

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 was launched on 8/28/2013 and has made significant progress over the past 3 years 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, “Aviation Thrives Here” initiatives will build on the successes of previous years 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 have 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, TIMCO, HondaJet, North State Aviation, Purolator, PTI, Embry-Riddle Aeronautical University, 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,” in an amount not to exceed \$35,000 in FY 16-17.

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.