

Item Title: Approval of Resolution of Support for North Carolina's Bid for 2027 World University Games

Specific Action Requested:

That the Board of Commissioners approves a resolution of support for the North Carolina Bid to host the 2027 World University Games.

Item Summary:

Purpose: While not required by statute, the Board of Commissioners is requested to consider this resolution to strengthen North Carolina's bid for this special event.

Background: The Triangle Sports Commission has assembled a North Carolina Bid Committee to propose a collaborative bid to host the 2027 World University Games in central North Carolina between Greensboro and Raleigh. To demonstrate support of the bid by local governments within the host region, the Bid Committee has requested a Resolution of Support from Wake County. Included in the resolution is an expression of support for the event and an indication of the County's willingness to provide financial support to host the event. The amount and source of the County's financial contribution would be determined once more details have been provided by the Host Committee. Additionally, the resolution articulates an expectation that a Wake County representative serve on the Host Committee should the bid be awarded to North Carolina.

Board Goal: This action supports Economic Strength Goal 3: Support economic development efforts to bring diverse jobs, talent, businesses, and visitors to Wake County.

Fiscal Impact: This resolution does not provide a specific financial commitment. The amount, source and timing of a Wake County financial commitment would be determined at a later date if North Carolina is awarded the bid to host the World University Games in 2027.

Additional Information:

In September 2022, the NC Bid Committee will submit a bid to host the 2027 World University Games. The World University Games is considered the Olympics for college and university athletes from around the world. North Carolina (representing the United States) is a finalist against ChungCheong (representing South Korea).

Highlights of the proposed event include:

- The event would host 19 sports for athletes ages 18-25
- The event would be held over 13 days: July 13-25, 2027

- It is anticipated an official delegation of over 10,000 individuals would participate in the games, including over 7,000 athletes and officials
- Participants would include 600 universities from 150 countries
- Events are expected to draw over 600,000 spectators
- Economic impact estimates range from \$150 to \$370 million
- Host committee budget estimated at \$125 million (combined in-kind and cash contributions)

To strengthen the North Carolina bid, the host committee has requested a Resolution of Support from the Wake County Board of Commissioners to acknowledge the Board's excitement about the event in North Carolina and specifically the events and visitors in Wake County. Additionally, Wake County has been asked to provide financial support for the event and provide an indication of that support in the resolution. It is requested that local governments in the area where the events will be held participate in a collaborative bid sponsorship effort to demonstrate support for the event and assist with offsetting the costs associated with hosting the events. Combined, the four counties and six municipalities in the host region would collectively contribute \$2.5 million (consistent with Silver Level Sponsorship.) The State of North Carolina has committed \$25 million if a successful bid is awarded to North Carolina.

It is recommended that the terms for Wake County's financial support for this event be determined once the bid is announced and more information is known on the sporting event locations, special event locations and visitor estimates specific to Wake County. Wake County's intent to provide financial support in an amount not to exceed \$650,000 which may be payable over five years, is subject to future appropriation and approval by the Board of Commissioners. The source of Wake County's funding and specific appropriation would be established once the bid is awarded to North Carolina.

Additionally, Wake County would expect to provide a representative to the Host Committee.

The announcement of the winning bid is expected to be made on or around Nov. 12, 2022.

Estimated Financial Impacts for Host Community:

- Economic Impacts: Ranging from \$150 million to as much as \$375 million depending on the market. (Figures are from economic impact studies performed by independent third-party analysts for the most recent Games)
- Multi-Million Dollar Media Value: The Games are carried worldwide on more than 3,000 broadcast hours to a global audience of over 400 million. Up to 1,500 members of the national and international media are on-site for the Games. A Value Analysis of the media exposure would be projected to show additional Media Value to the state that would be comparable to, and in addition to, the hundreds of millions of dollars in economic impacts.
- Global Marketing Campaign: Landing the Games would result in a five-year global marketing campaign for Wake County and the region, showcasing our universities, communities, businesses, people, and achievements to the world.
- Hosting the World: North Carolina would host an international delegation of approximately 10,000 (including over 7,000 athletes) from more than 150

countries, plus another 1,500 sport officials and 600 international sports executives and VIP's.

The Board of Commissioners received a briefing from the Chair of the NC Bid Committee at their August 15, 2022 Work Session. Per the Commissioners' request, below is additional information from the Bid Committee and attached is a statement from the Greater Raleigh Convention and Visitors Bureau President.

- Based on current plans, it is estimated that 34% to 38% of ticketed sporting events could be held in Wake County.
- It is anticipated that Wake County will host non-sporting events that could include the international broadcast center, main press center, culture & arts program events and education programs.
- Wake County is home to the lead entity organizing the bid, the Triangle Sports Commission and as such, will likely see employment opportunities for Wake residents as Host Committee responsibilities increase with a successful bid announcement.
- Hotel room blocks will occur once a bid announcement is made. It anticipated the event will use a significant number of hotel rooms in Wake County to support the broadcast center, press center and officials of the international governing body.
- Colleges and universities across the host region have indicated preliminary support for the event. Below is a listing of current commitments (campuses in Wake County are underlined):
 - Duke University -- any and all WUG programs that can be accommodated on campus
 - Durham Technical Community College -- any and all WUG programs that can be accommodated on campus
 - Elon University-- any and all WUG sport programs that can be accommodated on campus
 - Meredith College -- any and all WUG programs that can be accommodated on campus
 - NC A&T State University -- any and all WUG programs that can be accommodated on campus
 - NC Central University -- any and all WUG programs that can be accommodated on campus
 - NC State University -- has directed that the WUG work with athletics on fields and facilities. Conversations are ongoing including with the Chancellor on perhaps accommodating culture, arts, and education programs
 - Shaw University -- any and all WUG programs that can be accommodated on campus
 - St. Augustine's University -- any and all WUG programs that can be accommodated on campus
 - University of North Carolina Chapel Hill -- any and all WUG programs that can be accommodated on campus
 - UNC Greensboro -- any and all WUG programs that can be accommodated on campus
 - Wake Tech -- any and all WUG programs that can be accommodated on campus

- William Peace University -- any and all WUG programs that can be accommodated on campus

Attachments:

1. Resolution of Support
2. Bid Summary
3. Local Government Sponsorship Plan for the 2027 WUG as proposed by the NC Bid Committee
4. GRCVB Statement on Potential Impacts of 2027 WUG