



Legislation Text

File #: ID 17-0129, **Version:** 1

Resolution for Economic Development Support of The *Aviation Triad* Marketing Initiative not to Exceed \$35,000 in Fiscal Year 2016-17

Department: Executive
Council District: N/A
Public Hearing: Yes
Advertising Date by: 2/25/2017

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PURPOSE:

To authorize support, not to exceed \$35,000, to support the *Aviation Triad* initiative, “Aviation Thrives Here” branding campaign for FY 2016-17.

BACKGROUND:

“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.

The “Aviation Thrives Here” branding campaign was launched on 8/28/2013 with significant progress over the past years toward advancing awareness of job opportunities in aviation, connecting talent to the workforce, and promoting the aviation sector in the Piedmont Triad.

In previous years, the initiative has produced 2685 TV commercials (07, 15, 30, and 60 sec) that have aired on WFMY News2 while reaching 1.3 Million Triad Adults 18+.

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, Haeco Americas, HondaJet, North State Aviation, Purolator, PTI, Embry-Riddle Aeronautical University, Cemala Foundation and WFMY.

BUDGET IMPACT:

The funding for this project would come from the Economic Development (ED) Fund and would not impact the general fund.

RECOMMENDATION / ACTION REQUESTED:

It is requested that the City Council adopt the resolution and authorize funding in an amount not to exceed \$35,000 in FY16-17, to support the “Aviation Thrives Here” Branding Campaign.

