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## Misconception #1 – Education

Based on the dialogue and feedback from the leadership team, it is apparent the largest misconception is the quality of the **education** system in Southwest Charlotte which is viewed as marginal when in fact overwhelming evidence proves that the Olympic's program prepares its graduates for a profession better than even many four-year universities.



## Misconception #2 – Location

**Location** was another misconception that was discussed. Nowhere outside of I-485 provides easier connectivity to not only Charlotte's central business district but to Metro Charlotte as whole. Southwest Charlotte is located centrally between the booming suburbs on both sides of Charlotte's MSA.

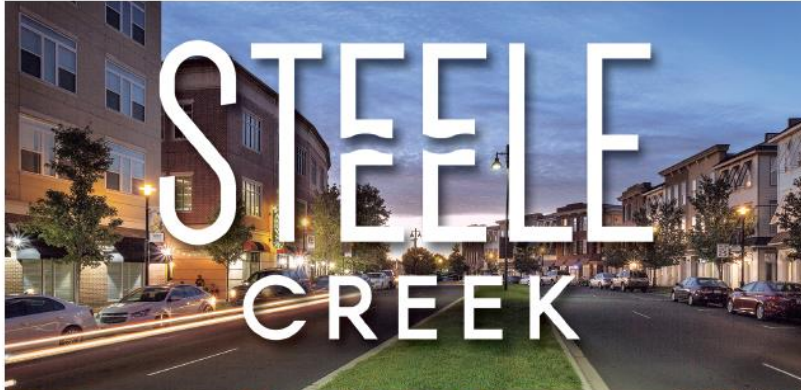


## Misconception #3 – Economic Diversity

A third misconception is Southwest Charlotte's offerings beyond just the airport and industrial manufacturing. We are an **economically diverse submarket** with a perfect balance of world class retail, Class A office space and established manufacturing complemented by a wide range of newer and older residential options that provides the most culturally diverse resident mix in Charlotte.



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**HISTORY OF STEELE CREEK**

The Catawba Indians had been living in the Steele Creek area for hundreds of years before Europeans began arriving. The creek probably was named in the 1750s and was used in the name of Steele Creek Presbyterian Church in 1760, but historians are unable to confirm the origin of the creek's name.

The area was known as Steele Creek District beginning in the Colonial Era. Steele Creek Township was established in 1869 and generally included the area now considered Steele Creek, the area south of the airport and west of I-77.

For over 200 years, Steele Creek primarily was an agricultural community, but several factors have changed its character.

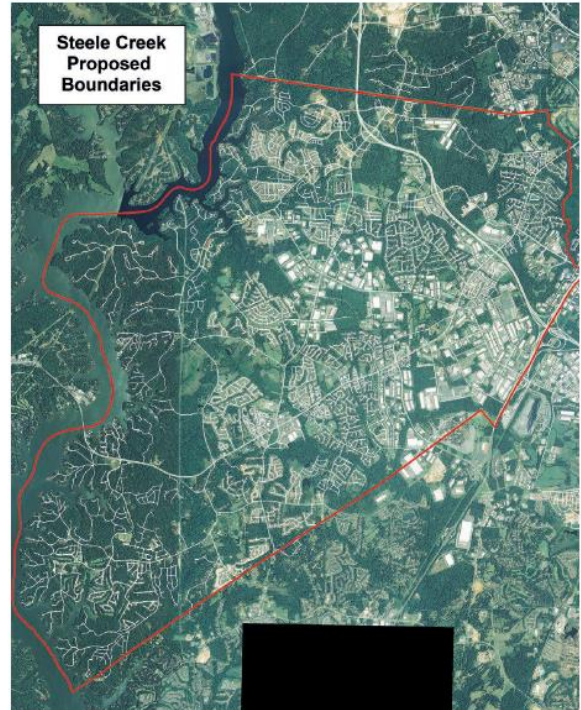
Lake Wylie is a significant recreation site and has desirable lakefront properties. Charlotte Douglas International Airport, at the edge of Steele Creek, has had a major impact on the community.

During World War II the massive Shell Plant was built east of York Road (now South Tryon Street). Later the area was privately developed and spurred additional industrial development through the center of Steele Creek.

Charlotte eventually annexed into Steele Creek beginning in the 1970s, and today most of the area is within the Charlotte City limits.

The construction of I-485 increased access to the area and has spurred rapid development especially at interchanges.

New Steele Creek residents have created a vibrant, diverse community, one that continues to change as former cow pastures are filled with new homes, businesses and workplaces.



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**DEVELOPMENT IN STEELE CREEK**

**As Charlotte continues to build anew while transforming the dated, perhaps no area can better epitomize this transformation than Steele Creek.**

Sitting in the heart of the I-77/Airport submarket what once was defined by the airport and manufacturing, Steele Creek now houses more economic diversity than anywhere in Metro Charlotte — nowhere else will you find Class A office space, world-class destination retail, new residential construction, and the infrastructure to support a robust industrial sector. As you look to relocate your business, purchase a home or simply pass the time, you will be surprised by what Steele Creek has to offer.



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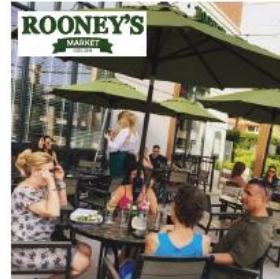
PROMOTIONAL  
PRODUCTS

Steele Creek Printing & Design is much more than a local print shop. We are a team of empowered professionals providing valuable solutions to businesses.

We partner with our clients to provide solutions and drive results.



**Welcome to Downtown Steele Creek**



*Congratulations*  
to New Forum's Amanda Gardner  
on receiving the Charlotte Business Journal's  
CFO of the Year!

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## STEELE CREEK'S AWARD-WINNING PUBLIC EDUCATION SYSTEM



Did You Know there is a CMS high school campus in the Steele Creek area whose work was described as a "pocket of individual excellence" whose efforts need to be spread across the county by the new CMS Superintendent, Dr. Clayton Wilcox, during an interview with the Charlotte Observer. And, whose nationally "Distinguished" work with students, CPCC, and business community partners has been featured consistently on both local and national media, including:

- |                         |                            |                                   |                             |
|-------------------------|----------------------------|-----------------------------------|-----------------------------|
| <b>CNN</b>              | <b>NPR</b>                 | <b>Washington Post</b>            | <b>New York Times</b>       |
| <b>CNN/Money</b>        | <b>PBS</b>                 | <b>U.S. News and World Report</b> | <b>Federal Reserve Bank</b> |
| <b>NBC Nightly News</b> | <b>Wall Street Journal</b> |                                   |                             |

Who is this local CMS High School that ...

- Has been nationally honored and received the rare distinction of housing two of the nation's 41 "Distinguished" NAF career academies on its campus?
- Has won the Charlotte Area Technology Collaborative's "Best in Charlotte" Technology Award in two of the last three years for its acclaimed programs that help expand the local technical talent pipeline by onboarding K-12 youth throughout the Steele Creek area?
- Has been described by local and statewide business leader Clifton Vann, President of Livingston & Haven and CEO of Hyde Park Partners, as the "high school whose talent development practices need to be replicated and scaled if we are to meet the needs of 21st century community competing in a global economy?"
- Was described as the "exception to the norm in public schools" by the global advanced manufacturer Blum in a *Charlotte Business Journal* article?
- Was called the CMS "Innovative High School Model" in a report prepared for the Charlotte Chamber by America's Edge (an organization of national business leaders dedicated to strengthening the economy through proven investments in youth)?

### Who????

It's the Olympic Community of Schools (commonly known as **Olympic High School**) which consists of five theme-based CMS high schools housed within the Olympic High School campus. It is part of the Bill and Melinda Gates small school movement which invested \$12M dollars in the school in 2005 so it could transform itself into the national exemplar that it represents today. The five schools include: School of Technology, Entrepreneurism and Advanced Manufacturing; Renaissance School of Arts & Technology; Biotechnology, Health and Public Administration; Executive Leadership & Entrepreneurial Development; and Math, Engineering, Technology and Science. The Olympic small schools are committed to providing a high school learning experience that is relevant, engaging and prepares students to reach their human and economic potential in the new economy. Since converting to a small school operational model in 2006, EOC test scores have increased by over 65%. The small school campus houses five NAF Career Academies as well in focusing on developing "career and college ready" students on making better decision on what post-secondary education pathways lead to prosperity. Career academies of: 1) Engineering and Advanced Manufacturing; IT; Health Sciences; Financial Hospitality & Tourism.



## WINGET PARK ELEMENTARY PREPARES CHILDREN FOR THE FUTURE

There are many things we know for sure will occur this school year: Smiles, learning and the support of a community are all certainties.

However, there is one thing that remains uncertain; what jobs will our world need when this year's kindergarten students, the Class of 2030, graduate from high school? While we can't be certain about the needs of our economy in 13 years, we can ensure that each student develops an ability to think critically, collaborate with others and access new and emerging technologies to solve complex challenges. Building learners with these abilities and talents is the goal of the STEM program at Winget Park Elementary and throughout the schools that support our STEM students through and beyond high school graduation. Interested in learning more? Visit our website, [www.wingetpark.com](http://www.wingetpark.com) to learn more about our STEM program, our amazing students, and our dedicated and creative teachers and staff.



**ARROWOOD**  
BUSINESS ASSOCIATION

### OUR MISSION

The Arrowood Business Association is a nonprofit organization whose purpose is to foster mutual benefit. We encourage business among members to improve the work area environment through active participation within the community.

### EDUCATIONAL OUTREACH

The ABA has developed a strong philanthropic effort through our Educational Outreach programs with Olympic High School and the feeder schools to Olympic.

Through our annual golf event we are able to provide close to \$15,000 in various grants and special programs. Also through an endowed program that was developed, we award (2) \$1000 scholarships to CPCC.

Over the years we have supported the development of the Olympic Foundation, and the Alignment SW Charlotte initiative. Our members understand the important role business plays in education.

### MEMBERSHIP INVOLVEMENT

The ABA impacts the area within which it encompasses by being a strong voice and influencing political action and development. Committees have been formed to address the following:

- Educational Outreach
- Highways, Roads, other Transportation- related issues
- Crime watch
- Area appearance
- Collaborative Efforts with local Chambers
- Government Affairs - issues of zoning, annexation and environmental regulation

*If your business has a passion for education consider joining us today!*

For more information visit our website: [arrowoodbusinessassociation.org](http://arrowoodbusinessassociation.org)



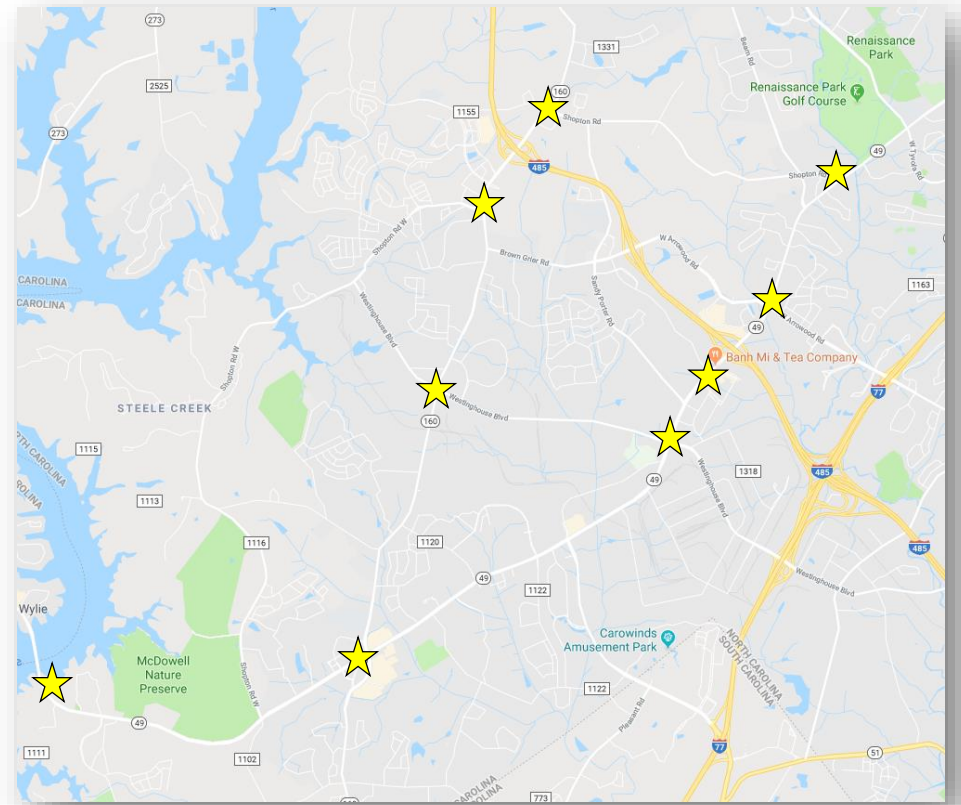
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# STEELE CREEK



Thank you!

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