



POPULATION

Source: US Census Bureau, 2008

POPULATION

2000	40,088
2008 Estimate	41,487

GENDER (2008)

Female	53.0%
Male	47.0%

RACE/ETHNICITY (2008)

White	72.3%
African American	20.9%
Asian	4.7%
Other	2.0%
American Indian/Alaska Native	0.1%

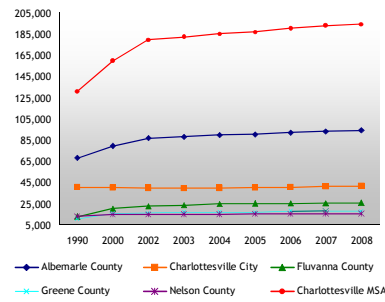
MEDIAN AGE 30.0

REGIONAL POPULATION (2008)

Albemarle County	94,075
Charlottesville MSA*	194,391

*MSA includes the City and the counties of Albemarle, Fluvanna and Greene. Nelson was added in 2003.

Charlottesville Area Population by Location—1990-2008



Source: US Census Bureau, 2008



EDUCATION

Source: US Census Bureau, 2000 & Virginia Dept. of Education, 2009

EDUCATION LEVEL (2000)

No High School Degree	14.9%
High School Grad/GED	21.6%
Some College	15.0%
Associate's Degree	3.9%
Bachelor's Degree	21.4%
Grad Degree/PhD	23.3%

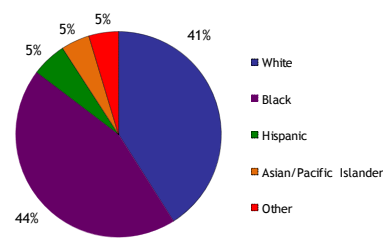
CITY SCHOOLS

Enrollment (2008)	4,060
Graduates ('07-'08)	265
Drop Out Rate ('07-'08)	2.8%

MSA SCHOOLS

Enrollment (2008)	25,388
Graduates ('07-'08)	1,763
Drop Out Rate ('07-'08)	1.7%

Charlottesville City Schools' Students by Ethnicity—2008-2009



HIGHER EDUCATION ENROLLMENT (2008)

University of Virginia	21,057
Piedmont VA Community	4,950
Blue Ridge Community	4,444
National College (C-ville)	144

TAXES

TAX	RATE
Real Estate Tax	\$0.95/\$100
Personal Property Tax	\$4.20/\$100
Meals Tax	4%
Lodging Tax	6%
Local Sales Tax	1% (from the state sales tax of 5%)

Source: Charlottesville Commissioner of Revenue's Office, 2009

Source: Charlottesville City Budget Office, 2008—2009

SALES TAX

FY2008-FY2009	\$10,221,226
% of Total Tax Revenue	12.0%

MEALS TAX

FY2008-FY2009	\$6,741,885
% of Total Tax Revenue	8.0%

LODGING TAX

FY2008-FY2009	\$2,476,572
% of Total Tax Revenue	3.1%

EMPLOYMENT

Source: US Census Bureau & Virginia Employment Commission, 2009

Top 10 Major Employers in Charlottesville—2008

- University of Virginia
- UVA Medical Center
- Albemarle County
- Martha Jefferson
- City of Charlottesville
- State Farm Insurance
- UVA Health Foundation
- Charlottesville Schools
- Northrop Grumman
- Aramark Campus LLC

Source: Virginia Employment Commission

OF JOBS (2008)

In the City	36,377
In the MSA	97,013

OF PEOPLE EMPLOYED (2008)

Residing in the City	20,830
Residing in the MSA	103,296

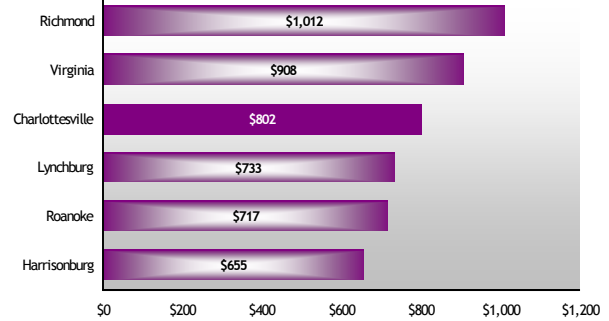
UNEMPLOYMENT RATE (2008)

Charlottesville	3.9%
MSA	3.3%

TOP 5 OCCUPATION SECTORS (2008)

Education/Health	32.7%
Trade/Transportation	15.9%
Leisure/Hospitality	15.0%
Professional/Business	12.3%
Construction	5.2%

Average Weekly Wages by Location—2008



Source: Virginia Employment Commission, 2009

HOUSING

Source: US Census Bureau, 2000 & Charlottesville Area Association of Realtors, 2008

OF HOUSING UNITS (2000)

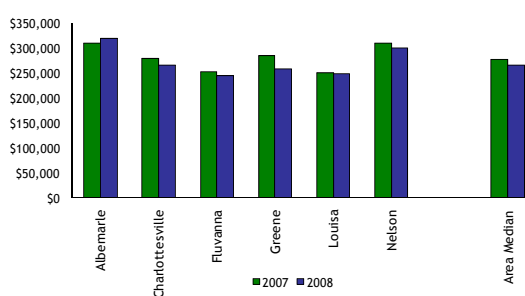
1 Unit, Detached	47.6%
2 Units	13.1%
20 or More Units	9.6%
5-9 Units	8.9%

MEDIAN SALES PRICE (2008) ...\$265,000

PRICE PER SQUARE FT (2008) \$186

DAYS ON MARKET (2008)..... 110

Median Sales Prices of Homes Sold by Location—2007-2008



Source: Charlottesville Area Association of Realtors, 2008

Charlottesville Area Homes Sold—2008

Charlottesville	553
Albemarle	982
Fluvanna	312
Greene	167
Nelson	156
Louisa	201
C-ville Area	2,923

TOURISM

Virginia Tourism Corporation, 2007

TOURIST SPENDING \$167,314,352

LOCAL TAX RECEIPTS \$5,835,670

EMPLOYMENT FROM TOURISM..... 2,025

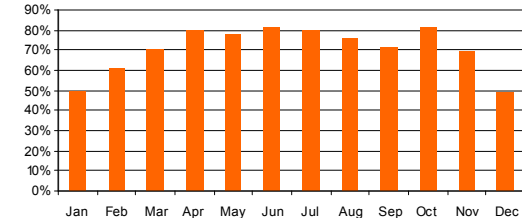
PAYROLL FROM TOURISM .. \$35,110,218



Large Charlottesville Hotels

- Omni Hotel
- Doubletree
- The Boar's Head Inn
- Courtyard North
- Courtyard—UVA Med Center

Average Monthly Occupancy Rates for Large Hotels in Charlottesville—2001-2006



Source: Smith Travel Research, 2007

AWARDS & RECOGNITIONS



- 4th Best Place to Live in US—"Kiplinger's Magazine," 2009
- 11th Best Town to Find a Job—"Forbes," 2009
- 18th Safest Mid-Sized City in US—"Farmer's Insurance," 2009
- One of the 30 Coolest Neighborhoods—"Men's Health," 2009
- Top 10 Healthiest Places to Retire—AARP, 2008
- 9th Best Small City in the US to Do Business—"Forbes," 2008
- 2nd Best Place to Retire—"Black Enterprise Magazine," 2008
- 24th Best Place in the Nation for Economic Growth, 2008
- 18th Best City to Live & Launch a Business—"Fortune," 2008
- Governor's Environmental Excellence Award—2008
- 1st Best City to Live in the USA & Canada—"Cities Ranked & Rated," 2004