



The Pearl Overview

JUNE 2024

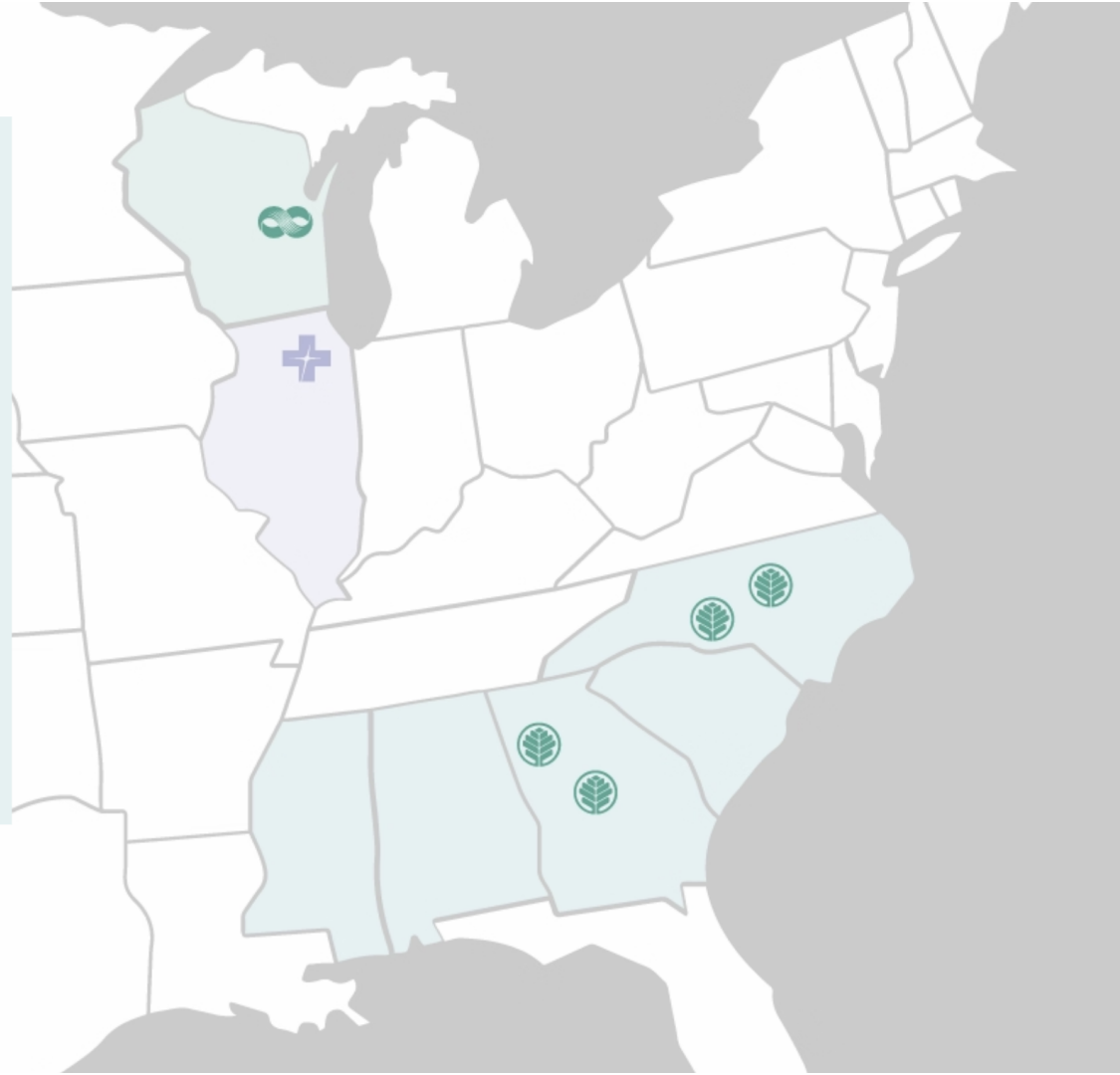


OUR MISSION

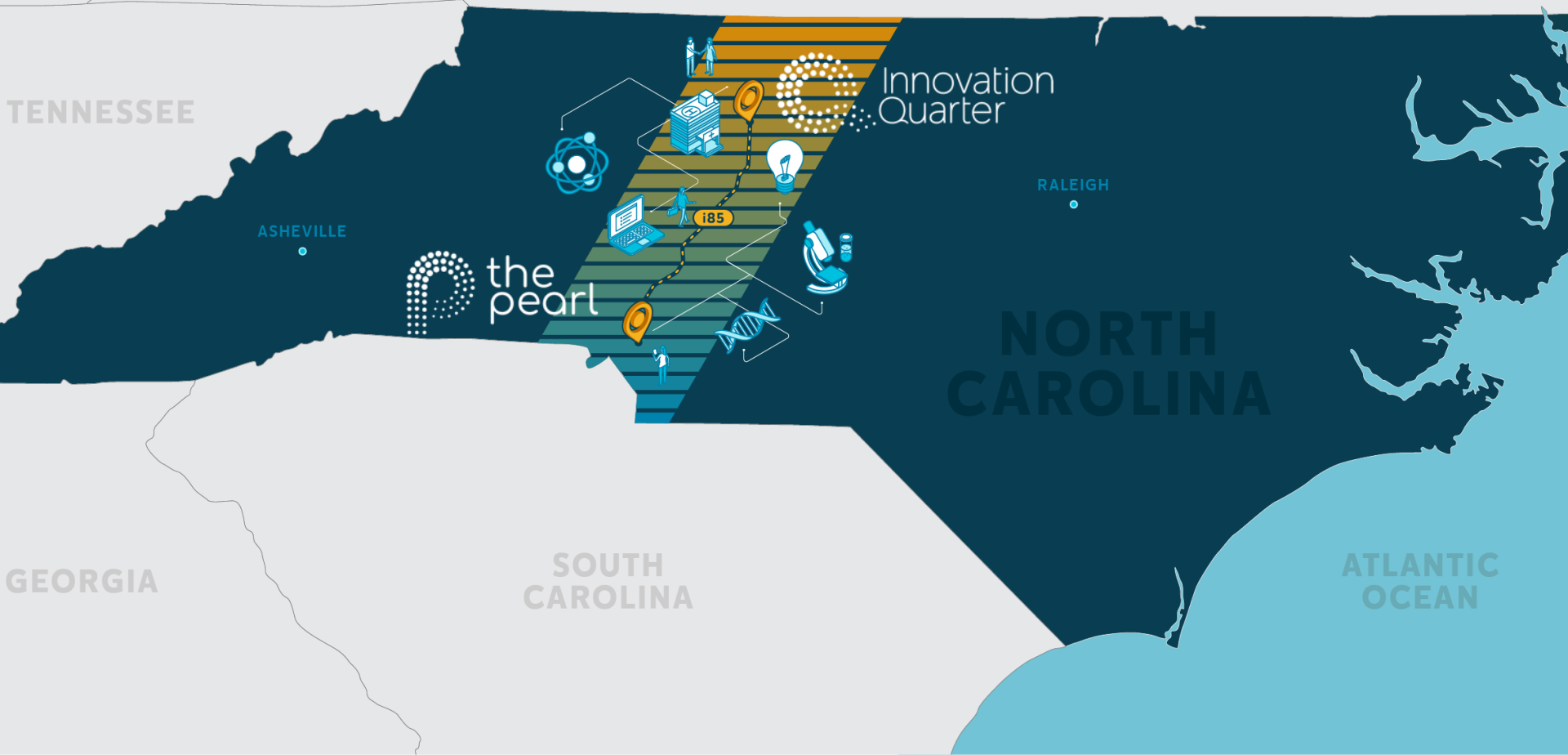
Our innovation districts serve as
physical, place-based ecosystems
with best practices where
partnerships can thrive.

Advocate Health Footprint

Headquartered in Charlotte, North Carolina, Advocate Health has a combined footprint across six states – Alabama, Georgia, Illinois, North Carolina, South Carolina and Wisconsin.



Connected Districts (current)





1,000+

*APARTMENT, LOFT &
CONDOMINIUM UNITS*

1,791

DEGREE-SEEKING STUDENTS

5

*LEADING ACADEMIC
INSTITUTIONS*

4,800+

WORKERS

130

COMPANIES/ORGS

\$79M public investment

\$1.5B private investment

\$811M economic impact

5 minutes from uptown Charlotte

15 minutes from major hub airport

900+ International IRCAD NA faculty

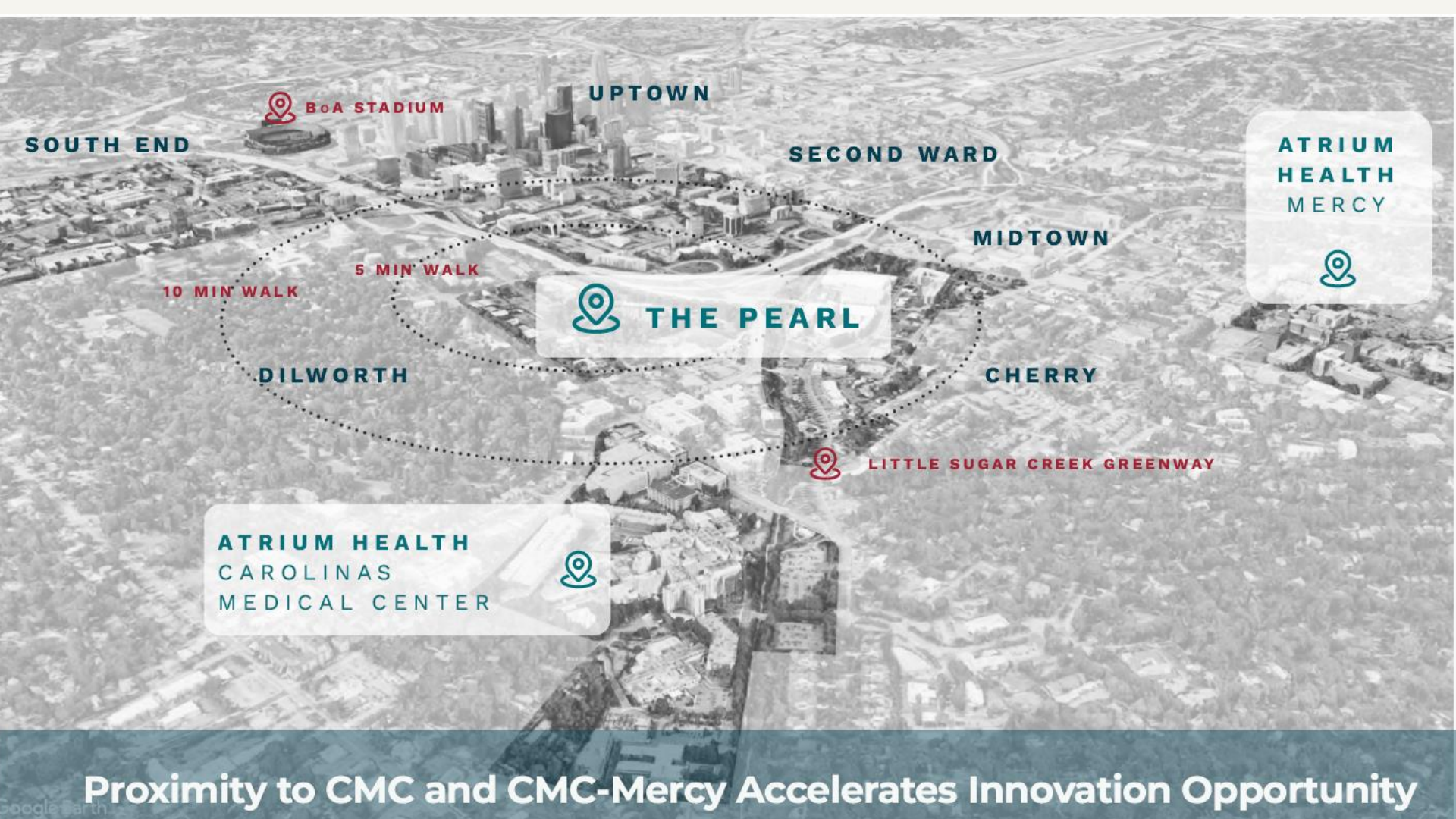
1.5M+ sf of lab, research, office + community space

0 comparable opportunity in North America

3,500 students on campus weekly

11,700 generated regional jobs





SOUTH END

 **BoA STADIUM**

UPTOWN

SECOND WARD

MIDTOWN

**ATRIUM
HEALTH
MERCY**



10 MIN WALK

5 MIN WALK

 **THE PEARL**

DILWORTH

CHERRY

**ATRIUM HEALTH
CAROLINAS
MEDICAL CENTER**



LITTLE SUGAR CREEK GREENWAY

Proximity to CMC and CMC-Mercy Accelerates Innovation Opportunity

Charlotte Today



Charlotte Tomorrow



The Pearl Phase 1A Plan

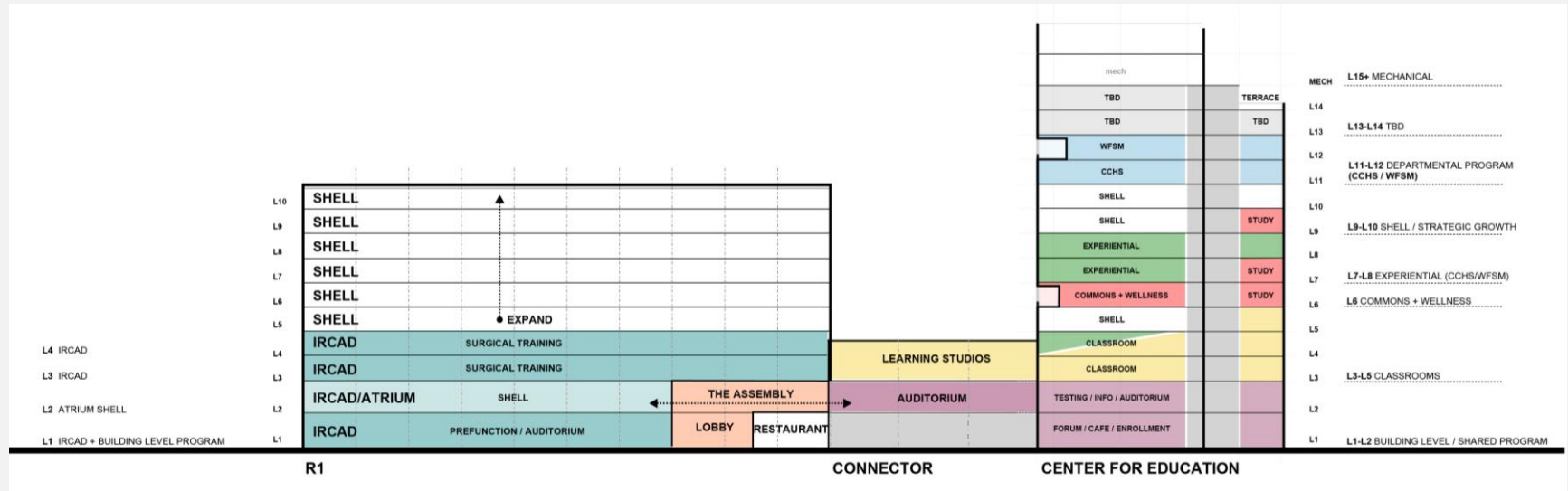
Centered on Academics, Research & Business Incubation

Research Building 1

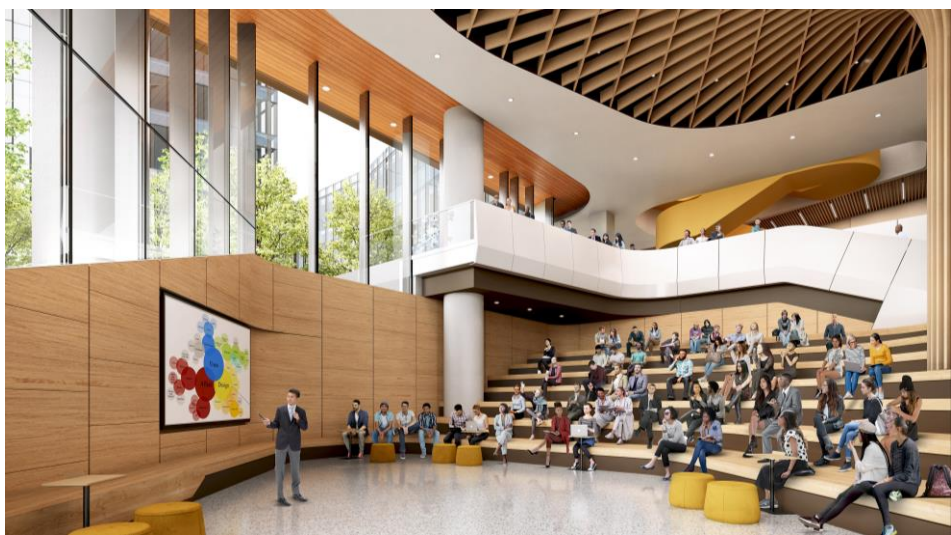
- ~320,000 GSF
- IRCAD North America
- 125k SF spec lab/research/office space

Howard R. Levine Center for Education

- ~373,000 GSF
- Carolinas College of Health Sciences
- Wake Forest School of Medicine



Wake Forest University School of Medicine Charlotte Campus



District Hubs of Focus Drive Millions of Dollars of Investment in Education, R&D and Innovation from Strategic Partners Across Priority Areas

PRIORITY AREAS

- Regenerative Medicine
- Medical Device Technology
- Clinical Trials Innovation
- Health-Focused Generative Artificial Intelligence

INDUSTRY PARTNERS



THE OPPORTUNITY

Build the leading differentiated innovation ecosystem by synergizing complementary partnership capabilities system-wide and expanding into new markets, products, and services.

IRCAD North America



Innovation and applied research



Experiential education and surgical/interventionalist training



Simulation and care team training



Quality improvement and patient safety in medical device design and manufacturing



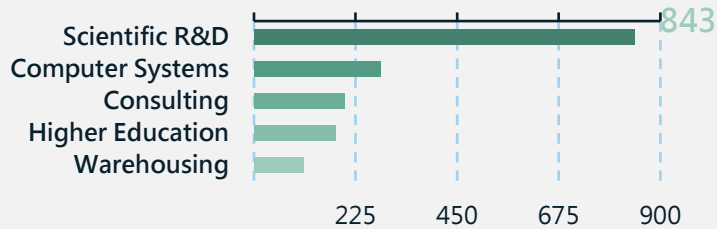
Informatics, data science, and AI



The Pearl Drives Job Creation and Economic Impact

Job Creation and Tax Benefit

Jobs Multiplier Per 100

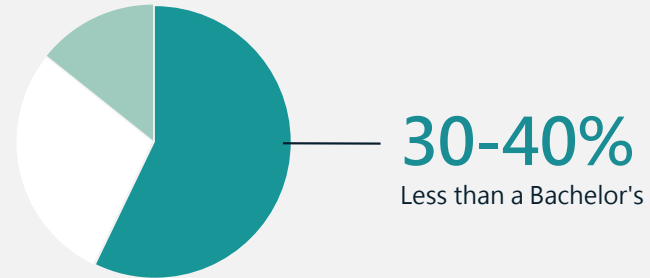


Full Build Out Totals

	Jobs	Earnings
Onsite	5,500	\$514 M
Meck County	11,500	\$811 M

Broad Access to Well-Paid Jobs

Innovation jobs provide a 15+% higher entry level wage than non-innovation jobs
Plus a significant percentage of jobs available to residents with lower levels of education



Talent Pipeline Development

Goal to establish entirely new industry, workforce and talent pool to diversify the economy and become a national leader in health sciences



FirstHand Philadelphia



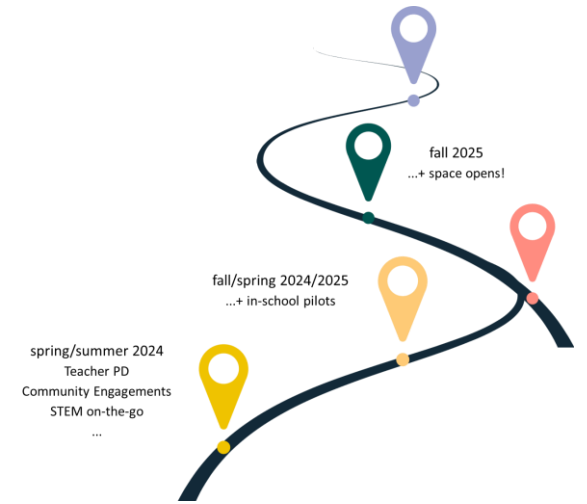
Community College Life Science Institute



Community Engagement Center

STEM @ The Pearl

- Creating a dynamic STE(A)M ecosystem that links top-tier industry partners with teachers, students and educational research landscapes, crafting a powerhouse of connection as we look to imagine implement sustainable workforce and talent solutions for Charlotte and beyond
- Poised to impact 30 current and future teachers through formal and informal curricula, outreach and professional development in the '24/'25 timeframe (thereby impacting over 1000+ students)
- Plans to directly impact 520 students in the first 3 years of operations (initial committed schools are Collinswood, Walter G. Byers)



Partnerships



Prioritizing Environmental and Human Health through Sustainability



Both buildings in Phase I will achieve a LEED Silver Certification and combined will be the **largest Net Zero Carbon buildings in Charlotte.**



The Pearl will prioritize environmental and human health and **walkable, accessible spaces for knowledge workers, the community and visitors.**



Accessible Open Spaces

The ground plane provides open and accessible lobbies, plazas, art and pop-up activities while recognizing the authentic history of the neighborhood.

Prioritizing Health

Use of low-carbon and low-emitting construction materials. The buildings are designed to enhance the amount of natural light to promote mental and physical health.