What is the Historic West End Initiative?
Dr. Ronald L. Carter and the Northwest Corridor Council of Elders invited Charlotte Center City Partners (CCCP) to serve as the catalyst organization to further define and implement meaningful and sustainable economic development in the Historic West End. The Knight Foundation has awarded CCCP a multi-year grant to fund this work. As the catalyst organization for this initiative, CCCP’s duties include:

- Hiring a director of Historic West End
- Collaborating with the Historic West End neighborhood and business leaders
- Creating a Historic West End strategy with implementation benchmarks
- Preserving and enhancing existing neighborhood assets while leading efforts to attract new private investment in the area
- Focusing on community-based economic development, job growth, and workforce housing

How will the Historic West End community be involved?
The Historic West End has strong community leaders who have championed the existing revitalization plans, developments, and strategies from which CCCP will begin its work. They will serve as advisors to the Historic West End initiative as well as conduits for sharing information and engaging the broader West End community. CCCP will conduct learning and listening sessions and community-oriented events over the course of the grant period. An initial survey will be conducted in July 2015 to start understanding the neighborhood's assets and challenges and to begin building a database of interested and engaged community members. CCCP will also create a Historic West End Board Committee which will advise staff and make recommendations to the CCCP Board of Directors related to the budget and program of work.

How is the work funded?
This initiative is funded through a 3-year, $1.5 million grant from the Knight Foundation. The grant period begins July 2015.

What will this grant produce?
In addition to ongoing communication and collaboration with the Historic West End community, as well as the City and County, some anticipated deliverables for this initiative include:

- Advocacy on housing, transportation and quality of life issues
- Regular programming & special events
- Marketing & branding campaigns to promote the Historic West End
- Research reports and data analysis to inform business investments
- Targeted improvements to the physical environment
- Business and retail recruitment and retention
- Planning assistance to encourage thoughtful, intentional and well-designed development that respects the existing character and context
Where will the work be focused?
Initially, CCCP will focus economic development efforts in the West Trade Street/Beatties Ford Road corridor from I-77 to NC-16, as pictured below. However, the impact of this work extends outside this corridor, so CCCP will seek to engage stakeholders beyond this area.

Who is Charlotte Center City Partners?
Charlotte Center City Partners (CCCP) is a nonprofit organization representing the interests of property owners in Charlotte’s urban core, primarily within a one-mile radius inside the I-277 highway loop and along the LYNX Blue Line in the South End. CCCP brings together the experts and leaders needed to accomplish set goals and tackle big ideas. CCCP staff is comprised of experts in economic development, marketing and communications, events and programming, planning and development, research, community development, transportation and sustainability.

CCCP promotes the economic, cultural and residential development of Charlotte’s urban core. The organization identified the West Trade Street/Beatties Ford Road corridor in its Center City 2020 Vision Plan as a promising area for more affordable housing for workers in the Central Business District. Between two educational institutions – Johnson & Wales and Johnson C. Smith University – the corridor is imagined as a university village that’s bikable, walkable and a neighborhood and retail center for the area.

Who is the Knight Foundation?
The John S. and James L. Knight Foundation supports transformational ideas that promote quality journalism, advance media innovation, engage communities and foster the arts. The Knight Foundation believes that democracy thrives when people and communities are informed and engaged. The Historic West End Initiative fits into the Foundation’s strategy in Charlotte to create connections that link people across generational and geographical boundaries to accelerate talent, opportunity and engagement.