BANK OF AMERICA STADIUM

INVESTING IN A COMMUNITY ASSET
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 & Co-Founder
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
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

*donation highlights
ADDITIONAL LOCAL SUPPORT BY TSE-RELATED ENTITIES

*contribution highlights

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

2024 RECENT COMMITMENTS

$3M
$1M

nourish up

Lifting our community

GroupVivid

foundation
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

*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
APPRENTICESHIP PROGRAMS

Target of 27% performed by MWSBE
(15% MBE; 12% SBE)

MWSBE 5-YEAR PLAN

PROMOTING ENGAGEMENT & RECRUITMENT
of historically underrepresented groups

PROCUREMENT

HOSTING OUTREACH EVENTS

APPRENTICESHIP PROGRAMS
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

<table>
<thead>
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<th><strong>35</strong></th>
<th><strong>$41B</strong></th>
<th><strong>250,000+</strong></th>
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<tbody>
<tr>
<td># of countries represented by event attendees** (plus all 50 states)</td>
<td>Estimated ad value from all event media coverage*</td>
<td>Approx. number of people drawn to Uptown July-Aug. for soccer-related events</td>
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<tr>
<th><strong>43%</strong></th>
<th><strong>8.5B</strong></th>
<th><strong>175+</strong></th>
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<tr>
<td>Percent of concert attendees who traveled 100+ miles***</td>
<td>Social media impressions from all stadium events*</td>
<td># of nations that broadcast Copa America</td>
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* 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.
**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