

BANK OF AMERICA STADIUM

INVESTING IN A COMMUNITY ASSET

TOPICS

1. INSIGHTS FROM HOSPITALITY & TOURISM INDUSTRY

2. PERSPECTIVES ON MWSBE ENGAGEMENT AND UTILIZATION

3. DISCUSSION WITH TEPPER SPORTS & ENTERTAINMENT LEADERSHIP



Guest Panelists

- Kieth Cockrell, President of Bank America Charlotte & Head of Sports Sponsorships
- Vinay Patel, Principal & Head of External Affairs at SREE Hotels and CRVA Board of Directors Chair
- Chris Moxley, 704Shop CO-Owner
- Amanda McLamb, Resident Culture CEO & and Co-Founder





Guest Panelists

 Donovan Everett, President & CEO, D.A. Everett Construction

Gene Harris, VP, Client Relations, McFarland Construction





Tepper Sports and & Entertainment

Kristi Coleman, President, Carolina Panthers

Joe LaBue, President, Charlotte FC

Caroline Wright, SVP, Chief Venues Officer, Tepper Sports
 & Entertainment



DELIVERING A MODERN VENUE FOR THE CAROLINAS

Bank of America Stadium has helped transform Charlotte and an investment is needed to remain competitive and drive future growth.

The proposed renovation is an ongoing partnership between the City of Charlotte and Tepper Sports & Entertainment.

Tepper Sports & Entertainment is committed to supporting minority owned and small business enterprises with the project and continuing to make an impact in the community.

The City's investment does not require any new taxes to be collected for their contribution.

The renovation is about investing into this community asset to enhance the fan and player experience, improve accessibility and increase sustainability to deliver world-class entertainment to our city for years to come.





CONTRIBUTIONS BY TSE-RELATED ENTITIES

\$44M THROUGH 2023

\$10M Charlotte-Mecklenburg Library \$2M The Umbrella Center

\$2MAtrium Health Foundation

\$1.2MVision to Learn











*donation highlights

ADDITIONAL LOCAL SUPPORT BY TSE-RELATED ENTITIES

American Heart Association Autism Charlotte Best Buddies Big Brothers Big Sisters Charlotte Rescue Mission Classroom Central Harvey Gantt Center **Humane Society** Johnson C. Smith University Latin Americans Working for Achievement Make-A-Wish Queens University of Charlotte Second Harvest Food - Bank of Metrolina **UNC** Charlotte



\$3M



\$1M



*contribution highlights

CAROLINA PANTHERS COMMUNITY IMPACT

EDUCATION, YOUTH HEALTH & WELLNESS, YOUTH & HIGH SCHOOL FOOTBALL, MILITARY OUTREACH, SOCIAL INITIATIVES.

- 2023/2024 school year
 - 25,000 students provided school supply-filled backpacks
 - 6,500 3rd graders (72 CMS Title I schools) engaged in literacy programming
 - 1,000+ NC/SC schools entered Panthers Spelling Bee
 - 600 graduating seniors from 34 CMS high schools hosted at path for success event
 - 1,200 student athletes provided free physicals w/ Atrium Health
- 12,600+ tickets distributed for first high school football game at the stadium
- **4,100** children served by Play60 events (Summer 2023)
- 29,686 total NC/SC middle schoolers engaged in NFL Character Playbook program
- Girls High School Flag Football grown to 102 schools across 14 school districts and 2,550 players

*highlights of impact

CHARLOTTE FC COMMUNITY IMPACT

UPWARD MOBILITY, MILITARY SUPPORT, FOOD INSECURITY.

- +7,000 total youth served annually across the Carolinas
- Greater Goals, an after-school soccer and literacy program, in 36 Title 1
 elementary schools in Charlotte-Mecklenburg Schools
- 11 mini-pitches in underserved schools and neighborhoods
- 5.5M active minutes played in 2023 by youth across Charlotte FC programming
- **550,000+** minutes read in 2023 by K-5 students through Greater Goals program
- +2,000 service hours annually by Charlotte FC staff
- 5,224 match tickets were donated to community and nonprofit organizations



New & Upcoming

- Host Back Together Football at Bank of America Stadium
- Launch 3rd & Goal
- Galvanize Charlotte economic development ecosystem for Panthers game in Germany and international soccer in Charlotte
- Enhance Greater Goals program
- Expand partnership with CMS (ex. career & technical pathways)
- Host Panthers Training Camp in Charlotte
- Utilize outdoor spaces for community programming
- Increase to seven (7) city usage days of stadium and/or fieldhouse

MWSBE 5-YEAR PLAN

Target of 27% performed by MWSBE

(15% MBE; 12% SBE)

PROMOTING ENGAGEMENT & RECRUITMENT

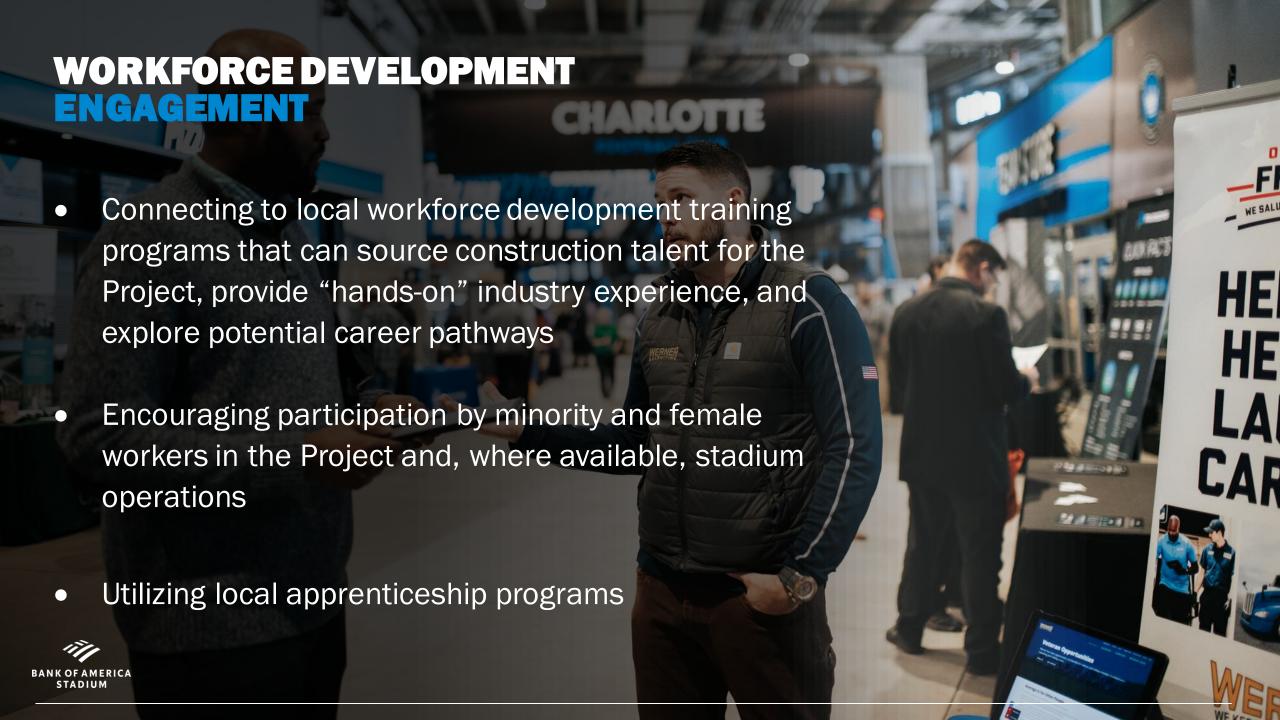
of historically underrepresented groups

APPRENTICESHIP PROGRAMS

PROCUREMENT

HOSTING OUTREACH EVENTS





REACH & MEDIA EXPOSURE

35

of countries represented by event attendees** (plus all 50 states)

43%

Percent of concert attendees who traveled 100+ miles***

\$41B

Estimated ad value from all event media coverage*

8.5B

Social media impressions from all stadium events *

250,000+

Approx. number of people drawn to Uptown July-Aug. for soccer-related events

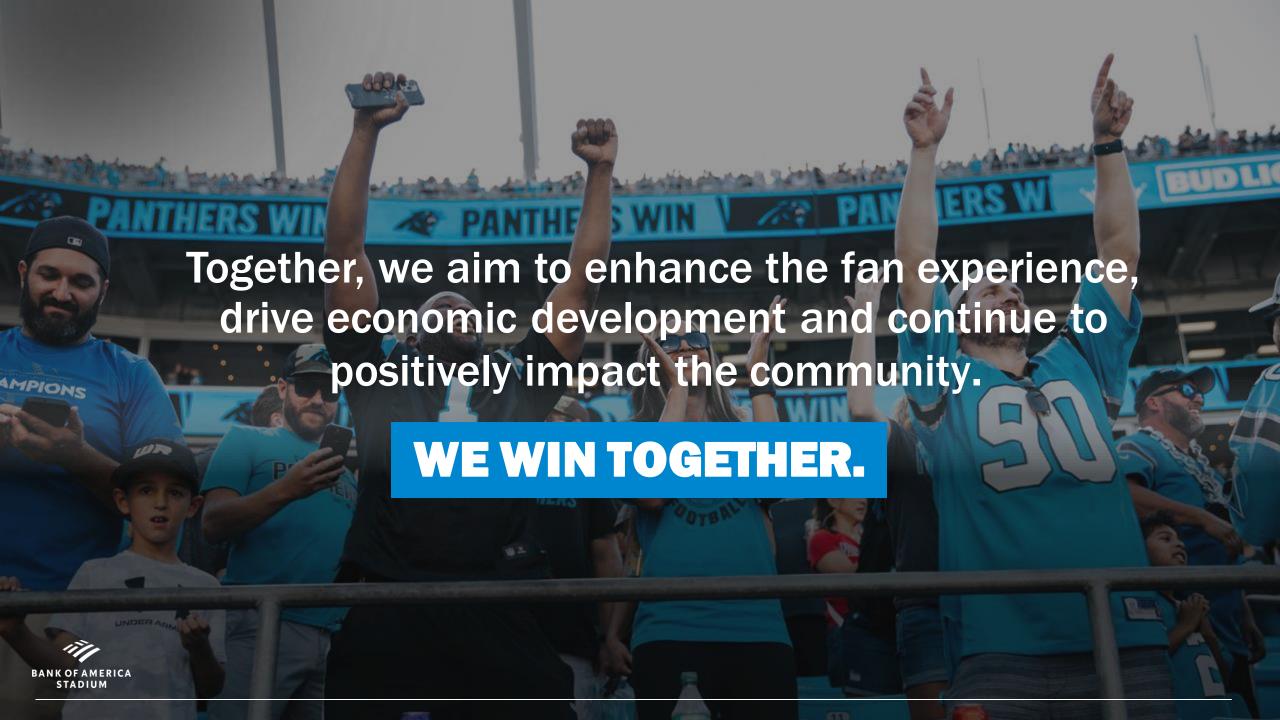
175+

of nations that broadcast Copa America

* Source: 2023 French West Vaughan media valuation (Raleigh, NC, integrated marketing firm).

^{**2023} data

^{***}Concert attendee data from 2021-2024 events





JUNE 3:

J&ED COMMITTEE MEETING

FULL COUNCIL DISCUSSION

LAUNCH COMMUNITY & PUBLIC FEEDBACK INITIATIVE

JUNE 10: ACTION REVIEW: COUNCIL DISCUSSION

INNER CIRCLE SPORTS

PUBLIC FEEDBACK RECEIVED TO DATE

STAFF RESPONSE TO COUNCIL QUESTIONS

JUNE 12: SPECIAL J&ED COMMITTEE MEETING

ECONOMIC IMPACT DISCUSSION/INDUSTRY INPUT

MWSBE ENGAGEMENT & UTILIZATION

DISCUSSION WITH TSE LEADERSHIP

JUNE 17: PUBLIC COMMENT WITH MAYOR & COUNCIL

COUNCIL CHAMBERS, 3PM-5PM

JUNE 24: BUSINESS MEETING VOTE

JUNE 17 PUBLIC COMMENT MEETING SIGN-UP:

https://www.charlottenc.gov/City-Government/Council-Meetings/Speakat-a-City-Council-Meeting

PUBLIC COMMENT WEBSITE: CHARLOTTENC.GOV/STADIUM

