



WE ♥ DOWNTOWN!

THE  
**A-Z** OF  
**2018**

RIVER CITY  
COMPANY

# ANNUAL REPORT

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## A LETTER FROM KIM

In 2018, we saw an amazing array of programs and projects take shape in Downtown Chattanooga. A redeveloped park in the heart of our city, cool new urban living options, trendy and historic hotel developments and a wide range of River City programming featuring food trucks, local musicians and alleyways. We even had a few zebras thrown in the mix. You will see in this year's report that our work in Downtown ran the gamut, literally, from A to Z.

We are excited to see continued investment, not only in actual dollars (and there was A LOT of that!) but also in people investing his or her time, energy and passion into making Downtown Chattanooga the best that it can be. We had thousands come out to celebrate ribbon cuttings and grand openings; we had countless people attend our Downtown Living Tour, Basecamp, Start-up Week and the opening of Passageways. And in less than three short months, we had over 12,000 people come enjoy new, unique experiences from movies to musical chairs in the beautifully redeveloped Miller Park.

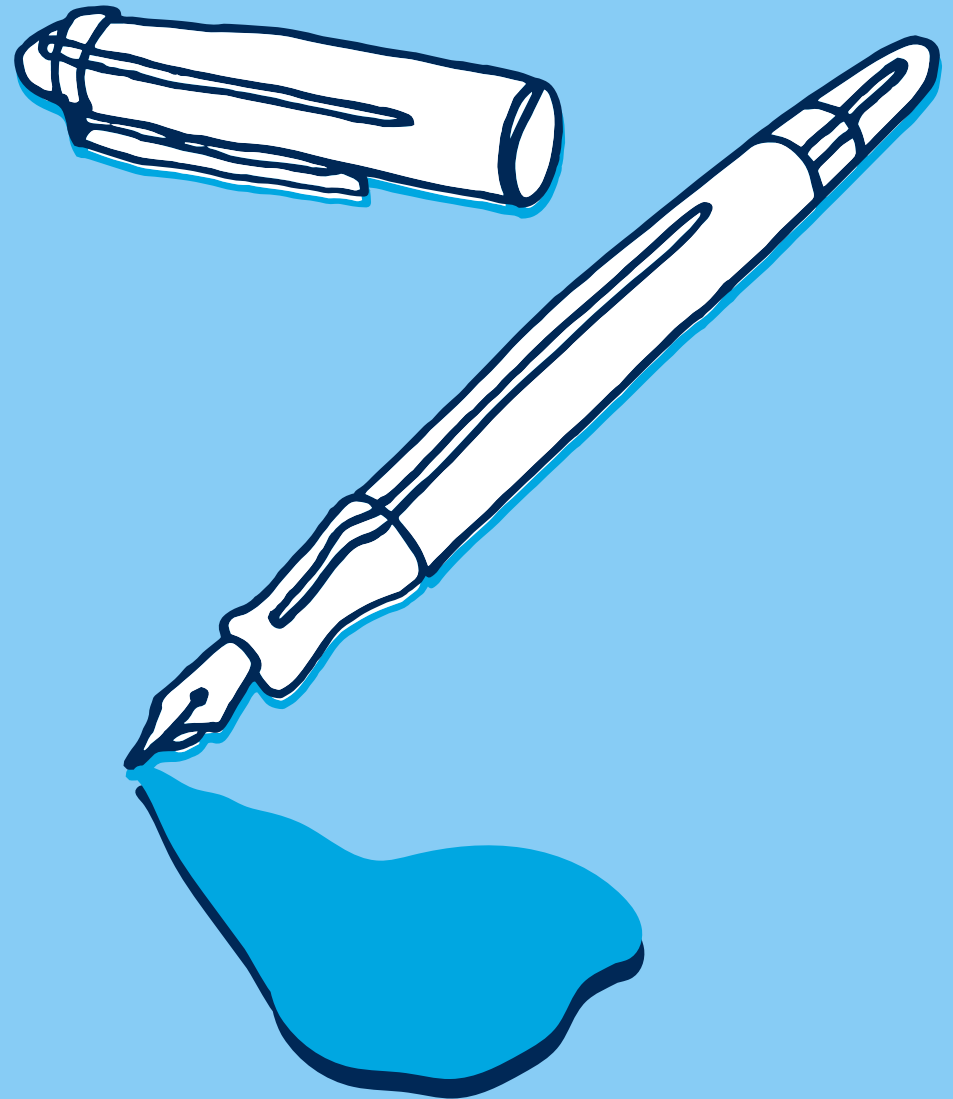
Adding those new developments and new experiences to the mix of our already vibrant Downtown filled with residents and visitors alike, it's no wonder that Downtown Chattanooga continues to attract people that want to live, work, play and invest.

Looking back on all the diverse programs and projects, one thing is a constant...great cities and great developments are only possible because of great partnerships. We want to thank our board, our partners and all the Downtown stakeholders and supporters for working with us to keep Downtown working.

Here's to continued success in 2019!



Kim White  
President & CEO



## BOARD OF DIRECTORS

### **Tom Griscom** *Chairman*

Consultant and Former Executive  
Editor & Publisher, Chattanooga Times Free Press

### **Tim Kelly** *Vice Chairman*

Owner  
Kelly Auto Group

### **Andrew Kean** *Secretary*

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CFO  
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City of Chattanooga

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Downtown Entrepreneur

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UNUM

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RBA Benefits

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Waller Lansden Dortch & Davis, LLP

### **Marcus Shaw**

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The Company Lab

### **Sabrina Smedley**

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Hamilton County Board of Commissioners

### **Ken Smith**

City Councilperson - District 3 & Chair  
Chattanooga City Council

### **David Wade**

President & CEO  
EPB of Chattanooga

### **Barry White**

President & CEO  
Chattanooga Convention & Visitors Bureau



## CLEAN & GREEN

In our eighth year of leading Downtown Chattanooga's annual cleanup and beautification event in April, Clean and Green 2018 had over 800 volunteers who worked to pick up 800 bags of trash and completed 15 special projects which included seven landscaping projects, two gardens, three public art activities and two mural projects. This spring cleaning in Downtown Chattanooga is only possible because of our helpful Clean and Green volunteers along with our partners and supporters.

### SPONSORS AND PARTNERS

Volkswagen Chattanooga, Chattanooga Neighborhood Enterprise, The University of Tennessee at Chattanooga, MacLellan Foundation, SERVPRO of Chattanooga, the City of Chattanooga, Chattanooga Design Studio, The Enterprise Center



## DOWNTOWN PARTNERS

Thank you to all our partners and supporters who help us work to keep Downtown working.

Benwood Foundation  
Lyndhurst Foundation  
City of Chattanooga  
Hamilton County Government  
BlueCross BlueShield of Tennessee  
CARTA  
Chambliss, Bahner & Stophel, P.C.  
Chattanooga Convention & Visitors Bureau  
Chattanooga Neighborhood Enterprise  
Chattanooga Presents  
Chattanooga Times Free Press  
Downtown Council Chamber of Commerce  
EPB of Chattanooga  
Miller & Martin, PLLC  
Pinnacle Financial Partners  
Public Art Chattanooga  
Synovus  
The Enterprise Center  
University of Tennessee at Chattanooga  
Vision Hospitality Group  
UNUM

## EXERCISE

Yoga, barre, boot camp – City Sweat had it all in 2018. Thanks to our partner, lululemon Chattanooga, we hosted six City Sweat classes with almost 500 participants from May to October. A complimentary, community workout series led by local fitness experts and entrepreneurs, City Sweat's September Sweat was also the first workout class to ever be hosted in the brand-new Miller Park.





## FEASIBILITY STUDY

As Downtown Chattanooga continues to grow, a Feasibility Study for a Business Improvement District, or BID, began in the summer of 2018 as an additional funding tool to provide resources for enhanced services in a portion of Downtown. River City Company retained Progressive Urban Management Associates out of Denver, Colorado who have helped to create or renew over 80 BIDs around the country. There are over 1,000 BIDs in North America, and Chattanooga is the largest Tennessee city without one. A BID would be a special assessment to be paid only by those who own property in the final BID area. Typical BID services can include ambassadors who work on enhanced cleaning and maintenance efforts, along with safety initiatives. BIDs can also address beautification projects like planters, banners, events, retail support, marketing, capital improvements, gateways, wayfinding, and many other services.

### PARTNERS

Lyndhurst Foundation, Benwood Foundation, Vision Hospitality Group, Avocet Hospitality, Chattanooga Convention & Visitors Bureau, Riverfront Business and Resident Partnership

## GRAB A CHAIR

A rousing Halloween edition of Musical Chairs for adults happened in Miller Park where DJ MCPRO kept 75 people moving from chair to chair, and emcee Sean Phipps of NoogaToday kept those contestants and spectators laughing throughout the night. This new program not only crowned the inaugural Musical Chairs Chattanooga Champ but also animated the new Miller Park with a fun and playful children's game reimaged. Miller Park's expansive new lawn made for the perfect musical chairs setup.

### PARTNERS & SPONSORS

Moxy Chattanooga, The Tomorrow Building, The Innovation District



## HERE'S WHAT THEY'RE SAYING ABOUT CHATTANOOGA THIS YEAR

It never gets old to see and hear about Chattanooga's successes in the national spotlight or topping the rankings for our quality of life, outdoor options, best places to visit and entrepreneurial prowess. Here are a few of our favorites from 2018.

### CHATTANOOGA WAS FEATURED IN

17TH South, AJC, ArchDaily, Bloomberg, Born2Invest, Business Insider, CityLab, Climbing Magazine, Entrepreneur.com, Extremetech.com, Financial Times, Forbes, Hypepotamus, Lonely Planet, Matador, NY Times, Popsugar, Tech Crunch, Tech Tribune, Thrillist, VentureBeat, Wall Street Journal

52 Places to Go in 2018  
– *NY Times*

Best Cities for Start Ups  
– *CNBC*

Move Before Too Crowded List  
– *Reader's Digest*

Best in the U.S.  
The US Destinations You Need to See in 2018  
– *Lonely Planet*

Chattanooga Named One of the 2018 Best Places to Retire in the U.S  
– *Livability.com*

2018 Small City Road Trip Destination  
– *Travelocity*

Chattanooga Top Housing Market to Watch  
– *Realtor.com*

Americans Pick Favorite Destination  
– *Expedia*

Chattanooga Income Fastest Growing in Nation  
– *Times Free Press*



## INNOVATION

Along with a weeklong transformation for Startup Week 2018 in the fall, Waterhouse Pavilion in Miller Plaza transformed into Basecamp Powered by EPB Fiber Optics, the first Tuesday of every month May through October. In addition to a free coworking space, participants were also welcome to join in on Talk Shop Tuesday, a presentation and discussion with a local entrepreneur. The 2 O'Clock Pick Me Up Challenge sponsored by Pinkberry, led by a different Innovation District company each month, rounded out the day with activities like trivia, music, pumpkin carving and as always, yogurt.

### PARTNERS & SPONSORS

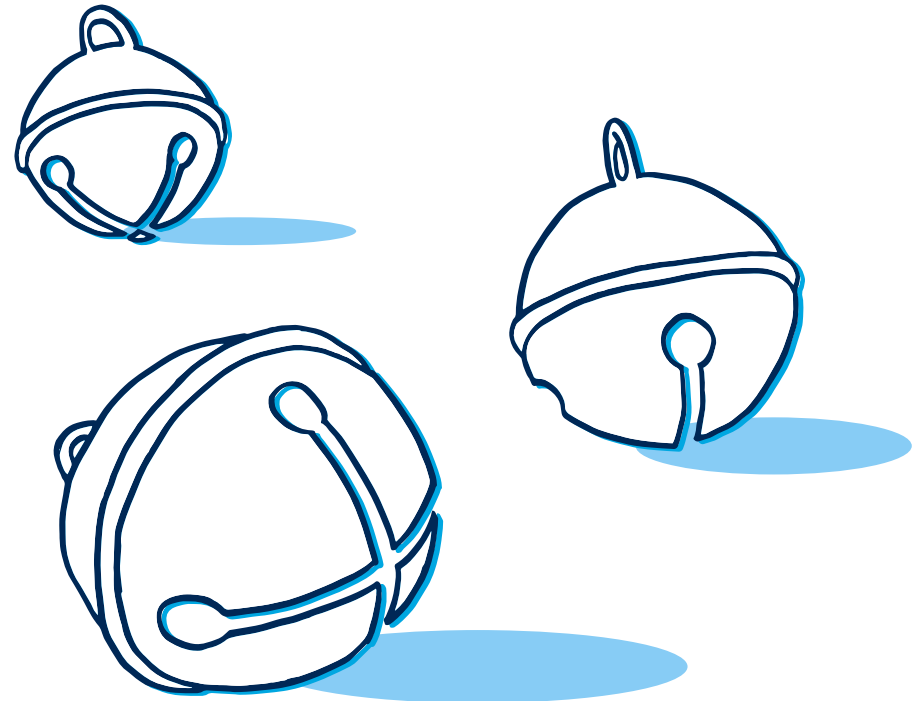
EPB Fiber Optics, Pinkberry Chattanooga, The Company Lab, Milk & Honey Coffee Bar at Community Pie

## JINGLE BELLS

The holiday spirit is always present at the Holiday Market in Miller Plaza. Held in mid-December and showcasing 12 local Chattanooga vendors, we had over 200 shoppers swing through Miller Plaza to buy gifts for loved ones, support local retailers and listen to the Center for Creative Arts Jazz Band and the Chattanooga School for the Arts and Sciences choirs. From wrapping paper and cards, to jewelry, massage packages and Chattanooga inspired gifts, the Holiday Market is a showcase of Downtown Chattanooga retail all in one spot.

### PARTNER

Summitt Pianos







## KEEPING DOWNTOWN CLASSY

Beautification efforts Downtown including banners, planters and snowflakes are only possible because of these generous stakeholders.

### PARTNERS & SPONSORS

BB&T Huffaker Insurance

Berry And Hunt

CARTA

Chattanooga Area Chamber of Commerce

Chattanooga Convention & Visitors Bureau

Chattanooga Land Company

Citizens Savings & Loan

DeFoor Brothers Development

Downtown Council

Elliott Davis

First Volunteer Bank

Fischer Evans Jewelers

KPH Development

M C Properties

MacLellan Foundation

Regions Bank

Republic Parking System

The Simpson Organization

Southern Realty Company

SunTrust Bank

Synovus

Tennessee Aquarium

Tennessee Valley Federal Credit Union

United Way Of Greater Chattanooga

UNUM

Vision Hospitality Group

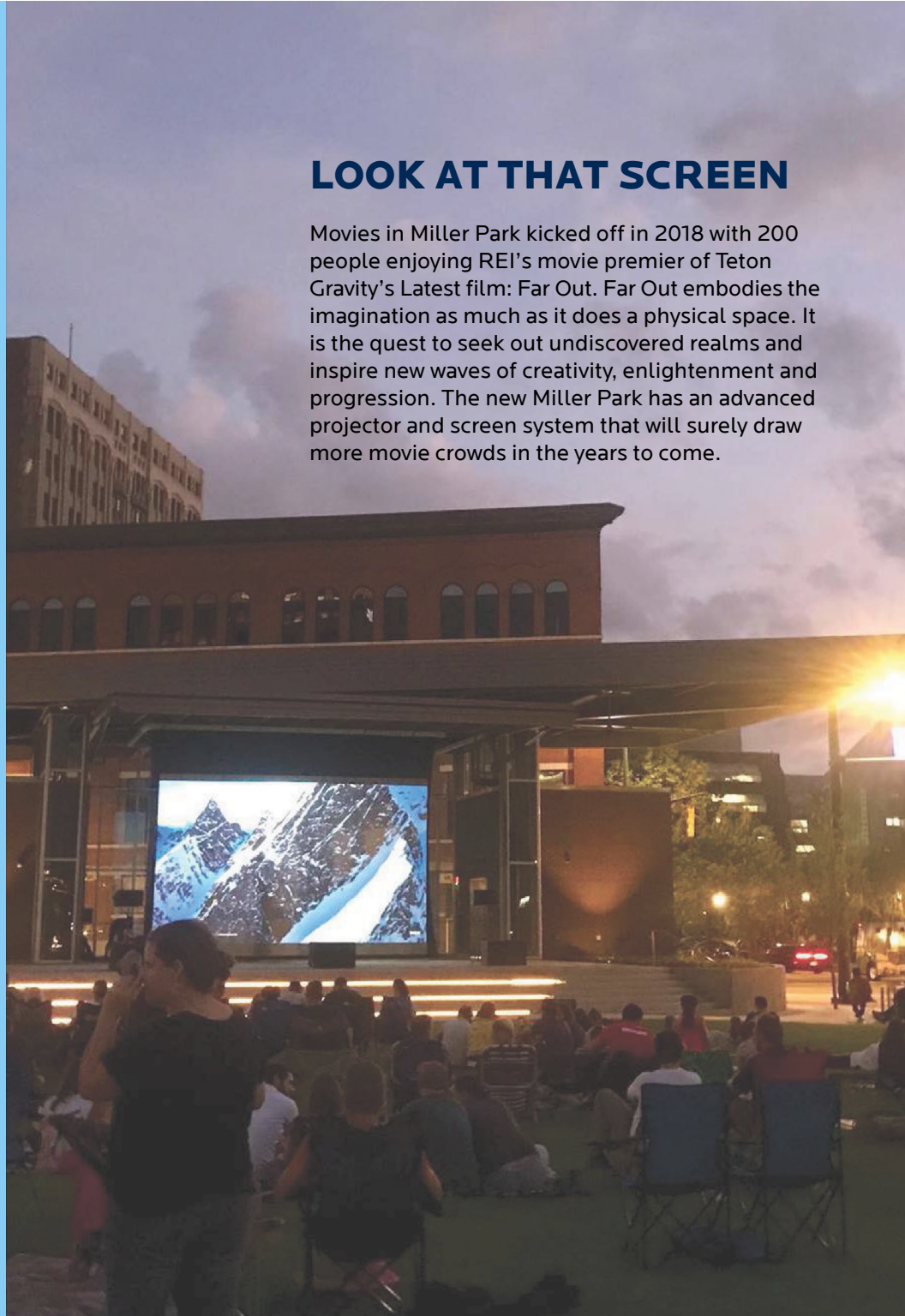
Walden Security

Walk 2 Campus

Wise Properties

## LOOK AT THAT SCREEN

Movies in Miller Park kicked off in 2018 with 200 people enjoying REI's movie premier of Teton Gravity's Latest film: Far Out. Far Out embodies the imagination as much as it does a physical space. It is the quest to seek out undiscovered realms and inspire new waves of creativity, enlightenment and progression. The new Miller Park has an advanced projector and screen system that will surely draw more movie crowds in the years to come.





## MILLER PARK

Since being one of the bright stars of River City Company's 2013 City Center Plan, we've been working on a revamped Miller Park District. And in 2018, the incredible new Miller Park was revealed. With the help of many community partners, the \$10 million project opened in September featuring an expansive green lawn and a multipurpose pavilion and performance area known as the EPB Community Stage. Thanks to the BlueCross BlueShield Foundation, a climbable rock outcropping was also added. Along with a transformed MLK Boulevard connecting Miller Park and Miller Plaza, a well-designed space is just the first step. An animated Miller Park is key to its success. That's why River City Company hosted or co-hosted 23 events from September to December 2018 which drew 12,306 attendees. And that number doesn't even include other community events like EPB's Big Gig Festival which had 3,500 attendees.

### PARTNERS & SUPPORTERS

EPB Fiber Optics, BlueCross BlueShield Foundation, Benwood Foundation, Lyndhurst Foundation, SunTrust Foundation, Henderson, Hutcherson & McCullough, The Simpson Organization, Maclellan Foundation, SmartBank, Chambliss, Bahner & Stophel, Pinnacle Financial Partners, Weldon F. Osborne Foundation, First Tennessee Bank, DeFoor Brothers Development, Miller & Martin



## NOONTUNES

In its third year and move to Miller Park, Noontunes was a 10 week midday concert series that happened every Wednesday starting in September, sponsored by Tennessee Valley Federal Credit Union. Noontunes 2018 included 10 live shows with 1,916 attendees, 33 musicians, 39,233 live stream views and 10 radio broadcasts. Supporting our local music economy, Noontunes showcased the wide variety of musicians and genres of music you can enjoy right here in the Scenic City.

### PARTNERS & SPONSORS

Tennessee Valley Federal Credit Union, SoundCorps, Chattanooga Convention & Visitors Bureau, Jazzanooga, River City Sessions, TechTown, WUTC



## ON THE BOULEVARD

Enhancing the public realm, supporting new and existing businesses, telling a part of the story of the street and providing exciting reasons for people to visit, River City Company has worked on the MLK Commercial Corridor for the last three years. In addition to grant programs for building owners and businesses, we've hosted successful events like March's Beats on the Boulevard and engaged business owners and citizens in an ongoing video series about the Boulevard's history and future.

### MLK GRANTS

PROPERTY ACQUISITION: \$400,000

SIGNAGE GRANTS: \$235,000

BUILDING IMPROVEMENT GRANTS: \$410,000

COMMERCIAL TENANT GRANTS: \$100,000

MARKETING, EVENTS & PARKLETS: \$150,000





## PASSAGEWAYS 2.0

Passageways 2.0 opened in November, and this permanent alleyway transformation at 10 East 7th Street is a bright beauty that spans the 6,200 square foot alley. Enjoyed by 1,000 attendees in an opening block party, the winning design was selected through an open Request for Proposals process and narrowed down to three semi-finalist teams. Selected in late spring, the winning design 'City Thread' was from Molly Hunker and Greg Corso of SPORTS in Syracuse, New York. Later in 2019, this alley space will be full of programming, events and daily activity from surrounding businesses. As a part of the alley's transformation, the public voted for the alley's new name, Cooper's Alley, to pay homage to the long-standing Cooper's Office Supply business and buildings on Cherry Street.

### PARTNERS & SUPPORTERS

Tinker Ma, Public Art Chattanooga, Lyndhurst Foundation, Benwood Foundation, First Tennessee Foundation, BEHR, Ragan-Smith Associates



## QUALITY DEVELOPMENTS

In 2018, Downtown saw several incredible new developments open. Here are a few:

### **The Edwin** / 102 Walnut St.

*Vision Hospitality Group*

**\$23 million**

- 90 Room Boutique Hotel

### **Mayfield Annex** / 123 East 7th St.

*Lamp Post Properties*

**\$3 million**

- 22,000 sq ft
- Renovation of a former Elks Lodge to Commercial Space

### **10 North** / 20 Cherokee Blvd.

*Vision Hospitality Group*

**\$14 million**

- 84 Apartment Units
- 1200 sq ft of Commercial Space

### **Cameron Harbor** / Riverfront Pkwy.

*Evergreen Real Estate*

**\$54 million**

- 293 Apartments
- 49 Townhomes/Condos

### **Choo Choo** / 1400 Market St.

*Choo Choo Partners*

**\$1.35 million**

- 7,024 sq ft of New Retail Space
- Donation of Historic Dome to Cornerstones Inc. for Preservation

### **The Read House** / 107 W. MLK Blvd.

*Avocet Hospitality*

**\$20 million**

- Historic Hotel Renovation

### **West Campus Housing** / 515 Vine St.

*The University of Tennessee at Chattanooga*

**\$70 million**

- 600 Student Beds
- 646 Parking Space Parking Deck
- Barnes & Noble Satellite Bookstore

### **1400 Chestnut** / 1400 Chestnut St.

*KORE Development*

**\$25 million**

- 210 Apartment Units

### **Moxy Chattanooga**

**Downtown** / 1220 King St.

*3H Group*

**\$19 million**

- 108 Hotel Rooms

### **Naked River Brewing** / 1791 Reggie

**White Boulevard**

*Wise Properties*

**\$2 million**

- 9,000 sq ft Brewery and Eatery





## RAMBLING ON

From 2016's "The Ramble" plan which focused on public space and the experience from the entrance of the Tennessee Riverwalk at the Bluff View Art District through the Tennessee Aquarium Plaza and out to Ross's Landing, two projects made incredible strides in 2018. First, Walnut Street in front of the new hotel, The Edwin, received a paver makeover transforming the street from less of a car turnaround to a people friendly plaza. Secondly, the design of the sidewalk and steps from Market Street up to Cherry Street along 1st Street was finalized with Michael Singer Studio. This playful design called The Scramble will begin construction in 2019 and create a meandering, playful space up the street.

## STRATEGIC PLANNING

Every effective company undergoes Strategic Planning to refine their vision and focus areas. In 2018, the River City Company staff and board had the opportunity to review its past work and plan the road ahead. And while we've had the opportunity to work on many projects and programs spanning the Downtown footprint over our 32 year history, we're excited that over the next three to five years we'll be making a return to our roots – the Riverfront. The crown jewel of our city and the origin of our work and name, the Riverfront is the backbone of Downtown's revitalization. And while many of the seminal projects of our city can be found in this area, we are excited to continue that trend with public space enhancements, a focus on quality development and new programming on the Riverfront over the next few years.





## TRUCKS

From ice cream to barbeque, Food Truck Fridays not only provided tasty fare for eight Fridays this fall for 2,910 people but also eight performances from arts and cultural organizations from across the city. Whether you made it down for to see the Chattanooga Ballet, to hear the Chattanooga Symphony and Opera's performance or the Culture Fest Preview, you were entertained and fed in the new Miller Park.

**SPONSOR**  
Market City Center



## URBAN LIVING

If you want to live in our urban core, you have plenty of new choices thanks to the roughly 3,000 new apartment units and 275 new townhomes and condos in Downtown Chattanooga since 2014. In June, River City Company hosted the first annual Downtown Living Tour which gave attendees the opportunity to tour up to 14 properties on a Sunday afternoon. Starting in Miller Plaza with the options to walk, drive or use the provided shuttle, over 700 attendees took advantage of this free tour event.

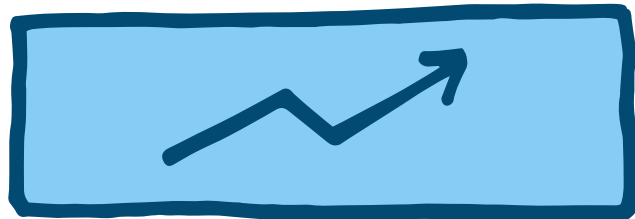
### SPONSORS

Synovus, Grey Line Trolley Tours



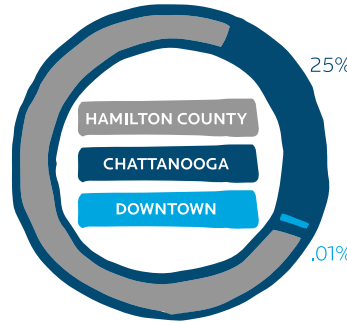
## VALUE OF DOWNTOWN

With continued investment in Downtown Chattanooga, River City Company commissioned a property tax report to quantify the Value of Downtown for our entire community. Even if you don't live, work or play in our urban core, as a Hamilton County resident, you reap the rewards of a thriving Downtown. As Downtown property tax revenues grow from investment and use of buildings and spaces, that's more funds that can be used for our local schools, police and fire departments, and infrastructure projects around Hamilton County.



## DOWNTOWN PROPERTY TAX REVENUE HAS GROWN 38.52% FROM 2013

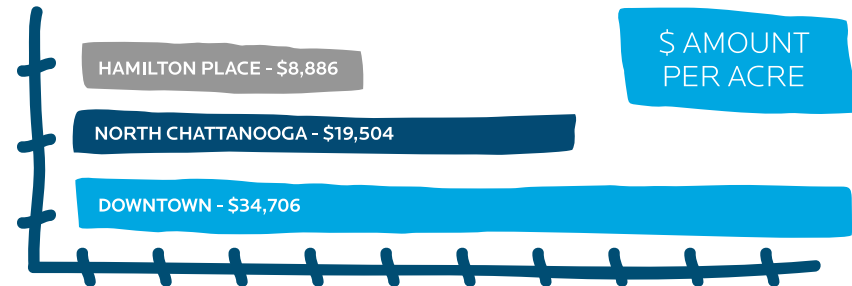
EQUALING AN ADDITIONAL \$4.9 MILLION TO THE CITY AND COUNTY TAX BASE



**CHATTANOOGA**  
ENCOMPASSES ROUGHLY 25 %  
OF HAMILTON COUNTY

**DOWNTOWN**  
MAKES UP LESS THAN .01% OF THE  
COUNTY'S FOOTPRINT, BUT MAKES  
UP NEARLY 4.5% OF OVERALL  
PROPERTY TAX REVENUES

DOWNTOWN EQUALS  
**510 ACRES**



\$ AMOUNT  
PER ACRE

DOWNTOWN CHATTANOOGA PRODUCES THE **HIGHEST**  
AMOUNT OF **REVENUE PER ACRE** IN HAMILTON COUNTY  
BY A WIDE MARGIN

## DID YOU KNOW?

DOWNTOWN CHATTANOOGA'S  
TOTAL COMBINED PROPERTY TAX REVENUE IS

**\$32.2 MILLION**

AND WHEN

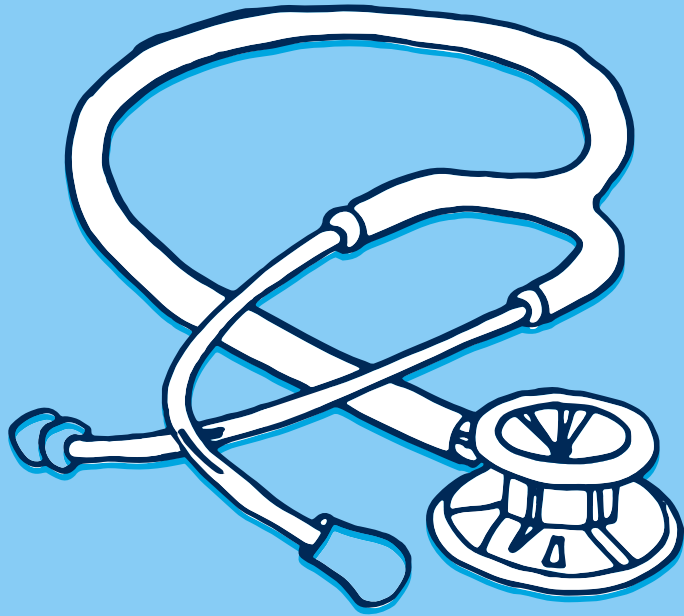
ADDING 2 NORTH CHATTANOOGA  
TRACTS TO THE URBAN CORE  
THIS FIGURE JUMPS TO

**\$44.5 MILLION**

THE VALUE OF  
DOWNTOWN CHATTANOOGA  
**KEEPS GROWING!**

THE FULL DOWNTOWN  
FOOTPRINT CONTRIBUTES OVER  
**\$7.5 MILLION**  
TO HAMILTON COUNTY DEPT. OF  
EDUCATION'S BUDGET





## WELLNESS

With many of our local Health and Wellness institutions and employers located close to one another along 3rd and 4th Streets, River City Company was tasked with leading a Health and Wellness District Study about the potential formation of an intentional District which would include partners like Erlanger, the University of Tennessee at Chattanooga, the Hamilton County Health Department, Siskin Rehabilitation Hospital, the City of Chattanooga, Parkridge Medical Center and CHI Memorial. With the assistance of HR&A Advisors from New York and Urban Design Associates out of Pittsburgh, we've gathered information from stakeholders to better understand each entity's goals. The hope of this study is to align the interests of the institutional and public stakeholders to establish a vision for the Health and Wellness District, illustrating the impacts of coordinated investment and the opportunity to create something bigger than the sum of its parts. The study, to be completed in 2019, will include an overall site plan of the district with profiles of specific projects; priorities for programmatic and policy investments; and a timeline and high-level budget of impactful projects within the district.



## XEROX

The final page count for the Downtown Chattanooga Parking Study came in at 122. That's a lot of information and pages you can print from our website concerning parking in Downtown. While we have detailed parking information down to two-hour counts on a typical weekday and weekend for every metered street spot and parking garage, the overall finding is that we have approximately 43,000 parking spaces. And while there are a few spots in Downtown that may experience a parking crunch in terms of supply in the coming years including Erlanger and UTC, the majority of Downtown has the quantity of parking we need today and to accommodate for future growth. The key is to better manage existing parking supply and open more of the existing parking to more users, as less than one third of greater Downtown's parking spaces are publicly available.

### KEY TAKEAWAYS

- Over 43,000 parking spaces in Downtown Chattanooga
- 90% of which is off street in parking structures or lots
- In all, less than half of the 43,000 spaces are publicly available
- Most Downtown parking is reserved for employees, customers, permit-holders or residents
- Peak demand for parking: Weekdays between 1-3pm
- Weekends are significantly less busy with off-street parking not used more than 25%

### PARTNERS

CARTA, Lyndhurst Foundation, Benwood Foundation, University of Tennessee at Chattanooga, Erlanger Health Systems, Siskin Hospital for Physical Rehabilitation, City of Chattanooga, Hamilton County, Chattanooga-Hamilton County Regional Planning Agency, Stantec, Nelson\Nygaard Associates Consulting, Perkins+Will



## YAY...CHATTANEBIES

If you're new to town, Chattanewbies is the program for you. Hosted monthly at different venues around town, Chattanewbies programs are casual happy hour style meetups that introduce newcomers to both new and long-standing watering holes around town but more importantly begins building friendships and a professional network for those new to the Scenic City.

### PARTNERS

The Tomorrow Building, Causeway, Society of Work, The Enterprise Center

## ZEBRAS

Did you see the roaming zebras in Downtown in 2018? Don't worry, those were just crosswalk zebras courtesy of CURB. CURB stands for Chattanooga Urbanists, a group that seeks to connect those who are interested in how design and planning affect how our city looks and feels. River City Company helped coordinate a few CURB events including crosswalk zebras, which encourages pedestrian safety in a playful way.

### PARTNER

Chattanooga Design Studio



# RCC

## **RIVER CITY COMPANY**

The economic development engine for Downtown Chattanooga. Through its work to cultivate and advocate for a vibrant and healthy Downtown, River City Company stimulates the community's economic, social and cultural growth.



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