

# LEVELING THE PLAYING FIELD

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*A long term-strategy and roadmap to position ourselves as the “Youth Sports Capital of the Southeast” and an “Entertainment and Recreation Hub,” as determined at City Council’s strategic planning session “Making Greensboro a Winning City,” on February 3, 2023*







City of Greensboro  
*GSO2040 Comprehensive Plan*

Adopted - June 16, 2020



“The greatest, most memorable cities don’t just happen. There’s a roadmap that has guided them to become places of lasting value and opportunity for all residents, and destinations visitors desire to return to.”



2022 Daniel  
Burnham Award



2021 Marvin  
Collins Award

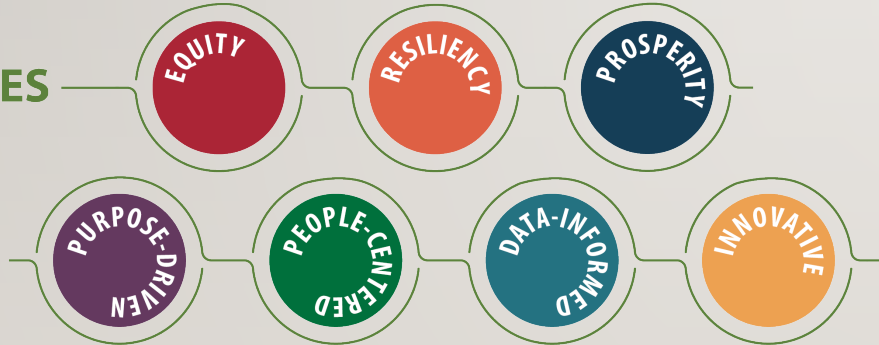




## VISION STATEMENT

*Greensboro will be a community with endless economic opportunities and an exceptional quality of life.*

## CORE VALUES



## PRIORITIES



**Safest City**



**Most Skilled Workforce**



**Youth Sports Capital**



**Easiest Place to Do Business**



**Most Connected City**



**Hub of Recreation & Entertainment**



**Abundance of Attainable Housing**

## WHY ARE WE HERE?

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The purpose of a 1% Prepared Food and Beverage Tax is to create an annual revenue stream, **funded in part by non-Guilford county residents**, to fund new capital investments for the arts, entertainment, sports and tourism in an equitable manner that will benefit all residents of Greensboro and Guilford County.



# PREPARED FOOD AND BEVERAGE TAX: WHAT IS IT?

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- Proposed 1% Prepared Food and Beverage Tax applies to restaurants and bars. It would not apply to groceries, vending machines, bed and breakfast meals, and workplace meals provided by employers.
- NC municipalities collecting a 1% Prepared Food Tax: Mecklenburg, Wake, Cumberland, and Dare Counties, and the Town of Hillsborough

# WHY A PREPARED FOOD AND BEVERAGE TAX?

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- Annual revenue stream will fund new capital investments for the construction and/or maintenance of sports, arts, entertainment, and tourism facilities.
- Position Guilford County to remain competitive with other NC counties in attracting, soliciting and hosting economic-generating events within the Piedmont.






# PREPARED FOOD AND BEVERAGE TAX: BENEFITS

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Greensboro's share from the Prepared Food Tax revenue could benefit:

- Arts Council of Greater Greensboro
  - Bryan Park Soccer Complex
  - Carolina Theater
  - Citywide Aquatics Master Plan
  - East Greensboro Greenway
  - Future Bryan Park North Youth Sporting Facility
  - Greensboro Coliseum Exterior Renovation
  - Greensboro Cultural Center
  - Greensboro Grasshopper Stadium
  - Greensboro Science Center
  - Greensboro Aquatic Center Pool Additions
  - International Civil Rights Center & Museum
  - NC A&T Track and Field
  - Spencer Love Tennis Center Improvements
  - Van Dyke Performance Space
  - Windsor-Chavis-Nocho Community Complex
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# THE BENEFITS: UPDATING FACILITIES

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Bryan Park Soccer Complex:  
34 years old



# THE BENEFITS: UPDATING FACILITIES

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Spencer Love Tennis Center:  
45 years old





# OUR COMPETITION: TOWN OF CARY

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## Future \$200M Cary Sports Complex

- 100,000 square feet of competition space with 12 full-sized basketball courts (convertible to 20 full-sized volleyball courts)
- Capable of transforming into a 4,000 seat arena
- 25,000 square feet of multipurpose space for event support





# OUR COMPETITION: MECKLENBURG COUNTY

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**Matthews Sportsplex**

**Bank of America Stadium**





# OUR COMPETITION: WAKE COUNTY

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**Raleigh Convention Center**

**PNC Arena**



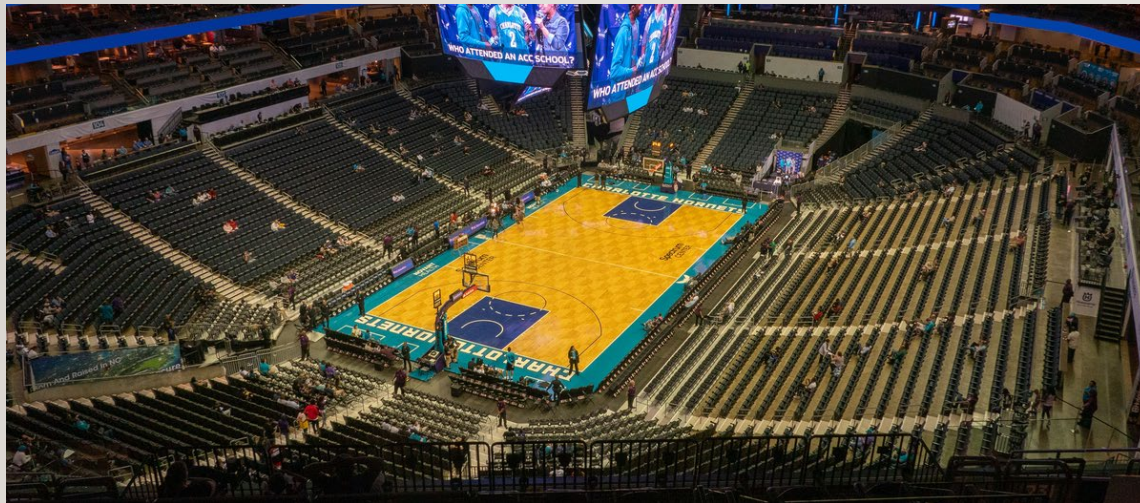


# OUR COMPETITION: MECKLENBURG COUNTY

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**Spectrum Center**

**Charlotte Convention Center**





# OUR COMPETITION: CUMBERLAND COUNTY

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**Downtown Fayetteville  
Development Catalyst**





# DESTINATION CITY

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# DESTINATION CITY: STATISTICS

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<b>Destination</b>	<b>People</b>	<b>Events</b>	<b>Year</b>
Coliseum	1,301,647	947	2022-2023
Greensboro Aquatic Center	176,437	136	2022-2023
Tanger Center	382,650	251	2022-2023
Science Center	600,000		

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# SPORT ACTIVITIES: THE LAST 30 DAYS

Destination	Event	Participation	Dates
Coliseum	World Ninja League	4,184 representing 40 States and 7 countries	June 23-25
Greensboro Aquatic Center	Speedo Section Nationals, NCS Senior Championship; YMCA Championship		July 13-16; July 20-23; July 23-29
Bryan Park Soccer Complex	ECNL Boys National Playoff	6,400+ including ages 13-19 and coaches	June 23-July 1
Bryan Park Soccer Complex	USASA Soccer Festival	3,000 players and families. Featured on Today Show. 100 Teams	July 12-16
Bryan Park Soccer Complex	Masters Track and Field Championship	1,428 athletes registered as of June 22	July 20-23

# YOUTH SPORTS ECONOMIC IMPACT

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Post COVID – Present:

- 253 Events
- 762,898 Hotel Rooms
- 528,456 Attendees
- **\$458 Million Economic Impact**

\*Source: Greensboro Convention & Visitors Bureau





# KEY EVENTS *Percentage of Ticket Sales Outside of Guilford County*

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**Brooks & Dunn, 89%**

*June 17, 2023*

**Frozen, 63%**

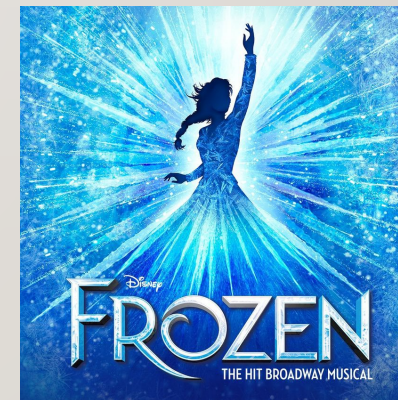
*May 17 to June 4, 2023*

**Ain't Too Proud, 66%**

*March 14-19, 2023*

**Lady A, 66%**

*June 23, 2023*



# KEY EVENTS *Percentage of Ticket Sales Outside of Guilford County*

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Aggie Homecoming  
Concert, 64%

*October 29, 2022*

Hamilton, 65%

*April 6-24, 2022*

Eric Church, 84%

*December 18, 2021*

Elton John, 80%

*April 19, 2022*





# KEY EVENTS *Percentage of Ticket Sales Outside of Guilford County*

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Charlotte Hornets vs.  
Boston Celtics, 71%

*October 7, 2022*

The Lion King, 67%

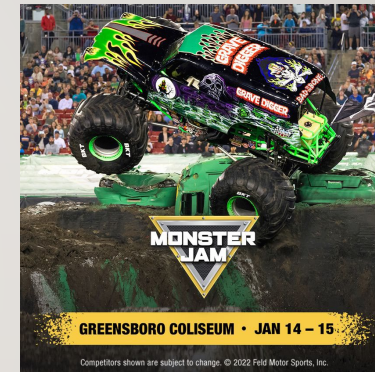
*February 23 to March 6, 2022*

Sting, 77%

*November 20-21, 2021*

Monster Trucks, 80%

*January 14-15, 2023*



# TO LEVEL THE PLAYING FIELD

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- Property Tax
- Sponsorships
- Parking & Concessions
- Facility Fees
- Hotel/Motel Tax
- ABC Revenue
- Naming Rights





# PREPARED FOOD TAX IMPACT ON COMPETITION

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<b>County/City</b>	<b>Population</b>	<b>PFT Legislation</b>	<b>Revenue</b>
Cumberland County	335,500 (2021)	1993	\$12M FY2022
Dare County	37,826 (2021)	1991	
City of Hillsborough	9,716 (2021)	1993	
Mecklenburg County*	1,122,000 (2021)	1989	\$45M FY2022
Wake County	1,150,000 (2021)	1995	\$37M FY2022

*\*Charlotte (Mecklenburg County) and its business leaders are currently lobbying the legislature (HB408) to extend the PFT through 2060.*

# PREPARED FOOD TAX: EXAMPLES

Server: Mariah W  
 Check #56 Table 107  
 Ordered: 6/30/23 1:25 PM

Ice Tea \$2.50  
 Soda \$2.50  
 Sticky Rib Platter \$25.99  
 Sm Pork \$13.99  
 Unlimited Hushpuppies \$1.00

Subtotal \$45.98  
 Tax \$3.10  
 Total \$49.08

Suggested  
 15%: (Tip \$6.90)  
 18%: (Tip \$8.28)  
 20%: (Tip \$9.20)  
 25%: (Tip \$11.50)

Tip percentages are based on the price before taxes.

Thanks for stopping by!  
 Check us out at [www.speedshop.com](http://www.speedshop.com)

Adds \$.46 on \$45.98 bill

Greensboro, NC 274  
 (336) 854-2015  
 We're Hiring!  
 greenvallygrill.com

383 ASHANTI

Tbl 541/1 Chk 3296 Gst 3  
 Ju112'23 06:46PM

Courtyard

1 TOMATO APP 13.00  
 1 BOLOGNESE D 25.00  
 1 CHED BURGER 14.00  
 1 Bellinitini 10.00  
 1 Raspberry Mule 9.00  
 1 Bellinitini 10.00  
 1 Moscow Mule 9.00  
 1 Martini Vodka 8.00  
 1 Moscow Mule 9.00

Subtotal 107.00  
 Tax 7.22  
 08:45PM Total 114.22

Adds \$1.07 to tax \$8.29

Adds \$1.07 on \$107 bill

*Urbicus given*

WALKIN  
 CHECK NBR: 37  
 CHECK AMT: \$ 79.00

Phone: 74747422  
 GINA 22

Jul 12, 2023 -- 1:12pm  
 Server: ORDER TAKER  
 Special Instructions

2-PINK LEMONADE 5.00  
 1-COKE 2.50  
 1-MOZZALUNA STIX 9.00  
 OPEN FOOD 3.00  
 1-SEE SERVER  
 ADD ANOTHER MOZZ  
 1-KICKIN' CLAM 15.50  
 NO CARROTS  
 NO PEPPERS  
 1-PHILLY FLATBREAD 13.50  
 NO MUSHROOMS  
 1-FRIED OYSTER SALA 12.00  
 1-MEATY MOZZ 13.50

Sub Total: 74.00  
 Sales Tax 1: 5.00  
 Amount Due: 79.00

Delivering The Perfect Pasta!

*Adds .74 to tax 5.74*

Adds \$.74 on \$74 bill



# ECONOMIC OPPORTUNITIES

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# LEVELING THE PLAYING FIELD

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Questions? Discussion?

