

RESOLUTION AUTHORIZING AN ECONOMIC DEVELOPMENT APPROPRIATION TO
WFMY TELEVISION LLC FOR THE AVIATION TRIAD INITIATIVES, “AVIATION
THRIVES HERE” CAMPAIGN IN AN AMOUNT NOT TO EXCEED \$35,000

WHEREAS, pursuant to N.C.G.S. 1587.1, economic development appropriations must be determined by City Council to increase the population, taxable property, agricultural industries, employment, industrial output, or business prospects of the City of Greensboro;

WHEREAS, the “Aviation Thrives Here” branding campaign launched on 8/28/2013 and has made significant progress over the past 4 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 partners in this campaign include: The City of High Point, the City of Winston-Salem, GTCC, Davidson County Community College, Forsyth Tech, Randolph County Community College, Rockingham Community College, HAECO, PTI, Rockwell Collins and WFMY.

WHEREAS, a public hearing was held in accordance with N.C.G.S. 158-7.1 setting out the particulars of the request and the public benefits to be derived from said improvements;

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 17-18.

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