



Legislation Text

File #: 15-21372, Version: 1

Acceptance of a Sponsorship for Corridors of Opportunity - Lowe's Home Improvement

Action:

- A. Accept a sponsorship in the amount of \$160,000 from Lowe's Home Improvement for Corridors of Opportunity programming, and**
- B. Adopt a budget ordinance appropriating \$160,000 from Lowe's Home Improvements to the General Capital Projects Fund.**

Staff Resource(s):

Tracy Dodson, City Manager's Office
Monica Holmes, Planning, Design & Development

Explanation

- Lowe's supports community events that align with their focus areas of Economic Development, Housing and Workforce Development, and Associate Engagement and Activation.
- Lowe's is proposing to sponsor three Corridors of Opportunity programs designed to build connections and improve beautification within the six corridors of opportunity.
 - Sponsorship of Corridors Connect programming is for three, one-day terms that occurred in October 2023 and does not require a local match. The events were held October 8, October 15, and October 22. This sponsorship supports community activations, artists, and performers at each Corridors Connect event.
 - Sponsorship of Corridors of Opportunity Business Opportunity Hub programming is for a one-month term in January 2024 and does not require a local match. This sponsorship supports the space upfit and rehab at up to six of the Opportunity Hub locations.
 - Sponsorship of the Corridors Clean-ups partnership with Keep Charlotte Beautiful programming is for four, one-day terms from December 2023 to January 2024 and does not require a local match. One clean-up event will take place per corridor. The sponsorship will support materials for clean-up and beautification in the neighborhoods that participate. Lowe's associates will participate in clean-up events.
- The proposed sponsorships are in alignment with the City Council adopted a Sponsorship Policy.

Fiscal Note

Funding: Private sponsorship funding

Attachment(s)

Budget Ordinance