

# Welcome to Charlotte!

The Charlotte in 2012 Convention Host Committee is pleased to share stories and information about Charlotte and the Carolinas. For more about Charlotte and the upcoming 2012 Democratic National Convention, go to [charlottein2012.com](http://charlottein2012.com) or [demconvention.com](http://demconvention.com). Once again, welcome to Charlotte!



## Charlotte stories are about...

**A place that is beautiful and offers an enjoyable quality of life.** In the Charlotte region, you'll find relaxing weather, the expected comforts of Southern hospitality and a forward-thinking, diverse New South culture.

**A people with “can-do” attitudes living in a region of opportunity.** People, organizations and institutions work together and build the future in truly unique and remarkable ways in the Charlotte region. Charlotte boasts the amenities and economic opportunities of a major urban center for both large corporations and aspiring entrepreneurs, but retains the friendly feel of a close-knit community.

**A community that creates better tomorrows every day.** Charlotteans adapt, respond and work together to leave a legacy of achievement within each yesterday even as they aspire to create even better shared tomorrows, exemplifying the best of the American spirit.

# The American Gold Rush Began Near Charlotte



In 1799, 12-year-old Conrad Reed of Cabarrus County brought home a 17-pound rock that was used by the family as a doorstep for three years before a jeweler declared the rock to be nearly solid gold. The Reed Gold Mine operated until 1912.

The discovery launched a mining frenzy in the area, and one of the U.S. Government's first three mints was created in Charlotte in 1837. Charlotte's Mint Museum of Art was first housed in the original Mint building (now on Randolph Road in Charlotte) until the Museum re-located to its current location on South Tryon Street as a part of the \$83 million Levine Cultural Campus.

UNC Charlotte's mascot, the 49er, commemorates the year of the opening of this Charlotte campus of the 16-campus University of North Carolina system, and honors the region's early history as a gold mining center.

This golden discovery foreshadowed the region's later emergence as a financial center that holds \$2.3 trillion in assets and is home to Bank of America headquarters, Wells Fargo's East Coast headquarters and major presences from Ally Bank, Fifth Third Bank, TIAA-CREF, a branch of the Federal Reserve Bank and other financial service firms.

Gold of a different variety will soon figure prominently in the Charlotte regional economy as Chiquita Brands International moves its corporate headquarters to the Queen City in 2012.



# Mecklenburg County: First in Freedom



Mecklenburg County was the first political body in the American colonies to declare independence from the Crown of England, according to many historians. North Carolina's state flag features the date of the signing of the Mecklenburg Declaration of Independence on May 20, 1775.

Captain James Jack delivered the Mecklenburg Declaration to North Carolina representatives at the Second Continental Congress meeting in Philadelphia. A statue of Captain Jack entitled "The Spirit of Mecklenburg" commemorates that ride as a part of the Trail of History memorializing the men and women who shaped and defined the rich history of Charlotte-Mecklenburg.

When complete, the Trail of History will stretch through a signature urban piece of the Little Sugar Creek Greenway running from 7th Street at Central Piedmont Community College south to Morehead Street.

As the community prepares to host the re-nomination of a sitting President, it's also interesting to note that the Charlotte region is the birthplace of Andrew Jackson, the 7th President of the United States and James K. Polk, 11th President of the United States.

**For more information, go to:**

**Mecklenburg Declaration of Independence**

[www.meckdec.org](http://www.meckdec.org)

**Trail of History**

<http://charmec.org/mecklenburg/county/ParkandRec/TrailOfHistory>



## From Hornet's Nest to Beehive of Civic Action

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In 1780, British troops under the command of Lord Cornwallis departed hastily from a ten-day occupation of the Charlotte area, calling it “a hornet’s nest of rebellion.” The name stuck, giving rise to Charlotte’s moniker as the Hornet’s Nest city.

In the modern era, the active pace of philanthropy, involvement, volunteering and engagement by residents in civic affairs reflects a beehive of civic action that is a point of pride for Charlotteans.

Many business and civic leaders refer to the “Charlotte Way,” an expectation that those who do well will do good and that area governments, business interests, the faith community and nonprofits will partner in innovative ways to solve problems, meet challenges and make the most of opportunities. Reflecting this spirit, the Charlotte Chamber’s theme for 2012 is “Outrageous Aspirations.”

Civic initiatives include:

- Catalyzed by the 2012 DNC, efforts to create four legacy impacts in the community around economic inclusion, youth engagement, healthy children and families and sustainability.
- Civic engagement efforts such as Crossroads Charlotte, Generation Nation, the Lee Institute, MeckConnect and others have built opportunities for thousands of Charlotteans from all socio-economic, racial/ethnic, faith and political backgrounds to bridge and bond across differences.
- Over the next five years, a public/private effort titled Project L.I.F.T. will bring \$55 million and donated services together to close achievement gaps in select schools within the Charlotte-Mecklenburg public school system.
- On January 3, 2012, a ten-year Affordable Housing Plan was boosted by the launch of “Souls of Our Neighbors — the Fears, Facts and Myths of Affordable Housing.”
- Charlotte is number one in the nation in per capita giving and workplace donations and is the third-largest arts fund-raiser in the United States.

## From Hornet's Nest to Beehive of Civic Action (continued)

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**For more information, go to:**

**Charlotte Museum of History**

[www.charlottemuseum.org](http://www.charlottemuseum.org)

**Crossroads Charlotte**

[www.crossroadscharlotte.org](http://www.crossroadscharlotte.org)

**Foundation For The Carolinas**

[www.fftc.org](http://www.fftc.org)

**Hands On Charlotte**

[www.handsoncharlotte.org](http://www.handsoncharlotte.org)

**Knight Foundation (Charlotte)**

[www.knightfoundation.org/charlotte](http://www.knightfoundation.org/charlotte)

**Project L.I.F.T.**

[www.projectliftcharlotte.org](http://www.projectliftcharlotte.org)

**Souls of Our Neighbors**

[www.soulsofourneighbors.org](http://www.soulsofourneighbors.org)



# Desegregation in Charlotte Opened a New Chapter in American History



The widespread use of busing to end segregation in public schools began in Charlotte after a 1971 Supreme Court decision in the case of *Swann v. Charlotte-Mecklenburg Board of Education*.

For decades thereafter, Charlotte was known across the United States as the “city that made desegregation work.”

Avoiding the racial violence that racked many American cities in the 1960s, the community continues to intentionally create and deploy efforts to bring residents together across lines of difference, bridging and bonding as a community.

Charlotte has a long history of partnering to address tensions stemming from racial and ethnic issues. The Community Relations Committee (CRC) was formed in 1961 when Mayor Stan Brookshire appointed a group of citizens to address race relations in Charlotte. Today, the CRC and organizations such as Community Building Initiative, Mecklenburg Ministries and others are turned to when the community strengthens bonds across diverse populations.

An exhibit produced by the Levine Museum of the New South entitled “Courage: The Carolina Story that Changed America” was honored at a White House ceremony in 2006. The exhibit centered around the first lawsuit in America challenging racial segregation in public schools.

**For more information, go to:**

**Community Building Initiative**  
[www.communitybuildinginitiative.org](http://www.communitybuildinginitiative.org)

**Community Relations Committee**  
[www.charmeck.org/city/charlotte/CRC](http://www.charmeck.org/city/charlotte/CRC)

**Levine Museum of the New South**  
[www.museumofthenewsouth.org](http://www.museumofthenewsouth.org)

**Mecklenburg Ministries**  
[www.meckmin.org](http://www.meckmin.org)





## The Face of American Diversity Is Prominent in Charlotte

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The population of Charlotte reflects the changing demographics of America, and Charlotte is one of 22 U.S. cities with at or near minority/majority populations. According to the 2010 United States Census, the racial composition of Charlotte was:

- White: 50.6%
- Black or African American: 30.2%
- Hispanic or Latino American: 12.2%
- Asian American: 4.6%
- Native American: 0.3%
- Multi-racial: 1.8%
- Other: 0.3%

Of the over 65,000 people who moved to Mecklenburg County between 2009 and 2010:

- 65% came from outside North Carolina
  - 1/3 from another state in the South
  - 1/4 from the Northeast
  - 1/5 from a different country
- Half are white (non-Hispanic), 1/4 are African American, 11% are Hispanic/Latino, and 11% Asian
- Over 40% are college educated, 30% have a high school education or less

Charlotte experienced the fifth highest in-migration of young educated workers in the nation over the last decade as newcomers continued to be attracted by the region's high quality of life and economic opportunities.

A growing international presence continues to fuel growth as well. Over 888 foreign-owned companies have Charlotte area facilities, representing over half of all foreign companies in North Carolina.

**For more information go to:**

**Charlotte Region's Demographics and Key Indicators**  
<http://ui.uncc.edu>

**International House**  
[www.ihclt.org](http://www.ihclt.org)

## A Vibrant Creative Community

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The recently completed \$83 million Levine Cultural Campus in uptown Charlotte brings together the Bechtler Museum of Modern Art, the Harvey B. Gantt Center for African-American Arts + Culture, the Knight Theater, the Levine Center for the Arts and the Mint Museum.

Professional performing arts organizations such as The Charlotte Symphony Orchestra, Opera Carolina and the NC Dance Theatre bring world-class performances to life throughout the year alongside a score of independent theater companies.

Community School of the Arts, the Light Factory, the McColl Center and other organizations provide hands-on creative opportunities while “third spaces” such as Packard Place spark entrepreneurial innovation.

From the folk music, dance, crafts and lore of the Charlotte Folk Society to the dynamic independent offerings of Area Fifteen and the Culture Initiative, the Charlotte creative community reflects both its rural past and its urban present.

Charlotte will host the National Poetry Slam in 2012. In 2007 and 2008, slam poet teams from Charlotte were named national Champions.

Events such as TEDxCharlotte, Charlotte Pecha-Kucha together with online magazines such as CLTBlog.com and Charlotteviewpoint.org bring diverse thought, ideas and perspectives together throughout the year.

Many arts, science and heritage organizations are supported in part by the Arts & Science Council, a nationally recognized nonprofit organization. The ASC recently launched an innovative grassroots fundraising effort entitled Power2Give that is quickly being adopted in other U.S. cities.

### For more information, go to:

**Arts & Science Council**  
[www.artsandscience.org](http://www.artsandscience.org)  
[www.charlottecultureguide.com](http://www.charlottecultureguide.com)

**Charlotte Viewpoint**  
[www.charlotteviewpoint.com](http://www.charlotteviewpoint.com)

**CLT Blog**  
[www.Cltblog.com](http://www.Cltblog.com)

**TedxCharlotte**  
[www.tedxcharlotte.com](http://www.tedxcharlotte.com)





# A Different Kind Of Green Is Growing in Charlotte



Well known as a center of finance and emerging as an energy hub, a number of innovative sustainability efforts are underway in the Charlotte region.

The Carolina Thread Trail is a regional trail network that will ultimately reach 15 counties and more than 2.3 million people.

Envision Charlotte is a first-of-a-kind collaborative partnership to create the most environmentally sustainable urban core in the nation and cut energy use by up to 20 percent by 2016.

Sustain Charlotte is a nonprofit organization helping to advance a region-wide sustainability movement by serving as a catalyst for change. The mission of the organization is to inspire, inform, and facilitate a holistic and collaborative approach to building a vibrant and sustainable future for the entire Charlotte metropolitan region.

Power2 is a City of Charlotte effort to implement energy-efficient initiatives designed to make Charlotte a true national energy leader. The vision collectively promotes efficiency education, environmental quality, and economic vitality.

On Nov. 22, 2011 the amount of waste received by Mecklenburg County for recycling exceeded the amount of garbage disposed at the County landfill for the first time in history.

**For more information, go to:**

**Carolina Thread Trail**  
[www.carolinathreadtrail.org](http://www.carolinathreadtrail.org)

**Envision Charlotte**  
[www.envisioncharlotte.com](http://www.envisioncharlotte.com)

**Power2charlotte**  
[www.power2charlotte.com](http://www.power2charlotte.com)

**Sustain Charlotte**  
[www.sustaincharlotte.org](http://www.sustaincharlotte.org)



# More Facts about the Queen City and the Charlotte Region

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## Early History and Name

- Charlotte's beginnings at Trade & Tryon streets are literally steps away from the site of the 2012 DNC at "The Square," where two intersecting Native American Indian trading paths catalyzed a community that would later be named Charlottetown in 1762 in honor of the British Queen "Charlotte Sophia" while the county was named Mecklenburg to denote the region in Germany where she was born.
- Residents of Charlotte are called Charlotteans.

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## Population

- Just over 900,000 people call Charlotte-Mecklenburg home and the area is now among 22 U.S. cities with at or near minority/majority populations. From 2000-2010, Charlotte's population grew by over 32%, to a regional population of over 1.7 million in a 16-county Carolinas region.

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## Living

- A four-season climate and an annual mean high temperature of 72 degrees. Housing costs are 80% of the national average.
- Located within a two-hour plane ride and one day's drive to half of the nation's population.
- Charlotte-Douglas International Airport handles more passengers annually than LaGuardia or Reagan National as the nation's seventh busiest airport, with 138 nonstop destinations and 697 daily departures.
- The Charlotte Area Transit System (CATS) recently added a 9.6-mile light rail line and plans for expansion continue.

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## Economy

- Nation's second largest financial center, behind only New York with \$2.3 trillion in assets; home to Bank of America headquarters and Wells Fargo East Coast headquarters.
- An emerging national energy hub, home to over 250 energy companies including Duke Energy. The Energy Production and Infrastructure Center (EPIC) at UNC Charlotte aims to create a talent pool that will fuel continued growth of the sector.
- Headquarters to 10 Fortune 500 companies and 950 foreign-owned firms, including 195 from Germany.

## **More Facts about the Queen City and the Charlotte Region** (continued)

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### **Cultural and Recreational Opportunities**

- A spectrum of artistic, cultural and recreational opportunities, from the newly-completed \$83 million uptown Levine Cultural Campus to numerous independent galleries, theatre companies, performing and visual arts spaces and professional symphony and opera organizations.
- Sports amenities include the NFL Carolina Panthers, the NBA Charlotte Bobcats, NASCAR, AAA baseball, AHL hockey, professional lacrosse, the U.S. Whitewater Center, the ACC Championship, the Belk Bowl, and 36 golf courses, including Quail Hollow, home of the annual Wells Fargo Championship and the PGA Championship in 2017.

### **Civic Agenda: Public Education, Affordable Housing, Citizen Engagement**

- The Charlotte-Mecklenburg School (CMS) system won the 2011 Broad Prize for Urban Education for showing the greatest academic gains among 75 large urban school districts. Over the next five years, a public/private effort titled Project L.I.F.T. will bring \$55 million and donated services together to close achievement gaps in one corridor of the CMS system.
- Charlotte is number one in the nation in per capita giving and workplace donations and is the third-largest arts fund-raiser in the United States.
- On January 3, 2012, a ten-year Affordable Housing Plan was boosted by the launch of “Souls of Our Neighbors — the Fears, Facts and Myths of Affordable Housing.”
- Numerous civic engagement efforts over the last decade including Community Building Initiative, Crossroads Charlotte, The Lee Institute, MeckConnect and others have built opportunities for thousands of Charlotteans from all socioeconomic, racial/ethnic, faith and political backgrounds to bridge and bond across differences.

## Resources and Links

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### **Charlotte in 2012 Convention Host Committee**

[www.charlottein2012.com](http://www.charlottein2012.com)

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### **2012 Democratic National Convention Committee**

[www.demconvention.com](http://www.demconvention.com)

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### **Charlotte Center City Partners**

[www.charlottecentercity.org](http://www.charlottecentercity.org)

Charlotte Center City Partners facilitates and promotes the economic and cultural development of the urban core.

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### **Charlotte Chamber of Commerce**

[www.charlottechamber.com](http://www.charlottechamber.com)

The Charlotte Chamber creates competitive advantage by growing the economy, advocating pro-business public policies, and delivering innovative programs and services.

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### **The Charlotte Museum of History**

[www.charlottemuseum.org](http://www.charlottemuseum.org)

The Charlotte Museum of History, an educational organization, captures and shares the stories of the Charlotte region from settlement forward through exhibits and programs, including the oldest surviving house in Mecklenburg County, the 1774 Hezekiah Alexander Homesite.

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### **Charlotte Regional Partnership**

[www.charlotteusa.com](http://www.charlotteusa.com)

A nonprofit, public/private economic development organization, the Charlotte Regional Partnership leverages regional resources to market the 16-county Charlotte region.

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### **Charlotte Regional Visitors Authority**

[www.charlottesgotalot.com](http://www.charlottesgotalot.com)

Charlotte regional attractions, cultural offerings, lodging information and other resources for visitors and travelers.

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### **City of Charlotte & Mecklenburg County Government**

[www.charmeck.org](http://www.charmeck.org)

The official site of the City of Charlotte and Mecklenburg County Government.

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### **Levine Museum of the New South**

[www.museumofthenewsouth.org](http://www.museumofthenewsouth.org)

An interactive history museum that provides a comprehensive interpretation of post-Civil War southern society featuring men, women and children, black and white, rich and poor, long-time residents and newcomers who have shaped the South.

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### **UNC Charlotte Urban Institute**

[www.ri.uncc.edu](http://www.ri.uncc.edu)

Data, maps, graphs and tables providing benchmarks measured over time and compared to state and/or national data for the Charlotte region on a wide range of indicators that impact the region's quality of life.

**CHARLOTTE  
IN 2012  
CONVENTION  
HOST COMMITTEE**

[www.charlottein2012.com](http://www.charlottein2012.com)

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