

RESOLUTION COMMITTING TO A FIVE-YEAR SPONSORSHIP OF THE NATIONAL SCHOLASTIC
ATHLETICS FOUNDATION NEW BALANCE OUTDOOR NATIONALS NOT TO EXCEED THE
AMOUNT OF \$200,000.00

WHEREAS, in order to help elevate Greensboro as a destination of choice for premier sporting events, the Greensboro Sports Commission and the Greensboro Convention & Visitors Bureau (GCVB) are trying to build a base of three annual events they feel will give the area the credibility to compete for top national track and field events;

WHEREAS, the three baseline events include the National Scholastic Athletics Foundation (NSAF) New Balance Nationals, the North Carolina High School Athletic Association Track and Field (USATF) Championships, and the recurring Mid-Eastern Athletic Conference Track and Field Championships;

WHEREAS, it is felt that successfully hosting these events will position the City well to secure top level championship events such as the USATF Junior Olympics, the NCAA East Regional Track & Field Championships, the US Olympic Team Trials - Track & Field, as well as mega multi-discipline events such as the AAU Summer Olympics;

WHEREAS, the Greensboro Sports Commission has requested the City of Greensboro consider sponsoring the NSAF New Balance Outdoor Nationals with a five-year grant in the amount of \$200,000.00 or \$40,000.00 per year payable to the Greensboro Sports Commission, contingent on the NSAF continuing to hold the New Balance Outdoor Nationals at the NC A&T State University Irwin Belk Track & Field Complex in Greensboro with at least 4,000 athletes/coaches participating in the event each year;

WHEREAS, based on the GCVB economic impact model, the NSAF New Balance Outdoor Nationals is projected to have a \$22.8 million impact on the area's economy in future years, taking into account the event's at least 4,000 athletes/coaches/family members spending at local hotels, motels, retailers, transportation providers, etc.;

WHEREAS, it is in the best interest of the City to grant a sponsorship of the National Scholastic Athletics Foundation New Balance Nationals.

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

That the City of Greensboro is hereby committed to grant a five-year sponsorship of the National Scholastic Athletics Foundation New Balance Nationals not to exceed the amount of \$200,000.00 to be paid at \$40,000.00 a year from FY 2018-2019 through FY 2022-2023 payable to the Greensboro Sports Commission after July 1, 2018, and each subsequent year, contingent on the NSAF continuing to hold the New Balance Outdoor Nationals at the NC A&T State University Irwin Belk Track & Field complex with at least 4,000 athletes/coaches participating each year. No expenditure may be made until after a public hearing to be held in conjunction with the Fiscal Year 2018-2019 budget or held on a separate date and subject to a budget authorization in the future.