

river city company

# ANNUAL REPORT



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# A NOTE FROM OUR CEO

Downtown Chattanooga was a place of celebration in 2019; the use of new public spaces, additional investment, and new developments highlight Downtown's evolution. Increasing numbers of tourists, workers, and residents are exciting but bring challenges. Yet, the public private partnership legacy continues to stimulate our urban core.

For the past 11 years as River City Company CEO, I have engaged in these public private partnerships, a hallmark of Chattanooga for 35 years. From private investment in the Tennessee Aquarium, public spaces, downtown schools, and more, we are blessed to have foundations and companies investing in our city. In 2018, \$6 million dollars was raised privately for the Miller Park redevelopment. In 2020, a revamped Patten Parkway will be completed and made possible by \$2 million dollars of private funding.

In 2019, we facilitated important discussions with Downtown property owners, businesses, and residents on ways to improve the quality and experience of our city's core. This year long discussion included surveys, public meetings, and working with the City of Chattanooga to determine existing public services. Overwhelmingly, stakeholders told us they wanted Downtown to be cleaner and safer.

From this, a significant majority of Downtown property owners supported creating a Business Improvement District to put \$1 million dollars a year into improving Downtown's core for everyone. The Chattanooga City Council approved the District that is funded by downtown stakeholders with no local taxes. The District is the latest example of a public private partnership which has defined our city for almost four decades.

Since the 1970s, Business Improvement Districts have been successful solutions that hundreds of cities employ including our neighboring cities of Knoxville, Nashville, and Memphis because they are paid for and governed by local property, business, and homeowners.

Everyone that comes Downtown will enjoy these enhanced services, such as ambassadors, beautification projects, litter pickup, graffiti removal, sparkling sidewalks, and a generally cleaner and safer Downtown Chattanooga.

We look forward to seeing these additional enhancements. And, we look forward to seeing you, and hope you will say that the Scenic City's Downtown is becoming even more scenic in 2020!



Kim White  
President & CEO

# BOARD OF DIRECTORS

## Tom Griscom

*Chairman*

Consultant and Former Executive Editor,  
Chattanooga Times Free Press

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Former President, Tennessee Aquarium

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Development, Tennessee American Water

## Dr. Rebecca Ashford

President, Chattanooga State Community College

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## John Bilderback

Chairperson, CARTA Board of Directors  
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Mayor, Hamilton County

## Ken Defoor

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## Jennifer Goodman

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## Lisa Iglesias

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## Tim Kelly

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## Erskine Oglesby

City Councilperson - District 7 and Chair  
Chattanooga City Council

## David Sharpe

Commissioner - District 6  
Hamilton County Board of Commissioners

## Marcus Shaw

CEO, The Company Lab

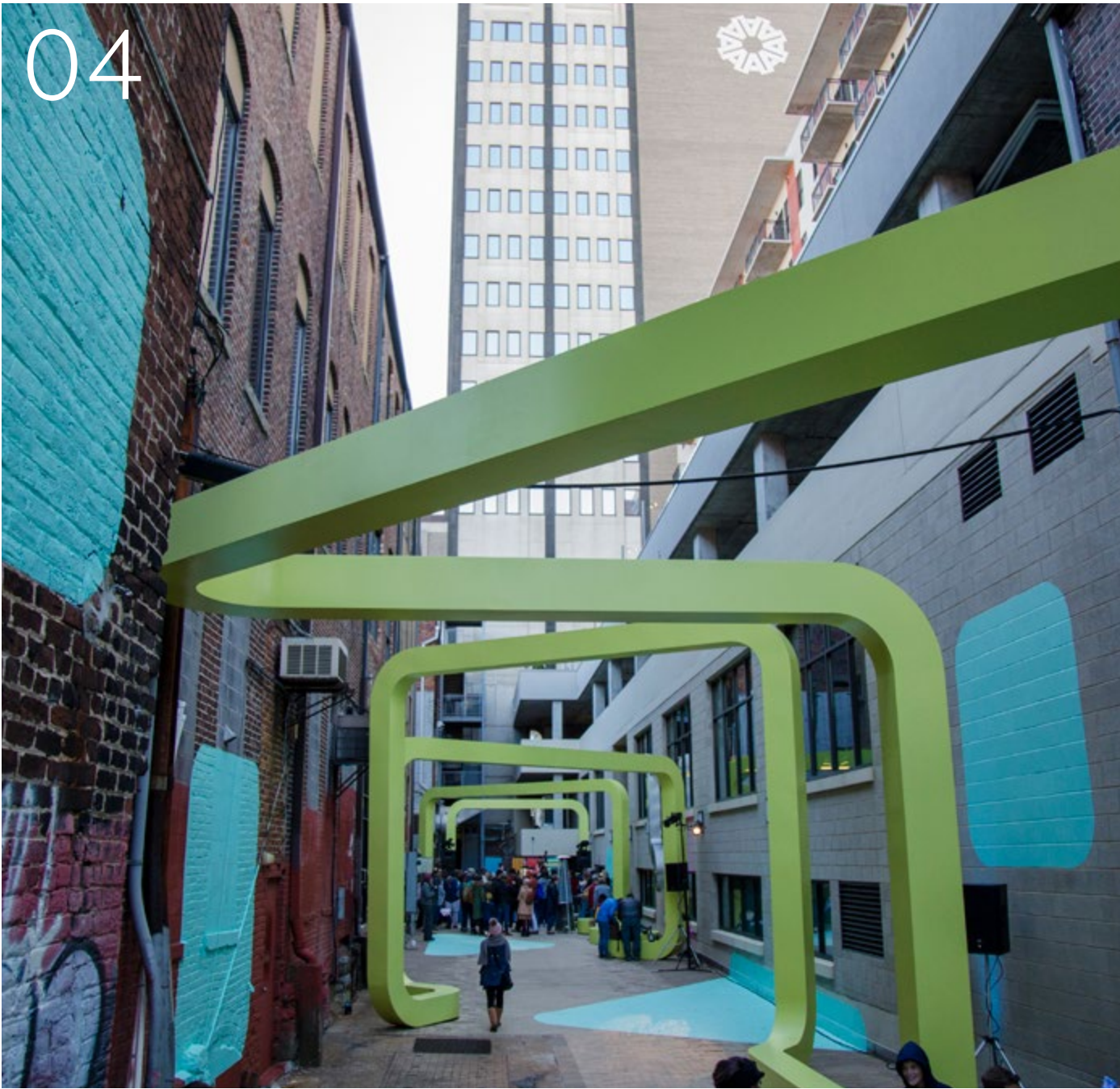
## David Wade

President and CEO,  
EPB

## Barry White

President and CEO, Chattanooga  
Convention & Visitors Bureau, Inc





# PASSAGEWAYS 2.0



While the Passageways 2.0 program wrapped with the opening of the community minted Cooper's Alley in late 2018, the real fun began in 2019 with 45 days of events and programs in the alley. While 24 community groups and businesses hosted movie nights, silent dance parties, art workshops, and cultural events like a Dia De Los Muertos celebration, River City Company hosted a variety of programs including City Beats - a day long, March music and merchant celebration around the alley.







## Alley Hour

A happy hour and local live music combination, Alley Hour was a monthly summer gathering for business professionals to mingle and support surrounding alley businesses.

### PARTNERS

HUTTON, Market City Center,  
Tinker Ma, Lamp Post Properties







## Play in the Passageways

Play dates with The Bethlehem Center were also an alley favorite this year challenging kids to play and explore in a non-traditional space.

The Passageways 2.0 program and the City Thread installation by Molly Hunker and Greg Corso of SPORTS from Syracuse, New York racked up the awards and recognitions in its first full year.

### Award of Excellence in Public Space

International Downtown Association

*Architecture+Urban  
Transformation Category:*

Popular Choice Winner  
2019 Architizer A+ Awards

### Shortlist in Best Small Project

Blueprint Awards

*Landscape Architecture:*

Small Scale  
Landscape Projects  
2019 Architecture Master Prize

### Honorable Mention Best of Design Awards

The Architect's Newspaper

### *Landscape Architecture:* Installations & Structures

2019 Architecture Master Prize

### One of the 50 Outstanding Public Art Projects of the Year

Americans for the Arts



# MILLER PLAZA RENOVATIONS



To complete the re-imagined Miller Park District, including the current renovation of Patten Parkway, Miller Plaza saw improvements in early 2019 like the removal of the center fountain and upgraded lighting to better connect to Miller Park and create more useable space in the plaza. Along with the renovations, Miller Plaza and the Waterhouse Pavilion continue to be an anchor for both public and private events hosting 131 gatherings in 2019.



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## PLACEMAKING WEEK

In October, the 3rd International Placemaking Week presented by Project for Public Spaces and the Enterprise Center was held in Chattanooga bringing 600 participants from around the world for a week full of hands-on sessions, off-site workshops, tours, public space activations, and networking events. Built upon two previous events in Amsterdam and Vancouver, the “conference without walls” focused on equity in placemaking. Assisting in the planning of the conference, River City Company was excited to showcase projects like Miller Park and Cooper’s Alley to visiting placemakers. The conference also generated a local economic impact of \$628,319.





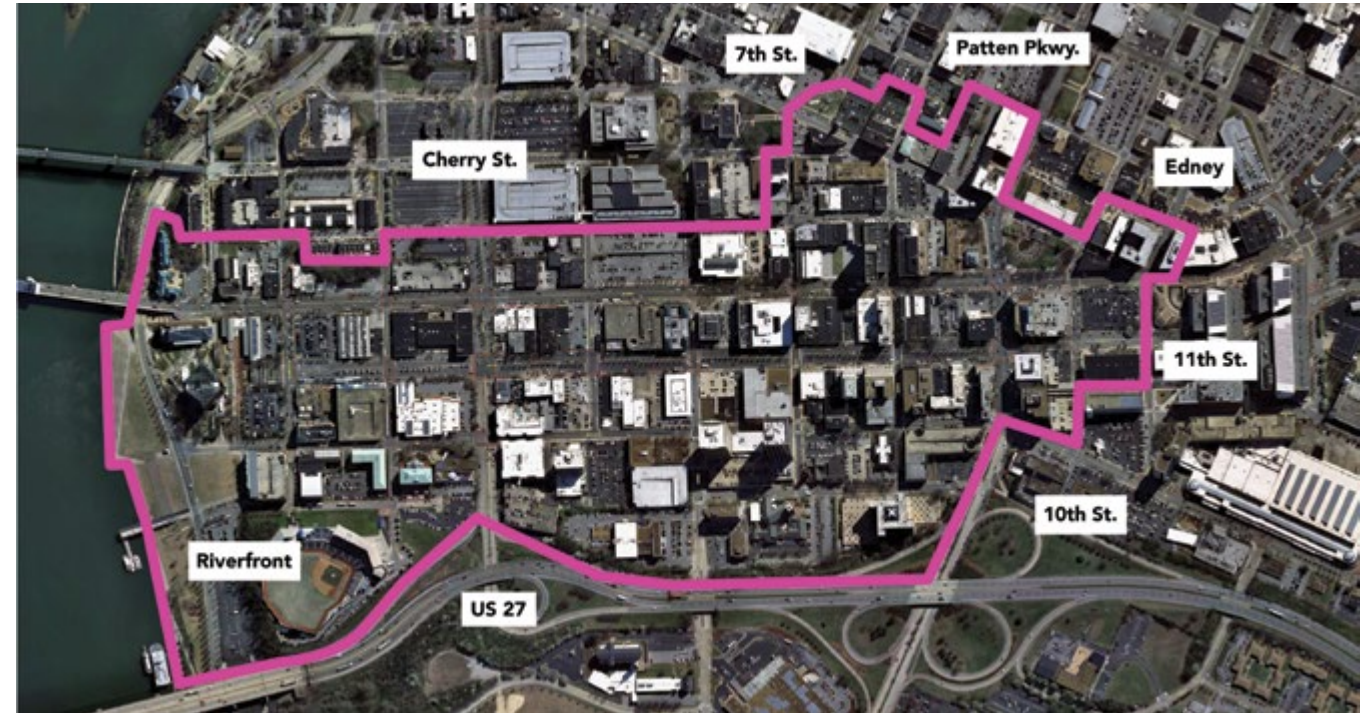








# BUSINESS IMPROVEMENT DISTRICT



Along with property owners, businesses, and residents, River City Company facilitated a community conversation on additional investment in Downtown. With approval by the Chattanooga City Council, a Business Improvement District was created in late summer to provide additional resources for Downtown. Spanning from the Tennessee River to 11th Street and U.S. 27 to a mixture of Cherry Street and Georgia Avenue, the District will provide enhanced cleaning and hospitality services along with special projects. The District's funding comes from Downtown stakeholders with in the district only. Led by a board of directors comprised of District business, home, and property owners, cleaning and hospitality services along with special projects will begin in 2020.

## BEAUTIFICATION PARTNERS

CARTA  
Chattanooga Area Chamber of Commerce  
Chattanooga Convention & Visitors Bureau  
Chattanooga Land Company  
Dynamic Group  
Downtown Council of the Chattanooga Area Chamber of Commerce

Dynamic Group  
Elliott Davis  
First Volunteer Bank  
M C Properties  
MacLellan Foundation  
SunTrust Bank





# HEALTH & WELLNESS DISTRICT STUDY AND CINCINNATI TRIP

## PLANNED INVESTMENTS ALONG THE CORRIDOR:

### *3rd & 4th Street Improvements*

Wholesale reconstruction of 3rd and 4th streets to improve traffic, walkability, and access to the district's central corridor. Construction scheduled to start in 2021.

*Estimated investment:* \$24 million+

### *UTC Health Sciences Building*

A planned 200,000 square foot facility co-led by UTC and UT Health to consolidate academic and lab space for nursing, health, biology, geology, and environmental science programs. Scheduled start in 2022, completion by 2025.

*Estimated investment:* \$100 million

### *Erlanger Master Plan*

A planned 600,000 square foot long-term renovation and expansion at the core 3rd Street campus, resulting in new neurology, cardiac, women's, and children's health centers of excellence. Scheduled to take place in phases over 10 to 15 years.

*Estimated investment:* \$300 million+

## HEALTH & WELLNESS DISTRICT BY THE NUMBERS TODAY:

- 16% of health, wellness, and education jobs as a share of all jobs in Chattanooga
- 34,500 jobs along the corridor
- \$1.4 billion+ in annual payroll
- 4,100+ academic degrees awarded annually

## PARTNERS & STAKEHOLDERS

Benwood Foundation, Bluecross BlueShield of Tennessee, CARTA, Chattanooga Area Chamber of Commerce, Chattanooga Design Studio, Chattanooga Neighborhood Enterprise, Chattanooga State, CHI Memorial Hospital, City of Chattanooga, CO.LAB, EPB, Erlanger Health System, Hamilton County, Hamilton County Schools, Parkridge Medical System, Siskin Hospital for Physical Rehabilitation, Lyndhurst Foundation, The Enterprise Center, Unum, University of Tennessee at Chattanooga



Culminating from an 18-month process with over 15 stakeholder groups and a trip to Cincinnati to visit a similar district, the Health and Wellness District Study unveiled a coordinated vision and roadmap along the 3rd and 4th Street Corridor. The purpose is to establish a first-class healthcare and education destination, a model neighborhood for wellness and healthy living, and an innovation hub that fuels research and job growth. With significant momentum already on the corridor, including planned traffic improvements by the city and major capital expansions by anchor institutions, this plan represents an opportunity to create a district with mixed-use amenities, great public spaces, close ties to the Innovation District and the University of Tennessee at Chattanooga, as well as all three major hospitals, and positive benefits for the surrounding communities.



# MILLER PARK ANIMATION



In its first full year of being open, Miller Park saw incredible daily use along with community events ranging from a Taco Festival, a Sunday showcase from the Chattanooga Ballet, a 7-month weekly farmers market, a visit from the U.S. Capitol Christmas tree, and multiple film series including a special showing for the annual Chattanooga Film Festival. All in, Miller Park hosted 151 days of programming in 2019.





Yoga for Kids was a Saturday morning yoga class for children ages five to eight held in Miller Park monthly from September to November. Yoga practices for the 48 participants were designed around popular children's books like *The Very Hungry Caterpillar*.

#### SPONSORS

First Horizon Bank and Tralia Health

#### PARTNERS

The Bethlehem Center, Young Yogaletts, The Chattanooga Public Library

## YOGA FOR KIDS





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# CITY SWEAT

A monthly community workout series, City Sweat, provided nine workouts from February to October including yoga classes, circuit training, a 5k run, a dance-based workout, and more. Since the beginning of City Sweat in 2016, 25 free and beginner friendly workouts have been held with 2,519 participants.

**SPONSOR**  
lululemon Chattanooga, Tralia Health, Tennessee American Water















# NOONTUNES

An eight week fall concert series in its 4th year, Noontunes is a local musician showcase that animates Miller Park on Fridays along with food trucks and local artisan vendors. Noontunes 2019 supported 34 musicians and invested \$9,200 in Chattanooga's local music economy along with drawing an in-person crowd of 1,270 and 14,214 live stream viewers.

## SPONSORS

TransCard, Chambliss Law, First Horizon Bank, Elliott Davis, Vision Hospitality Group

## PARTNERS

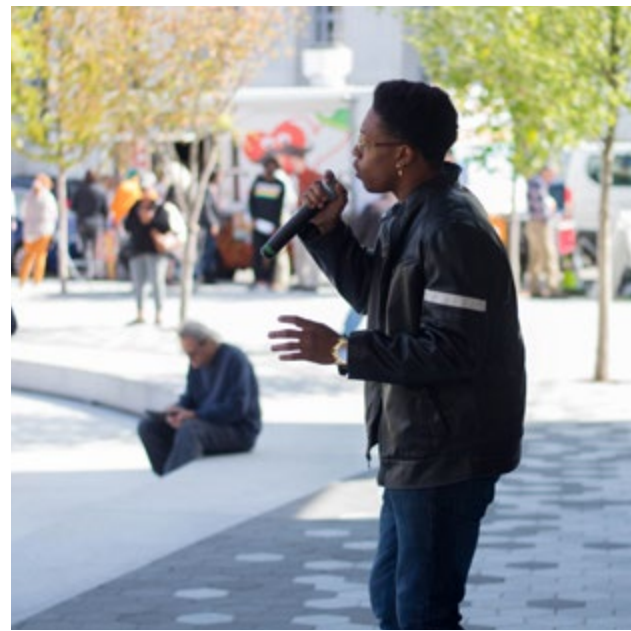
Chattanooga Convention & Visitors Bureau, WUTC 88.1FM, SoundCorps, TechTown, R.I.S.E., River City Sessions, City of Chattanooga's Office of Multicultural Affairs, Gold Finger Productions, Innovation District Chattanooga













# ONE RIVERFRONT CHATTANOOGA

Downtown Chattanooga's Riverfront District has seen significant investment and landmark projects. While anchoring the hospitality industry, spurring signature events, and being a popular image of Chattanooga, the Riverfront District also has challenges of aging infrastructure and amenities, needed roadway improvements, and an imbalance of tourist versus local activity. Beginning in late 2019 and a primary focus throughout 2020, One Riverfront Chattanooga - the Riverfront District Master Plan will be rooted in wide spread community engagement to create a place that serves all Chattanoogaans; to develop a greater sense of place through unique development and public realm improvements; and to use placemaking and branding strategies to draw locals and tourists year round.

## PARTNERS

ArtsBuild

Benwood Foundation

CARTA

Chattanooga Area Chamber  
of Commerce

Chattanooga Design Studio

Chattanooga Presents

Chattanooga Visitors Bureau

City of Chattanooga

Creative Discovery Museum

Friends of the Festival

Lyndhurst Foundation

National Medal of Honor  
Heritage Center

Regional Planning Agency

Riverfront Business  
& Resident Partnership

Tennessee Aquarium  
& IMAX Theater

The Hunter Museum of  
American Art

Urban League of  
Greater Chattanooga



Photo: Denis Targney Jr





## PATTEN PARKWAY

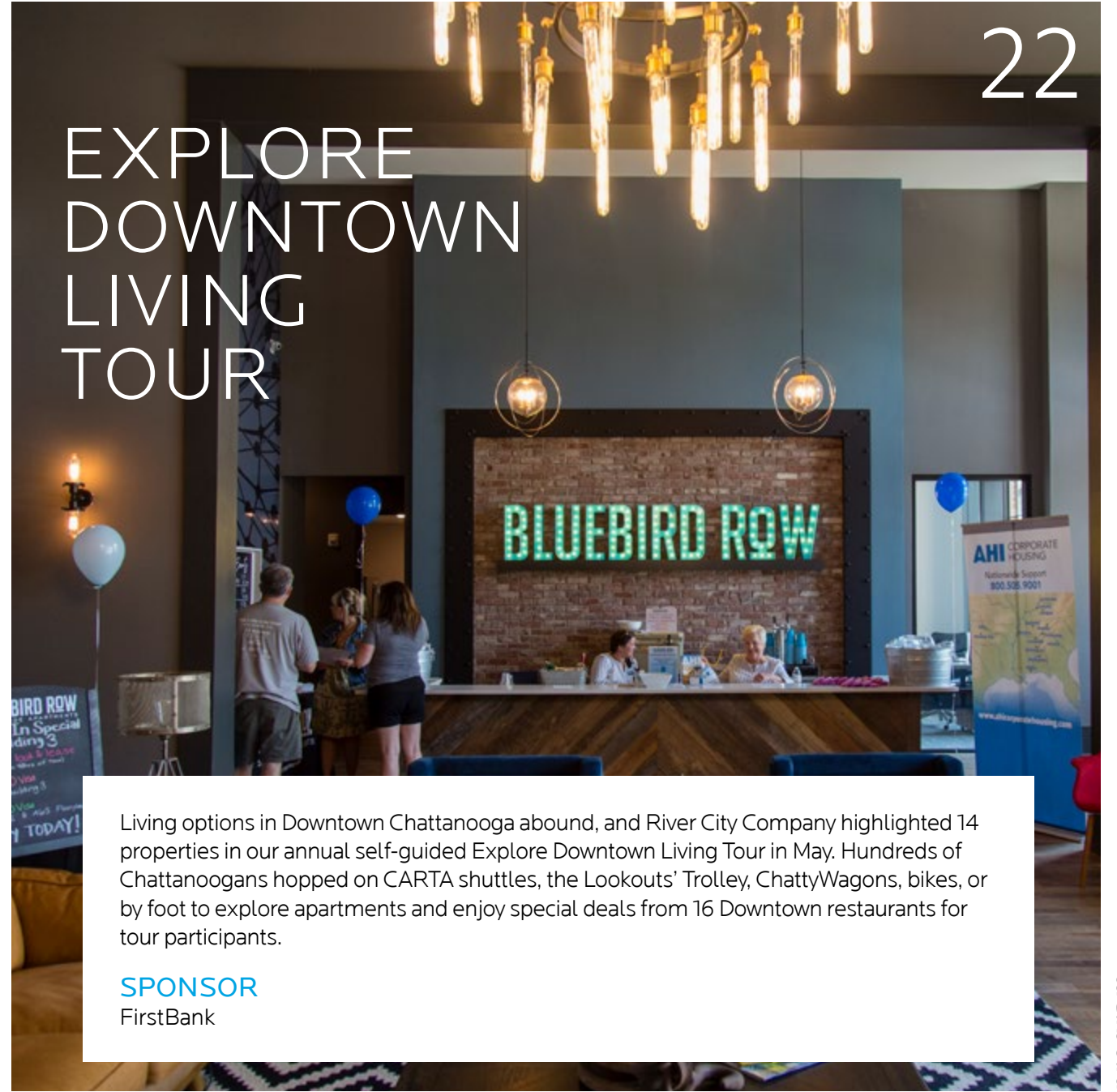
Patten Parkway has served as Chattanooga's Old Market Square, the city's first farmers market and former City Hall location along with the site of the original Coca-Cola Bottling facility. And, it's getting a new look with brick pavers, parking, trees, seating, and public art aimed to better support everyday use along with festivals, concerts, and other special events. We'll see you on the Parkway in 2020!



## EXPLORE DOWNTOWN LIVING TOUR

Living options in Downtown Chattanooga abound, and River City Company highlighted 14 properties in our annual self-guided Explore Downtown Living Tour in May. Hundreds of Chattanooga residents hopped on CARTA shuttles, the Lookouts' Trolley, ChattyWagons, bikes, or by foot to explore apartments and enjoy special deals from 16 Downtown restaurants for tour participants.

**SPONSOR**  
FirstBank







# RIVER ROCK

A 163-unit, mixed-use community situated on 2.79 acres in the Riverfront District, River Rock will also feature 16,000 square feet of commercial space along 4th Street. Beach Company, a Charleston, S.C.-based real estate development and investment firm, is developing the project. Scheduled for completion in 2021, this project was a result of an earlier River City Company planning effort.

project

# HOLIDAY MARKET IN MILLER PLAZA

# 23

An annual local shopping event, the Holiday Market in Miller Plaza showcased 16 Chattanooga businesses and instrumental and vocal performances of holiday favorites from the Center for Creative Arts jazz ensemble and the Chattanooga School for the Arts and Sciences choirs accompanied by a Steinway grand piano.



**SPONSOR**  
Summitt Pianos



program



# ARTSPARK

Covering 15 traffic signal cabinets with vinyl art designs from 13 local artists, ArtSpark brought vibrancy to our city's streets while also supporting and highlighting local artists. ArtSpark Goes to School, led by EPB, covered an additional five EPB owned cabinets in vinyl art from area high school students.

## PARTNERS

Lyndhurst Foundation, Public Art Chattanooga, Chattanooga Department of Transportation, EPB











# CHATTANEWBIES

Created to connect new Chattanoogaans to the city and to one another, Chattanoogaewbies was a successful monthly happy hour style meetup hosted around Downtown Chattanooga. It was so successful that in 2019 the Chattanooga Area Chamber of Commerce took over the program as a way to help attract and retain talent in the Scenic City as a part of their Talent Initiatives.



# BASECAMP + STARTUP WEEK



Startup Week Chattanooga presented by CO.LAB was a weeklong October celebration with over 100 events for entrepreneurs and community members to attend with Waterhouse Pavilion being the center of it all for Basecamp. River City Company also hosted five months of Basecamp events starting in March to create Startup Week buzz before the big event.

## BASECAMP PARTNERS

1 Million Cups, CO.LAB, Pinkberry, Society of Work, The Enterprise Center

## STARTUP WEEK BASECAMP SPONSOR

Chambliss Startup Group







River City Company is 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.