

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

 CITY of CHARLOTTE

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**

 CITY of CHARLOTTE



HOSPITALITY & TOURISM PERSPECTIVE

 CITY of CHARLOTTE



MWSBE ENGAGEMENT & UTILIZATION PERSPECTIVE

 CITY of CHARLOTTE

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

 CITY of CHARLOTTE

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	

*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

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

BANK OF AMERICA
STADIUM

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.



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)