



1.12.17
City Council Meeting

Item 19:
**Greenville-Pitt County
Convention & Visitors Bureau
Sports Study Conclusions and
Recommendations as Presented
by CSL International**



FEASIBILITY STUDY FOR A POTENTIAL NEW SPORTS COMPLEX IN GREENVILLE, NORTH CAROLINA

January 12, 2017



Study Background and Purpose

To analyze the feasibility of a new Sports Complex focused on youth/ amateur sports for the purpose of driving new tourism and economic impact to Greenville/Pitt County, as well as enhancing rental, practice and other special event facility alternatives available for Greenville/ Pitt County residents. Such a complex could offer one or more of the following programmatic components:

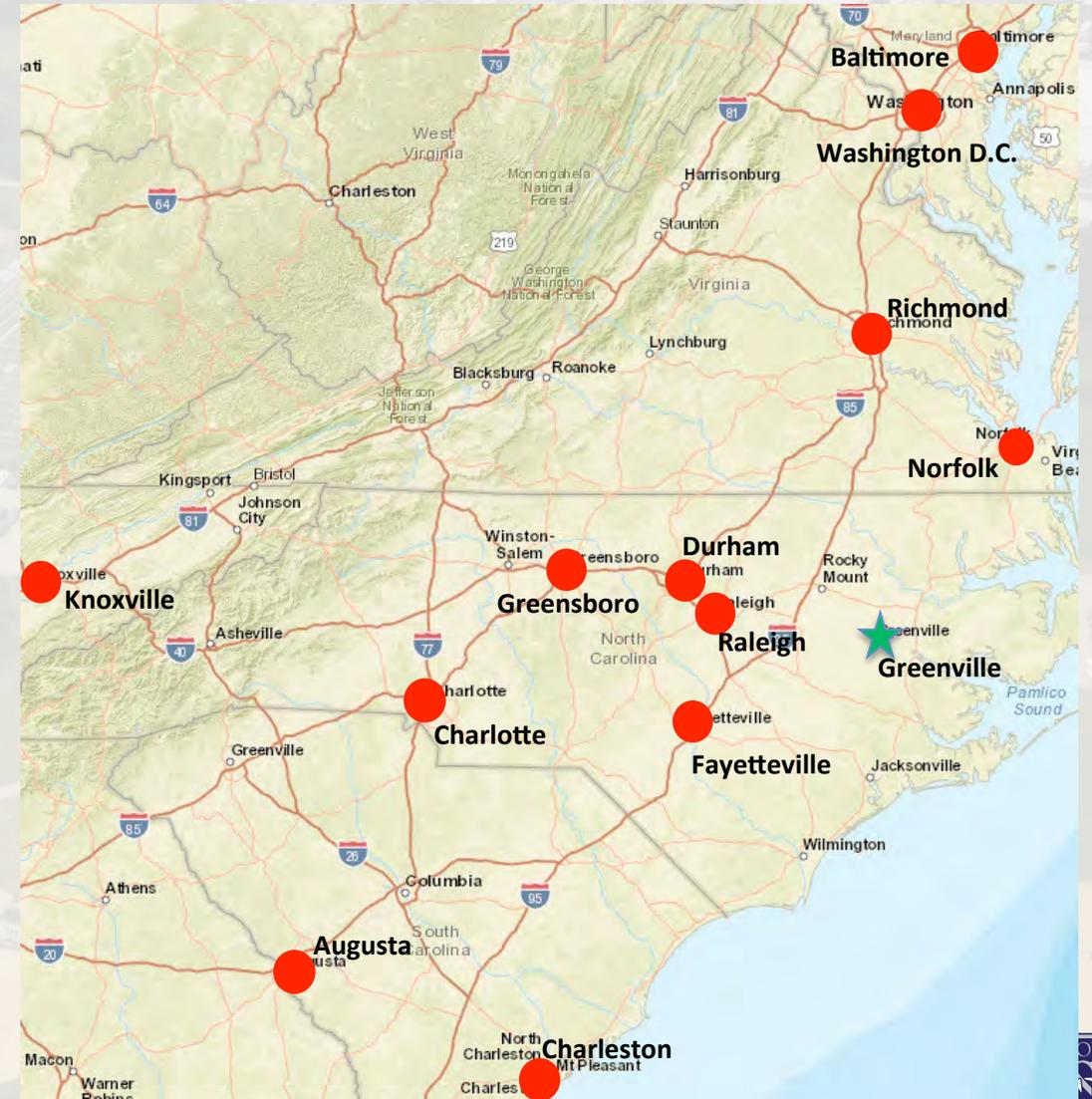
- Aquatic Center
- Triangle Fields
- Rectangle Fields
- Indoor Hardcourt Facility



Location and Accessibility

Driving Distance to Regional Cities

City, State	Distance From Greenville	Drive Time	Market Population
Raleigh, NC	85 mi.	1:24	1,275,000
Fayetteville, NC	107 mi.	1:40	391,000
Durham, NC	108 mi.	1:42	557,000
Norfolk, VA	122 mi.	2:14	1,747,000
Greensboro, NC	160 mi.	2:30	753,000
Richmond, VA	167 mi.	2:31	1,284,000
Charlotte, NC	250 mi.	3:47	2,443,000
Washington D.C.	275 mi.	4:18	6,066,000
Charleston, SC	327 mi.	5:01	739,000
Augusta, GA	345 mi.	5:18	601,000
Baltimore, MD	321 mi.	5:44	2,813,000
Knoxville, TN	443 mi.	6:41	875,000



Source: Google Maps, Esri MSA Data , 2016



Feasibility Study for a Potential New Sports Complex in Greenville, North Carolina

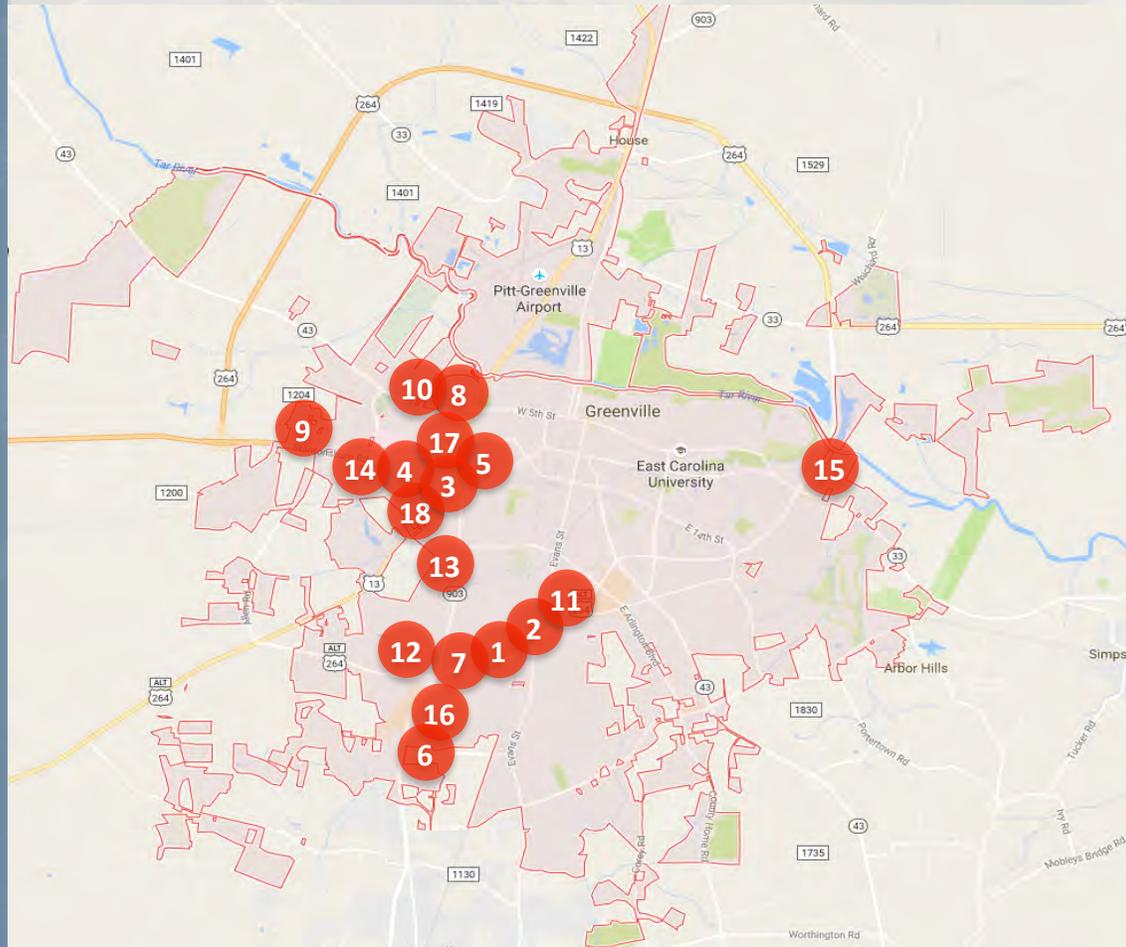
LOCAL MARKET

Local Market Conditions

Greenville Area Hotel Inventory

Feasibility Study for a Potential New Sports Complex in Greenville, North Carolina

LOCAL MARKET



Map Key	Hotel	# of Rooms
1	Holiday Inn Greenville	170
2	Hilton Greenville	142
3	Holiday Inn Express Greenville	124
4	Courtyard Greenville	115
5	Quality Inn Greenville	110
6	Baymont Inn & Suites Greenville	103
7	Hampton Inn Greenville	100
8	Residence Inn Greenville	97
9	Candlewood Suites Greenville	95
10	Microtel Inn & Suites by Wyndham Greenville	90
11	Rodeway Inn & Suites Greenville	90
12	Wingate By Wyndham Greenville	87
13	Camelot Inn	72
14	Home Towne Suites Greenville	70
15	Best Western Plus Suites Greenville	70
16	Knights Inn Greenville	58
17	East Carolina Inn	53
18	Super 8 Greenville	50

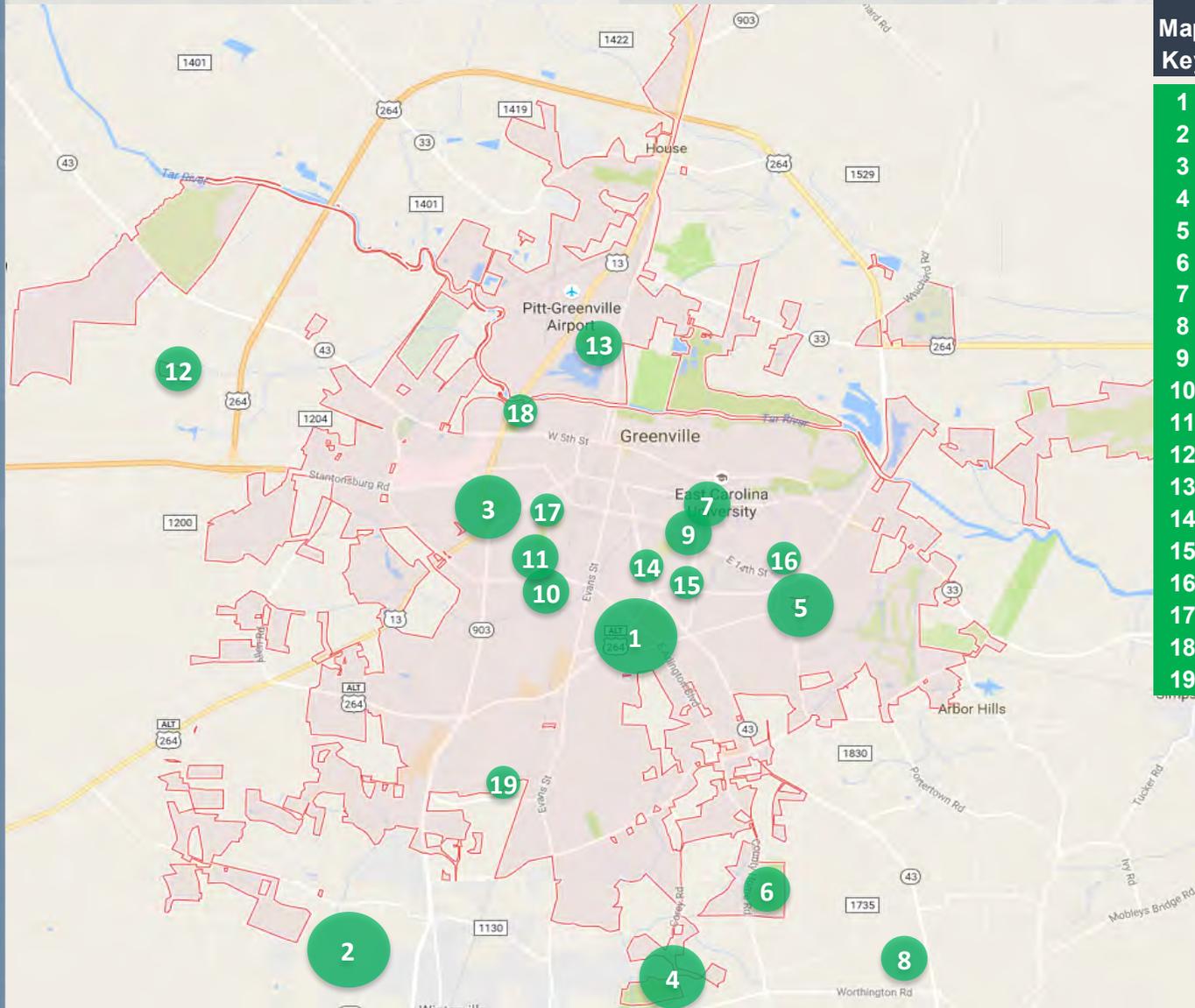
*only hotels with 50+ rooms represented

**Total Hotel Rooms in Pitt County =
Approximately 1,800**

Local Market Conditions

Triangle Field Complexes

Map Key Facility	# of triangle fields
1 CRW Blount Sports Complex	5
2 Sara A. Law Softball Complex (Pitt cty softball)	4
3 Guy Smith Park	3
4 H. Boyd Lee Park	3
5 Perkins Athletic Complex	3
6 Alice Keene Park	2
7 CM Epps Middle School	2
8 D.H. Conley High School	2
9 Elm Street Park	2
10 Evans Park	2
11 J.H. Rose High School	2
12 The Oakwood School	2
13 West Meadowbrook Park	2
14 Clark-LeClaire Stadium	1
15 ECU Softball Stadium	1
16 Jaycee Park	1
17 South Greenville Park & Recreation Center	1
18 Thomas Foreman Park/Eppes Recreation Center	1
19 Westhaven Park	1



LOCAL MARKET

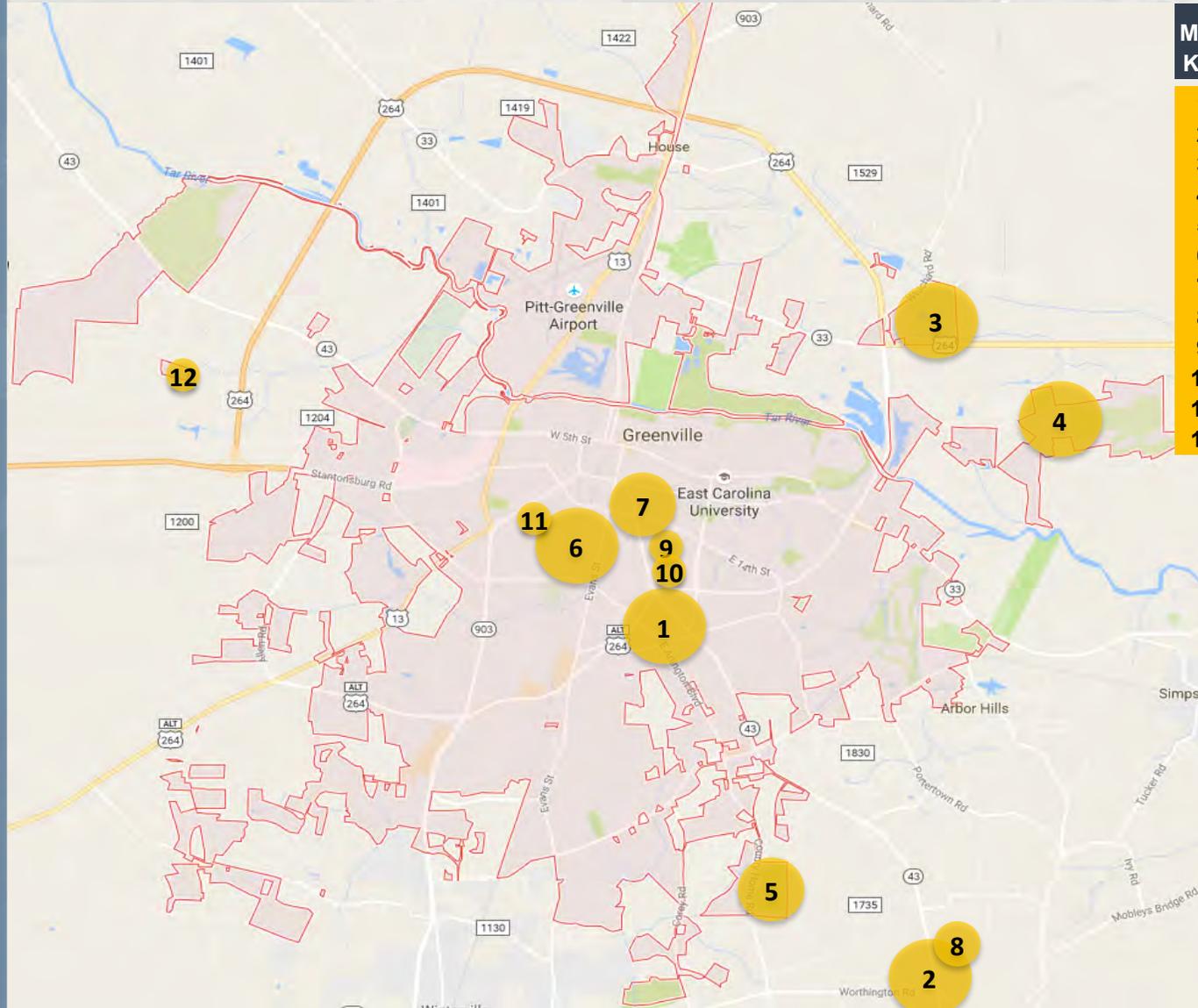
Feasibility Study for a Potential New Sports Complex in Greenville, North Carolina

Local Market Conditions

Rectangle Field Complexes

Feasibility Study for a Potential New Sports Complex in Greenville, North Carolina

LOCAL MARKET



Map Key Facility	# of rectangle fields
1 CRW Blount Sports Complex	10
2 Pitt-Greenville Soccer Complex	10
3 North Recreational Complex	8
4 Bradford Creek Soccer Complex	5
5 Alice Keene Park	4
6 J.H. Rose High School	4
7 Cliff Moore Practice Facility	3
8 D.H. Conley High School	2
9 Dowdy-Ficklen Stadium	1
10 Johnson Stadium	1
11 South Greenville Park & Recreation Center	1
12 The Oakwood School	1

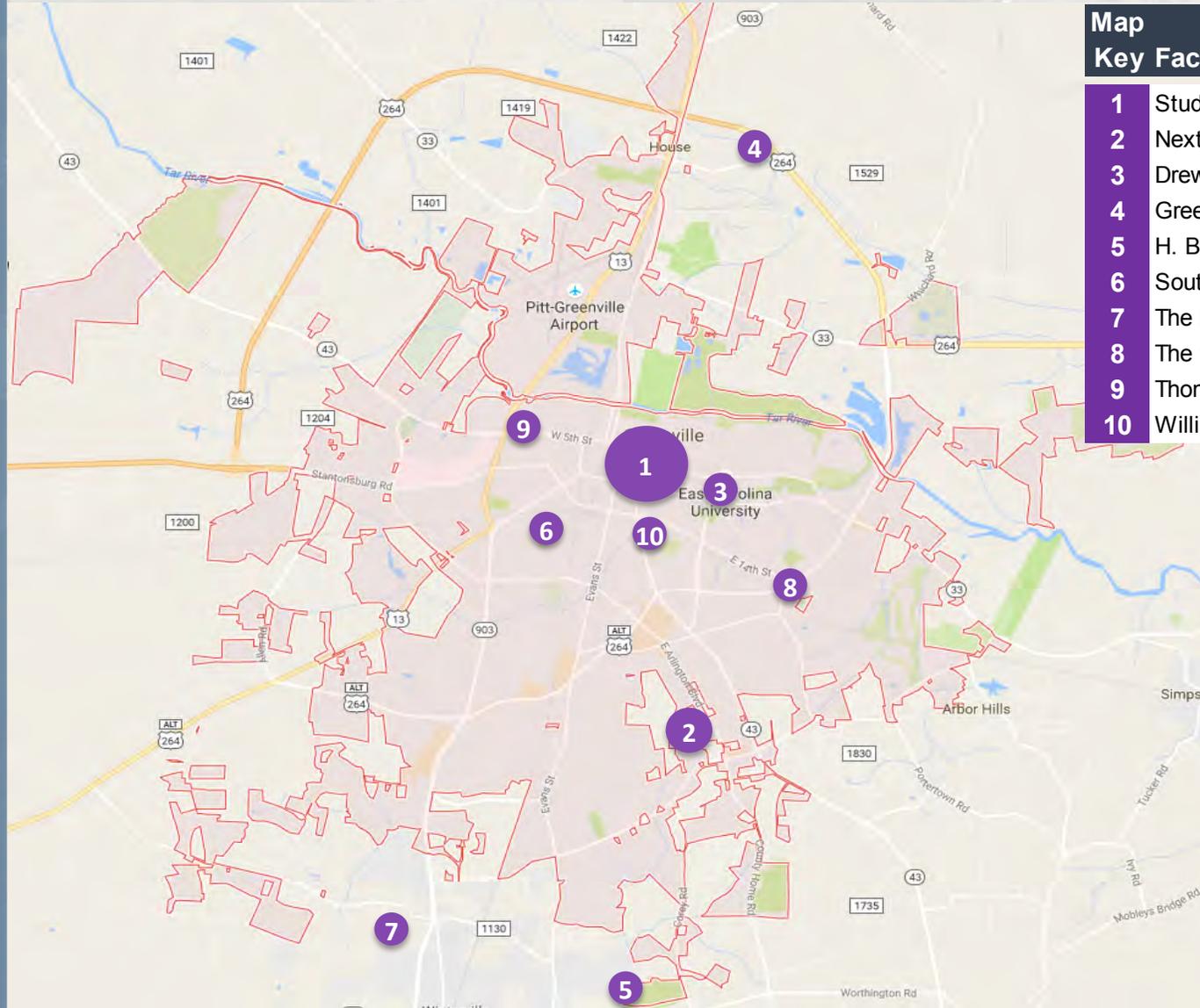
Source: facility floor plans, management, and industry publications, 2016

Local Market Conditions

Indoor Court Facility Complexes

Feasibility Study for a Potential New Sports Complex in Greenville, North Carolina

LOCAL MARKET



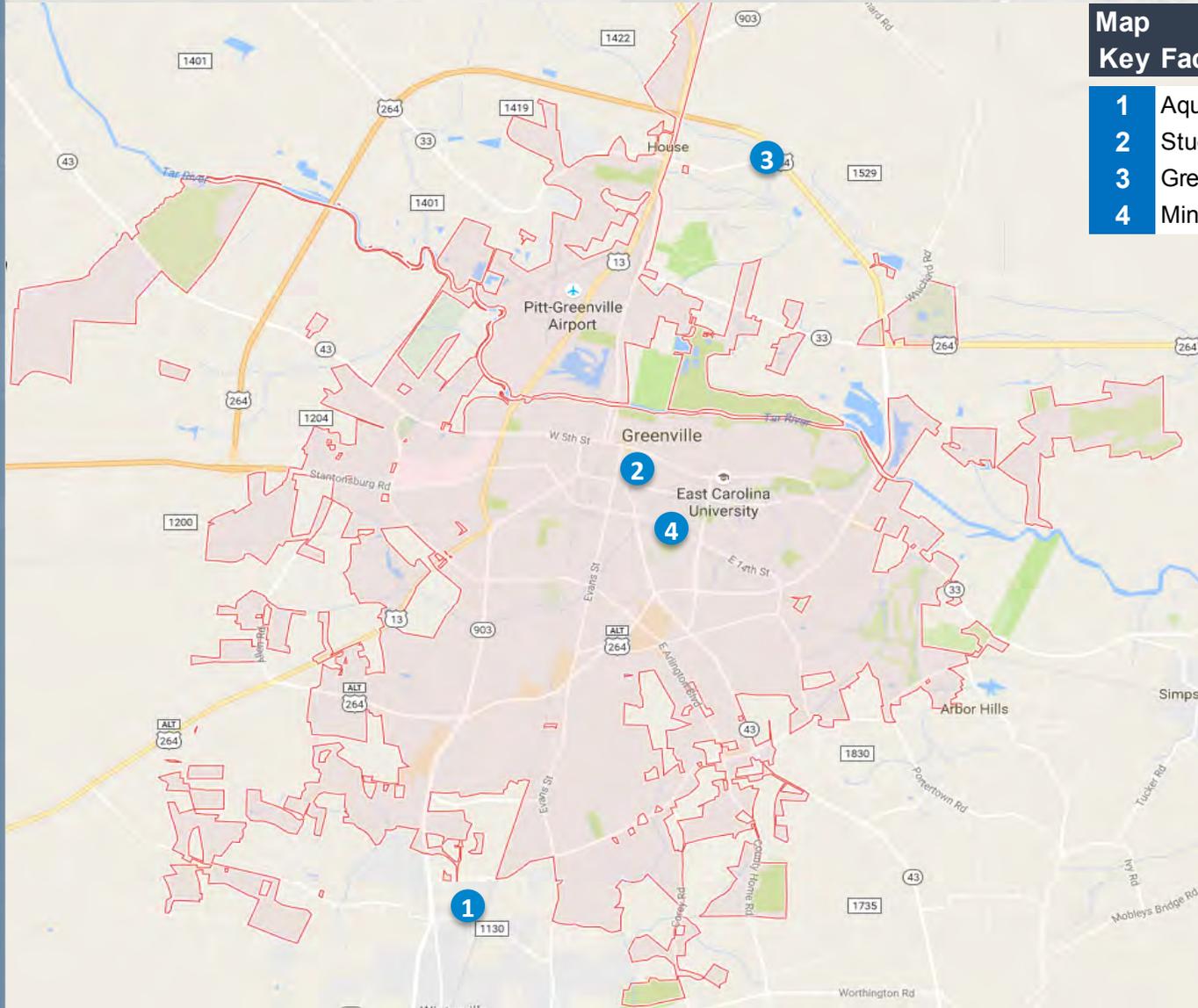
Map Key Facility	Indoor Courts
1 Student Rec Center	6
2 Next Level Training Center	2
3 Drew Steele Center	1
4 Greenville Aquatics and Fitness	1
5 H. Boyd Lee Park	1
6 South Greenville Park & Recreation Center	1
7 The Premier Sports Academy	1
8 The Sports Connection	1
9 Thomas Foreman Park/Eppes Recreation Center	1
10 Williams Arena	1

Local Market Conditions

Natatorium Complexes

Feasibility Study for a Potential New Sports Complex in Greenville, North Carolina

LOCAL MARKET



Map Key Facility	Pool
1 Aquaventure	1
2 Student Rec Center	1
3 Greenville Aquatics and Fitness	1
4 Minges Natatorium	1

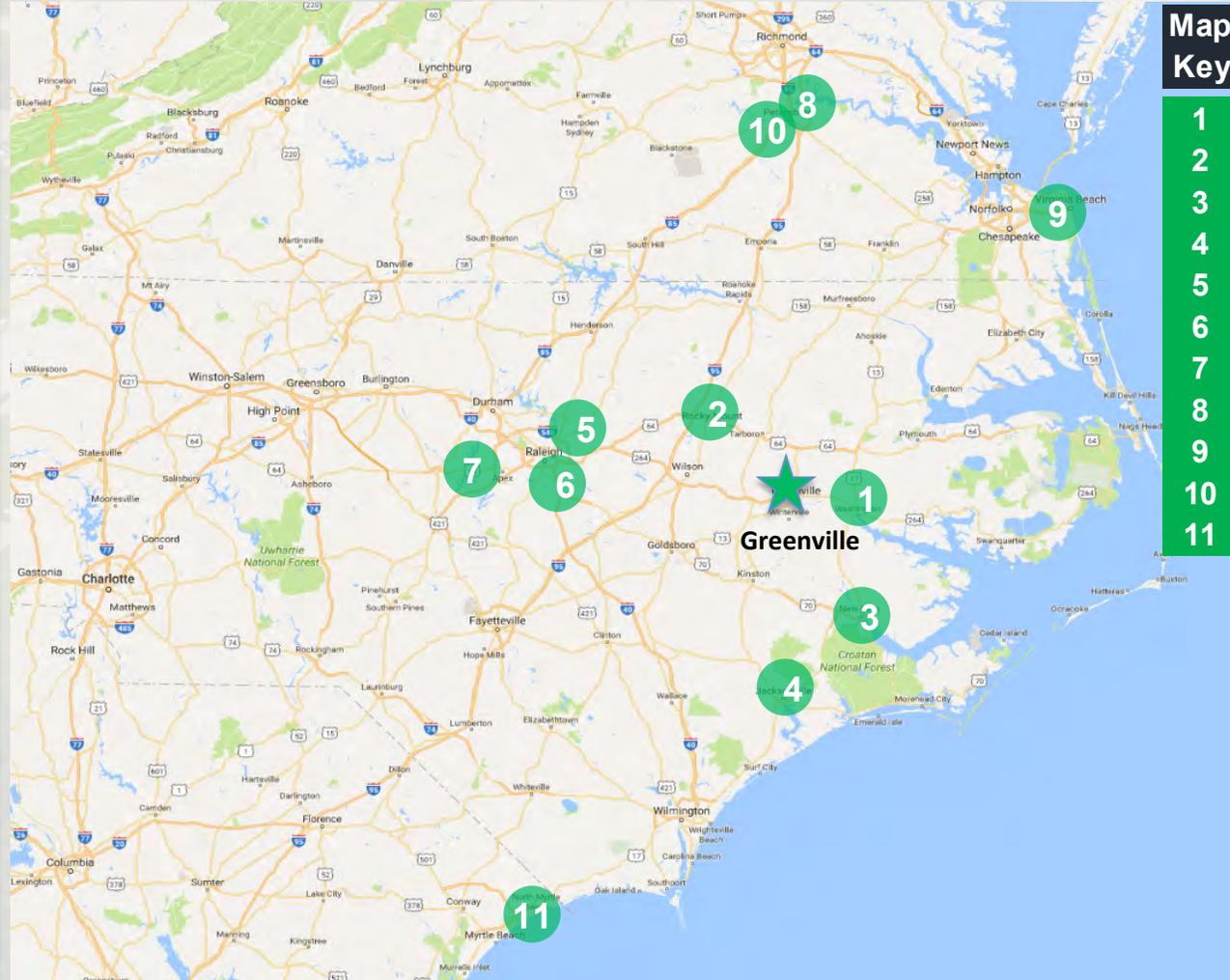
*Indoor aquatics only

Competitive Market Facilities

Triangle Field Facilities

COMPETITIVE FACILITIES

Feasibility Study for a Potential New Sports Complex in Greenville, North Carolina



Map Key	Facility	# of Triangles
1	Susiegray McConnell Sports Complex	6
2	Rocky Mount Sports Complex	11
3	Creekside Park	8
4	Jacksonville Commons Recreation Complex	8
5	The Factory	6
6	Walnut Creek Softball Complex	9
7	Thomas Brooks Park	8
8	Petersburg Sports Complex	4
9	Princess Anne Athletic Complex	8
10	Dinwiddie Sports Complex	4
11	North Myrtle Beach Sports Complex	8

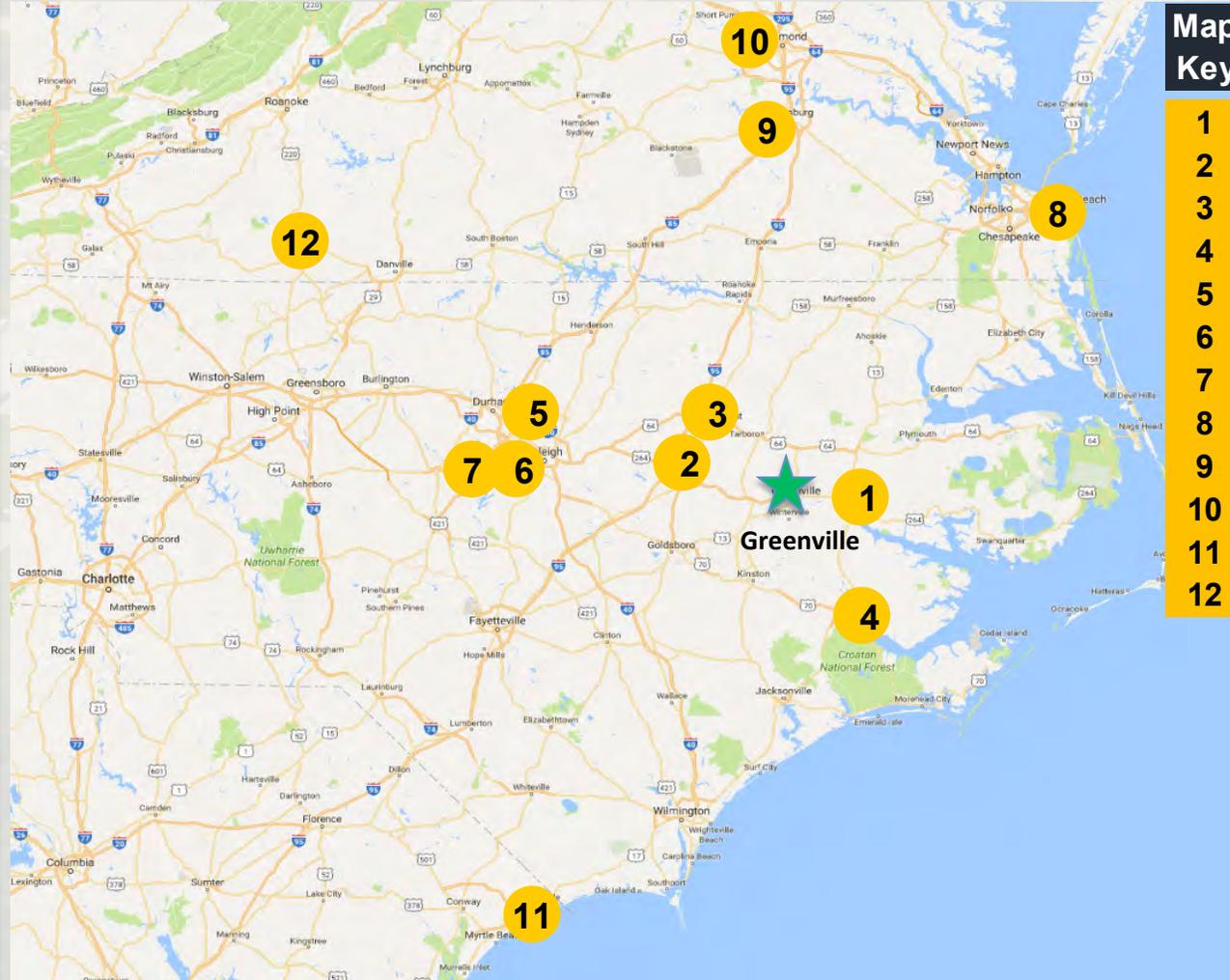
Note: Facilities sorted by distance from Greenville.

Competitive Market Facilities

Rectangle Field Complexes

Feasibility Study for a Potential New Sports Complex in Greenville, North Carolina

COMPETITIVE FACILITIES



Map Key	Facility	# of Rectangles
1	Susiegray McConnell Sports Complex	6
2	J. Burt Athletic Complex	8
3	Rocky Mount Sports Complex	8
4	Creekside Park	4
5	WRAL Soccer Park	22
6	WakeMed Soccer Park	8
7	Thomas Brooks Park	2
8	Princess Anne Athletic Complex	7
9	Dinwiddie Sports Complex	2
10	River City Sportsplex	12
11	North Myrtle Beach Sports Complex	6
12	Smith River Sports Complex	5

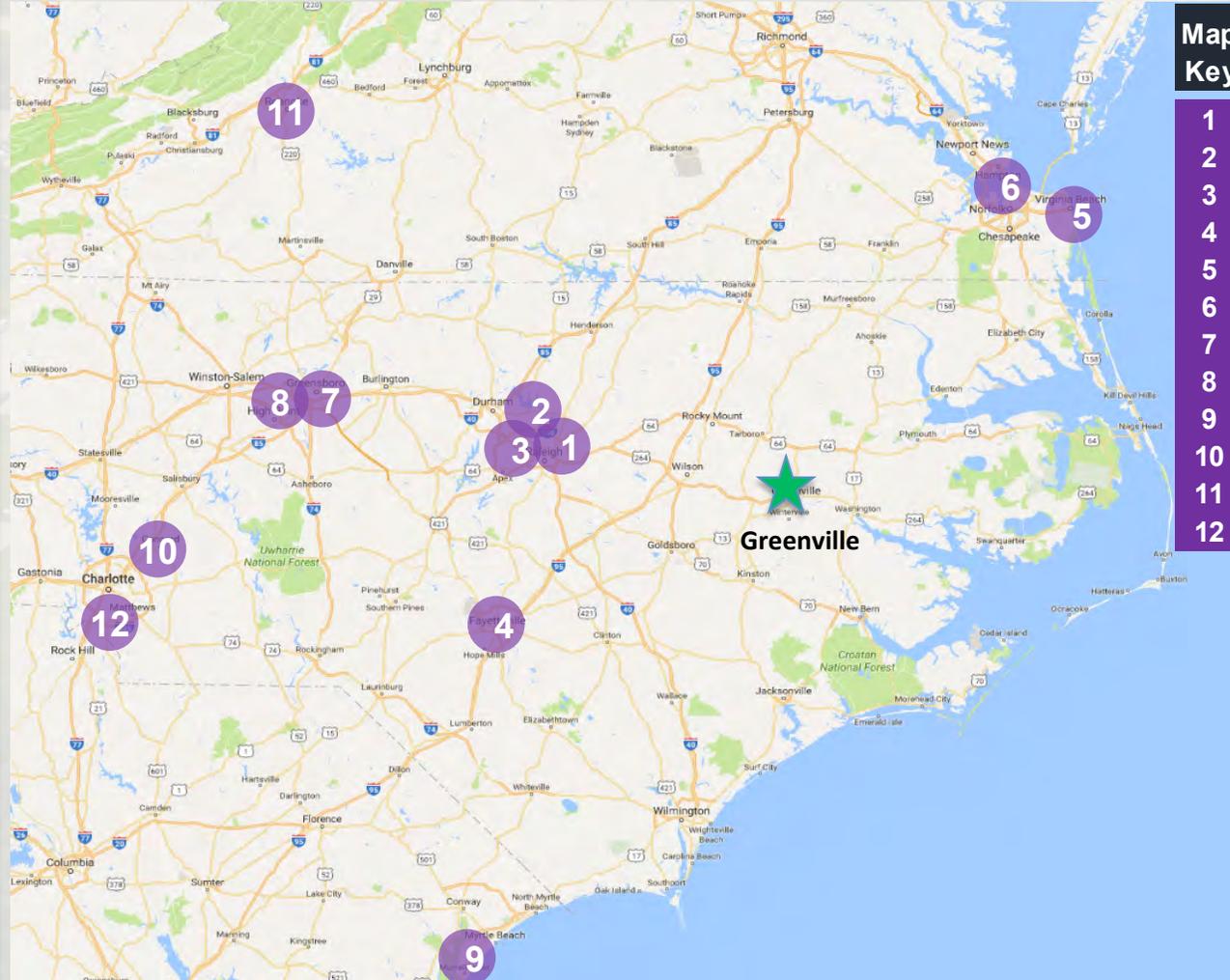
Note: Facilities sorted by distance from Greenville.

Competitive Market Facilities

Indoor Court Facilities

COMPETITIVE FACILITIES

Feasibility Study for a Potential New Sports Complex in Greenville, North Carolina



Map Key	Facility	# of courts BB/VB
1	Carmichael Gymnasium	11/22
2	Triangle Volleyball Club	0/7
3	North Carolina Volleyball Academy	0/5
4	Freedom Courts Sportsplex	4/10
5	Virginia Beach Fieldhouse	4/8
6	Boo Williams Sportsplex	8/16
7	Greensboro Sportsplex	8/16
8	Proehlfic Park	3/16
9	Myrtle Beach Sports Center	8/16
10	Carolina Courts	4/8
11	Spectrum Sports Academy	6/10
12	Carolina Courts	4/8

Note: Facilities sorted by distance from Greenville.

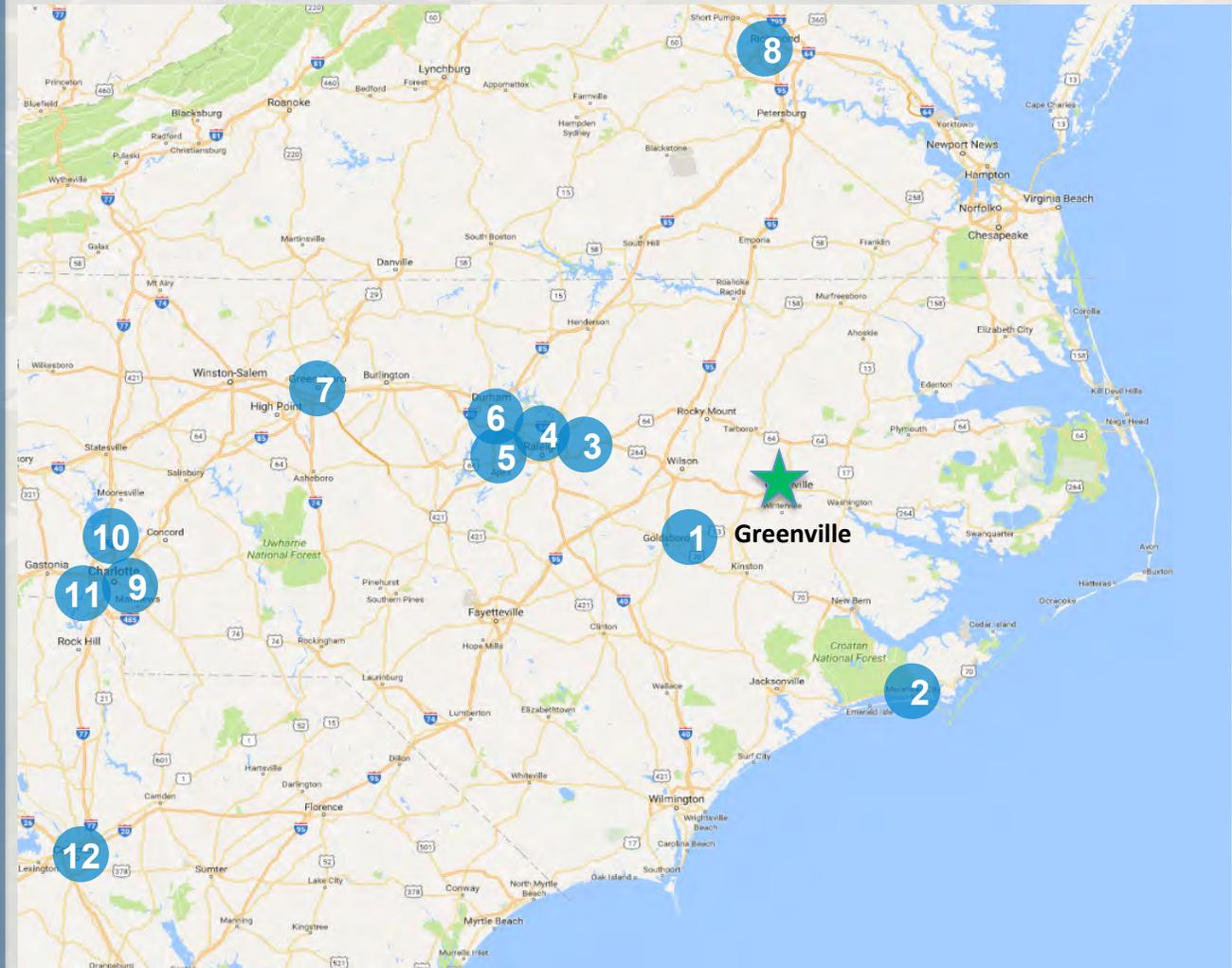
Competitive Market Facilities

Natatorium Facilities

Map Key Facility

- 1 Goldsboro YMCA
- 2 Sports Center - Morehead (1)
- 3 Optimist Pool
- 4 Pullen Aquatic Center
- 5 Triangle Aquatic Center
- 6 Koury Natatorium
- 7 Greensboro Aquatic Complex
- 8 Collegiate School Aquatics Center
- 9 Charlotte Latin - MAC Pool
- 10 Huntersville Family & Fitness Aquatics
- 11 Mecklenburg County Aquatic Center
- 12 Carolina Natatorium

Note: Facilities sorted by distance from Greenville.
(1) Sport Center is an outdoor pool



COMPETITIVE FACILITIES

Feasibility Study for a Potential New Sports Complex in Greenville, North Carolina



Market Surveys

1. **Local Outreach (in-person)**

In-person interviews of more than 40 local individuals, representatives of sports organizations/clubs, government and academic institution officials, and local sports, tourism and business leaders.

2. **Local Outreach (telephone)**

Follow-up telephone interviews with local individuals/groups.

3. **Local Outreach (web-based)**

Conducted an online community survey to assess local opinions/interest/use potential. Over 500 completed surveys.

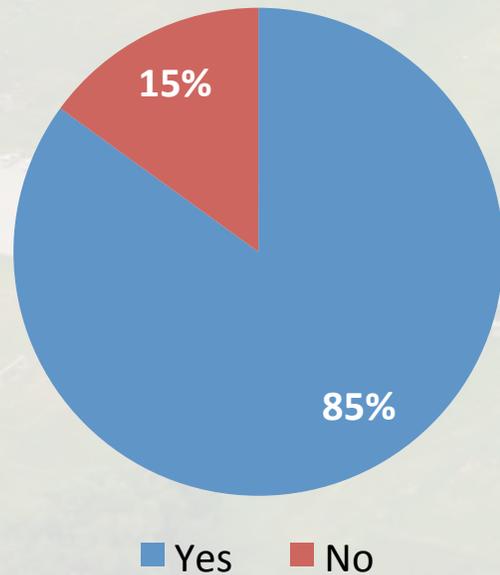
4. **Local/Non-Local User Groups (telephone)**

Completed telephone interviews with nearly 30 representatives of organizations/associations that run leagues and/or produce tournaments, meets and other competitions throughout the region.

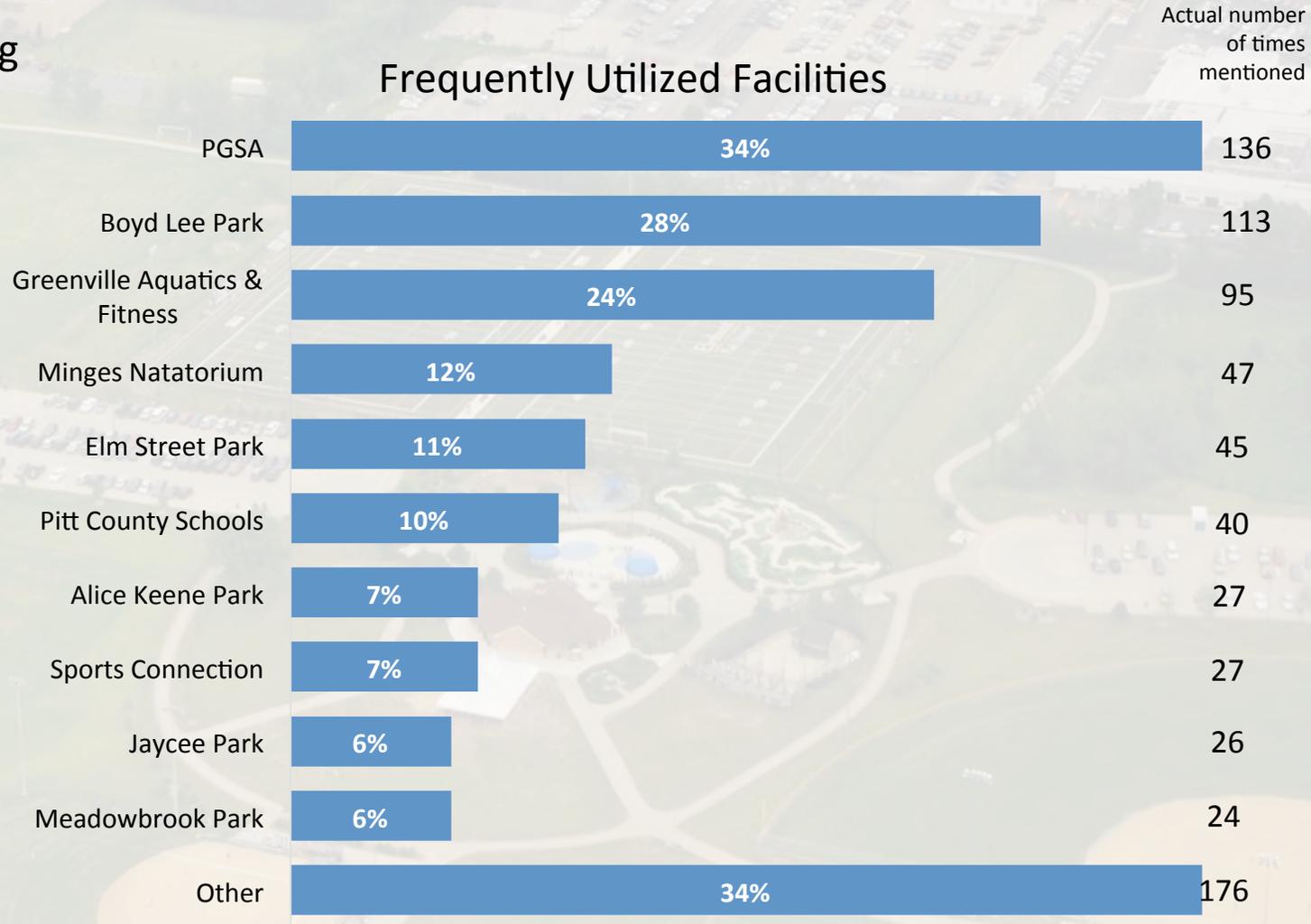
Community Survey Analysis

Frequently Used Facilities in Pitt County

Respondents Currently Using Facilities in Pitt County



Frequently Utilized Facilities



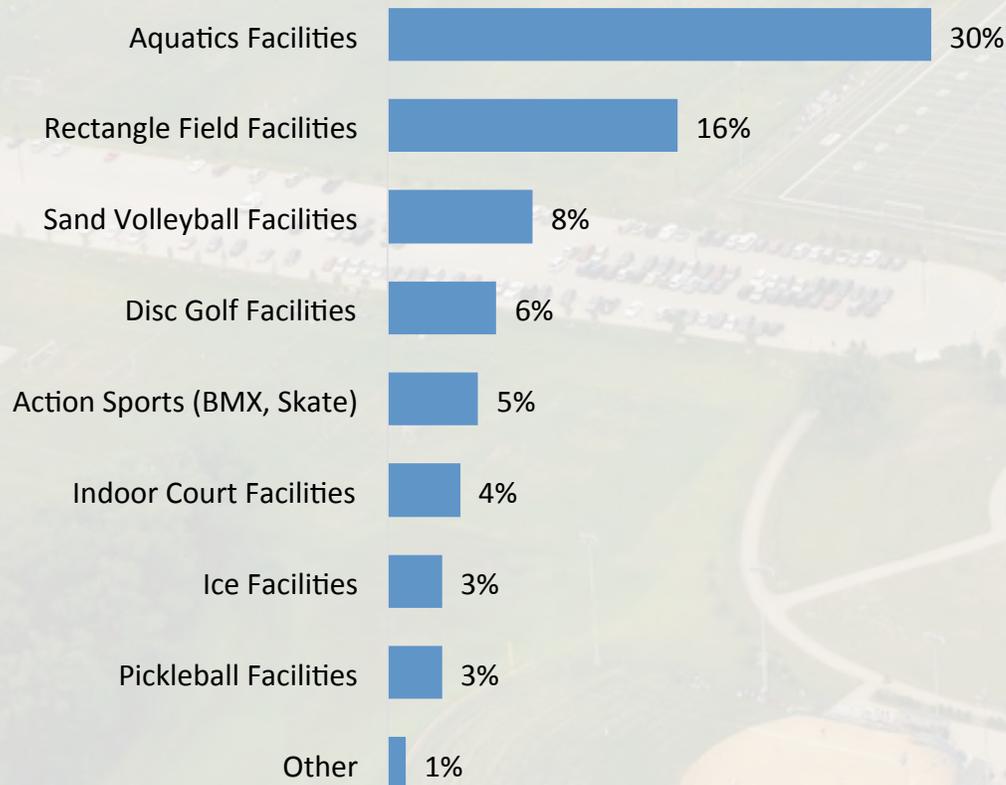
Note: Results shown representative of 514 survey respondents.
Source: CSL Community Survey, 2016

Note: Other section includes: Aquaventure, ECU North Rec, ECU Blount Complex, Drew Steele Center, Perkins Complex, Sara Law Softball Complex, Rose's Gymnastics.

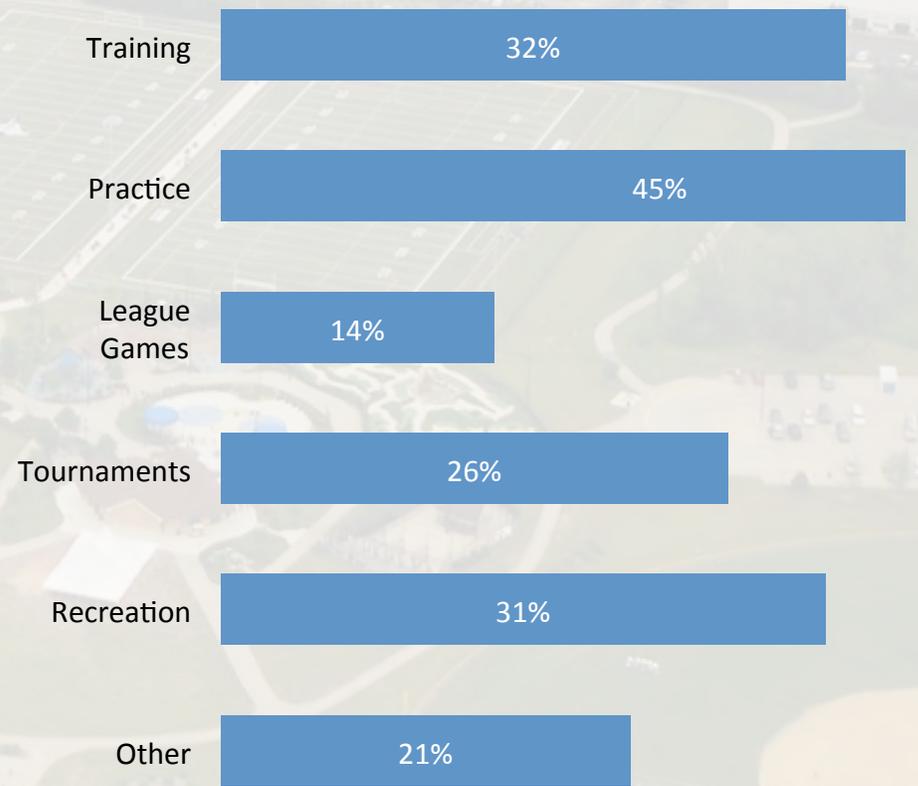
Community Survey Analysis

Frequency of Participation in Sports *Outside* of Greenville

Types of Facilities Utilized Outside of Greenville



Purpose for Outside Facility Use

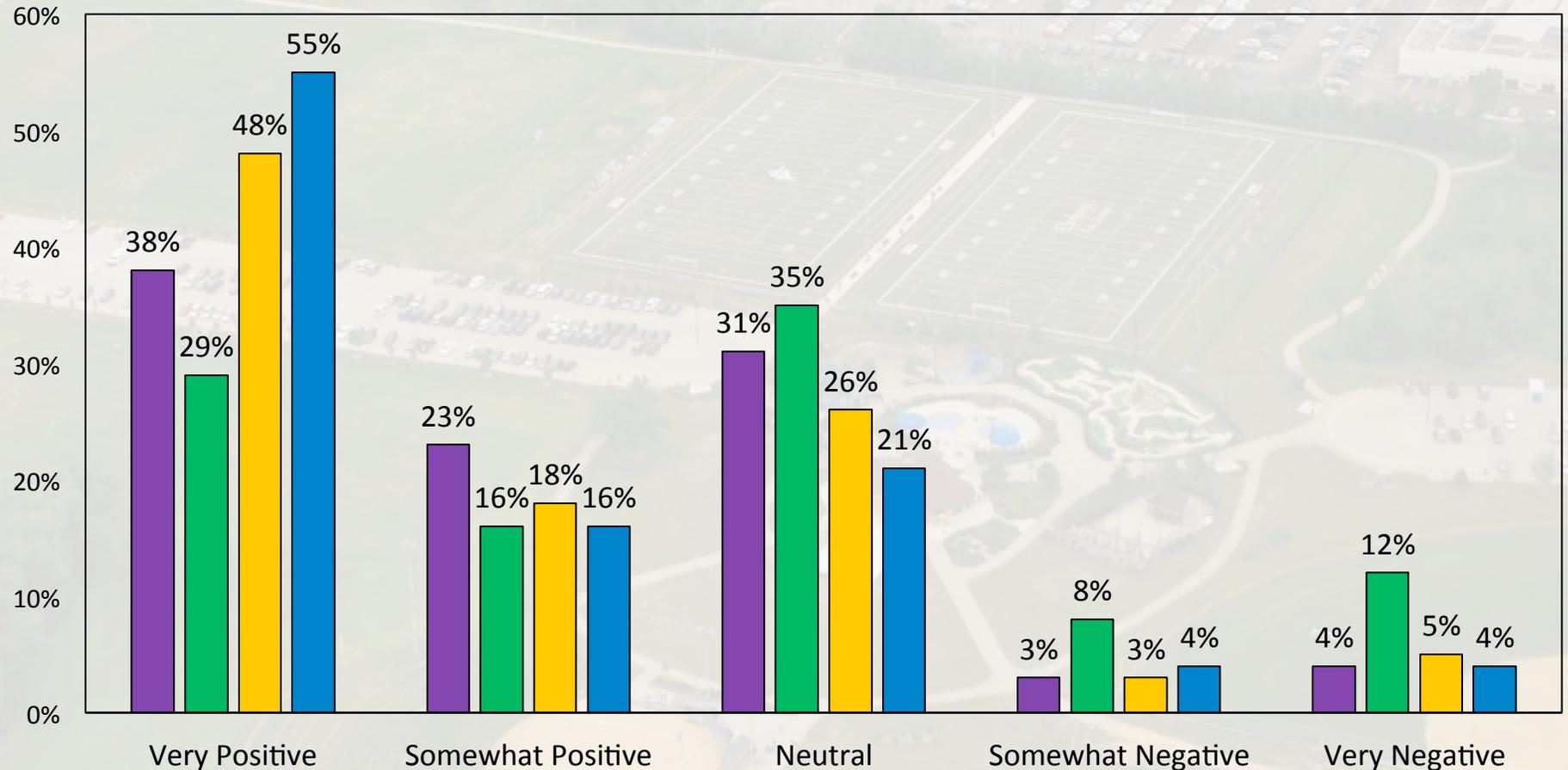


Note: Results shown representative of 514 survey respondents.
Source: CSL Community Survey, 2016

Community Survey Analysis

Interest in New Sports Facilities in Greenville/Pitt County

■ Gym ■ Triangle Fields ■ Rectangle Fields ■ Aquatics



Note: Results shown representative of 514 survey respondents. 197 respondents answered this question.
Source: CSL Community Survey, 2016

Market Demand Analysis

Organizations Contacted

3d Lacrosse - Great State Showdown NC
American Legion Baseball - North Carolina

Aquaventure

Babe Ruth Tournaments

Capital Area Soccer League

Carolina Region Volleyball

East Carolina Aquatics

East Carolina Youth Lacrosse League

ECU Athletics Department

ECU Club Sports

Greenville Babe Ruth / Rose High School

Greenville Disc Golf

Greenville Little Leagues

Greenville Rec & Parks Department

J.H. Rose High School Swimming & Diving

MAYB - Mid America Youth Basketball

National Softball Association - North Carolina

National Travel Basketball Association

NC USA Gymnastics

NC High School Athletic Association - Swimming and Diving

NC High School Athletic Association - Cheerleading

NC High School Athletic Association - Volleyball

NC High School Athletic Association - Womens Basketball

North Carolina AAU Gymnastics

North Carolina AAU Soccer

North Carolina AAU Volleyball

North Carolina AAU Wrestling

North Carolina Adult Soccer Association

North Carolina Amateur Softball Association Fastpitch

North Carolina Swimming

North Carolina USSSA Fastpitch Softball

Pitt County Youth Lacrosse

Pitt Greenville Soccer Association

Super Series Baseball of America

Top Gun Sports

Tournament of State Champions

USA Diving

USSA Baseball

USSSA Basketball - North Carolina

Whitfield Baseball Association

MARKET DEMAND

Market Demand Conclusions

- **Swimming**
 - Strong local and non-local demand
 - Low competition
 - Partner opportunity with ECU
 - Significant opportunity to host local, regional, collegiate and other meets
- **Indoor court sports and recreation**
 - Moderate local and non-local demand
 - Nearest indoor court facility is in Raleigh
 - Could alleviate pressure on area school gyms with a centralized facility to accommodate community demand and nonlocal tournaments
- **Baseball and softball**
 - Moderate local and nonlocal demand
 - Greenville regionally recognized as a baseball/softball community
 - Established competition in state and region
- **Other sports and recreation**

Estimated Economic Impacts

Stabilized Year of Operations, in 2017\$

	Scenario 1 Aquatic Center	Scenario 2 Indoor Court Facility	Scenario 3 Triangle Field Complex
Total Attendee Days	199,140	160,040	175,875
Total Non-Local Visitor Days	104,695	91,078	36,750
Total Hotel Room Nights	15,631	13,264	7,425
Direct Spending			
Hotel	\$2,051,548	\$1,740,901	\$1,157,625
Restaurant/Meals	\$3,128,511	\$2,710,133	1,014,550
Entertainment/Leisure	\$592,456	\$511,690	220,500
Retail/Shopping	\$1,158,517	\$1,006,852	493,188
Other	<u>\$568,820</u>	<u>\$492,752</u>	<u>265,375</u>
Total	\$7,499,852	\$6,462,328	\$3,151,238
Indirect/Induced Spending	<u>\$4,658,763</u>	<u>\$4,013,078</u>	<u>\$1,953,767</u>
Total Economic Output	\$12,158,616	\$10,475,406	\$5,105,005
Personal Earnings	\$3,795,600	\$3,270,740	\$2,232,563
Employment (full & part-time jobs)	169	146	58

Estimated Costs

Stabilized Year of Operations, in 2017\$

	Scenario 1 Aquatic Center	Scenario 2 Indoor Court Facility	Scenario 3 Triangle Field Complex
Construction Costs			
Hard costs	\$19,200,000	\$20,800,000	\$10,400,000
Soft costs	5,760,000	6,240,000	3,120,000
Total Costs	\$24,960,000	\$27,040,000	\$13,520,000
Annual Financial Operations			
Operating Revenues	\$1,105,600	\$2,127,000	\$758,000
Operating Expenses	1,408,000	2,060,000	1,045,000
Net Operating Profit/(Loss)	(\$302,400)	\$67,000	(\$287,000)

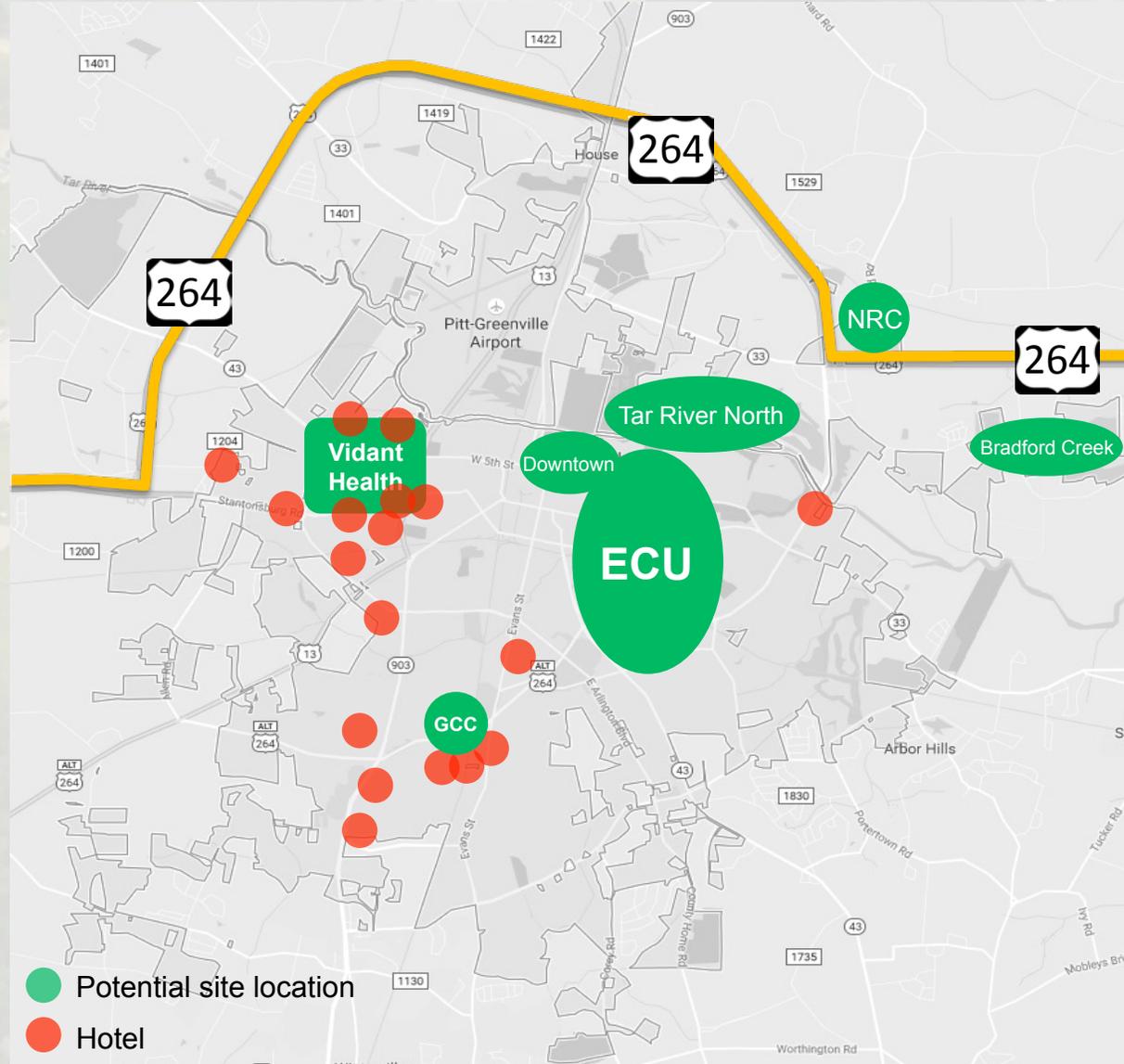
Preliminary Site/Location Areas

Site Size Requirements

- **Natatorium**
3.5-5.5 acres
- **Indoor Hardcourt Facility**
4.0-5.5 acres
- **Outdoor Triangle Fields**
50-60 acres

Potential Site Locations

- **Tar River North**
500+ acres
- **North Rec Complex**
60 acres
- **Bradford Creek Golf Course**
200 acres
- **ECU Campus**
limited
- **Imperial Site/Dwntn Greenville**
6 acres
- **Greenville Convention Center**
10 acres



Funding Options

Industry Typical Sources

- Public Sources
 - Sales taxes
 - Property taxes
 - TIF
 - Hotel/motel taxes
 - Restaurant/entertainment taxes
- Private Sources
 - Equity partner
 - Grants/donations
 - Naming rights/sponsorships
 - Vendor rights
 - Registration fee surcharge
 - Parking fee
 - Other sources

Greenville Opportunities

- GO Bonding
- Prepared Food Tax
 - Requires State Legislature approval
 - 1.0% tax could generate approximately \$4.0 to \$5.5 million annually
- Synthetic Tax Increment Financing (TIF)
- Hotel/motel tax
 - currently capped at 6.0 percent – Mecklenburg County only with higher tax
- Naming rights
 - \$50,000-\$175,000 annual potential
- Partnerships
 - Education (ECU)
 - Health (Vidant Health)

Item 14:

Ordinance to annex Langston West, Sections 8 & 9, involving 8.1831 acres located at the current terminus of Rounding Bend Road

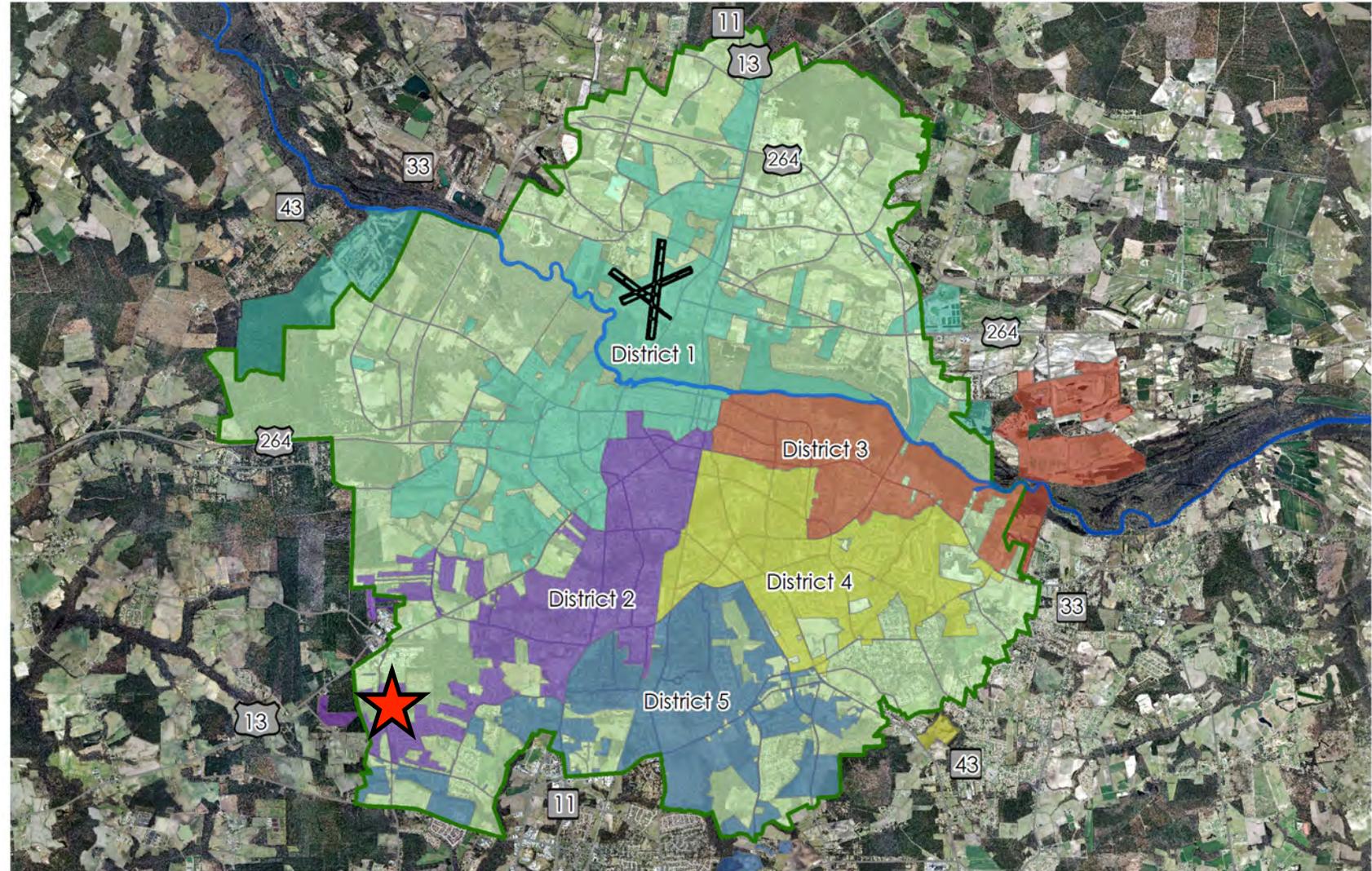
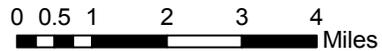
General Location Map

Legend

-  Greenville's ETJ
-  Tar River

City Council Voting District

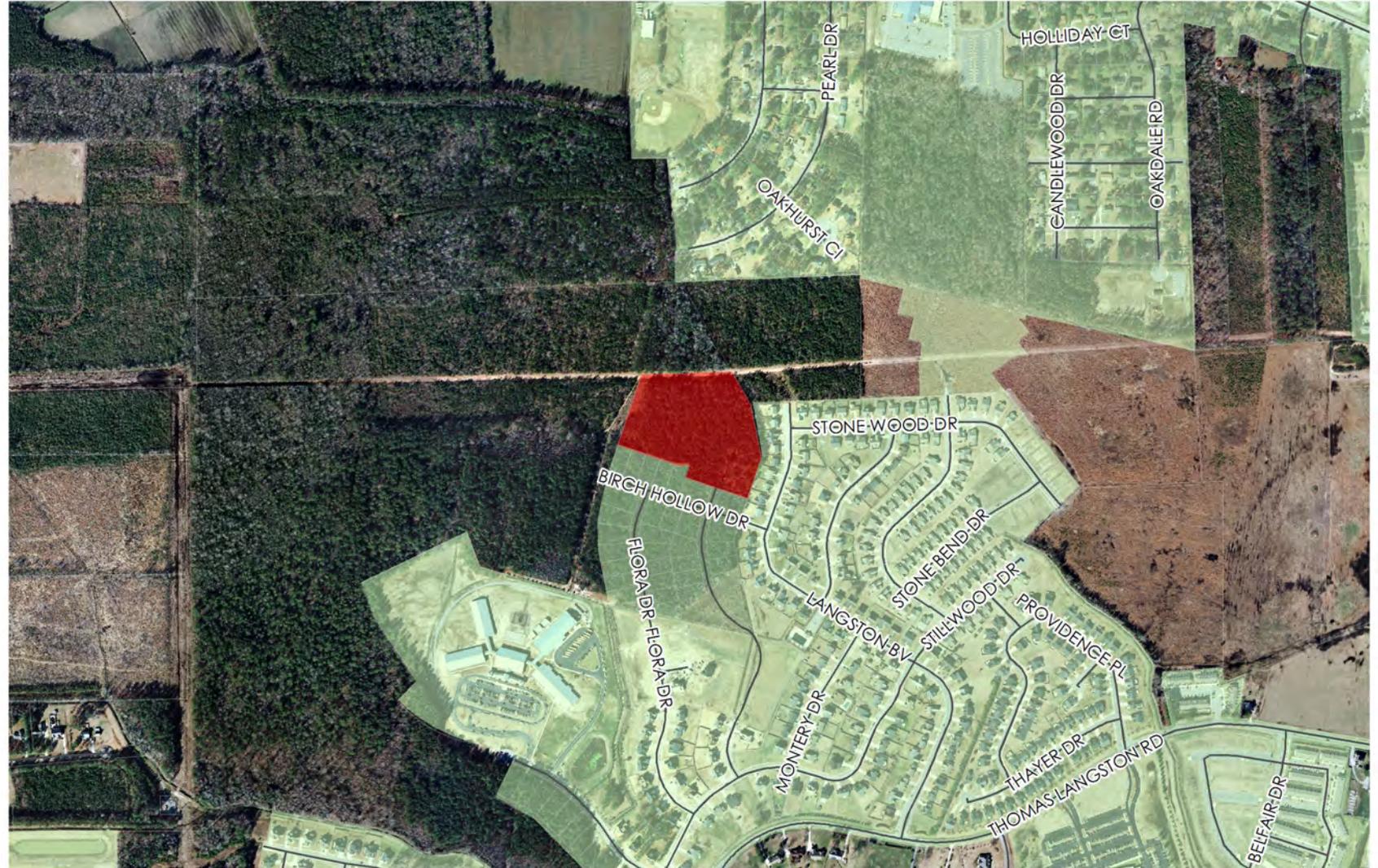
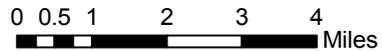
-  District 1
-  District 2
-  District 3
-  District 4
-  District 5



Langston West Sections 8 & 9

Legend

-  Land Parcels
-  Greenville City Limits
-  Greenville ETJ
-  Annexation



Item 15:

Ordinance to annex Park Place Subdivision involving 2.03 +/- acres located along the western right-of-way of West Arlington Blvd., and 475 +/- feet south of Stantonsburg Road

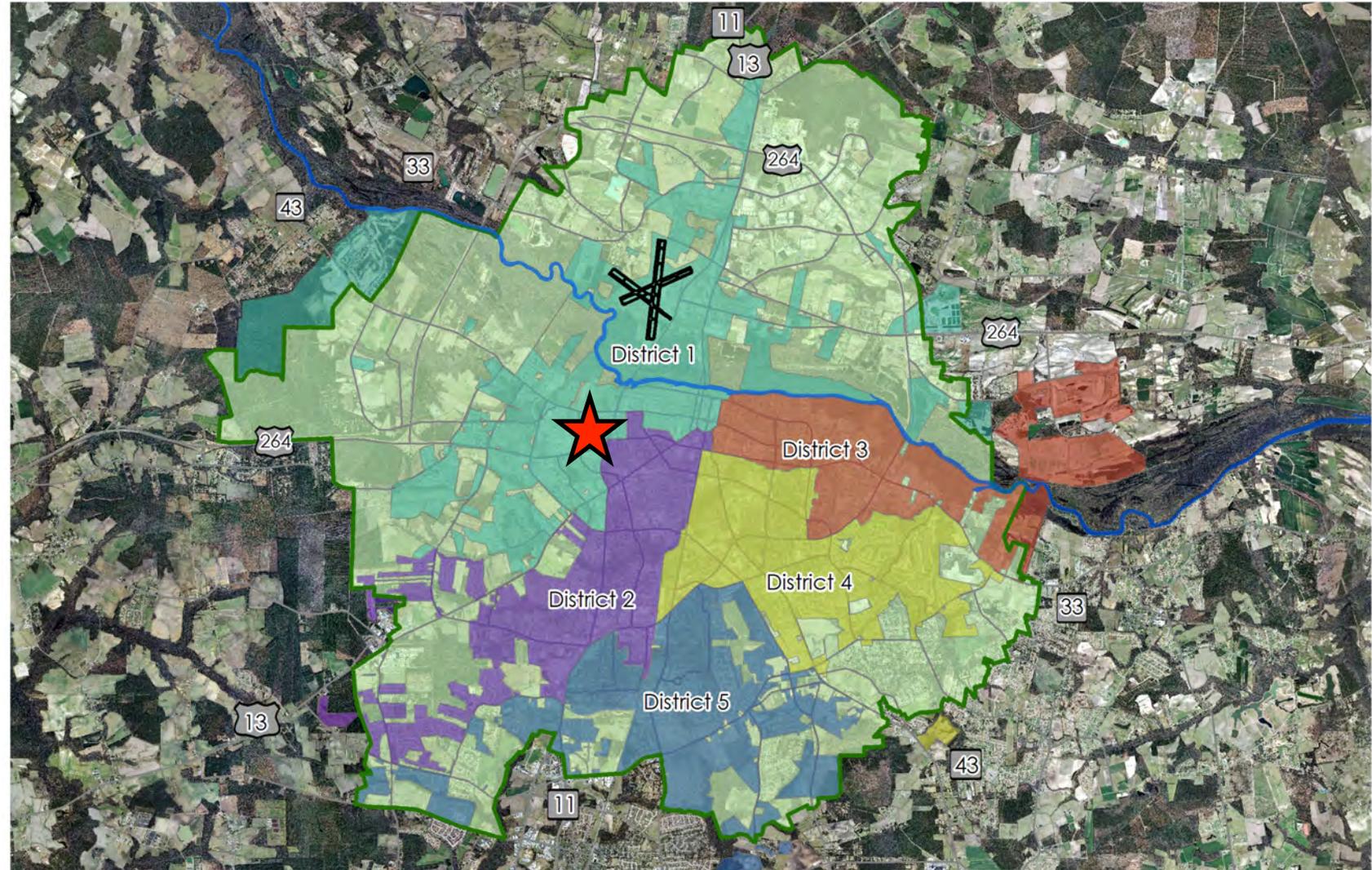
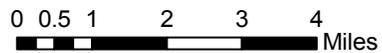
General Location Map

Legend

-  Greenville's ETJ
-  Tar River

City Council Voting District

-  District 1
-  District 2
-  District 3
-  District 4
-  District 5



Park Place Subdivision

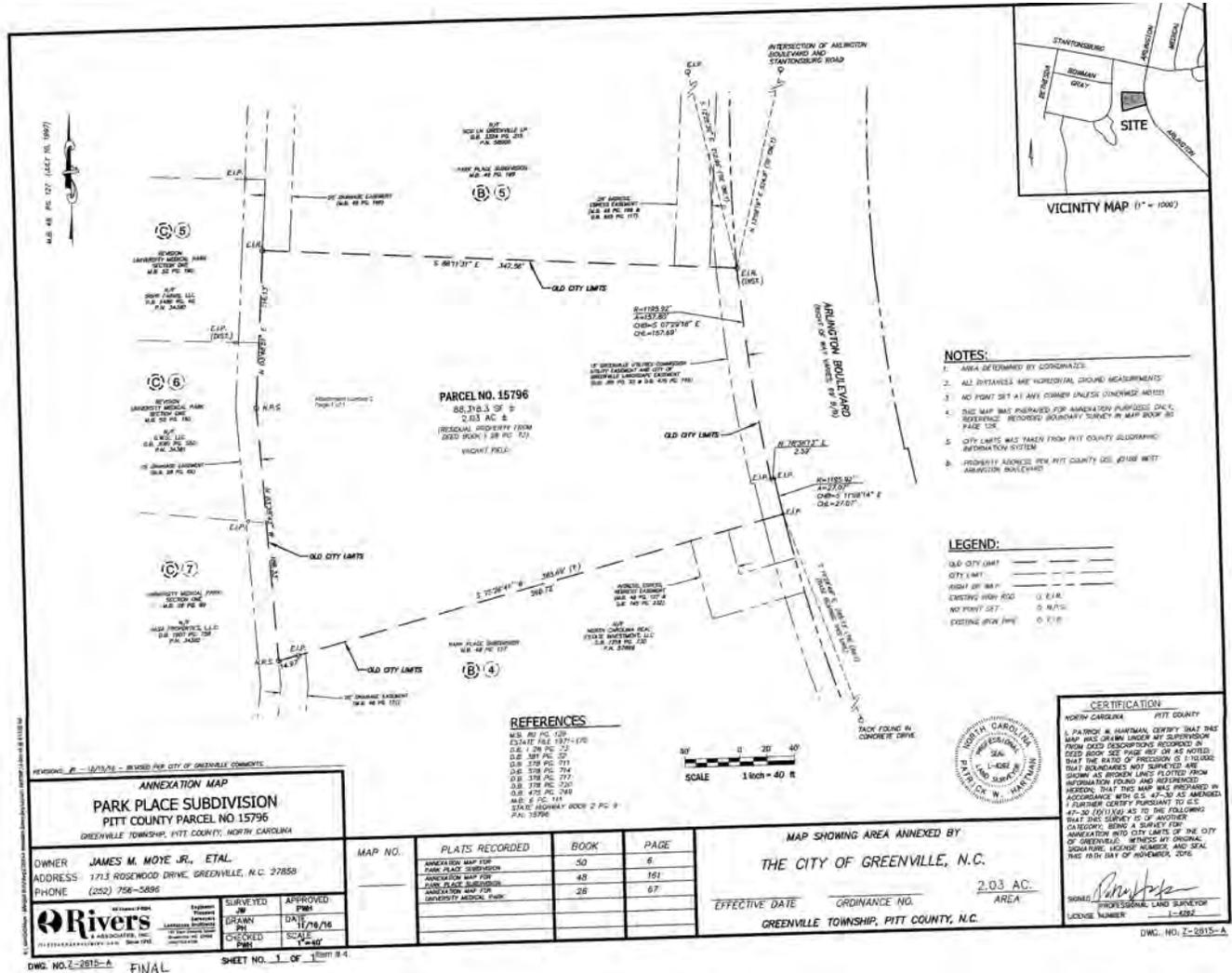
Legend

-  Land Parcels
-  Greenville City Limits
-  Greenville ETJ
-  Annexation

0 0.5 1 2 3 4 Miles



Park Place Subdivision 2.03 Acres



Item 16:

Ordinance requested by A. Scott Buck, ECU Associate Vice Chancellor for Administration & Business Finance Services, to rezone 0.25 acres (11,007 sq. ft.) located at the northeastern corner of the intersection of East 5th Street and South Summit Street from R6S (Residential-Single-family [Medium Density]) to OR (Office-Residential [High Density Multi-family])

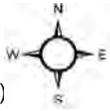
General Location Map

Legend

 Greenville's ETJ

 Tar River

 Pitt-Greenville Airport (PGV)



City Council Voting District

 District 1

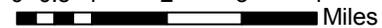
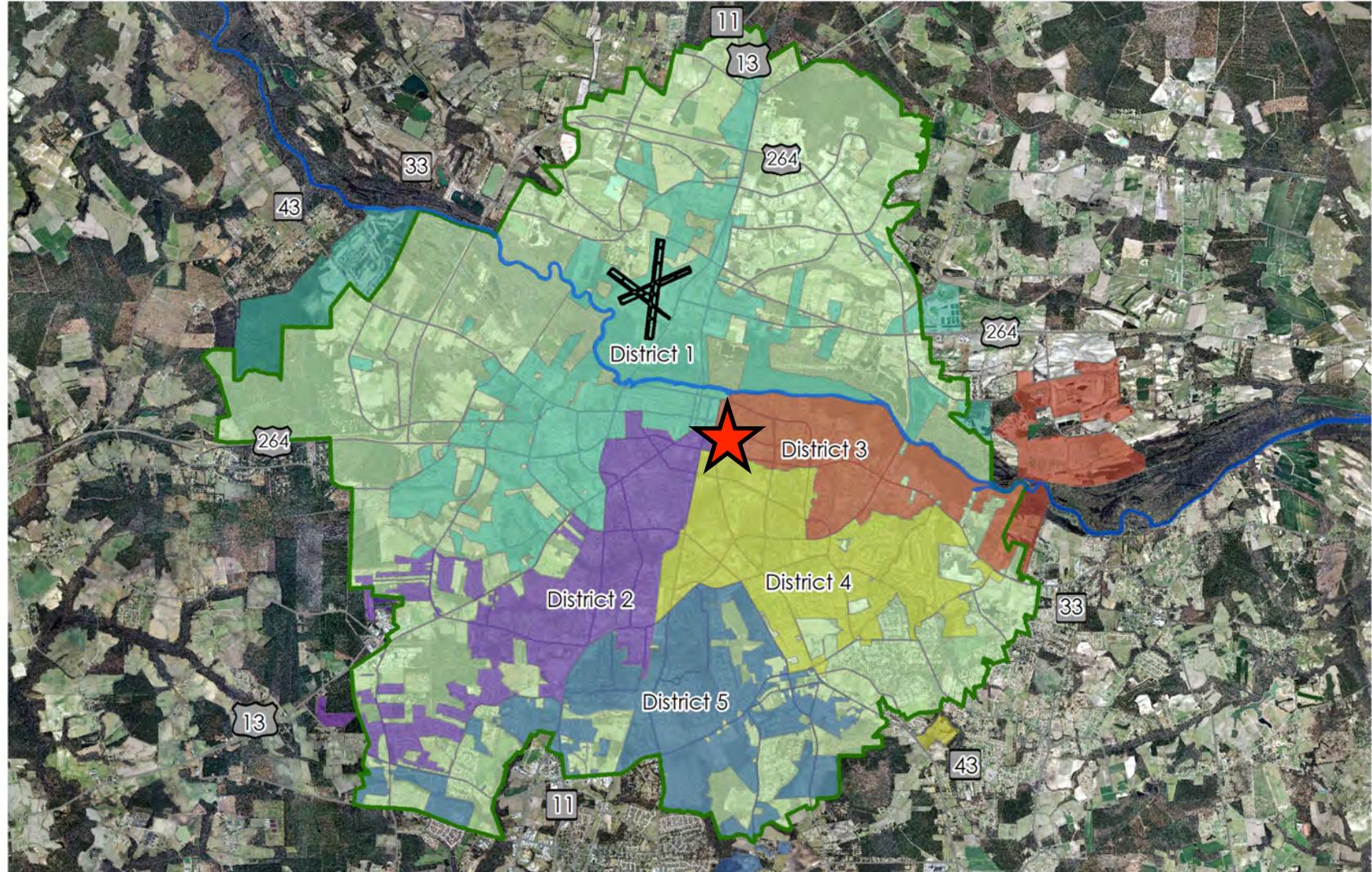
 District 2

 District 3

 District 4

 District 5

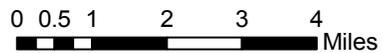
0 0.5 1 2 3 4 Miles

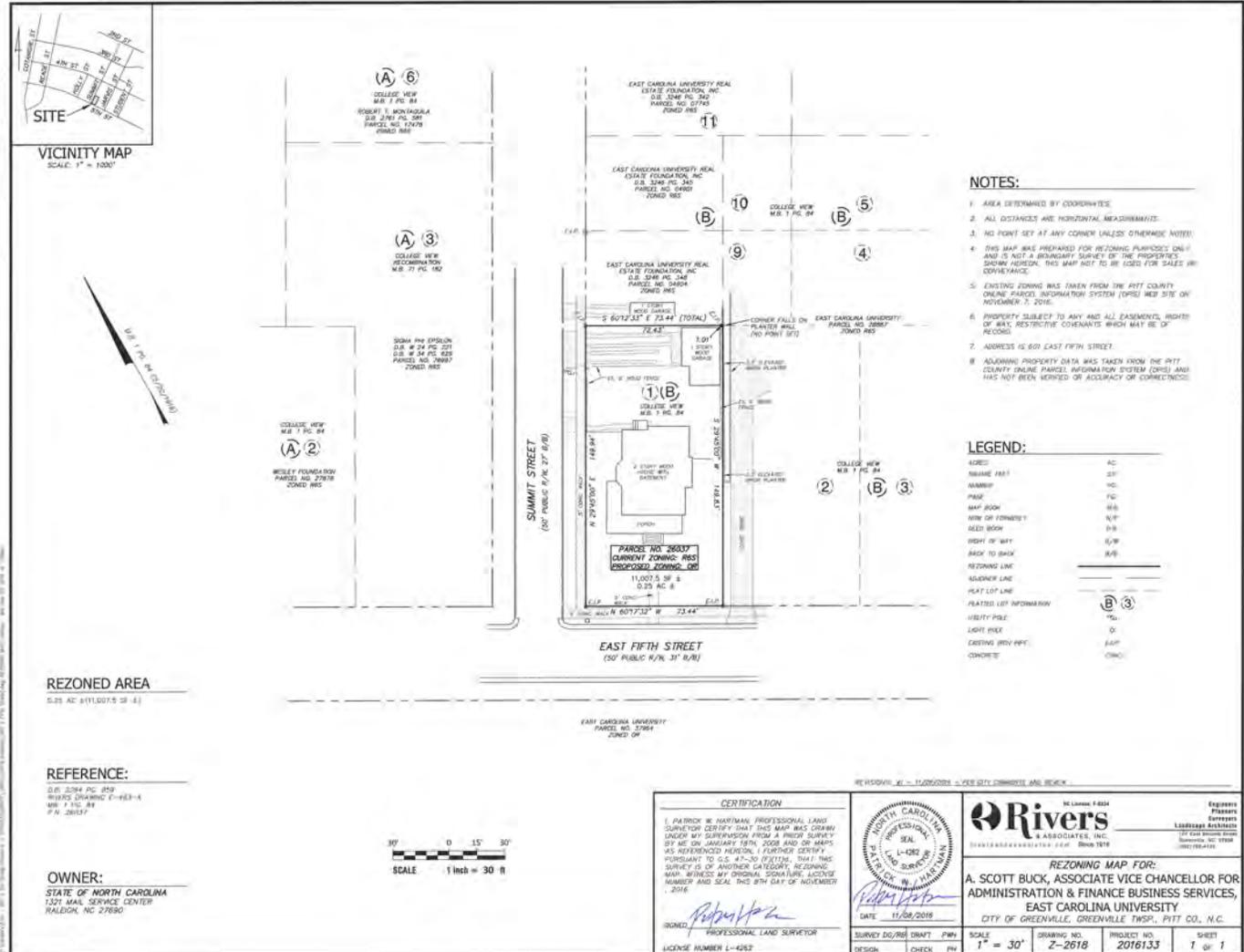
Aerial Map (2012)

Legend

-  Land Parcels
-  Rezonings



Rezoning Map For A. Scott Buck 0.25 acres



East 5th Street

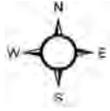


College View

Historic District Map

Legend

-  Land Parcels
-  Rezoning



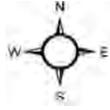
0 0.5 1 2 3 4 Miles



Existing Land Use

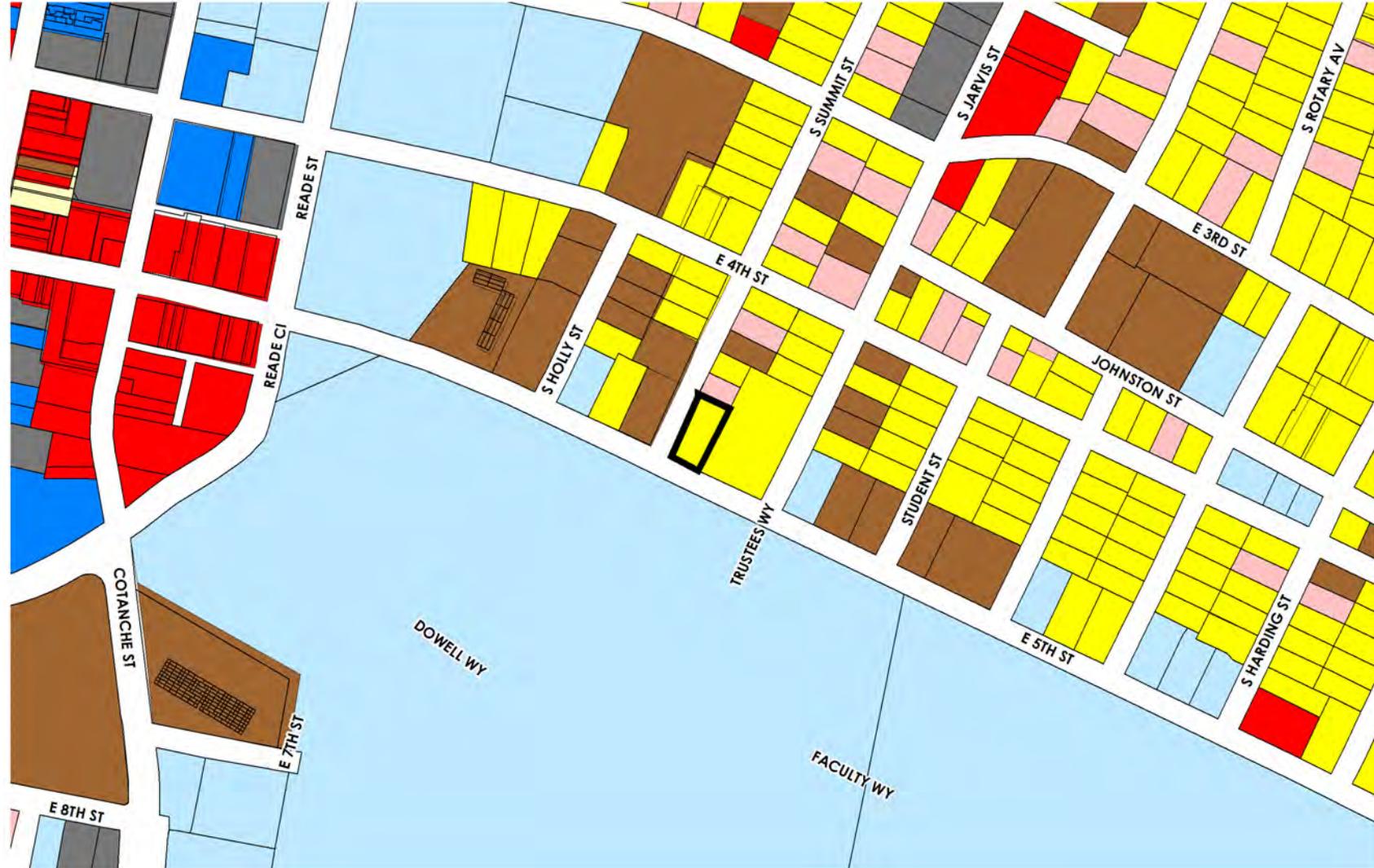
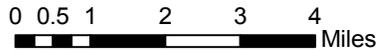
Legend

-  Land Parcels
-  Greenville ETJ
-  Rezoning
-  Train Tracks



EXISTING LANDUSE

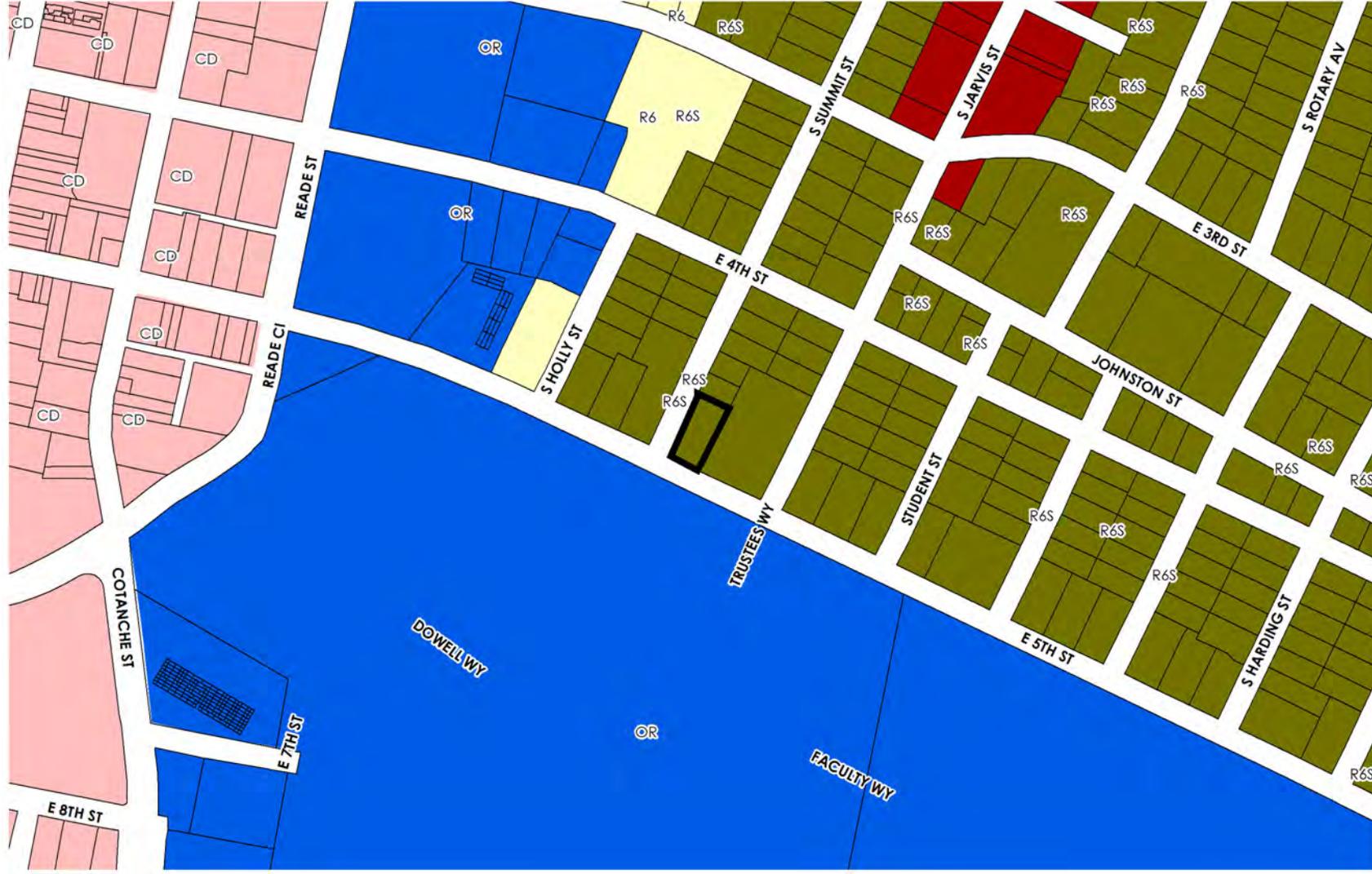
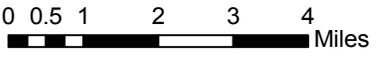
-  Cemetery
-  Commercial
-  Duplex
-  Industrial
-  Institutional
-  Landfill
-  Mobile Home
-  Mobile Home Park
-  Multi-Family
-  Office
-  Public Parking
-  Recreation
-  Single Family
-  Utility
-  Vacant



Zoning Map

Legend

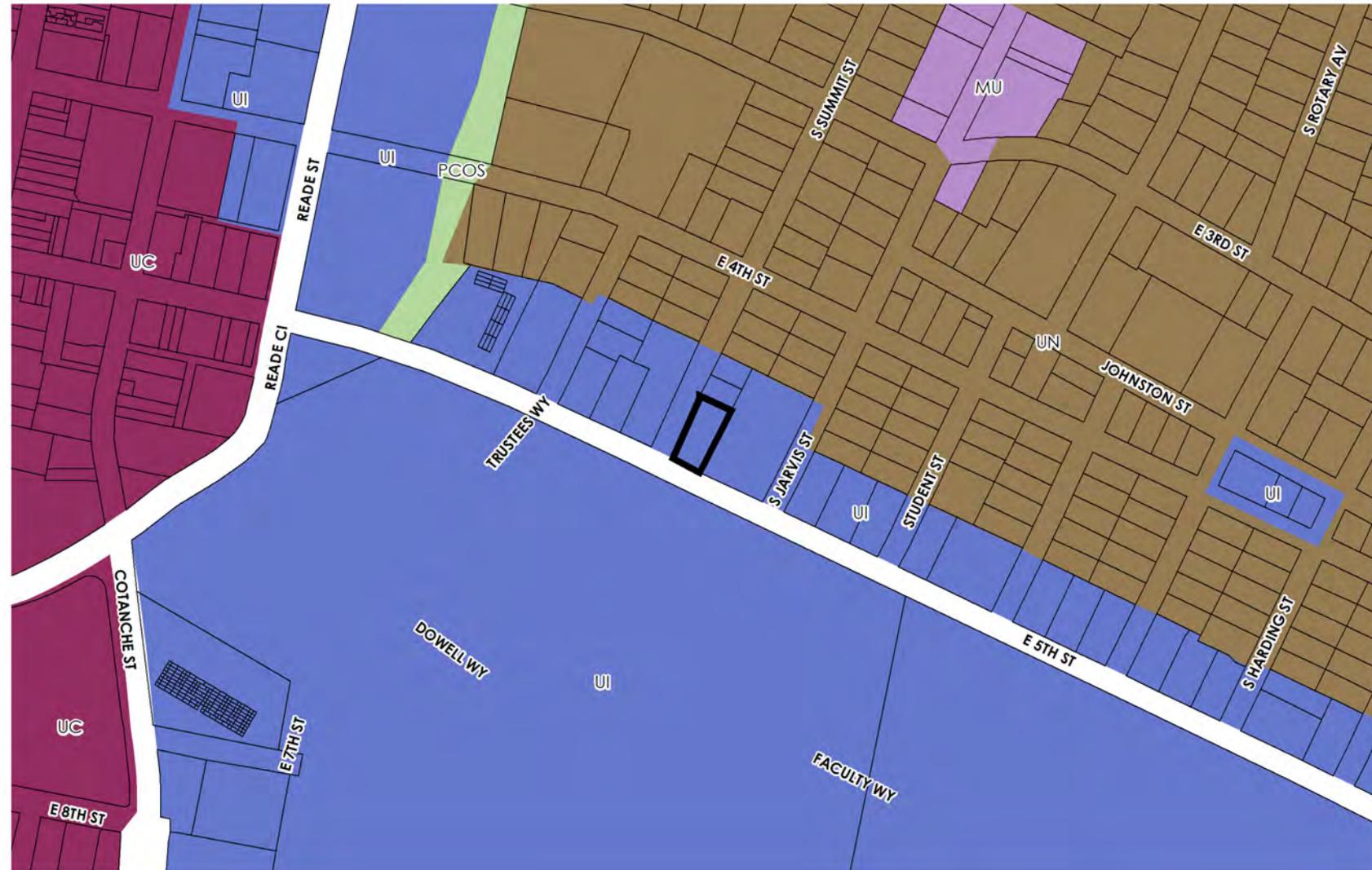
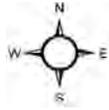
	Land Parcels		OR-UC
	Rezoning		R6
	CD		R6A
	CDF		R6A-CA
	CG		R6A-RU
	CH		R6MH
	CN		R6N
	MCH		R6S
	MCG		R9
	I		R9S
	IU		R9S-CA
	PIU		R15S
	MI		PUD
	MO		MR
	MS		MRS
	O		RA20
	OR		



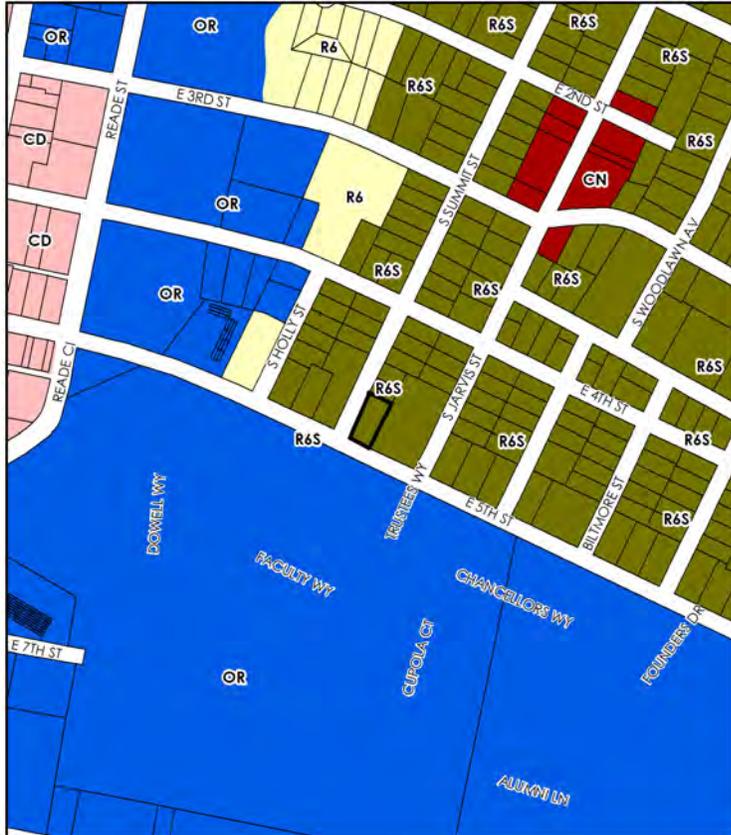
Future Land Use & Character Map

Legend

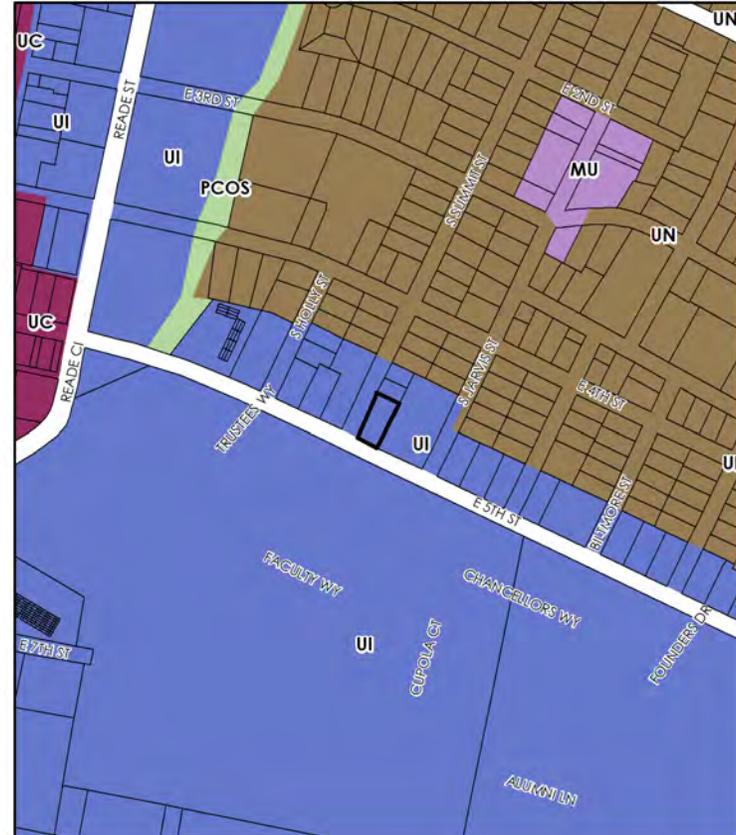
-  Land Parcels
 -  Rezonings
 -  Train Tracks
 -  Greenville ETJ
 -  PCOS - Potential Conservation and Open Space
 -  UC - Uptown Core
 -  UE - Uptown Edge
 -  MUHI - Mixed Use, High Intensity
 -  MU - Mixed Use
 -  C - Commercial
 -  OI - Office and Institutional
 -  UN - Uptown Neighborhood
 -  TNMH - Traditional Neighborhood, Medium to High Density
 -  TNLM - Traditional Neighborhood, Low to Medium Density
 -  HDR - Residential, High Density
 -  LMDR - Residential, Low to Medium Density
 -  UI - University Institutional
 -  MC - Medical Core
 -  MT - Medical Transition
 -  IL - Industrial / Logistics
- 0 0.5 1 2 3 4 Miles



Future Land Use & Character Map



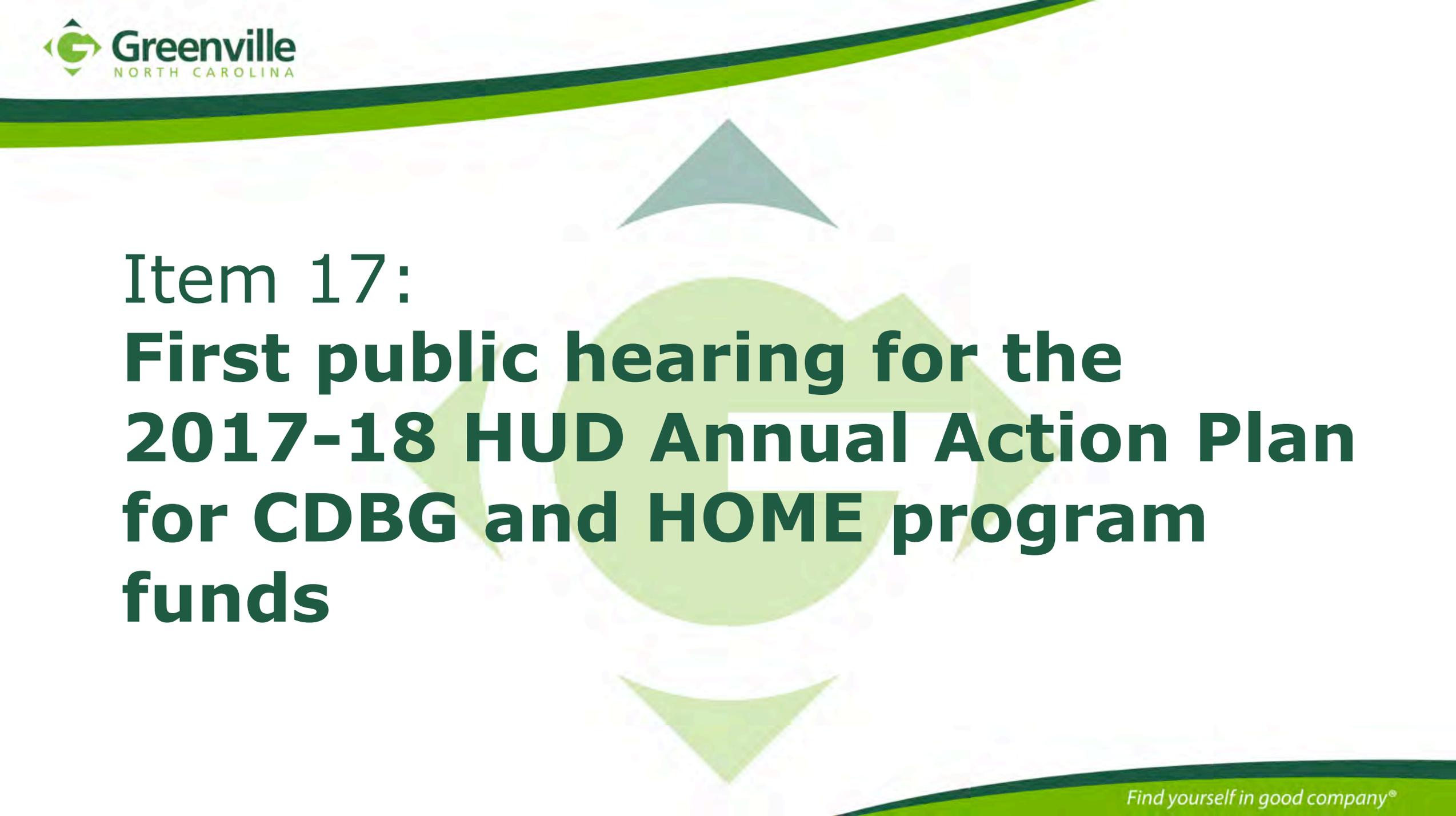
Zoning Map



- Land Parcels
- PCOS - Potential Conservation and Open Space
- UC - Uptown Core
- UE - Uptown Edge
- MUHI - Mixed Use, High Intensity
- MU - Mixed Use
- C - Commercial
- OI - Office and Institutional
- UN - Uptown Neighborhood
- TNMH - Traditional Neighborhood, Medium to High Density
- TNLM - Traditional Neighborhood, Low to Medium Density
- HDR - Residential, High Density
- LMDR - Residential, Low to Medium Density
- UI - University Institutional
- MC - Medical Core
- MT - Medical Transition
- IL - Industrial / Logistics

Legend

- Land Parcels
- Rezonings
- CD
- CDF
- CG
- CH
- CN
- MCH
- MCG
- I
- IU
- PIU
- MI
- MO
- MS
- O
- OR
- OR-UC
- R6
- R6A
- R6A-CA
- R6A-RU
- R6MH
- R6N
- R6S
- R6S
- R6S
- R6S
- R9
- R9S
- R9S-CA
- R15S
- PUD
- MR
- MRS
- RA20



Item 17:
**First public hearing for the
2017-18 HUD Annual Action Plan
for CDBG and HOME program
funds**



**FY 2017 – 2018 HUD Annual Action Plan
Public Hearing for CDBG and HOME Programs
January 12, 2017**

FY 2017 – 2018 HUD Annual Action Plan

- Two public hearings required by HUD, initial input on January 12th and formal adoption on June 8th
- 2013 - 2018 Consolidated Plan
- CDBG and HOME Program activities
- Estimated allocation amounts for budgeting

FY 2017 – 2018 HUD Annual Action Plan

PROPOSED 2017-18 CDBG & HOME BUDGET		
Proposed Activities	HOME	CDBG
Administration	\$38,000	\$168,000
Housing Rehabilitation	\$155,000	\$500,000
CHDO/New Construction	\$57,000	0
Down Payment Assistance	\$80,000	0
Acquisition	0	\$30,000
Public Facilities	0	\$100,000
Multi-Family New Construction	\$50,000	0
Demolition & Clearance	0	\$42,000
Total	\$380,000	\$840,000

FY 2017 – 2018 HUD Annual Action Plan

- **Proposed Activities:**
 - **First-Time Homebuyer Down Payment Assistance**
 - **Owner-Occupied Substandard Housing Rehabilitation**
 - **New Construction of Affordable Housing**
 - **Planning and Administration**
 - **Improvements to Public Facilities Serving Special Needs Populations**
 - **CHDO Set-Aside / New Construction**

FY 2017 – 2018 HUD Annual Action Plan

- **Annual Action Plan Process:**
 - Hold initial public input hearing January 12th
 - Council Planning Session on January 27th and 28th
 - Data Collection and Drafting of Annual Action Plan – February, March and April
 - 30-day public comment period on Draft Annual Action Plan begins May 8th
 - AHLC public hearing on May 10th for recommendation
 - Formal adoption by City Council on June 8th

FY 2017 – 2018 HUD Annual Action Plan

- **Staff Recommendation:**
- City Council hold the first public hearing and provide input for the 2017-18 HUD Annual Action Plan



• Questions?



Item 18a:
**Environmental Advisory
Commission Presentation**

Current EAC Members

- Durk Tyson – Engineer – 2016 Chair
- Emilie Kane – Retired ECU Administration (2016 Vice-Chair)
- David Ames – Physician
- Drake Brinkley – Lawyer
- Nathaniel Hamilton – Physician
- Ann Maxwell – Retired Educator Pitt County Schools

Support to EAC

- **McLean Godley – Council Member**
- **Kevin Mulligan, Public Works Director**
- **Daryl Norris, Civil Engineer II**
- **Lisa Kirby, Senior Engineer**
- **Amanda Braddy, Administrative Assistant**

EAC Goals

- 1. Identify and deploy ways to promote environmental education and engage citizens (including students) in addressing environmental [sustainability] issues.**

Increase public awareness of the Watershed Master Plans.

Continue to administer and champion the EAC Grant Program.

Participated in 2016 Earth Week Events and Environmental Symposium.

Hosted Clean Energy Symposium to review challenges of global warming and climate change and discuss best management practices.

EAC Goals cont'd.

2. Continue to increase deliberate and intentional engagement with Council and other Boards and Commissions

Assign commission members (liaisons) to follow other Boards & Commissions that may consider and/or advise on environmental issues. The liaison will provide quarterly updates to EAC on topics that have potential for partnering or collaboration.

Meet with individual Council Members to discuss issues of environmental concern to the City of Greenville.

EAC Goals cont'd.

3. Identify and suggest ways to reduce volume of our waste.

Finalized resolution on single use plastic shopping bags in concert with other Commissions and presented to City Council.

Encourage recycling within the medical and commercial industries

4. Seek ways to conserve and protect our water resources.

Provide guidance and recommendations to City Council on the utilization of the Watershed Master Plans. This includes water quality monitoring results completed as part of the master planning process.

EAC Goals cont'd.

5. Identify and suggest ways to reduce greenhouse gases and air pollution generated by municipal operations.

Revisit the Cool Cities initiative and assess the need for a subcommittee that can focus on municipal operations and make recommendations for improvements (Greenville Climate Protection Partnership).

Prepare resolution focusing on recommendations made by subcommittee if applicable.

EAC Goals cont'd.

6. Identify and suggest ways to increase energy conservation and renewable energy production.

Facilitate Commission and/or Council presentation on renewable energy options for City activities.

Develop resolution focusing on adoption of renewable energy initiatives.

Encourage and explore the feasibility of a City Sustainability office or position.

Item 20:
**Presentation on costs to
construct Sycamore Hill
Commemorative Tower and
associated improvements at the
Town Common**

Preferred Alternative: Illustrative Plan



- | | | | |
|--|---------------------------------|---|-----------------------|
| 1. Sycamore Hill Missionary Baptist Church Commemorative Tower | 6. Civic Building | 12. Active Living Shoreline | 18. Restrooms |
| 2. Sycamore Tree Grove | 7. Amphitheater + Event Lawn | 13. Kayak Launch + Fishing Pier | 19. On-Street Parking |
| 3. Relocated Veterans Memorial | 8. Boardwalk + Promenade | 14. Dock + Viewing Platform | |
| 4. Relocated Sundial | 9. Multi-Purpose Field | 15. Kayak + Canoe Rental | |
| 5. 1st Street Promenade | 10. Playground | 16. Town Creek Wetland Restoration Area | |
| | 11. Future Playground Expansion | 17. Parking + Access Drive | |

Phasing Concept

1. Under Construction
2. To Be Constructed
3. River Access
4. SHMBC Commemorative
5. Living Shoreline
6. Civic Building + Amphitheater
7. Great Lawn
8. Pier + Pedestrian Bridge



SHBC Commemorative Tower & Improvements Project Limits



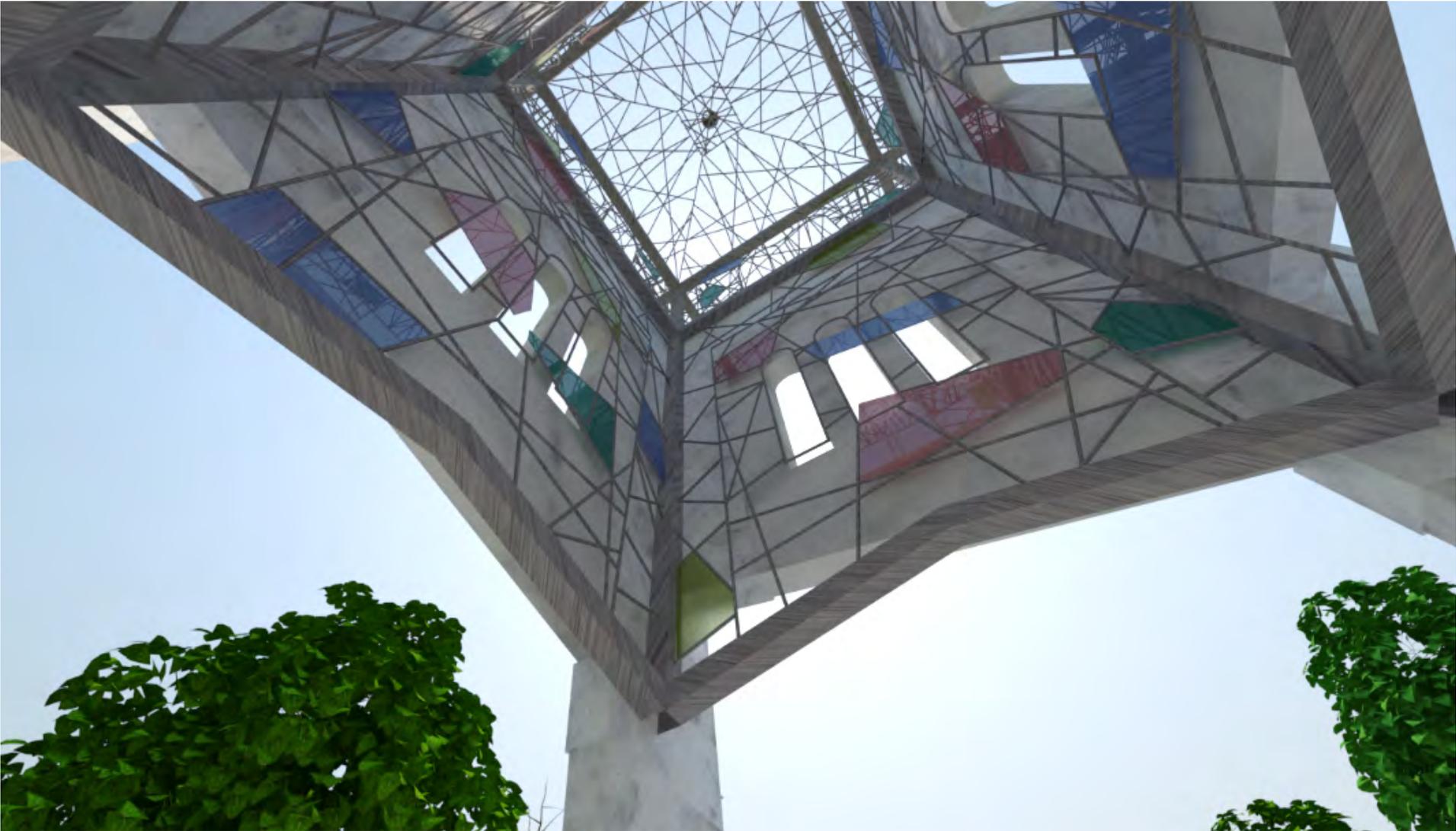
Commemorative Tower, Plaza, and Landscaping

Restroom Facilities

-- Limits of Work



Interior Perspective



SHBC Commemorative Tower & Improvements

Estimated Construction Cost –SHBC Memorial.....	\$1,640,000
General Contractor, General Conditions, & Bonds Fees @ 13%.....	\$260,000
Construction Contingency @ 5%.....	\$100,000

Total Budget SHBC Tower.....\$2,000,000

*** Restroom Facilities.....	\$442,900
General Contractor, General Conditions, & Bonds Fees @ 6%.....	\$26,570
Construction Contingency @ 7%.....	\$30,530

Total Budget Restroom Facilities.....\$500,000

***Note: Funding for restroom facilities provided in the FY18 CIP Budget

Town Common Improvement FY17 CIP Budget - \$985,882

Rolled Over Contracts (RHI Contract & Fishing Pier) \$134,219

Engineering and Design \$216,900

Radio Tower Removal \$150,000

Project Design Contingency 5% of Budget \$42,583

Available Construction Budget.....\$442,180

Questions and Comments



Item 21: **2017 State Legislative Initiatives**

State Legislative Initiatives

1. Preservation and Enhancement of Municipal Revenue Sources
2. Economic Development
3. Hate Crime Law
4. Revision of Building Code in 2017
5. Parks and Recreation Trust Fund



Item 22:
**Adoption of the 2017 City of
Greenville Federal Agenda**

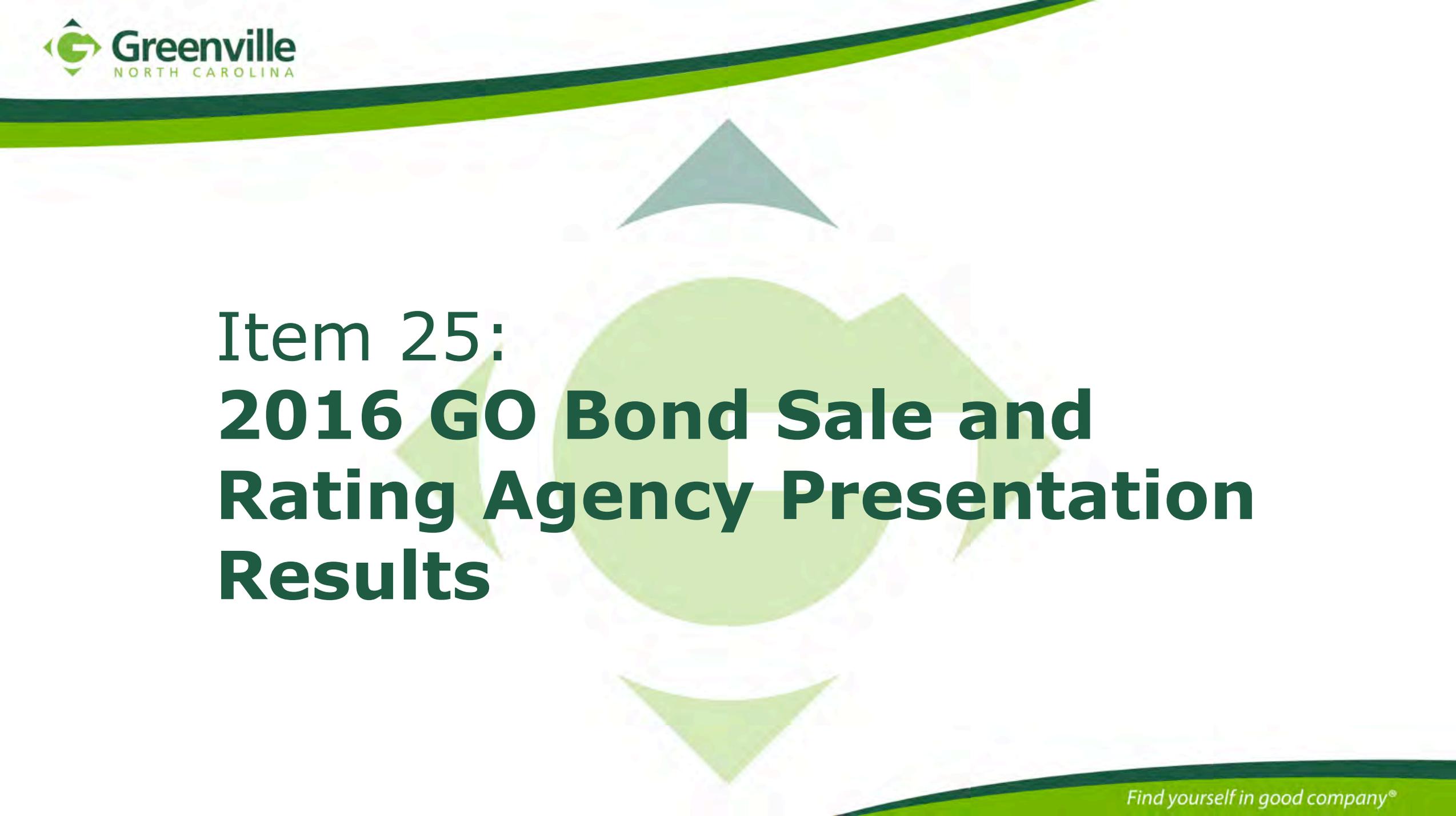
Federal Legislative Agenda

Areas of Focus

- A. Public Safety
- B. Community and Economic Development
- C. Labor and Workforce Development
- D. Energy and Environment
- E. Transportation and Infrastructure
- F. Recreation and Parks

Federal Legislative Agenda Other Priorities

- A. Funds for declared disasters
- B. Financing
- C. Online sales tax authorities
- D. FY2018 Budget Appropriations Support
- E. Grants



Item 25:
**2016 GO Bond Sale and
Rating Agency Presentation
Results**

Case Study: City of Greenville General Obligation Bonds, Series 2016

Transaction Summary

FirstSouthwest, a Division of Hilltop Securities, (“FirstSouthwest”) served as *Financial Advisor* to the City of Greenville (the “City”) for its issuance of the General Obligation Street and Pedestrian Transportation Bonds, Series 2016 (the “Bonds”).

Bond proceeds will be used to finance City streets and pedestrian transportation improvements as well as to pay certain issuance costs.

The Bonds constitute general obligations of the City, secured by a pledge of the faith and credit and taxing power of the City.

Market Environment and Timing:

- In the weeks leading up to pricing after Election Day on November 8th, interest rates rose considerably across the yield curve primarily driven by the expected Federal Reserve rate increase in mid-December as well as the market’s perception that President-Elect Donald Trump’s economic and fiscal plans to cut taxes and reduce regulations will lead to an acceleration of both economic growth and inflation



\$8,000,000

**City of Greenville, North Carolina
General Obligation Street and Transportation Bonds,
Series 2016**

Pricing: December 6, 2016 via competitive sale

Ratings: Aa2/AA/NR

All-In Cost of Borrowing: **3.38%**

Weighted Average Maturity: 10.29 years

Yield to Maturity: 3.75% on 2036 serial bond with 3.625% coupon

Average Coupon: 4.17%

Call Feature: December 1, 2026 at Par

Use of Funds: New Money

Financial Advisor



Case Study: City of Greenville General Obligation Bonds, Series 2016

- Additionally, credit spreads widened across the yield curve largely due to heavy municipal bond issuance in the 4th quarter of 2016, uncertainty over municipal bond fund flows, and investor patience, with underwriting firms pricing transactions wider to avoid taking on unsold balances
- However, in the week of pricing market conditions improved and the volatility of recent weeks began to ease, as the impending Federal Reserve rate increase was now fully priced in to the market and the Holiday season was nearing
- FirstSouthwest's municipal syndicate desk worked with the City to keep the finance staff up-to-date on changing market conditions

Structure:

- The 20-year issue was structured with serial bonds from 2017 to 2036, with \$400k due each December 1st for level principal repayment
- Structured with predominantly 5% premium couponing from 2019 through 2026 and 4% premium couponing from 2027 to 2034, as well as two 3.625% discount bonds in 2035 and 2036. The bond issue generated approximately \$743k in net premium.
- Ten year optional par call at December 1, 2026 provides the City flexibility going forward
- FirstSouthwest and the City are currently analyzing strategies to optimize the yield on the investment of bond proceeds

Case Study: City of Greenville General Obligation Bonds, Series 2016

<u>Key Credit Strengths</u>	<u>Perceived Credit Challenges</u>
Strong financial position, including healthy reserve position	Reliance on economically-sensitive revenue sources
Stable economy supported by institutional presence	Declining income levels
Low debt levels, despite rapid population growth	
Very strong management, with sound financial policies and practices	
<u>Potential Drivers of Positive Rating Action</u>	<u>Potential Drivers of Adverse Rating Action</u>
Further tax base and employment expansion	Protracted structural budget imbalance
Strengthening of demographic profile to levels more consistent with higher rating categories	Significant decline of General Fund balance and other available reserves
	Deterioration of the City's tax base

Source: Moody's and S&P rating reports, published November 2016

Credit Rating Strategy:

- FirstSouthwest worked with the City to develop a comprehensive presentation delivered by finance staff to Moody's and S&P.
- The presentation highlighted the City's strong financial position, low debt levels, growing economy and sound budgetary and fiscal policies.
- Ultimately, the City's high-quality "Aa2/AA" general obligation bond ratings were affirmed.

Case Study: City of Greenville General Obligation Bonds, Series 2016

Investor Demand:

- For the \$8 mm bond offering, the City received seven competitive bids, highlighting the strong investor demand, which ultimately resulted in a very attractive cost of borrowing for the City.
- The following underwriting firms bid on the City's bond sale:
 - 1) Winning Bidder: Janney Montgomery Scott, LLC
 - 2) Cover Bid: Wells Fargo Bank, NA
 - 3) FTN Financial Capital Markets
 - 4) J.P. Morgan Securities, LLC
 - 5) Fidelity Capital Markets
 - 6) Dougherty & Company, LLC
 - 7) Robert W. Baird & Co., Inc.
- The end result was an attractive 3.17% true interest cost, which was 103 basis points lower than the Bond Buyer's Index ("BBI") of 4.20%
- Despite the volatile market conditions leading in to pricing, investors were drawn to the City's high quality credit. Additionally, the successful financing was due to the efforts of the entire experienced working group of professionals.

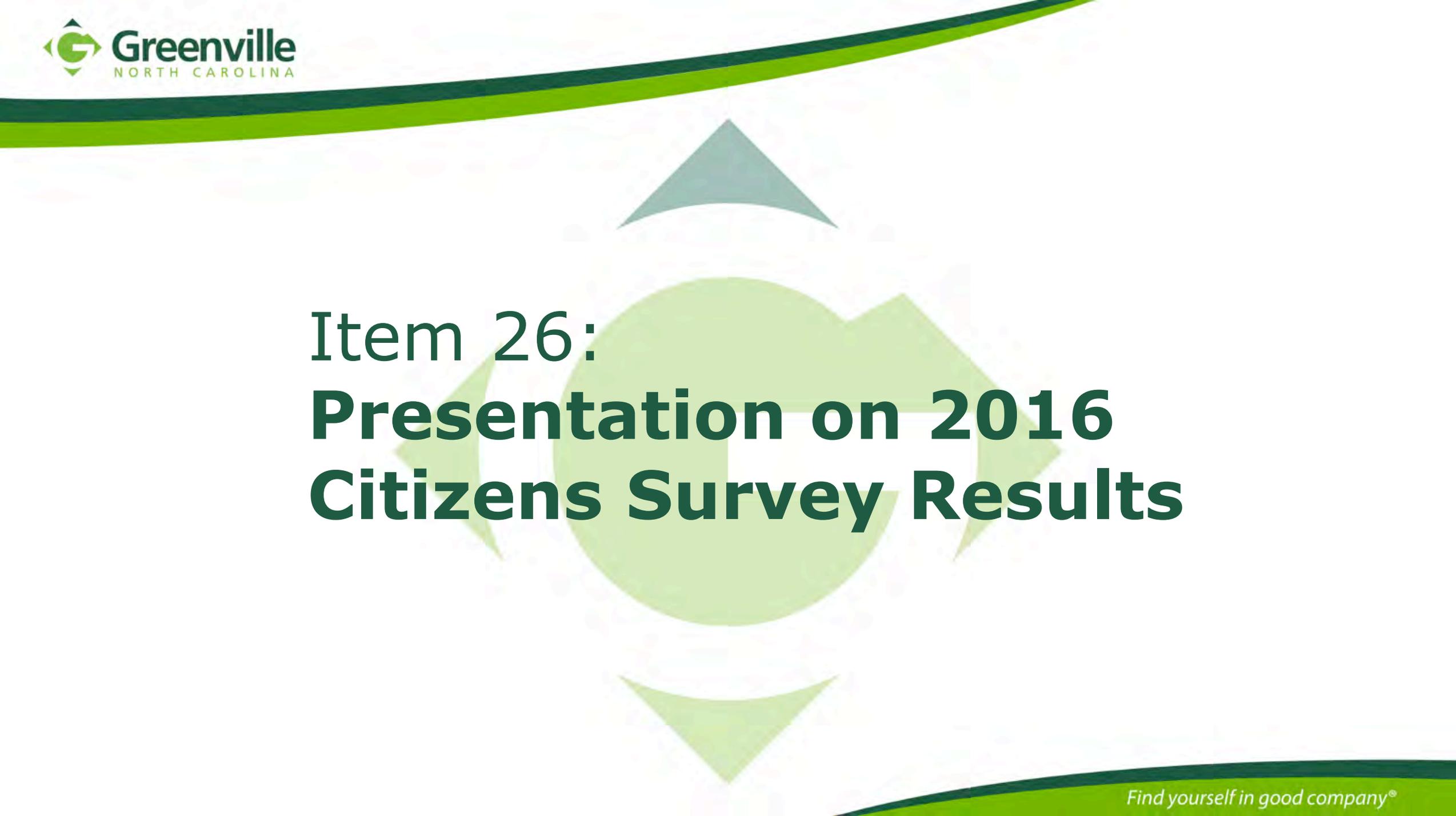
Case Study: City of Greenville General Obligation Bonds, Series 2016

Working Group

Issuer: The City of Greenville, North Carolina	Financial Advisor: FirstSouthwest, a Division of Hilltop Securities
Bond Counsel: Norton Rose Fulbright US LLP	Underwriter: Janney Montgomery Scott, LLC
State Treasurer's Office: North Carolina Local Government Commission	

Disclosure

This communication is intended for issuers for educational and informational purposes only and does not constitute legal or investment advice, nor is it an offer or a solicitation of an offer to buy or sell any investment or other specific product or service. Financial transactions may be dependent upon many factors such as, but not limited to, interest rate trends, tax rates, supply, change in laws, rules and regulations, as well as changes in credit quality and rating agency considerations. The effect of such changes in such assumptions may be material and could affect the projected results. Any outcome or result FirstSouthwest, or any of its employees, may have achieved on behalf of our clients in previous matters does not necessarily indicate similar results can be obtained in the future for current or potential clients. FirstSouthwest makes no claim the use of this communication will assure a successful outcome. This communication is intended for institutional use only. For additional information, comments or questions, please contact FirstSouthwest, a Division of Hilltop Securities Inc.



Item 26:
**Presentation on 2016
Citizens Survey Results**

Purpose

- Provides feedback and input from citizens as to the level and quality of City services
- Designed to ensure the needs of the entire community are met
- Provides Council insight for future projects and priorities

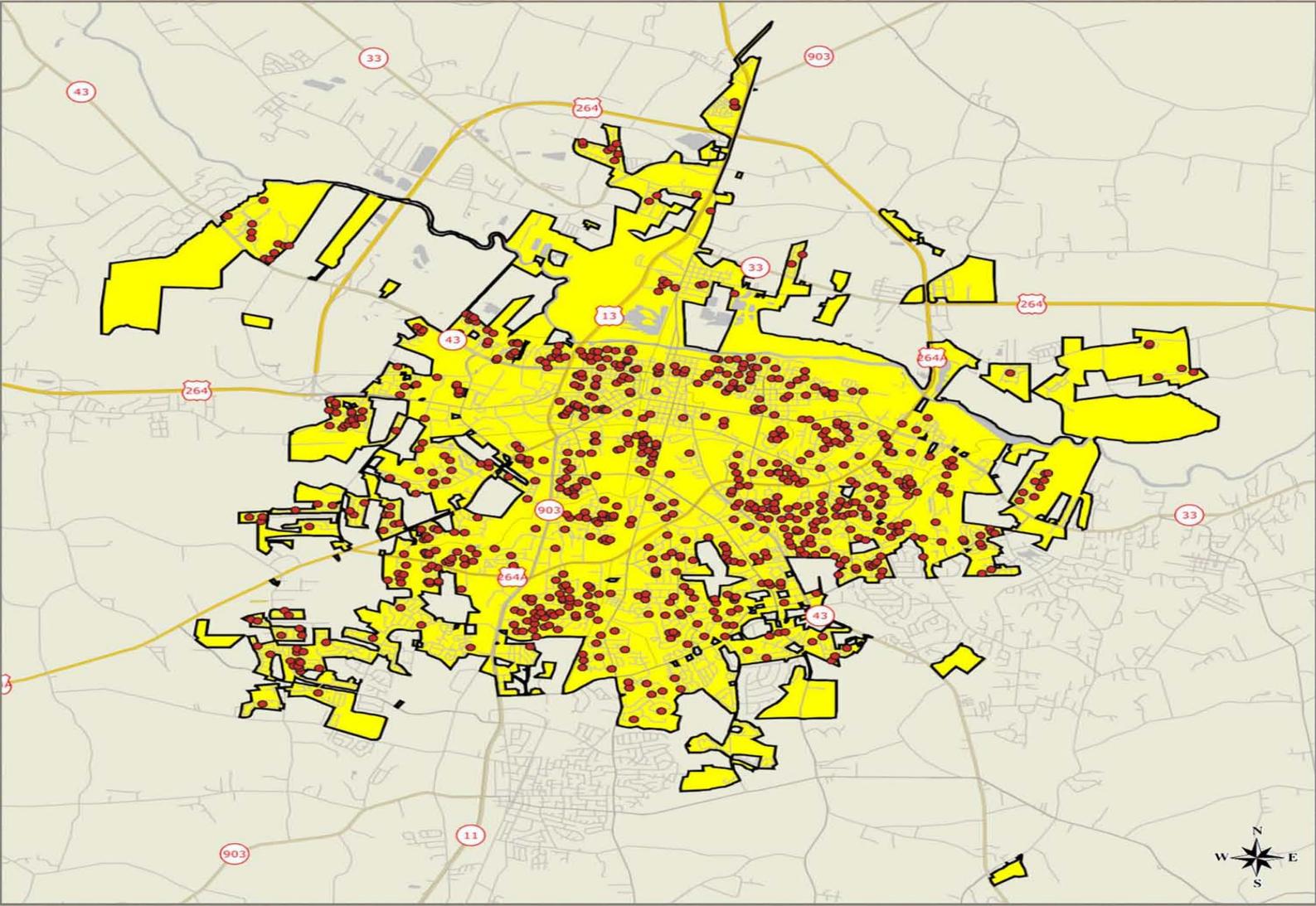
Overview

- Administered by the ETC Institute (also completed 2013 survey)
- Administered by mail, phone, and Internet to maximize the level of response
- Structured to ensure the demographics surveyed are representative of the city's population

Survey Details

- October 1-December 9, 2016
- Goal was to obtain at least 800 completed surveys (871 completed)
- Demographics were on target with goals and in line with the city's population

Location of Survey Respondents



2016 City of Greenville Community Survey

Demographic	CENSUS	SURVEY	Difference
% Male	46.0%	48.6%	2.6%
% Female	54.0%	51.4%	-2.6%
% African American/Black	37.0%	36.7%	-0.3%
% White	56.3%	59.0%	2.7%
% Hispanic	3.8%	3.7%	-0.1%
% Asian	2.4%	2.2%	-0.2%
% American Indian	0.4%	0.9%	0.5%

Age	% of Sample
18-34 years	21.7
35-44 years	19.3
45-54 years	19.1
55-64 years	19.4
65+ years	18.8
Not Provided	1.7

Note: Since students at East Carolina University are counted in the Census, the sampling goals for the survey were designed to ensure all age groups in the City were well-represented.

Survey Report

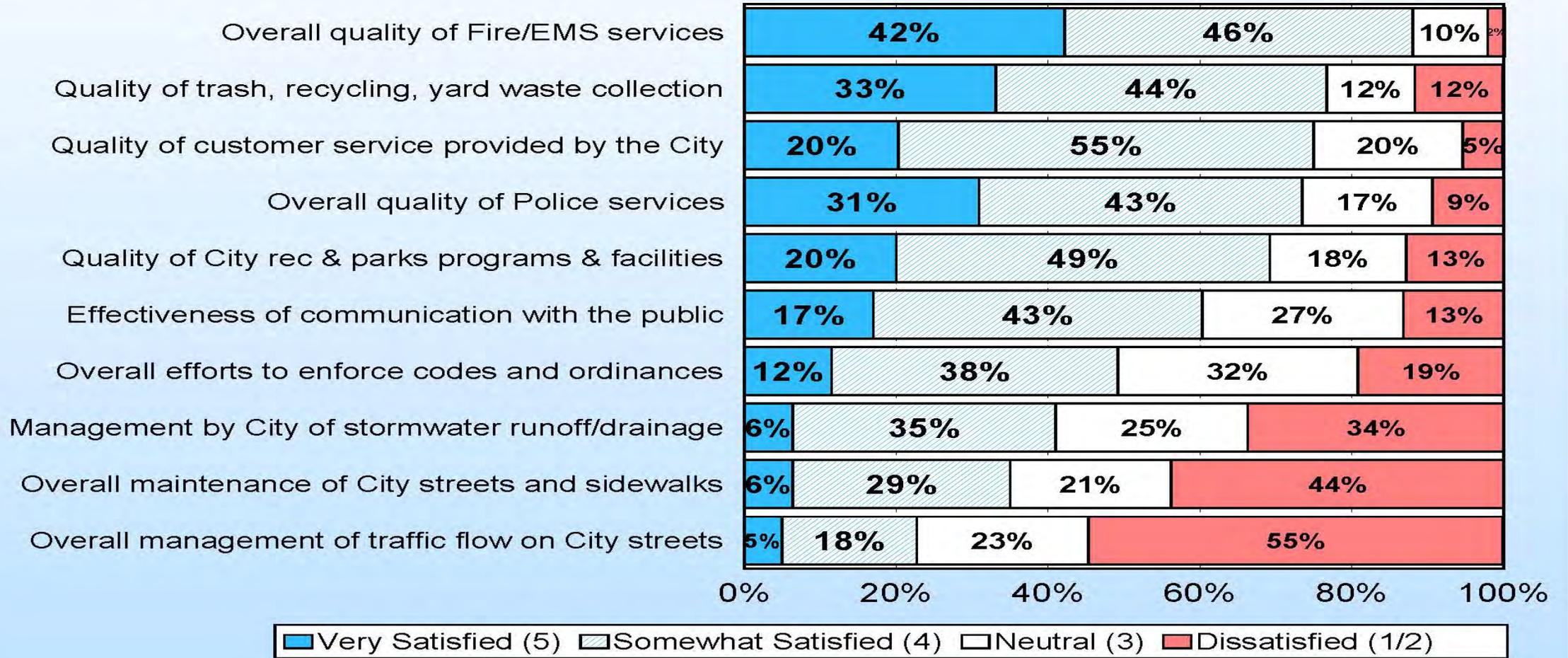
- 2016 Survey Report contains:
 - Summary of major findings
 - Charts and graphs showing results of each survey question
 - Importance-satisfaction analysis
 - Benchmarking analysis
 - GIS maps
 - Cross-tabular data showing a breakdown of survey results for various demographic questions
 - Tabular data showing the results for each question on the survey



Survey Results Summary

Q1. Overall Satisfaction With City Services by Major Category

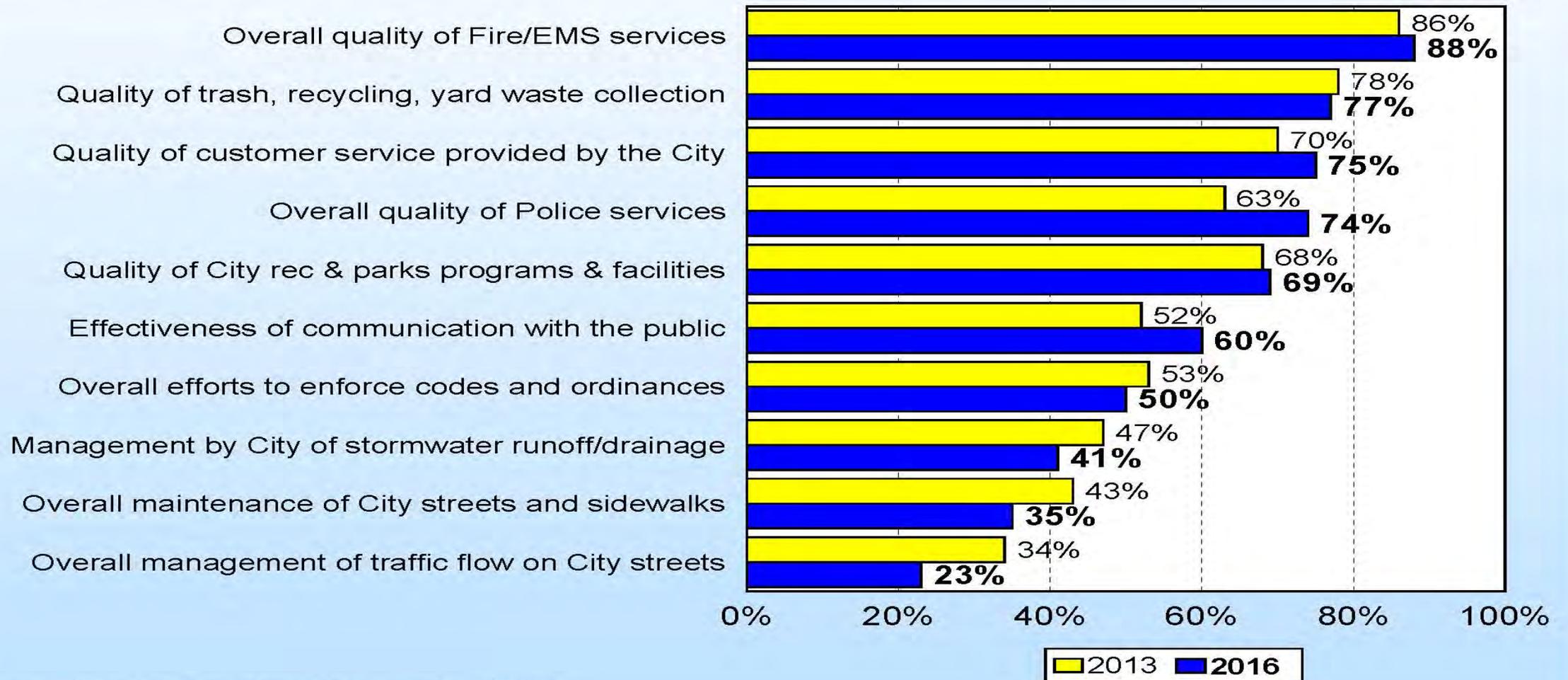
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2016)

TRENDS: Overall Satisfaction With City Services by Major Category - 2013 vs. 2016

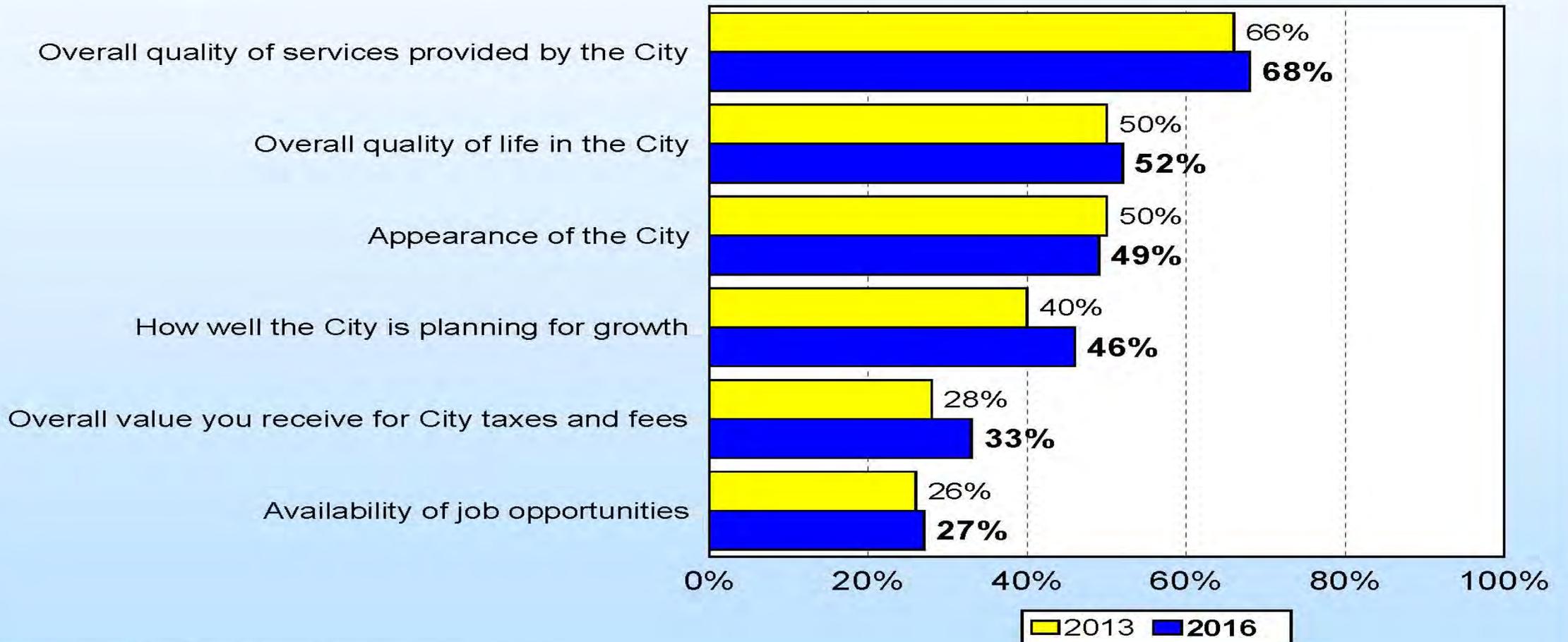
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2016)

TRENDS: Satisfaction with Various Items That May Influence Respondents' Perception of the City of Greenville - 2013 vs. 2016

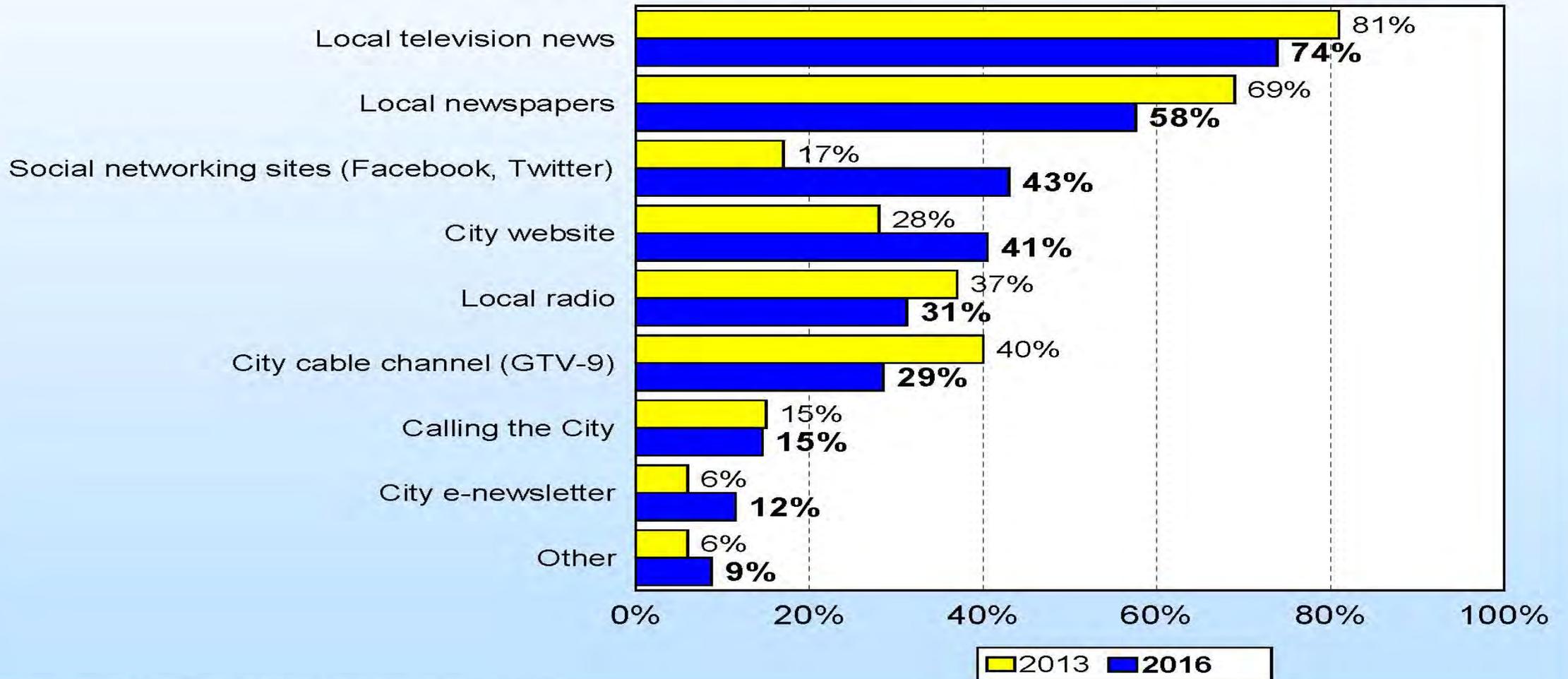
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2016)

TRENDS: Ways Residents Currently Get Information About the City of Greenville - 2013 vs. 2016

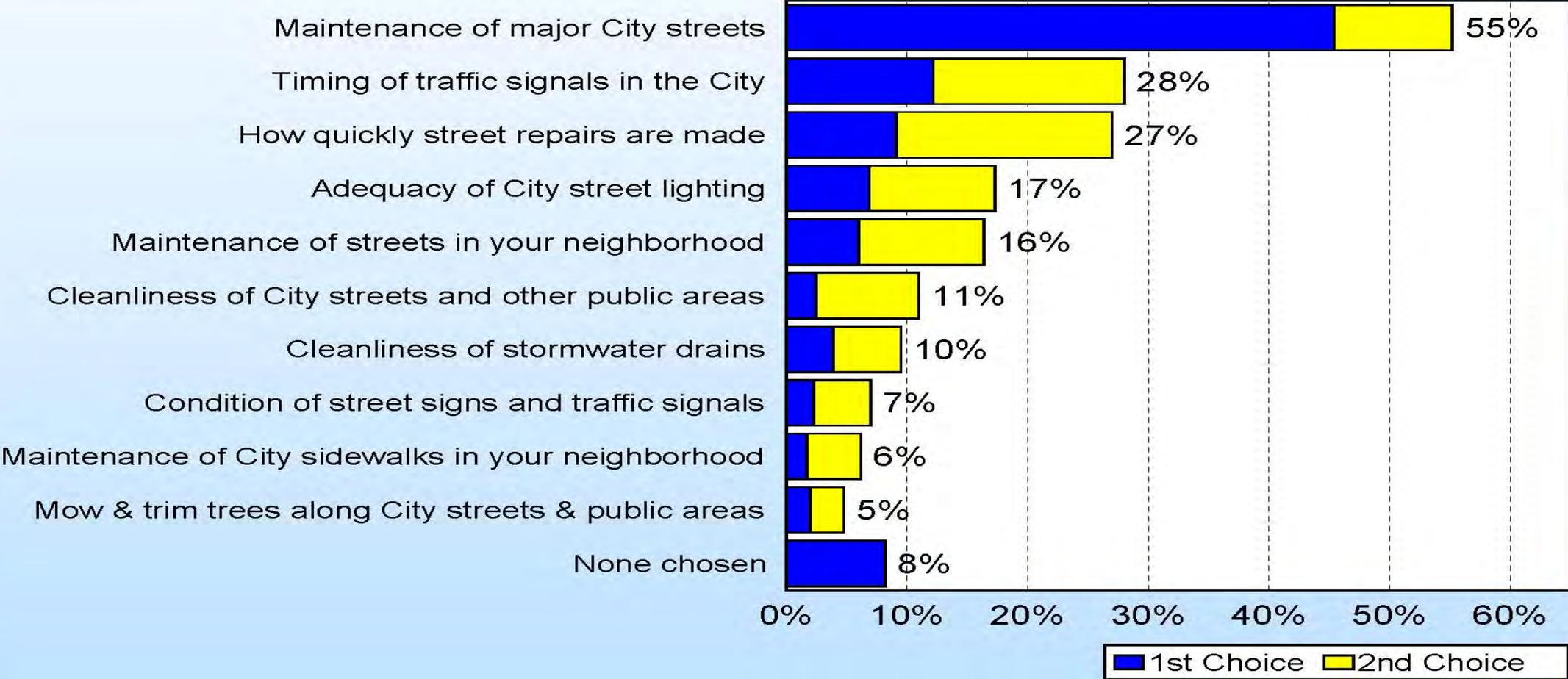
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (City of Greenville - 2016)

Q13. Aspects of City Maintenance That Are Most Important for the City to Provide

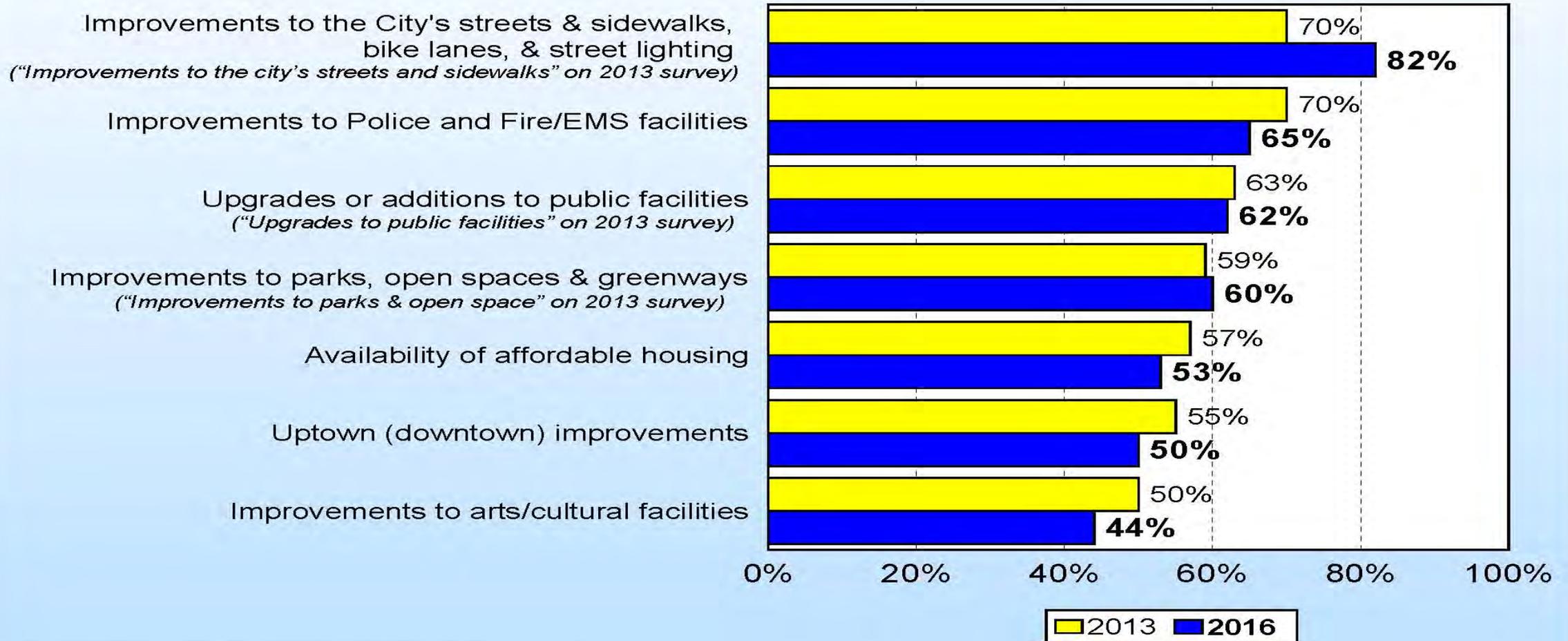
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (City of Greenville - 2016)

TRENDS: Importance of the City Continuing to Invest in Various Projects - 2013 vs. 2016

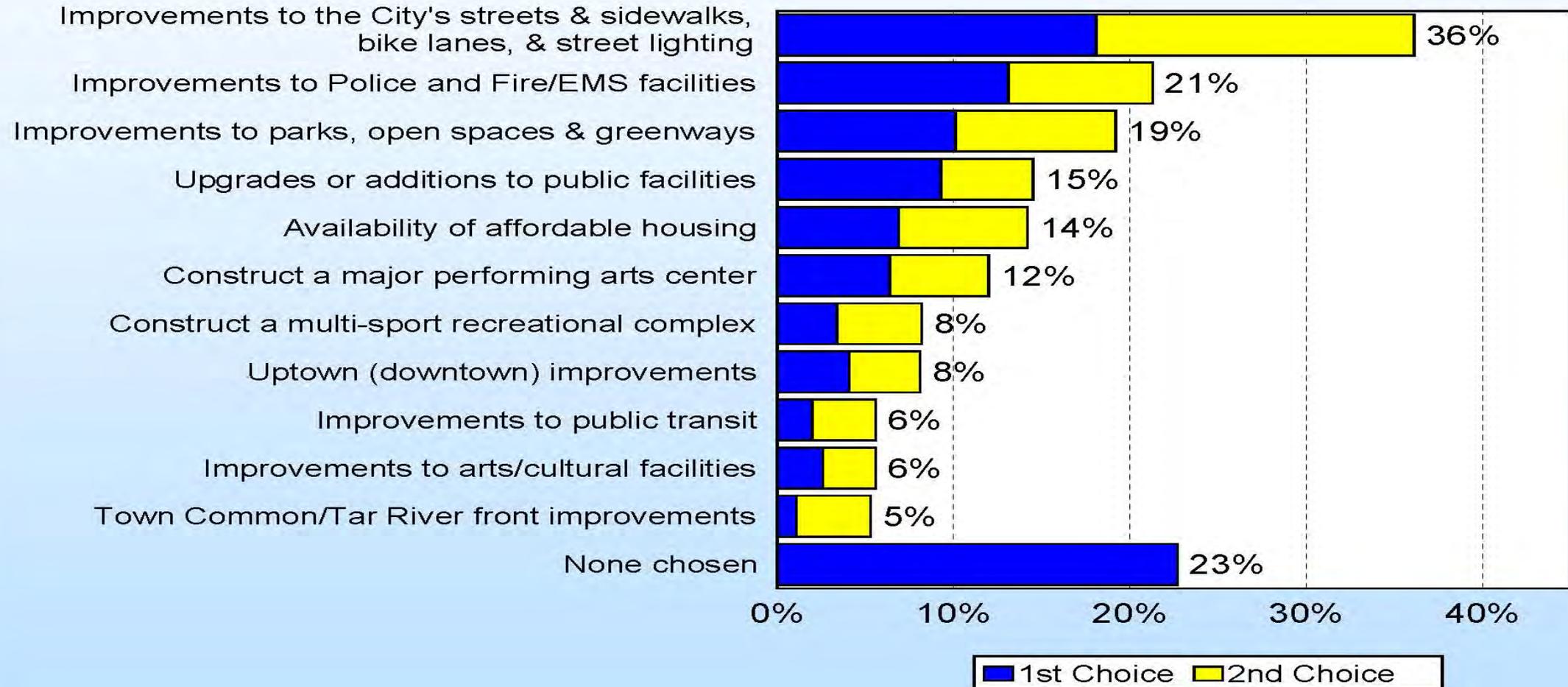
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2016)

Q21. City Improvement Projects That Respondents Are Most Willing to Pay an Increase in Taxes to Support

by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (City of Greenville - 2016)

TRENDS: Willingness to Support a Bond Referendum or Additional Funding for Various Reasons 2013 vs. 2016

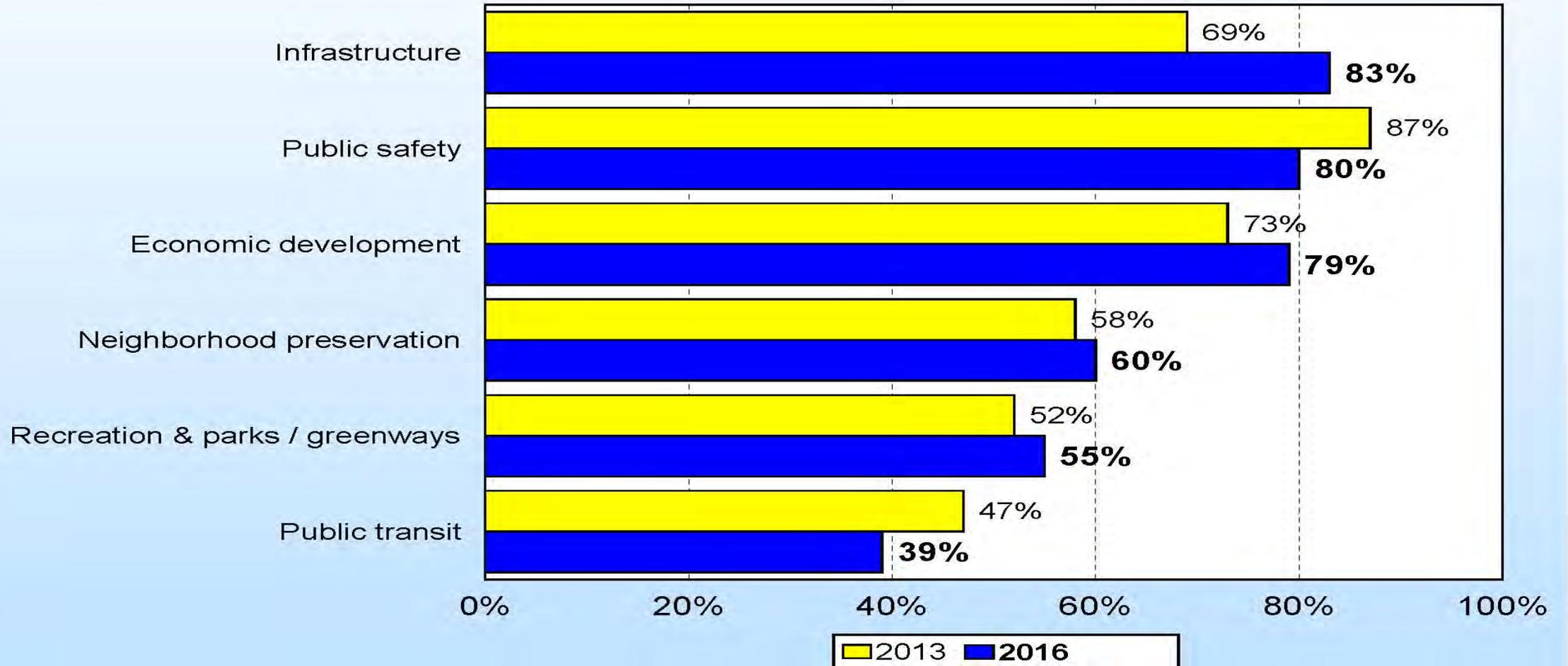
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



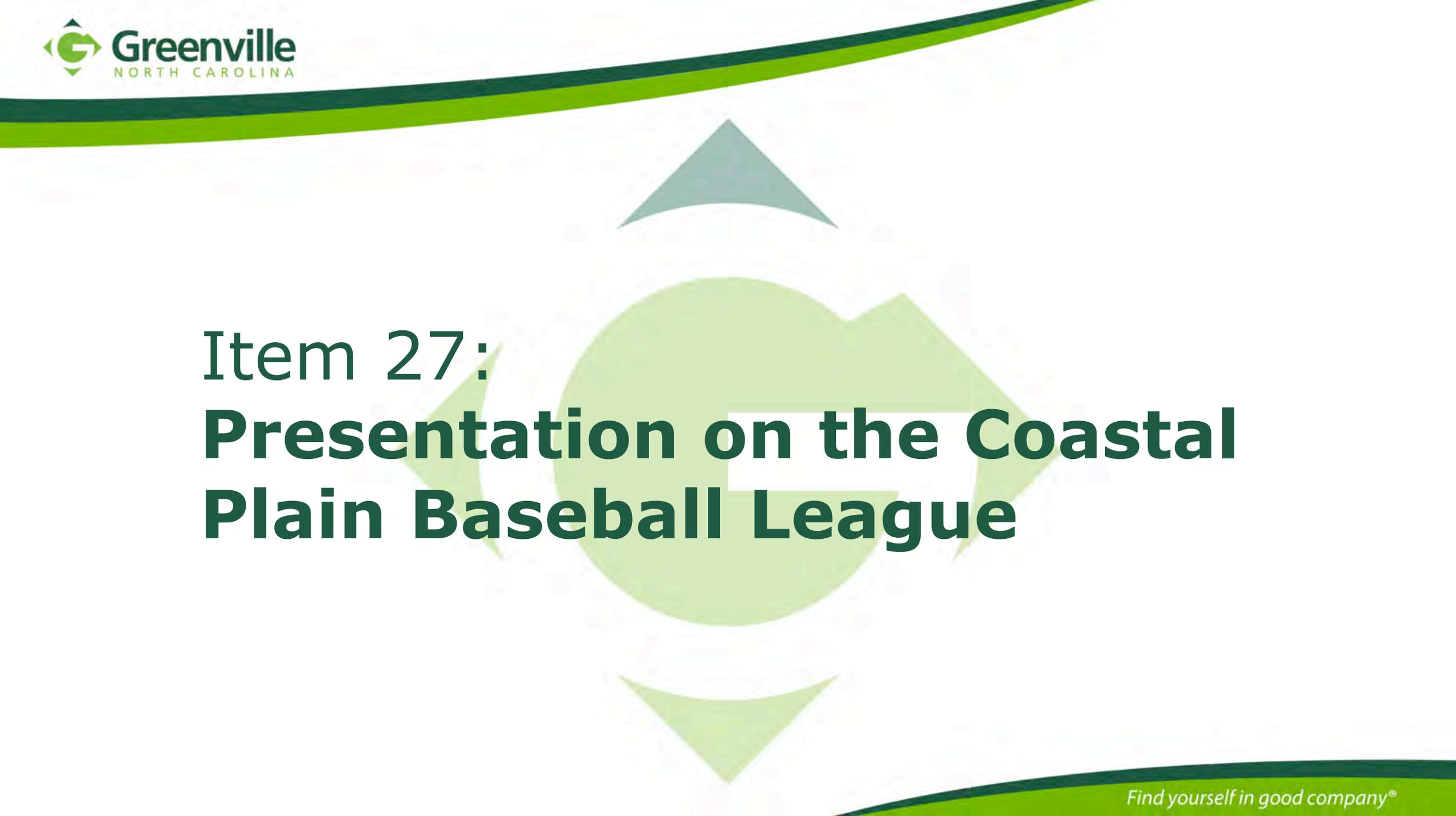
Source: ETC Institute (City of Greenville - 2016)

TRENDS: Importance of Various Focus Areas for the City of Greenville - 2013 vs. 2016

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (City of Greenville - 2016)



Item 27:
**Presentation on the Coastal
Plain Baseball League**

**THE COASTAL PLAIN LEAGUE
AND GREENVILLE:
A WINNING TEAM!**

WHO WE ARE

The Coastal Plain League is the premier Collegiate Summer Baseball League in the South.

- Founded in 1997
- Headquartered in Holly Springs, NC
- Beginning its 21st season in 2017
- 15 teams, 32 players per team, play 56 regular season games, a three-round playoff and an All-Star Game
- Teams located in Four States: Georgia, North Carolina, South Carolina, and Virginia



MARKETS



CPL BALLPARKS



ALUMNI

Nearly 1,400 Coastal Plain League Alumni have been drafted by Major League Baseball Teams and **94** have gone on to play in the Big Leagues! Notable alumni include...

- 2011 American League MVP/Cy Young Award Winner **Justin Verlander**
- 2009 All-Star/Gold Glove Winner **Ryan Zimmerman**
- Three-time All-Star/2009 Gold Glove Winner **Kevin Youkilis**
- Super Bowl XLVIII winning quarterback **Russell Wilson**



DEVELOPING THE FUTURE

In addition to helping develop the professional stars of tomorrow, the Coastal Plain League is also the launching pad for all careers in the game of baseball.

- Coaches
- Umpires
- Front Office Staff
- Broadcasters
- Interns



KEY POINTS WORTH NOTING

A Coastal Plain League Franchise...

- Builds a hometown team that all citizens can rally behind
- Offers affordable, family entertainment to residents
- Helps create and capture a local fan base and draw visitors to Greenville
- Aids local collegiate baseball teams and their players during the summer months
- Helps bring in additional secondary events to the market
- Elevates the Greenville identity locally, regionally, and nationally
- Participates in charities and community events
- Creates a gathering place for the community



AFFORDABLE, FAMILY ENTERTAINMENT

- Similar to highly successful, minor league baseball model
- Mascots
- Giveaways
- Concourse Games
- Magicians
- Clowns
- Fun Foods
- Between-Inning Games
- Kid-friendly themes
- Accessibility to Players
- Fireworks
- Kids Run the Bases



CPL ATTENDANCE

- The Coastal Plain League has welcomed over 500,000 fans to its ballparks each season since 2008.
- In 2016, three (3) CPL franchises ranked in the Top 15 – nine (9) in the Top 50 – among all summer collegiate teams nationally in average attendance.
- In 2016, the top five (5) CPL franchises in average attendance finished with a higher average attendance than 30 minor league teams.



CPL ALL-STAR GAME

- The Coastal Plain League All-Star Game is a two-day event held annually in July.
- Event includes a Fan Fest, Home Run Derby, ASG luncheon, and the All-Star Game.
- Draws players, families, and fans from all 15 CPL franchises and across the country.
- Televised LIVE on Time Warner Cable SportsChannel and streamed LIVE over the Internet.



USA BASEBALL

- USA Baseball is the governing body of amateur baseball in the United States.
- The Collegiate National Team has partnered with the Coastal Plain League for 7 of the last 8 seasons to offer exhibition games to local CPL markets
- CPL teams also have hosted exhibition games with Team Japan, Chinese Taipei, and Russia.



PLAYERS WITH LOCAL TIES

- In 2016, 67% of Coastal Plain League Players played their collegiate baseball in the Southeast Region of the United States.
- A Greenville team will allow players from East Carolina University and other local schools like Pitt Community College to remain closer to home while playing summer league baseball.



SPECIAL EVENTS FROM A-Z

- Antique Shows
- Art fairs
- **BBQ or Chili Cook-offs**
- **Baseball Camps**
- **Beer/Wine Fests**
- Blood Drive
- Bridal Shows
- Carnivals
- Charity Auctions
- **Charity Runs**
- **Christmas Toy Drive**
- **Church events**
- Class Reunions
- **College Baseball**
- Community Theatre
- **Company Picnics**
- **Concerts**
- **Corporate Field of Dreams**
- Craft Markets
- Daddy-Daughter Dance
- Easter Egg Hunts
- **Easter Sunrise Service**
- **Emergency Services**
- **Fan Fests**
- **Farmers Markets**
- **Festivals**
- **Flag Football**
- **Flea Markets**
- **Graduations**
- **Halloween “Trunk or Treat”**
- Health Fairs
- **High School Baseball Championships**
- **Independence Day Celebration**
- **International Games**
- Job Fairs
- Jump Rope Competitions
- Kickball Tournaments
- Kids Fairs
- **Little League Opening Day**
- **Lacrosse Tournaments**
- **Little League Tournaments**
- **Movie Nights**
- Noche Latina
- Officer Training
- Prom under the stars
- Pumpkin Patch
- Quiz Bowl
- Rallies
- **Revivals**
- **Rugby**
- Scout Campouts
- **Softball Tournaments**
- Speaking Engagements
- **Soccer Tournaments**
- **Special Olympics**
- Talent Shows
- **Travel Baseball tournaments**
- **USA Baseball**
- **Vintage Car Shows**
- Water Park
- Weddings
- Winter Wonderland
- Xbox Tournaments
- Yom Kippur Ceremonies
- Zoo



COMMUNITY PROGRAMS



A GATHERING PLACE



QUESTIONS?