



**Preserving Stories. Celebrating Identity.
Creating Places of Belonging.**

POWER OF PLACE: A DONOR OVERVIEW

Charlotte is growing fast, but what makes a place meaningful is not growth alone.

It is identity.

It is history.

It is the businesses, buildings, public spaces, stories, and everyday experiences that connect people to where they are.

PlaceCLT Foundation was created to help Charlotte grow without losing what makes it special. We bring together public, private, and community partners to invest in cultural heritage, legacy businesses, historic preservation, restoration, urban design, and placemaking.

WHY THIS MATTERS NOW

Charlotte is at a pivotal moment. Rapid growth is reshaping neighborhoods, increasing development pressure, and changing the character of places people care about most. Without intentional investment, stories are lost, historic places disappear, and public spaces become disconnected from community identity.

The questions we hear from the community are simple and urgent:

“What is Charlotte’s identity?”

“Why do we keep losing the places we love?”

WHAT YOUR INVESTMENT SUPPORTS

Every investment in PlaceCLT directly supports work that strengthens Charlotte’s identity, enhances the public realm, and connects people to place in meaningful ways.

Cultural Heritage & Storytelling

Oral histories, public storytelling, exhibitions, neighborhood narratives, cultural mapping, and programs that make Charlotte’s people, memory, and identity more visible.

Places & Preservation

Support for historic places, commercial corridors, walkable main streets, preservation education, property owner tools, and resources for property owners facing growth and reinvestment pressure.

Businesses & Belonging

Recognition and support for long-standing businesses that serve as gathering places, memory keepers, and neighborhood anchors.

Placemaking & Public Realm

Public art, murals, public realm improvements, plaza activations, creative installations, and other projects that turn everyday spaces into places of meaning and pride.

Training & Restoration

Historic trades training, restoration apprenticeships, and career-connected learning opportunities tied to preservation, design, and place-based work.

Your investment helps Charlotte grow with memory, meaning, and intention.

WHY PLACE CLT?

PlaceCLT aligns civic expertise with private investment to empower the professionals actively designing Charlotte’s public realm, ensuring our placemaking and preservation efforts deliver sustainable, transparent, and high-impact results for the city.

Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 919-814-5400. The license is not an endorsement by the State.

POWER OF PLACE: WAYS TO INVEST

We offer several ways to support PlaceCLT based on your goals, timing, and desired level of impact.

BUILD THE FOUNDATION

1

FOUNDING INVESTMENT | NOW - 2026

Help launch PlaceCLT and complete our \$600,000 founding goal, with **approximately \$200,000 remaining.**

Founding investments help establish the foundation, build early momentum, and support the first phase of work across Charlotte.

Giving Opportunity

Founding Partner - \$50,000+

Founding Supporter - \$5,000 - \$10,000

Recognition may include: founding recognition, launch event recognition, inclusion in PlaceCLT materials, Founders Circle updates, and event invitations.

EXPERIENCE PLACE

2

EVENT SPONSORSHIP | 2026

Support the public launch of PlaceCLT on September 24th at the Carolina Theatre. This event will celebrate the 50th Anniversary of Historic Districts in Charlotte and the announcement of PlaceCLT that will set a new vision for preservation, cultural heritage, and public spaces in Charlotte.

Sponsorship Opportunity

Presenting Sponsor - \$15,000

Experience Sponsor - \$7,500

Supporting Sponsor - \$2,500

Recognition may include: event recognition, logo placement in event materials, VIP guest access, brand integration into event storytelling, and association with a specific event experience or program moment.

CREATE A LEGACY

3

POWER OF PLACE ENDOWMENT

PlaceCLT is establishing a \$5 million Power of Place Endowment to ensure Charlotte's identity, history, public spaces, and cultural heritage are preserved and strengthened for generations.

Sponsorship Opportunity

Founding Visionary - \$1,000,000+

Civic Founder - \$500,000

Legacy Investor - \$250,000

Endowment - \$100,000

Recognition may include permanent legacy recognition, inclusion in the founding endowment cohort, annual impact briefings, and opportunities for named support tied to PlaceCLT's core program areas.



LET'S START THE CONVERSATION

CONTACT

info@placeclt.org

Erin Chantry | erin.chantry@charlottenc.gov

704.400.2007