

RESOLUTION TO ADOPT UPDATES TO THE SPECIAL EVENTS SPONSORSHIP
POLICY

WHEREAS, the City of Greensboro recognizes the importance of providing support for community-based programs and celebrations that are hosted throughout the Greensboro area;

WHEREAS, special events provide general economic benefit for the City's business community and support of cultural, athletic and educational enrichment;

WHEREAS, the City supports the expansion of resident accessibility to a wide range of cultural experiences and community connections for all of its residents;

WHEREAS, the City recognizes that sponsorship funds play an important role in supporting our community, as well as to promote the tourism and economic development efforts of the City;

WHEREAS, the updates to the 2019 Special Events Sponsorship Policy include reducing the maximum grant amount from \$3,000 to \$2,000 per event, restricting the number of consecutive years for allocation to three years, and requiring awarded recipient programs to have free admission or participation offerings; and

WHEREAS, the Greensboro Parks and Recreation Commission, at its May 8, 2019 meeting, unanimously approved a recommendation that the City Council support the resolution to adopt the proposed updates to the City's Special Events Sponsorship Policy.

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

That the City of Greensboro City Council adopts the updates to the 2019 Special Events Sponsorship Policy.