MSD 5 - UNIVERSITY CITY

Tomorrow’s Urban Center

Mission

University City Partners creates, develops, sponsors and supports projects, programs and initiatives that **build and sustain the economic vitality of University City.**

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University City

TODAY

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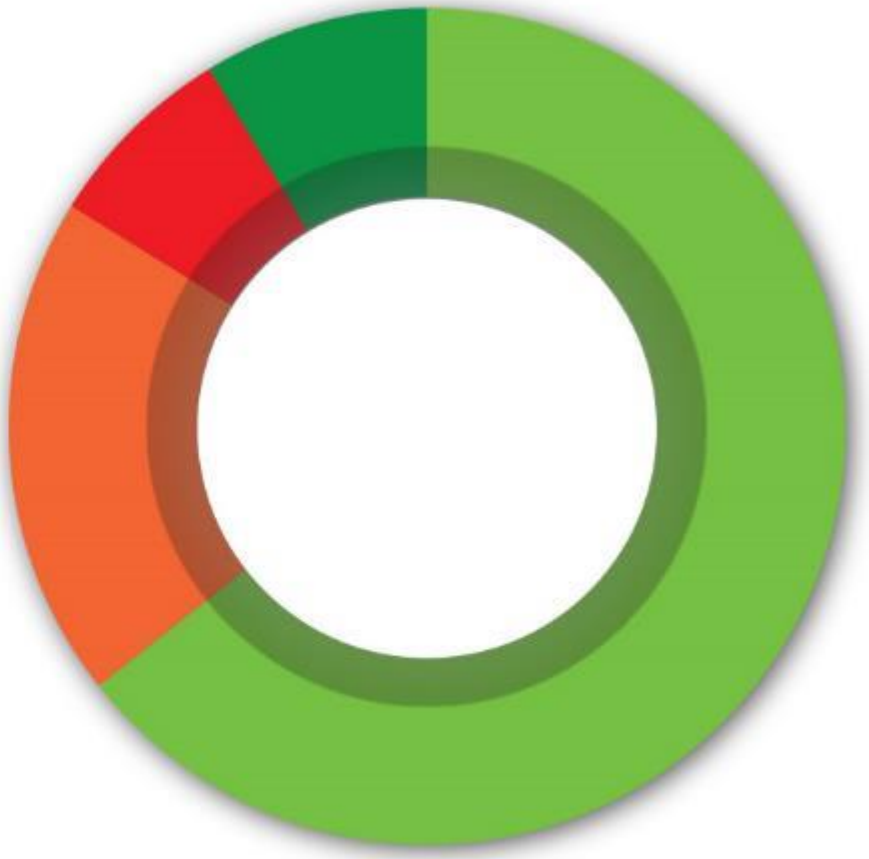
FY 19 MSD Funding

City of Charlotte	$752,149.00	65%
Sponsorships/Contributions	$180,000.00	16%
Contribution from Capital Reserve	$130,000.00	11%
501c3	$96,750.00	8%
TOTAL FUNDS AVAILABLE	**$1,158,899.00**	



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FY19 Work Program Allocation

Administrative	$220,872.43	19%
Events	$279,919.95	24%
Planning & Development	$403,825.70	35%
Economic Development	$99,304.91	9%
Marketing	$154,976.01	13%

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FY19 Success and Impact

ECONOMIC DEVELOPMENT

7.1% Vacancy Rate

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FY19 Success and Impact

ECONOMIC DEVELOPMENT

Light Rail Impact = 39 parcels in “active” status

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FY19 Success and Impact

ECONOMIC DEVELOPMENT

Significant Organic Business Growth

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FY19 Success and Impact

ECONOMIC DEVELOPMENT

New Hotel / Conference Center at UNC Charlotte

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FY19 Success and Impact

ECONOMIC DEVELOPMENT

Clean Streets, Clean Community

Litter Management Program

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FY19 Success and Impact

PLANNING & DEVELOPMENT

Ucity Vision

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FY19 Success and Impact

PLANNING & DEVELOPMENT

UCity Library - New Site

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FY19 Success and Impact

PLANNING & DEVELOPMENT

Parks Advocacy

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FY19 Success and Impact

PLANNING & DEVELOPMENT

Thoroughfares Transportation Study

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FY19 Success and Impact

PLANNING & DEVELOPMENT

New CMPD Precinct

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FY19 Success and Impact

PLANNING & DEVELOPMENT

Executing JW Clay Station Master Plan

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FY19 Success and Impact

PLANNING & DEVELOPMENT

URP Area Plan Advancement

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FY19 Success and Impact

PLANNING & DEVELOPMENT

UCity Station Entertainment District

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FY19 Success and Impact

PLANNING & DEVELOPMENT

Wayfinding – Design + Locations

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FY19 Success and Impact

MARKETING & COMMUNICATIONS

UCity Brand Update

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FY19 Success and Impact

MARKETING & COMMUNICATIONS

UCity Wine Fest

Healthy UCity Race Series

Charlotte KidsFest

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FY19 Success and Impact

MARKETING & COMMUNICATIONS

Community Safety Collaborative

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Developing FY20 Budget

Board and Board Committee Input

Engaging Our Municipal Partners

Ongoing Focus Group Meetings & Surveys

Business Retention Meetings

Stakeholder Meetings **UNC Charlotte & Atrium

Public Presentations & Neighborhood Engagement

UCP Communication Tools

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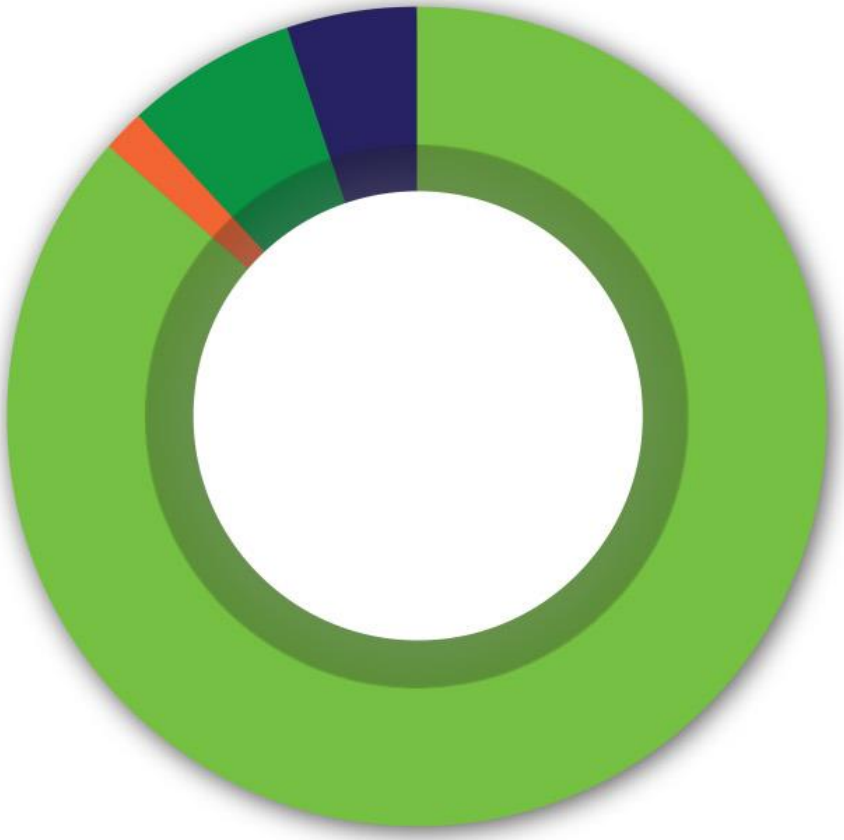
FY 20 Budget Needs

City of Charlotte	$1,081,000.00	84%
Sponsorships/Contributions	$31,500.00	2%
501c3	$100,000.00	8%
Contribution from Capital Reserve	$75,000.00	6%
TOTAL FUNDS AVAILABLE	**$1,286,500.00**	



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Program of Work

FY20 PRIORITIES

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FY20 Priorities

Create strong centers

- Build parks & libraries as anchors
- Develop mix of housing
- Invest in public realm
  - Wayfinding Signs – 7 to 10 signs
- Convene community through placemaking, events, programs and civic activities

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FY20 Priorities

Enable transportation that aligns with community vision

- Traffic study w/ UNC Charlotte & DOTs, build grid
- Expand trails, MU Trails, bike lanes, sidewalks
- Re-think interchanges
- Increase access in University Research Park
- Improve arterials visually & functionally

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FY20 Priorities

Sustain and grow business

- Continue to build data resources for CRE industry
- Inform/facilitate redevelopment
- Retain, grow and recruit business to support UCity vitality
- Execute Clean Streets, Clean Community

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FY20 Priorities

Strengthening safe communities

- Community Safety Collaborative
- Advocate and secure adequate resources
- Communicate intentionally to influence perception
- Use of technology and cameras

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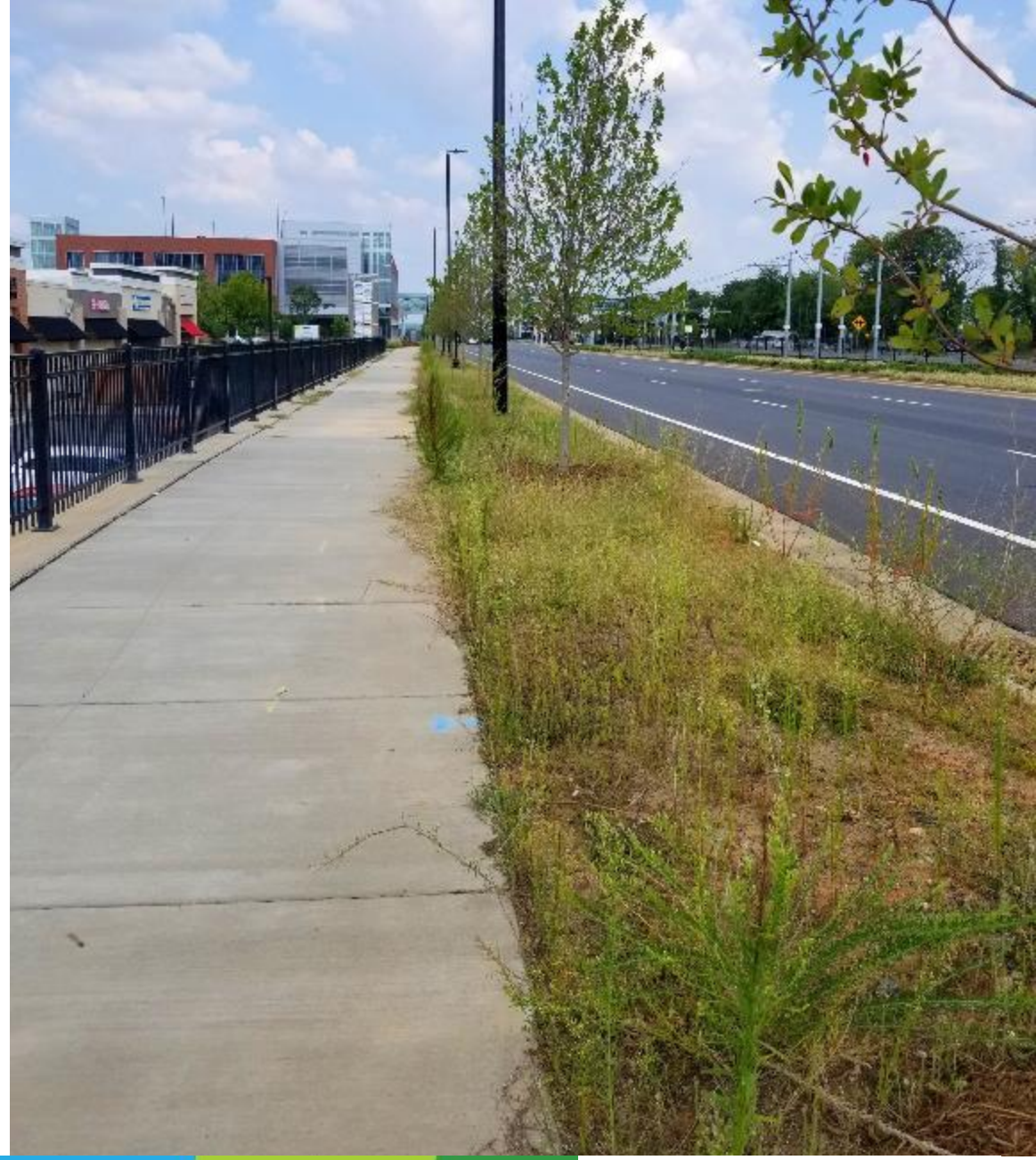
FY20 Priorities

New initiatives

- Community Safety Collaborative
- University City brand assessment + value proposition
- Wayfinding signs install
- Clean streets, clean community
- Communicate intentionally to Influence perception
  BRAND + SAFE COMMUNITY
- Scenario planning for transportation



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Program of Work

FY20 PRIORITIES

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