

The Power House Press Kit

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1. Company Overview

The Heart of University Center in Rock Hill, South Carolina

The Power House is the heart of the re-imagined University Center. This mixed-use development brings a platform for retail, residential, and entertainment for the entire community to life.

About The Food Hall

The Power House Food Hall is the heart of University Center; a large redevelopment project in downtown Rock Hill, SC bringing community and energy to the historic site. University Center encompasses a large outdoor community gathering space and is within walking distance to the Rock Hill Sports & Event Center, The Lowenstein Building, The Cambria Hotel, The Nest, and Winthrop University.

Fantastic local food choices are available within the Food Hall itself, while Middle James Brewery anchors the main level. All of the delicious options bring the community together, paired with the energy of daily activities, performances, concerts, community markets, and more.

Luxury Apartments in an Exciting Mixed-Use Community

We invite you to join the energy of our unique and exciting community with luxury apartments with varying floorplans outfitted with the very best modern amenities and finishes. No two apartments are alike. Every apartment is as individual as you. Be a part of re-energizing history beautifully with us.

About The Power House – We Are Rock Hill

Nestled into the heart of the reimagined University Center within walking distance of the Rock Hill Sports & Event Center and part of the new 23-acre development that is transforming the once-thriving textile mill district into a modern mix of businesses, retail locations, apartments, event spaces, hospitality services, and a world-class indoor athletic facility; The Power House is a mixed-use, retail and residential property in Rock Hill, South Carolina.

2. Leadership Team

Tara Sherbert – Chief Executive Officer



Tara Sherbert is the Chief Executive Officer of Moxie Investment Funds, TMS Development, and Sherbert Consulting, Inc. With over 23 years of experience in tax credit projects, she has structured, developed, and invested in real estate projects valued in excess of \$3 billion. Mrs.

Sherbert is currently developing and investing in University Center at Knowledge Park in Rock Hill, SC, a \$200 million project. She has been recognized as one of the top 25 Women in Business by the Charlotte Business Journal and has received numerous accolades for her contributions to the industry.

Bill Sherbert – Chief Operating Officer



Bill Sherbert is the Managing Principal of Sherbert CPA, PC and Chief Asset Manager for the Moxie Investment Funds. With over 20 years of experience in tax, audit, and accounting services, Mr. Sherbert has cost-certified over \$3 billion in tax credit transactions. He specializes in audits of real estate projects, tax planning, and tax credit structuring. Mr. Sherbert's innovative analysis techniques have led to over \$10 million in cost and financial savings for his clients.

3. Press Releases

July 5, 2024 – Grand Ribbon-Cutting Ceremony at University Center

University Center at Knowledge Park is excited to announce a grand ribbon-cutting ceremony on July 17, 2024, starting at 6 PM. This event celebrates the transformation and success of this

historic site, featuring Rock Hill City leaders, Rock Hill Mayor Gettys, and highlights the thriving public-private partnership that has spurred its redevelopment.

July 1, 2024 – Free Parking Initiative at The Power House

The Power House is excited to showcase its ongoing commitment to providing free parking for all visitors. This initiative aims to enhance the experience for our patrons and support our local businesses by making the venue more accessible and inviting.

4. Media Coverage

- https://www.postandcourier.com/rock-hill/business/power-house-food-court-parking-rock-hill/article_5754f030-dcac-11ee-a1e3-c7941a5a86b4.html
 - <https://youtu.be/SBKfd5okuAo>
-

5. Event Information

Upcoming Events

- **One-Year Anniversary Bash**
 - Date: August 17, 2024
 - Details: Join us for a celebration with live music, food, and community activities.
 - **Ribbon-Cutting**
 - Date: July 17, 2024
 - Details: Ribbon cutting for the University Center featuring the Mayor
-

6. Services and Offerings

Dining

Explore a diverse range of culinary delights at our food hall, with fantastic local food choices and Middle James Brewery anchoring the main level.

Event Space

Our versatile event spaces are perfect for weddings, corporate events, and community gatherings.

Community Activities

Join us for regular community events, including trivia nights, live music, and more.

Luxury Apartments

Experience luxury living in our unique and modern apartments, each with individual floor plans and top-of-the-line amenities.

7. Testimonials

Trina Brown

“Nice place to hangout & eat good food along with great drinks...We will definitely come back. ★★★★★ for the bar.”

Zachary Hooker

“Amazing food and a wonderful place to take your family for a fun night out.”

8. Contact Information

Media Contact

Email: marketing@sherbertgroup.com

Phone: (803) 233-0800

Social Media Handles

- Instagram: @PowerHouseRockHill
- Facebook: /PowerHouseRockHill

Website

<https://www.powerhouserockhill.com/>

9. High-Resolution Images









Historic Aerial, Looking South

Ca. 1930 - Source Unknown



Pre-Demolition, Aerial, Looking East

Aug 2018 - The Sherbert Group

10. Logos and Brand Assets



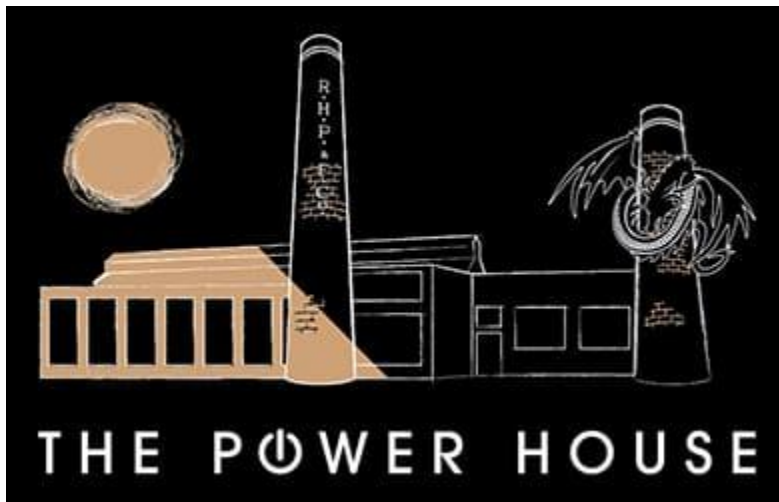
THE POWER HOUSE

REENERGIZING HISTORY BEAUTIFULLY
TAKES COMMUNITY



MIDDLE JAMES

• BREWING CO •





11. Videos

old and new power house.m4v