

Making Plaza Midwood the Best Neighborhood.

Jaunt Partnership



Social District Launch



Community Clean ups



PLAZA MIDWOOD

Year in review
2024
59 Active Members:

- | | | |
|--------------------------------|----------------------------|--------------------------|
| Common Market | Tip Top Daily Market | Kinetic Works Dance |
| Charlotte Tattoo | Canine Partners | The Salvation Army |
| Sip City | Supperland | Twenty Two West |
| Hattie's | Giddy Goat Coffee | Petra's |
| The Underground Truffle | Hartis Real Estate Experts | Grifols |
| Calle Sol | The Long Room | Woof Gang Bakery |
| Midwood Smokehouse | Whiskey Warehouse | Moving Mountains |
| Priority Care, PC | Spirits of Alchemy | The Hop Shop Charlotte |
| Moo and Brew | Betty | Yellow Duck Marketing |
| Cactus Club | Milkbread | Workman's Friend |
| Genevieve Williams Real Estate | Planted Design Studio | The Nichols Company |
| Ken Riel Realty | Two Scoops | Que Onda |
| Legion Brewing Co | Resident Culture | Gussman Consulting |
| Oak Capital Mortgage | Good Wurst | Central Coffee |
| Cilantro | Let's Meet CLT | Moxie Mercantile |
| Stay Moxie | Fuel Pizza | Pizza Peel |
| Reid Massage | Wicks and Whiskers | Plaza Midwood Dentistry |
| Haraz | Midwood Guitar | The Wellington CBD |
| Southern Strain Brewing | | QC Beauty Loft |
| | | Shawn Gerald Real Estate |
| | | Member's Only |
| | | DTR - Plaza Midwood |

EXPERIENCE MIDWOOD BUSINESS DISTRICT Overview

Street Festivals

- Frank's Chili Festival
- Juneteenth

Community Events

- Experience Midwood - Thomas + Commonwealth
- Experience Midwood - Market + Art Crawl
- Experience Midwood - Summer Series X 3
- Experience Midwood - Upper Plaza
- Boo- Tique Bazaar + Treat Trail
- Boneaza
- Merry Midwood Market + Tree Lighting
- Six Merchant Meet Up Events

Community Support

- Pride in Business Expo + Career Fair
- Stage Sponsor for Sugar Tank Records
- Mural at Stay Moxie
- Jaunt Partnership update
- CRVA Partnership update
- Business District Organization Program (BDOP)
- Participation in Economic Development
- Support of Charlotte East, Asian Chamber, and PMNA
- Monthly Merchants Marketing Call
- CMPD Partnership
- Green Social District Management

Land Use

- Coordinated with implementation for community benefits with Commonwealth - Morningside and other PM developers.
- Provided support to adjacent neighborhood associations for future development



Stats and Fun Facts



Social Media

- 32K Followers on Facebook & Instagram
- 1.113M Content reach
- 13.751K Website Visitors
- 38.5K Profile Visits

294

Instagram
Post + Collabs.

+

300

Small Business supported.

67

Emails Sent

29.5K Reach

Merchant
Meet Ups

6