



Legislation Text

File #: ID 17-0643, **Version:** 1

Resolution Committing to a Five-Year Sponsorship of the National Scholastic Athletics Foundation “NSAF”
New Balance Nationals not to Exceed the Amount of \$200,000.00

Department: Executive
Council District: 2

Public Hearing: No
Advertising Date/By: N/A

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PURPOSE:

Based on a request of City Council at their September 19th meeting, City staff has coordinated with leadership of Greensboro Sports Commission and Greensboro Convention and Visitors Bureau “Greensboro CVB” to consider sponsoring the NSAF New Balance Outdoor Nationals with a renewed five-year grant in the amount of \$200,000.00, or \$40,000.00 a year. The sponsorship will cover the period of 2018 through 2023 and will be contingent on the NSAF continuing to hold the New Balance Outdoor Championships at the NC A&T State University Irwin Belk Track and Field Complex in Greensboro. This event has been responsible for making Greensboro a nationally viable and preferred track & field destination. The NSAF is a federally tax-exempt 501(c)3 not-for-profit organization with the Mission to inspire youth to live active, healthy lifestyles, and to prepare them for future success.

BACKGROUND:

In order to continue elevating Greensboro as a destination of choice for premier sporting events, the Greensboro Sports Commission and Greensboro CVB have been building a base of annual events that they believe give the area the credibility to compete for top national track and field events. The primary baseline events include: (1) the NSAF New Balance Outdoor Championships (widely considered the high school national championship event), (2) the North Carolina High School Athletic Association Track and Field Championships, and (3) the recurring Mid-Eastern Athletic Conference Track & Field Championships. It is perceived that successfully hosting these events positions us well to secure top level championship events such as the USATF Junior Olympics, the NCAA Division I East Regional Track and Field Championships as well as the NCAA Division III Men’s and Women’s National Championships, the United States Olympic Team Trials-Track & Field, and mega multiple discipline events such as the AAU Junior Olympics Games. Greensboro secured the New Balance Championships in 2005 from its original home in the Raleigh community. The NSAF Board of Directors has elected to remain in Greensboro, contingent on an annual financial sponsorship commitment of \$40,000.00 from the City, \$40,000.00 from Guilford County, and \$45,000.00 from the Greensboro CVB. The City’s existing sponsorship agreement will expire June 30, 2018.

Participation in the New Balance Outdoor Championships has grown from 2,000 athletes/coaches to over 5,000

since Greensboro began hosting in 2005. It is expected that the event will draw at least 4,000+ athletes and coaches from across the USA to Greensboro in 2018 and in future years. As many of the athletes are accompanied by friends and family, the Greensboro CVB projects the area will experience approximately 13,000 total attendees in town for the event. Based on the Greensboro CVB economic impact model, the event is projected to have an estimated \$22.8 million economic impact on the area's economy over the next five (5) years. This figure takes into account projected spending at hotels, motels, retailers, transportation providers, etc. The event also positively impacts traffic into the Greensboro airport as attendees come from across the country.

BUDGET IMPACT:

Subject to a future public hearing and future budget appropriation, \$200,000.00 to be paid at \$40,000.00 a year to the Greensboro Sports Commission with the first payment not to occur before July 1, 2018. A performance based grant agreement will be executed with the Sports Commission requiring that the event continue to be hosted in Greensboro throughout the course of the sponsorship and that the event continues to be a national draw with at least 4,000 athletes/coaches participating each year.

RECOMMENDATION / ACTION REQUESTED:

City staff recommends that City Council commits to fund 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.