



NBA All-Star Game City Council Update

Feb. 4, 2019



2019 NBA All-Star Weekend: Schedule Highlights

Hundreds of events (both sanctioned and unsanctioned) will be taking place in Charlotte. Here are the highlights:

Wednesday
February 13

Host Committee VIP Party

The Ritz-Carlton
8PM – 10PM

Thursday
February 14

NBA Cares All-Star Day of Service Activation

8AM – 4 PM

Inside the NBA Broadcast

Friday
February 15

NBA Cares Day of Service

Second Harvest
8AM – 4PM

20th Annual Tech Summit

The Westin
8:30AM – 1PM

JR. NBA Day

CCC
10AM – 5PM

MTN DEW ICE Rising Stars Practice

Bojangles'
12:30PM – 2PM

NBA All-Star Celebrity Game

Bojangles'
7PM – 9PM

MTN DEW ICE Rising Stars

Spectrum Center
9PM – 11PM

Saturday
February 16

NBA All-Star Media Day

Bojangles'
10AM- 12PM

NBA All-Star Practice

Bojangles'
12:30PM – 2:30PM

State Farm All-Star Saturday Night

Spectrum Center
8PM – 10:30PM

Sunday
February 17

20th Annual Legends Brunch

CCC – Hall C
10AM -1PM

BWB Global All-Star Game

2PM

68th Annual All-Star Game

Spectrum Center
8PM – 11PM

NBA Crossover

THE Key

2019 NBA All-Star Weekend: Key Venues

Marquee All-Star events and hospitality functions will be hosted in **25+** of Charlotte's premier event venues and restaurants.

CHARLOTTE CONVENTION CENTER



KEY EVENTS

Jr. NBA Day

Gatorade Jr. NBA
Invitational

Legends Brunch

BOJANGLES' COLISEUM



KEY EVENTS

MTN DEW ICE Rising
Stars Practice

NBA All-Star Media Day

NBA All-Star Game
Practice

NBA All-Star Celebrity
Game

SPECTRUM CENTER



KEY EVENTS

MTN DEW ICE Rising
Stars Challenge

State Farm All-Star
Saturday Night

68th NBA All-Star Game

EPICENTRE



KEY EVENTS

NBA Crossover

Content Studios

VIP Hospitality

Other event venues reserved:

The Fillmore, Booth Playhouse, Belk Theater, The Mint Museum, Foundation for the Carolinas, Ink and Ivy, 5 Church, NASCAR Hall of Fame, Free Range Brewing, Top Golf, Founders Hall, UNCC Center City



Key Events: Capacities

Ticket Inventory

	Venue	Capacity	Holds	On Sale
MTN DEW ICE Rising Stars Game	Spectrum Center	20,000	11,000	9,000
NBA All-Star Celebrity Game	Bojangles' Coliseum	8,640	2,640-3,640	5,000-6,000
NBA All-Star Practice	Bojangles' Coliseum	8,640	2,640-3,640	5,000-6,000
All-Star Epicentre	Epicentre	N/A	N/A	N/A

2019 NBA All-Star Weekend: EPICENTRE

NBA All-Star EpiCentre will be the **ultimate destination** for fans wanting to take part in NBA All-Star.

THREE floors ★ **SEVEN** venues ★ **MULTIPLE** activations

ACTIVATION

Art installations
Barber shop
Gaming area
Merchandise drops
Social media photo ops
Technology showcase

CONTENT

Radio broadcasts
Social media studios
Twitch livestreams

PROGRAMMING

Art demonstrations
Celebrity chef tasting
Live music performances
Panel discussions
VIP parties

TALENT

Celebrities
Influencers
NBA Players/Legends
G League Players
WNBA Players/Legends



NBA Crossover: Epicentre Activation



NBA All-Star: Commitment to Community

NBA ALL-STAR 2019



CELEBRATING THE LEGACY OF BASKETBALL IN THE CAROLINAS

- YOUTH, HIGH SCHOOL, COLLEGIATE AND PRO
- ACTIVATIONS THROUGHOUT THE STATES
- HORNETS 30TH ANNIVERSARY TIP-OFF

ENGAGING FAN EXPERIENCES

- NBA AT EPICENTRE
- NBA MEDIA DAY
- ACCESS AT BOJANGLES COLISEUM
- HOSPITALITY EXPERIENCES

COMMUNITY INVOLVEMENT

- BLACK HISTORY MONTH ACTIVATIONS
- ACCESSABILITY TO ALL EVENTS
- DIVERSITY & INCLUSION MEETINGS
- GIRLS LOUNGE

NBA All-Star: Supplier Diversity

- Standing room only **Supplier Diversity Tip-Off Event**
- **Robust commitment** to uphold supplier diversity
- Follow up on reporting **post-event**
- NBA/City/CRVA sponsoring **Supplier Development Day** during All-Star week



**NBA ALL-STAR 2019 CHARLOTTE
SUPPLIER DIVERSITY TIP-OFF**

NBA All-Star 2019 is coming to Charlotte!
Please join the NBA, Hornets, City of Charlotte and the CRVA to learn how you can score a contract.

Topics Include:

- NBA All-Star 2019 Supplier Diversity Program
- Contract and Procurement Opportunities
- Supplier Registration Requirements and Key Dates
- Network with NBA representatives, local partner organizations, and certifying agencies

May 16, 2018
8:30 a.m. - 11:00 a.m.

The Park Expo and Conference Center
Multi-Purpose Center
800 Briar Creek Rd, Charlotte, NC 28205

Refreshments will be served
Free Parking available

Free to attend. RSVP required.

Click Here to Register at:
<https://nba2019sdto.eventbrite.com>

The NBA is committed to economic inclusion and expanding opportunities for women, minority, veteran, and LGBT-owned businesses.
To learn more about the NBA's Supplier Diversity Program visit
<https://allstarsupplierdiversity.nba.com/>

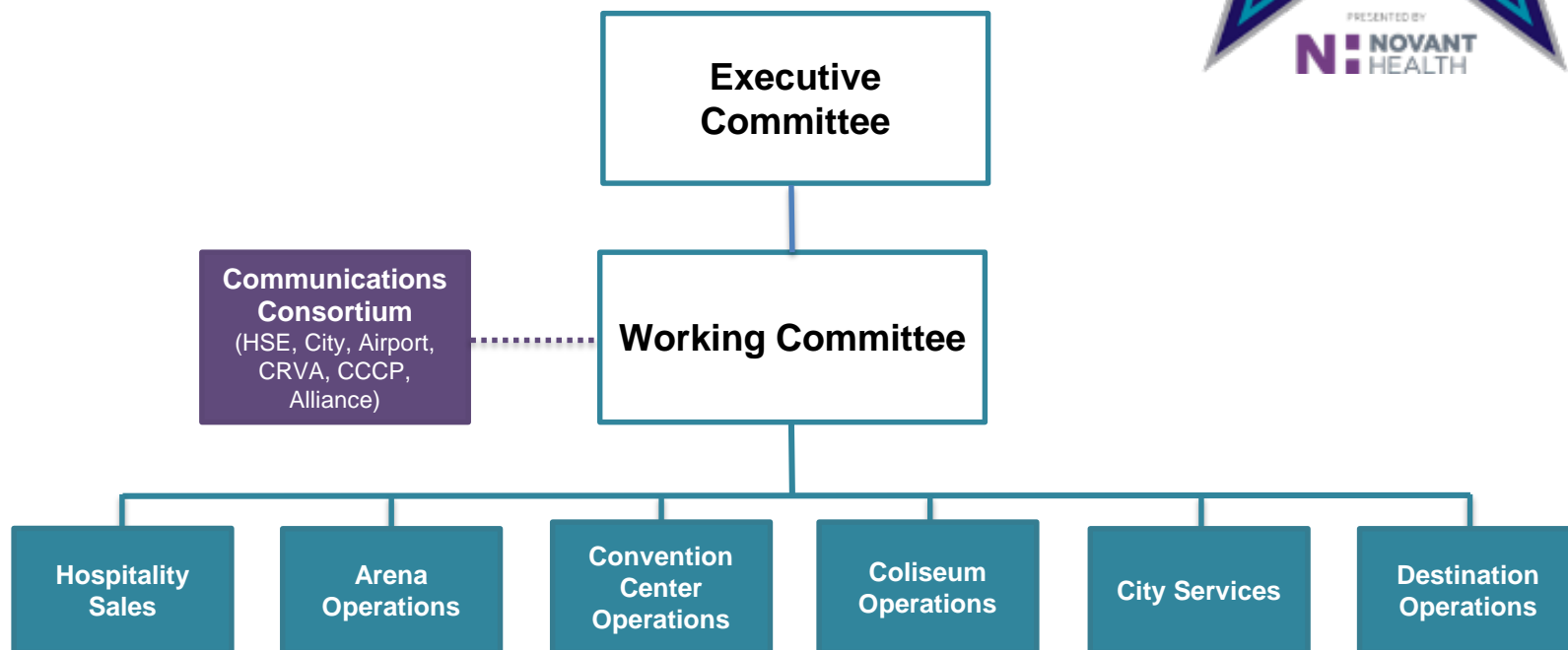
Logos of partner organizations: CarolinasLGB, Carolina Asian American, Charlotte LGBT, Charlotte Chamber, Charlotte LGBT, Black Chamber, CRVA, MMCA, NaVOBA, NAVBO, nglcc, The Women's Business Center of Charlotte.

NBA All-Star: Supplier Diversity

- Approximately **\$1.5 million** in spend commitments to date (and counting) with more than **26 diverse businesses**
- **15 buying areas** (all NBA, CRVA and City-generated)
- NBA and CRVA solicited City-certified **MWSBE firms, and LGBT, Veteran-owned firms** certified by local certifying agencies
- **1-on-1 meetings** between NBA and their buyers with diverse suppliers began in November



Event Management Structure



Event Budget:

Per Local Organizing Committee

Revenues		<u>Amount</u>	<u>Sub-Total</u>
	City of Charlotte - Value of In-Kind Services	\$ 600,000	
	Mecklenburg County	\$ 600,000	
	Hospitality Tax Contribution	\$ 1,500,000	
	CRVA - Business Development Fund Investment	\$ 1,000,000	
	Convention Center & Bojangles' Coliseum - Event Profits	\$ 250,000	
	Sponsorship Package Sales	\$ 1,500,000	
	Spectrum Center - Event Profits	\$ 150,000	
	Total Revenues		\$5,600,000
Expenses			
	Spectrum Center	\$ 1,606,400	
	CRVA-Managed Venues	\$ 1,000,000	
	Destination Management	\$ 1,150,000	
	NBA All-Star Host Fee	\$ 750,000	
	City of Charlotte Services	\$ 600,000	
	Sales Tax on Sponsor and Complimentary Tickets	\$ 750,000	
	Total Expenses		\$5,856,400
	All-Star Funding Surplus (Deficit)		<u>\$ (256,400)</u>

Citywide Welcoming Efforts: Charlotte Douglas International

- 30x30 ft. **Welcome Booth** in Atrium
- **American Airlines** Terminal Monitor Support
- **Visitor Info Center** in Baggage Claim
- Airport **Branding** (Baggage Claim Wraps, Floor Decals, Digital Monitors)
- Kemba Walker **Welcome Messages**



Citywide Welcoming Efforts: Across Charlotte

- **\$61K** Paid Media Investment per Contract
- **CATS** Placements (light rail and bus wraps)
- **Out-of-Home** Placements (i.e. Epicentre, Street Poles, News racks)
- **Hospitality Toolkit** for local businesses
- Lighting of **city skyline**



Bus Wrap Example



News Rack Wrap Example



Citywide Welcoming Efforts: Area Hotels

- Rooms start on Feb. 7 and end on Feb. 18; peak is **Feb. 15 – 16**
- Hotel Rooms on Peak: **6,031**
- Total Room Block: **31,879**
- **28** Hotel Properties in Room Block (19 in Center City; 9 outside Center City)
- **Ambassadors** in place at contracted Hotels

Area Hotel Footprint



Ambassador Opportunities

- **250** Paid Ambassador opportunities February 14 – 17
- **4 agencies** (all **MWSBE** or **WBE-certified** by City or other local certifying agency)
- Pay range - **\$11 - \$15** per hour
- Opportunities shared with:
 - 11 workforce development providers
 - Over 130 community, neighborhood and apartment associations
 - 65 Black Enterprise Entrepreneurs Summit volunteers
 - Charlotte Business Resources.com and City of Charlotte Economic Development website



City Partner & Infrastructure Collaboration

- Impact Planning with CATS, CMPD, City, CRVA and Hornets staff
- 1/31 “All-Star Ready” Press Conference: Kicked Off Infrastructure Impact Communications
- Virtual Joint Information Center (JIC) to be activated Feb. 15 - 17



Measuring Impact for Charlotte

- **1,800** members of the media
- **200** countries; **40** languages
- **22.3** million television viewers*
- **1.2** billion social media impressions*
- Approximately **\$100 million** in economic impact*

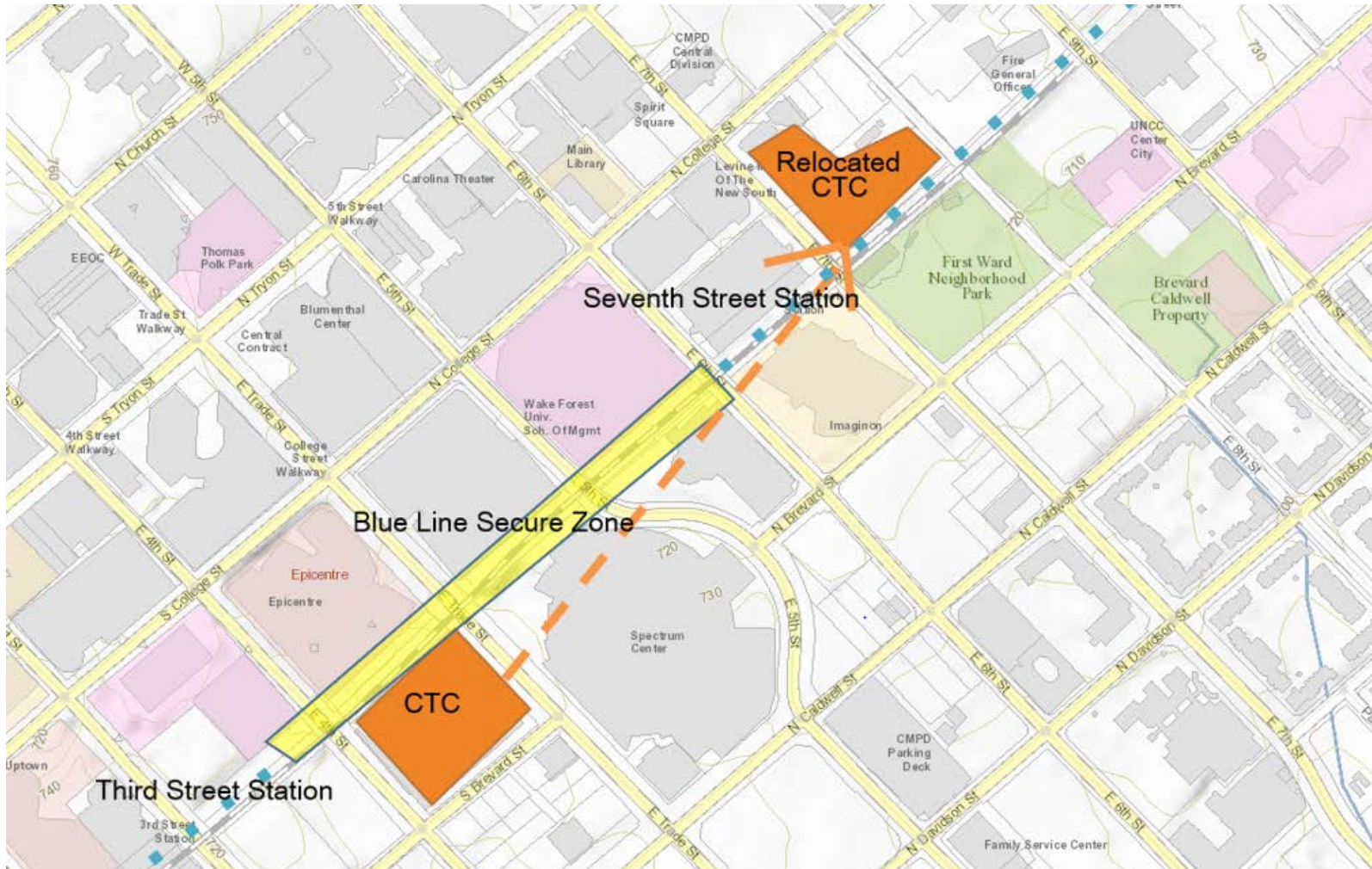
*Previous destinations have garnered these results.



Security Impact Overview



Transit Impact Overview



Questions?

