



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**



HOSPITALITY AND TOURISM PERSPECTIVE

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**



HOSPITALITY & TOURISM PERSPECTIVE



MWSBE ENGAGEMENT & UTILIZATION PERSPECTIVE

Guest Panelists

- **Donovan Everett, President & CEO, D.A. Everett Construction**
- **Gene Harris, VP, Client Relations, McFarland Construction**



MWSBE ENGAGEMENT & UTILIZATION PERSPECTIVE



TEPPER SPORTS & ENTERTAINMENT LEADERSHIP

Tepper Sports and & Entertainment

- **Kristi Coleman, President, Carolina Panthers**
- **Joe LaBue, President, Charlotte FC**
- **Caroline Wright, SVP, Chief Venues Officer, Tepper Sports & Entertainment**

**BANK OF
AMERICA
STADIUM:**

WHERE

MOMENTS

BECOME

MEMORIES



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.



COMMUNITY BENEFITS

CONTRIBUTIONS BY TSE-RELATED ENTITIES

\$44M THROUGH 2023

\$10M

Charlotte-Mecklenburg
Library

\$2M

The Umbrella Center

\$2M

Atrium Health Foundation

\$1.2M

Vision to Learn

CHARLOTTE MECKLENBURG
LIBRARY


The Umbrella Center
Safety. Justice. Healing.


Atrium Health
Foundation


Vision To Learn
Focus on the Future

*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

**contribution highlights*

2024 RECENT COMMITMENTS

\$3M



\$1M



CAROLINA PANTHERS COMMUNITY IMPACT



230

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

*highlights of impact

COMMUNITY ENGAGEMENT & SUPPORT

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

WORKFORCE DEVELOPMENT ENGAGEMENT

- Connecting to local workforce development training programs that can source construction talent for the Project, provide “hands-on” industry experience, and explore potential career pathways
- Encouraging participation by minority and female workers in the Project and, where available, stadium operations
- Utilizing local apprenticeship programs

REACH & MEDIA EXPOSURE

35

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

\$41B

Estimated ad value from all event media coverage*

250,000+

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

43%

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

8.5B

Social media impressions from all stadium 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



Together, we aim to enhance the fan experience,
drive economic development and continue to
positively impact the community.

WE WIN TOGETHER.

TIMELINE

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/Speak-at-a-City-Council-Meeting>

PUBLIC COMMENT WEBSITE:
[CHARLOTTENC.GOV/STADIUM](https://www.charlottenc.gov/stadium)