



ANNUAL REPORT

2022 - 2023 Fiscal Year



Annual Impact Report 2022-2023

Our vision is for University City's central learning, living and business district to be a vibrant place that is urban in scale and design. Energized by transit, it will be a popular and accessible destination offering diverse and unique choices for living, shopping, working, learning and playing.

To achieve this ambitious vision, University City Partners strives to implement short-term goals in our four strategic areas: mobility, density, character and natural environment. It is our mission that annual achievements touch multiple goals.

Economic and Community Development

Small businesses, residents, workers and even a global e-tech player are finding their future in University City. Albemarle Corp. is transforming a massive 1980s office-warehouse into a \$200 million lithium research and development center, with an expected 200 employees.

Twenty-seven small businesses received UCP's support in the past year through partnerships, marketing and other promotional efforts. UCP will be able to do even more for small businesses in the coming year thanks to a \$237,000 grant from Charlotte City Council. University City Partners' advocacy helped lead Mecklenburg County to approve \$39.6 million for a new library within walking distance of the JW Clay Blvd Light Rail Station.

Urban Spine & Core

21st Century Mobility

Character and Culture

Building the Greenbelt

\$200M

for lithium research center

\$39.6M

for new University City Library

27

small businesses partner with UCP

\$237K

grant for more business support

University City Partners is forging partnerships that will build community and create opportunities for businesses and residents to work together.

The University City Collective, a group of 20 University City creatives and business leaders, meets regularly to make advances on art and culture initiatives. Their projects include the Spoken City Podcast and The Art in the Garden Series, which invites our community to learn from a local artist at the UNC Charlotte Botanical Gardens.

University City Partners also initiated the University City Roundtable in partnership with the Charlotte Area Chamber of Commerce. The Roundtable provides a quarterly forum where business leaders and University City Partners can discuss issues and brainstorm solutions.





Sharing Our Good News

University City Partners sharpened its focus on marketing, public relations and content creation in the past year. The result is a record level of earned media coverage. The single biggest media success – with 45,000 views – resulted from our collaboration with The Congress for the New Urbanism in considering a Student Main Street near UNC Charlotte. Other top stories in the past year include the arrival of UCP’s new president and CEO, Keith Stanley; and Albemarle Corp.’s announcement of its future research and development facility in University City. These topics and other content resulted in:

- 40 positive news stories in local media related to University City
- 175,000 views of University City coverage
- Approximately \$70,000 in earned value of coverage

Charlotte MAGAZINE



Life Lessons: University City Partners President Keith Stanley

The screenshot shows a website article with the following content:

- Header:** universityCity PARTNERS logo, navigation links: VISION PLAN, RESEARCH & PLANS, ABOUT UCP, NEWS, CONTACT.
- Title:** Albemarle Technology Park: 5 Questions with CTO Glen Merfeld
- Date/Category:** Jan 2, 2023 | Business Growth, Economic Development
- Text:** In mid-December, Albemarle Corporation announced a \$180 million plan to establish a major technology campus in University City. Albemarle Technology Park expects to create 200 jobs and provide a \$644.5 million boost to North Carolina’s economy over 12 years.
- Text:** Here, we dig in with Glen Merfeld, chief technology officer with Albemarle, to learn more about the company’s plans, the day-to-day operations in the new facility, whom they plan to hire, and what made University City attractive.
- Section Header:** Where is lithium used and how important is it today?
- Text:** Lithium is an essential element in things we use daily without realizing it. In the simplest form, it’s a chemical element on the periodic table with the symbol Li and the atomic number 3. It’s also the lightest metal. You can find it in laptops, cell phones, toys, ceramics, heat-resistant glass, industrial refrigeration, and even pacemakers.
- Image:** Headshot of Glen Merfeld, CTO of Albemarle Corp.
- Text:** Over the last several years, lithium has become a household word as the demand for electric vehicles (EV) has increased. In 2021, 6.5 million electric cars were sold globally, with expectations to grow to around 10.5 million in 2022. The consensus is that total EV sales in 2030 will be about 30 million. The US Energy Information Administration (EIA) projects 672 million EVs globally by 2050. That’s quite an increase from where we are today. These EVs require lithium-ion batteries, and lithium-ion batteries require lithium. But it’s not just EVs where lithium plays a role. As the spotlight on sustainability in the energy industry grows, we see an increasing demand for wind and solar power. That power must be stored, which involves using lithium-ion batteries, requiring more lithium.
- Right Sidebar:**
 - Need a Specific Article? (Search bar)
 - Receive Up to Date News (SUBSCRIBE button)
 - Receive Economic Development News (SUBSCRIBE button)
 - View Past Newsletters (Select Month dropdown)
 - View Post by Category (Select Category dropdown)
 - Press Releases (University City Partners Statement on Centene East Coast Headquarters, Meet Jordan Harris)

Growing Our Social Media Presence

Similar to the newsletter and earned-media statistics, our social media platforms had a record year, as well. Instagram led our platforms in audience interest, experiencing a 28% growth in views. Overall, our social media platforms saw an:

- 80%** increase in impressions
- 50%** increase in total audience
- 110%** increase in engagement

Want to see what the buzz is about? Follow us!

@univcityclt | #UnivCityCLT



Inviting CLT to Have Fun Here



CHARLOTTE NYD5K



2023 NYD 5k

The 3rd annual New Year's Day 5K offered competitors and their friends a beautiful new route for 2023. With a record turnout, this unique event is poised for growth.

- 300 runners from Mecklenburg and Cabarrus Counties
- New route winds through UNC Charlotte's 1,000-acre campus and along three greenways



7th University City Winefest

This event, now in its seventh year, returned to the Shoppes at University Place, building energy in the core of University City.

- Back-to-back Wine Festivals held in Fall 2022 and Spring 2023
- 500 guests attended each event
- Winefest showcases and benefits unique University City businesses including The Wine Vault and Armored Cow Brewing, which supply beverages for the event.



University City Farmers Market



University City Farmers Market

launched its 3rd season in May 2023

at a new location: lakeside beside the

recently completed NOVEL University Place apartments.

- 12,000 visitors annually – including 2,000 unique visitors
- Over 30 unique vendors throughout the year
- Gross sales of over \$40,000, supporting the development of small businesses



Activation Through Partnership

In addition to our signature events, University City Partners is proud to support those who do great work in the community in a way that contributes to a sense of place. Events we contributed to in the 2022-2023 fiscal year included Niner Nation Week, the Charlotte Black Film Festival, City Walks, and the University City Library's 30th Birthday Celebration.





Clean and Safe



Our Streets Are Looking Better

University City Partners continues to invest resources to ensure that residents, employees and visitors see a well-maintained community that is ripe for investment. During the 2022-2023 fiscal year, our staff:

- Removed over 1,600 illegal yard signs from the right of way
- Reported 592 code violations
- Addressed enforcement issues related to abandoned shopping carts
- Began dialogue with city staff to tackle truck-parking issues



University City Partners also works to keep our municipal service district clean and green through a landscaping and litter contract. This portion of our work assists city and state transportation departments in maintaining rights of way and ensures that litter is removed weekly from problem areas that our staff reviews.

All of these efforts provide a way for property owners to take ownership of their own frontages, pitching in to move University City in the right direction.

Learn more about our
Clean Streets initiative!



UCP & Partners Harness Tech to Protect

University City Partners worked with several property owners in the past year to install a community security system along North Tryon Street and nearby I-85. The system, known as Flock, uses solar-powered license-plate-reading cameras to record vehicles passing by their lenses, with a direct feed offered exclusively to CMPD. The cameras' triangulated locations allow them to capture images of nearly every vehicle driving by.

The result: Our police receive actionable evidence to solve, deter and reduce crime. Similar systems are running in thousands of communities nationwide.



flock safety



21st Century Mobility



Quick Steps for a Better Traffic Flow

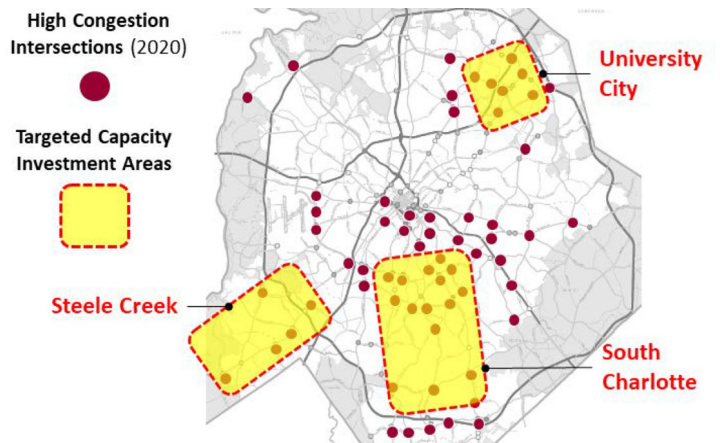
Charlotte is spending \$10 million to improve traffic flow in University City and two other areas through small-scale, quick infrastructure projects such as adding road connections and extending existing traffic lanes. These improvements, especially when coupled with private investment, can make land development more feasible while providing a greater positive impact to the public.

Have phone? Summon Your Microtransit Lift!

A new form of on-demand transportation called microtransit will start serving much of University City's municipal service district and beyond in 2024. Think of it as hailing a ride with your phone. Microtransit travelers will pay a small fare, get picked up near their location and ride via CATS van or shuttle to or from destinations nearby, including Innovation Park, businesses throughout University Research Park, and Blue Line transit stations along North Tryon Street. Transit experts envision microtransit helping our many residents and workers take short trips, whether to run errands throughout the day or get to and from a LYNX station as part of their daily commute.

Transportation Improvements for Our Growing URP

The transportation network serving University Research Park continues to evolve as the park and adjoining properties add retail, residential and major new office developments. The transformative North Bridge over I-85 is in its design-approval phase. When finished, the \$50.7 million project will give the URP a direct link over I-85 to University Place, the LYNX and UNC Charlotte. Charlotte recently finished a 12-foot-wide shared-use path for cyclists and pedestrians along Mallard Creek Church Road, plus related intersection improvements at David Taylor and Claude Freeman Drives. The Gov. Hunt Road entrance on Mallard Creek Road also has a new turn lane.





Strategies Driving the Vision

Built on the recommendations of previously adopted plans for University City, the following 10 strategies are set forth to move University City closer to an urban, transit-oriented future. While these strategies will likely remain far beyond the 20-year horizon of this plan, they will guide shorter-term programs of work and goals for achievement.

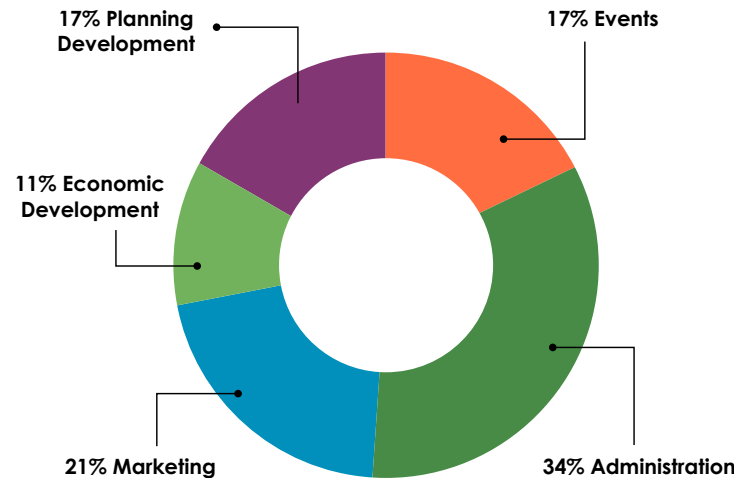
Each strategy aims to serve more than one of the following elements:

- Create an Urban Spine and Core
- Build a Greenbelt for Recreation and Transportation
- Build Mobility for the 21st Century
- Build Character through Suburban Reinvestment and Placemaking

10 Strategies for 10 Years

1. **Make University Place a Town Center for University City.**
2. **Celebrate UNC Charlotte as our anchor and as Charlotte's main research university.**
3. **Improve pedestrian safety and connectivity to UNC Charlotte and around transit stations.**
4. **Develop placemaking installations on greenways and improve connectivity with spur trails leading into parcels near the greenway.**
5. **Add last-mile service, micro-mobility and improved bus stop conditions for bus riders.**
6. **Seek public funding to implement all NECI projects remaining in the University City Area Plan.**
7. **Advocate for and develop community assets.**
8. **Transform the McCullough Drive / Ikea Blvd. corridor into a walkable alternative to North Tryon Street.**
9. **Focus placemaking within Transit Oriented Development areas and along greenways.**
10. **Maintain and connect a population diverse in age, culture and income.**

2022 - 2023 Budget



We proudly highlight how University City Partners effectively utilizes its annual funding to advance our 10 strategic objectives, each of which plays a crucial role in shaping the University City community. Remarkably, nearly 70% of our budget is dedicated to funding various programs and activities aimed at bolstering the vitality and development of University City.

The achievements of the past year underscore the unwavering dedication of our staff, the resilience of our board, and the wholehearted commitment of our community leaders. As we move forward, University City remains steadfast in its commitment to responsibly manage our resources, seeking opportunities for growth through strategic partnerships and the ongoing economic development of our region.



The 2022 - 2023 UCP Team

Executive Committee

Stuart Parks, Chairman • Joyce Tompkins, Board of Directors • Bill Leonard, Treasurer, Committee Chair
Ryan Wetherington, Committee Chair • Richmond Baker, Committee Chair
Betty Doster, Ex officio/Board of Directors

Board of Directors

Amie Guy • Jerry Boggs • Katie Maloomian • Kelly Bradley • Mohammed Idilbi • Phil Nicholenko
Tom Creter • Alyson Craig, Ex officio • George Dunlap, Ex officio • Renee Perkins Johnson, Ex officio
Leslie Johnson, Ex officio • Liz Babson, Ex officio

Staff

Keith Stanley, President & CEO • Janelle Goodrich, Project Manager



“As we mark two decades of dedication, I am humbled to lead this remarkable journey as the president and CEO. In an era of unprecedented growth and transformation, we stand poised to embrace the future. Reflecting upon our past triumphs, we remain steadfast as the voice championing a destination that thrives with vitality, captures hearts, and welcomes all to partake in a dynamic, unforgettable experience.”- K. Stanley



“The radiant future of University City Partners shines brightly upon us. With our reservoir of talent, unyielding momentum, and a vista of opportunities, we are poised to forge ahead on our journey of success and expansion. Our vision crystallizes into a thriving community, a tapestry woven with diverse and unique options for living, shopping, working, learning, and playing, ensuring that our legacy is one of enduring vitality and choice.”- S. Parks



universityCity

PARTNERS

