

RIVER CITY
COMPANY

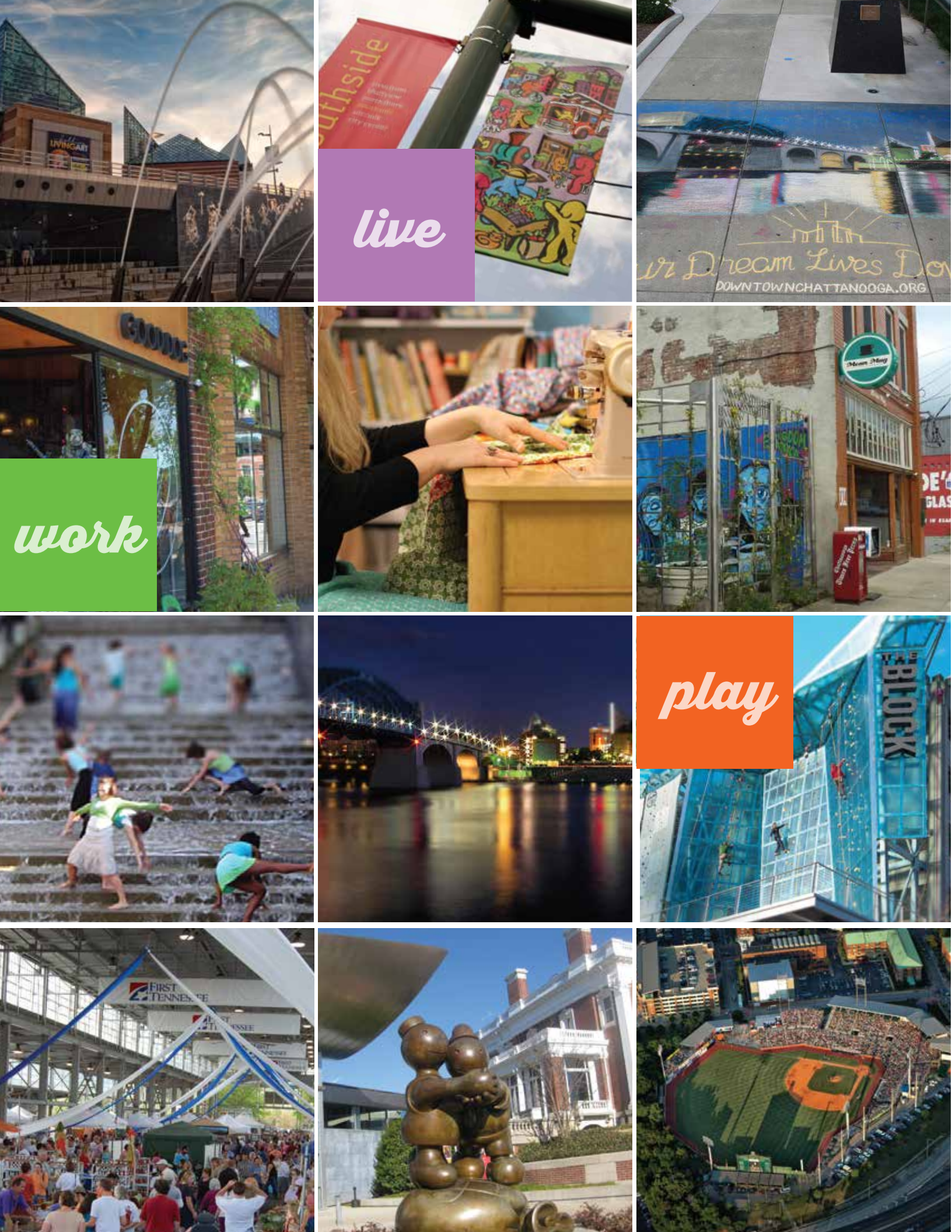
WORKING TO KEEP DOWNTOWN WORKING

2013

ANNUAL REPORT



205



live

Our Dream Lives Down
DOWNTOWNCHATTANOOGA.ORG

work

play

FOR = THE = PAST 28 YEARS,

River City Company has been actively engaged in the planning and development of downtown, and this was an exciting year for both.

Our new development, The Block, has added an exciting new component to the downtown skyline. It houses a local outdoor retailer, Rock/Creek, as well as one of the largest rock climbing facilities in the country with an astounding exterior climbing "art" wall even non climbers can enjoy. We invite you to go by and watch both the "pros" as well the next generation of Chattanoogaans climb to new heights at High Point Climbing and Fitness.

With a focus on bringing new energy and vibrancy to City Center, we kicked off planning efforts that engaged over 600 community participants. As they expressed their hopes and visions for the future of downtown, we heard loud and clear that our community wants more housing choices, a downtown that's vibrant and connected to inviting public places, and a diverse city that's bikeable and walkable. Our City Center Plan reflects this and even more, and we look forward to making it a reality.

Our programs brought out over 750 people for an annual downtown cleanup, 350 people to outdoor movies, 45 organizations to participate in setting up "pop up" parks on Park(ing) Day and a growing list of partners and stakeholders. Because of this active shared commitment to the vibrancy of our city, our ever changing downtown stays authentic.

We are pleased to share with you an overview of our 2013 programs and projects; all focused on keeping Downtown Chattanooga the economic engine of our community. Thank you for your support in working hand in hand with us to build and plan for a city that people want to visit as well as live, work, play and invest!

Kim White
President/CEO
River City Company

**RATED NUMBER 1 FOR SMALL
CITIES (100,000-250,000
POPULATION) FOR BEST CITIES
FOR YOUNG ENTREPRENEURS**

under30ceo.com

**HOSTED 2013'S VOLKSWAGEN
USA CYCLING PROFESSIONAL
ROAD & TIME TRIAL
NATIONAL CHAMPIONSHIPS**

**THIRTY FOUR OUT OF 200
US METRO AREAS IN COST
OF DOING BUSINESS**

Forbes.com

**ONE OF TEN MOST UNEXPECTED
CITIES FOR HIGH TECH INNOVATION**

Techie.com

**FEATURED IN CONNECTED
WORLD MAGAZINE, CNBC,
NEWAMERICA.NET, SNL.COM,
ARCHITECTURAL RECORD,
SMARTGRIDNEW.COM, FINANCIAL
TIMES FT.COM FORBES TRAVEL
GUIDE AND FORBES.COM**

**ONE OF THE 10 BEST U.S. CITIES TO
RETIRE FOR LESS THAN \$75 A DAY**

U.S. News & World Report

TRAIL TOWN

Great Eastern Trail Association

**EPB WAS AWARDED THE
POWER MAGAZINE'S 2013
SMART GRID AWARD**

**RUNNER FRIENDLY
COMMUNITY**

*Road Runner Club
of America*

**ONE OF THE TOP 100
BEST PLACES TO LIVE**

livability.com

**ANNOUNCED IN 2013 THAT
CHATTANOOGA HAS BEEN
SELECTED TO HOST A U.S.
IRONMAN IN SEPTEMBER 2014**



DOWNTOWN *Grows*

POPULATION *Data*

10 to 19
24%

20 to 29
30%

30 to 39
10%

40 to 49
10%

50 to 59
10%

60 to 59
04%

70 to 79
05%

80 & older
03%

RESIDENTIAL
9.95%
POPULATION
SINCE 2007 *growth*

55% FEMALE
MALE **45%**

8914
NUMBER
of
RESIDENTS

SOME COLLEGE **40%**
no degree
13% *no diploma*

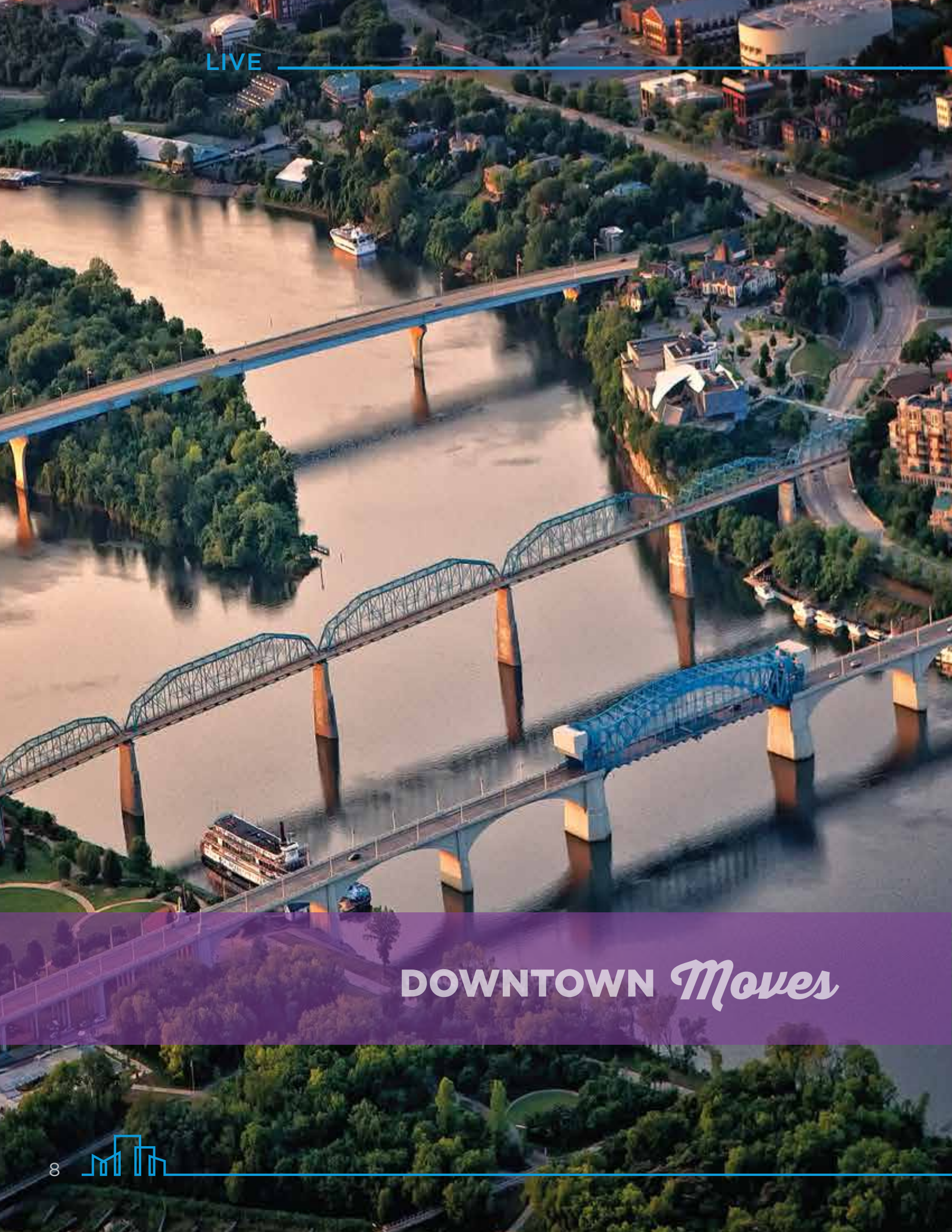
WHITE 60%
BLACK 31%
LATINO 04%
ASIAN 03%
2 OR MORE RACES 01%
NATIVE AMERICAN 0%

GRADUATE
DEGREE
≡ **7%**
BACHELOR'S
DEGREE
≡ **15%**

ASSOCIATE'S **3%**
22% *GED, DIPLOMA or other*

DOWN TOWN
COST OF LIVING
15.9% less THAN NATIONAL AVERAGE
AND **5.9% less** THAN TENNESSEE AVERAGE

OF STUDENTS
[TWELVE-THOUSAND
EIGHT-HUNDRED]
[AND THIRTY-EIGHT]



TRANSIT *Data*

569
ANNUAL
MEMBERSHIPS

— *for* —

**BIKE
SHARE**

THIRTY-THREE
BIKE STATIONS

PASSES
PURCHASED

24hr

12,454

6.4 *million*
CALORIES
BURNED

300 *in a single day*
BIKES
— *in the* —
SYSTEM

MILES TRAVELED

547
RIDES
212,954

12790 TOTAL *parking spaces:*

LOTS: 3906 | ON STREET: 1200 | DECKS: 7684

20 — *free* —
ELECTRIC
SHUTTLES

860,000
of PEOPLE WHO
RODE FREE SHUTTLE

DOWNTOWN *Moves*





DOWNTOWN *Recharges*

RESIDENTIAL DEVELOPMENT *Data*

OF RESIDENTIAL UNITS PLANNED

or

UNDER CONSTRUCTION

555 | 1300

RESIDENT | STUDENT-ORIENTED

65 MIL PROJECTED

OF RESIDENTIAL PROJECTS COMPLETED IN 2013:

- THE 300: 112 UNITS
- THE CONSTANCE: 24 UNITS
- THE HAMILTON: 45 UNITS
- CARSON'S CORNER: 30 UNITS
- WALNUT COMMONS: 68 UNITS

ADDED *sq feet:* **225,440** UNITS *added:* **311**

900 ANNUAL UNIT *demand*

THE **LANDINGS:**

306 UNITS 45 MILLION INVESTMENT

MAIN & MARKET:

63 UNITS 09 MILLION INVESTMENT

WALNUT COMMONS II:

32 UNITS 11 MILLION INVESTMENT

MLK STUDENT HOUSING PROJECT: **1300** UNITS





DOWNTOWN *Plans*



CITY CENTER PLAN... WHAT'S NEXT?

Occurring in October, the planning of the next phase of downtown redevelopment focused on City Center included a series of focus groups, stakeholder meetings and community input sessions to develop a thoughtful plan for residential, commercial and civic development in our city's core.

With a focus on 6th Street to 12th and Georgia Avenue to Highway 27 with the addition of Patten Parkway, over 10 focus groups were held with various attendees including downtown property owners, realtors, young professionals, city and county officials and more. The community input session was a two night event that brought over 550 people to the Bessie Smith Cultural Center to envision the future of their downtown.

Initial results from this planning exercise include a redesign of Broad Street with the inclusion of protected bike lanes, decreasing the number of lanes from six to four, keeping the current level of on street parking, adding greenery and broadening sidewalks. Other suggestions from the charrette include a redesign of Miller Park with a visual connection to Miller Plaza, restoring a green space and redesign of Patten Parkway, adding strategically located parking structures and securing much



needed rental residential space throughout the district including a new structure at 728 Market Street along with repurposing existing office space into residential units.

Throughout 2014, River City Company will be working with the city and other stakeholders to prioritize findings and develop partnerships to turn this plan for our urban core into reality.



BUSINESS Data

1sq ft OF RENTABLE RETAIL SPACE

854,368

1sq ft OCCUPIED RETAIL SPACE

765,624 **90%**

1sq ft OF VACANT RETAIL SPACE

88,744 **10%**

DOWNTOWN

Class A **11**
VACANCY RATE %

Class B **9**
VACANCY RATE %

SUBURBS

Class A **33**
VACANCY RATE %

Class B **13**
VACANCY RATE %

AVAILABLE SQFT: 6,103,815

AVAILABLE SQFT: 2,322,602

LARGE HEADQUARTERS

- BLUECROSS BLUESHIELD
- TENNESSEE VALLEY AUTHORITY
- ERLANGER HEALTH SYSTEM
- UNUM
- CITY OF CHATTANOOGA
- HAMILTON COUNTY GOVERNMENT

DISTRICT	SQ FT TO RENT	OCCUPIED	VACANT
<i>City Center</i>	239,894	203,370: 85%	36,524: 15%
<i>Riverfront</i>	98,475	91,973: 97%	6,502: 03%
<i>utc</i>	19,403	12,861: 66%	6,542: 34%
<i>mlk</i>	104,363	77,166: 74%	27,197: 26%
<i>Southside</i>	392,233	380,254: 97%	11,979: 03%

of RETAIL ESTABLISHMENTS **13** **# of NEW** **13** **# of EMPLOYEES** **62,902** **THIRTY-TWO.SIX%**

9 COMPANIES RELOCATED AND/OR EXPANDED **INVESTMENT: \$22,225,000** **181 NEW JOBS** IN DOWNTOWN

LARGEST INDUSTRIES IN DOWNTOWN PER EMPLOYEE PERCENTAGES
Public Administration: 15.3%
Finance, Insurance & Real Estate: 13.5% *Services:* 39.7%

DOWNTOWN Works



THE BLOCK

Acting as the central focus and development project for River City Company in 2013, The Block broke ground at the former Bijou Theatre on the 200 block of Broad Street in January with two tenants open for business by the end of the year: High Point Climbing and Fitness and Rock/Creek.

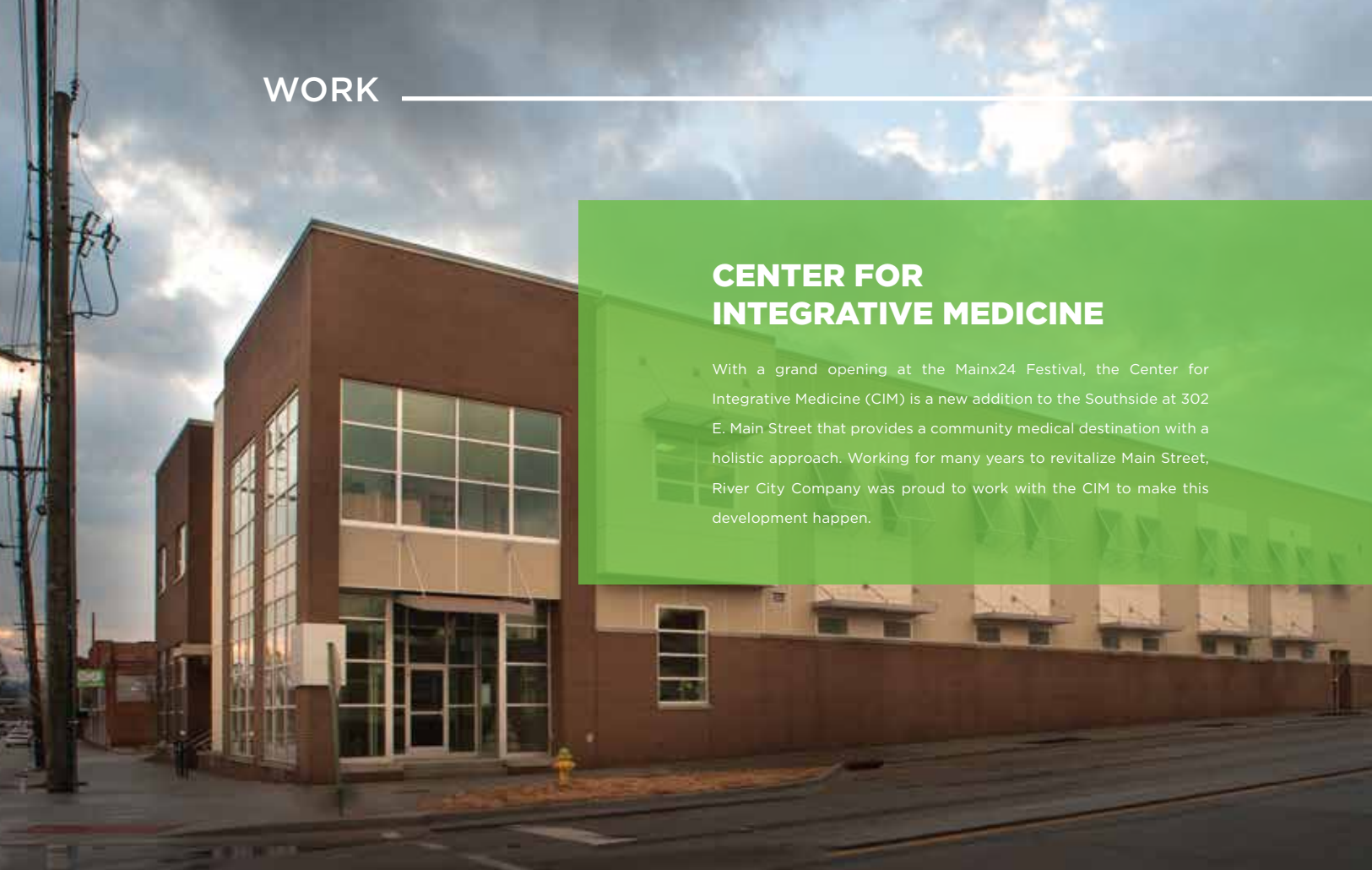
High Point Climbing and Fitness is a state-of-the-art 23,000 square foot climbing and bouldering gym. From beginner to advanced walls to their top roping room, lead climbing pit and two boulder areas, there is climbing for all levels offered at High Point.

Rock/Creek is a local outdoor goods retailer, and their 4,300 square foot boutique style store at The Block is their fourth storefront in Chattanooga.

The most notable feature about The Block is the 11,000 square foot public art piece that has 5,000 square feet of functional climbing anchored to the façade of the building on Broad Street. This translucent LED lit wall offers climbing for all skill levels and even includes regulation speed climbing walls.

Late in 2013, Chattanooga Coffee Company announced they would be opening a Chatts Coffee at The Block in 2014 along with an open-air kiosk of visitor information sponsored by the Chattanooga Convention and Visitor's Bureau in the CARTA electric shuttle breezeway.





CENTER FOR INTEGRATIVE MEDICINE

With a grand opening at the Mainx24 Festival, the Center for Integrative Medicine (CIM) is a new addition to the Southside at 302 E. Main Street that provides a community medical destination with a holistic approach. Working for many years to revitalize Main Street, River City Company was proud to work with the CIM to make this development happen.



MAIN & MARKET APARTMENTS

At the intersection of Main and Market Streets, the Union Gospel Mission Property will be transformed into a crucial mixed use development in 2014. With the announcement of a 60 unit apartment development with 13,000 square feet for first floor retail space known as Main and Market Apartments, this corner spot will surely be a star on Downtown Chattanooga's Southside.



WE'RE ALL IN *for* DOWNTOWN CHATTANOOGA

RETAIL & MERCHANT SUPPORT

As a component of River City operations to support and recruit retail and businesses to our downtown footprint, 2013 started off with the completion of our Project: PopUp program. The first ever retail incubation program in the Southeast, Project: PopUp gained ample support, attention and praise both locally and nationally. Although the program was intended to last six months, several of the budding entrepreneurs signed long term leases testing out their concepts for a year or more. The program gave these small business owners the opportunity to see if a career in retail was their desired path. At the end of 2013, one of the Project: PopUp tenants decided to stay as a long-term occupant.

Because of the attention the program brought to the site as a whole, CitiPark has become a retail center full of different offerings. Today there are new restaurants, a new salon, a new cosmetic store and office in large part due to Project: PopUp that drew attention to the once overlooked site. It has also leveraged many conversations with

neighboring partners to work on their ground floor retail efforts.

River City Company assisted in the recruitment of Tupelo Honey Café to Warehouse Row, Chicken Salad Chick to the former Miller Brothers Building, Chattanooga Coffee Company to The Block and Taqueria Jalisco to Miller Plaza.

ADVOCATING FOR DOWNTOWN CHATTANOOGA

Over the year, River City Company met with over 200 groups to advocate for downtown. Whether it's meeting with a potential developer to discuss residential demand in our downtown, working with a fellow nonprofit to assist in the execution of a mutually beneficial event or meeting another city group to tell the Chattanooga story, River City Company advocates for downtown priorities and continues to be the storytellers of the continued revitalization of our urban area.



CIVIC Data

31 LEED *certified* BUILDINGS

Convention Center:
30 CONVENTIONS
44,000 ATTENDEES

32 PARKS & *green spaces*

3 MIL *a year* VISITORS

365 MILLION
ECONOMIC IMPACT OF TOURISM

140 PUBLIC *art* INSTALLATIONS VALUED AT **12 MILLION**

10 ART INSTITUTIONS

799,063 ATTENDED ARTS *events*

05272 *hotels rooms* DOWNTOWN **60 MILLION** YEARLY REVENUE

CIVIC SPACE	ACRES	TYPE OF SPACE
.....AQUARIUM PLAZA	03.23	SPECIAL USE AREA.....
.....BATTLE ACADEMY	03.60	PLAYGROUND.....
.....BIKE CORRIDOR	29.21	GREENWAY.....
.....BROWN ACADEMY	03.11	PLAYGROUND.....
.....CENTER PARK	00.57	POCKET PARK.....
.....CHATTANOOGA CHEW CHEW CANINE PARK	01.53	SPECIAL USE AREA.....
.....CHATTANOOGA GREEN	01.09	SPECIAL USE AREA.....
.....CHATTANOOGA SCHOOL FOR ARTS & SCIENCES	04.96	FIELDS.....
.....CHATTOWN SKATEPARK	02.13	SPECIAL USE AREA.....
.....COOLIDGE PARK	11.18	MUNICIPAL RECREATION AREA.....
.....FINLEY STADIUM	08.70	STADIUM.....
.....FIRST CENTENARY REC CENTER	00.40	COMMUNITY CENTER.....
.....FIRST TN PAVILION	05.09	POCKET PARK.....
.....JEFFERSON PARK	03.40	NEIGHBORHOOD PARK.....
.....LINCOLN PARK	03.89	NON-MUNICIPAL RECREATION AREA
.....MANKER PATTON TENNIS CENTER	05.75	TENNIS COURTS.....
.....MILLER PARK	01.25	POCKET PARK.....
.....MILLER PLAZA	01.11	NON-MUNICIPAL RECREATION AREA
.....PARK PLACE PARK / TED BRYANT	0.640	POCKET PARK.....
.....PATTON PARKWAY	00.20	POCKET PARK.....
.....PERKINS PARK	00.16	POCKET PARK.....
.....PHILLIPS PARK	00.47	POCKET PARK.....
.....RENAISSANCE PARK	22.44	COMMUNITY PARK.....
.....TENNESSEE RIVER PARK (INCLUDES 1ST ST STEPS)	12.08	MUNICIPAL RECREATION AREA.....
.....THE PASSAGE-RIVERFRONT: ACCESSIBLE PLAYGROUND	04.52	REGIONAL PARK.....
.....THE PASSAGE-RIVERFRONT: ROSS'S LANDING	04.21	REGIONAL PARK.....
.....TN RIVER ISLAND	04.33	NON-MUNICIPAL RECREATION AREA
.....UNIVERSITY GREENWAY	04.15	GREENWAY / SAFEWALK.....
.....UTC	12.52	PRACTICE FIELD, ARENA, COURTS...
.....WALNUT STREET PEDESTRIAN BRIDGE	03.45	GREENWAY / SAFEWALK.....
.....WHITESIDE PARK	00.94	MUNICIPAL RECREATION AREA.....

TOTAL CIVIC SPACE: 160 Acres

DOWNTOWN Plays



Why Programs? What makes a downtown fun? What gives it a buzz and a unique sense of place? A lot of the intangibles of a city are created by how the community programs its spaces. River City Company focuses on animating Downtown Chattanooga with programs throughout the year that create excitement, ownership and participation in our urban center.



CLEAN AND GREEN

With the largest cleanup to date, 750 volunteers descended upon downtown in April and collected 1500 bags of trash in 6 downtown districts and 7 neighborhoods along with several special projects including building a community garden at the 21st Century Child Development and Learning Center. VW of Chattanooga was the main sponsor of the event. ServPro of Chattanooga, CNE, The Kiwanis Club of Chattanooga, Causeway.org and LifeKraze now Spire partnered to make Clean and Green 2013 the most successful cleanup to date.

FRESH ON FRIDAYS

In its third year, Fresh on Fridays ran from April to October with over 1,000 participants throughout the season of cooking demonstrations, yoga classes, chalk art murals, chair massages, UTC pep rallies and more. The Fresh on Fridays program continues to be a great activator and crowd pleaser for Fridays downtown in Miller Plaza.



PARK(ing) Day
11AM - 6:00PM
Friday, Sept. 20

Interactive Healthy Living Art & Music Lounge

212 Market
Art320
Art4th Art4th Cooperative
Community Pie
COLAB
Dish T Pass
Heaven and Ale
McKamey Animal Hospital
Outdoor Chattanooga
River Street Architecture
Safe Routes to Schools
UTC Engineering

200 Market
850 Market
800 Market
800 Market
85 E. Main
W. 6th
800 Market
W. Main
900 Market
700 Cherry
900 Market
200 Broad
Aquarium Way
100 Chestnut
600 Market

Public Seating & Cooking Demo
Art Bike Rides
Blacksmith & Pottery Demo
M&A Heavy Public Seating
Inventor in the Laneside West
Cooking Demon & Sausage
Beer: Toss on a Sausage
Puppy Park
Backcountry Canyons
Drawing & Sketching Sale
Chairs and Bubbles
Sustainable Fun
STEM
Micro 'Sketches' & Wine
Off Road Power Sports
Firearm and Fun
Firearm, Pottery & Drones



PARK(ING) DAY

Taking the reins in coordinating the sixth annual Park(ing) Day, River City Company was excited to coordinate this international urban space reimagining event. With the largest amount of participants to date, 45 mini-parks were created in parallel parking spaces throughout downtown on September 20th with an array of activities animating the streets. Painters, dancers, blacksmiths, chefs, yoga instructors and more lined the streets, and we look forward to expanding this program in 2014.

CENTER PARK AND MOVIES AT CENTER PARK

With a rebranding and repurposed use as a pocket park at 728 Market Street, Center Park became a space of commerce and enjoyment in 2013. The Food Truck Court of the Chattanooga Street Food Project found a home here, and there are now 10 mobile vendors in Chattanooga. This was also a site of programming and events throughout the year including our September movie series. Movies at Center Park, previously known as Movies at the 700 Block, spanned over four weeks bringing over 350 attendees. Cult classic films drew in families, students and young professionals downtown to enjoy dinner, drinks, a local band to open and a movie under the stars.





Contributors

Partners and Supporters

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 City of Chattanooga
 Hamilton County Government
 Berry & Hunt
 Bike Chattanooga
 BlueCross BlueShield of Tennessee
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 Chattanooga Neighborhood Enterprise
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 City Center Merchants Association
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LBMC Lattimore Black Morgan & Cain
 Lovemans Homeowners Association
 Luken Holdings
 Corker Properties
 Mesa Associates
 Pat St. Charles Co
 Republic Parking System
 Tennessee American water
 Tennessee Aquarium
 Tennessee Valley Federal Credit Union
 Regions Bank
 Riverfront Business and Resident Partnership
 United Way of Greater Chattanooga

Media Partners

Chattanooga Times Free Press
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 Chattanooga Lookouts
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 Sound Force Entertainment
 Chattanooga State Media Club

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 Lamp Post Group

Launched in June, Your Dream Lives Downtown showcased the opportunities that are in our downtown for people to build their businesses, their homes and their passions. The four part video series aired throughout our region on local and cable television stations, after key acts at Riverbend and audio played on area radio stations. The Your Dream Lives Downtown logo graced fans at Nightfall, billboards leading into downtown and on vacant storefront window clings to encourage people to see their dreams in these spaces.

With the idea to target those that were not currently living out their dreams downtown, Your Dream Lives Downtown appeared in local magazines, chalk art murals, a bus wrap, downtown street wide chalking of the logo and video projections at night off downtown buildings to generate a grassroots buzz for the campaign. To engage the community in their dream sharing, we requested individuals' dreams for downtown via social media in exchange for an opportunity to win a downtown prize package worth over \$1500.

As an extension of the Your Dream Lives Downtown campaign, River City with the help of the Chattanooga State Media Club have produced district videos that spotlight an individual who lives, works and plays in each district to educate the community on the location, happenings and people that call downtown's six districts home. The NorthShore, City Center and UTC/MLK have been released and spotlight the following respectively: a young family of four, a tech entrepreneur and the student government president. The remaining districts of the Riverfront, Bluff View and Southside will be featured in 2014.





rivercitycompany.com | [@RiverCityCo](https://www.instagram.com/RiverCityCo) | [@DowntownCHA](https://www.instagram.com/DowntownCHA) | 423.265.3700
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