte does business and how to get connected in the community. So you have given us, the Chamber and the City staff, the task of putting together a sample listing of suggestions on what we would recommend to companies that would be coming to town. In partnering with Bob Morgan, President of the Chamber of Commerce and with Brad Richardson and Pat Mumford of Neighborhood & Businesses Services and a couple of other folks in the Chamber, we came up with a list. From that, we have brought forth this set of ideas on what we would somehow put into a brochure or information packet that we would share with new and expanding industries. Bob would you like to add to that conversation?

Morgan: Thank you for that opportunity. With that said, we have always been informal with communicating through the recruitment process your expectations for corporate citizenship back into the community. This document is not binding, it's not a requirement, it's still informal. It happens to capture some key elements in writing that we are comfortable in presenting is some well packaged way to companies that are expanding or relocating to Charlotte. This we feel is absolutely the right message to send; this is still very much in draft form so we are open to other suggestions.

Mitchell: Bob, thank you. Committee do you have any comments?

Kinsey: I really think that people coming into the community will appreciate this.

Morgan: I think you are right and thank you for sharing that. Companies come and often times when that announcement is made they get bombarded by hundreds of non-profits. This will give them a little bit of structure to what some of the community opportunities are. Mr. Chairman, I would like to also extend an invitation. There will be an announcement tomorrow at 10:30am at the Chamber. As is the case so often with these things, I am not able to provide details other than to suggest that if you are available, it would be worth your time. If you would like to speculate this may be an opportunity to present such a list.

Mitchell: Thank you for working with City staff on this. We think that this will give people direction.

Dulin: How much does this overlap with what Michael Smith is telling corporate citizens and Ronnie Bryant is telling corporate citizens? During our budget discussions, we are looking at overlapping what those folks are doing alike.

Morgan: There really isn't an overlap. The Charlotte Regional Partnership is to generate leads that we the Charlotte Chamber like other recruiting agencies around the region will then learn those leads. Then help to make those announcements so we help make the announcements the Partnership is not a part of those. This comes at the end of the process when a company has announced so there is no duplication there at all. In the case of the Center City Partners, if there is a project we are working with that is looking at the Center City, we are integrated in our recruitment and complementary way. Again with the announcements, we make those announcements. There would be no duplications.

Mitchell: Ron and I had a discussion about what action we need to take on this and Committee we need your feedback on this. It was referred to our Committee from Council. What is your pleasure? Do we need to take action and send it back to Council?

Kinsey: Well, do we want to do that if it is still in draft form?

Mitchell: Good point.

Kinsey: I am fine with the draft.

Kimble: It is in draft all the way up and until the time that Council would approve it so you have an opportunity to add to this list if you so choose. Council would have the same opportunity when it comes up to them, to make additional suggestions. So the draft is what we came up with between the Chamber and the staff, and we don't pretend that we captured everything. This is what we thought of, so if there are other thoughts, we are open to that.

Dulin: This is for our internal use, correct as we move about as corporate citizens? Or are you planning on handing this to the corporate citizens saying "this is would we would like for you to do, welcome to Charlotte Mr. Corporate Citizen"?

Kimble: It may not become just handing them this piece of paper, it could be part of the materials package and in the package as a suggestion to them.

Morgan: Projects are announced in different ways. If there is a press conference and the CEO of the company is there, then we would envision that this is part of the package that literally gets put into the hands of the CEO. Put in their hands directly at the time of the announcement. The overwhelming majority of projects do not announce publicly, they announce through a press release. This could be something that could be mailed or comes directly from the City of Charlotte Economic Development Office.

Dulin: This is good stuff. Most of these companies, if they are big enough to have the CEO flying in for the announcement, they are doing this in multiple cities. Might help them back home, we aren't typically supplying information to go into the packet that we hand out at corporate relocations. This would be on being a good corporate citizen in Charlotte suggestions or ideas. But it's intended to give them a little in Charlotte, not everybody has an Arts and Science Council and they don't run an Arts and Science Council campaign. This is a way of showing what happens in Charlotte specifically, what most businesses in Charlotte look to to be engaged in the community.

Kinsey: Well I move that we go ahead and recommend this to the City Council.

Mitchell: Is there a second?

Dulin: Seconded.

Mitchell: All those in favor say aye; unanimous.

VOTE: ***Recommend "How to be a great corporate citizen" draft document be forwarded to City Council for action at their March 28th City Council Meeting. The vote was unanimous with Cannon and Burgess absent for the vote.***

Kimble: This will appear on the March 28 Council Agenda for a report and action by the Council.

II. Subject: Update from the Historical Landmarks Commission

Mitchell: Mr. Kimble, will you introduce the next item on the agenda?

Kimble: This item came about maybe about a year ago when Ms. Kinsey at a Council Meeting said, "we need to have a little discussion at the Committee level about the property tax implications when historic properties get designated as such." You have been very successful each time one of these historic properties comes forward on a future agenda that prior to that time, the Historic Landmarks Commission does indeed send an official letter to the Chairman and all County Commissioners. A letter to the Mayor and all City Council Members and a letter to the County Manager and to the City Manager indicating that the Historic Landmarks Commission has requested consideration of this item. The potential property tax implications have been talked about if a historic property tax credit would be applied if the property is designated historic. I think you have accomplished one of your initiatives and that was to make sure that there was a clear knowledge that there was a property tax hit that is taken by the County and the City if the designation is made. That is in place now as a result of the work that you did in past Committee meetings with the Historic Landmarks Commission. Stewart Gray is here if further comment is needed. We also want to make sure that we came forward and talked once again about those that are currently in the queue, and those that will ultimately be working their way up to the City Council for consideration of

historic designation. What we thought we needed to do was now that you have handled the issue of notification of property tax that maybe there is a better process because the Historic Landmarks Commission needs to start moving some of these through the pipeline. They need to understand that when some of these get to the Council eyes, Council members may have some feeling about whether or not they should be designating some of these properties as historic. Those factors include the property tax ramification; but it should not be that these properties could either be properties that the Historic Landmarks Commission desires to bring forth themselves or one initialed by the residents in the community. The Historic Landmarks Commission's job is to evaluate those, and they by their mission, have to bring those properties forward for consideration at some point in time. We tried to think of a way in which we could be more informing to the City Council of those items that are in the queue. Making sure that we develop some system for suggesting that every six months the Historic Landmarks Commission would come to a Dinner Briefing and go through the ones that are in the queue that are coming up in the next six months so that the Council would have that information in advance. We just need to talk and start working through these issues.

Mitchell: I am going to recognize the sponsor of this bill, the Kinsey Amendment, Ms. Patsy Kinsey.

Kinsey: I get blamed for everything. I do think the process of notifying the County Commission, especially the County Commission because they are likely to take the bigger hit on some of these tax credits. What my concern continues to be, and I don't know the right process, I really need to focus on that. My concern continues to be those properties that the owner wants to be designed and one of them on here had a huge tax implication. There are dozens, if not hundreds, of homes that are just as important as that one in Charlotte. I can say that because I have done a lot of research in the area. That is what bothers me. That is what I struggle with and I feel the same way about the Queens Terrace Apartments. I just don't believe that they are the absolutely the finest example of that architectural period. So far, I have not convinced myself of that. That is what I struggle with. If we respond to everybody that wants their property designated, every house in Myers Park and everyone in Eastover would be designated. That is what bothers me.

Kimble: We struggle with this too, but it is their right to put that forth if that is what they choose as a property owner. It is the responsibility of the Historic Landmarks Commission to consider that request as it comes from the property owner.

Kinsey: Well should we then change the process? What does that take?

Gray: We struggle with the same issues that Council Member Kinsey brought up. I can address the individual properties, but I would like to assure one that there are a lot of nice houses in Myers Park and in Eastover only those very few, a tiny percentage, less than 1% may meet the General Statute requirement for landmark designation. Laid out in the North Carolina General Statutes, it states that if the Commission votes and we do have a Commission on staff that is made up citizens appointed by the County Commission, City Council and the Mayor. If they judge a property to be legiale for Historic Landmark designation then staff is compelled to bring it to City Council. I would be glad to say that if the City Council does not agree with Queens Terrace and the Alexander House we are done. I would like to assure you that we would never bring a property that is above or in question that meets General Statutes. Our Commission is made up of general public citizens that have different opinions and rotate on and off. I would try to give you our assurance, and I speak for Dr. Dan Morrill also, that we will do our very best not to bring properties to the City Council that we feel are in question. I think if you look at the numbers that we have brought over the past ten years, there might be a small percentage of properties where the City Council did not agree with us.

Kinsey: Did you say did not agree?

Gray: Did not agree.

Kinsey: Once it comes to City Council, most of our colleagues just raise their hand. I served on the Historic Properties Commission when it was Historic Properties, so I know the old way of doing it. If you just bring a house that some World War II person lived in; it just doesn't pass my test and try to convince my colleagues that they shouldn't vote for it, it makes me look bad. They would say that I was against preservation. Nothing is further from the truth. We can't designate everything in Charlotte. That is just what I fear. Of course, I realize that some folks don't want their property designated and I understand that. I lived in a house for 26 years designed by Louis Asbury. It probably would have passed and been designated. I don't know, I guess we will have to decide this at the Council level.

Gray: I appreciate your response thank you.

Kimble: The North Carolina General Statutes allows a person in a community if they feel that their house may be worthy of consideration, they would have the right as the property owner to offer that up. Once that property is offered up then the Historic Landmarks Commission has the responsibility to evaluate it from the citizen board prospective and determine whether it is eligible. Then determine whether or not to go to the Charlotte City Council and have it considered for landmark designation.

Mitchell: Is there any way to determine whether it is truly worthy of historic preservation or personal motivations for the tax deferral?

Gray: I don't believe that we can.

Mitchell: So when Patsy indicated to me that a certain property, instead of $1,400,000, they get a tremendous tax break. So to her point, I understand what she is saying.

Gray: I would suggest that we come to your Dinner meeting, and in that environment. it doesn't offend me or Dan at all. It's not a promise, it's just a process. So if we bring it to you at a Dinner meeting and we spend ten minutes or so and get a negative response, we can take that back to the Commission for their consideration and revote. We try to encourage the Commissioners to say you can vote and recommend that this go to City Council. If they do that our hands are tied because the General Statutes say to call for public hearing. You don't have to call for a public hearing; we would be required to call for a public hearing. We would encourage the Landmarks Commission not to waste our resources pursuing something where we have a negative feedback at the Dinner meeting, if that sounds reasonable.

Kinsey: Can we do that at a Dinner meeting?

Kimble: I think we need to consult with our folks to be sure that it is not circumventing the true process of them going first and then you conducting the public hearing to determine. You have to be sure that we are not creating a record that distorts that and creates an opportunity for someone to complain about information out of the normal process.

Gray: We would be glad to consult with the City Attorney's Office to get an opinion; they can just tell us how we can handle it.

Kimble: I think we need a little bit better process. You have invoked one good thing, the notification. Now we need to figure out what the process is that the persons and the Landmarks Commission will use to bring properties forward in the future.

Kinsey: Are we going forward with the two that are on there?

Gray: We wanted to give the Committee and update on properties and we are not making any movement with the Queens Terrace Apartments or the Alexander House.

Kinsey: But the others will be coming forward?

Gray: Yes, they will be coming forward.

Dulin: Isn't it the Alexander House that went backward? Wasn't that the house the owner wanted to renovate his kitchen so he voluntarily lifted his historic designation?

Gray: That was Major Alexander James House; which is a neighboring house and their designation was removed.

Dulin: I bet he is sorry he did that.

Mitchell: Patsy, are you O.K?
Kinsey: Yes, I am fine.
Mitchell: Ron and Stewart thank you. Ron we are ready for item number three?

III. Subject: FY2012/FY2013 ED Focus Area Plan

Kimble: This is for you to consider if you are ready. If you are not, we will come back another time. This is the FY2012/FY2013 ED Focus Area Plan for the next couple of years. We listened intently for as long as Mr. Mitchell talked at Johnson C. Smith University, which was about two minutes. We when we reconvened in CH-14 for the rest of your Council Retreat. We took notes, we listened to the conversation and we reacted by adding some things into the Focus Area Plan. I think these were very meaningful. They came from you as you as you discussed the issue in CH-14 that evening. So maybe we should just walk through a few of these. There was one comment that came from Warren Cooksey which said maybe we don't need as many specific measures in this Focus Area Plan as we have had in others. So we took that to heart and said well we think we can come up with some, so we took some time and effort to do that. Brad jump in here if you want to add to comments that I make. Mr. Mitchell had brought up entrepreneurial resource office, we brought that in under the Small Business category and we will work on development of a partnership including how we go about advocating for entrepreneurial ship in this community. I think there was a comment about SBE Utilization Goal. We feel comfortable in that we can do a stretch goal of SBE combined in informal and formal contacts and growth of 5% the next year after we get the results of this year. So we put in a stretch goal and it will be a stretch goal of 5% on the combined SBE. Nancy Carter mentioned during the CH-14 discussion that there was no reference of Independence Boulevard, even though you all recognized that is mentioned quite often in the Transportation and Planning Focus Area Plan. She had indicated that a reference here would be good. We blended it with the Business Corridor Strategy including reference for improvement plan for Independence Boulevard. There was no mention of youth and youth employment. The Mayor and Mr. Mitchell mentioned that after our meeting so we talked about training and employment for youth in the adjacent neighborhood and distressed business corridors and focusing on that. We just brought back to the table the target that was in last year's Focus Area Plan on Permitting and Permit Reviews. We put back in the less than two and a half reviews on all plans submitted. We accomplished that last year. If that is a measure that is meaningful then we think it is a measure that will still be meaningful and we are willing to put that back in there. To satisfy Warren Cooksey's desire for more tangible measures, Dennis Marstall, Brad Richardson and Pat Mumford will be working on these business to business. They will be developing the supply chain that we talked about and the business to business supplier connection that will result in increased sales and customers within the Charlotte region. We just tried to beef-up the measures and tried to make it more meaningful.

Dulin: Thank you staff. Mr. Chair, I would like to make a motion that we approve the FY2012/FY2013 ED Focus Area Plan for the Economic Development and Neighborhood Housing Committee, something like that?

Mitchell: There is a motion on the floor. Is there a second?

Kinsey: I will second that. I have been holding this up for everybody else as a model. Then you come and mark it up with all this red ink. Thank heavens it is still on two pages. I am very serious in holding this up, this one and the Housing and Neighborhood Development version to others because it is really good.

Kimble: I think you can still hold it up.

Cannon: I know it's not in here and I don't want to ruffle anything going forward. I had shared in a previous meeting a conversation I had with the Mayor's International Cabinet. Part of our discussion happened to

be about international business and parlaying international business into our focus on energy and related items. A part of that conversation talked about President Obama's position relative to that international business and the relationships that we are trying to deal with overseas. But it also went further and talked about this whole idea that there is a slight hangnail where we are charged to some extent with purchasing only American made type products. So when the Asian community overseas wants to get involved and establish business setup here, we are hit on the hand. The example that came up was where foot candles in lighting and you have let's say we have Zenith and GE's. We have an entity right here that deals directly with us and we deal directly with them. We will only purchase American made lighting, so from the standpoint of Hibachi that maybe wants to be involved in that they don't have an opportunity to engage. Now mind you that entity may want to come here and set up that means creating jobs and increasing the tax base for some community somewhere, but because there is not a real embrace of bringing in those types of companies, we prohibit in some respects those jobs created and tax base expanded. I only put that out there to say that I hope we will broaden our thinking as it relates to international business because that is part of what the Mayor's International Cabinet has on their checklist. I am saying does it really have to be on your checklist if we are in essence not trying to work toward bringing that in or that we are stopped at the door?

Dulin: I agree, I don't think that we are omitting the opportunity to go after any international business. Siemens, Electrolux and Husqvarna are three pretty good examples of how we have aggressively gone after international businesses. The door is open. We are open for business in Charlotte and I think this Council unanimously supported that.

Cannon: When we talk about outsourcing overseas rather than creating those jobs here, i.e. call centers, and importing and exporting. Here is an example; we had the media several years back to hit each Council Member up to ask what kind of car they drove? To determine if it was American made or foreign, so I am just saying we as a community have to make up our minds about where we really want to go with it. I am with you all the way; we need to continue to do that kind of thing. I am just saying that sometimes there are some added pressures out there and either we look beyond those pressures and create those opportunities or not.

Dulin: Again I agree, Charlotte is known as a call center area. There are more call centers in the Charlotte area and it started with Microsoft years ago. Yellow Cab is one of the three. I talked to that lady and she was in a call center in Utah. There is a point there, my guess is that Utah has less government restrictions and taxes on their businesses than we do. The way to get that call center to come to Charlotte is to make it easier and cheaper for businesses to do business here. I think that is how we grow jobs. It's a philosophical thing, but to me that is how we get that lady in Utah in Charlotte to be a dispatcher for Yellow Cab.

Cannon: On the community side, I will tell you why the dispatch side is set up like it is. There are some other things going on businesswise inside that organization that probably hasn't been above board when it has been operating here locally. We will talk about that off line.

Dulin: O.k.

Mitchell: Would you like to comment on this?

Richardson: Sure I can comment on the international, let me show you where international shows up in our work. Also remind you from the recruitment prospective of international companies, we are well covered in that regard. The Charlotte Regional Partnership spoke with the Budget Committee yesterday; many of their missions involve overseas trips. So from a recruitment standpoint, I think we are well served. It's not a role we play of recruiting international firms; we participate in the business climate making it really good, tax incentives where appropriate and necessary. The Chamber of Commerce has international speaking professionals that help develop those projects, both Asian and European. I think we are doing as well as

you would expect. In the Focus Area Plan, there are a couple of places where international business shows up. It's not articulated, but in the Small Business Plan, the web portal will have exporting for small businesses. It corresponds as you mentioned the President's administration, the National Export Initiative. Mayor Foxx has mentioned it a couple of times to as well. Exporting for small business; we are going to put a premium on that on the web portal. We are going also look at a partnership with the Mayor's International Cabinet on their website called Global Charlotte, which will be a similar web portal for foreign and direct investment and exporting. We will be working in that arena and then also the final Focus Area Initiative is retaining and growing businesses in both sectors. We really need all those sectors that have an international component. The project that Bob Morgan mentioned that will be announced tomorrow will be an international company they are moving here and support their growth and retain them when they come.

Cannon: I think that is a point because it is a focus. There should be something that articulates that within the body of what is before us. To at least say that our scope is much larger than what this might portray.

Mitchell: There was a motion that was seconded that we accept the FY2012/FY2013 ED Focus Plan. Are you ready to vote? All in favor say aye. Opposed? It's unanimous.

VOTE: ***Recommend to City Council to accept the revisions recommended for the FY2012/FY2013 ED Focus Area Plan, adding international to the document. The vote was unanimous with Burgess absent for the vote.***

Mitchell: Mayor Pro Tem Cannon could you take the chair for the next item?

Cannon: Item number four is the update on Small Business Week.

IV Subject: Small Business Week Update

Richardson: Thank you. Dennis Marstall and Renee Hode with Central Piedmont Community College have been working in a large group with the City that have been doing what you have asked us to do, which is to take a more comprehensive look at the Small Business Week in town. Last year, there was some disappointment in the Small Business Week activities or at least the perception that there was a coordinated effort. We have remedied that this year, what you have in front of you is a working draft. We hesitated to show it to you this early but May is only three months away and I want you to see some of the things that we are doing. Again, we are not spending money necessarily on this; we are a convener of the conversation and a calendaring effect. It will tie in nicely with the web portal, so if I might, I will point out a couple of highlights for Small Business Week. We are going to take off with the National SBA theme "Driving America's Economy". We do some marketing and branding around that driving small businesses driving Charlotte's economy. I will tell you that the week is the middle of May. We are going to kick it off Monday morning May 16th with an event hosted by the Mayor and City Council. We will debut our Small Business Web Portal, Charlotte Businesses Resources.com, you saw that a couple of weeks ago in a draft form at least a couple images of it. That will be announced that day. We are also working with another agency in town on an extreme small business makeover concept that will have media attention around it. International Community Awards will be recognized and entrepreneur that day at lunch. Mr. Cannon to your point, you will see some other things that week. Let me highlight a couple. One is Central Piedmont is really going to own Wednesday the 18th. It's a big educational day; they do it every year but we are going to work with them to promote it a little bit more broadly. Then on Thursday our second Access to Capital conference, the Chamber is hosting that event. We will partner with them a

little bit; this is where we will spend a little money as well. We will have a closing reception that evening that Mayor and Council will be invited to; there will be something special that night. I will also point out that we have an export event on Thursday as well. We are trying to do some things around Friday; we are not sure what that will be yet. A couple other things at the bottom, there has been the idea to invite Senator Kay Hagen in town to talk about federal procurement and maybe coupled with the DNC and the opportunities she sees there. The Ben Craig Center, which is an entrepreneurial incubator affiliated with the UNCC is in town to celebrate 25 years in business. They want to announce and celebrate 25 years on Small Business Week and announce their strategic plan, which may include a name change and refocusing. We will spotlight the winner of Five Ventures which is again an entrepreneurial business plan competition in the week. And we are trying to crack the nut of MecDec as well. There is real entrepreneurial innovative spirit behind MecDec and how we succeeded from the Crown, anyway we are working on that. This is going to be a work in progress, and if we hear of other events in the community, we are going to be as inclusive as we can to publicize, advertize and incorporate them as we can.

Cannon: Are there any questions of the Committee?

Dulin: No Sir, that's good. Thank you.

Richardson: Last year, I think the Chamber had, help me out Dennis, I believe thirty or so lenders. It will be traditional lenders. It will certainly be the SBA and some SBA funded groups like the BEFCOR that sells 504 loans to the SBA. Angel and Venture Capital, I am not sure. That will be something we will be working hard on as well.

Dulin: What are our plans to get this out to all corners of Charlotte- Mecklenburg?

Richardson: Great question. We are going to spend a lot of time and within budget a lot of money publicizing the small business web portal. It is all in the context of the Charlotte business resources. We will be using that web address and site not only to announce that the web portal will be launched on May 16th, this also will be the site where you will find the calendar, so we are going to double up and use the marketing for web portal to market Small Business Week. You will go to that page beginning April 15th and see a teaser about the small business resources. We will be doing a very broad marketing campaign as well as sending out through normal channels.

Cannon: Another question on the Access to Capital, do we the staff need leads on who may be out there in terms of Venture capitalist and or Angel investors?

Richardson: We know all the local Venture funds, now the Angels are often individuals they are interested in lending. So they are not really plugged into inviting Angels. They are often very wealthy individuals; we are not going to have them sitting at a table. That is not the correct format for them. There are currently three VC funds in town. We will invite them and show what they can do. Really they would be giving good information on what types of projects they may be interested in and what it means to have a Venture funding in your business, which is much different from traditional.

Cannon: And I asked that question because I know that there are plenty of entities out there. One I have in mind particularly, these guys come together monthly in parts of the country depending upon where they live. They will get together each month and accept any proposals that one might have, typically from existing companies. They are not looking for start-ups, they are looking for existing and they have the capital to come in and help them. That is why I was asking the question in regard to that.

Richardson: If you have any information of capital providers that we may not know about, we would love to have them included.

Cannon: They do have a local representative here. I think Mr. Kimble is familiar with them and we will have a conversation away from here to see if he can tap them. Mr. Chair, we have just gone through the draft of Small Business Week for the calendar. We were concluding that piece on the update. You have Ms. Kinsey who wants to go back to another agenda item that was covered previously.

Mitchell: So do you need a motion to move this item forward?
Kimble: We will continue to update and provide additional information to the Committee on the Small Business Week.
Dulin: This handout is not public information, but again it's not super secret?
Richardson: No not a secret; the more folks that will know will be fine.
Mitchell: Can you check to make sure this will be our tenth year?
Kimble: It might be the tenth year of the Business Advisory Committee. Is it also the tenth year of something else in small business? We could look into capturing a decade in progress or something like that.
Cannon: When will this actually become public, given that this is in draft form?
Richardson: April 15th. We will be pushing it out and inviting folks to think of events to add to it.
Mitchell: Ms. Kinsey, did you have additional questions?
Kinsey: I just wanted to go back to the Focus Area Plan for just a few minutes.
Mitchell: O.k., that's alright.
Kinsey: Since we are in here to introduce global or something, I don't have a problem with that.
Kimble: We are going to work the word global or international into the work one time if that would be o.k.
Kinsey: That is fine, if that is o.k. with Committee.
Dulin: I am sorry, I was not paying attention. What did you say?
Mitchell: She said that she would like the staff to include the word global or reference international into the ED Focus Area Plan.
Dulin: That's not too much to ask.
Kinsey: No, that is not too much at all.
Dulin: Can we put galactic in there?
Mitchell: Our last item is the CRVA.

V. Subject: CRVA February Barometer Report

Mitchell: This is for information only, no action is required.

VI. Subject: Next Meeting: Thursday, March 10, 2011 at 3:30p.m. in Room 280

Mitchell: I will have a conflict with that date so I will put you in good hands with Mayor Pro Tem Cannon. I will already be in Washington, so Mayor Pro Tem if you will preside over that meeting on March 10 at 3:30pm. Staff, are there any further discussions? This meeting is adjourned, thank you all.

Adjourned: 4:30p.m.

Economic Development Council Committee
Thursday, February 24, 2011 at 3:30pm
Charlotte-Mecklenburg Government Center
Room 280

Committee Members: James Mitchell, Chair
Patrick Cannon, Vice Chair
Jason Burgess
Andy Dulin
Patsy Kinsey

Staff Resource: Ron Kimble, Deputy City Manager

AGENDA

I. HOW TO BE A GREAT CORPORATE CITIZEN – 15 minutes
Staff: Ron Kimble, Deputy City Manager & Bob Morgan, President, Charlotte Chamber
Action: This item was suggested by Chairman Mitchell and referred by City Council at its November 8, 2010 meeting. The City and the Chamber of Commerce will review the attached, and if ready, the Committee can recommend it to City Council. **Attachment**

II. UPDATE FROM HISTORIC LANDMARKS COMMISSION - 20 minutes
Staff: Ron Kimble, Deputy City Manager
Action: Receive report of historic property requests currently under consideration, and develop reporting method for keeping City Council informed. **Attachment**

III. FY2012/FY2013 ED FOCUS AREA PLAN - 30 minutes
Staff: Brad Richardson, Economic Development Manager
Action: Review revisions and recommend FY2012/FY2013 ED Focus Area Plan to City Council.
Attachment

IV. SMALL BUSINESS WEEK UPDATE – 10 minutes
Staff: Brad Richardson, Economic Development Manager
Action: Provide Committee with an update on Small Business Week.

V. CRVA February Barometer Report – Information Only (Attachment)

VI. NEXT MEETING: Thursday, March 10, 2011 at 3:30pm, Room 280
Possible Topics: Independence Boulevard Area Plan
Charlotte-Mecklenburg Business Investment Program Overview

Distribution: Mayor/City Council Curt Walton, City Manager Leadership Team Executive Team

"Being a Great Corporate Citizen" Suggestions

(A collaboration of the City of Charlotte and the Charlotte Chamber)

Business to Business

- Join the Charlotte Chamber
- Become a member of the Board of Advisors of the Charlotte Chamber
- Volunteer for a Committee assignment with the Charlotte Chamber
- Buy products locally and contract for services with local companies through the use of MarketPlace, an easy, free online procurement tool available at www.charlottechamber.com/marketplace
- Adopt a small business enterprise and/or minority and women's business enterprise program. Charlotte is a diverse marketplace and we believe in the value of diverse work and supplier base. Organizations such as Carolinas Minority Supplier Development Council and the Metrolina Minority Contractors Association stand ready to assist you.

Employee Support

- Hold job fairs to target hiring employees locally
- Provide training that fosters employee promotions from within
- Implement an employee diversity program within your company
- Implement a tuition assistance program to encourage higher education attainment by employees
- Implement an employee wellness program within your company

Community

- Encourage employees to serve on City of Charlotte Boards and Commissions
- Encourage employees to volunteer in the community
- Adopt a public school in your geographic area and partner with that school
- Participate in youth employment internship and youth mentorship programs with the City of Charlotte and Charlotte Chamber
- Encourage employees to join civic clubs

Philanthropic

- Run a United Way employee giving campaign and make a corporate gift to the United Way
- Run an Arts and Science Council employee giving campaign and make a corporate gift to the Arts and Science Council
- Participate in other charitable causes of your choosing (Habitat for Humanity, Classroom Central, Police Activities League, for e.g.)

Update to Economic Development Committee
February 24, 2011

The Charlotte-Mecklenburg Historic Landmarks Commission has modified its designation process to include written notice to County staff and all County Commissioners, of any property tax consequence associated with the potential designation of an historic property.

The staff of the Landmarks Commission proposes to meet with the Charlotte City Council twice yearly to present, in an informational manner, historic properties that potentially could be processed for landmark designation, and to receive feedback and direction from the City Council. These properties could include those identified by the staff of the Landmarks Commission as well as properties whose owners have requested historic landmark designation. The purpose of this process would be to gauge support for the potential designation of the various properties before resources are committed to processing the properties.

Several properties are being processed for consideration by the City Council. The following is an update on those properties.

1. **Tuckaseegee Ford and Trail,** 5000 Whitewater Center Parkway. The Landmarks Commission is waiting for a response from Duke Energy concerning their support for the designation of their portion of the property.
2. **Eastover Elementary School**, 500 Cherokee Road. The Landmarks Commission has voted to recommend that the property be designated as an historic landmark. The report on the property has been sent to the State Historic Preservation Office for their comment.
3. **Queens Terrace Apartments**, 1300 Queens Road. Processing for this property has been suspended.
4. **Sydenham B. Alexander, Jr. House**, 250 Cherokee Road. Processing for this property has been suspended.
5. **Billingsville School,** 3100 Leroy St. This property will be considered by the Commission's Survey Committee in the coming months.
6. **Whitley Mill Ruin**, Long Creek. A report for this property will be prepared by the Landmarks Commission.

FY2012 Strategic Focus Area Plan

"Charlotte will be the most prosperous and livable city for all citizens through quality economic development."

The City of Charlotte's long-term economic health is in large part driven by the City's ability to facilitate private sector job growth and investment through partnerships with agencies such as the Charlotte Chamber, Charlotte Regional Visitors Authority and the Charlotte Regional Partnership. Historically, these partnerships have resulted in a diversified local and regional economy, which requires public investment in public services and facilities and infrastructure. A healthy economy also requires a commitment to strengthen and grow existing businesses, small business enterprises, entrepreneurship, business corridors and adjacent neighborhoods. In order to foster effective economic development, we must coordinate the commitment from both the public and private sectors.

The City's economic development strategy focuses on supporting small business development, promoting redevelopment in distressed business corridors to support adjacent neighborhoods, creating a more business-friendly government and focusing on community endorsed high-growth industry sectors that support our efforts to attract and retain businesses and jobs. (*Also see Environment, Housing & Neighborhood Development and Transportation & Planning Focus Area Plans for more economic development initiatives.*)

Economic Development

Promote Economic Opportunity

I. ED. Focus Area Initiative: Help grow small businesses in our community.

A. FY12 Measure: Implement the Small Business Strategic Plan, which includes the following major objectives:
- Build and strengthen a consortium of business resource partners
- Develop a web portal with a recognizable brand and on-going marketing strategy
- Provide information and resources that meet changing market needs
- Promote partnerships that enable business owners to find capital
- Increase opportunities for small businesses to expand sales locally
- Developing partnerships to support high growth entrepreneurs

1. FY12 Target: 100% of initiatives underway; 50% complete

B. FY12 Measure: Review the Small Business Opportunities Task Force recommendation on SBE Informal Goal Setting (including its relationship to federal DBE reporting requirements), and combine formal and informal opportunities

1. FY12 Target: Meet a combined formal & informal SBE Utilization Goal of 5%

Expand Tax Base & Revenues

II. ED. Focus Area Initiative: Continue to focus on job and tax base growth in business corridors.

A. FY12 Measure: Revise and implement the City's Business Corridor Strategy, including an examination of the five priority corridors (North Tryon, Beatties Ford Road, Rozzelles Ferry Road, Wilkinson/Morehead and the Eastland area) along with the improvements planned for Independence Boulevard, which will include the following elements:
- Review of accomplishments
- Review of current geography
- Prioritization of goals, with a focus on image building for distressed corridors
- Establishment of roles for the City and its partners.
- Workforce development, including training and employment for youth in adjacent neighborhoods

- Input from business owners, community leaders and developers
- Benchmarking of similar programs in peer cities

1. FY12 Target: Adopt a new Business Corridor Strategy and implement 50% of recommendations

* Cross reference H&ND Focus Area Initiative 2 regarding leveraging business corridor funds at 1:10 public/private ratio.

Develop Collaborative Solutions

III. ED. Focus Area Initiative: Focus on continuous improvement within the permitting and regulatory environment to facilitate job and tax base growth and to improve the customer experience.

A. FY12 Measure: Achieve greater collaboration among the City, County and NCDOT to shorten the time it takes and make it easier to obtain regulatory approvals, including, but not limited to certificates of occupancy

1. FY12 Target: Elimination of system barriers, conflicts and Impediments in the application of regulations

B. FY12 Measure: Average number of reviews on all land development permitting submissions

1. FY12 Target: Average ≤ 2.5 reviews on all plans submitted for FY12

IV. ED. Focus Area Initiative: Work with economic development partners to grow and retain **businesses in the community's targeted industry sectors of energy & environment, finance, manufacturing, health care, defense, motorsports, tourism and film.**

A. FY12 Measure: Design and implement a strategy to introduce local businesses into supplier relationships with large and mid-size businesses

1. FY12 Target: Establish a methodology for measuring the dollar value of goods and services sourced locally rather than from outside the region and make at least 10 business-to-business supplier connections that result in sales of goods and/or services

B. FY12 Measure: Work with tourism partners to develop a plan for growing amateur sports in the Charlotte Region

1. FY12 Target: Develop a new public/private model for adding amateur sports facilities in the Region

The Charlotte BAROMETER Report

An Official Publication of the Charlotte Regional Visitors Authority

FEBRUARY 2011

National & International Business & Convention

FUTUREWATCH 2011

FutureWatch 2011, sponsored by the MPI foundation and IMEX, reflects optimism for the meetings industry in the coming year. Fifty-eight percent of respondents say that the number of meetings will increase this year. In all, planners expect 8% growth in the number of meetings being planned by organizations. Budgets will also be on the rise with 18% expecting a "significant" increase, while another 39% foresee a "slight increase". In all, planners a 5% increase in their average spend per meeting in 2011.

Local Perspective

CHARLOTTE AREA LODGING – DECEMBER SMITH TRAVEL RESEARCH

Charlotte area **occupancy** was 46.2% in December, a 7.6% rise from December 2009. That's the 12th consecutive monthly improvement in occupancy for the destination. For 2010, Charlotte area occupancy was 57.2%, up 11.1% over 2009. By comparison, occupancy rose 5.7% for the US in 2010 (57.6), 6.9% in NC (53.8) and 6.8% in the Top 25 markets (63.8).

With 459,474 rooms sold during the month, Charlotte area **room demand** rose 9.1% in December compared to December 2009. That's the 14th consecutive monthly improvement in demand for the destination. For 2010, 6.7 million rooms were sold in our market, an increase of 14.2% over 2009. By comparison, room demand rose 7.7% in the US, 9.3% in NC and 8.7% in the Top 25 markets.

Charlotte area **average daily rate** (ADR) was $77.14 in December, up 4.4% from December 2009. That's the 6th straight month of rate improvements in our market. For 2010, ADR was $80.66 for the Charlotte area, down 0.4% from 2009. By comparison, during 2010 rate dropped 0.1% in the US ($98.08), fell 0.6% in NC ($79.92) but rose slightly at 0.4% in the Top 25 markets ($118.42).

Charlotte area **revenue per available room** (RevPAR) was $35.67 in December, up 12.4% over December 2009. That's the 11th consecutive month of RevPAR increases in the destination. For 2010, RevPAR was $46.11 in the market, up 10.6% from 2009. By comparison, 2010 RevPAR grew 5.5% in the US ($56.47), 6.2% in NC ($43.02) and 7.2% in the top 25 markets ($75.54).

MECKLENBURG COUNTY HOSPITALITY TAX COLLECTIONS-- FY11 THROUGH DECEMBER

Mecklenburg County **6% regular occupancy tax collections** total $11.5 million through the first half of FY11, up 19% from the same time last fiscal year.

Mecklenburg County **2% NASCAR occupancy tax collections** total $3.8 million through the first half of FY11, also up 19% from the same time last fiscal year.

Mecklenburg County 1**% prepared food & beverage tax collections** total $10.1 million through the first half of FY11, up 9% from the same time last fiscal year.

National Leisure & Tourism

NATIONAL RESTAURANT ASSOCIATION RESAURANT PERFORMANCE INDEX

The National Restaurant Association's Restaurant Performance Index (RPI) stood at 101.0 in December, up 1.1% from its November level. December marked the third time in the last four months that the RPI stood above 100, which signifies expansion in the index of key industry indicators. The RPI's gain was driven by expanding same-store sales and customer traffic levels as well as growing optimism among restaurant operators. The RPI is constructed so that the health of the restaurant industry is measured in relation to a steady-state level of 100. Index values above 100 indicate that key industry indicators are in a period of expansion, and index values below 100 represent a period of contraction for key industry indicators. The RPI consists of two components, the Current Situation Index and the Expectations Index.

2011 RESTAURANT INDUSTRY FORECAST

The 2011 **Restaurant Industry Forecast** projects an industry sales increase of 3.6% over 2010 sales, which equals 1.1% in real (inflation-adjusted) terms. Quick service restaurants are projected to post sales of $167.7 billion this year, a gain of 3.3% over 2010. Sales at full-service restaurants are projected to reach $194.6 billion in 2011, an increase of 3.1% in current dollars over 2010. Among the 50 states, *North Carolina is expected to post the strongest sales growth in 2011 at 4.2% (industry sales are projected at $14.1 billion),* followed by Idaho ($1.8 billion) and Virginia ($12.8 billion) at 4.0%. Forecast to post growth at 3.9%: Colorado ($8.6 billion), Florida ($30.1 billion), Maryland ($9.4 billion) and Texas ($36.7 billion). In the states, the restaurant industries in Texas and Florida will show the strongest job growth over the next 10 years at roughly 17%, followed by Arizona and Alabama at roughly 16%.

Economy

BLUE CHIP ECONOMIC INDICATORS 2011 & 2012 FORECASTS

The table below contains the 2011 and 2012 forecasts, according to **Blue Chip Economic Indicators**,

	2011F	2012F
Real GDP	+3.1%	+3.2
CPI	+1.7%	+1.9%
Corporate Profits	+5.7%	+7.2%
Disposable Personal Income	+2.7%	+2.5%
Unemployment Rate	9.4%	+8.7%

Media

JANUARY 2011 VOCUS

During January, **Vocus** identified 2,021 news items on keywords tracked by CRVA. The top five categories for the month were: NASCAR Hall of Fame with 52% of the mentions followed by Democratic National Convention, (10%), Charlotte Hotels (8%), Charlotte Attractions (6%) and Charlotte Convention Center (5%). The top five media outlets for the month were online, consumer sites with 40% of the news clips followed by online news & business sites (25%), television programs (12%), newspapers (9%) and cable/satellite – network/station (4%). Nearly three quarters (74%) of January's hits occurred outside of the Charlotte area.

Sources for this Publication

- **Associated Press**
- **Blue Chip Economic Indicators**
- **Mecklenburg County Tax Office**
- **National Restaurant Association**
- **Restaurant Industry Forecast**
- **Smith Travel Research**
- **The Conference Board**
- **The TAP Report**
- **Travel Smart News**
- **US Department of Labor**
- **Visit Charlotte/CRVA**
- **Vocus**

Michael Applegate, CDME
Director of Research, CRVA
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Inside This Report

- **Barometer Summary (p. 1&2)**
- **Hospitality Industry Statistical Report (p. 3)**
- **Definite Bookings (p. 4)**
- **Pace Report (p. 5)**
- **Charlotte Convention Center Tradeshow & Convention Booking Outlook (p. 6)**
- **Hospitality Industry Sales Activities (p. 7)**
- **Lost Business Report (p. 8)**
- **Occupancy Tax Collections (p. 9)**
- **Prepared F&B Tax Collections and The Economy (p. 10)**

HOSPITALITY INDUSTRY STATISTICAL REPORT
January 2011

Charlotte Market Lodging Production					
	Charlotte Market	North Carolina	Competitive Set	United States	Top 25
December 2010 Occupancy %	48.2	41.8	44.4	46.0	53.9
% Change	7.6	5.3	5.1	5.4	5.6
December 2010 ADR $	77.14	74.20	80.22	96.22	118.82
% Change	4.4	1.6	-0.3	1.9	2.7
December 2010 RevPAR $	35.67	31.00	35.92	44.23	63.99
% Change	12.4	6.9	4.8	7.4	8.4
2010 YTD Occupancy %	57.2	53.8	56.9	57.6	63.8
% Change	11.1	6.9	6.2	5.7	6.8
2010 YTD ADR $	80.66	79.92	86.90	98.08	118.42
% Change	-0.4	-0.6	-2.1	-0.1	0.4
2010 YTD RevPAR $	46.11	43.02	49.80	56.47	75.54
% Change	10.6	6.2	3.9	5.5	7.2

Source: Smith Travel Research-Stats lag by one month

Comp Set includes: Tampa, Atlanta, Indianapolis, Baltimore, Minneapolis, St. Louis, Greensboro, Raleigh, Cincinnati, Columbus, Philadelphia, Pittsburgh and Nashville

Charlotte Douglas International Airport Aviation Production				
	Month of December	% Chg from Dec. 09	2010 YTD	YTD % Chg from 09
Passenger Enplanements	1,600,584	14	19,096,963	11
Passenger Deplanements	1,593,212	14	19,157	11

Source: Charlotte Douglas International Airport-Stats lag by one month244

Visit Charlotte Definite Room Night Production				
	Month of January	Change from January 2010	FY 2011 YTD	YTD Chg (%) from FY10
Total Room Night Production	7,871	-40,854	241,105	27,560 (13%)
Visitor Economic Development ($)	4,538,796	-29,672,438	163,360,366	-8,708,708 (-5%)
Number of Definite Bookings	22	-33	146	-27 (-16%)
Average Size of Definite Bookings	358	-528	1,651	417 (34%)
Total Attendance	7,642	-108,345	332,055	-103,653 (-24%)
Convention Center GSF Booked	840,000	840,000	12,660,000	2,840,000 (29%)

Visit Charlotte Lead Room Night Production				
	Month of January	Change from January 2010	FY 2011 YTD	YTD Chg (%) from FY10
Total Room Night Production	93,088	-33,740	547,566	-130,066 (-19%)
Number of Lead Bookings	88	-21	403	24 (6%)
Average Size of Lead Bookings	1,058	-106	1,359	-429 (-24%)

Visit Charlotte Housing Bureau Production			
	Month of January	FY 2011 YTD	YTD% Chg from FY10
Total Reservations Produced	754	5,602	113%
Total Room Nights Produced	3,655	19,880	579%

Visit Charlotte Leisure Tourism Production			
	Month of January	**FY 2011 YTD**	**YTD % Chg from FY10**
Ad Inquiries (+Travelocity clicks, etc.)	9,140	139,044	7.2%
Visitor Center Walk-In Traffic	1,969	23,560	41.3%
Call Center Inquiries	456	3,365	-4.8%
Web Site Official Visitors Guide Requests (+ views)	3,669	11,035	-34.8%
Emails/Letters/Faxes	22	150	-18.0%
Total Visitor Inquiries	**13,995**	**177,154**	**6.1%**
Visit Charlotte Web Site Visitors (Google)	**85,574**	**606,352**	**-1.6%**
Motor Coach Group Bookings (Passengers)	0	2,969	15.9%

DEFINITE BOOKINGS
January 2011

Charlotte Convention Center

Conference Sales

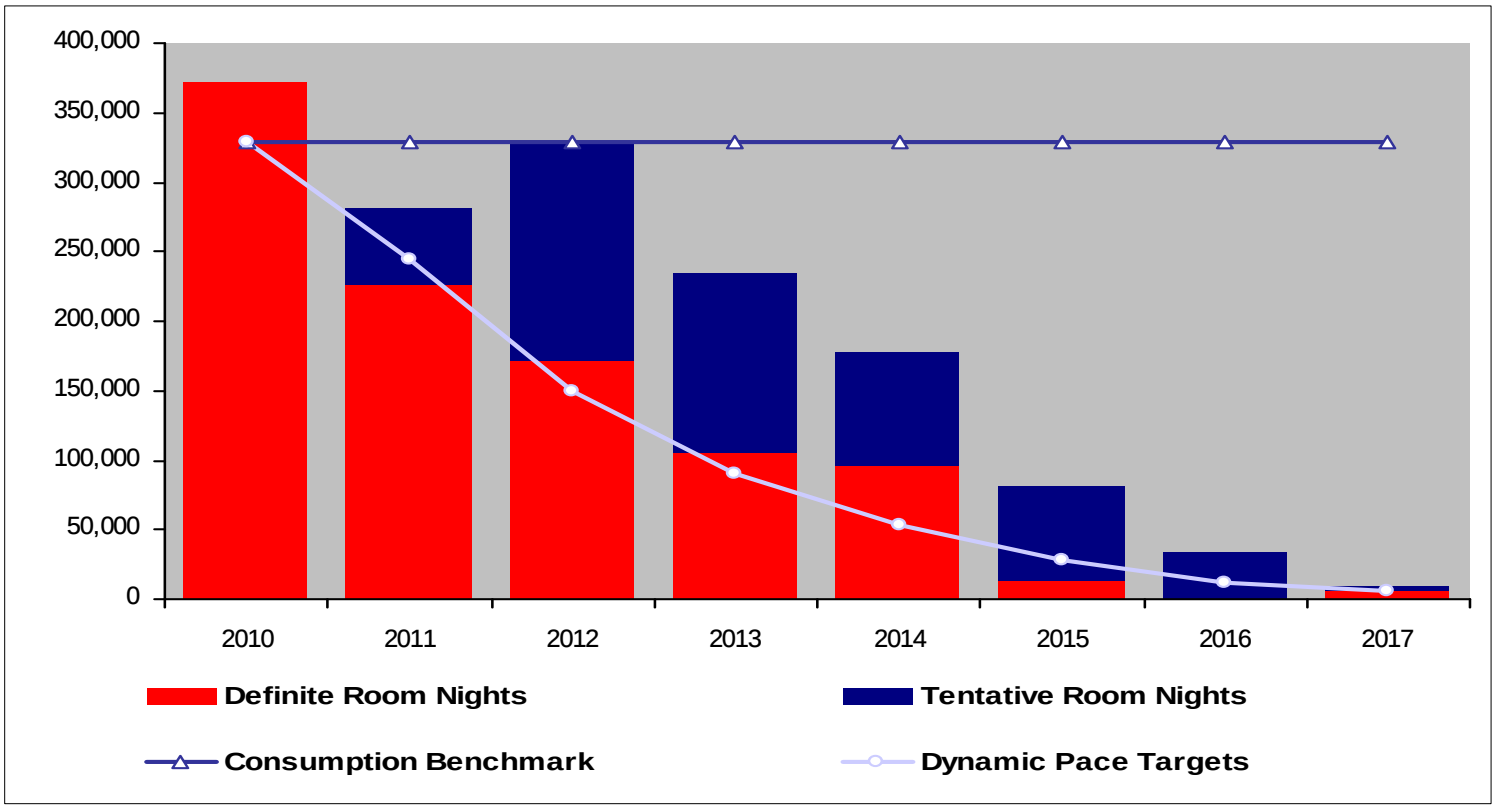
Group Name	Type	Date	Days	Sq Ft	Total Room Nights	Attend	($)
Inman News	Meeting	5/11	1	0	40	400	125,600
Assisted Living	Convention	5/13	3	340,000	3,492	17,900	1,787,800

Group Name	Event Date	Days	Room Nights	Attendance	Visitor Econ. Dev. ($)
OneSource Landscape & Golf	1/11	2	2	6	3,768
AREVA Company ®	1/11	1	124	300	94,200
Association for Supervision and Curriculum Development	1/11	3	250	200	188,400
Bluegrass Mountain Swimming Conference	2/11	3	1,086	2,000	804,000

Institute for Medical Education & Research	2/11	1	5	100	31,400
American Iron & Steel Institute ®	2/11	2	103	55	34,540
American College of Emergency Physicians ®	3/11	1	28	28	8,792
Travel Trade Shows ®	3/11	1	10	75	23,550
New South Swimming ®	3/11	3	825	1,000	402,000
Southern Shows, Inc.	4/11	2	69	50	31,400
IMAGINE Software	4/11	2	130	150	94,200
High Note Trips	4/11	2	50	75	47,100
Savannah River Nuclear Solutions	5/11	4	275	80	100,480
Prevention Research Institute, Inc.	6/11	2	22	40	25,120
United States Probation Office ®	6/11	3	700	253	238,326
Bennett – Ingram Family Reunion	6/11	2	20	70	43,960
North Carolina Urban Forest Council	9/11	2	80	160	100,480
Tip Technologies, Inc.	9/11	3	360	120	113,040
Blue Cross and Blue Shield of North Carolina Foundation	10/11	2	100	180	113,040
National Beta Club	11/11	2	100	200	125,600
Total			**4,339**	**5,342**	**2,623,396**
GRAND TOTAL			**7,871**	**7,642**	**4,538,796**

Sports & Leisure Spending DKS&A 2007 Charlotte Update (attendance x $134 x # days)
Convention & Conference Spending 2005 DMAI ExPact Study (attendance x $314 x # days)
® Repeat Business

Eight Year Dynamic Room Night Pace Report
(As of 1/1/11) Trends Analysis Projections, LLC



Eight Year Dynamic Room Night Pace Report
(As of 1/1/11) Trends Analysis Projections, LLC

	2010	2011	2012	2013	2014	2015	2016	2017	Total
Charlotte Definite Room Nights	372,184	226,191	171,812	105,873	95,691	13,483	0	5,937	991,171
Pace Target	328,185	244,003	150,149	90,451	53,356	28,599	12,015	6,015	912,773
Pace Percentage	113%	93%	114%	117%	179%	47%	0%	99%	109%
Tentative Room Nights	0	55,899	155,472	127,875	81,757	67,968	33,520	3,525	526,016
Consumption Benchmark	328,185	328,185	328,185	328,185	328,185	328,185	328,185	328,185	2,625,480
Peer Set Pace Percentage	100%	94%	91%	91%	94%	135%	120%	109%	98%

Peer Set Data includes Charlotte, Baltimore, Louisville, Pittsburgh and Tampa

Charlotte Convention Center
Tradeshow & Convention Booking Outlook
(As of 2/2/11)

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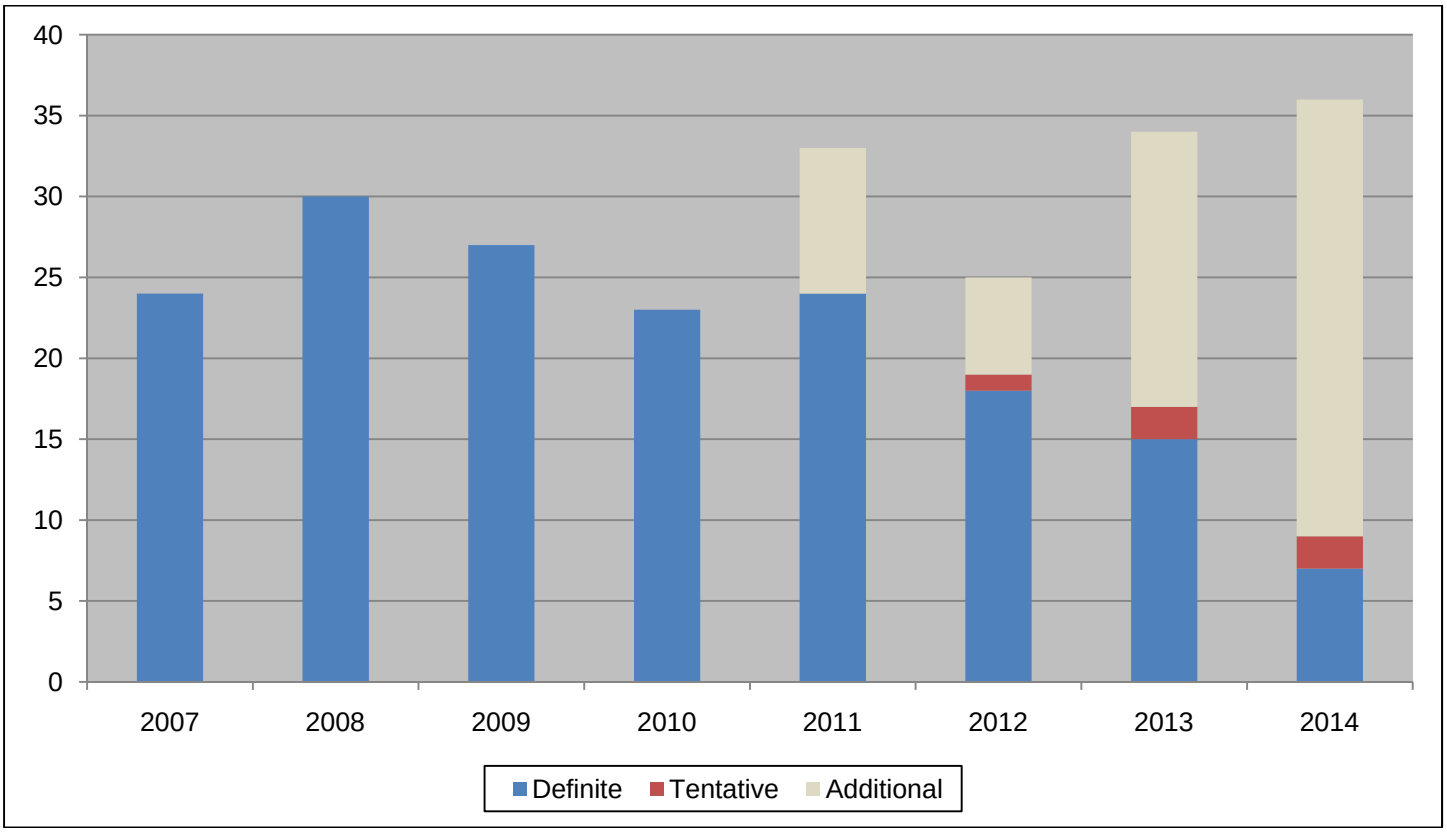


Charlotte Convention Center
Tradeshow & Convention Booking Outlook
(As of 2/2/11)

Fiscal Year	2007	2008	2009	2010	2011	2012	2013	2014
Definite Bookings	24	30	27	23	24	18	15	7
Tentative Bookings	0	0	0	0	0	1	2	2
Subtotal	24	30	27	23	24	19	17	9
Definite Target	20	21	26	30	33	25*	34*	36*
Variance	4	9	1	-7	-9	-6	-17	-27

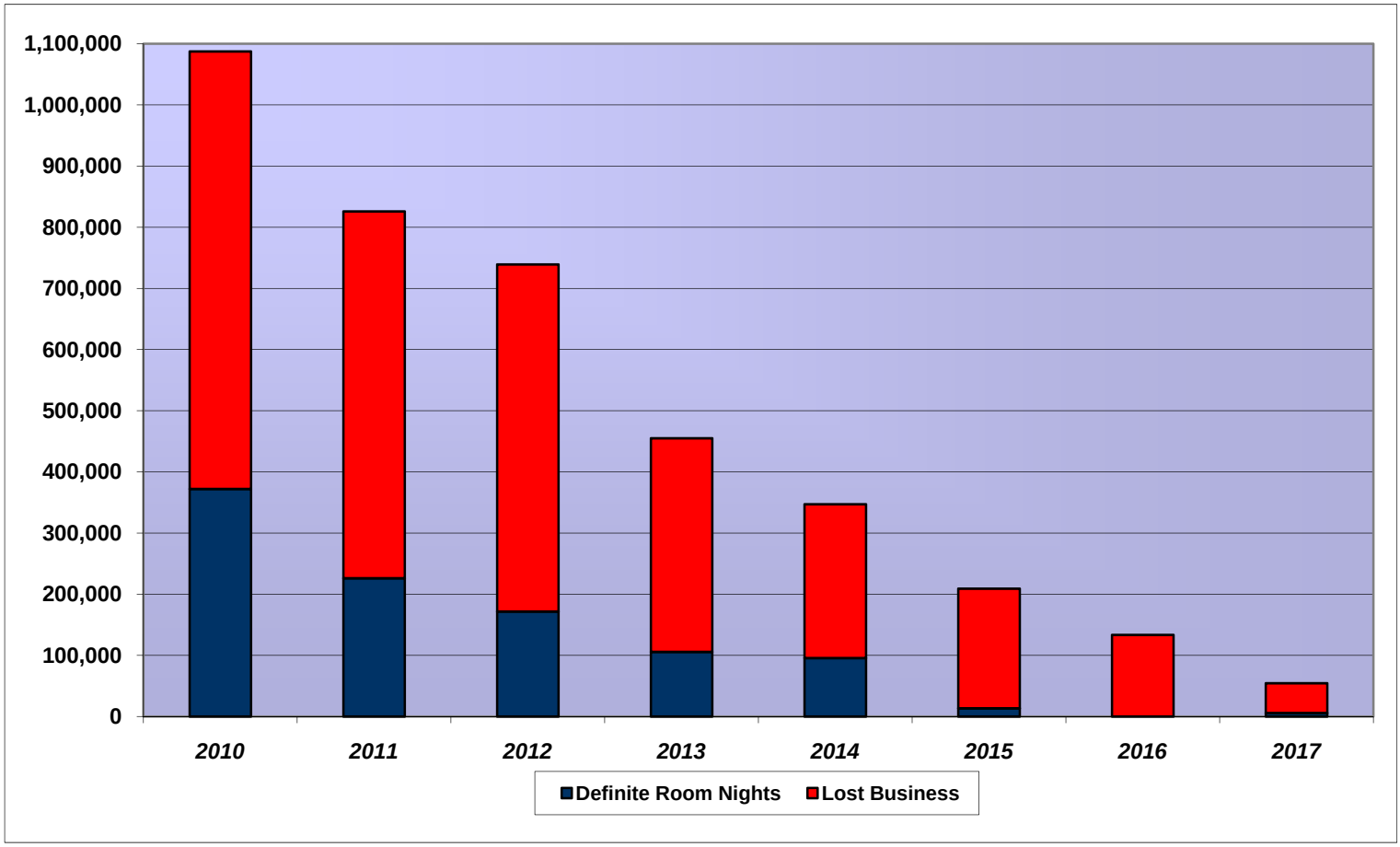
*new goal beginning FY11

HOSPITALITY INDUSTRY SALES ACTIVITIES
January 2011

Site Visits			
Group Name	**Venue**	**Total Room Nights**	**Total Attendance**
DEFINITES			
NAFA Fleet Management Association (April, 2011)	CCC	5,780	2,500
TENTATIVES			
HME News Publications (September, 2011)	Hotel	215	200
Coca Cola Collectors' Club (July, 2013)	Hotel	1,383	600

Trade Shows & Events (attended by staff)	
Event Name	**Location**
American Bus Association	Philadelphia, PA
American Football Coaches Association	Dallas, TX
Association for Convention Operations Management	Las Vegas, NV
Meeting Professionals International, Carolinas Chapter	Durham, NC
Potomac Chapter, Meeting Professionals International	Washington, DC
Professional Conference Management Association	Las Vegas, NV
Religious Convention Management Association	Tampa, FL
Tri State Conference	Myrtle Beach, SC
US Lacrosse	Baltimore, MD

Visit Charlotte Pace vs. Demand Comparison – Lost Business (As of 1/1/11)Trends Analysis Projections, LLC



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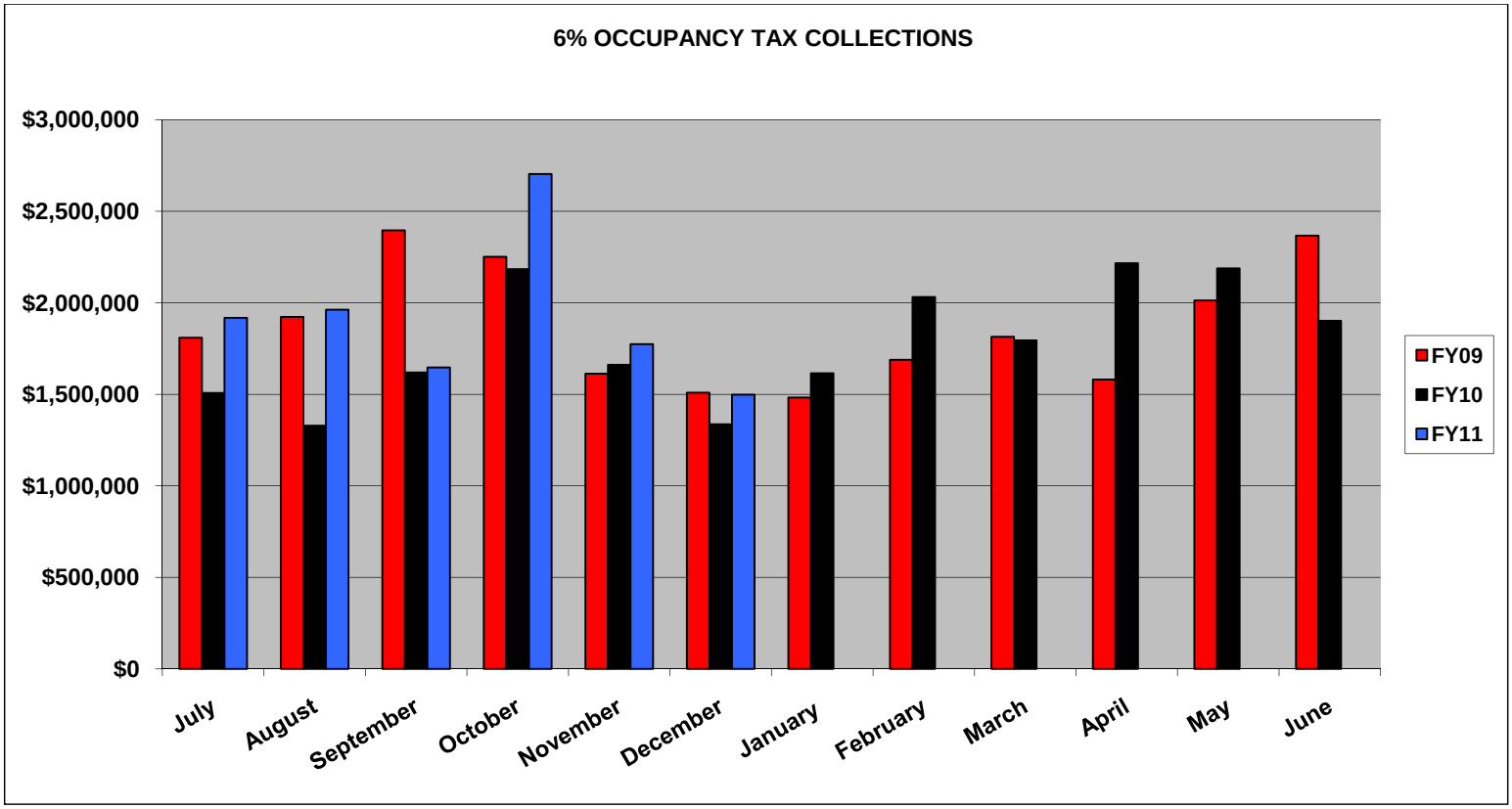
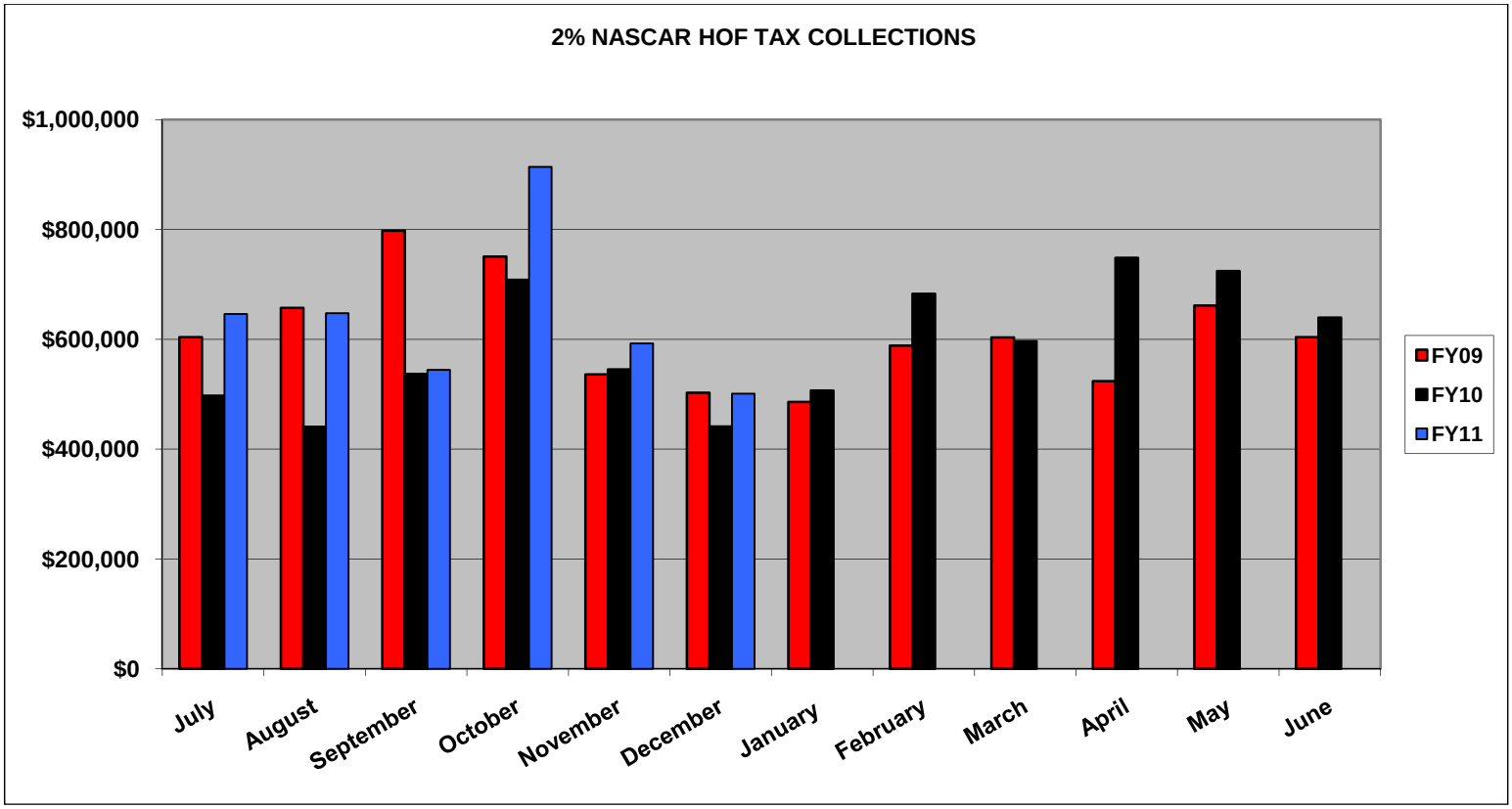
Pace Target	328,185	244,003	150,149	90,451	53,356	28,599	12,015	6,015	912,733
Pace Percentage	113%	93%	114%	117%	179%	47%	0%	99%	109%
Total Demand Room Nights	1,087,491	825,908	739,245	455,031	347,158	209,150	133,548	54,464	3,851,955
Lost Room Nights	715,307	599,717	567,433	349,158	251,467	195,667	133,548	48,527	2,860,824
Conversion Percentage	34%	27%	23%	23%	28%	6%	0%	11%	26%
Peer Set Conversion Percentage	28%	24%	20%	21%	21%	25%	25%	18%	24%

Peer Set Data includes Charlotte, Baltimore, Louisville, Pittsburgh and Tampa


6% OCCUPANCY TAX COLLECTIONS
$3,000,000
$2,500,000
$2,000,000
$1,500,000
$1,000,000
$500,000
$0
July
August
September
October
November
December
January
February
March
April
May
June
FY09
FY10
FY11


2% NASCAR HOF TAX COLLECTIONS
$1,000,000
$800,000
$600,000
$400,000
$200,000
$0
July
August
September
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November
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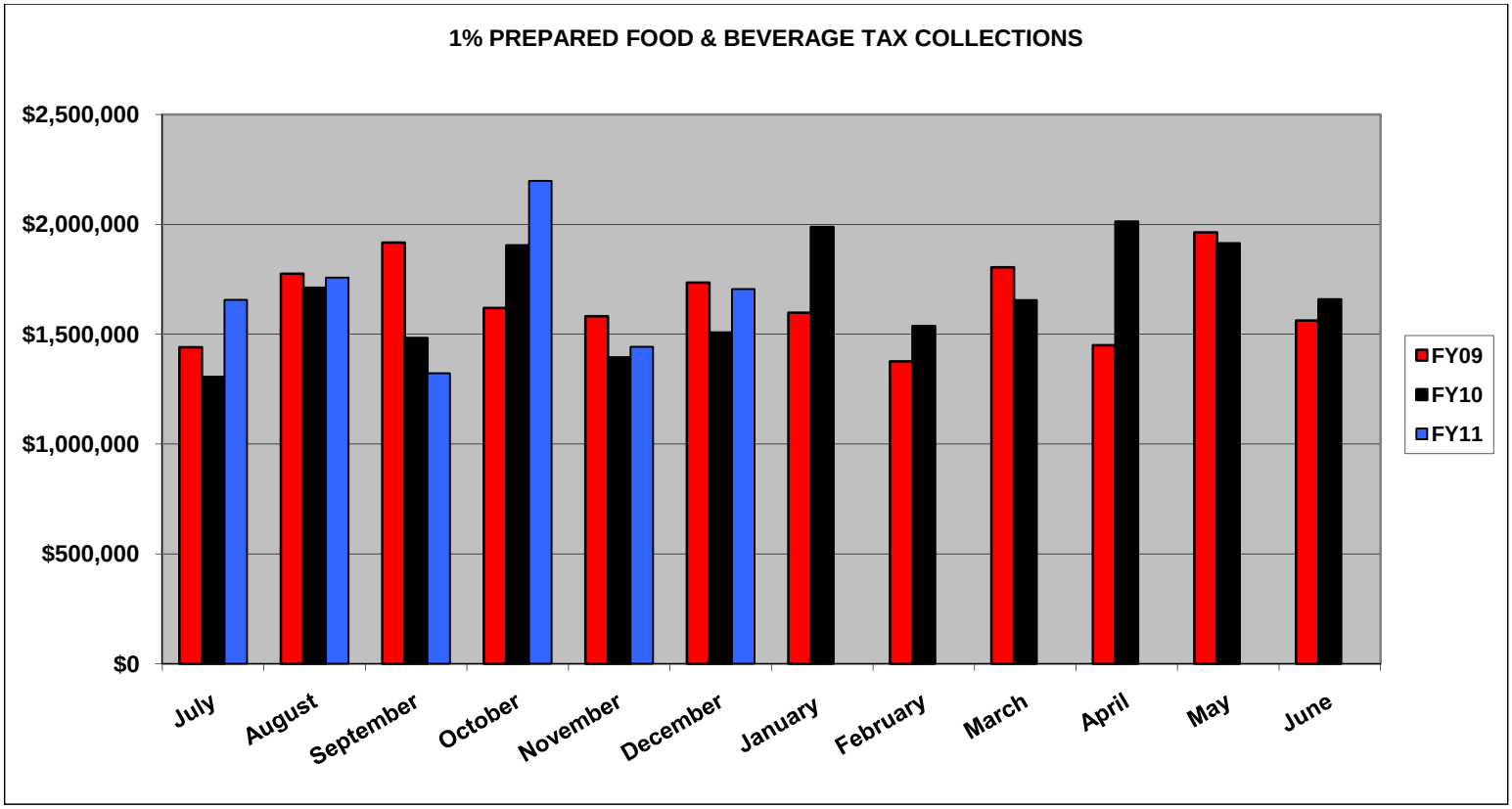
FY09
FY10
FY11



THE ECONOMY
December 2010

	2009	2010	% Change
Consumer Confidence Index	52.9	53.3	0.7%
Consumer Price Index (CPI)	215.949	219.179	1.5%
Unemployment Rate			
- National	9.9%	9.4%	-5.1%
- State	10.9%	9.8%	-10.1%
- Local	12.2%	10.7%	-12.3%

DRAFT

Small Business Week Calendar

Small Business: Driving Charlotte's Economy

May 16 – 20, 2011

Monday – May 16

- Breakfast -- Kick-off with Mayor and Council to highlight new Small Business Web Portal and maybe draw name for Extreme Business Makeover recipient (TENTATIVE)
- Lunch -- Charlotte International Community Awards – International Entrepreneur Award

Tuesday – May 17

- Lunch -- MWBE lunch and learn program at CPCC hosted by Meck. County/City SBE program, plus CMSDC and maybe PRIDE magazine
- Lunch – LACC regular monthly lunch @ Mint Museum
- Afternoon -- Greater Women's Business Council (Roz Lewis event – TENTATIVE)
- Afternoon -- City to host Business Resource Session (through Community University)

Wednesday – May 18

- 9 am – 2:30 pm – CPCC's Entrepreneurial Success 2011 a half-day conference to educate and motivate entrepreneurs and existing business owners
- Afternoon -- Chamber Young Professionals networking event (TENTATIVE)

Thursday – May 19

- Lunch – Chamber East Chapter monthly meeting
- Noon – 6:30 p.m. – Access to Capital Conference at Convention Center with closing Reception
- Morning -- "Export University 101" session to provide basic tools to initiate or expand into international markets presented by the North Carolina U.S. Export Assistance Centers and the NC World Trade Association – Charlotte Chapter

Friday – May 20

- Business Advisory Committee meeting (potential event opportunity)
- Lunch – Annual MecDec event @ The Square

<u>Potential Events</u>

- Senator Kay Hagan to do an event re: federal procurement
- Innovation and Entrepreneur event at Ben Craig Center (to highlight name change)
- Spotlight on the winner of the Five Ventures Competition
- MecDec partnership – to highlight entrepreneurial spirit associated with revolutionary spirit of MecDec