



Legislation Text

File #: ID 16-0104, **Version:** 1

Resolution for Economic Development Support of the The Aviation Triad Marketing Initiative not to Exceed \$35,000 in Fiscal Year 2015-16

Department: Executive
Council District: N/A

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PURPOSE:

To authorize support, not to exceed \$35,000, for year three of the *Aviation Triad* initiative, "Aviation Thrives Here" branding campaign.

BACKGROUND:

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. At the end of Year Two, the branding campaign included 1138 commercials reaching 1.3 million Triad Adults, a custom website, Facebook and Twitter, area sports sponsorships, and an increased awareness and interest in aviation-related courses at area community colleges and high schools. The deliverables were supported by broad based regional and community support including the City of Greensboro, 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, HACEO Americas, HondaJet, North State Aviation, Purolator, PTI, Embry-Riddle Aeronautical University, Cemala Foundation and WFMY.

Year Three initiatives will build on the successes of Year One and Year Two to expand the awareness of aviation-related education and to increase the diversity of students applying to aviation programs. Reaching out to returning military personnel is of particular interest.

BUDGET IMPACT:

The funding for this project would come from the Economic Development (ED) Fund account # 208-9545-02.5931.

RECOMMENDATION / ACTION REQUESTED:

It is requested that the City Council adopt the resolution and authorize funding not to exceed the amount of \$35,000 in FY15-16, to support the "Aviation Thrives Here" Branding Campaign.

COMMITTEE ACTION: This item was referred to Council by the Economic Development Committee.