

RESOLUTION AUTHORIZING SUPPORT OF THE AVIATION TRIAD INITIATIVES,
“AVIATION THRIVES HERE” CAMPAIGN IN AN AMOUNT NOT TO EXCEED \$35,000

WHEREAS, the “Aviation Thrives Here” branding campaign launched on 8/28/2013 and has made significant progress over the past year toward advancing awareness of job opportunities in aviation, connecting talent to the workforce, and promoting the aviation sector in the Piedmont Triad;

WHEREAS, the aviation industry represents a growing and important component of our local and regional economy;

WHEREAS, Year Two “Aviation Thrives Here” initiatives will build on the successes from Year One to expand the awareness of aviation-related education and to increase the diversity of students applying to aviation programs through targeted media exposure and sponsorship of area events;

WHEREAS, Other funding partners included: City of High Point, City of Winston-Salem, GTCC, Davidson County Community College, Forsyth Tech, Randolph County Community College, Rockingham Community College, Alamance Community College, HAECO Americas, HondaJet, North State Aviation, Purolator, PTI, Embry-Riddle Aeronautical University, Cemela Foundation and WFMY;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GREENSBORO:

That the City of Greensboro is hereby authorized to grant sponsorship of the Aviation Triad branding campaign, “Aviation Thrives Here,” not to exceed the amount of \$35,000 in FY 15-16; said payment to be made from Economic Development Fund account # 208-9545-02.5931.

The City Manager and City Clerk are hereby authorized to execute, on behalf of the City of Greensboro, the proper agreement with WFMY Television Corp.