



## Legislation Text

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**File #:** ID 18-0152, **Version:** 1

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Resolution Authorizing an Economic Development Appropriation to WFMY Television LLC for the Aviation Triad Marketing Initiative not to exceed \$35,000 in Fiscal Year 2017-18

Department: Executive  
Council District: N/A

Public Hearing: March 20, 2018  
Advertised: News & Record, March 9, 2018  
Contact 1 and Phone: Jim Westmoreland, City Manager 336-373-2002  
Contact 2 and Phone: Kathi Dubel, Manager - Economic Development & Business Support 336-373-4579

### **PURPOSE:**

To authorize an economic development appropriation, not to exceed \$35,000, for the Aviation Triad initiative, "Aviation Thrives Here" branding campaign for FY 2017-18.

### **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 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 1531 TV commercials (07, 15, 30, and 60 sec) that have aired on WFMY News2 while reaching 1 Million Triad Adults 18+.

The deliverables were supported by broad based regional and community support including 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.

### **BUDGET IMPACT:**

The funding for this project would come from the Economic Development (ED) Fund 208-9545-02.5931 and would not impact the general fund. A budget adjustment will be required from Infrastructure Reimbursement 208-0202-04.5931.

### **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 FY17-18, to support the "Aviation Thrives Here" Branding Campaign.

