

**From:** [Richard Beard](#)  
**To:** [Brent Christensen \(bchristensen@greensboro.org\)](mailto:bchristensen@greensboro.org)  
**Cc:** [Vaughan, Nancy \(Mayor\)](#)  
**Subject:** FW: Potential assistance with Greensboro prepared food tax  
**Date:** Friday, December 9, 2022 7:15:44 AM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[KTS Strategies Agreement for Consulting Services \(Greensboro Sports Foundation\).pdf](#)

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Good morning. Attached is the draft of the engagement letter for KTS. We can get the details corrected before engagement/execution.

I have reached out to Ches and team to set an appointment to meet hopefully prior to holidays. This would be for us to download our position/thoughts and have them give us their comments. I have talked to Mr. Melvin about this and we will meet in his office. I will get some dates from the KTS team and follow up with you. My target is sometime between next week and 12/21.

Let me know of your thoughts.

Regards,



**Richard Beard**  
**President**

2411 Gate City Blvd.  
Greensboro, NC 27403  
[richard@greensborosf.com](mailto:richard@greensborosf.com)  
336-202-8383



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**From:** Honaker, Amanda <AHonaker@ktsstrategies.com>  
**Sent:** Monday, December 5, 2022 2:17 PM  
**To:** Richard Beard <richard@greensborosf.com>; McDowell, Ches <cmcdowell@ktsstrategies.com>  
**Cc:** Briggs, Ali <abriggs@ktsstrategies.com>; Billips, Hampton <HBillips@ktsstrategies.com>  
**Subject:** RE: Potential assistance with Greensboro prepared food tax

Good afternoon, Richard,

Attached is engagement letter for review.

Thank you,

Amanda

**Amanda Honaker**

Government Relations Advisor

**KTS Strategies LLC**

Suite 1400 | 4208 Six Forks Road | Raleigh, NC 27609

office 919 420 1735 | fax 919 510 6109

[ahonaker@ktsstrategies.com](mailto:ahonaker@ktsstrategies.com) | [My Profile](#)

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**From:** Richard Beard <[richard@greensborosf.com](mailto:richard@greensborosf.com)>

**Sent:** Saturday, December 3, 2022 9:41 PM

**To:** McDowell, Ches <[cmcdowell@ktsstrategies.com](mailto:cmcdowell@ktsstrategies.com)>

**Cc:** Briggs, Ali <[abriggs@ktsstrategies.com](mailto:abriggs@ktsstrategies.com)>; Billips, Hampton <[HBillips@ktsstrategies.com](mailto:HBillips@ktsstrategies.com)>;

Honaker, Amanda <[AHonaker@ktsstrategies.com](mailto:AHonaker@ktsstrategies.com)>

**Subject:** Re: Potential assistance with Greensboro prepared food tax

Thanks Ches. Safe travels! Look forward to reviewing letter and discussion when you return.

Regards,  
Richard

Richard Beard

[Richard@greensborosf.com](mailto:Richard@greensborosf.com)

336-202-8383

Sent by iPhone.

Please excuse typos!

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**From:** McDowell, Ches <[cmcdowell@ktsstrategies.com](mailto:cmcdowell@ktsstrategies.com)>

**Sent:** Saturday, December 3, 2022 9:32:59 PM

**To:** Richard Beard <[richard@greensborosf.com](mailto:richard@greensborosf.com)>

**Cc:** Briggs, Ali <[abriggs@ktsstrategies.com](mailto:abriggs@ktsstrategies.com)>; Billips, Hampton <[HBillips@ktsstrategies.com](mailto:HBillips@ktsstrategies.com)>;

Honaker, Amanda <[AHonaker@ktsstrategies.com](mailto:AHonaker@ktsstrategies.com)>

**Subject:** Re: Potential assistance with Greensboro prepared food tax

Richard,

That sounds great! We will get a letter over to you ASAP. I am in Montana this weekend and in Wyoming first of next week with Sen. Berger. When I get back next week, we will get something scheduled.

All of those bullet points are correct.

Thanks, and looking forward to working together!

CFM

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**Ches McDowell**

Senior Managing Director

**KTS Strategies LLC**

**Winston-Salem**

1001 West Fourth Street | Winston-Salem, NC 27101-2400

office 336 607 7366 | cell 336 671 0411 | fax 336 464 2481

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[cmcdowell@ktsstrategies.com](mailto:cmcdowell@ktsstrategies.com) | [My Profile](#) | [VCard](#)

On Dec 3, 2022, at 11:25 AM, Richard Beard <[richard@greensborosf.com](mailto:richard@greensborosf.com)> wrote:

Hello Ches! I wanted to follow up on our conversation about KTS services for our Guilford County PFT initiative. We have another meeting today with our team and are ready to proceed with conversation and engagement of your team. If possible, I would like to schedule a meeting with you and your team to meet with some of our key stakeholders (Mayor Vaughan, Jim Melvin, Brent Christensen and myself) for us to share our vision and strategy and for you guys to share your thoughts and guidance. Consider this the first engagement. So, if you have a draft engagement letter, we are ready.

Our message on this request is very centered around economic development and economic impact. We are working with HPU on an economic impact study on Sports Tourism in Guilford County.

Some highlights of what I understand from our initial conversation, and correct me where needed:

- Retainer of \$10,000 per month for the duration of the assignment
- You advised me your team would require a deep dive of feasibility initially to determine the possibility of proceeding
- Your team would guide us and be involved with any and all conversations with

GA members. You guys are the experts and this is why we need your help!

- Assist in developing a strategy with other elected officials, particularly our Guilford County city councils and County commission. Also our local GA delegation.

Could we possibly schedule a meeting, in person, the week of 12/12 or 12/19, prior to everyone getting away for the holidays? My goal is to get this engaged so we are ready to move forward Jan 1. We clearly understand the work we have ahead of us as well as your busy schedule in the upcoming long session with the other big items set of the session.

Thank you and I look forward to your response.

Regards,



**Richard Beard**

**President**

[richard@greensboroSF.com](mailto:richard@greensboroSF.com)

**336-202-8383**



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**From:** McDowell, Ches <[cmcdowell@ktsstrategies.com](mailto:cmcdowell@ktsstrategies.com)>

**Sent:** Friday, October 28, 2022 9:51 AM

**To:** Richard Beard <[richard@greensborosf.com](mailto:richard@greensborosf.com)>

**Cc:** Henderson, Lauren (KTS Strategies) <[LBHenderson@ktsstrategies.com](mailto:LBHenderson@ktsstrategies.com)>

**Subject:** Re: Potential assistance with Greensboro prepared food tax

That's perfect

---

**Ches McDowell**

Senior Managing Director

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On Oct 28, 2022, at 9:34 AM, Richard Beard <[richard@greensborosf.com](mailto:richard@greensborosf.com)> wrote:

Yessir. Just call your office? Or would you prefer a Teams or similar?

Regards,



**Richard Beard**  
**President**

[richard@greensborosf.com](mailto:richard@greensborosf.com)  
336-202-8383

**\*\*\* PLEASE NOTE MY NEW EMAIL ADDRESS:**

[richard@greensboroSF.com](mailto:richard@greensboroSF.com) \*\*\*



---

**From:** McDowell, Ches <[cmcdowell@ktsstrategies.com](mailto:cmcdowell@ktsstrategies.com)>  
**Sent:** Friday, October 28, 2022 9:33 AM  
**To:** Richard Beard <[richard@greensborosf.com](mailto:richard@greensborosf.com)>  
**Cc:** Henderson, Lauren (KTS Strategies) <[LBHenderson@ktsstrategies.com](mailto:LBHenderson@ktsstrategies.com)>  
**Subject:** Re: Potential assistance with Greensboro prepared food tax

Does 10 work?

---

**Ches McDowell**  
Senior Managing Director  
**KTS Strategies LLC**

**Winston-Salem**  
1001 West Fourth Street | Winston-Salem, NC 27101-2400

office [336 607 7366](tel:3366077366) | cell [336 671 0411](tel:3366710411) | fax [336 464 2481](tel:3364642481)

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On Oct 28, 2022, at 9:06 AM, Richard Beard  
<[richard@greensborosf.com](mailto:richard@greensborosf.com)> wrote:

Good morning! I am very flexible Monday. How about you choose the best time for your schedule. Thanks for making the time available.

Regards,



**Richard Beard**  
**President**

[richard@greensborosf.com](mailto:richard@greensborosf.com)  
336-202-8383

**\*\*\* PLEASE NOTE MY NEW EMAIL ADDRESS:**

[richard@greensboroSF.com](mailto:richard@greensboroSF.com) \*\*\*



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**From:** McDowell, Ches <[cmcdowell@ktsstrategies.com](mailto:cmcdowell@ktsstrategies.com)>  
**Sent:** Thursday, October 27, 2022 4:13 PM  
**To:** Richard Beard <[richard@greensborosf.com](mailto:richard@greensborosf.com)>  
**Subject:** Re: Potential assistance with Greensboro prepared food tax

Richard,

I'm generally available Monday and Tuesday of next week.

Thanks!

---

**Ches McDowell**

Senior Managing Director

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On Oct 27, 2022, at 8:21 AM, Richard Beard  
<[richard@greensborosf.com](mailto:richard@greensborosf.com)> wrote:

Hello Ches! Sorry for the delay in getting back to you but would like to schedule a call for some discussion about our need here in Guilford County. I will certainly work around your schedules if you could share a time or 2.

Looking forward to meeting over the phone and drilling down a bit!!

Regards,  
Richard

Richard Beard  
[Richard@greensborosf.com](mailto:Richard@greensborosf.com)

336-202-8383

Sent by iPhone.

Please excuse typos!

---

**From:** McDowell, Ches  
<[cmcdowell@ktsstrategies.com](mailto:cmcdowell@ktsstrategies.com)>  
**Sent:** Friday, September 30, 2022 3:07:47 PM  
**To:** Richard Beard  
<[richard@greensborosf.com](mailto:richard@greensborosf.com)>; Freeman,  
Nelson <[NFreeman@ktsstrategies.com](mailto:NFreeman@ktsstrategies.com)>  
**Cc:** Hill Carrow  
<[hcarrow@sportsproperties.com](mailto:hcarrow@sportsproperties.com)>  
**Subject:** RE: Potential assistance with  
Greensboro prepared food tax

I'm sorry...I misread your message about timing.  
Looking forward to it.

**Ches McDowell**  
Senior Managing Director  
**KTS Strategies LLC**

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**From:** Richard Beard  
<[richard@greensborosf.com](mailto:richard@greensborosf.com)>  
**Sent:** Friday, September 30, 2022 3:03 PM  
**To:** McDowell, Ches  
<[cmcdowell@ktsstrategies.com](mailto:cmcdowell@ktsstrategies.com)>; Freeman,  
Nelson <[NFreeman@ktsstrategies.com](mailto:NFreeman@ktsstrategies.com)>  
**Cc:** Hill Carrow  
<[hcarrow@sportsproperties.com](mailto:hcarrow@sportsproperties.com)>  
**Subject:** RE: Potential assistance with  
Greensboro prepared food tax

I think it would be better for me to get past a  
meeting scheduled on October 11 before we  
have a discussion. I have shared your



information with others on our team.

Thanks for reaching out. I will be in touch. Stay safe! We are going to see a lot of rain!

Regards,



**Richard Beard**  
**President**

[richard@greensborosf.com](mailto:richard@greensborosf.com)

336-202-8383

**\*\*\* PLEASE NOTE MY NEW EMAIL ADDRESS:**

[richard@greensboroSF.com](mailto:richard@greensboroSF.com) \*\*\*



---

**From:** McDowell, Ches  
<[cmcdowell@ktsstrategies.com](mailto:cmcdowell@ktsstrategies.com)>  
**Sent:** Friday, September 30, 2022 2:47 PM  
**To:** Freeman, Nelson  
<[NFreeman@ktsstrategies.com](mailto:NFreeman@ktsstrategies.com)>; Richard Beard <[richard@greensborosf.com](mailto:richard@greensborosf.com)>  
**Cc:** Hill Carrow  
<[hcarrow@sportsproperties.com](mailto:hcarrow@sportsproperties.com)>  
**Subject:** RE: Potential assistance with Greensboro prepared food tax

How about 9:00 Monday?

**Ches McDowell**  
Senior Managing Director  
**KTS Strategies LLC**

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**From:** Freeman, Nelson

<[NFreeman@ktsstrategies.com](mailto:NFreeman@ktsstrategies.com)>

**Sent:** Tuesday, September 27, 2022 5:33 PM

**To:** Richard Beard

<[richard@greensborosf.com](mailto:richard@greensborosf.com)>

**Cc:** McDowell, Ches

<[cmcdowell@ktsstrategies.com](mailto:cmcdowell@ktsstrategies.com)>; Hill Carrow

<[hcarrow@sportsproperties.com](mailto:hcarrow@sportsproperties.com)>

**Subject:** Re: Potential assistance with  
Greensboro prepared food tax

That's great. We look forward to speaking with  
you.

Nelson Freeman  
KTS Strategies  
202-731-6468

Please Note New Email Address:

[nfreeman@ktsstrategies.com](mailto:nfreeman@ktsstrategies.com)

On Sep 27, 2022, at 2:09 PM,  
Richard Beard  
<[richard@greensborosf.com](mailto:richard@greensborosf.com)>  
wrote:

Thank you, Hill! This was high on  
my list to connect and now I have  
the information!

Ches, I would like to have a  
conversation and possible  
engagement. We are working on  
a project that will require GA  
support. It would be a local bill  
and we can discuss more later.

We have a community meeting to kick off the project sometime in the next 2 weeks. I would like to get that meeting in before we talk. But we will!

Thank you Hill and I look forward to meeting and discussing with the KTS team.

Regards,



**Richard Beard**  
**President**

[richard@greensborosf.com](mailto:richard@greensborosf.com)

336-202-8383

**\*\*\* PLEASE NOTE MY NEW**

**EMAIL ADDRESS:**

[richard@greensboroSF.com](mailto:richard@greensboroSF.com) \*\*\*



---

**From:** McDowell, Ches  
<[cmcdowell@ktsstrategies.com](mailto:cmcdowell@ktsstrategies.com)>  
**Sent:** Tuesday, September 27, 2022 4:33 PM  
**To:** Hill Carrow  
<[hcarrow@sportsproperties.com](mailto:hcarrow@sportsproperties.com)>  
; Freeman, Nelson  
<[NFreeman@ktsstrategies.com](mailto:NFreeman@ktsstrategies.com)>  
**Cc:** Richard Beard  
<[richard@greensborosf.com](mailto:richard@greensborosf.com)>  
**Subject:** RE: Potential assistance with Greensboro prepared food tax

Thank you, Hill!

Richard, I look forward to chatting.  
Thanks!

**Ches McDowell**

Senior Managing Director

**KTS Strategies LLC**

**Winston-Salem**

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---

**From:** Hill Carrow

<[hcarrow@sportsproperties.com](mailto:hcarrow@sportsproperties.com)>

**Sent:** Tuesday, September 27, 2022 3:57 PM

**To:** McDowell, Ches

<[cmcdowell@ktsstrategies.com](mailto:cmcdowell@ktsstrategies.com)>;

Freeman, Nelson

<[NFreeman@ktsstrategies.com](mailto:NFreeman@ktsstrategies.com)>

**Cc:** Richard Beard

<[richard@greensborosf.com](mailto:richard@greensborosf.com)>

**Subject:** Potential assistance with Greensboro prepared food tax

Ches and Nelson: Hope all is going well with the KTS Strategies Team!

I wanted to connect the two of you with Richard Beard, head of the Greensboro Sports Foundation. Richard and I have worked on sports tourism projects in the Triad for many

years, and he is now working to take it to the next level Guilford County.

As such, Richard is running point on an initiative in Greater Greensboro to get legislative approval for instituting a prepared food tax that would be additional to the existing hotel/motel tax.

I told Richard that you guys were the best, and had done an outstanding job on our World University Games legislative request.

I am sure that Richard will be reaching out to you to have a conversation on the subject soon.

In the meantime, hope everyone has a great conclusion to September and an excellent start to October.

Hill

**Hill Carrow**

**Chairman & CEO, NC Bid  
Committee**

401 Harrison Oaks Blvd, Ste.  
210

Cary, NC 27513

919.678.1651w, 919.616.3175c

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