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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

Ken DeFoor
Owner
DeFoor Development

Breege Farrell
Chief Investment Officer
UNUM

Steve Jett
CARTA Board Chairman & Compliance Officer
RBA Benefits

Mitch Patel
President & CEO
Vision Hospitality Group

Jimar Sanders
Partner
Walter Lansden Dortch & Davis, LLP

Marcus Shaw
CEO
The Company Lab

Sabrena Smedley
Commissioner - District 7 & Chair
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
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.

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
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 reimagined. 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

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

52 Places to Go in 2018
– NY Times

Best Cities for Start Ups
– CNBC
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
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.

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
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
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 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
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.

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.
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.

**URBAN LIVING**

**SPONSORS**
Synovus, Grey Line Trolley Tours

**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
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

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

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

DID YOU KNOW?

THE VALUE OF DOWNTOWN CHATTANOOGA KEEPS GROWING!

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

$ AMOUNT PER ACRE

DOWNTOWN - $34,706
NORTH CHATTANOOGA - $19,504
HAMILTON PLACE - $8,886

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

HAMILTON COUNTY
CHATTANOOGA
DOWNTOWN

DOWNTOWN EQUALS 510 ACRES
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

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.
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

YAY...CHATTANEWBIIES

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
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.