



City of Greensboro

Melvin Municipal
Office Building
300 W. Washington Street
Greensboro, NC 27401

Agenda Report

File Number: 2022-617

Agenda Item# I. 1.

Agenda Date: 6/7/2022. **Department:** Coliseum

Meeting Type: Council Meeting **Category:** General Business Agenda

Title: 2022 - 617 Resolution to Approve a 7 Year Contract Renewal in the Amount of \$1,110,000 with Greensboro Sports Foundation

Council Priority: Place an 'x' in the box.

- ☒ Create an Environment to Promote Economic Development Opportunities and Job Creation
- ☐ Maintain Infrastructure and Provide Sustainable Growth Opportunities
- ☐ Promote Public Safety & Reduce Crime
- ☐ Exceptional Customer Service and a Diverse City Government Workforce
- ☐ Ensure Fiscal Stewardship, Transparency, & Accountability

Council District: All

Public Hearing: No

Advertising Date/By: NA/by City Clerk

Contact 1 and Phone: Matt Brown, Ext 7406

Contact 2 and Phone: Curt Parmer, Ext 7424

PURPOSE:

The purpose of this agenda item is to approve a 7 year contract renewal in the amount of \$1,110,000.00 with Greensboro Sports Foundation. Greensboro's sports tourism efforts create economic development that benefits Greensboro.

BACKGROUND:

Greensboro Sports Foundation was formed to provide entertainment, hosting and other general assistance in connection with hosting various events, including the Atlantic Coast Conference Men's and Women's Basketball Tournaments, NCAA Basketball, Atlantic Coast Conference and NCAA events at the Greensboro Aquatic Center and other events as mutually agreed upon to be held at the Greensboro Coliseum Complex. The contract was last renewed in 2015 and is up for renewal this year.

MWBE:

An MWBE waiver was requested because no other organization provides this type of service. The CMO Office approved the MWBE Waiver request.

BUDGET IMPACT:

This contract is funded through event income.

ACCOUNT NUMBER:

NA

RECOMMENDATION / ACTION REQUESTED:

It is recommended that City Council approve a 7 year contract renewal in the amount of \$1,110,000.00 with Greensboro Sports Foundation.