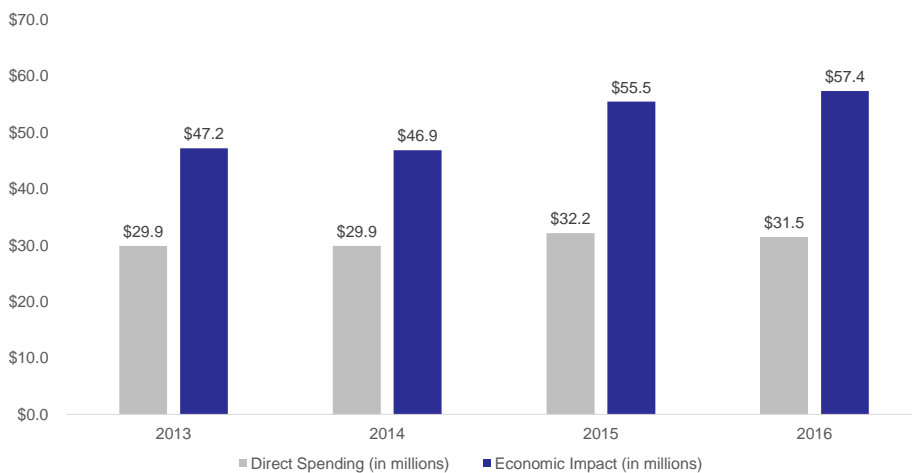




City Council Economic Development Committee
Thursday, March 9, 2017



CIAA Economic Impact Trends

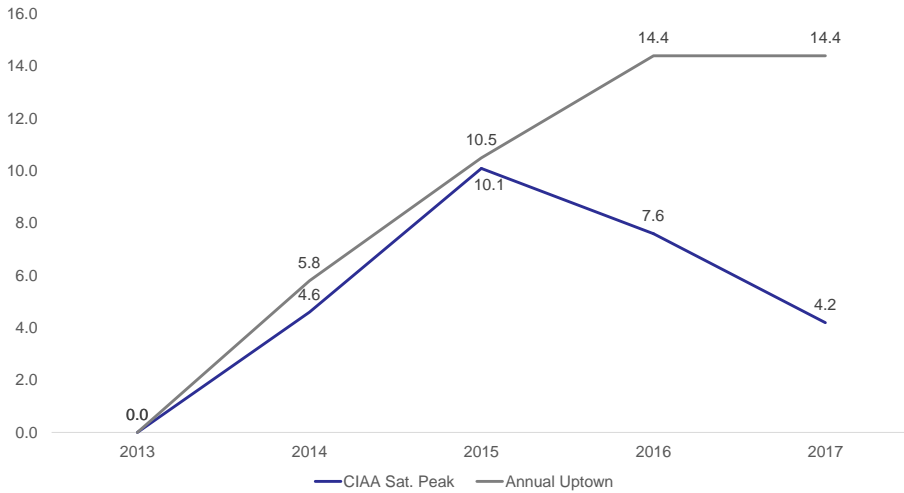


CIAA Invests in Charlotte

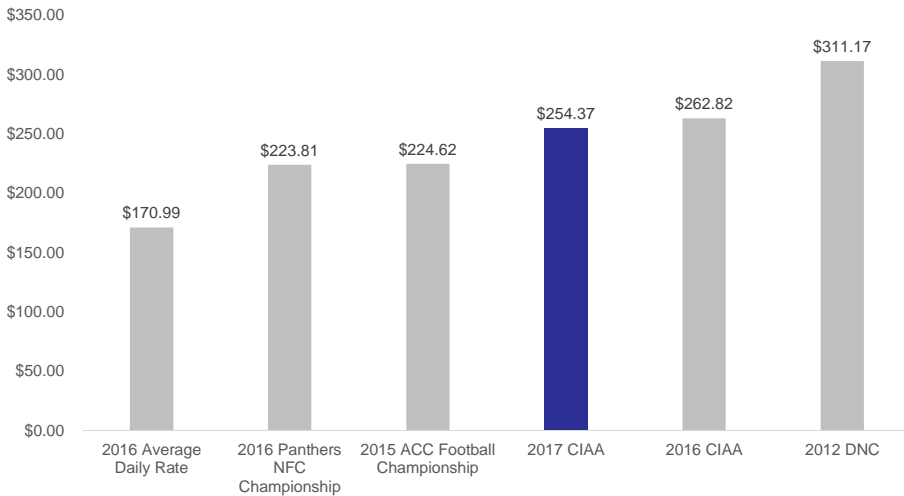
- **Education Day:** engages 4,600+ CMS middle and high school students to promote higher learning
- **Career Expo:** connects recent and current grads with area employers (65 vendors; 356 attendees)
- **Teen Summit:** teaches teens about healthy lifestyles early in life; 125 teens in attendance
- **Diversity & Inclusion Town Hall:** intersectional discussion on race, gender, LGBTQ
- **Samaritan's Feet:** partnered with local non-profit to provide new shoes and socks to 720 students at Merry Oaks Elementary School
- **Women's Empowerment Brunch:** 222 attended; connects and empowers women of all ages and backgrounds
- **CIAA Entrepreneurs Luncheon & Panel Discussion:** Empowering entrepreneurs for success
- **Project Life Movement:** Student-athletes conducting swabs for bone marrow matches



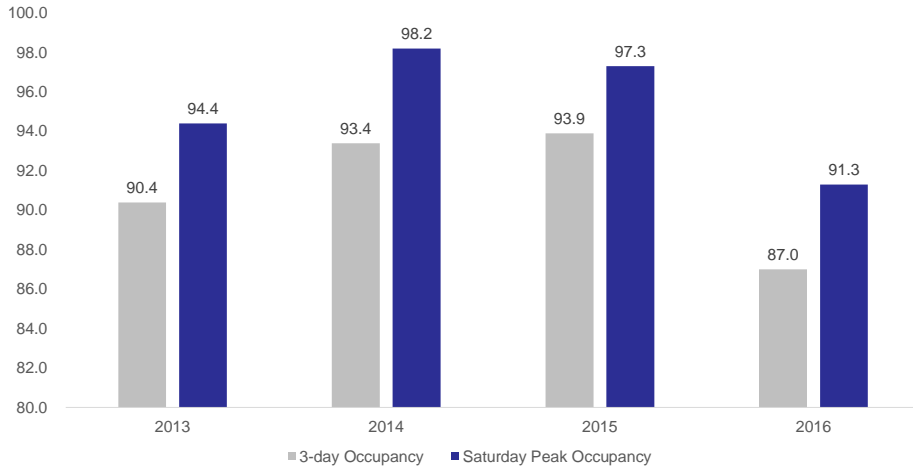
Hotel Rate Growth From 2013



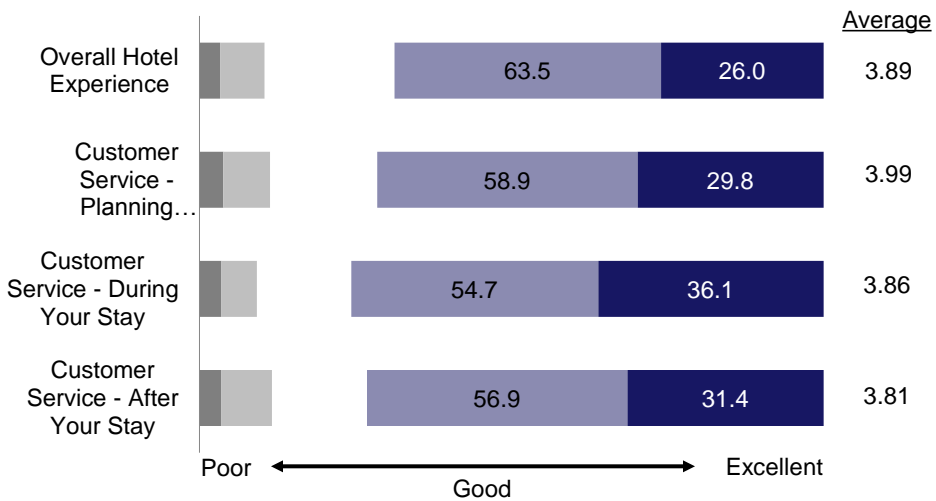
Major Charlotte Event Hotel Rates



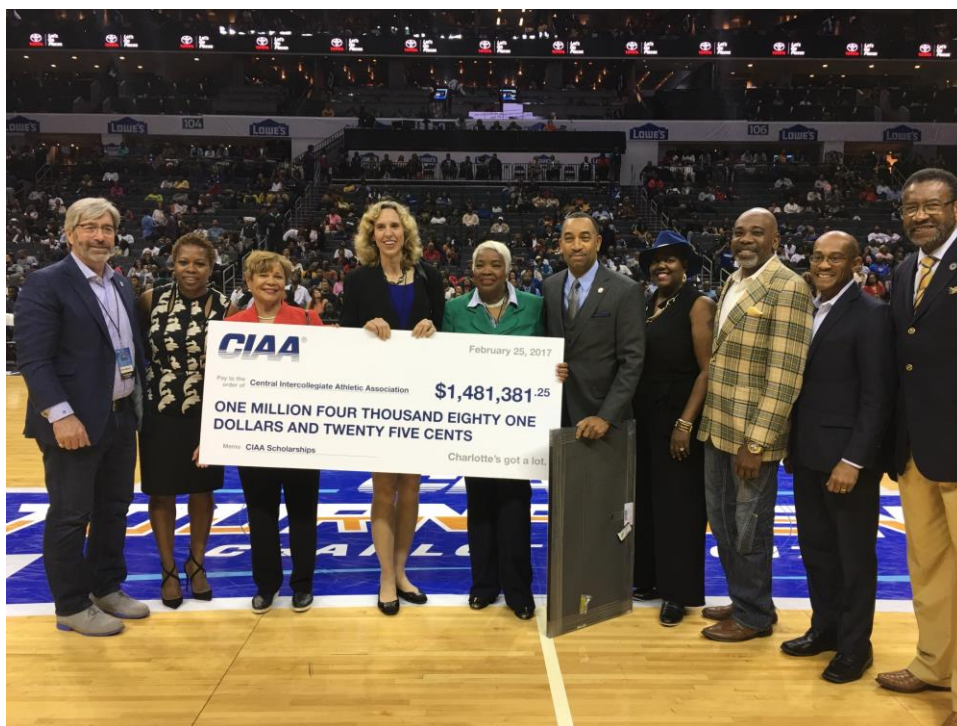
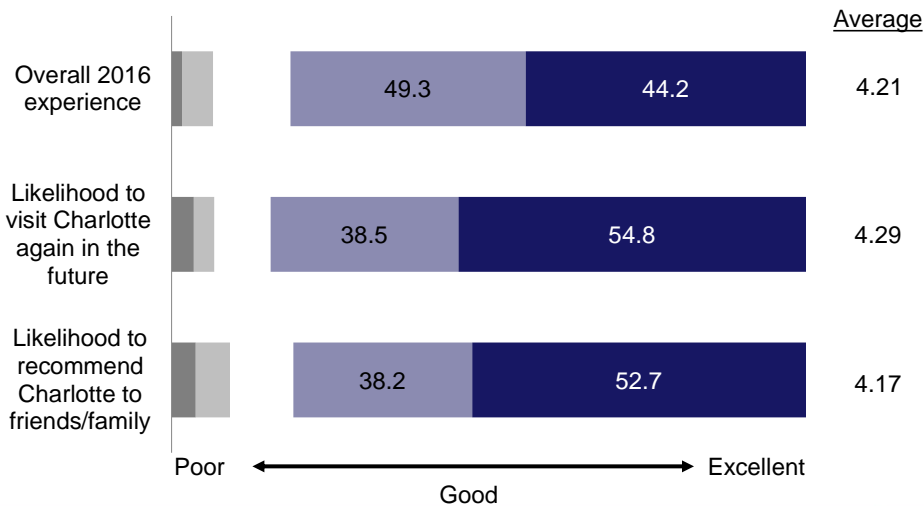
Hotel Occupancy Trends



2016 Hotel Experience for CIAA



2016 Overall Experience



Charlotte's Commitment to CIAA

	2015	2016	2017	2018	2019	2020
CRVA	\$1.4m	\$1.4m	\$1.5m	\$1.5m	\$1.6m	\$1.6m
City	\$300k	\$300k	\$300k	\$300k	\$300k	\$300k
County	\$250k	\$260k	\$275k	\$275k	\$275k	\$275k
Total	\$1.96m	\$2.0m	\$2.0m	\$2.1m	\$2.1m	\$2.2m



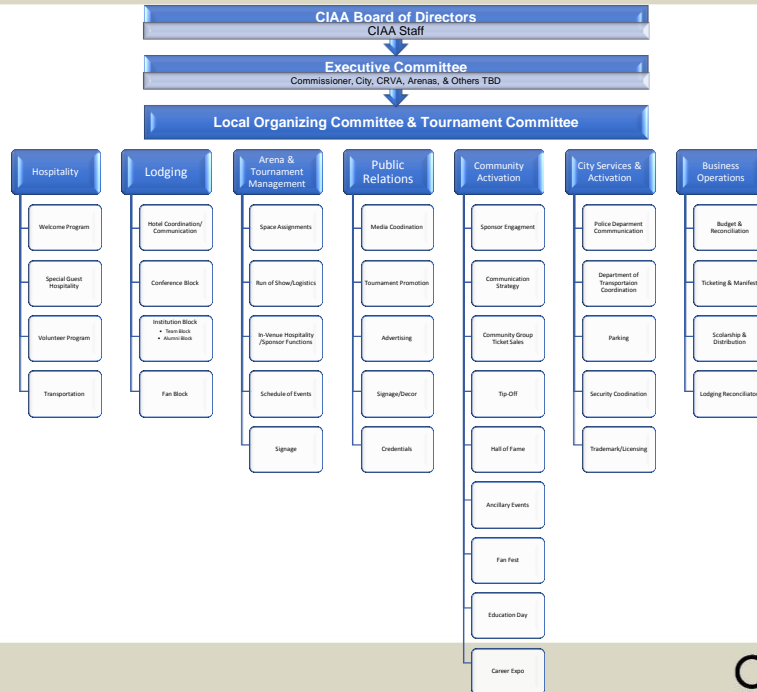
Terms of CIAA Deal

- Contract runs through 2020
- Financial commitment includes scholarship funds, arena/coliseum expenses, CIAA office rent, LOC expenses
- Agreed to move early rounds to Bojangles' Coliseum beginning in 2017



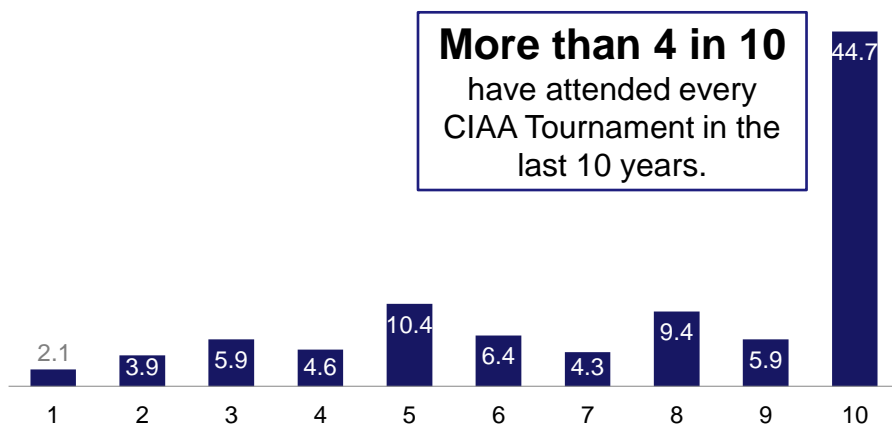
CIAA Local Organizing Committee

- Comprised of 8 organizations that participate in planning/collaboration including CIAA, CRVA, CMPD, CDOT, CCCP and CIAA vendors (mark/comm, promotion, diversity & inclusion, etc.)
- Participated in nearly two dozen LOC meetings beginning in July 2016





Percentage of CIAA Repeat Attendees



CIAA Age Demographics

