



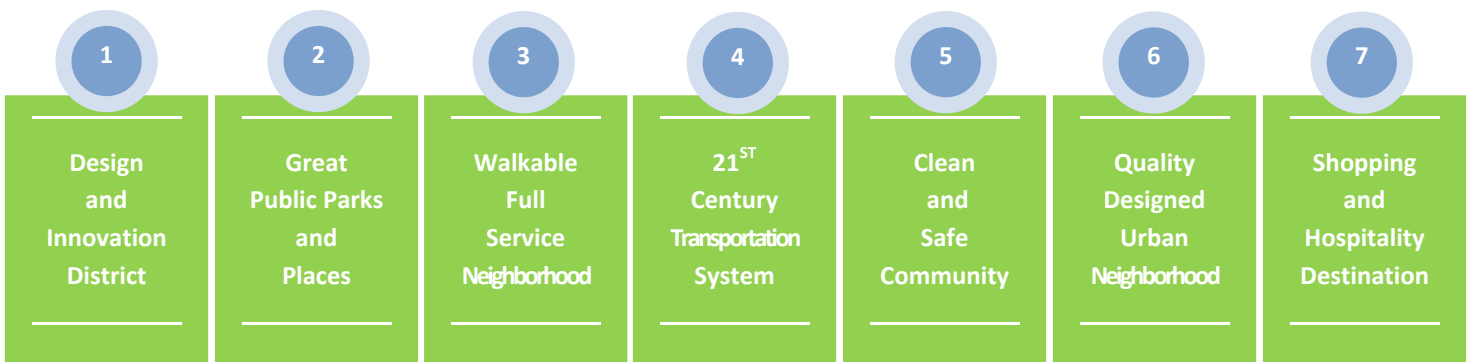
## ORGANIZATION STRUCTURE FOR PROGRAM OF WORK IMPLEMENTATION

### vision:

Charlotte's South End will be viable, livable, memorable and sustainable; authentically rich in character, creativity, and innovation.

### mission:

South End will work relentlessly to achieve an innovative, creative and sustainable business district and neighborhood by achieving these strategic goals:



## organization:

To fulfill the vision and mission for South End the following organizational structure is suggested for achieving staff integration and stakeholder engagement:

### STAFF RESOURCES

**Director of Historic South End** – A Director of Historic South End, whose time and work is 100 percent dedicated to the district, will work with CCCP staff and South End stakeholders, committees and volunteers to successfully complete the annual program of work for South End and fulfill the vision for South End. Additionally, a South End Office/Information Center will be established in the district and the Director will share time between the CCCP office and South End office.

**Shared Resources** – The Director will work closely with CCCP Events/Marketing, PR/Communications, Planning & Development, Neighborhood Development and Economic Development departments, to leverage expertise and resources for South End.

### ADDITIONAL RESOURCES

**South End Technical Committee**- Director of Historic South End will meet once a month with SE technical committee comprised of staff members from CDOT, CATS, City Planning, Code Enforcement and CCCP staff to update and share information/concerns related to South End.

**Public Safety** – Director of Historic South End will meet weekly with CMPD South End Response Area Coordinator and Beat Officers on issues pertaining to public safety in South End. Additionally the Director of Historic South End will maintain a good relationship with Crime Stoppers to aid in safety initiatives like graffiti rewards, etc

### SOUTH END RESOURCES

The following committees\* will be established to provide South End volunteers the opportunity to contribute and guide the work being done to fulfill the vision for South End. These committees will meet once a month (with some exception) and be made up of passionate professionals in the district as well as some CCCP staff members.

**Promotion** – The Promotion Committee will work to create or enhance a positive image that affirms community pride and continues to foster consumer and investor confidence in South End. The committee will recommend advertising, retail promotions, special events, and



marketing campaigns to sell the image and promise to the community and surrounding region. Promotions in South End will communicate the district's unique characteristics, business establishments, and activities to shoppers, investors, potential business and property owners, and visitors.

**Design** – The Design Committee will work on initiatives and projects that address the physical infrastructure/ space and create a safe, inviting environment for shoppers, workers, residents, and visitors. The committee will focus attention on all of South End’s physical elements: public and private buildings, storefronts, signs, public spaces, parking areas, street furniture, public art, landscaping, merchandising, window displays, and promotional materials. This committee will also review and recommend good maintenance practices in the district, the rehabilitation of historic buildings, encourage appropriate new construction, and educate business and property owners about design quality, and long-term planning.

**Business Development** –The Business Development committee will work to strengthen South End’s existing economic assets while diversifying its economic base. This will be accomplished by retaining and expanding successful South End businesses to provide a balanced commercial mix, sharpening the competitiveness and merchandising skills of business owners, and attracting new businesses that the market can support. The goal is to build the South End district as one that responds to the needs of today's consumers.

(\*The framework and principles for the establishment of these committees were developed by MainStreet USA’s Four-Point Approach .)

## DISTRICT MEETINGS

To build a stronger and more engaged community, the format for the South End District Meetings will be changed. These meetings have been held once a quarter but now will convene monthly. The meetings will alternate between informational and social. The informational meetings will continue to meet at Bryon’s (or a set location in South End) and will be an opportunity for stakeholders to learn from the Director of Historic South End, CCCP Staff, committee representatives and invited guests about happenings in, around and for South End. There will also be opportunity for community input about existing and future projects or issues.

The social meetings will be much more informal in nature and will rotate between South End hospitality locations for the opportunity to introduce business owners and residents to one another as well as feature the many amenities within South End.



## GOVERNANCE

**CCCP Board of Directors** – The CCCP Board of Directors and the CCCP Executive Committee of the Board provides governance for the operations of CCCP. The Board and EC advise and give counsel on issues and initiatives in Uptown and South End and approve the annual Program of Work. The HSEC suggests a proportionate number of seats based on percentage of revenue in order to provide more transparency and more influence on governance for the MSD-4 revenue. This particular recommendation falls outside the specific creation of a program of work.

**South End Board Committee** – This recommendation is being brought forward in cooperation with the Chairman of the CCCP Board of Directors, CCCP CEO and HSE Ad Hoc Committee. It is recommended that the CCCP Board of Directors establish a South End Board Committee that will meet three times a year to recommend and approve the annual program of work and the budget for South End. This Board Committee will include members from the CCCP board as well as representatives from the South End. This committee will shape the agenda and participate in the HSE Program of Work Annual Retreat.

