

BLOCK

Downtown Columbia — The Capital of Southern Hospitality

Special Annual Report Edition

AT A GLANCE 2007

TERRY S. BROWN HAS BEEN APPOINTED CHAIRMAN OF THE BOARD

City Center Partnership is pleased to announce that Terry S. Brown has been appointed Chairman of the Board for City Center Partnership. Brown is CEO of Edens & Avant, one of the nation's leading private owners, operators, and developers of neighborhood shopping places. The company has approximately \$3.5 billion invested in more than 140 retail centers along the East Coast totaling over 16 million square feet. Other New Board Members for 2008 include Todd Avant of NAI Avant, Rick Patel of Sheraton Columbia Hotel, Steve Smith of Wilbur Smith Associates, Al Saad of Foster Saad Properties, Patti Durkin of Seven Doors, Adrienne Montare of Watson Tate Savory, and Larry Hembree of Columbia Film Society. ☺



HONORABLE COUNCIL MEMBER E.W. CROMARTIE RECEIVES ORDER OF THE MAGNOLIA AWARD

Jim Apple of First Citizens and former Chairman of City Center Partnership presented the "Order of the Magnolia" award to Honorable Council Member E.W. Cromartie, II. Mr. Cromartie has served ably on our board for many years and has always been there for us when needed. We had the privilege of traveling with Mr. Cromartie to Greensboro, NC, and to Austin, TX to study their best practices for downtown development and found him to be a passionate leader about what we can do together to improve our city. Mr. Cromartie led the way with City Council and with other downtown organizations to get our downtown retail initiative funded and underway and for that we should see dividends for years to come as new storefronts come alive. ☺

CITY CENTER PARTNERSHIP PLANS TO HIRE A RETAIL RECRUITER IN 2008

The City hired Midge McCauley of Economics Research Associates as downtown retail consultant. Ms. McCauley gave a presentation on "Urban Retail is Alive and Well" at City Center Partnership's annual meeting. City Center Partnership plans to hire a Retail Recruiter in 2008 to implement the study's recommendations. ☺

CITY CENTER PARTNERSHIP RELOCATES TO 1201 MAIN ST.

The City Center Partnership is pleased to announce it has a new location at the Capitol Center Building, located at 1201 Main Street in downtown Columbia. CCP is now much closer to many of our partners, including the South Carolina Chamber of Commerce, the Columbia Economic Development department and the Central South Carolina Alliance. ☺



CITY CENTER PARTNERSHIP, INC.
COLUMBIA, SOUTH CAROLINA



SC DEPARTMENT OF INSURANCE MOVES TO MAIN

The South Carolina Department of Insurance has relocated to Capitol Center at 1201 Main St., Suite 1000. The Department is an agency of the Governor's Cabinet, and was established in 1908. The Department has regulatory responsibility for over 1,450 insurance companies and over 50,000 agents, brokers, adjusters, appraisers and bail bondsmen. The mission of the SC Department of Insurance is to protect the insurance consumers, the public interest, and the insurance marketplace by ensuring the solvency of insurers, by enforcing and implementing the insurance laws of this state and by regulating the insurance industry in an efficient, fair and equitable manner.☺

DOWNTOWN ARCHITECTS RECEIVE AWARDS FOR 2006

Columbia architect Leland Suddeth brought together a team of four judges to decide the best building designs in Columbia. The judges were Robert Griffin of Asheville, Chris Schmitt of Charleston, Charles Jeffcoat and John Temple Ligon of Columbia, all of whom are respected members of the architectural communities in their respective cities. Awards were given out for urban structures sensitive to streetscape, interior architecture, streetscape, and an overall best design. Winners included Stevens & Wilkinson of South Carolina, Inc., Quackenbush Architects and Planners, Watson Tate Savory, and the overall award went to Watson Tate Savory for its Columbia headquarters on Washington Street in the adapted Edgar Morris Law Office Building.☺

INDIE GRITS AND DONEN FILM FESTIVALS BRING BEST OF CUTTING EDGE FILM TO COLUMBIA

The First Annual Donen Film Festival and the Indie Grits Film Festival took place May 30-June 3, 2007. The Donen Film Festival was named in honor of Academy Award winner and Columbia native Stanley Donen, and put the spotlight on works from prominent South Carolina filmmakers. The Indie Grits Film Festival featured screenings of cutting-edge independent films and videos from throughout the Southeast.☺

MAYOR COBLE PROMOTES RETAIL STRATEGY

Mayor Bob Coble expressed his plans for future development of downtown retail. Coble stressed five particular issues that are vital to this issue: 1) Effective coordination with the private sector, 2) The correct mix of incentives such as loans and facade grants, and tax-increment financing that must come into play to help pay for streetscaping and greenspace, 3) A better job by the city in making parking more customer friendly, 4) Security and the perception of security, 5) A new signage system for the downtown area, called the Wayfinder program, which has already been approved and paid for. The City Center Partnership and the city itself are looking forward to embarking on this dynamic retail initiative.☺

SALON SOLÉ OPENS ITS DOORS

Salon Solé is a new upscale hair salon located at 1332 Main St. The salon, which opened in April 2007, offers a variety of hair services for men and women, downtown residents and business professionals alike. Owner Deborah Roiz is excited about her newest venture, and enjoys the new downtown location. The salon targets a business, artsy, and nontraditional crowd.☺



Collexis

COLLEXIS RELOCATES U.S. HEADQUARTERS TO DOWNTOWN COLUMBIA

Collexis, Inc., developer of a conceptual search engine, has recently relocated their U.S. headquarters to the Capitol Center building. Irmo native Bill Kirkland has led Collexis into partnerships with the National Institutes of Health, Merck, Lockheed Martin, and the World Health Organization. Collexis' unique search engine can search and discover concepts, instead of just simple text, so the software itself can tell the difference between a Jaguar automobile and a jaguar in the jungle.☺





T3 PATROL SCOOTERS HIT DOWNTOWN COLUMBIA

City Center Partnership has donated two T3 Electric Patrol Scooters to the Columbia Police Department for additional patrolling downtown. This effort is a result of the \$90,000 in hospitality tax funding CCP received to support a downtown public safety plan. CCP also purchased a Polaris Ranger and an environmentally friendly golf cart for its clean and safety team. Officer Thomas McCloghry uses the T3 scooter to patrol the areas from Gervais to Calhoun, and from Sumter to Assembly Street. The T3 scooters allow the city's patrol officers to respond very quickly and allow them to easily navigate along alleyways, sidewalks, and through parking garages. City Center Partnership offers a hospitality shuttle service Monday through Saturday from 11:00 am to 11:00 pm, and Sunday from 9:00 am to 4:00 pm. The shift supervisor can be reached at 803.309.7758 to schedule shuttle service.



URBAN TOUR 2007

The premier Urban Tour provided a chance to explore and enjoy a self-guided walking tour of Columbia's Main Street with performers, entertainment, food and drink. Many businesses kept their doors open late for this special street fair. The tour included a tour of the Vison model condo on Lady Street. Jeff and Tom Pioreschi of Capitol Places are the developers of this 10-story luxury condominium tower. Some of the amenities include a doorman, concierge, hotel suite for guests, granite countertops, a sun terrace and an outdoor gourmet kitchen. The model unit features euro-style cabinets, bamboo flooring, stainless steel appliances, and floor-to-ceiling glass. These condos are located in the heart of Downtown Columbia, near the state capital, the Vista, city parks and numerous office buildings.

MERIDIAN WELCOMES SMITH BARNEY TO MAIN STREET

Meridian, located at 1320 Main Street, welcomed a new occupant, Smith Barney. The company is a division of Citigroup Global Capital Markets, Inc., a global, full-service financial firm that provides brokerage, investment banking, and asset management services to corporations, governments and individuals around the world.



COLUMBIA MUSEUM OF ART UNVEILS FOUNTAIN SCULPTURE

The Columbia Museum of Art has commissioned and completed a major fountain sculpture for the corner of Main and Hampton Streets on Boyd Plaza in front of the museum, which was made possible by a leadership gift from Colliers



Keenan. Nationally known sculptor Rodney Carroll created the sculpture, which features an interactive water feature. The sculpture design incorporates a play and an interaction between lyrical, organic shapes in a variety of metals and alloys. This adds color and motion to the abstract sculpture that mimics the play and activity of its many water elements. The sculpture was named Apollo's Cascade; a name which the artist says evokes a life giving force.

RETAIL STOREFRONTS ON THE RISE

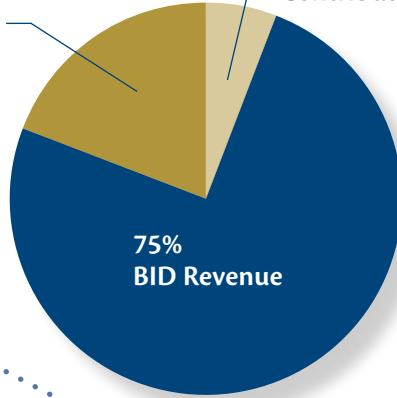
Many new businesses have recently moved into the 1520 Main building, including Kickstand, Kyle Michel Law Firm, Changes Salon and Day Spa, and Frame of Mind. Kickstand is an upscale photography suite pioneered by Lucas Brown and Lee Bradshaw. Kyle Michel Law Firm offers state and federal government relations services and aids clients in matters involving their local government.

City Center BID Income

19%
Additional Revenue
and Interest

6%
Volunteer
Contributions

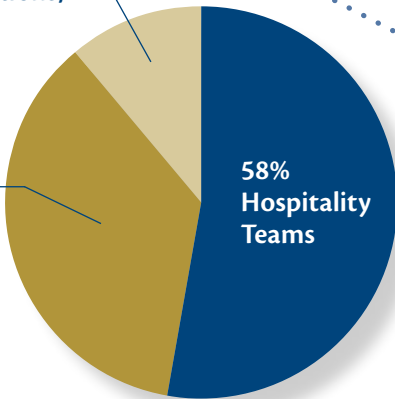
75%
BID Revenue



9%
Marketing/
Communications/
Events

33%
Operations/
Economic
Development

58%
Hospitality
Teams



City Center
BID
Expenditures

Benchmarking Indicators City Center Business Improvement District

CLEAN UP

Graffiti/Sticker Removal: 278

Weed Removal/Prevention: 4,198.5 block faces

Trash Removed: 165,868 lbs.

SAFETY

Number of Pedestrian Assists: 6,381

Number of Motorist Assists: 2,667

Contacts with Downtown Businesses/Property Managers: 23,746



SOUTH CAROLINA'S FASTEST GROWING COMPANIES

Elliot Davis recently released its annual list of the state's 25 fastest-growing companies. Business Vitals, a downtown Columbia IT security and risk management company, was among the firms that made the cut. One company that is likely to appear on the list in 2007 is BankMeridian, a downtown Columbia community bank that has been growing at a rapid pace. The annual Elliot Davis list is based on self-reporting or nomination. Participation is open to public and private non-governmental entities representing any business or industry sector.



CITY CENTER
PARTNERSHIP, INC.
COLUMBIA, SOUTH CAROLINA

CCP Important Numbers:

Phone: 803.233.0620

Fax: 803.233.0621

Web Site: www.citycentercolumbia.sc

1201 Main Street, Suite 150

Columbia, SC 29201

Matt Kennell, *President and CEO*

matt@citycentercolumbia.sc

Karel Givens, *Director of*

Support Services

karel@citycentercolumbia.sc

Roger Davis, *Director of Operations*

roger@citycentercolumbia.sc

or 803.309.6967

Lorri-Ann Carter, *Director of*

Marketing & Special Events

la@cartertodd.com or 803.779.4005

Evening Supervisor 803.309.7758