

Market Analysis

Charlotte Market Analysis

Charlotte is recognized worldwide as a hub for company headquarters particularly in the finance, technology and health care industries, and a destination for arts, culture and sports.

Charlotte has grown due to aggressive economic development initiatives. The City of Charlotte Economic Development Department's mission is to establish the city as the ideal place to live and do business by creating opportunities for equitable business growth and innovation, job creation, talent development and strategic investments in communities.

Charlotte is the most populous city in the state of North Carolina. Located in the Piedmont region, it is the county seat of Mecklenburg County. The population was 874,579 as of the 2020 census, making Charlotte the 16th-most populous city in the U.S., the seventh most populous city in the South, and the second most populous city in the Southeast behind Jacksonville, Florida. The city is the cultural, economic, and transportation center of the Charlotte metropolitan area, whose 2020 population of 2,660,329 ranked 22nd in the U.S. Metrolina is part of a sixteen-county market region or combined statistical area with a 2020 census-estimated population of 2,846,550.

Charlotte is the second-largest banking center in the United States, after New York City. The nation's second largest financial institution by total assets, Bank of America, calls the city home. It is also home to the nation's sixth largest financial institution, Truist, formed from the merger of BB&T and SunTrust in 2019. The city was also the former corporate home of Wachovia until its 2008 acquisition by Wells Fargo; Wells Fargo integrated legacy Wachovia, with the two banks fully merged at the end of 2011, which included transitioning all of the Wachovia branches in the Carolinas to Wells Fargo branches by October 2011. Since then, Charlotte has become the regional headquarters for East Coast operations of Wells Fargo, which is headquartered in San Francisco, California. Charlotte also serves as the headquarters for Wells Fargo's capital markets activities. Bank of America's headquarters, along with other regional banking and financial services companies, are located primarily in the Uptown central

business district. Microsoft and Centene Corporation also operate their East Coast headquarters in Charlotte.

In November 2018, Honeywell moved its corporate headquarters to Charlotte. In June 2019, Lowe's announced it will be building its Lowe's Global Technology Center worth \$153 million, which is set to be complete in 2021 and will be headquartered in South End neighborhood in Charlotte. In 2019, Dole Food Company relocated its headquarters to Charlotte from California and expanded its presence in Charlotte with its merger with Ireland-based Total Produce in February 2021.[148] On May 25, 2021, it was announced that Charlotte would become the East Coast headquarters of Credit Karma. Cedar Fair's corporate office is located in southwest Charlotte. On September 20, 2022, the Atlantic Coast Conference (ACC) announced it will be relocating its headquarters from nearby Greensboro to Charlotte in 2023.

Charlotte's culinary scene is booming. While Southern food and barbecue are still favorites, the overall food scene is becoming bigger than ever. You can literally taste the world in Charlotte restaurants, probably because it's one of the fastest-growing cities in the country.

It has become a melting pot that makes it a place that doesn't feel hard to come and put down roots. This cultural melting pot is reinforced by a multitude of restaurants in downtown Charlotte.

The city has diverse new neighborhoods with plenty of great Charlotte restaurants to try, breweries to visit, and events that attract people worldwide.

It still has that old-fashioned charm, but there's definitely something exciting and modern happening. It has become a destination for active

people due to thirty-seven miles of greenway trails for hiking and mountain biking.

Paddleboarders and kayakers are drawn to the various rivers and lakes, including Lake Norman. The 1,300 acre U.S. National White Water Center attracts thrill-seekers and nature lovers with over thirty outdoor activities, including white water rafting, zip-lining, and events throughout the year.

It is a cultural city with performing and visual arts. There are neighborhoods like NoDa dedicated to muralists and music or museums for design

enthusiasts who visit the Mint or the NASCAR Hall of Fame for stock car fans.

Must-Try Restaurants in Charlotte NC

Noble Smoke

Jim Noble grew up with barbecue and loved it since he was a kid in High Point, North Carolina. His dad sold furniture, traveling around tasting amazing BBQ around the state, and sharing his experiences.

Young Jim's appreciation for hamburgers and Lexington BBQ was so good, it never left his memory. He learned how to cook French cuisine from Julia Child's *Mastering the Art of French Cooking* on PBS and wanted to be a chef.

He paired wine and food in Napa, cooked with wood for close to thirty years, and experienced an "aha" moment when he tasted mind-blowing brisket in Texas.

Leah & Louise

Two-time James Beard-nominated Chef Greg Collier and his business partner and wife, Subrina Collier, created Leah & Louise, a modern "juke joint." It's their second restaurant concept in Charlotte, in their new Camp North End location.

This must-try Charlotte restaurant is a modern interpretation of food they grew up on, classics that honor the Mississippi River Valley foodways (Memphis, Arkansas, Tennessee, Louisiana, and Alabama).

Smelly Cat

Smelly Cat Coffee House began in 1999 in the middle of a mill neighborhood in the North Davidson area of Charlotte. The quirky name and funky design drew customers, and a loyal following began.

As the business changed hands over the years, it became more community-minded. Since 2006, its current owner, Cathy Tuman, has continued to pursue community support, kept the quiriness, but added a dedication to being the best coffee house in all of Charlotte.

US National White Water Center

The US National White Water Center has been operating in Charlotte, North Carolina, since 2001. Its mission is to bring people together outdoors to enjoy different recreational activities.

Additionally, the center hosts outdoor competitions, events, and festivals on their 1,300-acre campus year-round. The community can observe or participate depending on what the qualifier entails and enjoy any festivals or events.

There is a goal to increase the size of the protected acreage over time to provide even more outdoor enjoyment. There are over thirty different activities, such as white water rafting, white water and flatwater kayaking, high ropes courses, zip-lining, fifty miles of mountain biking, hiking and running trails, and all kinds of climbing experiences.

Fin & Fino

Fin and Fino is an absolutely stunning Charlotte seafood restaurant near the museums and the Knight Theater along Levine Avenue of the Arts. With a gorgeous bar and one of the best wine and craft cocktail menus anywhere, you can have incredible seafood and a guaranteed fun evening any day of the week.

As an oyster lover, I was thrilled when I discovered that Fin and Fino has one of Charlotte's freshest oyster selections. They source sustainable fish and shellfish that are delivered daily.

Mediterranean Restaurants in Charlotte

1. Le Kebab Grill
2. Jasmine Grill
3. Llios Noche
4. The Mad Greek
5. YAFO Kitchen
6. Greco Fresh Grill
7. The Little Village Grill